

**HOW DIFFERENT CHOCOLATE  
BRANDS INFLUENCE OUR  
CHOCOLATE PERCEPTION AND  
BUYING BEHAVIOR?**

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- Spine -

## **Abstract English**

This master dissertation is based on a research conducted in order to answer the question ‘How different chocolate brands influence our chocolate perception and buying behavior?’.

This research was conducted with a sample of 101 respondents through a structured questionnaire. All data acquired were analyzed in the SPSS software, due to its huge potential to compare different variables, that is, different aspects of data.

The main aim of this research is to compare three chocolate brands, namely *Milka*, *Lindt* and *Richart*. Differences between these brands in every aspect of marketing mix and positioning strategies should explain some of consumers’ perceptions and chocolate preferences.

The indirect aim of this research is to show some of the overall chocolate consumption patterns of the representative sample of the population. More precisely, it explains patterns of respondents’ buying behavior, their motivations and different perceptions and attitudes regarding this issue.

Apart from this, this master dissertation provides an overview of the global chocolate industry and market, overall chocolate consumption, as well as some major principles of brand building and management, in line with the subject.

All the information from this thesis are aimed to marketing managers who would like to get some strategic insights connected to this matter, to all researchers and professionals who would like to have a closer look at chocolate industry and chocolate consumption patterns, to marketing students who would maybe like to conduct a similar research one day and finally to all chocolate lovers, who want to study their passion a bit more deeply from scientific point of view.

**Key words:** *chocolate brands, chocolate consumption, chocolate perception, chocolate industry*

## **Abstract Portuguese**

Esta dissertação de mestrado é baseada numa pesquisa realizada a fim de responder à pergunta ‘Como as diferentes marcas de chocolate influenciam a percepção de chocolate e o respectivo comportamento de compra?’.

Esta pesquisa foi realizada com base numa amostra de 101 entrevistados através de um questionário estruturado. Todos os dados adquiridos foram analisados no software SPSS, devido ao seu enorme potencial para comparar diferentes aspectos dos dados.

O principal objetivo desta pesquisa é comparar três marcas de chocolate - *Milka* , *Lindt* e *Richart*. As diferenças entre as marcas em todos os aspectos do marketing mix e estratégias de posicionamento devem explicar algumas das percepções dos consumidores e preferências de chocolate.

O objetivo indireto desta pesquisa é mostrar alguns dos padrões gerais de consumo de chocolate da amostra representativa da população. Mais precisamente, explicar os padrões de comportamento de compra dos entrevistados, suas motivações e diferentes percepções e atitudes em relação a este assunto.

Além disso, esta dissertação de mestrado apresenta uma visão geral da indústria e mercado global de chocolate, o consumo total de chocolate, bem como alguns dos principais princípios de construção e de gestão de marca, de acordo com o assunto.

Todas as informações desta tese são destinados a executivos de marketing que gostariam de obter alguns dados estratégicos ligados a este assunto, a todos os pesquisadores e profissionais que gostariam de ter um olhar mais atento sobre a indústria de chocolate e padrões de consumo de chocolate, para os estudantes e investigadores de marketing que pretendam realizar uma pesquisa semelhante e, finalmente, para todos os amantes do chocolate, que querem ver estudada a sua paixão mais profundamente a partir do ponto de vista científico.

***Palavras-chave:*** *marcas de chocolate, consumo de chocolate, percepção de chocolate, indústria de chocolate*

## **Acknowledgments**

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Thank YOU, for your Dummdays, shower-ideas and acceptance of my chocolate addiction.

Finally, I dedicate this dissertation to my family, Mirjana, Dusan and Boni. There are hardly any words to express my gratitude and appreciation. Thank you for endless love and support. I hope I'll never disappoint you. I love you.

*'Strength is the capacity to break a chocolate bar into  
four pieces with your bare hands-and then eat just  
one of the pieces.'*

*Judith Viorst*

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## **1. Executive summary (Portuguese)**

O chocolate tem um valor hedónico elevado devido à sua gordura e concentrações de hidratos de carbono, sendo considerado um dos alimentos mais desejados do mundo. Existem três tipos de chocolate: escuro (com maior percentagem de cacau), leite (o mais consumido; com leite adicionado à manteiga de cacau) e branco (o menos consumido) . No entanto, o consumo de chocolate também está relacionada com algumas implicações negativas, principalmente em termos de saúde, onde está muitas vezes ligado à obesidade, diabetes, acne ou a cárie dentária. Mas parece que todas essas preocupações não impedem que pessoas de todo o mundo mencionem o chocolate como sua escolha número um .

Apesar da situação económica difícil em todo o mundo, as pessoas parecem não parar de amar e comprar chocolate. Essa indústria ainda está em crescimento e, além disso, está sobrevivendo bem num ambiente desafiador relativamente às preocupações com a saúde. Alguns analistas da indústria afirmam que o crescimento continuará forte com o chocolate em popularidade em novos mercados emergentes. Apesar de vários fatores de restrição, como o aumento dos preços das matérias-primas, fornecimentos instáveis de cacau e aumento dos custos do trabalho, este crescimento é impulsionado por inúmeras tendências como o crescimento populacional, a expansão para novos mercados (especialmente na região do Sudeste Asiático, com particular relevo para a China e a Índia) e inovação de produtos (como a introdução de chocolates naturais e orgânicos em mercados saturados) .

A indústria de chocolate está em uma fase de maturidade do seu ciclo de vida sendo dominada por grandes grupos como o Grupo Ferrero (Itália), Mars Inc (EUA), Hershey Foods Corp (EUA), Mondelez International Inc (EUA), e Nestlé SA ( Suiça ) .

Portanto, apesar de sua saturação e da recessão global, o mercado global de chocolate continuou a crescer, e foi avaliado em várias centenas de bilhões de dólares. Apesar de ainda dominado pela Europa Ocidental e América do Norte, os mercados emergentes representam claramente o futuro. Uma das tendências de crescimento é a procura por produtos de chocolate premium, com chocolates sortidos e encaixotados sazonais experimentando o crescimento mais rápido. Além disso, a tendência da consciência de saúde tem levado a um aumento dramático nas vendas de produtos sem açúcar, de produtos com redução da gordura e às ofertas com valor calórico reduzido ao longo dos últimas décadas. Finalmente, o comércio justo de chocolate certificado é



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outro segmento de rápido crescimento do mercado, onde os consumidores pagam um prêmio para garantir que os bens são produzidos de forma ética.

O consumo de chocolate é altamente impulsionado pelo gosto dos consumidores. Infelizmente, não há nenhuma informação ou números que mostrem com precisão, tornando-se difícil de avaliar ou interpretar com rigor e actualidade as tendências no consumo global. No entanto, sabe-se que os países em que o chocolate é mais consumido são EUA, França, Alemanha, Brasil, Reino Unido e Japão.

Como o cenário global do mercado de chocolate é muito desafiador, com constantes mudanças no gosto dos consumidores e tendências que regem o setor, as empresas têm de construir ou manter constantemente a reputação das suas marcas. Construção da marca é considerada a melhor maneira de fazer negócios por causa das constantes mudanças no ambiente de marketing. Construção de marca bem-sucedida poderia reforçar a posição competitiva de uma produtora e pode trazer vantagens, tais como a defesa contra concorrentes e reforço no mercado de lançamento de novos produtos. Vários investigadores descobriram que as compras de produtos (incluindo chocolate) são altamente correlacionadas a imagem da marca e da equidade, então, obviamente, esses fatores têm elevado impacto na escolha dos consumidores ao longo de diferentes marcas disponíveis. Como a indústria de chocolate é mais voltada para o cliente, a premissa de modelos brand equity baseado no cliente é muito importante. Isto significa que o poder de uma marca está no que os clientes têm visto, lido, ouvido, aprendido, pensou, e sentiu sobre a marca ao longo do tempo. Por outras palavras: o poder de uma marca reside na mente dos clientes existentes ou potenciais.

É por isso que esta dissertação é assenta na análise e comparação de três marcas de chocolate - *Milka*, *Lindt* e *Richart*, a fim de responder à pergunta ‘Como diferentes marcas de chocolate influenciam o comportamento de compra e percepção do chocolate?’. Estas marcas foram escolhidas devido às diferenças no respectivo marketing mix, e elas devem servir como exemplos de estratégias distintas na gestão de marca. Assim, o objectivo directo é ver o que as marcas oferecem aos seus consumidores para eles preferirem uma em vez da outra, quando todas as três marcas vendem a mesma coisa - chocolate. O objetivo indireto desta pesquisa é mostrar alguns dos padrões gerais de consumo de chocolate de uma amostra representativa da população. Mais precisamente, ele explica os padrões de comportamento de compra dos entrevistados, suas motivações e diferentes percepções e atitudes em relação a este assunto.

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Esta pesquisa foi realizada com uma amostra de 101 entrevistados, principalmente da Sérvia e vários outros países, por meio de um questionário estruturado. Todos os dados adquiridos foram analisados no software SPSS, devido ao seu enorme potencial para comparar diferentes aspectos dos dados.

De acordo com os resultados desta pesquisa, os entrevistados desta amostra representativa dizem ser amantes de chocolate; consomem chocolate em média várias vezes por semana, independentemente da ocasião. O chocolate é importante para eles e eles compram-no tanto para consumo próprio como oferta. Os atributos mais apreciados são o sabor e a qualidade; provou-se serem os factores mais importantes para os entrevistados quando compram chocolate.

Eles também estariam dispostos a pagar mais por uma marca de chocolate, se isso implicasse uma melhor qualidade de chocolate. Por outro lado, alegaram não ser afetados pela embalagem ou variedade de sabores oferecidos e, em geral, a maioria dos entrevistados afirmou ser indiferente aos diferentes métodos de comunicação usados por marcas de chocolate. A maioria dos entrevistados mostrou-se também muito propenso a, quando em loja, compras impulsivas de chocolate. Preferem marcas de chocolate que podem ser comprados em supermercados a preços acessíveis e, apesar de concordarem que algumas marcas de chocolate são símbolo de luxo, eles geralmente não aceitam com facilidade grandes diferenças de preços entre as diferentes marcas de chocolate. No entanto, a existirem essas diferenças, eles encontram a explicação e justificação na maior qualidade de chocolate e numa melhor experiência de compra. A marca favorita é definitivamente *Milka* que é maioritariamente comprada e amplamente consumida. Esta marca é descrita como ‘a melhor’, ‘bem conhecida’, ‘acessível’ e ‘marca que melhor comunica com os clientes’. Por outro lado, *Lindt* e *Richart* são geralmente percebidos como chocolates de luxo que podem ser comprados a preços mais elevados e consumidos em ocasiões mais ‘especiais’.

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## 2. Chocolate industry

The sweetest in the world-the Global Candy & Chocolate Manufacturing industry is primarily engaged in shelling, roasting and grinding cocoa beans to make chocolate cocoa products and confectioneries.<sup>1</sup> Although the economic situation is tough in the whole world, people seem not to stop loving and buying chocolate. This industry is still growing and besides that, it is surviving pretty well in a challenging environment of rising health-awareness. Not only it proved to remain unaffected by the global recession and low consumer spending, it was also innovative in terms of meeting changing and demanding consumer tastes by offering innovative solutions tailored to health-conscious consumers.

Some industry observers claim that growth will remain strong as chocolate gains in popularity in new emerging markets and the global economy gets better again. In fact, according to some forecasts, revenues from the global chocolate industry are expected to grow at a rate of over 2% until 2017<sup>2</sup>. This growth will primarily be driven by sales in emerging markets like China and India, while it is projected to slow down in saturated markets like US, UK, Australia, etc. Despite several restraining factors like increased prices of raw materials, unstable cocoa supply and increased labor costs, this growth is driven by numerous trends like population growth, expansion into new markets (especially in the South-East Asian region like China and India as stated above), and product innovation (like introducing natural and organic chocolates in saturated markets).

The chocolate industry is in a mature stage of its life cycle; global chocolate market is pretty saturated with loads of well-established products and manufacturers.<sup>3</sup> It is dominated by several major players like Ferrero Group (Italy), Mars Inc (U.S.A.), Hershey Foods Corp (USA), Mondelez International Inc (USA), Nestle SA (Switzerland), etc.<sup>4</sup> Although barriers for entering this market are low, these manufacturers hold the majority of its share, not letting new entrants to fight for it easily.

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<sup>1</sup> <http://www.ibisworld.com/industry/global/global-candy-chocolate-manufacturing.html>

<sup>2</sup> *Global Chocolate Manufacturing Industry – Forecast, Trends & Opportunities, 2012-2017*, November 2013, published at 'Taiyou reports' website

<sup>3</sup> *Global Candy & Chocolate Manufacturing Market Research Report*, Jun 2013, published at <http://www.ibisworld.com/industry/global/global-candy-chocolate-manufacturing.html>

<sup>4</sup> <http://www.prweb.com/releases/2013/8/prweb11013371.htm>

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However, the chocolate industry offers a wide variety of opportunities, both for the small businesses and big candy producers. Due to the dominance of large-scale producers small business owners tend to focus on unique or specialty items production. Unique chocolates may be from a particular world region, famous for a special technique or with a long tradition, etc. Also, specialty services may represent an important asset of small businesses, when they tend to focus on gift-packaging or special delivery for their customers. This can be a considerable competitive advantage especially in saturated markets, where the only opportunity for rise lies in offering premium products.

When it comes to large confection and candy producers like the ones mentioned above, their profitability is derived from manufacturing efficiency, economies of scale, as well as effective marketing strategies. But as the global chocolate market is highly consumer-driven, even those big companies have to invest in their (marketing) strategies in order to reach underserved market segments and to enlarge their consumer base. This is a very difficult job, as there are forced to continuously follow the rising trends and to tailor their offers according to those ones.

Nevertheless, all companies involved in the chocolate industry can be affected by rising commodity prices. Cocoa prices can be exceedingly variable as it is largely grown in developing nations with often unstable political situations. According to Matt Sena's article 'Chocolate industry analysis 2013-Cost & Trends', recent turmoil in the Ivory Coast, the largest producer of cocoa, has caused prices to skyrocket for the beans.<sup>5</sup>

Generally, cocoa prices are the major factor that influences chocolate industry, considering the fact that cocoa powder obtained from cocoa beans is the main chocolate ingredient. It has shown remarkable price hike in the recent situations because of the increase in the demand for chocolate and chocolate products. According to Chris Bradford's article 'How large is the chocolate industry?' over 50 percent of the cocoa harvested annually worldwide comes from West Africa. Apart from the Ivory Coast, the biggest producers are Ghana, Nigeria and Cameroon. Other significant producers include Indonesia, Brazil and Ecuador.<sup>6</sup> Cocoa supplies, though, have lagged demand in 10 of the past 20 years, according to data from the International Cocoa Organization in London. The ICCO forecasts a shortfall of about 50,000 tons for the annual

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<sup>5</sup> The three paragraphs have been adapted according to the article '*Chocolate industry analysis 2013-Cost & Trends*', Matt Sena, 2013, published at 'Franchise help' website

<sup>6</sup> Bradford C. 2013. *How large is the chocolate industry?*, Demand Media

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season, which began in October<sup>7</sup>, and this may affect global cocoa, and in the end, chocolate prices. According to their monthly review, in May, the daily cocoa price averaged US\$2,346 per tone, up by US\$51 compared to the average price recorded in April (US\$2,294) and ranged between US\$2,233 and US\$2,434.<sup>8</sup> To deal with more frequent cocoa shortages, confectioners have been shrinking the size of chocolate bars and bonbons, adding more air bubbles to chocolate, or simply substituting more vegetable oil for cocoa butter.<sup>9</sup>

All in all, chocolate industry has a huge growing potential, especially in the emerging markets. Both small and big manufacturers should focus on global consumer trends that are constantly changing and imposing new rules of innovation. But the fact that this segment stays strong despite all global economic trends should be a motivator strong enough to lead to even more chocolate production in the future.

### 3. Chocolate market

Despite its saturation and global recession, the global chocolate market continued to grow as stated above, and it has been valued at \$107 billion for 2012, up around \$6 billion on the previous year, according to 'Euromonitor' data.<sup>10</sup> Although it is still dominated by Western Europe and North America, emerging markets clearly represent the future. The BRIC countries (Brazil, Russia, India and China) accounted for 55% of global confectionery retail growth in 2011.<sup>11</sup> Other emerging economies with most population within middle class are also likely to become important chocolate markets as their disposable incomes grow. Chocolate industry analysts M&M predict the global chocolate market will experience annual sales of \$98.3 billion by 2016 -the result of an annual growth rate approaching 3 percent. Demand in Asia is a major source in the growth of sales, and is expected to rise to a 20 percent share in the global market by 2016.<sup>12</sup> These figures clearly indicate new opportunities and should be motivating enough for big companies to consider entering Asian market.

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<sup>7</sup> Iris Almeida, Monnier O. February 07, 2013. *Higher chocolate prices may follow Africa's cocoa shortfall*

<sup>8</sup> *ICCO monthly review*, May 2013, provided by International Cocoa Organization

<sup>9</sup> Iris Almeida, Monnier O. February 07, 2013. *Higher chocolate prices may follow Africa's cocoa shortfall*

<sup>10</sup> <http://www.confectionerynews.com/Markets/Luxury-chocolate-to-grow-developed-markets-says-analyst>

<sup>11</sup> *The chocolate of tomorrow*, KPMG report, June 2012

<sup>12</sup> Bradford C. 2013. *How large is the chocolate industry?*, Demand Media

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Moreover, another growing trend is demand for premium chocolate product. As Matt Sena stated, premium and specialty items have shown strong growth over the long-term. According to this author, during the recession, there had been a shift away from premium items, but as the economy has continued to recover, sales of premium items have taken the lead again. Seasonal and boxed assorted chocolates have been experiencing the fastest growth, and sales are expected to expand 13% between 2010 and 2015.<sup>13</sup>

Here we come to maybe one of the most important trends - rising health-awareness, and this definitely applies also to chocolate industry. This trend has led to a dramatic increase in sales of sugar free, reduced fat and reduced calorie offerings over the last several decades. Dark chocolate is known to lower both blood pressure and cholesterol, and has nearly 8 times the number of antioxidants as found in strawberries. A recent survey found that 35% of respondents believe dark chocolate to be healthier, which is also shown through sales growth of 9% in 2009 versus 3.6% for the chocolate industry as a whole.<sup>14</sup> So as consumers become more health-conscious, they tend to ask for 'healthier' chocolate solutions. This is a clear opportunity for exploring completely new segments of this market.

Finally, fair-trade certified chocolate is another fast growing segment of the market, where consumers pay a premium to ensure goods are produced in an ethical manner. As our global community grows smaller with the communication revolution, it becomes obvious that goods produced in developing countries are often subject to horrible labor conditions or controlled by dominant industry participants. Fair Trade is a social movement aimed to promote sustainability in developing countries, and generally requires a higher price but conforms to higher social and environmental standards.<sup>15</sup>

Other important facts to consider are the factors influencing chocolate market growth, and we have already mentioned some of these. However here is a wider overview:

- An increase in health-consciousness - This is clearly one of the major consumer trends on a global level that also influences chocolate industry. It imposes completely new ways of considering and consuming food which results in plenty of new offerings based on more 'healthy' ingredients. Obviously, chocolate

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<sup>13</sup> Sena M. 2013. *Chocolate industry analysis 2013-Cost & Trends*, published at 'Franchise help' website

<sup>14</sup> The whole paragraph was adapted from the article '*Chocolate industry analysis 2013-Cost & Trends*', Matt Sena, 2013, published at 'Franchise help' website

<sup>15</sup> The whole paragraph was adapted from the article '*Chocolate industry analysis 2013-Cost & Trends*', Matt Sena, 2013, published at 'Franchise help' website

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manufacturers have to obey this new rule and adapt their products to rising consumer needs of this kind;

- Sustainability - Here we are talking about improving chocolate quality, marketing activities and making sure that supply is sustainable by helping growers receive a fair price and increase cocoa yields<sup>16</sup>;
- Innovation with personalization as a key trend - especially with saturated markets where manufacturers are being forced to pull even more innovative tricks out of the bag to attract consumers, from enigmatic flavor combinations to bolder health claims;
- Eventing - in many countries chocolate is an essential component of religious events (Easter, Christmas, etc), special occasions and festivals.<sup>17</sup>

So despite its obvious saturation and maturity, chocolate market has still a lot of segments unexplored, which is a huge opportunity for both big and small producers to meet new consumer trends and widen their product offerings.

