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Exporting yoghurts to Finland and how the packaging needs to be improved: a case study of Ker Ronan

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a case study of Ker Ronan**

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This thesis examines the preferences and habits of potential consumers of yoghurts in the southern part of Finland, Uusimaa. The aim of the thesis was to do market research in order to develop the design of yoghurt packaging in the case of the export of an existing French dairy product for wholesale distribution in Finland. The outcome of this thesis project is a better understanding of the possibility for Ker Ronan to export their yoghurt into the Finnish market in wholesale distribution. Among other areas, the purchasing patterns and consumption behaviour of consumers are examined to gain an overall view of consumer decision-making in relation to yoghurt purchases. The thesis project was commissioned by S.A.R.L. Ker Ronan, located in Rohan, Brittany, France, which sells yoghurts produced in an artisanal way in France, and which seeks to expand its sales to other countries in Europe.

This study is a quantitative research, with a survey of inhabitants of Uusimaa carried out in February and March 2017. 215 responses were collected as a sample of the population of Uusimaa of 1.6 million inhabitants. The survey examines the criteria which inform the buying process of a yoghurt purchase and the buyer profile related to the products. Since the target of 384 responses was not reached, however, the margin of error is higher than expected. Therefore, the confidence interval and level need to be considered for the generalisation of the data.

The results of the research show that a population of employees between 26 to 60 years-old with a maximum of two children as being most willing to buy the product. The criteria that the company needs to keep in mind are first the flavours. Either plain yoghurt or yoghurt containing berry pieces should be considered, and these should be offered at a reasonable price compared to competitors and without sugar or with little added-sugar. Willingness increased with a paperboard as primary packaging due to a lack of knowledge about recycling possibilities of other materials.

It is recommended that Ker Ronan develop a range of yoghurts with berries with less sugar than the actual products. Plain yoghurts have a strong development potential. A packaging text needs to be developed to let potential customers know about the recycling possibilities.

Further research could study the awareness of Finns about recyclable materials and how to reduce a lack of knowledge about the recyclability and reusability of plastic.

Keywords: Yoghurt, Exportation and Importation, France, Finland, Packaging, Primary packaging, Wholesale distribution, Dairy product, Habits, Consumption, Quantitative, Survey, Cause-related purchase, Customer Analysis, Consumer behaviour.

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1 Introduction

This chapter will indicate the background information about this study, specifying the motivation of the thesis author to choose this topic of importing a French dairy product in the Finnish wholesale distribution and reviewing its packaging. There will also be a brief overview of the thesis's objective, research question, research and theoretical approach. A description on the thesis's scope and limitation will be included in order to draw a sketch about this thesis. Finally, a presentation of the company Ker Ronan will be done to give to the reader an overview of the context.

1.1 Thesis background

The topic was chosen from the personal life of the Author, who grown up in close relation to this familial company. It is then natural for the author to help the company Ker Ronan to grow through the thesis. Small and medium enterprises (SME) need to export themselves when they succeed to prosper in their domestic market. The French company S.A.R.L. Ker Ronan has existed for ten years and is situated in Rohan, Brittany, France. It can make the most of the Schengen agreement to develop its products in this boundary-free European area. Since Finnish people are keen on introducing dairy products in their daily diet, it is a profitable geographical area where to start the exportation.

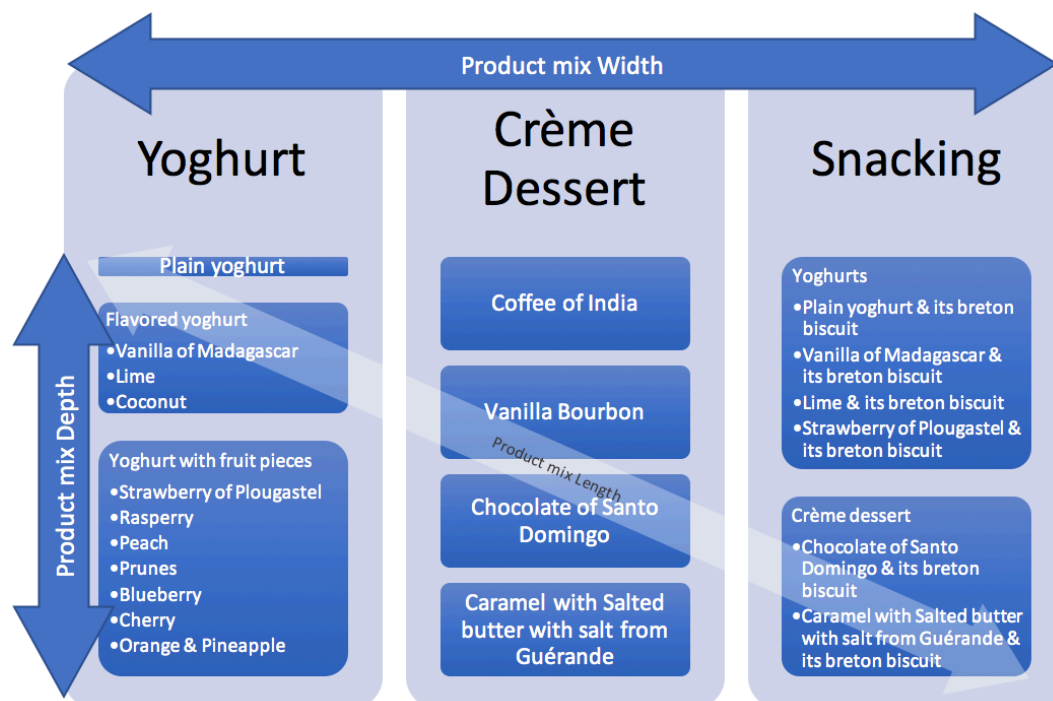


Figure 1.1 Product mix of Ker Ronan

- Width of range: Number of different product lines proposed by the company.
- Depth of range: Total number of items in the product line

- Length of range: Total number of items in the product range (= Width * Depth)

The products of the line “yoghurt” are available in glass jar and plastic pot.

As Finland seems to be a perfect market target for the company Ker Ronan, they need to know which product in their length of the range is more recommended to export and how to promote it.

The author went in in a couple of supermarkets in the Sello mall to see what was already present on the wholesale’s distribution shelves.

Between 20 and 30 brands of yogurt are present on the shelves of the supermarkets. Valio and its sub-brands have the most representation.

The plastic pot and carton pot are clearly separated. In Prisma, there is no glass or clay/sandstone pot. In the K-market, we can find only one brand which sells yoghurts in sandstone and glass jar, in a format of 125 grams, by individual pot. This brand is French (La Ferrière, literally: farmer’s wife). Their different packaging is not all translated into Finnish (FR, EN, DE, NL and seldom S, FIN).

The only transparent pots are used for the double surfacing dressing yoghurt.

Near the main touch point in Prisma, (vegetables and fruits), on the gondola head, only pots of 170g could be found, with 10% of proteins, sold by unit with a spoon or paperboard pots.

Only one brand is using a French name (besides La Ferrière): “grand dessert” from Ehrmann (German product).

1.2 Purpose of thesis

The purpose of this study is to evaluate the possibility of exporting a French yoghurt to the Finnish Wholesale distribution.

Nowadays population can enhance their health through healthy food also called “nutraceuticals” or functional foods. The products are already proposed in France, in addition to wholesale distribution and hotel, in the hospital as good quality and healthy product that can help heal the patient by offering him comfort.

We need to assess what will be the message send by the yoghurt in this new market where the brand is not known. Either nutraceuticals or French yoghurt or luxurious dessert. The image and reputation of the brand need to be built from scratch.

Exporting new product to a different market, even in a quite close country, is very challenging to any company, particularly a dairy product company, where shelves are already full of. Moreover, nowadays we see more and more consumers preferring to buy local product.

The aim of the thesis is to define the design of the yoghurt’s packaging in order to export an existing dairy product in the wholesale distribution of Finland.

The outcome of the thesis is to know whether it is possible for Ker Ronan to sell yoghurt in Finland: does it suit the market? And if yes, how the packaging needs to evolve to attract the customer.

The purpose of this research is to develop hand-to-hand with Ker Ronan the primary and secondary packaging for the products destined to be exported to Finland.

1.3 Research question

The main research question is: is there any opportunities for Ker Ronan with importing their yoghurts in the Finnish wholesale distribution market?

Some sub-questions that can be developed to explore the main question:

What are the consumption habits of the inhabitants of Uusimaa regarding yoghurts?

Which yoghurt packaging would attract the population living in Uusimaa?

What is the buyer profile of French yoghurt purchasers?

What image the products need to convey?

1.4 Introduction to the company and the region Brittany

Ker Ronan is a French company, built ten years ago, which has a strong Breton identity in France. Consumers usually buy the yoghurts as a local product and/or as an act of promoting identity of Brittany.

Brittany is the western part of France, which has a strong identity and representation worldwide. The inhabitants of Brittany feel first Breton then French. That's a reason why the local products are strong in Brittany. As an example, a brand of cola: Breizh Cola is selling more bottles than of the beverage than Coca Cola or Pepsi; Lays potatoes chips sales are outstripped by the brand Bret's. Even in foreign countries, we can see the flag called Gwenn-ha-du (literally white and Black) flying in unexpected places.

Brittany inhabitants are proud of their origin and want to promote their region to everyone else.

Ker Ronan has been developed in 2007 because of the milk crisis experienced in France. Farmers could not define the price at which they would sell their milk; only the buyer could set the price and no concurrence was allowed. So, the farmer Hervé Harnois decided to create added value to this milk. He was formed in the southern part of France to manufacture good yoghurts. He built the dairy leaned to the farm in the middle part of Brittany. The company has grown and nowadays, we can find the products in the wholesale distribution in the whole France, and in some hotel in Brittany.

In France, we say that people do not eat to live, but live for eat. That means that the population is seeking for good quality and taste product.

The vision of the entrepreneur is to develop product not for most people but for one extreme. Those who "live to eat". In other words, we can imagine a bell representing the consumption preference of people regarding yoghurts. You can roughly first split this curve into two halves: on the left, we will find people eating to live and on the right, people living for eating. More specifically, in the centre, you will find 75 to 90 % of the people looking for av-

average price brands with correct taste. They won't matter about the production process and will buy the product of general publics manufactured by industry leaders; typically, in Finland, Valio or Danone. And then there are two "extremes" in both sides of the bell: on the left, people searching for a very cheap product and not caring about the taste. They are targeted by discount shops. And on the right, people are looking for good taste and quality products, usually aiming to develop the local companies. Price will not be one of their criteria. They are representing a very small part of the population and so they are forgotten by the industry leaders. Ker Ronan is focusing on this part of the population. The company is manufacturing in an artisanal way, for people who enjoy good products.

2 Theoretical background

2.1 Consumer behaviour

2.1.1 Consumer behaviour theory

Let's first set a frame to this wide topic by giving a definition of consumer behaviour according to Perner (n.d.): "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy the needs and the impacts that these processes have on the consumer and society. » Consumer behaviour or behaviour is a psychological topic, in this topic, the author is focusing on how to impact or influence the consumer behaviour of the prospect regarding the purchase of yoghurts through the packaging.

The question that a company needs to focus about is how packaging can have an impact on the demand of its product; and how the marketing stimuli can catch the eye of a consumer and influence unconsciously the buying process.

The understanding of why people buy is the most difficult task. Questions what, where and how can find answers way more easily.

Kotler et al. (2012, 135) present the stimuli in two groups: marketing and other stimuli. The Marketing stimuli consist of the four P's, also called marketing mix: product, price, place and promotion.

The other stimuli include economic, technological, political and cultural forces.

these stimuli, then enter in the "black box" of the consumer where they become buyers' responses: product, brand, retail, dealer choices, purchase timing, amount and frequency.

To understand the consumer behaviour, the understanding of the "black box" is mandatory. The company can control the marketing stimuli, but not the other stimuli as from the environment where the consumer lived in. The company still need to take these elements into account.



Figure 2.1.1.1 Kotler's Marketing stimuli

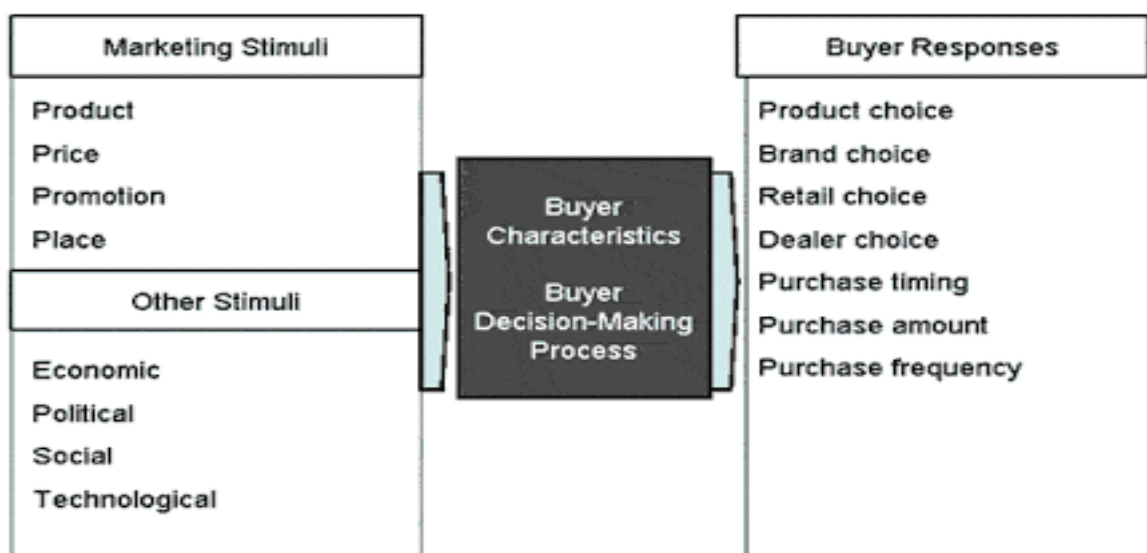


Figure 2.1.1.2 Kotler's Stimulus - Response Model of Buyer Behaviour

The buying decision-making also needs to be considered. The five stages of the customer's buying process were introduced by Dewey (1910):



Figure 2.1.1.3 Dewey's five stages of the customer's buying process

Problem or need recognition is the first step in terms of time and importance in the decision-making process. If there are no stimuli provoking the need, then no desire is in the "black box" of the consumer and no purchase will happen. The stimuli can be internal or external: hunger or advertising.

Information search is the step when the consumer is reflecting to find the best solution for his need. The customer will rely on external environment such as visual media or word-of-mouth for obtaining information.

In the **Evaluation of alternatives** stage, the consumer will evaluate the different solution supposed to bring the benefit sought. This process is influenced by the consumer's attitude; more positive it will be, the more brand and products will be evaluated. The evaluation stage is also influenced by the importance of the buying act. There is a different scale in this importance of purchase. A chocolate bar has a negligent price compared to a car. The evaluation will be much deeper in the car purchase than in the case of the chocolate bar purchase. Also, grocery shopping is under low-involvement circumstances. It generally fulfils a nutritional need and the consumer does not want to stay a long time in supermarkets.

Purchase decision step: it is when the purchase takes place. The purchase is influenced by the previous steps, but still can be impacted by external stimuli. If he receives negative feedback(s) or suffer from a negative personal event: loose a job, experience a death in his relatives... The act of buying can still happen without any rational sense. It can also happen that the consumer is buying a product that he does not feel any need for only because he went shopping for pure entertainment.

In the final step called **post-purchase behaviour**, the consumer will compare his experience with his expectations. Two outcomes: whether the customer is satisfied or dissatisfied. This stage has a strong impact on future buying process in the same brand's range of products. Nowadays, consumers are usually diffusing their feedback by several manners: evaluating websites, word-of-mouth, social media... This feedback is impacting the buying process of another customer, and it keeps going as a circle.

2.1.2 Consumer behaviour in Finland

If a company wants to import products in the Finnish market, it is worth being interested in the buying behaviour of Finland inhabitants.

Finland is the first milk (fluid milk) according to the Canadian Dairy Information Centre (2015) consuming country with 129,3 litres per capita and per year. Thus, Finland inhabitants are

expected to take new criteria into account in the evaluation of alternative process. Indeed, they are expected, to be influenced by health and wellness trend and to foster organic, lactose-free, low-in-sugar, enriched with probiotics, natural, additive-free products, and they will give more importance also to the flavours of yoghurts (Euromonitor International, 2016). Finland is also top one coffee consuming nation (Bernard, 2017), with an average of 2,64 cups a day (children included in the calculation).

2.2 Packaging

2.2.1 Overall theory about packaging

Ker Ronan offers usually a primary plus a secondary packaging for its products.



Figure 2.2.1 Ker Ronan's products packaging

The **packaging** represents the processes and materials employed to contain, handle, protect, and/or transport an article. The Role of packaging is to attract attention, assist in promotion, provide machine identification, impart essential or additional information, and help in utilization.

According to the Business dictionary (n.d.) and the glossary Deufol (n.d), **primary packaging** is the term used to nominate the material in immediate contact with the product; in other words, it is the first-level product packaging that contains the item sold. It is the last packaging thrown by the consumer. The main role of primary packaging is to protect the product from damage during storage and transportation, it ensures that the product is not exposed to the external environment to preserve it from damage, external interference or contamination, spoiling and chemical imbalances. Easy handling for consumers is another facet of primary packaging. The primary packaging is constructed both with the product itself and any existing secondary layers of packaging.

Branding and display and logistics are the two major functions of **secondary packaging**. Its design serves the product marketing. Secondary packaging is the external, visible face of the product. Moreover, secondary packaging protects the primary packaging and may group several products together for ease of handling. This layer keeps the primary packaging safe and helps it retain its original shape during transport to a retailer or consumer location.

Indeed, packaging serves two functions: both physical and psychological.

In a packaging, everything has a reason. Size, form, packaging material, ergonomics, and the colours are view and review by the marketing and quality services of the company.

About colours, every feeling that a colour can provoke in some specific part of the World can be completely different in another part. The study of colours in marketing and branding is a science that everyone can read and understand if they accept that the outcomes aren't applicable to every person (Ciotti, 2016). In any case marketers need to be aware about symbols brought in the consumers' unconscious when they are in contact with a colour.

In the segment of dairy products, usually, red packaging is the synonym of whole milk, on the contrary, blue is the colour of semi-skimmed milk and green is used for skimmed milk; the fat-enriched milk does not have, so far, a proper colour.

As we can verify on the open food database openfoodfacts, a consumer who is seeking for a plain yoghurt is looking for blue, white or even green colours. Organic or so-called well-being yoghurt is often associated with the green colour; and the flavoured yoghurts have some patterns recognizable in most of the brands: yellow/beige for vanilla, brown for chocolate, red/pink for strawberries or other berries.

2.2.2 Packaging and European norms

In order to bring a dairy product from the Schengen area to the Finnish Wholesale distribution market, if the label can roughly remain unchanged, few adaptations need to be done on the packaging of the product.

The unit of measurement stays unchanged: metric system is used.

Export Entreprises (2017) specify Need to add the Mark of Origin "Made In" or "Produced in"

The INCO norm has been applied in Europe since December 2014; the standards (Rauzy, 2014) are the same in all the European areas, this norm aims to make packaging easily readable, more complete and comparative.

It demands to highlight the presence of allergens, give a nutritional information per at least 100g and optionally per portion (here 125g: quantity of one yoghurt). The elements included in the INCO norm which needs to figure in a size of at least 0,9mm or 1,2 mm "x" size and the other element mandatory as well, are as follows:

- Name of the product
- Ingredient lists
 - Allergens presence need to be emphasized
- Net weight
- Nutritional table including
 - Energy
 - Fat
 - Of which saturates
 - Carbohydrate

- Of which sugars
- Protein
- Salt
- Limit date of (best) consumption
- Conservation advices (if applicable)
- EAN code (bar code)
- Health stamp
- Name of the manufacturer or the name of the company that had the product manufactured

Some elements still require evolving when exporting the product in Finland. The mention of the milk's provenance and the translation of these elements in Finnish and optionally in Swedish (Dynamic Language, 2015).

2.3 Plastic used and recycling

The plastic used in the fabrication of the pot is the High-density polyethylene (HDPE) or polyethylene high-density (PEHD) which is a worldwide used for food storage containers. The material is commonly recycled. HDPE is accepted at most recycling centres in the world, as it is one of the easiest plastic polymers to recycle. Most recycling companies will collect HDPE products and take these to large facilities to be processed (Thomas, 2012)

It is the plastic used for yoghurt pots. The possibility of recycling is also true in Finland (Suomeen Uusiomuovi, n.d.). The inconvenient is that they usually need to be washed to be recycled in Finland. This is not the case in France. But as in any country, the recycling rules change where the consumer lives.

Why this plastic is chosen to wrap food product it is because it is a polymer with flexible properties. This material is known not to contain any chemical causing harm, cancer or disruptive hormones.

A recent discover (24 April 2017) reported by the media Quartz is increasing the confidence of companies using the HDPE a about the recycling of this plastic. Indeed, a caterpillar had been discovered which is eating this plastic. This important finding plays a big role in the recyclability features of this plastic. Indeed, this wax worm can make holes in a polyethylene plastic in 40 minutes only. On the first hand, the advantage brought by this discovery is that it can reduce the money allocated to recycle this plastic. It can also shorten the time to recycle the plastic and make it more effective because it could be done 24/7. On the other hand, it could be also very interesting in an ecological point of view. Indeed, the worm can help reduce the pollution in some place full of plastic wasted or even places where no process is set up to recycle this plastic. This animal can truly destroy the polyethylene.

These arguments can give a better image about the polyethylene and decrease the negative feeling that people do have so far about this material.

2.4 Market segmentation

Nowadays, the market is segmented by company themselves to respond to each consumer. Market leaders are targeting the average consumers and smaller companies are targeting the “extremes”, mentioned above, or the “niches”. The products can have the same name, e.g. “Yoghurt” in this case, but, the ingredients, the packaging and naturally, the price will be adapted to the consumers its targeting. That’s one of the reasons why the shelves can be very long to sell only one “kind” of product.

When a company has targeted its market, then it must process to target-marketing.

Market segmentation is a method to split a heterogeneous market group into homogeneous sub-groups. Two market segmentation are possible: product segment, for example, in the dairy product we can roughly find milk, butter, cheese and yoghurts; and consumer groups, basically subgroups of same geographic, demographic, psychographic or behavioural background.

The marketing mix can then be specified for each and every subgroup, which lead to a better response to consumers need.

The process of marketing segmentation shall proceed as follows:

- definition of a method of market cutting, and the criteria of the market segment(s).
- definition and description of the characteristics of each segment
- choice of one or several segments to target by the commercial politics
- definition of the appropriate marketing mix for the segment(s) targeted

3 Research Methodologies

This chapter describes the methods used in the research and development process.

3.1 Methodology

The research focused on the consumer’s preferences and behaviour. Thus, the quantitative method had been chosen. Diverse advantages are brought by this method. This method is recommended to get quantifiable data from a large group. It facilitates, on the one hand, the perception of some preferences and consumption patterns, and, on the other hand, the revelation of probable differences between respondents of different characteristics. Also, the questionnaire can be high-structured, resulting in an easier analyse of the data.

A survey was sent to staff and students of Laurea and ask in face-to-face in the shop Sello, one of the five big shopping malls of Uusimaa. The author presumed that the catchment zone aim was sensible to go to this mall.

384 responses were needed to have a confidence Interval of 5%, but the number had not been reached. 215 were collected so the margin of error is reaching 6,68%.

The outcome had been developed thanks to literature from various libraries, articles from the internet and previous thesis. The knowledge base of the author was also used in the research.

3.2 Research objectives

The research objectives are to define the buyer profile type(s): the consumer market segment(s) to target. To find out what is their consumption frequency and what drive them to buy yoghurt. It is about helping the company to know what is the yoghurt (quantity, material, flavours...) which has a strong potential of development and can create a desire in the Finnish market.

3.3 The “why” of the research

A choice must be made between qualitative and quantitative methods as the author did not have enough time to go through both.

As the thesis is focusing on the consumer’s preferences and behaviour, the quantitative method was preferred as the primary research. The purpose of this research method is to get quantifiable information from a larger group of consumers living in Uusimaa which is valid and generalizable to the whole population rather than qualitative data from a smaller group. The quantitative approach enables the vision of some preferences and consumption patterns of the market segment.

The survey developed has supported the author to do a market analysis. Useful to evaluate the potential of a market.

3.4 Secondary data

When conducting research the secondary data studied by the researcher is complemented by the primary data collected directly by him. Secondary data are the data that is already available from other sources this data is easier to obtain than the primary one; and already available when primary data are not yet collected. (Benfield, 2006)

The secondary data the author went through came from thesis, websites, books and articles.

3.5 Questionnaire

3.5.1 Prerequisite concerning interviewees

The research was conducted to have an overview on the behaviour of Uusimaa inhabitants. According to the report Helsinki - Uusimaa Region in Figures (2016), Uusimaa is the southern area of Finland which contains 1,6 million inhabitants: 29% of the whole population of Finland, where 50,79% of the population are women (populations du monde, 2016).

For the thesis to be valid and reliable, a tool called Sample Size Calculator accessible on the website surveysystem.com/sscalc.htm was used to determine the amount of responses needed.

Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval:

Population:

Sample size needed:

Figure 3.5.1 Sample size calculator

The **confidence level** is the surety indicator. It represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain. In other words, with a 95% confidence level, if the survey was repeated over and over, the results would match the actual ones by 95% of the time.

The **confidence interval** or margin of error is the certainty indicator. It is the plus or minus figure attached in the media poll results.

As an example, with a margin of error of 5 and 75% percent of the sample chose the answer A, you can be "certain" that if all the population would have been interviewed, the percentage who would have picked the answer A would be situated between 70% (75-5) and 80% (75+5).

In the case of this study, the author targeted to have a confidence Level of 95% and a confidence Interval of 5 representing a population of 1,6 million of people. So, 384 answers were needed. But this amount of responses was not reached. Instead, with 215 answers, at a confidence level of 95%, the confidence interval is situated between 6 and 7 (6,68).

In other words, it means that if the study was repeated over and over, an answer which collects 46% of answers in this first case would, in 95% of the time fall between an interval of 39,32% to 52,68%.

So, we can add this mention to the study: "The margin of sampling error is +/- 6,68% points with a 95% level of confidence."

3.5.2 Questionnaire Design

The questionnaire had been realized thanks to the tool Google form. It is a free, quick and easy tool to make surveys. It consisted of a set of 14 questions plus a free space for the respondent to comment. The questionnaire took, on average, five minutes to answer.

A picture of cows in the background of the questionnaire was used. This serves different purposes.

- To specify indirectly that the yoghurts were made from cow's milk.
- To give a “friendly”, “authentic” and “farming” image to the research support.
- To make it attractive

3.5.2.1 Administrative information

Each response had a specific and unique identification code. These number combine the date and hour of response (E.g. “02/03/2017 14:40”). In addition, an additional number was given to all the respondents, referring to the number of responses (1 for the first answer, 2 for the second, until 215 for the 215th). This was done in a matter of simplification. It helped to navigate in different excel sheet to do the analysis. These two codes are linked, but to avoid any confusion, the author will utilize only the identification number combining date and hour if needed.

3.5.2.2 Questionnaire structure

The questionnaire was originally developed to be led in face to face/conversation interview. The reader needs to consider this while reading this part. When the author decided to spread the questionnaire through social media to collect more answers, there was no possibility to change the question because this would have invalidated the previous data collection.

The questionnaire can be divided into different parts.

Firstly, the first set of 4 questions serves to define the demographic profile of each respondent. Each question contains a drop-down list of answers.

1. Gender

- 1.1. Male
- 1.2. Female

2. Which socio-professional category do you belong to?

- 2.1. Student
- 2.2. Employer
- 2.3. Employee
- 2.4. Retired
- 2.5. Unemployed

3. In what age bracket are you

- 3.1. -18
- 3.2. 18-25
- 3.3. 26-60
- 3.4. 60+

4. How many dependent children do you have?

- 4.1. None
- 4.2. 1-2

- 4.3. 3-4
4.4. More than 4

The purpose of this set of questions is to be able to realize some pattern between some elements of the demographic profile have a dependence with the consumption, preferences and habit patterns.

No open-ended question was used because the author assumes that every respondent could identify him/herself in the different proposition.

Also, not any “I don’t know” or “Prefer not to answer” option considering the need of these data and the fact that the questionnaire was confidential.

Secondly, the fifth to eighth questions aim to enlighten the consumption, buying and commitment habits of the respondents; more specifically, the seventh’s purpose was to know which stimuli does the respondents answer to when buying a yoghurt.

5. How often are you doing grocery shopping?

- 5.1. Everyday
5.2. More than once a week
5.3. Once a week
5.4. Every two weeks
5.5. Once a month or less
5.6. Less frequent
5.7. Never

6. How often and on what occasion do you eat yoghurt

	Every day or more	Every second or third day	At least once a week	At least twice a month	Less frequently	Never
For breakfast						
As a dessert: after lunch or dinner						
As a snack						

7. What drives you when you buy new yoghurts

- 7.1 Firstly: _____
7.2 Secondly: _____
7.3 Thirdly: _____
7.4 Fourthly: _____
7.5 Fifthly: _____

Selection provided: brand, colors, flavors, ingredients, lactose-free, local product, low fat, low or no-added sugar, organic, packaging, presence of a spoon, presence of muesli or bis-

cuit, price, promotion or gondola head, quantity in one pot, rich in proteins or fibres, vegan, word-of-mouth, other.

8. Do you often change your habits regarding the purchase of yoghurts?

Yes, I always want to try and discover a new product.

No, I'm loyal to my favourite brand.

1

2

3

4

5

The question 5 is referring to the behavioural habit of respondents: how often are they doing grocery shopping. It is legitimate to believe that the respondents do remember this information. This question was asked for inventory issues: how often should a shop should renew the shelving. During the pilot testing, the author was asking on which days the respondents are doing grocery shopping. Nevertheless, because Finnish people go usually 3 to 4 times a week to the wholesale distribution, the question was turned into the frequency point of view. The scale is wider because the clients in the Finnish wholesale distribution does not include only Finnish, but also strangers who have different habits.

The question 6 is combining two dimensions, that is the reason why the table was used. One answer is needed per row because the data needed is for each "event", how often do the respondents eat yoghurts. The rows and lines are following a logical timing scale: the breakfast, then the lunch and dinner (as a dessert). The snack is coming after these options because there are no rules about when to eat snacks. Some dinners are so small that it can be qualified as a snack. On the lines, the order follows an ascending frequency pattern: from the most frequent to the least.