#### **4. Chocolate consumption**

Despite tough economic situation all around the world, chocolate consumption is still at steady increasing pace and is highly driven by consumers' tastes. However, their tastes and preferences are constantly changing, especially on saturated markets of Western Europe and North America, where demand for different flavors, health statements and personalization is increasing.

Chocolate has a high hedonic value due to its fat and carbohydrates concentrations, and it is considered to be the world's most craved food. It is the most common food associated with addictiveness and it is craved because of its hedonic experience, which is the result of a set of appealing characteristics, an attractive aroma, and a unique flavor.<sup>18</sup> There are three main types of chocolate: dark (with highest percentage of cocoa), milk (the most consumed; with milk added to cocoa butter and powder) and white (the least consumed). Chocolate is very often considered

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<sup>16</sup> *Creating a sustainable chocolate industry*, BCCCA case study, published at 'The times 100 business case studies' website

<sup>17</sup> This paragraph has been adapted from *The chocolate of tomorrow*, KPMG report, June 2012

<sup>18</sup> Visioli F., Bernaert H., Cort R., Ferri C., Heptinstall S., Molinari E., Poli A., Serafini M., Smit H.J., Vinson J.A., Violi F. & Paoletti R., 2009. *Chocolate, Lifestyle and Health, Critical Reviews in Food Science and Nutrition*, 49:4, 299-312

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as a recipe for longer and healthier life because of its high nutrition value (it is especially rich in magnesium and iron). Some of the studies claim that people who regularly eat chocolate live happier lives. Some of the interesting facts about chocolate consumption are that 66% of chocolate is consumed between meals, 22% of all chocolate consumption takes place between 8pm and midnight and more chocolate is consumed in the winter than any other season.<sup>19</sup> However, chocolate consumption is also linked with some negative implications, mostly in terms of health, where it is very often connected to obesity, diabetes, acne or tooth decay. But it seems that all those concerns don't prevent people all around the world to still name chocolate as their number one choice.

Nevertheless, information on consumption of products containing cocoa is only published for leading consuming countries, and often after a considerable delay, making it difficult to assess or interpret trends in global consumption. Data published by the Association of the Chocolate, Biscuit & Confectionery Industries of the E.U. (CAOBISCO) in July 2012 show that consumption of all chocolate confectionery products in the 19 countries for which statistics are available for the 2002 – 2010 period (which include most of the traditional leading cocoa consuming countries) increased by 10%, an average annual growth of only 1.2%. During the review period, the average year-on-year growth ranged between 0.4% and 4.5%, except in 2009, when consumption shrank by 2.4% arising from the global economic crisis. Chart 1 illustrates chocolate consumption in the top six chocolate consuming countries.

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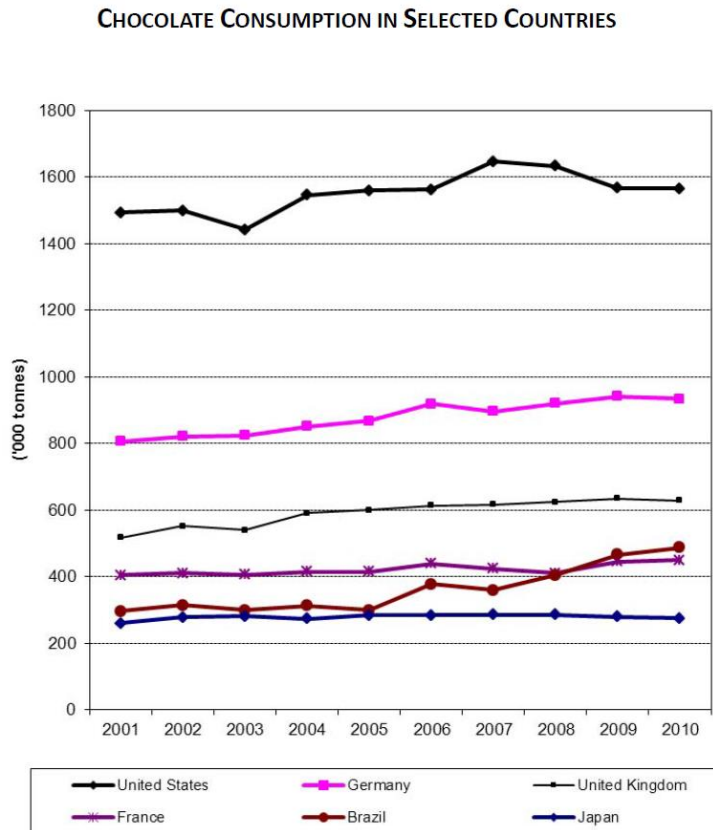
<sup>19</sup> <http://www.sfu.ca/geog351/fall03/groups-webpages/gp8/consum/consum.html>



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Chart 1-Chocolate consumption over 2001-2010 period

(source: ‘The world of cocoa economy-past and present, July 26<sup>th</sup> 2012, provided by ICCO)



As we can see on the chart on the left, the countries where chocolate is most consumed are USA, Germany, UK, France, Brazil and Japan. Over the last decade, from 2001 to 2010, the chocolate consumption has experienced a steady growth in all of the countries analyzed. The sharpest growth seems to be in Brazil, from 2007 to 2010, while chocolate consumption in Japan was pretty much stable throughout the whole period.

All in all, the psychology behind chocolate suggests that consumers see it as a ‘naughty but nice’ impulse

treat. According to KPMG’s report ‘The chocolate of tomorrow’ from June 2012, there are three types of chocolate consumers/buyers, each with different behaviors and demands.

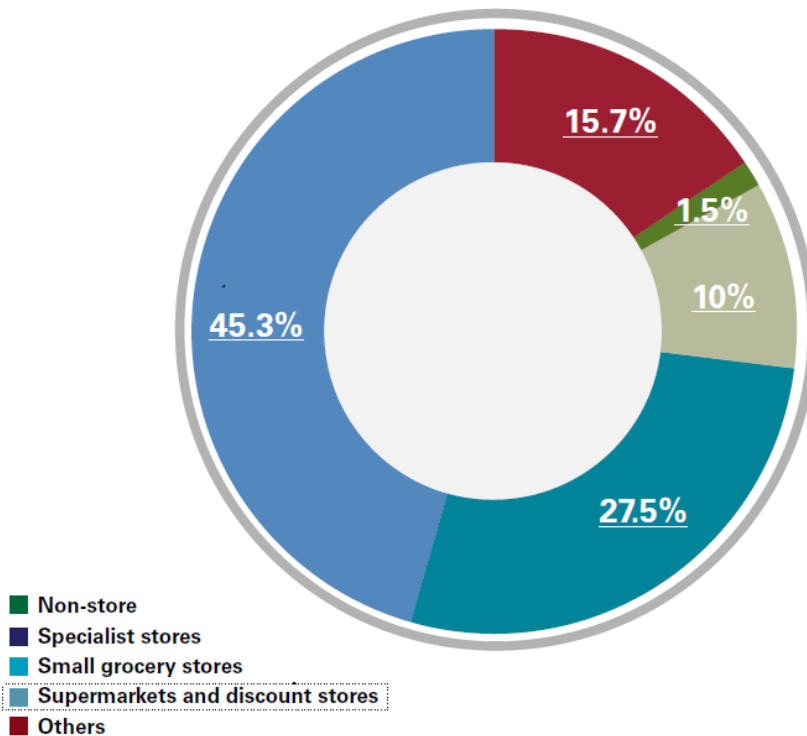
- a) *The convenience buyer* - Chocolate may be seen as an impulse purchase, but it’s becoming increasingly everyday habit among consumers. Convenience is a major driver for chocolate lovers, who want to grab a bar from a local store or throw a multi-pack into the trolley during a weekly shop.<sup>20</sup> The following image shows where convenience buyers usually tend to buy chocolate.

<sup>20</sup> *The chocolate of tomorrow*, KPMG report, June 2012

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Image1- Where they are buying (source: 'The chocolate of tomorrow', KPMG report, June 2012)

### Where they're buying



As it is clearly shown on the image on the left, most of the chocolate is bought in supermarkets and discount stores (45.3%), which clearly indicates that availability is one of the major factors that influence chocolate buying.

b) *The value buyer* - Value-conscious shoppers tend to buy at chocolate outlets, completely new generation of stores. Discount stores are

flourishing; small grocery stores may lack the economies of scale to compete on price, while 'specialist' formats are being crowded out. In emerging markets, 'one stop' retail locations are becoming popular due to low prices and greater choice.<sup>21</sup>

c) *The luxury buyer* - The luxury chocolate market continues to embrace the mainstream—and not just in developed economies. 'The psychology is that even expensive chocolate is an affordable luxury', says Marcia Mogelonsky, Global Food Analyst at researcher Mintel.<sup>22</sup>

Finally, no matter precise data about global chocolate consumption are not available, one thing is sure - it is growing. And this growing trend is the key driving factor for all manufacturers.

<sup>21</sup> *The chocolate of tomorrow*, KPMG report, June 2012

<sup>22</sup> *The chocolate of tomorrow*, KPMG report, June 2012

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## 5. Brand building and management

In order to better understand different brand strategies used by different chocolate brands analyzed in this thesis, it is important to have a closer look at the overall process of brand building and management.

Splintering of mass media, competition from new retail formats and skepticism from value-conscious consumers - it's a tough time to grow and maintain brands,<sup>23</sup> and this is applied to chocolate industry too. Brand building is considered the best way of doing business because of the constant changes in the marketing environment. Successful brand building could strengthen a producer's competitive position and it can bring advantages such as defending against competitors and building market share.

Numerous researchers have found that product purchases are highly correlated with brand image and equity, so obviously these factors have high impact on consumers' choice over different brands available. Those purchases are affected by brand image and awareness mostly directly.<sup>24</sup> That's why all brand managers should pay special attention to those elements, but they should also be aware that for building strong brands on long-term basis, it is not sufficient to develop only brand knowledge. Instead, they should also engage in building brand relationships.

According to Emari Hossein in his article 'Determinants of Brand Equity: Offering a Model to Chocolate Industry', brands have higher brand equity to the extent that they have higher brand loyalty, name awareness, perceived quality, strong brand associations, etc. A brand with strong brand equity is a valuable asset. Brand equity is the added value to products and services. This value may be reflected in how consumers think, feel, and act with respect to the brand, as well as the prices, market share, etc. The premise of customer-based brand equity models is that the power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about the brand over time. In other words, the power of a brand lies in the minds of existing or potential customers and what they have experienced directly and indirectly about the brand.<sup>25</sup>

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<sup>23</sup> Aaker D.A. December 1995. *Building strong brands*, ISBN: 0-02-900151-X, The free press

<sup>24</sup> Esch F.R., Langner T., Schmitt B.H., GeusP. 2006. *Are brands forever? How brand knowledge and relationships affect current and future purchases*, Journal of product and brand management, vol.15; iss.2; pp 98-105

<sup>25</sup> The whole two paragraphs are adapted from article Hossein E. 2011. *Determinants of Brand Equity: Offering a Model to Chocolate Industry*, World Academy of Science, Engineering and Technology 59

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In line with this, we could therefore conclude that managing brand (equity) is highly dependent on managing customer (equity). For example, if a customer prefers *Lindt* chocolate bar over *Milka* one, we could say that *Lindt* as a brand has a positive equity on him. If *Lindt*'s equity increases in his eyes, he is likely to buy it more frequently and maybe even in higher volume per purchase. This automatically increases customer's lifetime value for *Lindt* company. But what would happen if the very same customer got tired of *Lindt* chocolate bars? If *Lindt* manages the customer relationship properly, they could introduce the customer to other brands in their portfolio, like *Lindor*, that might better match his needs. The idea is that companies should do whatever is necessary with their brands to maintain their customers with high lifetime value.<sup>26</sup> So clearly, we can even conclude that managing customers' relationship is sometimes more valuable than managing brands themselves.

In the following rows, some of the factors that influence brand building and maintenance will be discussed. Many brands fail to reach their potential or maintain their equity because there are various pressures against them. The real curiosity may be that strong brands exist at all in the face of these factors.<sup>27</sup>

- *Pressures to compete on price* - There are enormous pressures on nearly all firms to engage in price competition. This competition is driven by the power of strong retailers, value-sensitive customers, reduced category growth, etc.
- *Proliferation of competitors* - New competitors come from a variety of sources. They not only contribute to price pressure and brand complexity, but also make it much harder to gain and hold an identity. Brand managers have to address needs of buyers within a market that is increasingly populated by global competitors<sup>28</sup>, which makes the whole brand strategy even more complex.
- *Fragmenting markets and media* - Brand managers are now facing a media environment where it is difficult to achieve the consistency that is needed to build and maintain strong brands. Unlimited number of media tools and options makes this process even more difficult. On the other hand, companies are dividing the population into smaller and more refined target markets, often reaching them with specialized media and distribution

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<sup>26</sup> The example is inspired by the article Rust R. T., Zeithaml V.A., Lemon K.N., September 2004. *Customer-centered brand management*, Harvard business review

<sup>27</sup> Aaker D.A. December 1995. *Building strong brands*, ISBN: 0-02-900151-X, The free press

<sup>28</sup> Shocker A.D., Srivastava R.K., Ruekert R.W. May 1994. *Challenges and opportunities facing brand management: an introduction to the special issue*, Journal of marketing research, (149-158)

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channels. Therefore, it is challenging to develop different brand identities for some or all of these new target segments.

- *Complex branding strategies and brand relations* - This complexity makes building and managing brands difficult. In addition to knowing its identity, each brand needs to understand its role in each context in which it is involved. Furthermore, the relationships between brands and sub-brands must be clarified both strategically and with respect to customer perceptions.
- *The temptation to change identity/execution* - There are sometimes overwhelming internal pressures to change a brand's identity and/or its execution while it is still effective, or even before it achieves its potential. The resulting changes can prevent a brand from being established.
- *Organizational bias against innovation* - Nothing can prevent true innovation in products or services as company's staff unwilling to change. In this kind of environment any change not only would be costly and risky, but would cause prior investment to have a much reduced return or even make it obsolete. The result is a vulnerability to aggressive competitors that may come from outside the industry with little to lose.
- *Pressure to invest elsewhere* - There is an often-mistaken belief that the brand will not be damaged by reductions in its support, and that the other investment opportunities are more attractive. In this case, the business is very often overvalued, or the organization's ability to manage a different business area was overestimated.
- *Pressure for short-term results* - These discourage investments in brands. Management style itself is often dominated by a short-term orientation. Annual budgeting systems usually emphasize short-term sales, costs and profits. As a result, brand-building programs that should be considered at long-term bases are often sacrificed in order to meet these targets.

All in all, the key to successful brand-building is to understand how to develop brand identities; to know what the brand stands for, and how to most effectively express that identity. Another key to brand-building success is to manage internal forces and pressures.<sup>29</sup> But beyond all this, at the center of brand building and management process is the customer himself, who determines

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<sup>29</sup> The whole categorization of the influencing factors is adapting according to Aaker D.A. December 1995. *Building strong brands*, ISBN: 0-02-900151-X, The free press

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brand success in every possible way. In industries highly customer-based, like the chocolate one, it is even more important to learn how to measure customer equity and to build relationships with customers than to put an accent on brands themselves. Because if customers don't put value on brands, then the whole strategy is completely useless.

## 6. Consumer behavior

No matter how well a brand can be built or maintained, consumers are still the ones who decide whether they will like it or not. As chocolate industry is highly guided and influenced by consumers' tastes and preferences, it is very important to see what are the aspects of consumer behavior that influence their preferences and perceptions of different chocolate brands. In this way, we will be able to identify more easily what are the factors that contribute to their preference of one brand over another.

Here we will discuss five main premises about what consumers want and how do they form their attitudes towards particular brands.

- *Benefits and promises* - Usually it is stated that consumers prefer brands because of their virtual and not factual benefits. This is because consumers nowadays don't buy products any more. They buy experiences. In other words, consumers choose the virtually superior product, even if another product might be objectively better. Another important aspect is the promises of the brand-consumers want to get what they expect and what they are told they will. That's why it is very important for every brand to stick to what it says to its customers. Because promises not held lead to customers' dissatisfaction and brand abandonment.
- *Norms and values* - In most of the cases consumers prefer a brand because it solves or avoids an inner conflict with their norms and values. They tend to minimize risk and the sense of guilt and they tend to buy brands that are in accordance with their core values and attitudes.
- *Perceptions and programs* - Consumers might also prefer a brand because their perceptions and routine behavior lead to it as the logical choice. Similarly to the previous premise, consumers here tend to buy brands that are supportive regarding their perceptions and that will 'fit into' their daily routine.

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- *Identity and self-expression* - Consumers also prefer a brand that sends the right message about themselves to others. That's why majority of successful brands are symbols of their consumers' lifestyles, attitudes, social class, etc.
- *Emotions and love* - here, the theory is simple- consumers prefer a brand just because they love it. This is usually the last stage of customers' attachment to the brand that leads to higher level of customer loyalty. That's why all the brands tend to achieve this level of connection with their consumers. Quality alone can't replace the emotional value of an object any more, and winning brands have succeeded in making themselves loved.<sup>30</sup>

Apart from these premises, there are numerous other factors that can influence consumers' brand preferences like particular situations in which brands are consumed, attitudes of referential groups that consumer belongs to, availability, depth of brand's product assortment, price, promotional activities and many others. However, with consumers' trends that are constantly evolving and changing, it is impossible for any brand, including chocolate ones, to predict why consumers chose one over another and what is the exact motivation behind this.

## 7. Particular brands

In following sections we will have a closer look at particular brands analyzed - *Milka*, *Lindt* and *Richart*. This will give us an overall image of these brands' strategies, marketing mixes and images they want to represent in consumers' minds.