The question 7 is a closed question with multiple choice: multi-chotomous question. By offering the answers, this question became a close question. In case, the respondent does not see what he is looking for, the "Other" alternative is also proposed. The choices proposed for the question 7 were always following a random order to prevent from potential bias. This question was not mandatory because the questionnaire was open to everyone so the respondent who do not buy and/or eat yoghurt could not answer this question.

For the eighth question, a Likert scale was used to become aware of commitment to practice change from the consumer perspective. For the analysis, each statement corresponded to a positive or negative figure from -2 to +2. This could not be done directly in the survey due to Google form's limitations. The number one above represent the statement "Yes, always"; in other word, always want to try and discover a new product. In the analysis, this statement will refer to the number "+2" The second statement is "Yes, sometimes", refers to the num-

ber “+1”. The third statement stands for a neutral position, this refers to the number “0”. The fourth statement “not often” is represented by the number “-1”. And the last statement is “No, never”, in other word, when the response is “I’m loyal to my favourite brand”; refers to the number “-2”. The purpose of doing this scale from -2 to +2 is to be able to develop a box plot. The question aims was to figure out what is the commitment of people toward a brand or a product, but the approach used was from changing perspective. In effect, people can assess more easily their change than their commitment. This question was not mandatory because the questionnaire was open to everyone so the respondent who do not buy and/or eat yoghurt could not answer this question.

The goal of the last questions from nine to fourteen was to characterize the marketing mix. With this subset of questions, the author knows what are the elements to highlight on the yoghurt’s packaging. With the first two questions of this set, the author wanted to assess whether there is an existing dependence or not between the appreciation of French culture and the appreciation of French elements on the packaging.

9. Do you like French (or regional) culture?

- 9.1. +2 Yes very much
- 9.2. +1 Yes, a little
- 9.3. 0 Neutral
- 9.4. -1 Not really
- 9.5. -2 Not at all

10. You would prefer this product to have?

- 10.1. French name
- 10.2. French colours
- 10.3. Nothing related to France
- 10.4. No preference
- 10.5. Other

11. Which type of pot do you prefer? (one answer is sufficient)

	Transparent	Opaque	No preference
Plastic			
Glass			
Clay or sandstone			
Paperboard			
No preference			

12. Which quantity do you prefer in your pot

- 12.1. Less than 125g
- 12.2. ≈125g
- 12.3. ≈125-150g
- 12.4. ≈150-170g
- 12.5. ≈170-200g
- 12.6. More than 200g
- 12.7. No preference

13. Are you ready to pay more for a French product

- 13.1. No, I wouldn't accept any price difference
- 13.2. I would accept a price difference up to 1%
- 13.3. I would accept a price difference up to 5%
- 13.4. I would accept a price difference up to 10%
- 13.5. I would accept a price difference up to 15%
- 13.6. I would accept a price difference up to 20%
- 13.7. I would accept a price difference of more than 20%
- 13.8. The price doesn't have an influence on my choice

14. If the product were available right away, would you buy it...

- 14.1. Yes, today
- 14.2. Yes, during the week
- 14.3. Yes, next week
- 14.4. Yes, next month
- 14.5. I don't know
- 14.6. No

The question 9 is an itemized rating scale to know the attitude of the respondents toward French food and culture.

According to Brace (2013); it is easier for respondent to respond to behavioural questions than attitude questions. The second question will require more effort than just remembering how they are used to act.

Each answer corresponds to one statement: from “Yes, I like French culture very much” to “No, I do not like French culture at all” situated on a balanced scale. A positive to negative figure is linked with each statement to clarify the statements in the mind of the respondent. The neutral option represents the mid-point of the statements.

The title was at the beginning, containing a precision for French food culture, but it did not sound natural, so the author changed it onto culture only.

For the question 10, the author first thought to ask the question “How important is it for you to see French element(s) on the packaging?” with a balanced scale of importance.

But after reflecting, the author wanted to know the importance AND the French elements useful in the consciousness of the potential consumers. So this question is a multiple choice question for which the interviewee can select more than one option. The respondent can answer that he would like to see a French name and/or French colours, other element(s) which was usually related to the Brittany region, nothing related to France or even that the person does not have any preference. Because this question is related to the behaviour of the respondent, the author assumes that the interviewees know what are they looking for on French products, and so, an option "I don't know" will not biased the answers.

The question 11 is using two dimensions: material and physical aspect. That's why a table was used to represent the answers.

The limit is that there is no room for the answers: "opaque glass", "transparent paperboard", and "transparent sandstone". This was explained to the respondents during the interview.

The mention (one answer is sufficient) was added when the author decided to spread the questionnaire into self-conducted questionnaire. Indeed, after answering the question 6, it's possible that the interviewee thought that one answer was needed per row.

To set up the options, the author visited some shops to see what already existed. To be able to propose every kind of material a respondent would prefer. The term HDPE was substituted by plastic because it was too technical.

It is not easy for all the respondents to represent themselves the quantity of a yoghurt. The mention "125g is the standard size of an individual yoghurt pot".

This helped some respondents to answer, and the other asked the interviewer for more precisions. The scale is not precise because the image in the mind of consumers is not exact either. It would not have made sense to speak about a yoghurt pot "from 125 to 150g" and "151g to 175g" the consumers usually represent itself small size pots (e.g. danonino), normal size, bigger size than the standard when it's sold with a biscuit (e.g. biggest lhana's pots) or even the big pots of Turkish yoghurts which weight more than 200grams.

The title of the question 13 was beforehand "Are you ready to buy a more expensive product if it had been produced in France?". But during the first day of interviewing, it had been changed into "Are you ready to pay more for a French product" because during the interview process, the author was always paraphrasing to make it more natural due to the fact that the original question sounded false and silly. This question does not have an option "I don't know", but "The price doesn't have an influence on my choice", because the only person who do not really think about the price is not because they do not know but because they give more credit to ingredient lists and flavours than to the price. "Live to eat". A large scale of price difference was given, first, the price was expressed in "price per kg", but thanks to some external advices, the author realizes that only a few persons took this info into account,

consumers usually gave attention to the overall price. And of course, one answer offering the proposition “No” was proposed. The first proposition is very closed to the “No” answer, but the author knew that it is important for some people not to answer “No” even if the price difference is very small.

In the question 14, “I don’t know” choice is proposed because the author thought it was legitimate to include it in the questionnaire; indeed, if the respondent is living in a household where he has no power in the buying decision, then he cannot be sure of the answer. Also, because the yoghurts could not be tasted, the respondents said that they would buy it only if they can taste it beforehand. When there is no certainty about the flavours, taste and ingredients, the decision-making are hard to anticipate. This question offers a large range of “Yes” answers with different frequencies, because, even if the respondent will buy the product, it can be later than his next visit to a grocery shop. And finally, a “No” answer is available for people who know that they won’t buy the product : for example if they are vegan.

Finally, the comment area was available to let the respondent share anything he had in mind. Some professional of packaging and dairy product left useful answers that are considered in the thesis. The questionnaire could be found in Appendix 1.

In addition to the questions, an introduction opened the questionnaire introducing the company Ker Ronan, the author and the purpose of the questionnaire. At the end of the questionnaire, the respondent could read a text thanking him/her for the time allocated to answer the questionnaire, and a link to visit the website of Ker Ronan. Both texts (hereafter) were translated into Finnish.

“Hello, I’m a student at Laurea Ammattikorkeakoulu and I’m currently working on my thesis which is about exporting French yoghurts in the Finnish market.

The product is produced by Ker Ronan, a dairy factory backed by an agricultural holding situated in the centre of Brittany (West of France). This questionnaire is conducted within the framework of my thesis, your answers are anonymous.”

“Thank you for your participation and the time you gave me to answer this study! If you want to know more about the brand Ker Ronan, you can visit the website <http://www.ker-ronan.com/nl/> (website in French, under construction)”

A contextualization is needed in the questionnaire to help the respondent understanding what is he responding to. It’s even more important in a self-administered questionnaire as there is no relation between the interviewer and the interviewee.

The thanking message is also mandatory to show gratefulness to the respondents who give their time to answer the questionnaire.

After the beginning of the responses gathering, the author realized that some questions which could have been useful had been forgotten; such as the preferred flavours. But the author was not able to go back to the previous interviewees so the work needed to keep going.

3.5.2.3 Language

Two languages were used in the questionnaire: English and Finnish. The questionnaire was translated because it was led in the Southern part of Finland, indeed, most of the respondents were Finnish-speaking. The Finnish language was used first to avoid misunderstanding if the respondent had a low level of English, and to make the interviewee not feel “intimidated, challenged or threatened” (Brace 2013, 106). The English version did not use a high-level English for the same reason. The author wanted to avoid tiring the respondents in the interview process. In both languages, familiar or slang language was not used in order to represent a professional image; nor a formal language, not be seen as condescending. The most “technical” expression used is used for the question seven, about the marketing stimuli. One answer in the list was “promotion or gondola head”. This was used because the author wanted to avoid the bias between Promotion (refers to the figure 2.1.1 Kotler’s Marketing stimuli, page 10) and discounted price. Gondola head had been added to precise the meaning of promotion which need to be understood as the emphasize of a product. And gondola head had not been used alone because it might not be understood by a certain number of respondents.

3.5.3 Conduction of survey

Before the “official” conduction of the survey, a trial also called pilot testing (Saunders et al. 2009, 362) of the questionnaire were done with six volunteers who gave me feedback to enhance the questionnaire.

The author wanted to collect answers from people living -only- in Uusimaa. Thereby, conducting the survey in one of the five big malls of this region sounded to be the best location where to interview the passers-by. Also, the questionnaire took only 3 to 5 minutes to be answered, so an active, dynamic and lively place where the best the author thought about. By handling the questionnaire in an “Interviewer-administers” way, the author could make sure that the respondent matched the criteria. This upgrade the reliability of the outcomes.

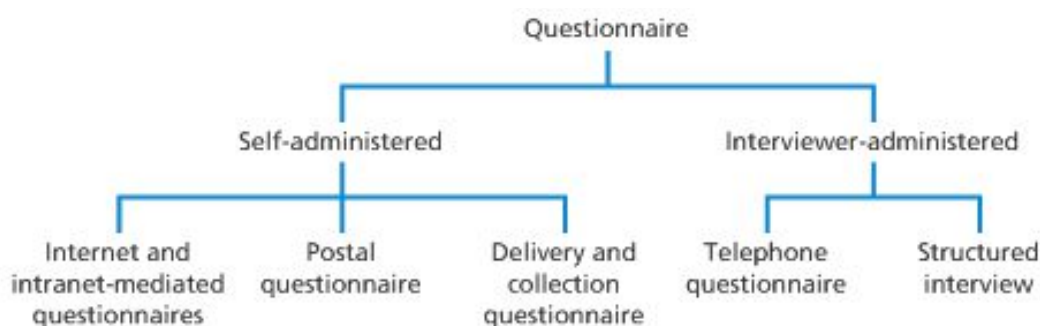


Figure 3.5.3 Different types of questionnaire (Saunders et al. 2009, 363)

The author collected mainly answers through the “Interviewer-administered, structured interview” way, in the shop. But because the number of respondents was not high enough, while approaching the deadline fixed by the author, another way of conducting the survey needed to be found. Therefore, a new type of questionnaire “Self-administrated - internet and intranet-mediated questionnaires” was used. A link to the questionnaire was posted on divers social media and to the staff and the students of Laurea Ammattikorkeakoulu. These posts were supported by a comment mentioning the purpose of the research and its framework as well as a limitation sentence précising that the respondent needed to live in the Uusimaa region. Thus, the data are not biased by not desired respondents.

Prior to interviewing in Sello Mall and to Laurea, permission of conducting the questionnaire was ask to the store manager and a research permit for conducting the survey at Laurea was granted.

The questionnaire was led by such way to be able to aim at the desired customer catchment area.

In a face-to-face interview, incentives (candies) were offered to respondents after they answered. In this interviewer-conducted questionnaire, respondents answered directly on a tablet. This was a gain of time compared to paper because there was no time allocated to the transcript of data, from paper to digital tool, moreover, no mistake was mistakenly added in the data analysed.

English, Finnish and seldom French languages were used for interviewing. The questionnaire was written both in English and Finnish. The supervisor of the thesis translated the questionnaire in Finnish.

The questionnaire was anonymous, meaning no personal information was asked or kept.

Thanks to that, the author gathered honest answers. Also, it was specified for candidates that there were interviewed in the framework of a thesis, this helped to attract more people.

The author created a survey with close-ended questions including the opportunity to answer “other”, to facilitate the analysis of the answers and to give a possible alternative to the respondents in case they cannot find themselves in the proposed options.

It should be stressed that the number of respondents of 384 was not reached due to time limitation, thereby, the outcomes cannot be generalized, see “Prerequisite concerning interviewees”.

215 people were interviewed in two manners; face-to-face and by internet. Firstly, the author conducted the survey in Sello Mall, in Espoo, a town in Uusimaa, directly borders Helsinki city, after receiving an authorization from the mall manager. Noticing that not enough answers were collected this way, the author decided to spread the link of the survey through different social media: Facebook and LinkedIn, specifying that the respondents need to live in the Uusimaa area to answer. And finally, the question was asked to Laurea to spread the link

of the study via emails to Laurea staff and students. A research permit needed to be fulfilled and then, after granted, the link of the survey was sent through the diffusion lists.

The mall was visited seven times during the process of collecting answers, during March over a period of two weeks. Candidates were interviewed between nine in the morning to four in the afternoon.

No selection of candidates was made. The ones used not to eat or buy yoghurts just had less questions to answer.

4 Empirical research

4.1 Methodology

The data were analysed with the Microsoft Excel software. First, the author translated all the answers to a number in order to facilitate the readiness of the data.

The author then had a discussion with the company to know what information do they expect from the research. The following analysis is answering the needs of Ker Ronan.

Cross-tabulations were done in order to have an overview of possible dependencies between variables. After this cross tabulation, chi square analysis, also called Khi-2 test of Pearson, had been used. This test is useful to see if a certain variable (e.g. gender) has an influence on the behaviour. The purpose is to compare the actual value with expected value (if there would not be any dependence). More precisely, it is used to measure the deviation between observed frequencies and expected frequencies. For all the coming chi square analysis, a margin of error of 5% is chosen, accordingly to the sample's confidence level.

The formula of chi square analysis is the following:

$$\chi^2 = \sum \frac{(\text{Observed Value} - \text{Expected Value})^2}{(\text{Expected Value})}$$

In the practice, the value of the Chi square (χ^2) followed a certain path: First a cross tabulation is made combining the variables with the number of answers for each option.

The expected frequencies are computed for the total of the column answers: (total of one answer/grand total)

The same table is reused to compute the theoretical frequencies; using the expected frequencies of one answer multiplied by the total answers the row.

And a third table is done for the chi square table: each cell contains this formula: (observed value of the cell - theoretical value of the cell)² / theoretical value of the cell. The sum of all these values equals to the chi square value.

The chi square critical value at a confidence level of 5% is the significance level of the Chi square at a confidence level of 5%. It is facilitated with an Excel formula, using two arguments: probability: 5% in this case, and the degree of freedom corresponding to the computa-

tion : “(r-1)(c-1)”. This value can also be found in a table called “critical values of chi-square distribution” easily fundable with a search engine.

The null hypothesis H0 means, in the case of this thesis, that there is no influence of one variable on the behaviour. If the Chi square value is above the significance level of the Chi square at a confidence level of 5%, then H0 is rejected and H1 (“the variable influences the behaviour”) is accepted.

Also, box plot had been used to clarify the relationship and the spread answers to a certain question.

4.2 Buyer profile

The author wanted to see which kind of customers would be potential buyers.