### 7.1.Milka

*Milka* is the leading European chocolate and one of the *Mondelez International*'s billion-dollar brands.<sup>31</sup> It was first created by the *Suchard company* in the early 20<sup>th</sup> century. In 1970, *Suchard* merged with *Tobler* to become *Interfood*, and a merger with the *Jacobs coffee* company in 1982 created *Jacobs Suchard*. The majority of *Jacobs Suchard*, including *Milka*, was then acquired by

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<sup>30</sup> The premises categorization was adopted from article Lafferty B. 2003. *What makes winning brands different: the hidden method behind the world's most successful brands*, The journal of product and brand management, 12, 1; ABI/INFORM Complete

<sup>31</sup> <http://www.mondelezinternational.com/brands/largest-brands/brands-M/Pages/index.aspx#milka>

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*Kraft* in 1990. Finally, in October 2012, the global snacks business of *Kraft Foods*, including *Milka*, became *Mondelēz International*.<sup>32</sup>

The brand has a well-known symbol, the Milka Cow, which is a lilac colored Montbéliard cow. The cow has a bell around her neck, and it is shown in an Alpine landscape, representing Alpine heritage. The name *Milka* is derived from combining *Milch* and *Kakao*, which are the German terms for milk and cocoa, chocolate's primary ingredients.<sup>33</sup> Logo in handwriting style represents childhood and maternal tenderness, while purple color is there to play with differentiation. This set of brand attributes aspires tenderness and sweetness which are exactly consistent with the positioning strategy of the brand.<sup>34</sup>

*Milka*'s core target are children and young adults from 20 to 45 years old, with no differentiation by gender. With its slogan 'Milka, the tenderest temptation since chocolate exists', the brand appeals to the imagination and is focused on the fairytale for adults. It affects particularly gourmards who search quality and pleasure. To them, *Milka* is primarily a tender experience to find pleasure and softness in their everyday life.<sup>35</sup>

The basis for the brand's success is its enormous strength, which derives from the confectionery expertise, quality, credibility and tradition. Originally *Milka* was only available in tablet form. Over the last 10 years, the brand has expanded into virtually all the confectionery segments. Tablets continue to be the core product under the *Milka* umbrella brand, which now embraces seasonal products, countlines, pralinés as well as bakery items.<sup>36</sup>

The fundamental image of *Milka* derives from the theme 'most tender chocolate which melts in the mouth and which is also tender to the soul'. The company emphasizes this message and image in all its advertisements. Similarly, *Milka*'s brand values and outlook are based on innocence, feeling young at heart, being able to look at the world through the eyes of a child, using imagination to enlighten the world, and being optimistic and cheerful. It is these characteristics of *Milka* that soften the hearts of consumers, making them feel young at heart and putting a smile on their faces. The tone, atmosphere and theme of *Milka*'s advertisements reflect and stress these values.<sup>37</sup>

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<sup>32</sup> <http://en.wikipedia.org/wiki/Milka>

<sup>33</sup> <http://en.wikipedia.org/wiki/Milka>

<sup>34</sup> <http://chocolatebrands.blogspot.com/p/milka.html>

<sup>35</sup> <http://chocolatebrands.blogspot.com/p/milka.html>

<sup>36</sup> [http://www.superbrands.com/turkeysb/trcopy/files/milkaing\\_3904.pdf](http://www.superbrands.com/turkeysb/trcopy/files/milkaing_3904.pdf)

<sup>37</sup> [http://www.superbrands.com/turkeysb/trcopy/files/milkaing\\_3904.pdf](http://www.superbrands.com/turkeysb/trcopy/files/milkaing_3904.pdf)



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Also, one of the main aspects of brand's promotion is the lilac color, that, as an integral part of the brand, extends from packaging to the whole communication strategy. It is protected as part of *Milka* trademark. A cow, as a brand symbol is a synonym of the exclusive use of Alpine milk.

Another promotional strategy applied is via social networks (facebook, twitter, etc.), where *Milka* fans like the page, share their opinions, impressions and experiences both with the company and with other consumers.

Also, to support its message of authenticity, *Milka* shows strong connection with mountain, particularly with winter sports. Sponsorship of skiing world cup, partnership with environment association, inauguration of ski slope, sponsoring events like 'Rêve de neige' etc. - these are all the activities supporting this idea.

The purpose of all promotional activities is to create a strong relationship with the customer doing interactive games or polls, to make them playing with *Milka* and keep the chocolate brand in their mind all the time.

*Milka* competes internationally with *Nestlé*, *Mars*, *Cudbury*, *Lindt* and many others. However, it is the leader in European market with 21% share.<sup>38</sup> Its main markets include Argentina, Austria, Belgium, Bulgaria, Croatia, Czech Republic, France, Germany, Hungary, Italy, Netherlands, Poland, Romania, Russia, Spain, Turkey, Ukraine and United States.<sup>39</sup>

However, regarding particular markets within Europe, some big differences can be spotted. For example, on French chocolate market, which is leading confectionary segment worth €2.9bn, *Milka* is the second most consumed chocolate brand, right after market leader *Ferrero*.<sup>40</sup> Also, in November 2012 *Milka* became the new leader in the segment of chocolate tablets in Poland, winning 17.6% of market share.<sup>41</sup> On the other hand, other markets, like Germany, show a completely different image. In this particular market, *Milka* lost 15% of its sales volume between 2010 and 2011 due to advertising failure according to Matt Stockbridge, their European analytics manager.<sup>42</sup>

Anyway, despite occasional failures, which can happen to any company, *Milka* still remains the symbol of sweet tender enjoyment in consumers 'minds.

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<sup>38</sup> <http://www.confectionerynews.com/Manufacturers/Mondelez-to-innovate-in-premium-French-chocolate-market>

<sup>39</sup> <http://www.mondelezinternational.com/brands/largest-brands/brands-M/Pages/index.aspx#milka>

<sup>40</sup> <http://www.confectionerynews.com/Manufacturers/Mondelez-to-innovate-in-premium-French-chocolate-market>

<sup>41</sup> <http://www.portalspozywczy.pl/en/confectionery-and-snacks/milka-became-the-leader-on-the-market-of-chocolate-tablets-in-poland,12777.html>

<sup>42</sup> <http://www.marketingweek.co.uk/trends/know-your-customers-case-studies-from-ba-the-guardian-and-milka/4002664.article>

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## 7.2.Lindt

With six production sites in Europe, two in the USA and distribution and sales companies on four continents, Chocoladefabriken Lindt & Sprüngli AG is recognized as a leader in the market for premium quality chocolate, offering a large selection of products in more than 100 countries around the world. During more than 165 years of Lindt & Sprüngli's existence, it has become known as one of the most innovative and creative companies making premium chocolate.<sup>43</sup>

The strong development of the sales and earnings figures over the past 20 years clearly shows how a Swiss family-owned enterprise with an international appeal has been transformed into a successful global group with Swiss roots. In 2012, group sales rose by 7.3% to achieve CHF 2.67 billion.<sup>44</sup>

*Lindt* chocolates are sold all over the world, while Europe is the biggest market, followed by North America. The company markets its products through its own specialty stores and boutiques, as well as through retail outlets and catalog sales.<sup>45</sup> It targets middle and upper class people of all genders and ages, who are seeking premium chocolate experience.

Promotional activities are mainly based on chocolate making and eating experience. With not so many tv commercials, the company is more focused on small stands in airports for example, where customers can come and see how the chocolate is produced and even taste and buy it. They have also organized special 'chocolaterie' workshop where consumers have the opportunity to reveal some of the chocolate secrets. Of course, with rising importance of social networks, *Lindt* communicates with its fans via facebook and twitter too.

Concerning the brand identity elements, the name *Lindt* is written in artistic typeface in gold color, symbolizing luxury. Under the name there is a description of the company and the foundation year, providing immediate information about company's long existence and tradition. Depending on the product, packaging is also very attractive, made of plastic or paper, offering the best luxury chocolate experience. It is designed as 'upscale, unique and giftable'<sup>46</sup>. Another important aspect of their promotional strategy is celebrity endorsement, with Roger Federer as their front figure. This celebrity choice indicates clearly company's intention to position itself as

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<sup>43</sup> <http://www.lindt.com/swf/eng/company/investors/>

<sup>44</sup> [http://irpages2.equitystory.com/cgi-bin/show.ssp?id=1111&companyName=lindt\\_relaunch&newsID=1314920&language=English](http://irpages2.equitystory.com/cgi-bin/show.ssp?id=1111&companyName=lindt_relaunch&newsID=1314920&language=English)

<sup>45</sup> <http://www.bloomberg.com/quote/LISN:SW>

<sup>46</sup> <http://www.tomlinson-llc.com/casestudy/lindt-chocolates/>

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luxury and premium chocolate manufacturer, with Roger Federer who is, in its field, the symbol of all these. Another very important fact to mention is that *Lindt* has complete control over the whole supply chain. In this way, company ensures consistency throughout the whole process. Also, the company shows a huge dedication to corporate social responsibility through its charitable foundations *L&S Cocoa Foundation* and *L&S Chocolate Center*.<sup>47</sup>

As previously said, company's main markets are Europe and North America, but it is also expanding to emerging markets. Its sales were up 7.3% to reach CHF 2.7 billion, according to an article by Oliver Nieburg, published on the 15<sup>th</sup> of January 2013. According to this article, *Lindt* was particularly strong in developed markets in Europe including Germany, France and UK, and also enjoyed growth in North America. There was a progress in Australia and emerging Asian markets as well. The company set up subsidiaries in China and Russia during last year and plans to grow firstly in conventional urban sales channels and secondly through its global retail organization.<sup>48</sup>

Brand's main competitors are popular chocolate brands *Milka*, *Ferrero Rocher*, *Toblerone* and *Cadbury*. With this fierce competition, *Lindt* still remains the world's leading premium chocolate manufacturer. This position is extremely difficult to maintain, not only because of the rising competition in chocolate industry, but also because of the current economic situation in the world, where people are forced to cut the luxury goods consumption to the minimum. This affects the chocolate industry as well, but the company is still optimistic to continue with its growth in the future, despite the downturn economic trends in the world.

### 7.3.Richart

*Richart* - passion among chocolate gourmets all around the world. This French brand stands for luxury in the chocolate industry, with clearly different positioning and marketing strategy compared to previous ones. It's not for everyone. The box of 10 small pralines costs around \$60, and you can't find them everywhere. They are not available at supermarkets, local stores in your neighborhood or at any big retailer. If you want them-you have to visit special store where a true gourmet experience begins.

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<sup>47</sup> [http://irpages2.equitystory.com/cgi-bin/show.ssp?id=1111&companyName=lindt\\_relaunch&newsID=1314920&language=English](http://irpages2.equitystory.com/cgi-bin/show.ssp?id=1111&companyName=lindt_relaunch&newsID=1314920&language=English)

<sup>48</sup> <http://www.confectionerynews.com/Manufacturers/Lindt-posts-strong-2012-sales-as-Nestle-hovers-says-analyst>

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*Richart* chocolate tradition began in Lyon, France, in 1925.<sup>49</sup> Since then, the main aspect of *Richart*'s marketing strategy is touching people's senses and all their messages tend to convey this impression. 'Each *Richart* chocolate product is an invitation to a tasting experience. Designed for all chocolate lovers - novices, amateurs or connoisseurs - it delivers sensual aromas, textures and flavors; and thus cultivates a true art of savoring the luxury chocolate experience.'<sup>50</sup> They always emphasize that their chocolates are made from the finest natural ingredients, fresh and preserved fruits, great liqueurs and finest chocolate couverture. They play with words in order to transmit the true sensation of eating their chocolates - 'flavors are crisp, clear, and easily distinguishable. They tend to jump out and demand attention rather than forcing one to concentrate on (or guess) the flavor.'<sup>51</sup>

*Richart* makes seven flavor-themed collections, called 'families' that are distinguished by the ingredients that flavor the chocolate centers.

- Balsamic (the word means "restorative") showcases cacao in its purest glory through single origin ganaches sourced from locations such as Venezuela and Haiti.
- Roasted is home to almond and hazelnut pralines, coffee ganaches, and caramel coulis.
- Feel summer's warmth with Fruity and its flavors of passion fruit, mango, chestnut, and apricot creams.
- Crisp citrus flavors can be enjoyed in Citrus' presentation of grapefruit ganache, kumquat coulis, and orange zest coulis.
- Take a walk in the garden and taste Herbal's warmth of thyme praline, jasmine tea ganache, and anise and fennel ganache.
- Immerse yourself in Floral's ganache bouquets of ylang ylang, rose, and lavender.
- Travel the Spice Road through Spiced and its exotic yet comforting curry praline, cinnamon ganache, and ginger ganache.

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<sup>49</sup> <http://www.thefoodpaper.com/features/richart.html>

<sup>50</sup> <http://www.richart-chocolates.com/chocolates/>

<sup>51</sup> <http://www.thenibble.com/reviews/main/chocolate/richart.asp>

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Many more flavors exist within each family, of course. By consuming chocolates along these lines, one can concentrate on the essence and purity of the ingredients in each family and the harmonious relationship of each chocolate in the box to the others.<sup>52</sup>

So, the product range includes a stunning array of 80 flavors that is offered throughout the year. Twenty new pieces are introduced yearly, and there are special seasonal and holiday assortments as well. When it comes to packaging, it is a separate story. Like a couturier, *Richart* is always designing a new collection. Recipients have the complexity and beauty of the designs as well as chocolates have flavors. Their flavor families come in two sizes: the traditional-sized bonbon and smaller ones that *Richart* calls *the Petit*. The boxes are luxurious, made of paper, in different sizes according to the chocolate assortment. They all contribute to gourmet chocolate experience and are part of the exquisite brand image. But, not only packaging is attractive. The chocolates themselves are designed in square shape (except the ones from special assortments for Valentine's day for example that are made in shape of hearts) and they are all painted with different colors according to the flavor family. In this way, *Richart* shows its dedication to presenting the chocolate as true work of art rather than just enjoyable sweet pleasure.

As previously said, the distribution is quite limited. Those chocolates can be bought in specialized boutiques in Barcelona, Boston, Lyon, Milan, New York, Osaka, Paris, Rabat, San Francisco, San Juan, Seoul, Strasbourg, and Tokyo.<sup>53</sup> They also have specialized website for online shopping where consumers can buy all their assortments currently available.

As for communication strategy, *Richart* also tends to emphasize unique tasting experience for chocolate lovers. Through their *La maison de la degustation* they show numerous videos of chocolate tasting techniques with useful tips how to enjoy the chocolate consumption even more. Apart from small number of websites offering coupons and promo codes, *Richart* is not involved in major promotional activities, which is kind of logical if we take into account their premium positioning strategy. They mainly communicate through social networks. Surprisingly though, their website is very purely designed, not supporting their image of luxurious chocolate manufacturer. So this aspect of communication should be revised and improved.

Anyway this brand represents a completely different approach in terms of marketing strategy, by offering unique chocolate experience.

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<sup>52</sup> All the information about product were taken from the website <http://www.thenibble.com/reviews/main/chocolate/richart.asp>

<sup>53</sup> <http://www.thenibble.com/reviews/main/chocolate/richart.asp>

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## **8. Scientific research**

In order to answer the main question of this dissertation -‘How different chocolate brands influence our chocolate perception and buying behavior?’ an exploratory research was conducted.

### **8.1. Research objectives**

Apart from answering the main question, two direct objectives of this research are the following:

- a) To show some of the chocolate consumption patterns of the representative sample of the population, patterns of respondents’ buying behavior as well as main motivations lying behind these. Also, the aim is to show their perceptions and attitudes regarding chocolate quality, price, packaging, promotional activities, buying experience, etc. This objective is of great importance not only in terms of explaining major chocolate consumption habits among chosen sample but also because it may help in understanding consumers’ motivations to choose particular chocolate brands.
- b) To show how marketing mix of different chocolate brands can influence consumers’ chocolate perception and buying behavior. For these purposes three brands have been analyzed - *Milka*, *Lindt* and *Richart*. These brands have been chosen due to differences in every aspect of their marketing mix, and they should serve as a model of completely different brand strategies. So the direct objective is to see what those brands offer to their consumers so that they prefer one over another, when all the three brands sell the very same thing-chocolate.

### **8.2. Research sample**

This research was conducted with a sample of 101 respondents aged between 20 and 65, mainly from Serbia<sup>54</sup>. This age group has been chosen due to the fact that these are considered as adults who consume chocolate ‘consciously’. People younger than 20 are maybe even ‘heavier’ chocolate consumers but they are not likely to be able to answer questions regarding perceptions

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<sup>54</sup>Most of the respondents interviewed are from Serbia, apart from dozen of international students.

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and buying behavior appropriately. On the other hand, people older than 65 might fall into 'laggard consumers' category, not being able to analyze future trends of chocolate consumption, due to their well established habits.

The explanation of the geographical location of respondents proved to be of great importance as it influenced significantly the results of this research. More precisely, it is important to mention that this sample was chosen mainly in Serbia due to accessibility in the first place. However, this choice proved to be decreasing the validity of the survey itself, due to the fact that some of the chocolate brands analyzed are not present in Serbian market and therefore result in respondents' ignorance about their existence. Further references on this issue will be provided throughout the research results later on.

### **8.3. Research method**

For purposes of this research primary data collection was carried out through a structured questionnaire administrated among respondents through face-to-face interviews. This was chosen as the most appropriate research method due to two main reasons: the clarity and simplicity of respondents' answers and the ease of data analysis. Questionnaire was made in such a way to provide very concrete and understandable answers, with no possibility for improvisation. Although this might reflect on the lack of respondents' freedom to answer in any way, this is very convenient when it comes to data analyses later on. Closed-end questions offer limited choice so respondents were forced to choose between something offered to them. Also, the answers offered contained all the information necessary for clear formation of respondents' attitudes, habits, etc. The SPSS software used for the analyses (described later on) was very useful with elaboration of these closed-end questions so outcomes of the research were clear.

The questionnaire contains 37 close-end questions. These questions were divided in four sections: the first one containing general questions about respondents' gender and their overall chocolate consumption habits. The purpose of this section is to see how much and in what circumstances respondents eat chocolate, do they consider themselves to be chocolate lovers, etc. Next section contains questions regarding buying behavior-how would respondents act in concrete buying situations when faced with several chocolate brands available, how likely are

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they to switch between different brands, etc. The purpose of these questions is to see what are the main factors influencing their buying decisions.

The third section contains questions related to respondents' perceptions and attitudes. Here, the aim is to see how they perceive chocolate not only in terms of its taste but also in terms of other elements of marketing mix-packaging, promotional activities, price, etc.

Finally, the last section of the questionnaire contains brand-related questions, more precisely, questions asking for attitudes regarding the three brands analyzed - *Milka*, *Lindt* and *Richart*. This section will give concrete perceptions regarding different brand strategies that are, in the end, the main subject of this research.

#### **8.4. Analysis methodology**

All data acquired were analyzed in the SPSS software. This methodology was used due to its huge potential to compare different variables, that is, different aspects of data. It provides a thorough analysis that serves to obtain the objectives of this research. More precisely, the main reason why this methodology was chosen is because this software can analyze not only frequencies but also relationships between different variables, which is extremely important for this research. It enables deep analysis on how different behaviors and perceptions are connected, whether there is a relationship between them, how they influence each other and what are the outcomes of these influences. So basically, the number of possible statistical tests to conduct is large, and those tests were very useful in defining key respondents' behaviors, habits, attitudes and perceptions regarding chocolate.

Although the direction of analysis will be mentioned through results presentation part of this report, the following section will provide more details about statistical approach, hypothesis tested and tests used to do it.

First of all, **frequency analysis** was carried out for all separate questions from the questionnaire. This is done in order to obtain overall information about respondents' gender, attitudes, behavior, etc. Frequency analysis as part of descriptive statistic analysis will provide information such as: whether there are more male or female respondents, how often respondents generally eat chocolate, if the majority of respondents consider themselves to be chocolate lovers or not, etc.



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Numerous tables and graphs presented both in the body text and in appendices clearly show these findings.

Secondly, **Independent samples T-test** was used to investigate:

1. If the mean frequency of eating chocolate is the same for male and female respondents;
2. If the mean level of likeliness to buy chocolate without previous intention when in a store is the same for male and female respondents;
3. If the mean level of likeliness to give more money for a chocolate brand if it implies better chocolate quality is the same for male and female respondents;
4. If the mean level of importance of chocolate is the same for chocolate lovers and non-lovers (those who would describe themselves as chocolate lovers and those who would not);
5. If the mean level of likeliness to give more money for a chocolate brand if it implies better chocolate quality is the same for chocolate lovers and non-lovers.

Thirdly, **Chi square** test was carried out in order to see:

1. If there is a relationship between gender of respondents and their tendency to describe themselves as chocolate lovers;
2. If there is a relationship between gender of respondents and their likeliness to buy an expensive chocolate for gift/themselves;
3. If there is a relationship between gender of respondents and their tendency to pay attention to communication methods used by chocolate brands;
4. If there is a relationship between respondents' tendency to describe themselves as chocolate lovers and their likeliness to buy an expensive chocolate brand for gift/themselves;
5. If there is a relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to agree that chocolate brand with higher price implies higher chocolate quality;
6. If there is a relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to pay attention to communication methods used by chocolate brands;
7. If there is a relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to describe offered chocolate brands as 'the best';

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8. If there is a relationship between respondents' tendency to buy chocolate without previous intention when in a store and the tendency of flavors available to influence their brand choice;
9. If there is a relationship between respondents' likeliness to give more money for a chocolate brand if it implies better chocolate quality and their agreement that chocolate brand of higher price implies higher chocolate quality;
10. If there is a relationship between respondents' likeliness to give more money for a chocolate brand if it implies better chocolate quality and their tendency to describe one of the offered chocolate brands as 'the best'.

Next, **One-way ANOVA** test was used in order to show:

1. If the mean frequency of eating chocolate is the same for the three groups defined by the level of chocolate importance for respondents;
2. If the mean tendency to buy chocolate without previous intention when in a store is the same for the three groups defined by level of importance of chocolate for respondents;
3. If the mean tendency to give more money for a chocolate brand if it implies better chocolate quality store is the same for the three groups defined by level of importance of chocolate for respondents;
4. If the mean tendency to pay attention to communication methods used by chocolate brands is the same for the three groups defined by level of importance of chocolate for respondents;
5. If the mean tendency to buy chocolate without previous intention when in a store is the same for the three groups defined by the level of agreement that attractive packaging implies better chocolate quality;
6. If the mean tendency to buy chocolate without previous intention when in a store is the same for the three groups defined by the respondents' to pay attention to communication methods used by chocolate brands;
7. If the mean tendency of respondents to buy a chocolate brand they don't know if its packaging is attractive and its price is higher than of other brands is the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brands;

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8. If the mean tendency to pay attention to communication methods used by chocolate brands is the same for the three groups defined by respondents' agreement that attractive packaging implies better chocolate quality;
9. If the mean tendency to approve big differences in prices amongst different chocolate brands is the same for the three groups defined by respondents' agreement that higher price implies better chocolate.

Then, **Simple linear regression model** was used to investigate:

1. If the probability of buying chocolate without previous intention when in a store can be explained by the frequency of eating chocolate;
2. If the probability of buying chocolate without previous intention when in a store can be explained by the level of importance of chocolate for respondents.

Finally, **Mann-Whitney** test was used to see if the distribution of likeliness to buy a chocolate without previous intention when in a store is the same for the two populations-respondents who would describe themselves as chocolate lovers and those who would not.

Apart from these tests, **bar charts** were used in order to represent some data analysis as the most convenient and understandable ones.

From a statistical point of view it is important to say that not all the tests were conducted due to data that were not statistically convenient for some of them. For example, Simple linear regression model proved to be invalid every time when tried, as none of the samples followed a normal distribution. As this assumption was not fulfilled, the analysis based on this method was irrelevant, so some adaptations have been made by using other tests instead of this one. This inconvenience was also the reason why Chi-square test (as a non-parametric statistical test) was used the most, because in a lot of cases, this was the only possible solution in order to analyze pairs of questions.

Also, while performing parametric statistical tests, the normality of distribution was automatically assumed, as we are talking about sample of 101 respondents, which is considered as 'large enough so that normality of distribution can be assumed' according to statistical parameters.

Finally, it should be said what is the purpose of findings of this research. Apart from the obvious - reaching objectives of this particular master dissertation, the results of this research are aimed to all people who want to have a closer look at the chocolate industry, with special accent on

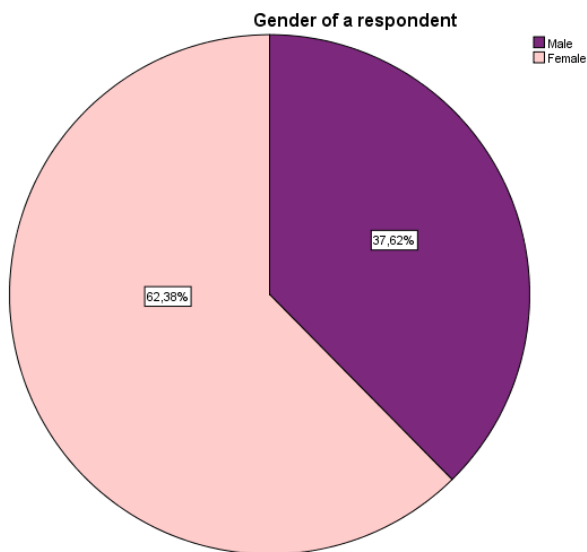
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marketing students and marketers in general, who might find this information useful for future consumer behavior researches, predicting consumers' trends, marketing strategies implementation and brand image building.

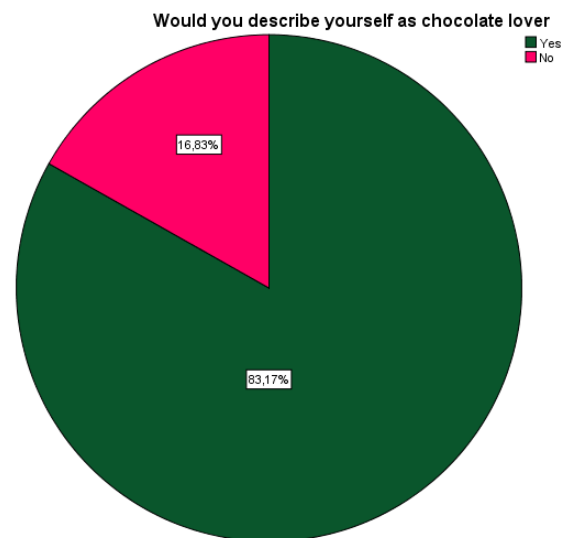
## 9. Research findings

*From all 101 respondents, there were more women than men - 62% compared to 38% (see the frequency table 1 in appendices). Also, there were more people who claimed to be chocolate lovers than those who didn't (frequency table 2 in appendices).*

**Image 1-**Gender of respondent



**Image 2-** Respondents' description of themselves as chocolate lovers



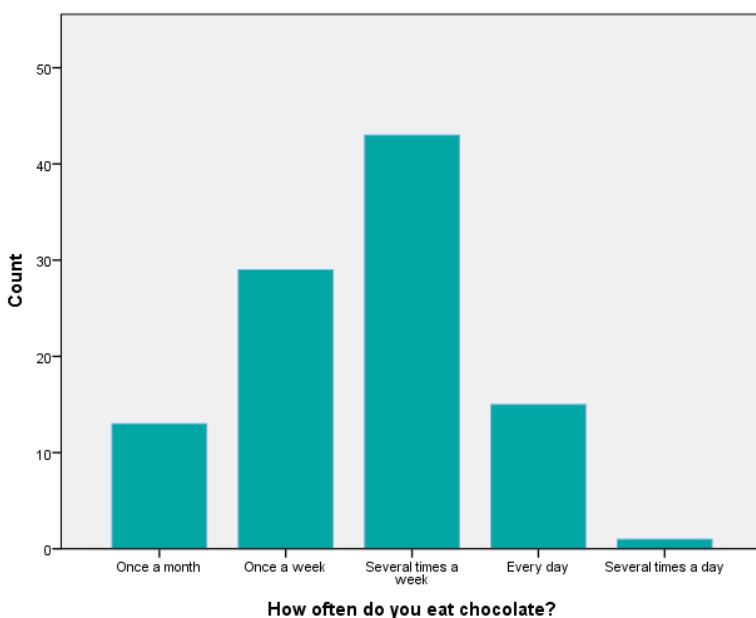
Considering the previous two statements, I wanted to compare them and see if respondents of one gender are maybe more likely to describe themselves as chocolate lovers than others. This is because it is a common belief that women love and crave chocolate more than men, so I wanted to see whether this sample would show the same trend. However, the Chi square test conducted showed *there was no significant relationship between respondents' gender and their tendency to describe themselves as chocolate lovers* - Pearson Chi square Asymp.Sig. ,828 (table 3 in

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appendices). So basically, we can't conclude that chocolate lovers can be found more within one gender group.

Regarding how often respondents eat chocolate, the following findings have been reached: *most of the respondents eat chocolate several times a week, followed by those who eat it once a week. Only 15 respondents said they ate it every day, while only one respondent claimed to eat it several times a day. So, obviously chocolate consumption should be measured on weekly basis for this sample* (table 4 in appendices).

**Image 3-** How often do you eat chocolate?



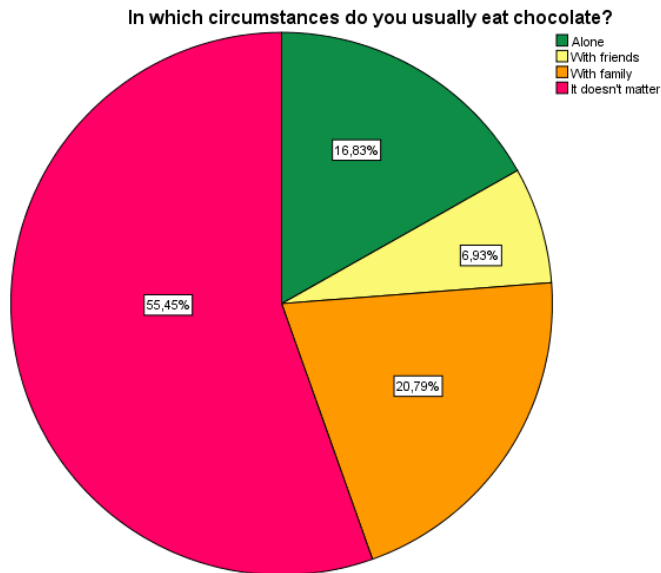
Simultaneously, I investigated whether the mean frequency of eating chocolate is the same for male and female respondents. As Levene's test to the equality of two variances showed Sig. of ,933 ( $>0,05$ ), we can conclude that the two samples come from populations with equal variance of the variable 'how often do you eat chocolate', so the assumption for conducting Independent samples T-test is fulfilled. Further on, this test showed a Sig. of ,551 ( $>0,05$ ),

and so we can't conclude that the mean frequency of eating chocolate is different for men and women from this sample. In other words, *men and women from this sample eat chocolate at the same average frequency* (table 5 in appendices).

Next, responding the question why do respondents eat chocolate, I found out that most of them- 78,2% eat it because 'it tastes good', followed by those who eat it because it is a source of pleasure- 13,9%. The smallest percentage-7,9% claimed they ate chocolate because it makes them happy (table 6 in appendices). *Obviously, the taste seems to be the most important reason for chocolate consumption.*

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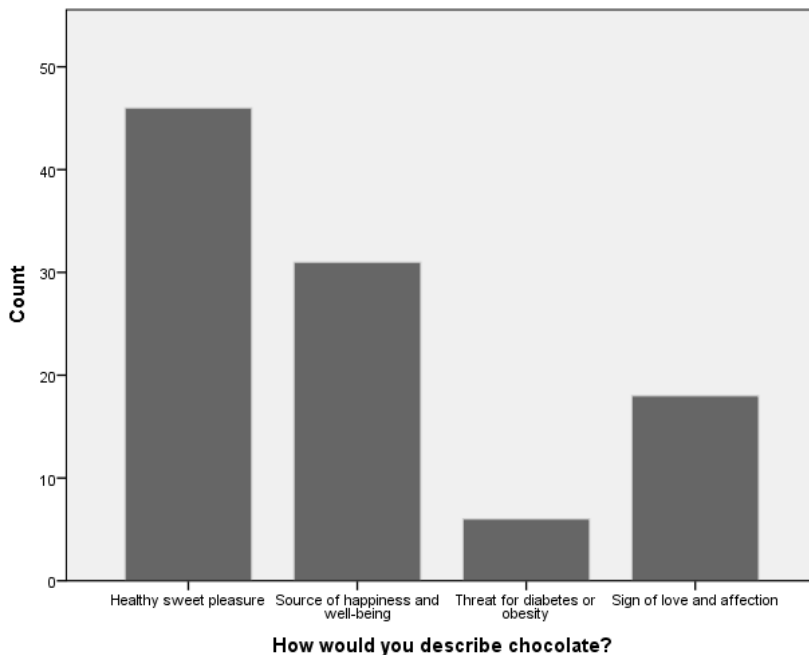
**Image 4-** In which circumstances do you usually eat chocolate?



Frequency analysis has also shown that *most of the respondents (55,45%) don't care about circumstances in which they will consume chocolate, that is, they don't care if they eat it alone, with friends or family.* Interestingly though, the cumulative percentage of respondents who eat chocolate with friends and family is 27,72%, which is bigger than 16,83% of those who eat it alone. This means

that *respondents from this sample generally more consume chocolate in company than alone* (table 7 in appendices).

**Image 5-** How would you describe chocolate?



*When respondents were asked to describe chocolate, most of them said it was 'a healthy, sweet pleasure' (45,5%), while the smallest number of them (5,9%) claimed it was 'a threat for diabetes or obesity' (table 8 in appendices). So respondents obviously consider chocolate to be something healthy that they can enjoy, rather than a threat for development of some diseases.* This might be

surprising because illnesses like diabetes or obesity are by far mostly linked with chocolate, and health-consciousness is usually directed towards this issue. However, whether respondents from

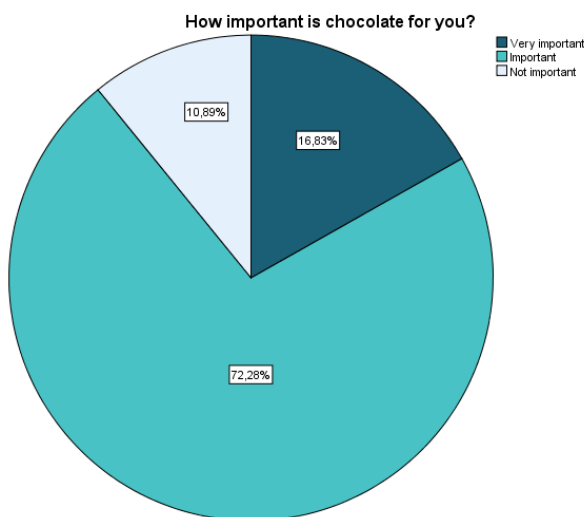
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this sample were unconscious about health warnings or just unwilling to give up chocolate, they seem not to care too much about it.

Similarly to the previous question, respondents were asked what chocolate means to them. Most of them (74,3%) said it was ‘affordable nice small pleasure’. 12,9% said chocolate gave them the security to be able to maintain the level of energy, 8,9% used it mainly as a snack when in front of TV, while only 4% said it was a way to gain the affection of another person (table 9 in appendices). *So respondents from this sample definitely see chocolate as source of pleasure.*

Connected to the previous question, respondents were asked to say how important chocolate is for them. Amongst offered answers ‘Not important’, ‘Important’ and ‘Very important’, the majority chose the middle one-72,3%. There was also more respondents to whom chocolate is very important than those to whom it’s not important at all- 16,8% compared to 10,9% (table 10 in appendices). Therefore we can conclude that generally, *for respondents from this sample the chocolate is important.*

**Image 6-**How important is chocolate for you?



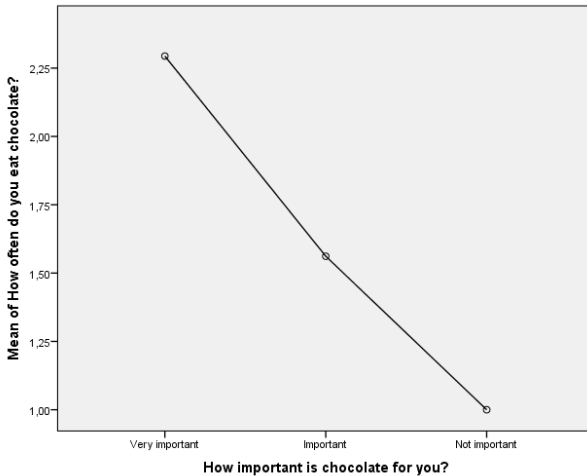
I have then analyzed whether the mean level of importance of chocolate is the same for male and female respondents. After Levene’s test to the equality of two variances has shown Sig. of ,854 (>0,05), we can conclude that the two samples come from populations with equal variance of the variable ‘how important is chocolate for you’, so the assumption for conducting Independent

samples T-test is fulfilled. Further on, this test showed a Sig. of ,039 (<0,05), so we can conclude that the mean level of importance of chocolate is not the same for male and female respondents. If we take a closer look at Group statistics table (tables 11 and 11a in appendices), we will see that *chocolate is on average more important for female than for male respondents.*

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**Image 7**-How often do you eat chocolate? Vs

How important is chocolate for you?



Further on, I wanted to investigate whether the mean frequency of eating chocolate is the same for the three groups of respondents defined by the level of chocolate importance. After Levene's test to the equality of two variances has shown Sig. of ,471 ( $>0,05$ ), we can conclude that the two samples come from populations with equal variance of the variable 'how often do you eat chocolate', so the

assumption for conducting One way ANOVA test is fulfilled. ANOVA test has then showed a Sig. of ,001 ( $<0,05$ ), which means that the mean frequency of eating chocolate is not the same for the three groups of respondents defined by the level of chocolate importance. If we analyze the Scheffe test results, that is, Sig. for every pair of variables, we can actually see very predictable results (tables 12-12b in appendices). As expected, *those who claimed that chocolate was very important or important to them on average eat more chocolate than those who said chocolate was not important for them.* These results can also be clearly spotted on the graph above.