Buying process act	Female				Male				overall total
	-18	18 - 25	26 - 60	60 +	-18	18 - 25	26 - 60	60 +	
Yes today	0,00%	8,11%	19,35%	0,00%	0,00%	0,00%	19,61%	12,50%	14,88%
Employee	0,00%	0,00%	13,98%	0,00%	0,00%	0,00%	11,76%	12,50%	9,30%
0	0,00%	0,00%	5,38%	0,00%	0,00%	0,00%	5,88%	12,50%	4,19%
1-2	0,00%	0,00%	7,53%	0,00%	0,00%	0,00%	3,92%	0,00%	4,19%
3-4	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	1,96%	0,00%	0,93%
Employer	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	1,96%	0,00%	0,47%
1-2	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	1,96%	0,00%	0,47%
Retired	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
0	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
Student	0,00%	8,11%	4,30%	0,00%	0,00%	0,00%	5,88%	0,00%	4,65%
0	0,00%	8,11%	2,15%	0,00%	0,00%	0,00%	3,92%	0,00%	3,26%
1-2	0,00%	0,00%	2,15%	0,00%	0,00%	0,00%	1,96%	0,00%	1,40%
Yes this week	100,00%	18,92%	29,03%	83,33%	0,00%	33,33%	21,57%	12,50%	27,91%
Employee	0,00%	0,00%	18,28%	16,67%	0,00%	0,00%	17,65%	0,00%	12,56%
0	0,00%	0,00%	9,68%	0,00%	0,00%	0,00%	5,88%	0,00%	5,58%
1-2	0,00%	0,00%	6,45%	0,00%	0,00%	0,00%	7,84%	0,00%	4,65%
3-4	0,00%	0,00%	2,15%	16,67%	0,00%	0,00%	3,92%	0,00%	2,33%
Employer	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
0	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
Retired	0,00%	0,00%	0,00%	66,67%	0,00%	0,00%	1,96%	12,50%	2,79%
0	0,00%	0,00%	0,00%	66,67%	0,00%	0,00%	1,96%	12,50%	2,79%
Student	100,00%	18,92%	6,45%	0,00%	0,00%	33,33%	1,96%	0,00%	10,70%
0	25,00%	16,22%	4,30%	0,00%	0,00%	33,33%	1,96%	0,00%	7,91%
1-2	50,00%	2,70%	2,15%	0,00%	0,00%	0,00%	0,00%	0,00%	2,33%
3-4	25,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
Unemployed	0,00%	0,00%	3,23%	0,00%	0,00%	0,00%	0,00%	0,00%	1,40%
0	0,00%	0,00%	2,15%	0,00%	0,00%	0,00%	0,00%	0,00%	0,93%
1-2	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
Yes next week	0,00%	8,11%	3,23%	0,00%	0,00%	6,67%	7,84%	37,50%	6,51%
Employee	0,00%	0,00%	2,15%	0,00%	0,00%	0,00%	3,92%	25,00%	2,79%
0	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	3,92%	25,00%	2,33%
3-4	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
Employer	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	12,50%	0,47%
1-2	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	12,50%	0,47%
Student	0,00%	5,41%	1,08%	0,00%	0,00%	6,67%	0,00%	0,00%	1,86%
0	0,00%	5,41%	1,08%	0,00%	0,00%	6,67%	0,00%	0,00%	1,86%
Unemployed	0,00%	2,70%	0,00%	0,00%	0,00%	0,00%	3,92%	0,00%	1,40%
1-2	0,00%	2,70%	0,00%	0,00%	0,00%	0,00%	3,92%	0,00%	1,40%
Yes next month	0,00%	10,81%	9,68%	0,00%	0,00%	13,33%	11,76%	0,00%	9,77%

Employee	0,00%	0,00%	7,53%	0,00%	0,00%	6,67%	3,92%	0,00%	4,65%
0	0,00%	0,00%	4,30%	0,00%	0,00%	6,67%	1,96%	0,00%	2,79%
1-2	0,00%	0,00%	3,23%	0,00%	0,00%	0,00%	1,96%	0,00%	1,86%
Employer	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
1-2	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
Student	0,00%	10,81%	1,08%	0,00%	0,00%	6,67%	7,84%	0,00%	4,65%
0	0,00%	10,81%	1,08%	0,00%	0,00%	6,67%	7,84%	0,00%	4,65%
Do not Know	0,00%	45,95%	33,33%	0,00%	100,00%	33,33%	21,57%	12,50%	30,70%
Employee	0,00%	5,41%	30,11%	0,00%	0,00%	6,67%	15,69%	12,50%	18,60%
0	0,00%	5,41%	10,75%	0,00%	0,00%	6,67%	5,88%	12,50%	7,91%
1-2	0,00%	0,00%	16,13%	0,00%	0,00%	0,00%	5,88%	0,00%	8,37%
3-4	0,00%	0,00%	3,23%	0,00%	0,00%	0,00%	3,92%	0,00%	2,33%
Student	0,00%	40,54%	2,15%	0,00%	100,00%	26,67%	5,88%	0,00%	11,63%
0	0,00%	37,84%	1,08%	0,00%	0,00%	26,67%	1,96%	0,00%	9,30%
1-2	0,00%	0,00%	1,08%	0,00%	100,00%	0,00%	3,92%	0,00%	1,86%
3-4	0,00%	2,70%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
Unemployed	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
1-2	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%
No	0,00%	8,11%	5,38%	16,67%	0,00%	13,33%	17,65%	25,00%	10,23%
Employee	0,00%	0,00%	3,23%	16,67%	0,00%	0,00%	13,73%	12,50%	5,58%
0	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	5,88%	0,00%	1,86%
1-2	0,00%	0,00%	1,08%	16,67%	0,00%	0,00%	3,92%	12,50%	2,33%
3-4	0,00%	0,00%	1,08%	0,00%	0,00%	0,00%	3,92%	0,00%	1,40%
Retired	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	12,50%	0,47%
0	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	12,50%	0,47%
Student	0,00%	8,11%	1,08%	0,00%	0,00%	6,67%	1,96%	0,00%	2,79%
0	0,00%	8,11%	1,08%	0,00%	0,00%	6,67%	1,96%	0,00%	2,79%
Unemployed	0,00%	0,00%	1,08%	0,00%	0,00%	6,67%	1,96%	0,00%	1,40%
0	0,00%	0,00%	1,08%	0,00%	0,00%	6,67%	1,96%	0,00%	1,40%
Overall total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

More than 5% of each gender and age category
more than 4% of all the answers

Figure 4.2.1 purchaser profile overview

This table gathered the demographic elements: gender, age, number of children and socio-professional category versus the buying process act. “Yes”, from “today” to “next month” or “no”, or even “I don’t know”. The purpose is to know which market segment should the company target, and so, which segment’s behaviour should be evaluated by the author.

The answers, gathering More than 5% of each gender and age category and more than 4% of all the answers, were highlighted in respectively orange and red.

We assume that even if 40% of the respondents do not know or won't buy the product, it is possible to identify the -more immediate- purchaser profile; those who will buy the yoghurts “today” or “this week” they represent 42,79% of the sample.

This buyer profile seems to consist of men and women, between 26-60 years old, mainly employed, with maximum 2 children (from 0 to 2 children), buying the product within 1 week.

Moreover, the author wanted to verify the relation between the variables, so, chi square analysis had been done with every demographic variable compared to the buying act.

Frequencies observed							
Gender \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
Female	21	43	6	13	48	9	140
Male	11	17	8	8	18	13	75
Total	32	60	14	21	66	22	215

Expected frequencies	0,149	0,279	0,065	0,098	0,307	0,102	
Theoretical frequencies							
Gender \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
Female	20,837	39,070	9,116	13,674	42,977	14,326	140
Male	11,163	20,930	4,884	7,326	23,023	7,674	75
Total	32	60	14	21	66	22	215
Chi square table							
Gender \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
Female	0,001	0,395	1,065	0,033	0,587	1,980	4,062
Male	0,002	0,738	1,988	0,062	1,096	3,696	7,583
Total	0,004	1,133	3,054	0,095	1,683	5,675	11,645
H0	Null hypothesis		No influence of the gender on the on the act of purchase.				
H1	Alternative hypothesis		Influence of the gender on the on the act of purchase.				
CHI SQUARE			11,645				
CHI SQUARE critical value at a confidence level of 5% (and degree of freedom of 5 (6-1)*(2-1))			1,145	CHI SQUARE (11,645) > CHI SQUARE 5% (1,145) = H0 is rejected			
Because H0 is rejected, we can conclude with a margin of error of 5% that the gender has an influence on the act of purchase.							

Figure 4.2.2 Chi square buying act & gender

Frequencies observed							
Age \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
-18		4			1		5
18 - 25	3	12	4	6	22	5	52
26 - 60	28	38	7	15	42	14	144
60 +	1	6	3		1	3	14
Total	32	60	14	21	66	22	215
Expected frequencies	0,149	0,279	0,065	0,098	0,307	0,102	
Theoretical frequencies							
Age \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
-18	0,744	1,395	0,326	0,488	1,535	0,512	5
18 - 25	7,740	14,512	3,386	5,079	15,963	5,321	52
26 - 60	21,433	40,186	9,377	14,065	44,205	14,735	144
60 +	2,084	3,907	0,912	1,367	4,298	1,433	14
Total	32	60	14	21	66	22	215
Chi square table							
Age \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
-18	0,744	4,862	0,326	0,488	0,186	0,512	7,118
18 - 25	2,902	0,435	0,111	0,167	2,283	0,019	5,918
26 - 60	2,012	0,119	0,602	0,062	0,110	0,037	2,943

60 +	0,564	1,121	4,784	1,367	2,530	1,715	12,082
Total	6,223	6,537	5,823	2,085	5,110	2,283	28,061
H0	Null hypothesis		No influence of the age on the on the act of purchase.				
H1	Alternative hypothesis		Influence of the age on the on the act of purchase.				
CHI SQUARE			28,061				
CHI SQUARE critical value at a confidence level of 5% (and degree of freedom of 15 (6-1)*(4-1))			7,261	CHI SQUARE (28,061) > CHI SQUARE 5% (7,261) = H0 is rejected			
Because H0 is rejected, we can conclude with a margin of error of 5% that the age has an influence on the act of purchase.							

Figure 4.2.3 Chi square buying act & age

Frequencies observed							
Socio-professional category \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
Employee	20	27	6	10	40	12	115
Employer	1	1	1	1			4
Retired	1	6				1	8
Student	10	23	4	10	25	6	78
Unemployed		3	3		1	3	10
Total	32	60	14	21	66	22	215
Expected frequencies	0,149	0,279	0,065	0,098	0,307	0,102	
Theoretical frequencies							
Socio-professional category \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
Employee	17,116	32,093	7,488	11,233	35,302	11,767	115
Employer	0,595	1,116	0,260	0,391	1,228	0,409	4
Retired	1,191	2,233	0,521	0,781	2,456	0,819	8
Student	11,609	21,767	5,079	7,619	23,944	7,981	78
Unemployed	1,488	2,791	0,651	0,977	3,070	1,023	10
Total	32	60	14	21	66	22	215
Chi square table							
Socio-professional category \ Act of purchase	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
Employee	0,486	0,808	0,296	0,135	0,625	0,005	2,355
Employer	0,275	0,012	2,100	0,950	1,228	0,409	4,974
Retired	0,031	6,358	0,521	0,781	2,456	0,040	10,186
Student	0,223	0,070	0,229	0,744	0,047	0,492	1,805
Unemployed	1,488	0,016	8,473	0,977	1,396	3,819	16,168
Total	2,503	7,263	11,618	3,588	5,751	4,765	35,488
H0	Null hypothesis		No influence of the socio-professional category on the on the act of purchase.				
H1	Alternative hypothesis		Influence of the socio-professional category on the on the act of purchase.				
CHI SQUARE			35,488				
CHI SQUARE critical value at a confidence level			10,851	CHI SQUARE (35,488) > CHI SQUARE 5% (10,851) = H0			

of 5%(and degree of freedom of 20 (6-1)*(5-1))		is rejected
Because H0 is rejected, we can conclude with a margin of error of 5% that the socio-professional category has an influence on the act of purchase.		

Figure 4.2.4 Chi square buying act & socio-professional category

Frequencies observed							
\Act of purchase Dependent child(ren) \	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
0	17	38	9	16	37	14	131
1-2	13	16	4	5	23	5	66
3-4	2	6	1		6	3	18
Total	32	60	14	21	66	22	215
Expected frequencies	0,149	0,279	0,065	0,098	0,307	0,102	
Theoretical frequencies							
\Act of purchase Dependent child(ren) \	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
0	19,498	36,558	8,530	12,795	40,214	13,405	131
1-2	9,823	18,419	4,298	6,447	20,260	6,753	66
3-4	2,679	5,023	1,172	1,758	5,526	1,842	18
Total	32	60	14	21	66	22	215
Chi square table							
\Act of purchase Dependent child(ren) \	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not Know	No	Total
0	0,320	0,057	0,026	0,803	0,257	0,026	1,489
1-2	1,027	0,318	0,021	0,325	0,370	0,455	2,516
3-4	0,172	0,190	0,025	1,758	0,041	0,728	2,914
Total	1,519	0,564	0,072	2,885	0,668	1,210	6,919
H0	Null hypothesis		No influence of the number of dependent children on the on the act of purchase.				
H1	Alternative hypothesis		Influence of the number of dependent children on the on the act of purchase.				
CHI SQUARE			6,919				
CHI SQUARE critical value at a confidence level of 5% (and degree of freedom of 10 (6-1)*(3-1))			3,940	CHI SQUARE (6,919) > CHI SQUARE 5% (3,940) = H0 is rejected			
Because H0 is rejected, we can conclude with a margin of error of 5% that the number of dependent children has an influence on the act of purchase.							

Figure 4.2.5 Chi square buying act & dependent children

Please note that the same computations had been made for the number of dependent children and the presence or absence of dependent children. Both results show an influence of the variable on the action of purchase.

The results of all the chi square test shows a clear dependence between the variable. As a conclusion, we can assess that there is a specific buyer profile.

By analysing the deviations between the observed and expected value, these remarks were made: the gender Male intends to buy more than expected the yoghurt this week while less Female do so. Both genders show an increase answer rate to “yes next week” than expected.

For the age group, the person situated between 26 to 60 years old would buy more yoghurts “today” than expected by 4,5%; for “this week”, the answers are higher than expected for the group “-18” and “+60”. Concerning the socio-professional category, the employee are willing to buy more yoghurt “today” than expected; retired people answer more positively to buy the yoghurts “this week”; the unemployed group forecast to buy the yoghurt “next week” higher than expected. And finally, about the dependent children, the main deviation (4,8%) happens to the parent of 1 to 2 children about the purchase “today”; and more people without children answer that they will buy yoghurts “next month” than expected. No major deviation is happening to the parents of 3 to 4 children.

As a conclusion, we can say that the buyer profile is made of mainly men but women also; between 26 to 60 years old; which are employed, retired or optionally unemployed; and which have from 0 to 2 children.

The chi square analysis helped to define more accurately the socio-professional category targeted.

4.3 Consumption habits

In this part, the author aims to figure out the consumption habits of people living in the Southern part of Finland. Do they eat yoghurts, and if yes, at which moment of the day? In a second time, the author wanted to determine if a correlation exists between the yoghurt consumption and the socio-professional category or the yoghurt consumption and the commitment to a brand. The author made the assessment that the employee would eat the most yoghurts because they have a better financial situation and usually a stable life which is a positive situation to bring a breakfast routine in the daily life for example.