Next, I investigated whether the mean level of importance of chocolate is the same for chocolate lovers and non-lovers, that is, those respondents who would describe themselves as chocolate lovers and those who would not. After Levene's test to the equality of two variances has shown Sig. of ,490 ( $>0,05$ ), we can conclude that the two samples come from populations with equal variance of the variable 'how important is chocolate for you', so the assumption for conducting Independent samples T-test is fulfilled. Further on, this test showed a Sig. of ,002 ( $<0,05$ ), so we can conclude that the mean level of importance of chocolate is not the same for chocolate lovers and non-lovers. If we look at the Group statistics table (tables 13 and 13a in appendices), we will again spot very obvious result, that *chocolate is on average more important to those respondents who would describe themselves as chocolate lovers.*



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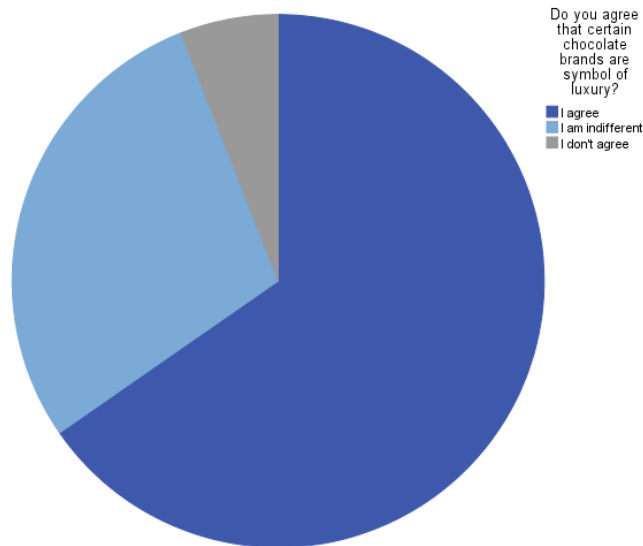
With these analyses the first part of research is finished. Here, we have discovered some general facts about the sample and we have investigated some overall chocolate consumption patterns and consumers' attitudes. We have come up with following conclusions:

1. *From all 101 respondents, there were more women than men-62% compared to 38%;*
2. *There were more people who claimed to be chocolate lovers than those who didn't;*
3. *There was no significant relationship between respondents' gender and their tendency to describe themselves as chocolate lovers;*
4. *Most of the respondents eat chocolate several times a week;*
5. *Only one respondent claimed to eat it several times a day;*
6. *Men and women from this sample eat chocolate at the same average frequency;*
7. *The taste seems to be the most important reason for chocolate consumption;*
8. *Most of the respondents (55,45%) don't care about circumstances in which they will consume chocolate, that is, they don't care if they eat it alone, with friends or family;*
9. *Respondents from this sample generally consume chocolate more in company than alone;*
10. *Respondents consider chocolate to be something healthy that they can enjoy, rather than a threat for development of some diseases;*
11. *Respondents from this sample generally see chocolate as source of pleasure;*
12. *For respondents from this sample the chocolate is important;*
13. *Chocolate is on average more important for female than for male respondents;*
14. *Those who claimed that chocolate was very important or important to them on average eat more chocolate than those who said chocolate was not important for them;*
15. *Chocolate is on average more important to those respondents who would describe themselves as chocolate lovers.*

Moving to the next step of analysis, I wanted to see what kind of chocolate brand respondents prefer the most. As expected, availability, buying convenience and affordability were the most important aspects of this issue. Among brands that can be bought in supermarkets at affordable or higher price and those who can be bought in specialized stores, *the majority of respondents (66,3%) (see table 14 in appendices) said they preferred chocolate brand that can be bought in supermarkets at affordable price.*

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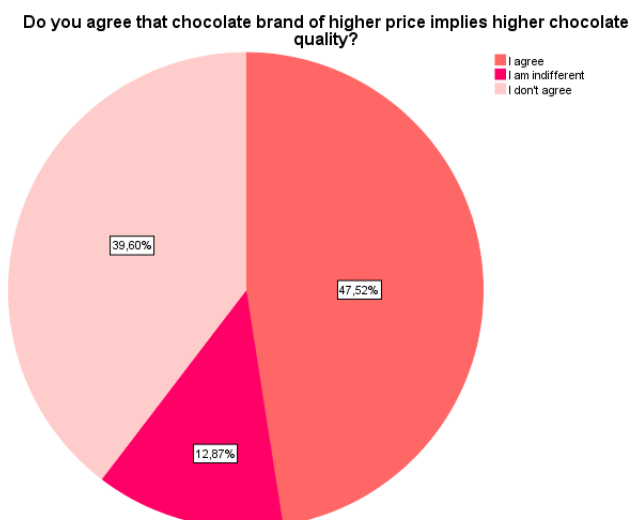
**Image 8-** Do you agree that certain chocolate brands are symbol of luxury?



Next findings refer to certain chocolate brands' image of being luxury. *Vast majority of respondents (65,3%) consider that certain chocolate brands are symbol of luxury*, followed by 28,7% who are indifferent on this matter. The smallest percentage of respondents don't agree with this statement-5,9% (table 15 in appendices).

Connected to the previous question, it is interesting to spot that *when asked whether attractive packaging implies better chocolate, most of the respondents (78,2%) said 'it doesn't have to be the case', while the number of those who agree and disagree with this statement is exactly the same (10,9%)* (table 16 in appendices). Apparently, no matter respondents agree that certain chocolate brands are symbol of luxury, *they don't consider the packaging itself to be the indicator of chocolate quality*. This might mean that even if a chocolate brand has nice-looking packaging, it doesn't have to be the case that it would imply better quality of chocolate.

**Image 9-** Do you agree that chocolate brand of higher price implies higher chocolate quality?



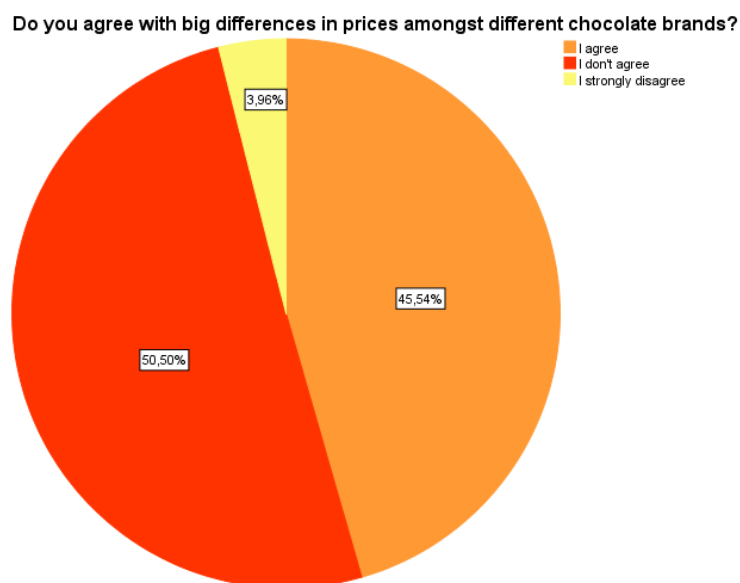
Similarly, *when asked whether they agree that chocolate brand with higher price implies higher chocolate quality, the majority (47,5%) said they agreed with this statement*. 39,6% didn't agree, while 12,9% claimed to be indifferent (table 17 in appendices). So, differently from

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packaging perception, *respondents do find price as an indicator of chocolate quality.*

In the same direction, I wanted to see whether there is a relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to agree that chocolate brand with higher price implies higher chocolate quality. However, having performed Chi square test, which showed Sig. of ,454 ( $>0,05$ ), I concluded that *there was no significant relationship between these two variables* (table 18 in appendices). So we can't conclude that, for example, those who claim to be chocolate lovers are more prone to agree that chocolate brand with higher price implies higher chocolate quality.

**Image 10**-Do you agree with big differences in prices amongst different chocolate brands?



Following the previous question, respondents were asked whether they agreed with big differences in prices amongst different chocolate brands. Interestingly, there was no such a big difference between those who did and those who did not- 50,5% said no, compared to 45,5% who said yes. However, this is enough to conclude that *majority of respondents don't approve big*

*differences in prices amongst different chocolate brands* (table 19 in appendices). This issue is however sensitive to discuss as this might be the consequence of economic crisis and negative attitude towards these price differences might be the consequence of people's pity for not being able to afford different chocolate brands. This might also imply that respondents are not able to make a distinction between different brand strategies and images that brands convey, as these are very important factors that influence brand's price.

Also, I wanted to see if the distribution of the agreement upon big differences in prices amongst different chocolate brands is the same for the three populations defined by their opinion on whether certain chocolate brands are symbol of luxury. As Kruskal-Wallis test showed Sig. of

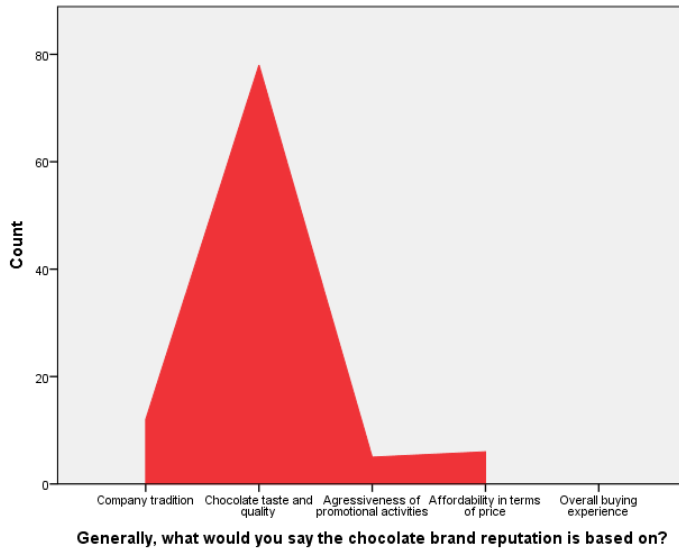
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,641 ( $>0,05$ ), we can accept the null hypothesis and conclude that the distribution of the agreement upon big differences in prices amongst different chocolate brands is the same for the three populations defined by their opinion on whether certain chocolate brands are symbol of luxury (table 20 in appendices). In another words, *respondents who agree and disagree upon certain chocolate brands being the symbol of luxury tend to agree/disagree with big differences in prices amongst different chocolate brands at the same rate*. These results were actually quite unexpected, because it could have been assumed that those who agree upon certain chocolate brands being the symbol of luxury would more approve big differences in prices amongst different chocolate brands.

Then, I analyzed if the mean tendency to approve big differences in prices amongst different chocolate brands is the same for the three groups defined by respondents' agreement that higher price implies better chocolate. This is because I wanted to see if maybe respondents who agree that higher price implies better chocolate approve more big differences in prices amongst different chocolate brands. So, as Levene's test to the equality of variances showed a Sig. of ,840 ( $>0,05$ ), we can conclude that these three samples come from populations with equal variance of the variable 'Do you approve big differences in prices amongst different chocolate brands?' (table 21 in appendices). Therefore, the assumption of equality of variances is fulfilled. Moving to the One way ANOVA test, we can see a Sig. of ,035 ( $<0,05$ ), which means that the mean tendency to approve big differences in prices amongst different chocolate brands is not the same for the three groups defined by respondents' agreement that higher price implies better chocolate (table 21a in appendices). By analyzing Post Hoc Scheffe test results (table 21b in appendices), we can see that those who don't agree that chocolate brand of higher price implies higher chocolate quality or are indifferent tend to approve less big differences in prices amongst different chocolate brands. So *those respondents who agree that chocolate brand of higher price implies higher chocolate quality tend to approve more big differences in prices amongst different chocolate brands*.

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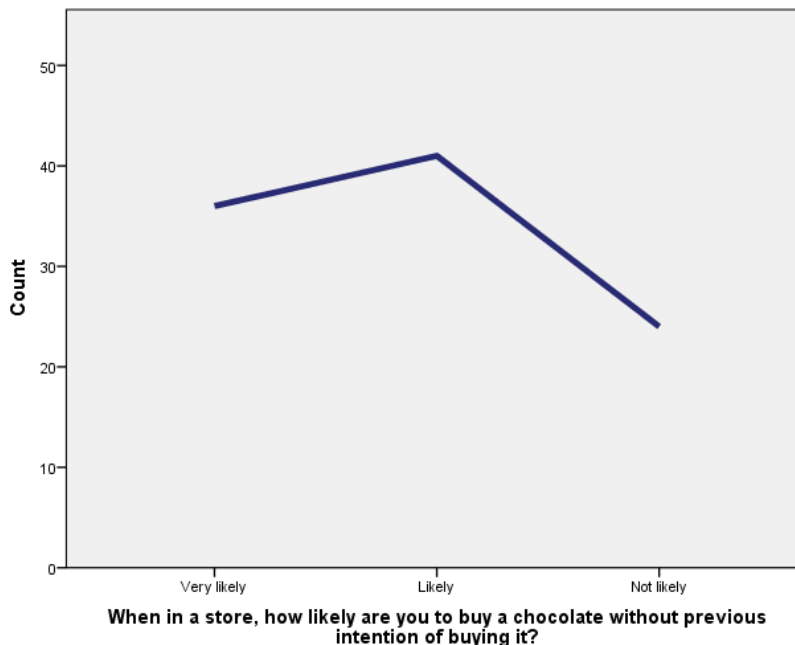
**Image 11-** ‘Generally, what would you say the chocolate brand reputation is based on?’



Further on, respondents were asked for their opinion on chocolate brand reputation basis. The vast majority (77,2%) said they thought chocolate brand reputation is based on chocolate taste and quality. 11,9% claimed that it is based on company tradition and 5% said ‘aggressiveness of promotional activities’ and ‘affordability in terms of price’(table 22 in appendices). So once again, *it seems that chocolate taste and*

*quality is the most important factor for respondents as most of them think that this is the basis of chocolate brand reputation.*

**Image 12-** Whe in a store, how likely are you to buy a chocolate without previous intention of doing it?



One of interesting questions regarding respondents’ buying behavior was ‘When in a store, how likely are you to buy a chocolate without previous intention of buying it?’. The graph clearly shows that majority of respondents (40,6%) is likely to buy a chocolate when in a store without previous intention. 35,6% said they were very

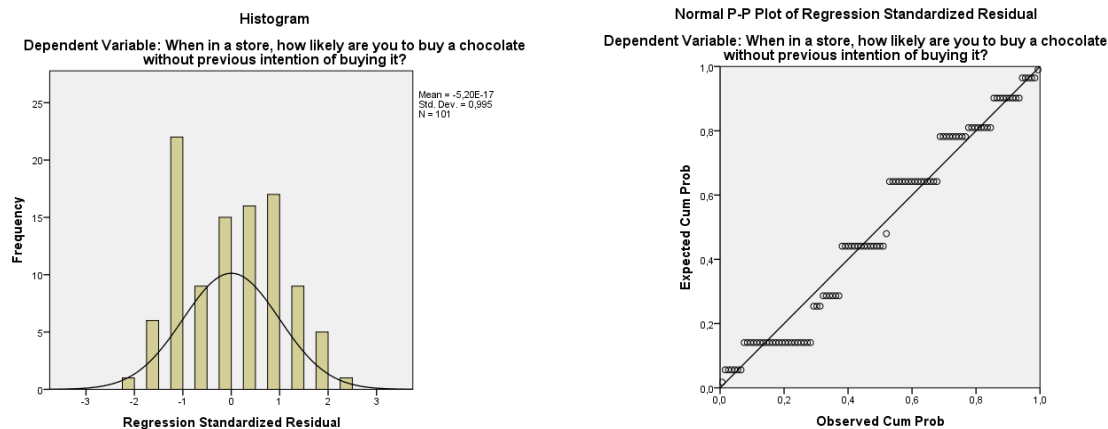
likely to do it, while only 23,8% said they were not likely to do it (table 23 in appendices). So,

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*most of respondents are likely or very likely to buy a chocolate when in a store without previous intention of buying it.* This can be an important managerial input, because if people are prone to impulsive chocolate purchase, it means that more aggressive promotional activities or customer engagements could increase the level of sales. If they are animated, they are more likely to pay attention to the brand, to try it, and bottom line, to maybe continue buying it.

Also, I wanted to investigate if the mean level of likeliness to buy chocolate without previous intention when in a store is the same for male and female respondents. As Levene's test to the equality of variances showed a Sig. of ,704 ( $>0,05$ ) we can conclude that these two samples come from populations with equal variance of the variable 'When in a store, how likely are you to buy chocolate without previous intention to do it?'(table 24 in appendices). So as assumption for independent samples t-test is fulfilled, I carried on with the test, which showed a Sig. of ,502 ( $>0,05$ ). Therefore I concluded that there is no difference in the mean level of likeliness to buy chocolate without previous intention when in a store for male and female respondents. In another words, *male and female respondents are on average equally likely to buy chocolate without previous intention when in a store.* This is an interesting finding, because of the common stereotype that women are more prone to instinctive purchases than men. So in case of this sample the opposite is proved.

**Image 13-** Normality of distribution for simple linear regression analysis



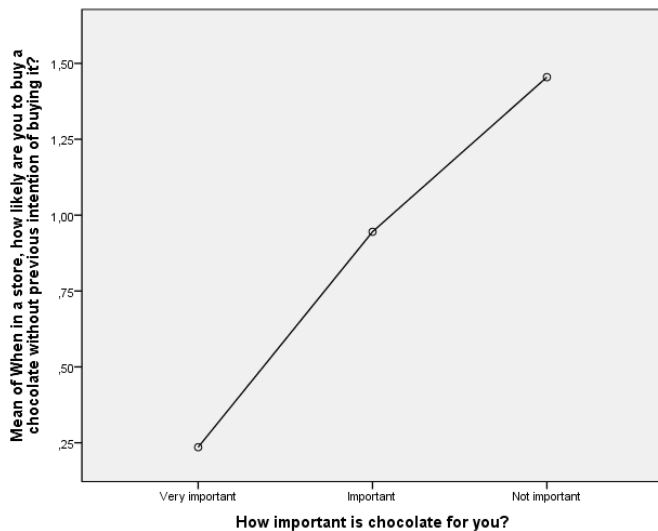
Next, I tried to see whether the probability of buying chocolate without previous intention when in a store can be explained by the frequency of eating chocolate. For this purpose, simple linear regression model was conducted. Unfortunately, as showed on graphs above, the sample

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analyzed doesn't follow a normal distribution, which was the main assumption for carrying out this analysis. Although Pearson correlation coefficient showed that the independent variable is not correlated with the residual terms with value of  $-.431$ , this model proved to be invalid due to unfulfilled assumption of normality of distribution. Therefore I couldn't continue and I couldn't investigate this issue (see tables 25-25d in appendices).

Then I investigated whether the distribution of likeliness to buy a chocolate without previous intention is the same for the two populations: respondents who would describe themselves as chocolate lovers and those who wouldn't. As Mann-Whitney test showed a Sig. of  $0,01 (<0,05)$  I could conclude that this distribution is not the same for two type of respondents. From the ranks (table 26 in appendices) we can clearly see unexpected outcome: that *those respondents who wouldn't describe themselves as chocolate lovers are more likely to buy a chocolate without previous intention when in a store*. This is obviously very strange finding, as it is logically assumed that those who claim to be chocolate lovers love chocolate more and are therefore more likely to buy it even without previous intention when in a store. However, hereby it is not the case.

**Image 14-** 'How important is chocolate for you?' Vs  
'When in a store, how likely are you to buy a chocolate without previous intention of buying it?'



I also wanted to investigate whether the mean tendency to buy chocolate without previous intention when in a store is the same for the three groups defined by the level of importance of chocolate. As Levene's test to the equality of variances showed a Sig. of  $,173 (>0,05)$  we can conclude that these two samples come from populations with equal variance of the variable 'When in a store, how likely are you to buy chocolate without previous intention to do it?'

(table 27 in appendices). So as this assumption for carrying out One way ANOVA test was fulfilled, I continued to the ANOVA,

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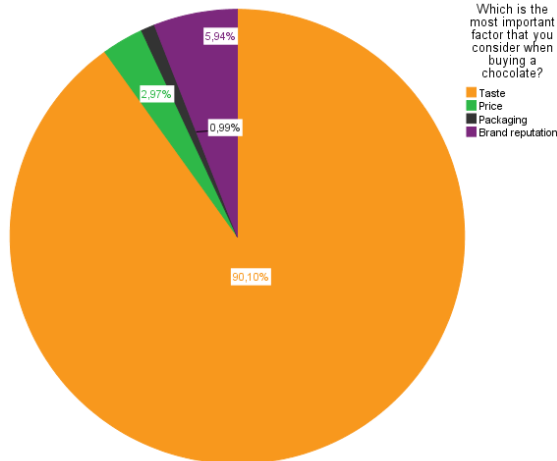
which showed a Sig. of 0,000 ( $<0,05$ ), which means that the mean tendency to buy chocolate without previous intention when in a store is not the same for the three groups defined by the level of importance of chocolate (table 27a in appendices). More precisely, from Scheffe test we can see quite logical and expected results, that is, *those who claim that chocolate is very important to them are on average more likely to buy chocolate without previous intention when in a store* (table 27b in appendices). This is almost in conflict with the previous findings: we already know that respondents who are chocolate lovers obviously find chocolate to be more important than those who are not. So if in previous test we found that those respondents who wouldn't describe themselves as chocolate lovers are more likely to buy a chocolate without previous intention when in a store, then how is it possible now that those who claim that chocolate is very important to them are on average more likely to buy chocolate without previous intention when in a store? That is why this seems very strange.