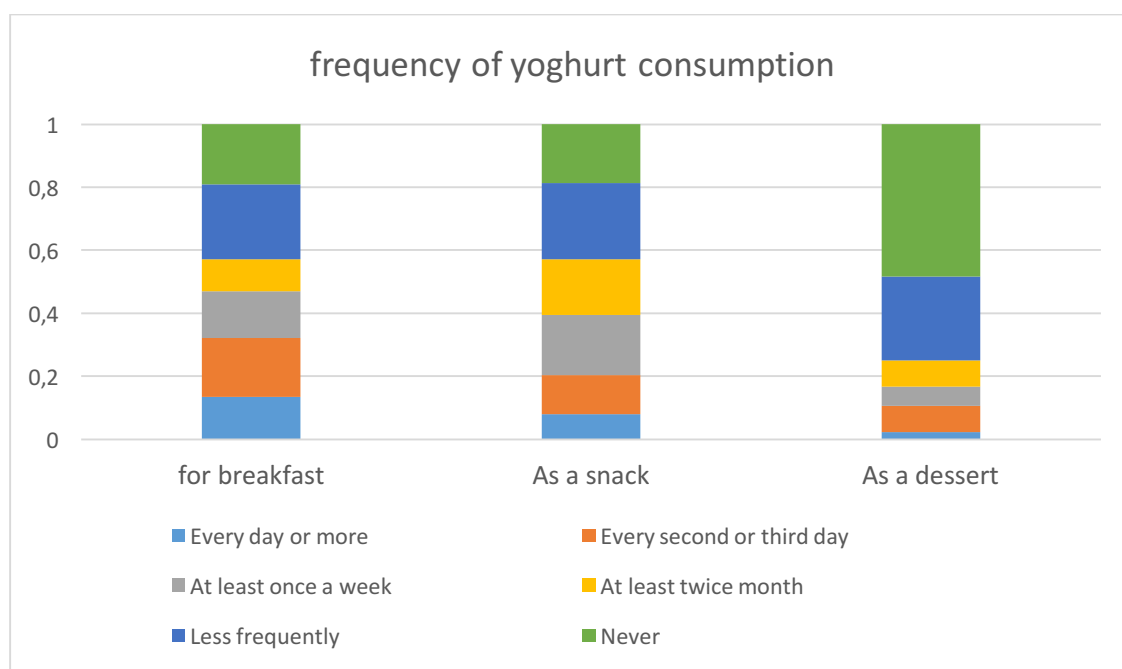


Figure 4.3.1 overall frequency of yoghurt consumption

The charts represent the overall consumption of yoghurt for the population living in Uusimaa. We can see that the consumption of yoghurts as a dessert is very uncommon and the company should target people eating yoghurts for breakfast, at least once a week as it represents a little less than 50% of the population.

Yoghurt consumption for breakfast							
socio-professional category	At least 2/month	At least 1/week	Every day or more	Every second or third day	less frequently	never	Overall total
Employee	8,70%	5,22%	1,74%	6,96%	28,70%	48,70%	100,00%
Employer	0,00%	0,00%	0,00%	0,00%	25,00%	75,00%	100,00%
Retired	0,00%	25,00%	0,00%	12,50%	12,50%	50,00%	100,00%
Student	10,26%	6,41%	2,56%	8,97%	25,64%	46,15%	100,00%
Unemployed	0,00%	0,00%	10,00%	20,00%	20,00%	50,00%	100,00%
Overall total	8,37%	6,05%	2,33%	8,37%	26,51%	48,37%	100,00%

Yoghurt consumption as a dessert							
socio-professional category	At least 2/month	At least 1/week	Every day or more	Every second or third day	less frequently	never	Overall total
Employee	15,65%	20,00%	5,22%	13,04%	26,09%	20,00%	100,00%
Employer	25,00%	0,00%	25,00%	0,00%	25,00%	25,00%	100,00%
Retired	37,50%	12,50%	12,50%	0,00%	12,50%	25,00%	100,00%
Student	20,51%	20,51%	10,26%	11,54%	23,08%	14,10%	100,00%
Unemployed	0,00%	10,00%	10,00%	30,00%	20,00%	30,00%	100,00%
Overall total	17,67%	19,07%	7,91%	12,56%	24,19%	18,60%	100,00%

Yoghurt consumption as a snack							
socio-professional category	At least 2/month	At least 1/week	Every day or more	Every second or third day	less frequently	never	Overall total
Employee	13,91%	13,91%	13,91%	24,35%	16,52%	17,39%	100,00%
Employer	0,00%	0,00%	50,00%	25,00%	0,00%	25,00%	100,00%
Retired	0,00%	25,00%	12,50%	0,00%	25,00%	37,50%	100,00%
Student	7,69%	16,67%	11,54%	12,82%	34,62%	16,67%	100,00%
Unemployed	0,00%	10,00%	10,00%	10,00%	30,00%	40,00%	100,00%
Overall total	10,23%	14,88%	13,49%	18,60%	23,72%	19,07%	100,00%

Figure 4.3.2 Frequency of yoghurt consumption versus socio-professional category

We can clearly see that the population eats more often yoghurt during their breakfast. Almost never as a dessert and as a snack it is seldom. Almost one fourth of the Employee eat yoghurt for breakfast every day, whereas 11,5% of the student. we can assume that the students do not have a high buying power, and so, they prefer buying more energised food for a less expensive price for their everyday life.

Another remark following this chart is that employees eat more yoghurts as a snack than during breakfast. It is very likely that this population eats yoghurt as a healthy, easy and fast snack. It is a easy way to ingest energy.

A chi square analysis was conducted for each “event” of yoghurt consumption comparing with the socio-professional category, following the model presented on the part 4.2.

The same process as in the part 4.2 is used.

- Null hypothesis H0 = No influence of the variable on the frequency of yoghurt consumption.
- Alternative hypothesis H1 = influence of variable on the frequency of yoghurt consumption.
- The critical value of the Chi square at a confidence level of 5% is 10,851
- Breakfast
 - The Chi square found is 15,02
 - CHI SQUARE (15,02) > CHI SQUARE 5% (10,851) = H0 is rejected
 - Because H0 is rejected, we can conclude with a margin of error of 5% that the socio-professional category has an influence on the frequency of yoghurt consumption during breakfast.
- Dessert
 - The Chi square found is 15,83
 - CHI SQUARE (15,83) > CHI SQUARE 5% (10,851) = H0 is rejected
 - Because H0 is rejected, we can conclude with a margin of error of 5% that the socio-professional category has an influence on the frequency of yoghurt consumption as a dessert.
- Snack
 - The Chi square found is 27, 249
 - CHI SQUARE (27,249) > CHI SQUARE 5% (10,851) = H0 is rejected
 - Because H0 is rejected, we can conclude with a margin of error of 5% that the socio-professional category has an influence on the frequency of yoghurt consumption as a snack.

Thanks to this analysis, we can conclude that the different socio-professional category has got different consumption patterns.

The students eat more yoghurts as a dessert (at least twice a month). Eating yoghurt as a dessert is not frequent for none of the categories.

On the contrary to what was thought with only cross-tabulation, the consumption of yoghurts for employees as a snack is quite “normal”, but their consumption of yoghurt as a breakfast, every second or third day is higher than expected.

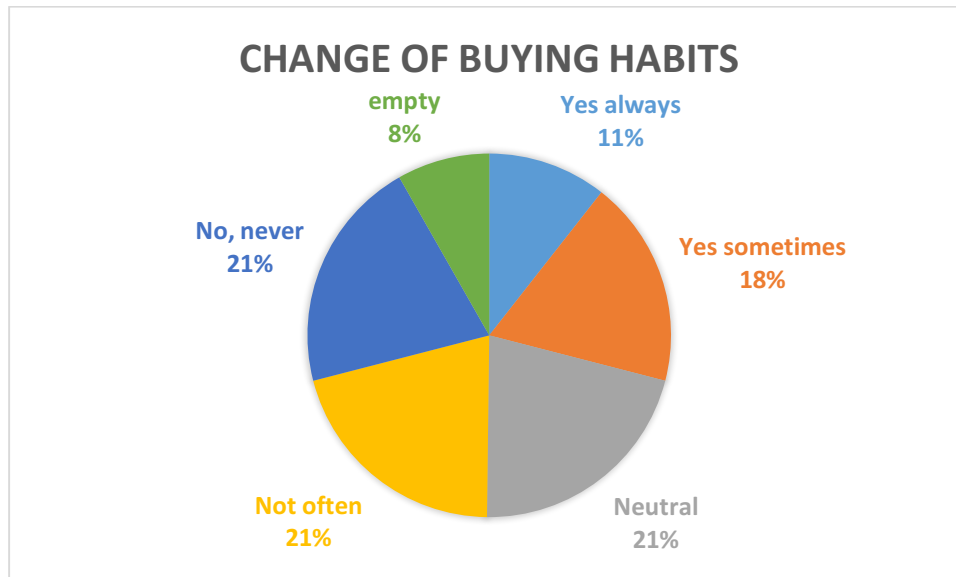


Figure 4.3.3 Change of buying habits

This pie was done to have a visual understanding of the question eight. In this graph, the reader can see the change and commitment behaviour of the respondents regarding the brand and the product of the yoghurt purchase.

An “empty” option is collecting 8% of the total because the question was not mandatory, since some people do not buy or even do not eat yoghurt.

We can clearly see that there is no behaviour that is shared by most people. Indeed, three options do have the same number of responses which is also the highest one (21%). These three answers are related to high commitment. The author makes the assumption that when consumers find a “good” yoghurt (combining the appropriate marketing mix); then they tend not to try other products. Moreover, the sample looking for novelty only represents three people out of ten.

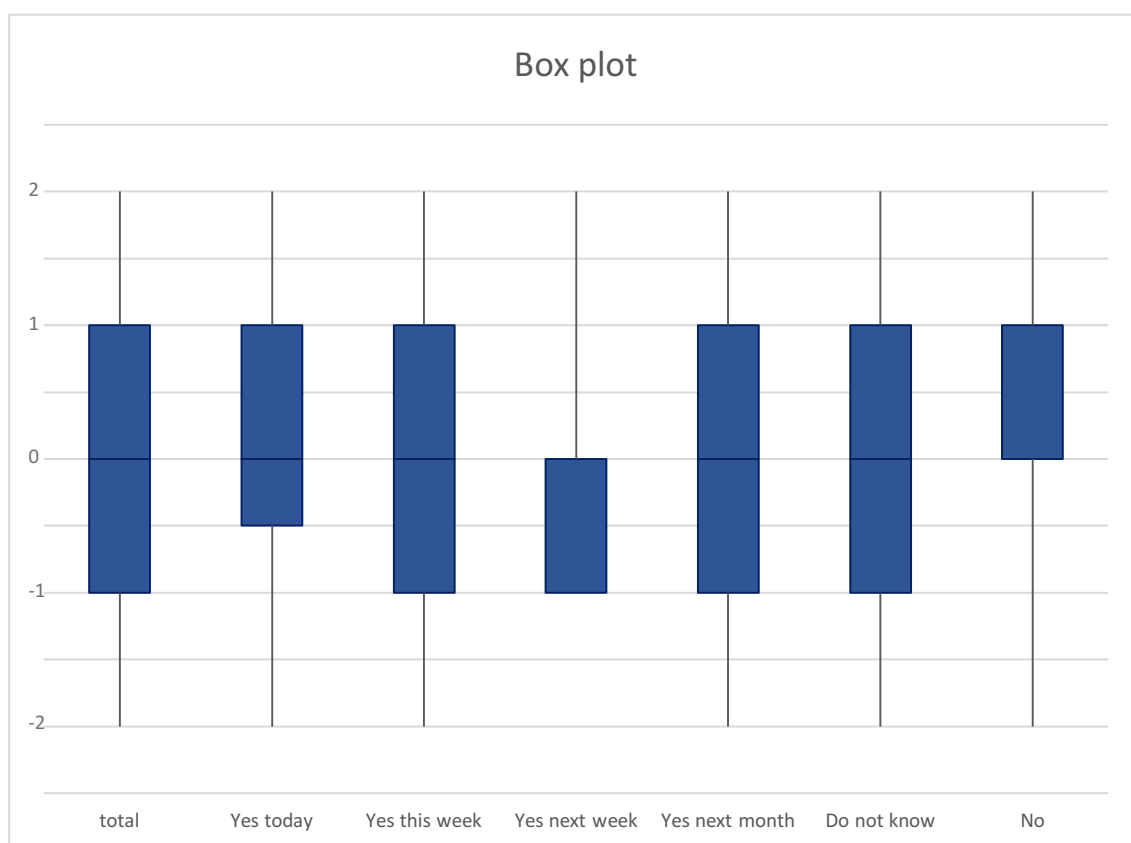


Figure 4.3.4 Box plot comparing the willingness of trying the new product (x-axis) to the commitment to practice change (y-axis)

As a reminder, the Y-axis is related to the question 8; where “-2” = “Yes, I always want to try and discover new product”; “-1” = “Yes, sometimes”; “0” = “Neutral”; “+1” = “Not often”; and “+2” = “No, never, I’m loyal to my favourite brand”. And the x-axis is related to the question 14.

This box plot had been done in order to have an overview of the commitment behaviour as a whole and compared to the buying process willingness of the sample.

What we can see thanks to this graph is that there is some dependence when comparing these two variables. Indeed, as the author thought, the majority of people who do not intend to buy the yoghurts are more committed to “their” brand: 75% of them answered between “Neutral” to “No, never” at the question eight. In addition to that, what we cannot clearly see on the chart is that for the “No” box-plot, the median is situated on $y=1$. Meaning that 50% of the answers are between 1 and 2.

On the other hand, the sample answering they would be ready to buy the product “next week” are the one willing to change their products and brand habits more often than others: even if none of them said that they are always trying new products, 75% of them answered from -1 “Yes, sometimes” to “neutral”. Only 25% of them stay more or less faithful to their brand.

The part of the sample ready to buy the product this week has the same repartition of answers than the total of respondents. And the sample answering that they would be ready to buy the product today if it would be available right away seem more faithful to one product. We can then assume that if the latter group is tasting the product and likes it, they could stay (more or less 50% of them) a loyal group of consumers.

In addition to that, the median and standard deviation had been computed for all categories:

Groups	Mean	Standard deviation
Total	0,0297	1,2049
Yes today	0,3226	1,1658
Yes this week	-0,1864	1,2522
Yes next week	-0,0769	0,9541
Yes next month	0,1905	1,1233
Do not know	-0,0536	1,2565
No	0,3182	1,1705

Figure 4.3.5 Table representing the means and standard deviation about the commitment to practice change

This table is enhancing the categories of buying behaviour which are more loyal to a brand (mean is positive) and the one more probable to try novelty (mean is negative).