I then wanted to see if the mean tendency to buy a chocolate without previous intention when in a store is the same for the three groups defined by the level of agreement that attractive packaging implies better chocolate quality. This is because I supposed that those who agree that attractive packaging implies better chocolate quality might be more likely to buy chocolate when in a store even without previous intention to do it, when exposed to certain factors (when they see an attractive packaging for example). However, as the One way ANOVA test showed a Sig. of ,140 ( $>0,05$ ), I could only conclude that the mean tendency to buy a chocolate without previous intention when in a store is the same for the three groups defined by the level of agreement that attractive packaging implies better chocolate quality (tables 28 and 28a in appendices). Therefore I couldn't reject the null hypothesis, and had to conclude that *those respondents who agree that attractive packaging implies better chocolate quality and those who don't are on average equally likely to buy a chocolate without previous intention when in a store.*



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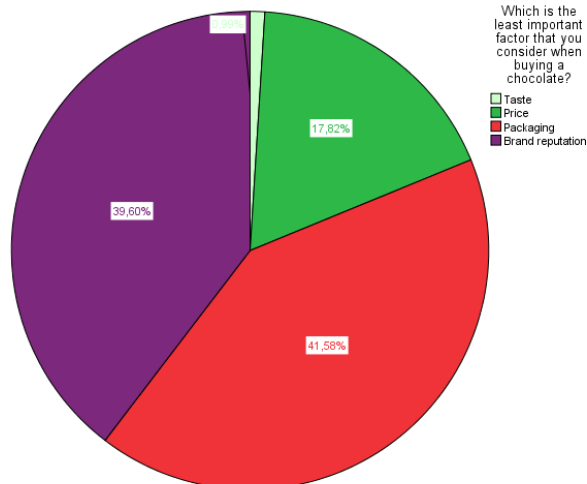
**Image 15-** Which is the most important factor that you consider when buying a chocolate?



When asked to name the most important factor that they consider when buying a chocolate, the majority of respondents said ‘taste’ (90,10%), followed by 5,94% who said ‘brand reputation’, 2,97% with ‘price’ and finally not even 1% (0,99) – ‘packaging’. It is interesting to see that price, packaging and brand reputation all together didn’t count as much as ‘taste’ (table 29 in appendices). So obviously *the taste of chocolate is*

*definitely the most important factor that respondents consider when buying a chocolate.* Actually this goes perfectly in line with previous findings as well, because taste was always the most important issue for respondents even when asked what a chocolate brand reputation is based on.

**Image 16-** Which is the least important factor that you consider when buying a chocolate?



Similarly, they were asked to name the least important factor that they consider when buying a chocolate. In accordance to previous results, *packaging seems to be the least important (41,58%),* followed by brand reputation and price (39,60% and 17,82% respectively-table 30 in appendices). What is contradictory here, is the fact that when asked to name the most important factor, ‘brand reputation’ was stated as more

important than ‘price’, while here the situation is different (here, ‘brand reputation’ has higher percentage, which means that it is claimed to be less important than ‘price’). Obviously,

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respondents react differently when asked two opposite things-while they are sure about the most and the least important factors, those 'in between' might be rated on different levels.

Next, respondents were asked if they would buy a chocolate brand that they don't know if its packaging is attractive and its price is higher than of other brands. Most of respondents (44,6%) would do so because they like trying something new. 34,7% said they wouldn't because they don't know the brand, while 20,8% said they would buy it but only for present (table 31 in appendices). So generally, *most of the respondents would buy a chocolate brand they don't know even if its price is higher than of other brands, ether for themselves or as a gift*. Here we can also see that most of the respondents' willingness to try new brands comes from the fact that they like to try something new. This is a very important information about the representative sample, as it might be described as 'innovative' and 'willing to try new things'. This might be an important managerial input as well as it might leave room for marketing strategy improvement by introducing new tastes, for example. It is good to know that consumers are open for changes, because it increases the possibility of them trying brand's new proposals in the future.

Connected to the previous question, respondents were asked whether they would buy an expensive chocolate brand for gift/themselves. The majority (44,6%) said they were equally likely to buy an expensive chocolate brand for gift/themselves, while 42,6% said they were more likely to buy it for present then for themselves (table 32 in appendices). Finally, 12,9% claimed they would rather buy it for themselves than as a gift. So generally, *respondents are equally likely to buy an expensive chocolate brand for gift and themselves*.

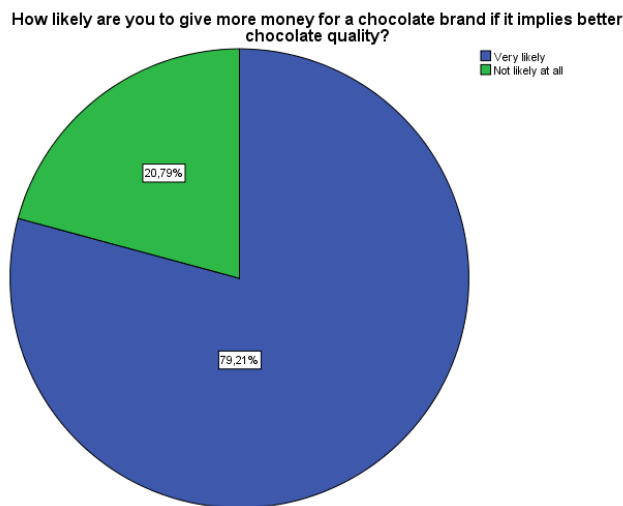
Now I wanted to see whether there is a relationship between gender of a respondent and their likeliness to buy an expensive chocolate for gift/themselves, to see if there is any difference between men and women in terms of buying an expensive chocolate. I assumed that one of the genders might be more prone to buy it for themselves while other would rather buy it for gift. However, after Chi square test showed a Sig. of ,496 ( $>0,05$ ) I could just conclude that there is no relationship between gender of a respondent and their likeliness to buy an expensive chocolate for gift/themselves (table 33 in appendices). So basically *the decision to buy an expensive chocolate for gift/themselves has nothing to do with respondents' gender*.

Also connected to previous analysis, I wanted to see if there is a relationship between respondents' tendency to describe themselves as chocolate lovers and their likeliness to buy an expensive chocolate brand for gift or themselves. I thought that those respondents who claimed

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to be chocolate lovers might be more willing to buy an expensive chocolate for themselves than for gift. But again my assumptions proved to be wrong as Chi square test showed a Sig. of ,919 ( $>0,05$ ), which clearly shows that there is no relationship between these two issues (table 34 in appendices). So *whether respondents claim to be chocolate lovers or not, it has nothing to do with their likeliness to buy an expensive chocolate brand for gift or themselves.*

**Image 17-** How likely are you to give more money for a chocolate brand if it implies better chocolate quality?



When respondents were asked to describe their likeliness to give more money for a chocolate if that higher price means that the chocolate they are buying is of greater quality, the majority (79,21%) said they were likely to do so, while 20,79% said they were not (table 35 in appendices). So obviously, *if respondents think that a higher price stands for higher chocolate quality, they are very likely to give more money for that chocolate.*

Then I wanted to see whether this previous tendency (to give more money for a chocolate if it implies higher quality), actually the mean tendency to do so, is the same for male and female respondents and that's why I decided to carry out an Independent samples t-test. However, as Levene's test to the equality of variances showed a Sig. of 0,003 ( $<0,05$ ), I could only conclude that the variances are not equal, so I could not proceed with the test (table 36 in appendices). Therefore, I switched to Chi square test to see at least if there is a relationship between gender of a respondent and their likeliness to give more money for a chocolate brand if it implies better chocolate quality. As this test showed a Sig. of ,117 ( $>0,05$ ) I could conclude that *there is no relationship between gender of a respondent and their likeliness to give more money for a chocolate brand if it implies better chocolate quality* (table 37 in appendices). So definitely these two issues can't be compared or analyzed.

Next, I again performed Independent samples t-test in order to see if the mean level of likeliness to give more money for a chocolate brand if it implies better chocolate quality is the same for

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chocolate lovers and non-lovers. First, Levene's test to the equality of variances showed a Sig. of ,562 ( $>0,05$ ) which means that the assumption is fulfilled as the variances are equal. However, the Independent samples t-test showed a Sig. of ,763 ( $>0,05$ ), implying that the mean level of likeliness to give more money for a chocolate brand if it implies better chocolate quality is the same for chocolate lovers and non-lovers (table 38 in appendices). More simply put, *both chocolate lovers and non-lovers are on average equally likely to give more money for a chocolate brand if it implies better chocolate quality.*

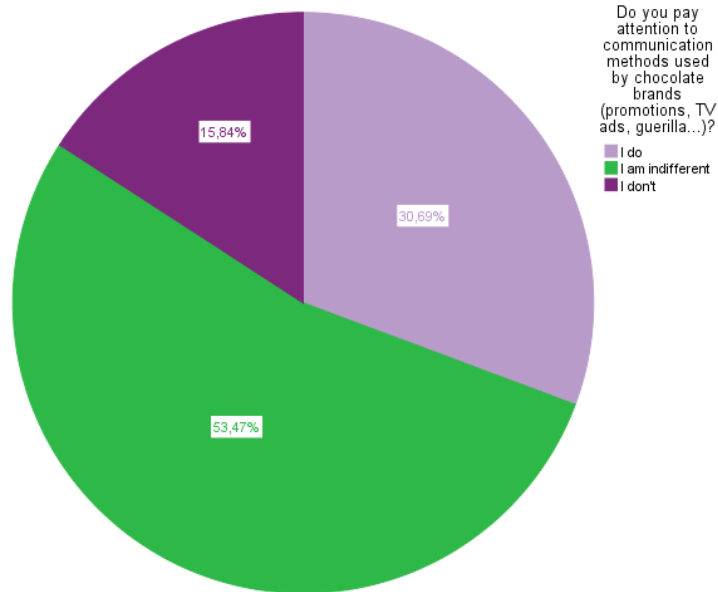
Then I investigated if the mean tendency to give more money for a chocolate brand if it implies better chocolate quality is the same for the three groups defined by the level of importance of chocolate. This is because I assumed that those for who chocolate is important or very important might be more likely to give more money for a chocolate brand if it implies better chocolate quality. For this purpose I performed One-way ANOVA test. First, as Levene's test to the homogeneity of variance showed a Sig. of ,012 ( $>0,05$ ), the assumption for carrying out ANOVA test was fulfilled (the samples come from population with equal variance for variable 'How likely are you to give more money for a chocolate brand if it implies better chocolate quality?') After that, as the ANOVA test showed a Sig. of ,084 ( $>0,05$ ), I could conclude that I can't reject the null hypothesis, that is the mean tendency to give more money for a chocolate brand if it implies better chocolate quality is the same for the three groups defined by the level of importance of chocolate (tables 39 and 39a in appendices). So *no matter the level of chocolate importance to respondents, they are on average equally likely to give more money for a chocolate brand if it implies better chocolate quality.*

Final analysis related to this issue is conducted in order to see if there is a relationship between respondents' likeliness to give more money for a chocolate brand if it implies better chocolate quality and their agreement that chocolate brand of higher price implies higher chocolate quality. These are two clearly connected issues, because it is logically assumed that those respondents who agree that chocolate brand of higher price implies higher chocolate quality are more likely to give more money for a chocolate brand if it implies better chocolate quality. Interestingly though, Chi square test showed a Sig. of ,410 ( $>0,05$ ) implying that there is no relationship between respondents' likeliness to give more money for a chocolate brand if it implies better chocolate quality and their agreement that chocolate brand of higher price implies higher chocolate quality (table 40 in appendices). Therefore, surprisingly, we can conclude that

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*respondents' agreement that chocolate brand of higher price implies higher chocolate quality has nothing to do with their likeliness to give more money for a chocolate brand if it implies better chocolate quality.*

**Image 18-** Do you pay attention to communication methods used by chocolate brands?



I then wanted to see if respondents pay attention to communication methods used by chocolate brands, including various types of promotions, TV ads, guerilla, etc. *Most of respondents (53,47%) said they were indifferent*, while there are more those who do pay attention than those who don't (table 41 in appendices). Now the 'problem' with this question is the

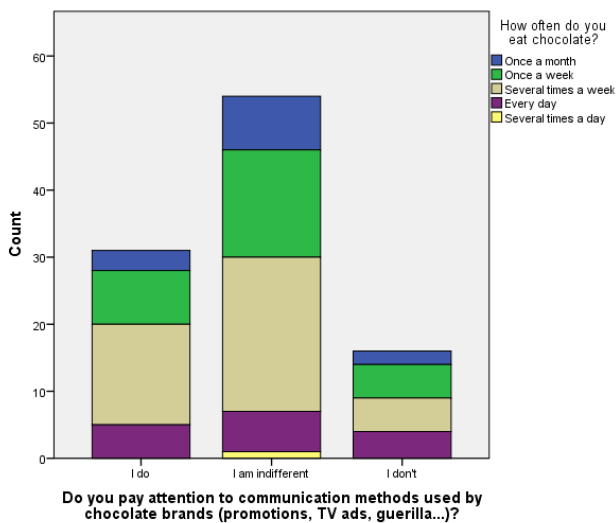
following: if majority of respondents claim they are indifferent to communication (promotional) activities, it can still mean that they do pay attention to them, because in order to develop indifference toward something, we first need to be exposed to the factor itself. So the answer 'I am indifferent' is not completely clear as it can mean two things: 1. I am indifferent so I don't pay attention to it; 2. I do pay attention but I feel indifferent about it.

Another interesting issue regarding this analysis is the following fact: when asked earlier whether they are likely to buy a chocolate when in a store without previous intention of buying it, most of the respondents answered positively. So here another question arises-if they are prone to instinctive purchase, what is exactly the trigger that makes them make this instant decision if they show indifference toward communication (promotional) activities? Is it a sudden hunger, or an unexplained desire for chocolate or just a quick internal reminder that they could buy one or something else?

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Connected to the previous question, I wanted to see if there is a relationship between gender of a respondent and their tendency to pay attention to communication methods used by chocolate brands. I thought that one gender might be more prone to paying attention to communication (promotional) activities. However, Chi square test showed a Sig. of ,952 (>0,05), suggesting that *respondents' gender has nothing to do with their tendency to pay attention to communication methods used by chocolate brands* (table 42 in appendices).

**Image 19-** ‘How often do you eat chocolate’ Vs ‘Do you pay attention to communication methods used by chocolate brands?’



Comparing respondents' tendency to pay attention to communication methods used by chocolate brands and the frequency of eating chocolate, we can see that that *most of the respondents who eat chocolate once or several times a week show indifference toward brands' communication. From those respondents who pay attention, the majority eats chocolate several times a week, while from those who don't pay*

*attention the proportion is the same of those who eat chocolate every day, once and several times per week.*

I then wanted to see if there is a relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to pay attention to communication methods used by chocolate brands. I assumed that those who claim to be chocolate lovers might be more likely to pay attention to chocolate brands' communication, because they might be more interested in these. However, as Chi square test showed a Sig. of ,367 (>0,05), I could only conclude that *respondents' tendency to describe themselves as chocolate lovers has nothing to do with their tendency to pay attention to communication methods used by chocolate brands* (table 43 in appendices).

Also, I investigated whether the mean tendency to pay attention to communication methods used by chocolate brands is the same for the three groups defined by the level of importance of

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chocolate. As Levene's test to the homogeneity of variance showed a Sig. of ,673 ( $>0,05$ ), the assumption for carrying out ANOVA test was fulfilled (the samples come from population with equal variance for variable 'Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?' Simultaneously, the ANOVA test showed a Sig. of ,172 ( $>0,05$ ), so I could conclude that I can't reject the null hypothesis, that the mean tendency to pay attention to communication methods used by chocolate brands is the same for the three groups defined by the level of importance of chocolate. (tables 44 and 44a in appendices). So *regardless the level of chocolate importance, respondents were on average equally likely to pay attention to communication methods used by chocolate brands.*

Related to this, I analyzed if the mean tendency to buy a chocolate without previous intention when in a store is the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brands. This is because I logically assumed that those who pay attention to communication might be more likely to buy a chocolate without previous intention. However, regarding previous findings, most of the respondents said they were indifferent toward brand communication, so we came to conclusion that this might not be the trigger for their instinctive purchase. And therefore the similar situation occurred here: the Levene's test to the homogeneity of variance showed a Sig. of ,910 ( $>0,05$ ), so the assumption for carrying out ANOVA test was fulfilled. Nevertheless, ANOVA showed a Sig. of ,374 ( $>0,05$ ), which means that the mean tendency to buy a chocolate without previous intention when in a store is the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brands (tables 45 and 45a in appendices). So *generally regardless respondents' tendency to pay attention to communication methods used by chocolate brands, they are on average equally likely to buy a chocolate without previous intention when in a store.*

Furthermore, I investigated whether the mean tendency to buy a chocolate brand that respondents don't know if its packaging is attractive and its price is higher than of other brands is the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brands. This is because I thought that respondents who pay more attention to communication might be more likely to buy a brand they don't know if its packaging is attractive (because logically, if they pay attention to communication, they might be 'caught' by chocolate's attractive packaging). First of all, the assumption of equality of variance was fulfilled, as

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Levene's test showed a Sig. of ,065 ( $>0,05$ ). And finally we have some reasonable results. One-way ANOVA test showed Sig. of ,001 ( $<0,05$ ) so we can conclude that the mean tendency to buy a chocolate brand that respondents don't know if its packaging is attractive and its price is higher than of other brands is not the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brands (tables 46-46b in appendices). If we have a closer look at Scheffe's test results, we will see that *respondents who pay attention to communication methods used by chocolate brands are on average more likely to buy a chocolate brand that they don't know if its packaging is attractive and its price is higher than of other brands than those who are indifferent*. So my initial assumptions were proved to be correct here. From marketing point of view, this can be an encouragement for chocolate brands to work on their attractive packaging, because sometimes it might attract new consumers.

Analyzing whether the mean tendency to pay attention to communication methods used by chocolate brands is the same for the three groups defined by respondents' agreement that attractive packaging implies better chocolate, I've come up with the following conclusions: the assumption of equality of variance was fulfilled as Levene's test showed a Sig. of ,321 ( $>0,05$ ). The One way ANOVA test showed a Sig. of ,048 ( $<0,05$ ) so I concluded that the mean tendency to pay attention to communication methods used by chocolate brands is not the same for the three groups defined by respondents' agreement that attractive packaging implies better chocolate (tables 47-47b in appendices). Finally, from Scheffe's test we can see quite interesting and somehow unexpected findings: that *those respondents who don't agree that attractive packaging implies better chocolate and those who said 'it doesn't have to be the case' are actually more likely to pay attention to communication methods used by chocolate brands*.

Respondents were then asked whether the variety of flavors available influence their brand choice. Majority of respondents (43,6%) claimed that they were not influenced by this issue, followed by 38,6% who said they were. Only 17,8% said they were indifferent (table 48 in appendices). *So most of the respondents claimed not to be influenced by the variety of flavors available while choosing a chocolate brand*.

As final testing in this part of analysis I investigated whether there is a relationship between respondents' tendency to buy chocolate without previous intention when in a store and the tendency of flavors available to influence their brand choice. As Chi square test showed a Sig. of ,131 ( $>0,05$ ) so I concluded that I can't reject the null hypothesis (table 49 in appendices).



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Therefore *there is no relationship between respondents' tendency to buy chocolate without previous intention when in a store and the tendency of flavors available to influence their brand choice.*

So the second part of analyses was done in order to see and explain some of the main patterns of respondents' behavior when buying chocolate, faced with different factors, in different situations. To summarize, the findings from these analyses are the following:

1. *The majority of respondents prefer chocolate brand that can be bought in supermarkets at affordable price;*
2. *The majority of respondents agree that certain chocolate brands are symbol of luxury;*
3. *Respondents don't consider packaging to be the indicator of chocolate quality (when asked whether attractive packaging implies better chocolate, most of them said 'it doesn't have to be the case');*
4. *Respondents do find price as an indicator of chocolate quality (when asked whether they agree that chocolate brand with higher price implies higher chocolate quality, the majority said they agreed with this statement);*
5. *There was no significant relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to agree that chocolate brand with higher price implies higher chocolate quality;*
6. *Majority of respondents don't approve big differences in prices amongst different chocolate brands;*
7. *Respondents who agree and disagree upon certain chocolate brands being the symbol of luxury tend to agree/disagree with big differences in prices amongst different chocolate brands at the same rate;*
8. *Respondents who agree that chocolate brand of higher price implies higher chocolate quality tend to approve more big differences in prices amongst different chocolate brands;*
9. *Chocolate taste and quality is the most important factor for respondents as most of them think that this is the basis of chocolate brand reputation;*
10. *Most of respondents are likely or very likely to buy a chocolate when in a store without previous intention of buying it;*

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11. *Male and female respondents are on average equally likely to buy chocolate without previous intention when in a store;*
12. *Respondents who wouldn't describe themselves as chocolate lovers are more likely to buy a chocolate without previous intention when in a store;*
13. *Those who claim that chocolate is very important to them are on average more likely to buy chocolate without previous intention when in a store;*
14. *Those respondents who agree that attractive packaging implies better chocolate quality and those who don't are on average equally likely to buy a chocolate without previous intention when in a store;*
15. *The taste of chocolate is definitely the most important factor that respondents consider when buying a chocolate;*
16. *Packaging is the least important factor that respondents consider when buying a chocolate;*
17. *Most of the respondents would buy a chocolate brand they don't know even if its price is higher than of other brands, either for themselves or as a gift;*
18. *Respondents are equally likely to buy an expensive chocolate brand for gift and themselves;*
19. *The decision to buy an expensive chocolate for gift/themselves has nothing to do with respondents' gender;*
20. *Whether respondents claim to be chocolate lovers or not, it has nothing to do with their likeliness to buy an expensive chocolate brand for gift or themselves;*
21. *If respondents think that a higher price stands for higher chocolate quality, they are very likely to give more money for that chocolate;*
22. *There is no relationship between gender of a respondent and their likeliness to give more money for a chocolate brand if it implies better chocolate quality;*
23. *Both chocolate lovers and non-lovers are on average equally likely to give more money for a chocolate brand if it implies better chocolate quality;*
24. *No matter the level of chocolate importance to respondents, they are on average equally likely to give more money for a chocolate brand if it implies better chocolate quality;*

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25. *Respondents' agreement that chocolate brand of higher price implies higher chocolate quality has nothing to do with their likeliness to give more money for a chocolate brand if it implies better chocolate quality;*
26. *Most of respondents said they were indifferent to communication methods used by chocolate brands;*
27. *Respondents' gender has nothing to do with their tendency to pay attention to communication methods used by chocolate brands;*
28. *Most of the respondents who eat chocolate once or several times a week show indifference toward brands' communication;*
29. *From those respondents who pay attention to brands' communication, the majority eats chocolate several times a week;*
30. *From those respondents who don't pay attention to brands' communication, the proportion is the same of those who eat chocolate every day, once and several times per week;*
31. *Respondents' tendency to describe themselves as chocolate lovers has nothing to do with their tendency to pay attention to communication methods used by chocolate brands;*
32. *Regardless the level of chocolate importance, respondents were on average equally likely to pay attention to communication methods used by chocolate brands;*
33. *Regardless respondents' tendency to pay attention to communication methods used by chocolate brands, they are on average equally likely to buy a chocolate without previous intention when in a store;*
34. *Respondents who pay attention to communication methods used by chocolate brands are on average more likely to buy a chocolate brand that they don't know if its packaging is attractive and its price is higher than of other brands than those who are indifferent;*
35. *Respondents who don't agree that attractive packaging implies better chocolate and those who said 'it doesn't have to be the case' are actually more likely to pay attention to communication methods used by chocolate brands;*
36. *Most of the respondents claimed not to be influenced by the variety of flavors available while choosing a chocolate brand;*

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37. *There is no relationship between respondents' tendency to buy chocolate without previous intention when in a store and the tendency of flavors available to influence their brand choice.*

The last part of the analysis is connected to particular chocolate brands chosen for this purpose- *Milka*, *Lindt* and *Richart*. This part is dedicated to better understanding of respondents' attitudes toward these particular brands in order to see differences in their marketing strategies.

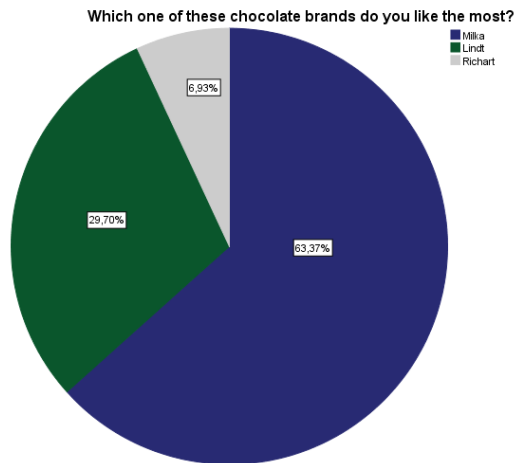
Here, the issue with geographical location of respondents mentioned earlier becomes important. As stated before, most of the answers from this part of analysis are highly influenced by this factor. Basically, the situation in Serbian chocolate market is the following: brand *Milka* is highly consumed as it is present in all major supermarkets, convenient shops and local stores. Beside this, it is highly communicated so the overall awareness of the brand is at highest level. Finally, its price is affordable, which is also important factor, regardless the fact that most of respondents claimed taste to be the most important factor when choosing a chocolate. So, in line with some national chocolate brands, *Milka* is definitely the most popular chocolate brand in Serbia.

Regarding *Lindt*, this brand is also available at big retailers, hypermarkets and smaller supermarkets. However, it is not available in local stores and smaller shops. It's not communicated at all and its price is double compared to *Milka*. Generally, in Serbia, not all the people even know this brand of chocolate, while those who do definitely don't think it's a chocolate for every-day consumption. Is this because of its lower affordability or its luxurious packaging or something else- there is no answer to this question.

Finally, as *Richart* is not even present in Serbian market, most of the answers to the questions regarding this brand are not relevant enough, because it is obvious that consumers have very low awareness. Even if it was present, the economic situation and the very low life standard of people would definitely influence the popularity of this brand with extremely high prices. Some of the questions, though, were asked in a way that does not require the exact knowledge of this brand, but just using logic to answer it. This might reveal some major consumers' attitudes towards big differences in prices between these brands. On the other hand, non-Serbian respondents are mainly international students, so considering their lifestyle and standard of living, *Richart* is also very low on list of their chocolate preferences.

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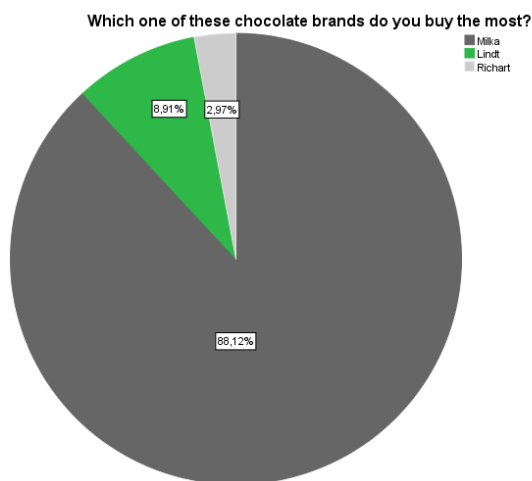
**Image 20-** Which one of these chocolate brands do you like the most?



To start, respondents were asked which one of the brands offered they preferred the most. As mentioned above, the majority (63,37%) said it was *Milka*, 29,7% claimed it was *Lindt*, while only 6,93% voted for *Richart* (table 50 in appendices). So *Milka* is respondents' favorite chocolate. Now, it is interesting to comment this with previous findings. When asked earlier, respondents claimed taste to be the most

important factor influencing their chocolate brand choice. Although tastes of different people are not to be discussed, we can still pose ourselves a question-how is it possible that *Milka* is by far more preferred chocolate over *Lindt*, when it is widely accepted that *Lindt* chocolates have better taste than *Milka* (taking into account respondents' claims that the taste of chocolate is the most important factor influencing their chocolate brand choice)? So here, we could conclude that it's not only the taste that determines respondents' likeness of chocolate, but many other factors as well- like price, availability, etc. So the taste might be the main one (and most of respondents might really appreciate *Milka*'s taste the most), but certainly there are other factors that influence their opinion.

**Image 21-** Which one of these chocolate brands do you buy the most?

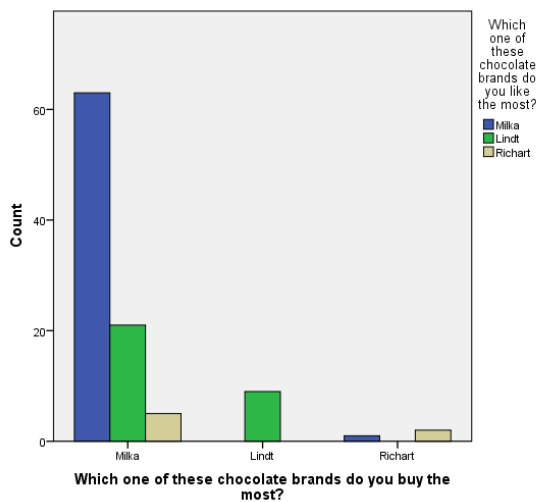


Now, from the same list of brands, respondents were asked to choose the brand they were mostly buying. Again, the majority (88,12%) claimed they were buying *Milka*, 8,91% claimed they were buying *Lindt*, while only 2,97% said it was *Richart* (table 51 in appendices). So respondents mostly buy *Milka*. It is interesting though to see differences in respondents' preferences and their

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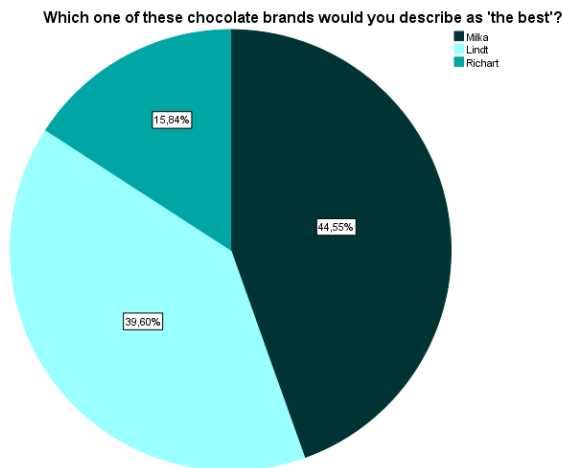
actual purchase of different brands, and that is why these two questions were asked. We can see that far greater percentage claimed *Lindt* and *Richart* to be their favorite chocolate brands, but still, lower percentages here show the lower rate of their purchase. This clearly shows a huge discrepancy between respondents' preferences and actual possibilities, and probably the affordability and availability are major factors influencing this huge difference.

**Image 22-** 'Which one of these chocolate brands do you like the most?' Vs 'Which one of these chocolate brands do you buy the most?'



In line with previous story, on this chart these two questions are directly compared. Here we can clearly see that *Milka is definitely the most liked and bought brand*, but we can also see that *the biggest percentage of respondents who claimed to like Lindt or Richart the most were also buying mostly Milka*. So here again, the big difference between respondents' preferences and actual purchases is proved.

**Image 23-** 'Which one of these chocolate brands would you describe as 'the best?''

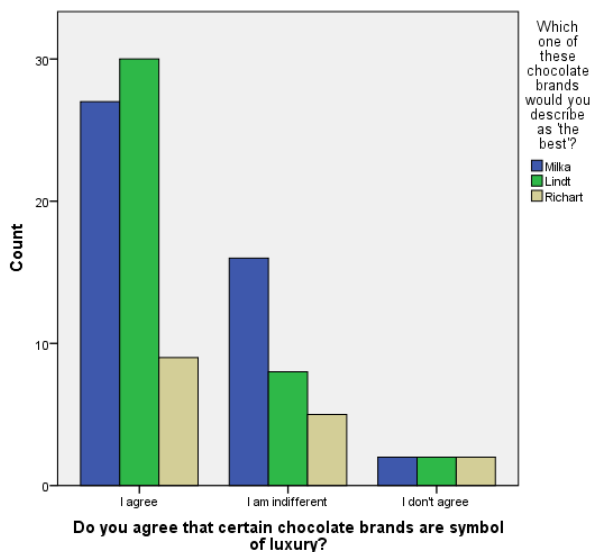


Similarly to the previous two questions, here respondents were asked to characterize one of the offered brands as 'the best'. According to their opinion, *Milka is definitely the best* with 44,55% claiming this. 39,6% claimed it was *Lindt*, while 15,84% voted for *Richart* (table 52 in appendices). So *the majority of respondents describe Milka as 'the best' from the three brands offered*.

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Then I wanted to investigate whether there is a relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to describe offered chocolate brands as 'the best'. This is because I thought that respondents who claimed to be chocolate lovers might be recognizing one particular brand as 'the best' more than those who are not, and I was curious to see which brand that could be. However, Chi square test showed a Sig. of ,146 (>0,05) suggesting that there is no relationship between these two issues (table 53 in appendices). So I could only conclude that *respondents' tendency to describe themselves as chocolate lovers has nothing to do with their tendency to describe offered chocolate brands as 'the best'*.

**Image 24-** 'Which one of these chocolate brands would you describe as 'the best'?' Vs 'Do you agree that certain chocolate brands are symbol of luxury?'



Next, I compared respondents' tendency to describe offered chocolate brands as 'the best' and their agreement that certain chocolate brands are symbol of luxury. And from the graph on the left we can conclude the following: *most of the respondents who agree that certain chocolate brands are symbol of luxury describe Lindt to be the best chocolate brand.*

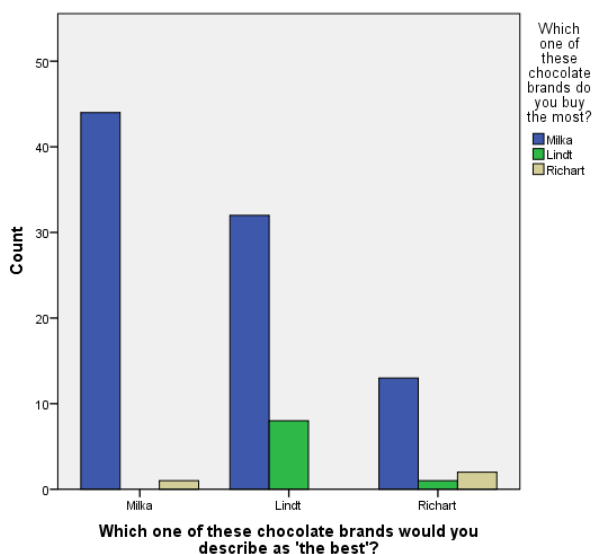
*Most of the respondents who consider Milka to be the best brand agree that certain chocolate brands are symbol of luxury. Most of the respondents who claim Richart to be the best brand also agree that certain chocolate brands are symbol of luxury. Finally, interestingly, the number of respondents who would describe Milka, Lindt and Richart as the best is exactly the same in group of respondents who don't agree that certain chocolate brands are symbol of luxury.*

Then I investigated whether there is a relationship between respondents' likeliness to give more money for a chocolate brand if it implies better chocolate quality and their tendency to describe one of the offered chocolate brands as 'the best'. Here I supposed that maybe those respondents

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who describe *Richart* as the best would be more likely to give more money for a chocolate brand if it implies better chocolate quality. As the Chi-square test showed a Sig. of ,018 (<0,05), we can reject the null hypothesis and conclude that there is a relationship between these two issues. From the crosstabulation (tables 54 and 54a in appendices) we can see that *most of respondents who are likely to give more money for a chocolate brand if it implies better chocolate quality describe Lindt as the best brand*. Also, *almost all respondents from those who describe Richart as the best brand would give more money for a chocolate brand if it implies better chocolate quality*. So my initial assumptions are proved to be true here, because most of respondents who chose high-quality chocolate brands to be the best are actually likely to give more money for a chocolate brand if it implies better chocolate quality.

**Image 25-** ‘Which one of these chocolate brands do you buy the most?’ Vs ‘Which one of these chocolate brands would you describe as ‘the best’?’



Now comparing respondents' tendency to describe one of the offered brands as 'the best' and their actual purchase of these brands, we can see that *Milka* buyers are the most numerous in all three categories. That is, *no matter which brand respondents describe as 'the best' they are still mostly buying Milka*. We can also conclude from the chart that *most of respondents who buy Milka/Lindt/Richart the most do think*

*that those same brands respectively are the best.*

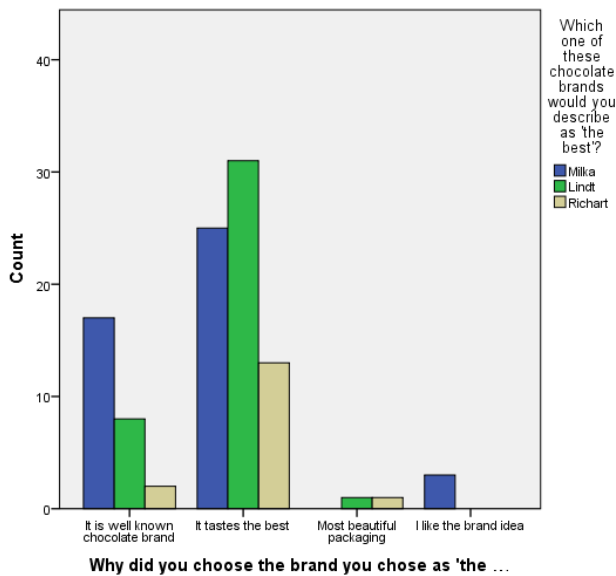
Next thing that respondents were asked is to explain why they chose the very particular chocolate brand they chose to be 'the best'. Most of them (68,3%) claimed it was because 'it tastes the best'. 25,7% said it was because 'it is well known chocolate brand', 4% said they 'liked the brand idea' of the brand and only 2% claimed it was because of 'the most beautiful packaging' of all the brands offered (table 55 in appendices). So again, *the taste seems to be the*



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*most important factor when describing certain chocolate brand as 'the best', while packaging proved to be less important. It is also interesting to note that only 4% of respondents referred to the actual brand idea of a particular brand, which shows respondents' low awareness of chocolate brands' ideas in general.*

**Image 26-** 'Which one of these chocolate brands would you describe as 'the best'?' Vs 'Why did you choose the brand you chose as 'the best'?'



Comparing respondents' tendency to choose certain chocolate brands as the best and the reasons for it, I found out that *regardless the brand described as 'the best' respondents chose it because 'it tastes the best'. Also, from respondents who said they chose the best brand because 'it is well known chocolate brand' and 'I like the brand idea', most of them chose Milka as the best. Finally,*

*'most beautiful packaging' attribute is chosen by respondents who claimed both Lindt and Richart to be the best brands.*

The next section includes questions to describe every one of these brands. This is very important in order to see what kind of image every of these brands produce among consumers.

To start with *Milka*, most of respondents (85,1%) describe it as 'affordable chocolate for everyone', while 13,9% said it was 'high quality chocolate for enjoyable moments' (table 56 in appendices).