The standard deviation measures how spread is the data compared to the mean. We can clearly see that the answers are less spread for the people answering they would buy the product next week; on the contrary, the potential “this week” and “Do not know” have very spread answers.

consumption of yoghurts & commitment						
Consumption of yoghurt			change of brand or product			
breakfast	Yes always	Yes sometimes	Neutral	Not often	No, never	Overall total
Every day or more	2,25%	3,37%	2,25%	4,49%	0,00%	14,61%
Every second or third day	4,49%	3,37%	6,74%	8,99%	0,00%	23,60%
At least 1/week	1,12%	6,74%	2,25%	1,12%	3,37%	14,61%
At least 2/month	2,25%	3,37%	3,37%	2,25%	1,12%	12,36%
less frequently	1,12%	2,25%	5,62%	5,62%	1,12%	17,98%
never	1,12%	5,62%	2,25%	5,62%	1,12%	16,85%
Overall total	12,36%	24,72%	22,47%	28,09%	6,74%	100,00%
dessert	Yes always	Yes sometimes	Neutral	Not often	No, never	Overall total
Every day or more	0,00%	1,12%	0,00%	1,12%	0,00%	2,25%
Every second or third day	2,25%	0,00%	1,12%	4,49%	0,00%	7,87%
At least 1/week	0,00%	3,37%	1,12%	0,00%	0,00%	4,49%
At least 2/month	0,00%	1,12%	3,37%	5,62%	1,12%	11,24%
less frequently	4,49%	6,74%	4,49%	6,74%	1,12%	28,09%
never	5,62%	12,36%	12,36%	10,11%	4,49%	46,07%
Overall total	12,36%	24,72%	22,47%	28,09%	6,74%	100,00%
snack	Yes always	Yes sometimes	Neutral	Not often	No, never	Overall total
Every day or more	0,00%	2,25%	0,00%	1,12%	0,00%	3,37%
Every second or third day	1,12%	1,12%	4,49%	6,74%	0,00%	14,61%
At least 1/week	2,25%	4,49%	1,12%	8,99%	0,00%	16,85%
At least 2/month	1,12%	4,49%	7,87%	2,25%	0,00%	15,73%

less frequently	5,62%	7,87%	6,74%	5,62%	4,49%	33,71%
never	2,25%	4,49%	2,25%	3,37%	2,25%	15,73%
Overall total	12,36%	24,72%	22,47%	28,09%	6,74%	100,00%

Figure 4.3.6 The overall frequency of yoghurt consumption for the purchaser profile and willingness to try new products

The last table in this section represents the frequency of the yoghurt consumption of the purchaser profile and their habit change towards a product.

The segment target mainly eats yoghurt for breakfast, every second or third day. they are 53% to eat yoghurts at least once a week (from "every day or more" to "at least once a week".) As a dessert, it is very seldom and as a snack it varies a lot, but it is not common either. 14,6% eat yoghurts as a snack every second or third day, 16,85% eat it at least once a week, 15,73% twice a month and one person out of three, less frequently.

9% of our target eating yoghurts every second or third day is quite committed to one product (brand or flavours). In general, the regular eaters of yoghurts for breakfast are committed to one product.

As a conclusion, the company need to do lot of promotion to attract the consumers which are usually committed to one brand. Then, Ker Ronan can hope a high commitment if they like the product.

4.4 Packaging preferences

In this section, the author wanted to figure out what was the most preferably packaging to attract the consumer's eyes.

The data are focusing on the material, the quantity and the reference to France.

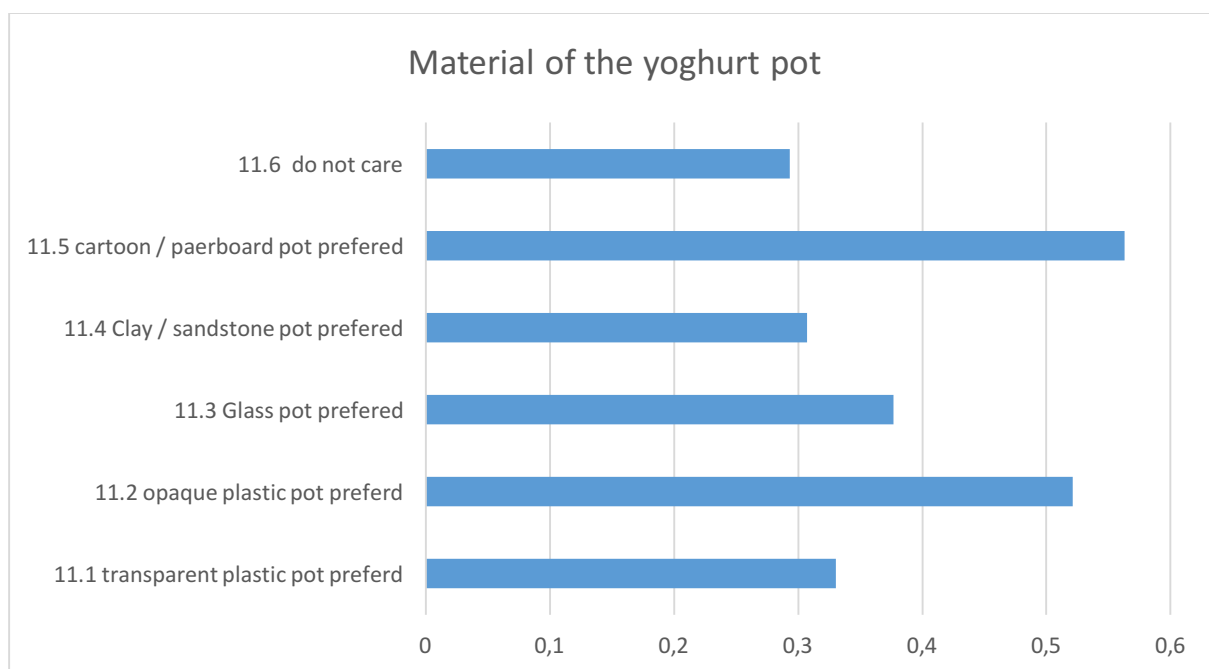


Figure 4.4.1 the material of the yoghurt pots preferred by the population living in Uusimaa

The preferred materials are paperboard and opaque plastic, nevertheless, still more than 30% of the sample liked the other possibilities.

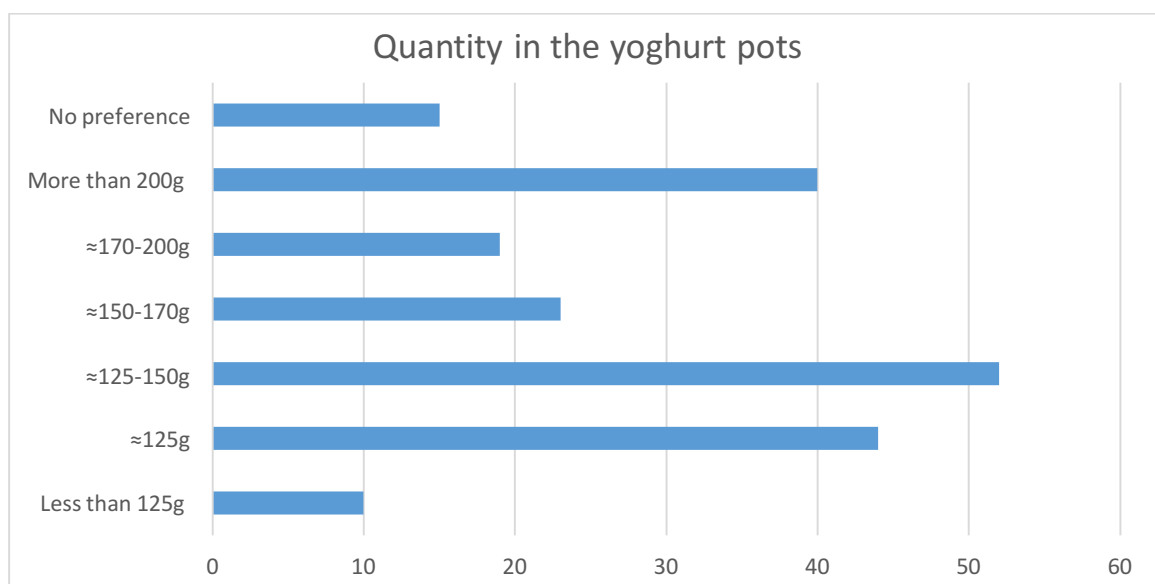


Figure 4.4.2 the quantity per yoghurt pots preferred by the population living in Uusimaa
About the quantities, the answers are ill-assorted.

We can see that the elements preferred (carton pots, quantity of 125-150 grams or more than 200) are also the most present already on the shelves.

We cannot know then if it is the question of preference or habit.

In the Interviewer-conducted questionnaire, the author spoke with most of the respondent, to show them that they are more than a number, but also to understand more their answers.

Though, after exchanging about their preference, I received comments about the recyclability of the pot. They like the paperboard pot because it is ecological. Apparently, that they are not aware about the potentiality of recycling the plastic (HDPE/PEHD) and reuse of glass pot also.

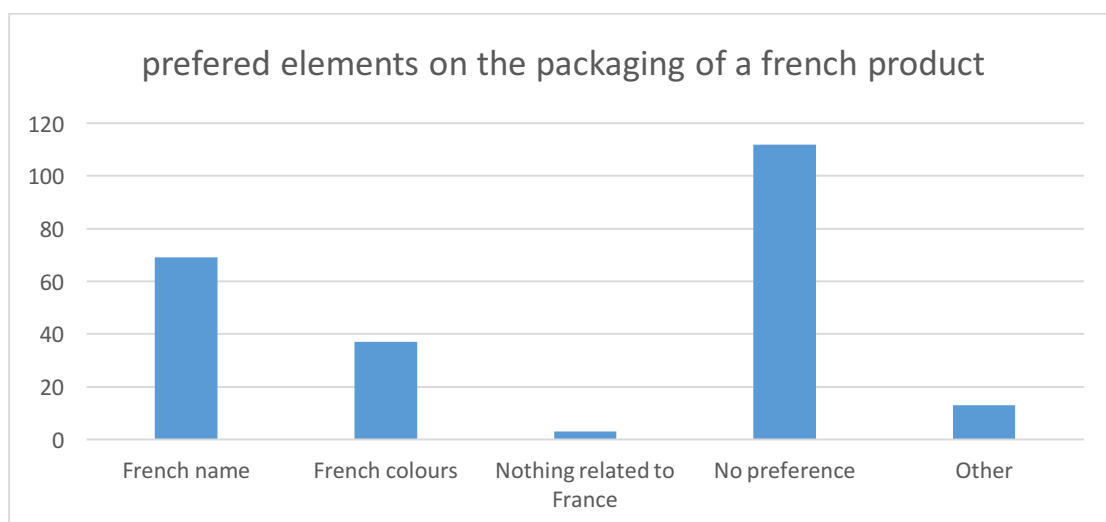


Figure 4.4.3 Desire to see a France-related packaging

About the French elements present on the packaging, they seem not to have a strong impact, the prospect does not have a clear preference on this subject. Nevertheless, they would like to know where does the product come from in general; the “other” response consists mainly of people who knows about the region Brittany and wish to see this identity on the packaging; they are only a negligible part of the sample.

how liked is French culture \ buying act happening							
Liking scale	Yes, today	Yes, this week	Yes, next week	Yes, next month	Do not know	No, never	Overall total
Very much	3,72%	8,84%	1,40%	3,72%	10,23%	4,19%	32,09%
Quite much	5,58%	10,23%	1,86%	2,33%	7,44%	3,26%	30,70%
Neutral	5,12%	7,44%	3,26%	3,26%	11,16%	2,33%	32,56%
Not really	0,47%	1,40%	0,00%	0,47%	1,86%	0,00%	4,19%
Not at all	0,00%	0,00%	0,00%	0,00%	0,00%	0,47%	0,47%
Total	14,88%	27,91%	6,51%	9,77%	30,70%	10,23%	100,00%

Figure 4.4.4 Appreciation of the French culture and willingness to buy the products

We can see that French culture, (French food) is very liked by the population living in Uusimaa. But however French food and culture is liked, it has a poor impact on the potential buying act. Though, more than half of the people liking it “quite much” promise to buy the yoghurt within one week.

A chi square analyse was done to see if there was a dependence between these two variables (French culture liked & willingness to buy the yoghurts.)

The same process as in the part 4.2 is used.

- Null hypothesis H0 = No influence of the appreciation of French culture on the willingness to buy the yoghurts.
- Alternative hypothesis H1 = Influence of the appreciation of French culture on the willingness to buy the yoghurts.
- The Chi square found is 18,192
- The critical value of the Chi square at a confidence level of 5% is 10,85
- CHI SQUARE (18,19) > CHI SQUARE 5% (10,85) = H0 is rejected
- Because H0 is rejected, we can conclude with a margin of error of 5% that the appreciation of French culture has an influence on the willingness to buy the yoghurts.

4.5 Marketing stimuli

In this section, the author wanted to search for the cause-related purchase; what drives the consumer buying act regarding yoghurts. Different choices were proposed on a scale of importance of 5 criteria. The prospect could choose between the following criteria: brand, colours, flavours, ingredients, lactose-free, local product, low fat, low or no-added sugar, organic, packaging, presence of a spoon, presence of muesli or biscuit, price, promotion or gondola head, quantity in one pot, rich in proteins or fibres, vegan, word-of-mouth, other.

Promotion here relates to the emphasis of products. By standing back, the author realized that the promotion is also the commonly used word to represent a discounted price. The reader needs to take this risk into account.

After figuring out what was the main appreciate criteria, the author wanted to see if a correlation existed between these stimuli and the presence of children in the household. The author thought that parents would pay more attention to the organic and low-sugar criteria than people without dependent children.

A cross tabulation using pivot-table and then chi square analysis had been used to verify these factors.

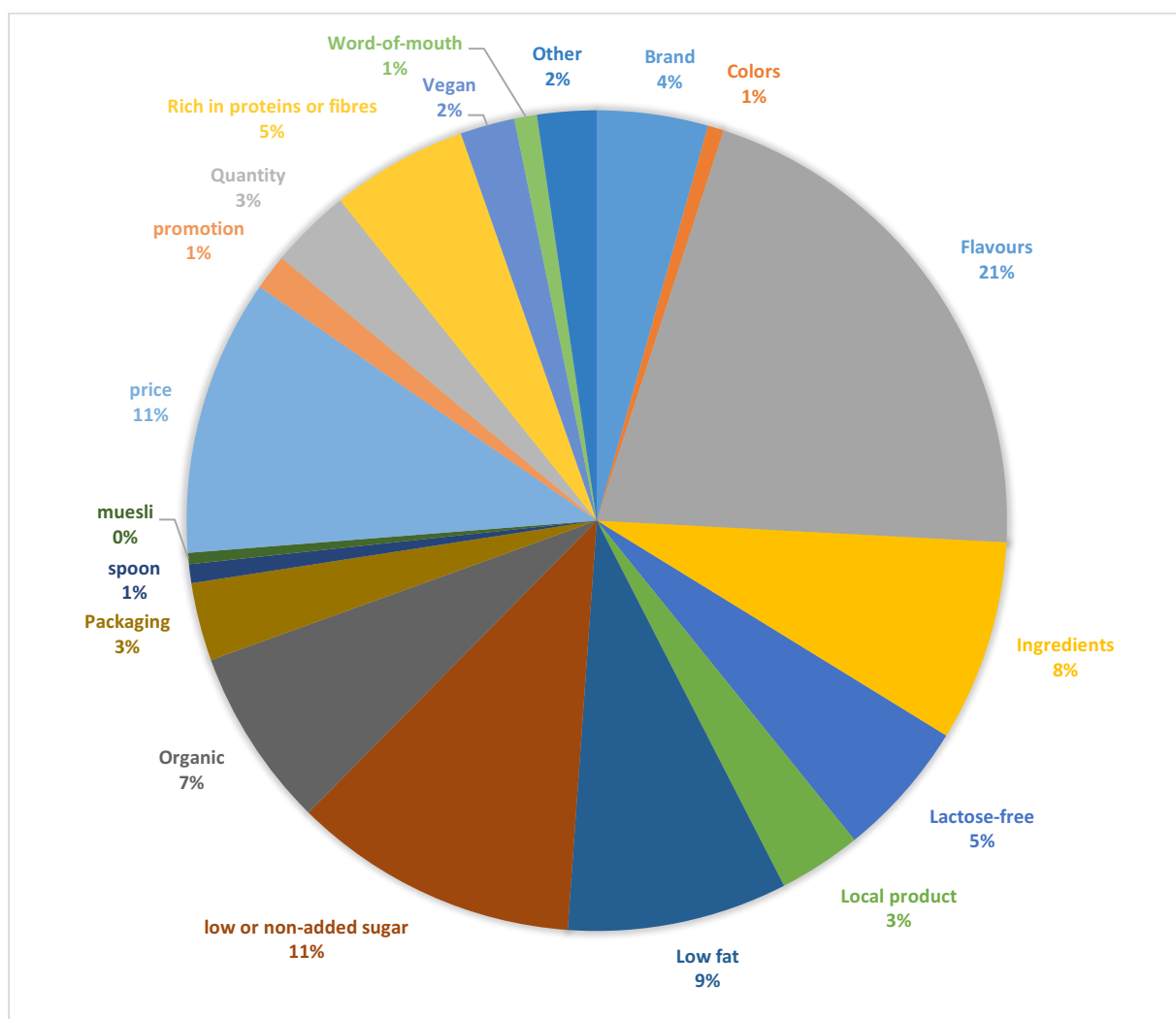


Figure 4.5.1 Importance of marketing stimuli in the consciousness of the consumers

The first pie graph presents the importance of each criteria for the buying process of yoghurts for people living in southern Finland.

The pie grouped the five criteria that the respondents answer to, with a coefficient of importance; from 5, for the first criteria, to 1, for the fifth one. The figures were summed and

brought back on a base of 100. This shows the importance of each stimuli listed in the consciousness of the consumers.

The limit of this study is that we do not know how these stimuli affect the clients in their unconscious process of evaluation.

We can still make some conclusion based on the responses. The buyers first search for the flavour they like, which is usually plain yoghurt or berries (based on many comments and discussion face-to-face). Still, because Finland is a country of berries, especially lingonberries, raspberries, bilberries and cloudberries; a lot of people put their fresh berries in a plain yoghurt. Ker Ronan can offer new products which are not in the market; in order to catch a new market.

With 10 points less, there are two second criteria. The price, because if the consumer find two products answering his need, he will choose the cheapest one; and low or non-added sugar, it's seen that the consumers tend to prefer healthier products nowadays. On the same line, they prefer to buy a yoghurt with the minimum ingredients, seen as the healthier. Low-fat is quite recurrent but in the comments the author received the information that people take more care about the amount of fat than the low-fat.

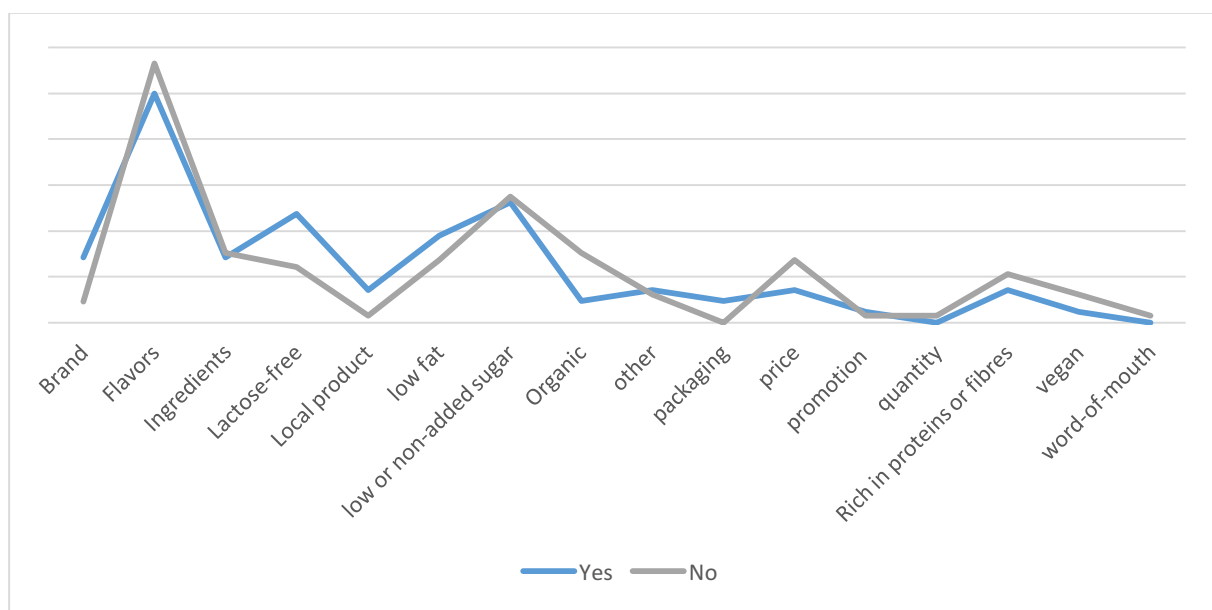


Figure 4.5.2 First marketing stimuli in importance order to people answering to the question: Do you have (a) dependent child(ren)?

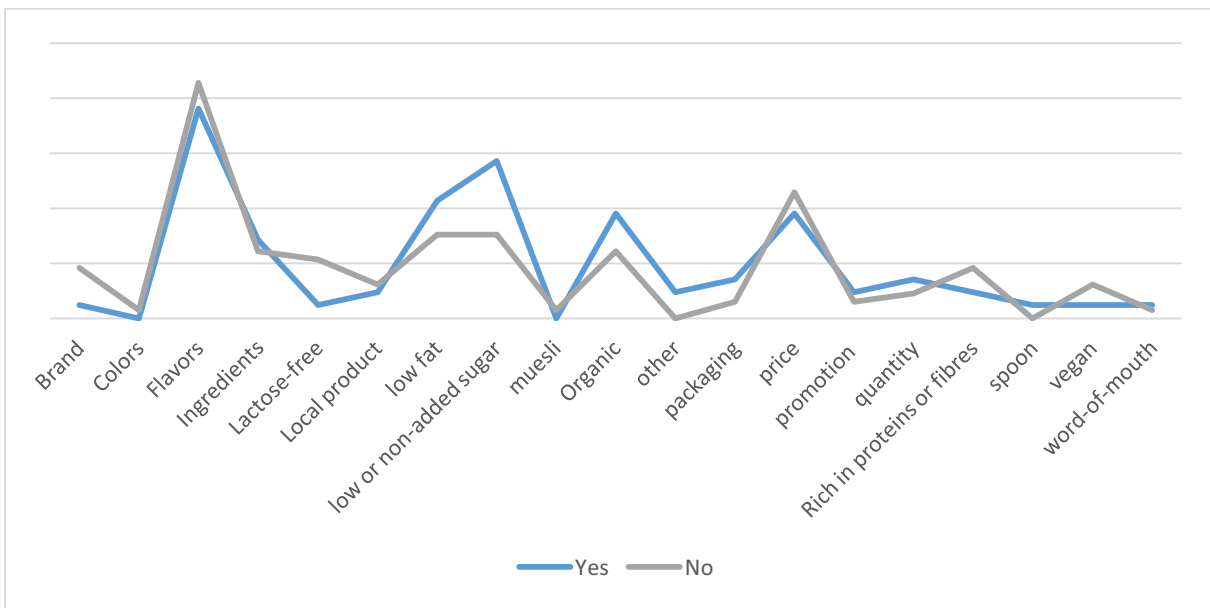


Figure 4.5.3 second marketing stimuli in importance order to people answering to the question: Do you have (a) dependent child(ren)?

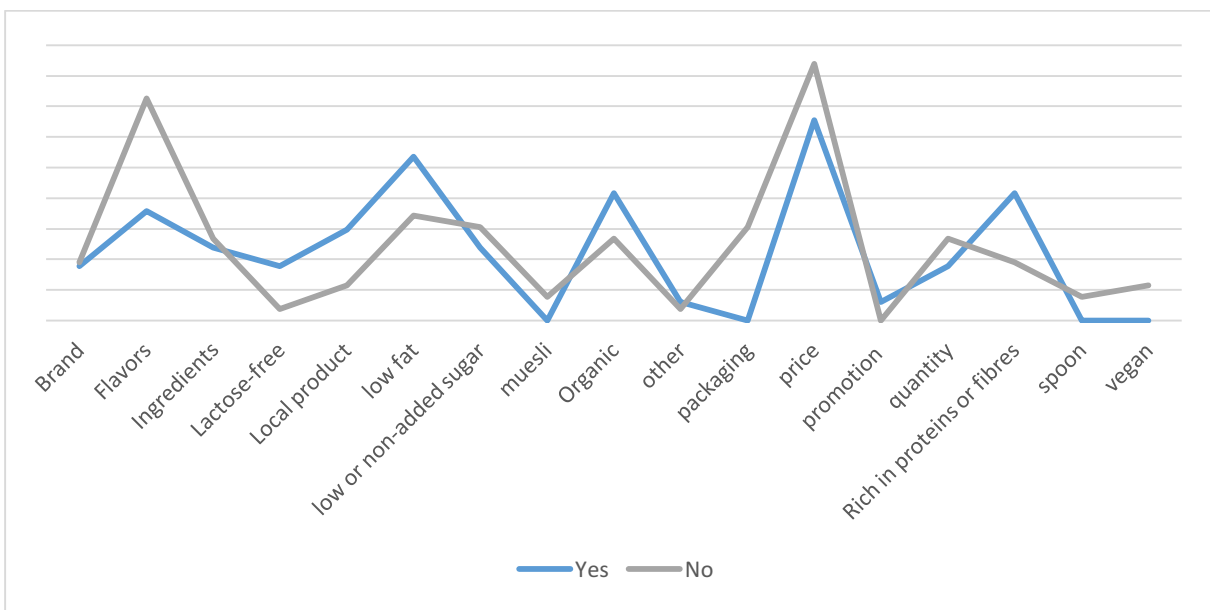


Figure 4.5.4 Third marketing stimuli in importance order to people answering to the question: Do you have (a) dependent child(ren)?

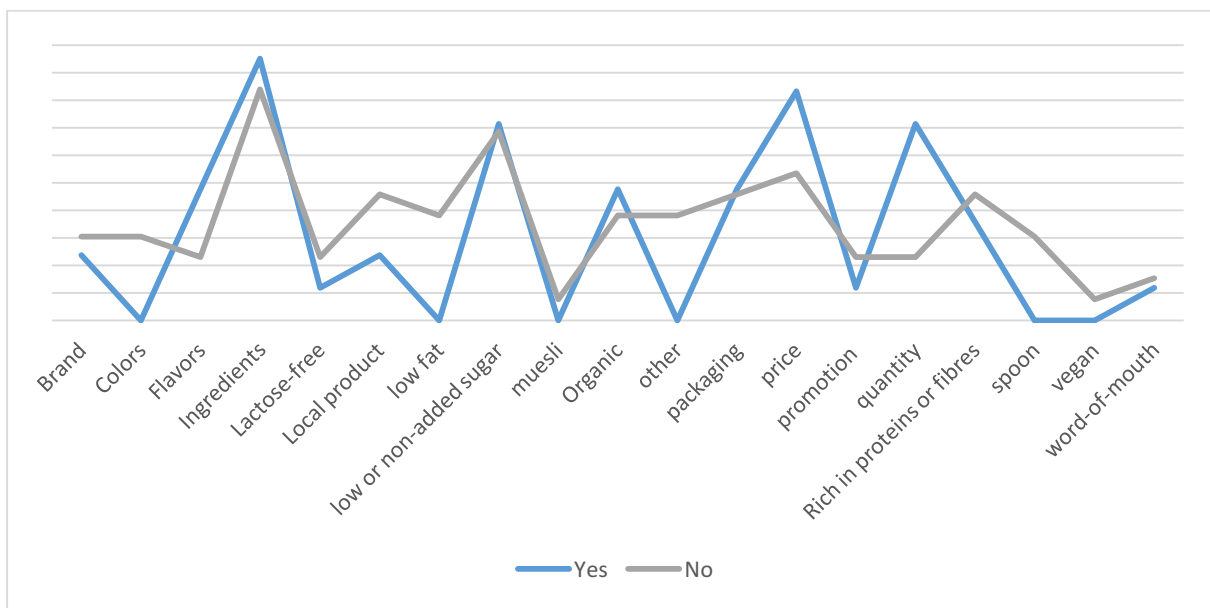


Figure 4.5.5 Fourth marketing stimuli in importance order to people answering to the question: Do you have (a) dependent child(ren)?

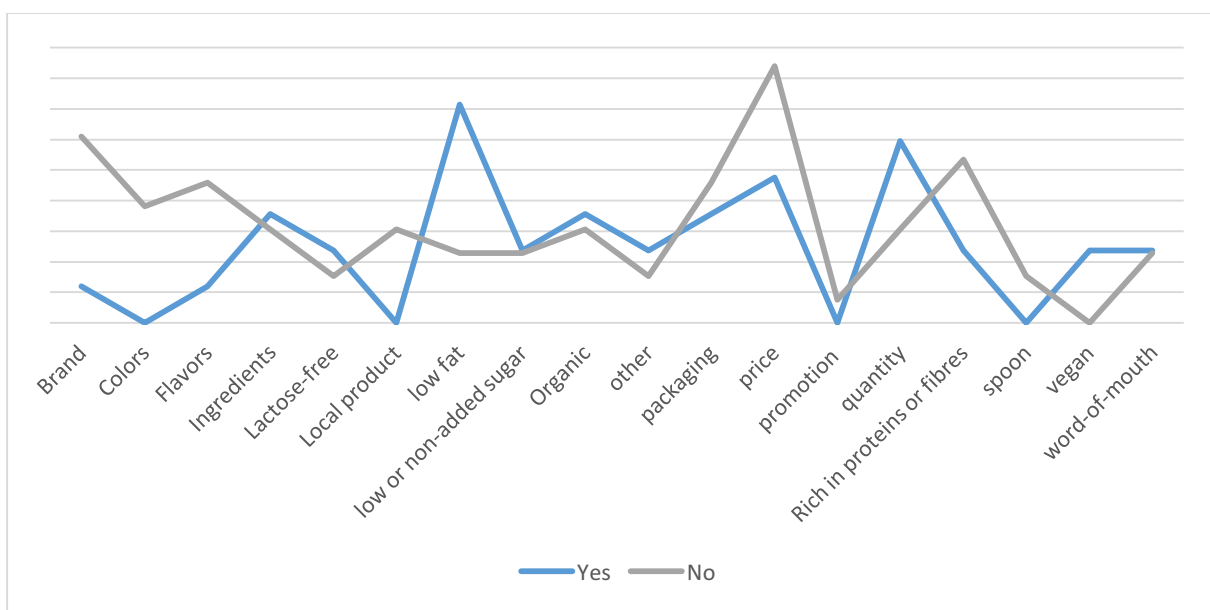


Figure 4.5.6 Fifth marketing stimuli in importance order to people answering to the question: Do you have (a) dependent child(ren)?

There are 39% of the households with at least 1 child to 4 children.

Their dominant criteria are the flavours with 17% of answers, and 30% of the market segment choosing it as their first criteria.

Then the price (12%) has a strong influence on the buying process.

Low or non-added sugar is a very important criteria: the first one for 15% of the respondents, 10% in global. Contrary to the author's assumptions, parents are still considering flavours as

the first criteria, but when we jump to the second criteria, parents are 14% to consider law or non-added sugar, whereas 7 % of the people without children.

We can notice that people without dependent children pay more attention to the price than to the promotion. The contrary for parents. We can assess that people without children give more time to the evaluation and to see which product is the cheapest. On the contrary, parents do not want to lose time while doing grocery shopping so they take the products emphasized. Also, it's possible that the parent will take a product promoted by the supermarket, spotted by his child(ren) walking in the shelves.

Parents generally pay more attention to the fact that there should be less fat in the yoghurts than people without children.

A chi square analysis was conducted for these five criteria of yoghurt purchase, comparing with the presence or absence of children, following the model presented on the part 4.2. The purpose was to verify if there was a dependence between the presence of children and the criteria considered.

The same process as in the part 4.2 is used.

The critical level of the Chi square at a confidence level of 5% is not always similar because not all proposition received an answer.

- Null hypothesis H_0 = No influence of the presence or absence of dependent children in the household on the yoghurt selection criteria.
- Alternative hypothesis H_1 = influence of the presence or absence of dependent children in the household on the yoghurt selection criteria.
- First criteria
 - The critical value of the Chi square at a confidence level of 5% is 7,962
 - The Chi square found is 17,139
 - $\text{CHI SQUARE } (17,139) > \text{CHI SQUARE } 5\% (7,962) = H_0 \text{ is rejected}$
 - Because H_0 is rejected, we can conclude with a margin of error of 5% that the presence or absence of dependent children in the household has an influence on the first yoghurt selection criteria.
- Second criteria
 - The critical value of the Chi square at a confidence level of 5% is 10,117
 - The Chi square found is 18,110
 - $\text{CHI SQUARE } (18,110) > \text{CHI SQUARE } 5\% (10,117) = H_0 \text{ is rejected}$
 - Because H_0 is rejected, we can conclude with a margin of error of 5% that the presence or absence of dependent children in the household has an influence on the second yoghurt selection criteria.
- Third criteria
 - The critical value of the Chi square at a confidence level of 5% is 8,672
 - The Chi square found is 23,453

- CHI SQUARE (23,453) > CHI SQUARE 5% (8,672) = H0 is rejected
- Because H0 is rejected, we can conclude with a margin of error of 5% that the presence or absence of dependent children in the household has an influence on the third yoghurt selection criteria.
- Fourth criteria
 - The critical value of the Chi square at a confidence level of 5% is 10,117
 - The Chi square found is 20,241
 - CHI SQUARE (20,241) > CHI SQUARE 5% (10,117) = H0 is rejected
 - Because H0 is rejected, we can conclude with a margin of error of 5% that the presence or absence of dependent children in the household has an influence on the fourth yoghurt selection criteria.
- Fifth criteria
 - The critical value of the Chi square at a confidence level of 5% is 9,390
 - The Chi square found is 23,695
 - CHI SQUARE (15,02) > CHI SQUARE 5% (9,390) = H0 is rejected
 - Because H0 is rejected, we can conclude with a margin of error of 5% that the presence or absence of dependent children in the household has an influence on the fifth yoghurt selection criteria.

Generally, people do have the same criteria, but when they have a child, the importance order is changed.

We can conclude that the “inside” of the product has more impact than the “outside” in the consciousness of the consumer. It is obvious that they do not realize that the packaging also plays a big role, it’s not something the customers have control of. The marketing promotion uses various unconscious stimuli to make consumers give more attention to a brand than another one.

Thus, the dairy products in the Ker Ronan’s product mix range with a poor competition are lime and coconut flavoured yoghurts; peach, prunes, cherry and orange & pineapple fruity yoghurts, and the coffee and Caramel Crème desserts. The snacking yoghurts have a good potential for growth as they are targeting employees eating yoghurts as a snack and the quantity of these pots contains between 130 to 175grams of yoghurts.

5 Main results and conclusion

This Bachelor’s thesis contains the market research for the implementation of a French dairy product in the Finnish wholesale distribution. The product is a yoghurt and the company is Ker Ronan.

The main objective was to find out the yoghurt with the best potential of development in the Finnish market, and the elements which need to figure on the packaging.

The knowledge of the author about marketing, packaging and import-export gave more substance to this report about the market research.

The quantitative research methods used in the thesis, included the questionnaire, spread in various ways.

215 answers were collected to represent a population of 1,6 million inhabitants. This research has a confidence level of 95% and a margin of error of +/- 6,68% points.

5.1 Scope and limitation

There are several limitations about the research. First, the marketers work on packaging that tend to bias unconsciously the buying process of anyone. In other words, some consumers think that they are buying a product because it answers to certain criteria, such as the flavours, the quantity or the price, and they usually think that the packaging and the colours do not play a role. But it unconsciously has an effect in the buying process.

Secondly, due to time limitation, the study gathered only 215 answers out of the 384 needed to have a generalizable, reliable and valid study for the population of Uusimaa (1.6 million inhabitants). Then, at a confidence level of 95%, the confidence interval is about 6.68; 5 was the objective.

The limitation is also about the space. This study had been conducted to export yoghurt in the Uusimaa space limitation. Thereby, the generalization can only be made to match the southern part of Finland, within the confidence level and interval shown above.

Also, the parity is not respected in the survey. There is in Finland 49 men for 51 women. The parity in the study equals 35 men for 65 women.

The limitation is the applicability in real-life because even if we are facing people willing to buy a yoghurt, it can happen that they just do not like it. When it comes to food, prospect need to taste the product; this study was biased in this dimension because the taste could only be described. But we faced the impossibility to let them try this fresh product: impossibility to bring and storage yoghurts in Finland for prospect test. Also, it is very difficult to change consumption preferences of people.

Finally, the last limitation of this thesis, is that it is not focusing or even dealing with the price issue. This can be a post-problem: people are prone to test the yoghurts but not to buy them if the price is too expensive for their wallet.

5.2 Recommendation for the company

As a conclusion, the French yoghurts of Ker Ronan definitely do have a good potential of development in the Finnish market. The yoghurts offering the best probability of growth or the plain yoghurts and the snacking yoghurts, the only condition is to reduce the sugar in them

(except plain yoghurts which does not contain any). About the consumption of coffee in Finland, the coffee crèmes dessert would also worth a try.

Even if the content of the product is still the main driving criteria when purchasing a yoghurt, the packaging has a very strong influence in today's market as conscious and unconscious marketing stimuli. The brand image nowadays promoting the Brittany area should enhance French identity in this market.

One argument need to be attached to the promotion of Ker Ronan; the population need to be aware of the recyclability, reusability and safety of the plastic high-density polyethylene. So far, a negative response is given to plastic utilization in the food packaging.

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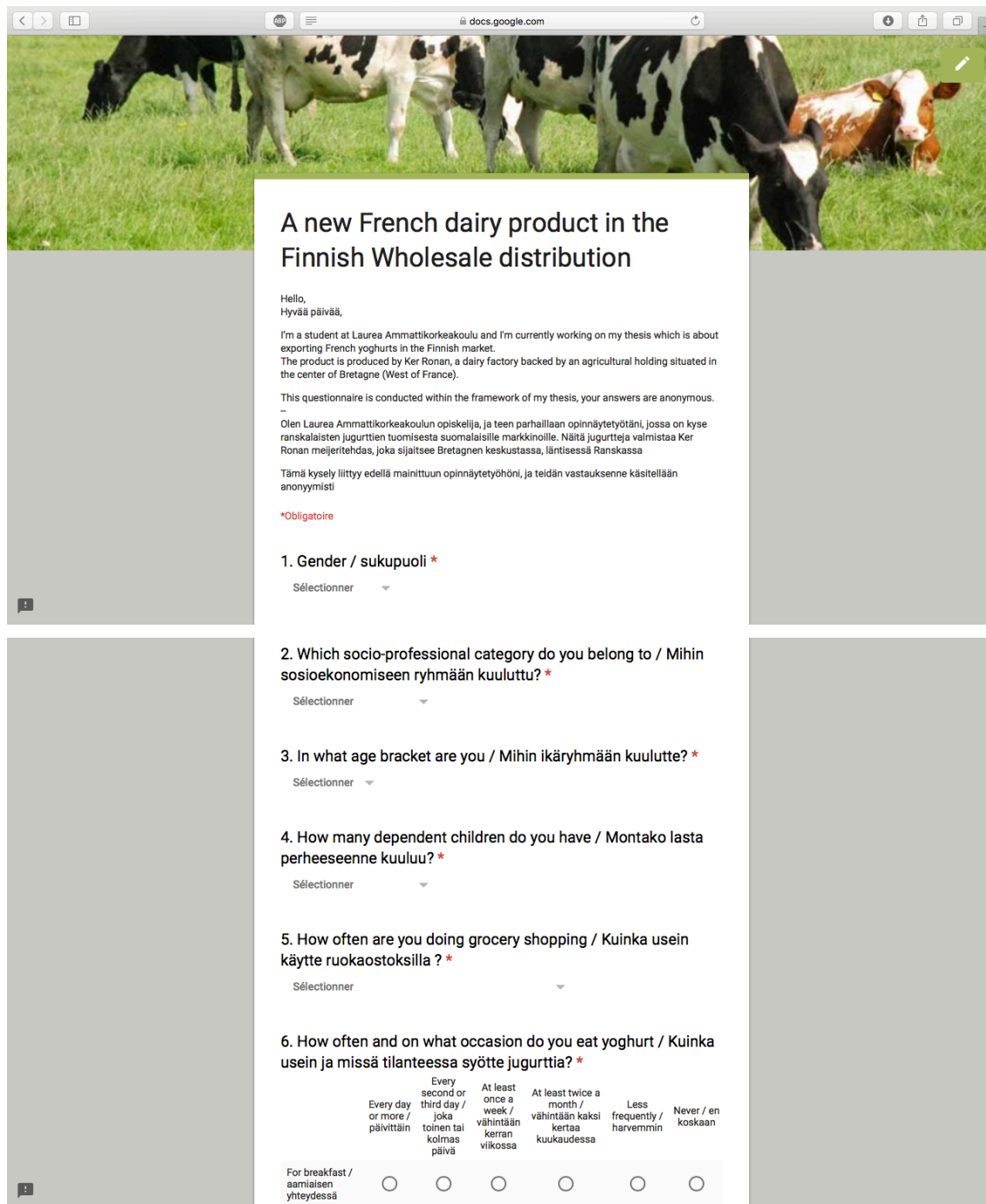
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Appendix 1: questionnaire

The questionnaire is also accessible at this web address:

<https://goo.gl/forms/80N0PvntllgIGell2> .



A new French dairy product in the Finnish Wholesale distribution

Hello,
Hyvää päivää,

I'm a student at Laurea Ammattikorkeakoulu and I'm currently working on my thesis which is about exporting French yoghurts in the Finnish market.
The product is produced by Ker Ronan, a dairy factory backed by an agricultural holding situated in the center of Bretagne (West of France).

This questionnaire is conducted within the framework of my thesis, your answers are anonymous.

Olen Laurea Ammattikorkeakoulun opiskelija, ja teen parhaillaan opinnäytetyötäni, jossa on kyse ranskalaisten jogurttien tuomisesta suomalaisille markkinoille. Näitä jogurtteja valmistaa Ker Ronan meijeritehdas, joka sijaitsee Bretagnen keskustassa, läntisessä Ranskassa

Tämä kysely liittyy edellä mainittuun opinnäytetyöhöni, ja teidän vastauksenne käsitellään anonyymisti

***Obligatoire**

1. Gender / sukupuoli *

Sélectionner

2. Which socio-professional category do you belong to / Mihin sosioekonomiseen ryhmään kuuluttu? *

Sélectionner

3. In what age bracket are you / Mihin ikäryhmään kuulutte? *

Sélectionner

4. How many dependent children do you have / Montako lasta perheeseen kuuluu? *

Sélectionner

5. How often are you doing grocery shopping / Kuinka usein käytte ruokaostoksilla? *

Sélectionner

6. How often and on what occasion do you eat yoghurt / Kuinka usein ja missä tilanteessa syötte jogurttia? *

Every day or more / päivittäin	Every second or third day / joka toinen tai kolmas päivä	At least once a week / vähintään kerran viikossa	At least twice a month / vähintään kaksi kertaa kuukaudessa	Less frequently / harvemmin	Never / en koskaan
--------------------------------	--	--	---	-----------------------------	--------------------

For breakfast / aamiaisien yhteydessä

As a dessert:
after lunch or
dinner /
jälkiruokana,
lounaan tai
päivällisen
yhteydessä

As a snack /
välipalana

7-1 What firstly drives you when you buy new yoghurts / Millä perusteella valitset jogurtin, ensimmäinen kriteeri?

Sélectionner

7-2 What secondly drives you when you buy new yoghurts / Millä perusteella valitset jogurtin, toinen kriteeri?

Sélectionner

7-3 What thirdly drives you when you buy new yoghurts / Millä perusteella valitset jogurtin, kolmas kriteeri?

Sélectionner

7-4 What fourthly drives you when you buy new yoghurts / Millä perusteella valitset jogurtin, neljäs kriteeri?

Sélectionner

7-5 What fifthly drives you when you buy new yoghurts / Millä perusteella valitset jogurtin, viides kriteeri?

Sélectionner

8. Do you often change your habits regarding the purchase of yoghurts / Vaihdatteko usein tottumuksianne ostaa jogurtiaa.

1 2 3 4 5

Yes, I always want to try and discover new product / kyllä, haluan usein kokeilla uusi uutta ja uusia tuotteita.

No, I'm loyal to my favourite brand / en vaihda, olen uskollinen suosikkimerkilleni.

9. Do you like French (or regional) culture / arvostatteko ranskalaisia ja sen eri alueiden tuotteita *

- +2 Yes very much / hyvin paljon
- +1 Yes, a little / vähän
- 0 Neutral / neutri
- 1 Not really / en oikeastaan
- 2 Not at all / en ollenkaan

10. You would prefer this product to have / Jos ostatte ranskalaisia tuotteita, niin vaikuttaako valintaanne se, että tuotteella on... *

- French name / ranskankielinen nimi
- French colors (blue, white, red) / ranskan värit (sininen, valkoinen, punainen)
- Nothing related to France / ei mitään ranskaan viittaava
- No preference / ei mitään merkitystä
- Other / muuta mitä

11. Which type of pot do you prefer (one answer is sufficient) / millaisessa pakkauksessa jogurtin pitäisi mielestänne olla ?

	Transparent / läpinäkyvä	Opaque / läpinäkymätön	No preference / ei merkitystä
Plastic / muovi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glass / lasi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clay or sandstone / keramiikka	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
carton, paperboard / kartonki, pahvi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No preference / ei merkitystä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Which quantity do you prefer in your pot / mikä annoskoko on mielestäsi paras?

Sélectionner

13. Are you ready to pay more for a french product / Olistiko valmis ostamaan hieman kalliimpaa jogurttia, jos se olisi tuotettu Ranskassa?

Sélectionner

14. If the product were available right away, would you buy it / jos johdannossa mainittu uusi tuote olisi nyt tarjolla, niin ostaisitteko sitä. *

Sélectionner

Comments

Votre réponse

THANK YOU! / KIITOS!

Thank you for your participation and the time you gave me to answer this study! / Kiitos, että osallistuitte tähän tutkimukseen!
If you want to know more about the brand Ker Ronan, you can visit the website <http://www.ker-ronan.com/fr/> (website in French, under construction)

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