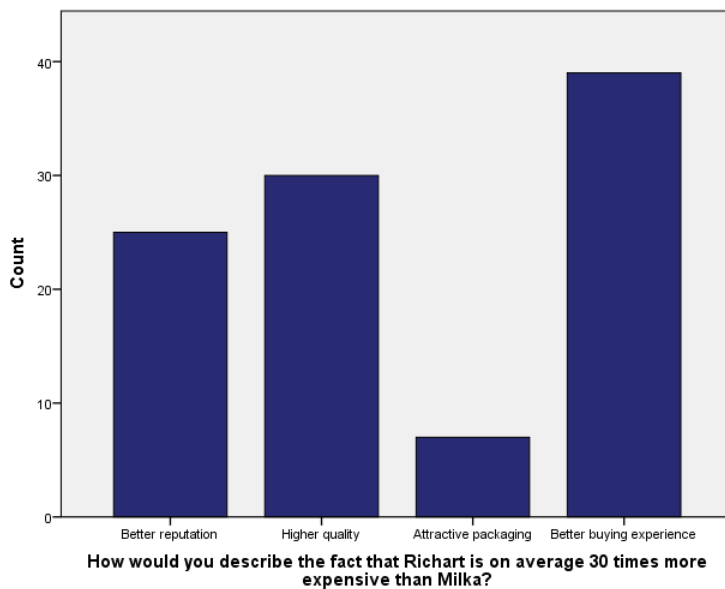
Next, *Lindt* unfortunately proved to be unknown brand of chocolate for most of respondents (32,7%). From those who know it, *Lindt* was mostly described as 'high quality chocolate for enjoyable moments' (30,7%). 23,8% claimed it was 'chocolate for everyone at slightly higher price', while 12,9% said it was 'luxury chocolate for special occasions' (table 57 in appendices).

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Finally, *Richart* also proved to be unknown brand of chocolate for most of respondents (51,5%) and this has to do with the geographical location issue previously discussed. Most of the respondents who know this brand of chocolate described it as ‘luxury chocolate for special occasions’. 14,9% of respondents said it was ‘high quality chocolate for enjoyable moments’, while 8,9% said it was ‘chocolate for gift’ (table 58 in appendices).

General conclusion from this section would be that *most of respondents describe Milka as ‘affordable chocolate for everyone’, Lindt as ‘high quality chocolate for enjoyable moments’, while Richart is mostly described as ‘luxury chocolate for special occasions’*. So despite respondents’ limited knowledge about these chocolate brands, they still seem to have very clear understanding of different brand meanings, images and purposes. They do make a difference between these brands, recognizing that certain are for ‘every-day consumption’, while others are more for ‘special occasions’.

**Image 27-** How would you describe the fact that Richart is on average 30 times more expensive than Milka?



Consumers were then asked to give their opinion on price differences between the three brands. When asked how they would describe the fact that *Richart* is on average 30 times more expensive than *Milka*, most of respondents (38,6%) said it was because the overall buying experience was better. 29,7% claimed it was because of the higher chocolate quality, 24,8% because of

better brand reputation, while only 6,9% claimed it was because of the attractive packaging (table 59 in appendices). As we can clearly see, packaging remains the least important factor when describing a chocolate brand, in terms of quality, price, image, etc. Here, *most of the respondents think that the reason why Richart is on average 30 times more expensive than Milka is its better overall buying experience offered to consumers*. This question is very important, first

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of all because respondents don't necessarily need to know the brands in order to be able to answer it. On contrary, they could give their opinion on this matter by using their pure logic.

Similarly, comparing *Lindt* and *Milka*, respondents were asked to explain why they think *Lindt* is on average three times more expensive than *Milka*. Here, *most of respondents (51,5%) think it's because the quality of chocolate is higher*. 29,7% said it was the brand had better reputation, 10,9% voted for attractive packaging, while 7,9% claimed it was because of better overall buying experience (table 60 in appendices). It is interesting to note that here buying experience is at the lowest rate compared to the previous answers. So here the new question arises-is this because the overall buying experience of *Lindt* is perceived as not that 'good' or because the chocolate quality of this brand is more valued than its overall image? Maybe also the fact that *Lindt* is available at supermarkets lowers its 'prestige image', while *Richart* certainly remains on top with this matter because of its restricted exclusive distribution. Anyway, the conclusion stays simple-*with Richart, overall buying experience is highly appreciated by respondents who find it to be the base of huge price difference, while Lindt proved to be most valued by the chocolate quality it offers*.

Next section of questions is related to reasons why respondents would buy a particular brand. This section is also very important because no particular knowledge of brands is needed in order to give an opinion. Respondents who don't buy any of these brands are asked why they *would* buy it, so their answers can also be based on logic.

To start with *Milka*, when asked why they would buy it, *most of respondents (67,3%) said 'because it tastes good'*. 16,8% said they would buy it because their friends/family ate it, while 15,8% would buy it because it's cheap (table 61 in appendices).

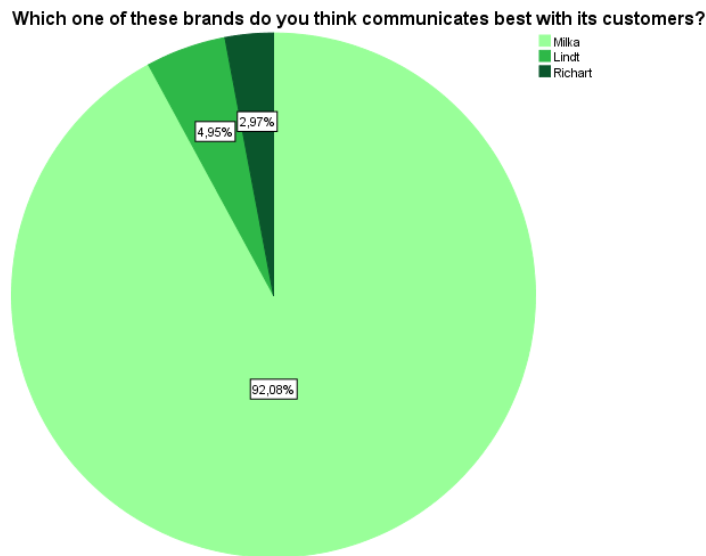
Then the same question was asked for *Lindt*. *Most of respondents (83,2%) said they would buy this brand because the chocolate tastes good*. 10,9% said they would buy it because it gives them the feeling of luxury, while 5,9% said they felt important because it's not the chocolate for everyone (table 62 in appendices).

Finally, when asked the same question for *Richart*, again, the situation was the same-*the majority (65,3%) said they would buy it because the chocolate tastes good*. 23,8% said they would buy it because it gives them a pleasure to go to special shop to buy it, while 10,9% said it was because they know not everyone can buy it (table 63 in appendices).

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Generally, the conclusion from this section would be that *regardless the brand, most of respondents would buy it because of the good taste of chocolate*. So here, the taste proved once more to be the most important factor for respondents when making purchase.

**Image 28-** Which one of these brands do you think communicates best with its customers?



Next, respondents were asked to rate the communication of every particular brand with their customers. *Vast majority of respondents (92,08%) voted for Milka, as the brand that best communicates with its consumers*. This is followed by 4,95% for *Lindt* and 2,97% for *Richart* (table 64 in appendices). These results are not surprising at all, if we take into account that *Milka* really does engage its

customers a lot. This brand is present everywhere, on TV, billboards, newspapers, online, special offers, variety of tastes, affordability in terms of price, availability in terms of place, etc. So all these elements of *Milka*'s marketing mix are so well coordinated that it is not surprising at all why respondents describe it as most 'communicative' brand among these three.

Finally, last set of questions are connected to future respondents' vision related to the three brands. They were asked what they think every of these brands should improve in the future. And here are their answers.

For *Milka*, respondents were offered several options:

1. It should have more commercials.
2. It should engage more their customers.
3. It should introduce new flavors.
4. None of the above.

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*Most of respondents (64,4%) said 'none of the above'. 19,8% voted for introducing new flavors, 9,9% think it should engage more their customers, while 5,9% think it should have more commercials (table 65 in appendices).*

For *Lindt*, respondents were offered these options:

1. It should have more sales promotions.
2. It should introduce new flavors.
3. It should engage more their customers.
4. None of the above.

*Most of respondents (48,5%) voted for 'none of the above'. 26,7% think it should have more sales promotions, 18,8% think it should engage more their customers, while 5,9% said it should introduce new flavors (table 66 in appendices).*

Finally, when asked the same thing for *Richart*, respondents were offered the following options:

1. It should have more promotions.
2. It should be available in supermarkets.
3. It should engage more their customers.
4. None of the above.

*Again, most of respondents (46,5%) voted for 'none of the above'. 22,8% said it should be available in supermarkets, 19,8% voted for more promotions, and 10,9% for customer engagement (table 67 in appendices).*

So from this section, we can make a general conclusion that most of respondents, regardless the brand they were asked for, don't think any of the brands should improve something from the offered list. However, the bad thing about the 'none of the above' answer is that we actually don't know if respondents think that brands shouldn't improve anything of mentioned because they don't need to improve *anything*, or because they shouldn't improve anything of mentioned but they still should improve *something else*. So here, we actually can't conclude what respondents were thinking and this is the issue with the question itself. Regarding the second biggest percentage for each brand, respondents' answers were different. For *Milka*, they said it should introduce more flavors. This is actually quite surprising result because *Milka* does have the biggest variety of flavors within its product range compared to the other two brands. For *Lindt* respondents said 'it should have more sales promotions'. Now this finding is interesting from managerial point of view. This could actually help to enhance brand awareness, without

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damaging brand image and reputation. Maybe *Lindt* should consider implementing some POS promotions, where consumers could be introduced to the products first, flavors available, price, etc. Sales promotions in terms of price lowering are however not in line with brand's strategy because they would considerably decrease the 'premium' image of the brand and it would be completely opposite to the core brand values. Nevertheless, some promotions in terms of special offerings for Christmas or Easter (maybe special packaging with several different chocolates or something similar) might be useful as well.

Finally, looking at *Richart*, the second biggest percentage of respondents said that it should be present in the supermarkets. Now this is quite understandable result if we take into account the fact that most of respondents don't even know that this brand exists. So probably they were thinking it would be adequate putting it into the supermarket, as this would clearly increase brand awareness and its overall availability. However, from marketing perspective, it is more than clear that this strategy is out of question, as it is completely opposite to the image that *Richart* wants to convey, and all the luxurious sparkling magic around this brand would simply disappear. So here, it is more than obvious that respondents didn't see clearly the core brand image, as they didn't understand that the fact that not everyone can buy this chocolate is exactly the strategy they want to pursue.

So, to summarize the last part of the research analyses, the following conclusions have been reached:

1. *Respondents' favorite chocolate is Milka;*
2. *Respondents mostly buy Milka;*
3. *The biggest percentage of respondents who claimed to like Lindt or Richart the most are buying mostly Milka;*
4. *The majority of respondents describe Milka as 'the best' from the three brands offered;*
5. *Respondents' tendency to describe themselves as chocolate lovers has nothing to do with their tendency to describe offered chocolate brands as 'the best';*
6. *Most of the respondents who agree that certain chocolate brands are symbol of luxury describe Lindt to be the best chocolate brand;*
7. *Most of the respondents who consider Milka to be the best brand agree that certain chocolate brands are symbol of luxury;*

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8. *Most of the respondents who claim Richart to be the best brand also agree that certain chocolate brands are symbol of luxury;*
9. *The number of respondents who would describe Milka, Lindt and Richart as the best is exactly the same in group of respondents who don't agree that certain chocolate brands are symbol of luxury;*
10. *Most of respondents who are likely to give more money for a chocolate brand if it implies better chocolate quality describe Lindt as the best brand;*
11. *Almost all respondents from those who describe Richart as the best brand would give more money for a chocolate brand if it implies better chocolate quality;*
12. *No matter which brand respondents describe as 'the best' they are still mostly buying Milka;*
13. *Most of respondents who buy Milka/Lindt/Richart the most do think that those same brands respectively are the best;*
14. *The taste seems to be the most important factor when describing certain chocolate brand as 'the best', while packaging proved to be less important;*
15. *Regardless the brand described as 'the best' respondents chose it because 'it tastes the best';*
16. *From respondents who said they chose the best brand because 'it is well known chocolate brand' and 'I like the brand idea', most of them chose Milka as the best;*
17. *'Most beautiful packaging' attribute was chosen by respondents who claimed both Lindt and Richart to be the best brands;*
18. *Most of respondents describe Milka as 'affordable chocolate for everyone', Lindt as 'high quality chocolate for enjoyable moments', while Richart is mostly described as 'luxury chocolate for special occasions';*
19. *With Richart, overall buying experience is highly appreciated by respondents who find it to be the base of huge price difference, while Lindt proved to be most valued by the chocolate quality it offers;*
20. *Regardless the brand, most of respondents would buy it because of the good taste of chocolate;*
21. *Vast majority of respondents voted for Milka, as the brand that best communicates with its consumers;*

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*22. Most of the respondents don't think any of the brands should improve something in the future from the list of offered possibilities.*

## **10. Conclusions from scientific research, managerial implications and further recommendations**

This section will provide summarized conclusions that have been reached throughout this research. They can be useful for marketing managers who would like to get some strategic insights connected to this matter, to all researchers and professionals who would like to have a closer look at chocolate industry and chocolate consumption patterns, to marketing students who would maybe like to conduct a similar research one day and finally to all chocolate lovers, who want to study their passion a bit more deeply from scientific point of view.

From the sample of 101 respondents taken for the purposes of this thesis, there were more women than men (62% compared to 38%). Respondents' gender has nothing to do with their tendency to describe themselves as chocolate lovers, nor has it with the frequency of eating chocolate, because men and women from this sample eat chocolate at the same average frequency. This finding is interesting to note because usually women are perceived to be craving more chocolate than men, and are commonly more often described as chocolate lovers than men. There is also no relationship between gender of a respondents and their likeliness to give more money for a chocolate brand if it implies better chocolate quality. Also, men and women from this sample are on average equally likely to buy chocolate without previous intention when in a store, as well as to pay attention to communication methods used by chocolate brands. This is also interesting to know because usually women are claimed to be more prone to impulsive purchasing. Finally, the decision to buy an expensive chocolate for gift/themselves has nothing to do with respondents' gender either. The only aspect where the gender seems to be relevant is the importance of chocolate, because chocolate is on average more important for female than for male respondents.

Generally, there were more respondents who claimed to be chocolate lovers than those who didn't. There was no significant relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to agree that chocolate brand with higher price implies higher chocolate quality. Surprisingly, respondents who wouldn't describe themselves as



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chocolate lovers are more likely to buy a chocolate without previous intention when in a store. Both chocolate lovers and non-lovers are on average equally likely to give more money for a chocolate brand if it implies better chocolate quality. Also, respondents' tendency to describe themselves as chocolate lovers has nothing to do with their tendency to pay attention to communication methods used by chocolate brands. Finally, respondents' tendency to describe themselves as chocolate lovers has also nothing to do with their tendency to describe one of the offered chocolate brands as 'the best' (*Milka, Lindt, Richart*).

Regarding the frequency of eating chocolate, most the respondents eat chocolate several times a week, while only one respondent claimed to eat it several times a day. Most of respondents who eat chocolate once or several times a week show indifference toward brands' communication and from those respondents who pay attention to brands' communication the majority eats chocolate several times a week. On the other hand, from those respondents who don't pay attention to brands' communication, the proportion is the same of those who eat chocolate every day, once and several times per week.

Connected to this, most of the respondents don't care about circumstances in which they will consume chocolate, that is, they don't care if they eat it alone, with friends or family. Still, respondents from this sample generally consume chocolate more in company than alone. This can be important to note from managerial point of view because it leaves space for different marketing approaches-for example presenting chocolate as something to be shared amongst friends, as something sweet and enjoyable with special moments with family, etc.

Respondents from this sample consider chocolate to be something healthy that they can enjoy, rather than a threat for development of some diseases, and they generally see chocolate as source of pleasure. This is actually quite important finding as it reveals an important issue of chocolate overall perception. The fact that most of respondents see chocolate as source of pleasure also gives a lot of possibilities for brand image building. One successful example is *Milka*, which indirectly puts accent on sweet and tender pleasure of chocolate throughout all their marketing activities. And they do it quite well.

For most respondents from this sample the chocolate is important. As expected, those who claimed that chocolate was very important or important to them on average eat chocolate more often than those who said chocolate was not important for them. Chocolate is also on average more important to those respondents who would describe themselves as chocolate lovers. Also,

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those who claim that chocolate is very important to them are on average more likely to buy chocolate without previous intention when in a store. This can mean that marketers can use different messages to trigger consumers' impulsive purchase. These messages can be based on stories about how chocolate is important for good mood and concentration, about its benefits for health, etc. This all appeals to consumers for whom chocolate is important, who are in the end more likely to make impulsive purchase. However, no matter the level of chocolate importance to respondents, they are on average equally likely to give more money for a chocolate brand if it implies better chocolate quality as well as to pay attention to communication methods used by chocolate brands. This issue can be very challenging for chocolate brands in terms of marketing activities because even chocolate lovers seem to be indifferent towards brands' communication methods. However, there is certainly the way to get to consumers' hearts.

Taste and quality are definitely the most important issues about chocolate for respondents. They proved to be the most important reasons for chocolate consumption, the basis of chocolate brand reputation, the most important factors that respondents consider when buying a chocolate, as well as the most important factors when describing certain chocolate brand as 'the best'. Regardless the brand described as 'the best' respondents chose it because 'it tastes the best'. Also, regardless the brand, most of respondents would buy it because of the good taste of chocolate. This finding is very important because it can be used as core message for brands' communication. More precisely, brands can communicate the high quality of chocolate offered, the craftsmanship that guarantees exceptional chocolate taste, etc.

On the other hand, respondents don't consider packaging to be the indicator of chocolate quality (when asked whether attractive packaging implies better chocolate, most of them said 'it doesn't have to be the case'). Packaging also proved to be the least important factor that respondents consider when buying a chocolate, as well as less important factor when describing certain chocolate brand as 'the best'. These findings were actually surprising because people usually do care about containers, especially when it comes to food. However, within this sample this obviously seems not to be the case.

In line with the fact that the chocolate quality proved to be the most important, respondents are very likely to give more money for a chocolate if they think that a higher price stands for higher chocolate quality. Now this is very important to know, especially for expensive chocolate brands, who should therefore communicate more the quality of chocolate they offer. This should

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definitely be the core message behind all their communication as this seems to be the most valuable factor that could somehow explain high chocolate price, and what is the most important-that could make consumers buy that chocolate even if the price is high. Most of respondents who are likely to give more money for a chocolate brand if it implies better chocolate quality describe *Lindt* as the best brand. Also, almost all respondents from those who describe *Richart* as the best brand would give more money for a chocolate brand if it implies better chocolate quality. Now here we see that those two brands are actually good examples of communicating high quality that 'explains' the high price. According to respondents' answers, we can see that they clearly do understand that these two brands do communicate higher quality of chocolate compared to *Milka* for example. So the difference does exist and it is obvious.

Now, regarding prices, respondents do find price as an indicator of chocolate quality (when asked whether they agree that chocolate brand with higher price implies higher chocolate quality, the majority said they agreed with this statement). Respondents' agreement that chocolate brand of higher price implies higher chocolate quality has nothing to do with their likeliness to give more money for a chocolate brand if it implies better chocolate quality. Nevertheless, majority of respondents don't approve big differences in prices amongst different chocolate brands and they generally prefer chocolate brand that can be bought in supermarkets at affordable price. Once again, this finding is very much influenced by the structure of the market and the geographical location of most respondents (as explained earlier). Of course, respondents who agree that chocolate brand of higher price implies higher chocolate quality tend to approve more big differences in prices amongst different chocolate brands.

Regarding chocolate perception, the majority of respondents agree that certain chocolate brands are symbol of luxury. Respondents who agree and disagree upon certain chocolate brands being the symbol of luxury tend to agree/disagree with big differences in prices amongst different chocolate brands at the same rate. Then, most of the respondents who agree that certain chocolate brands are symbol of luxury describe *Lindt* as the best chocolate brand. Also, most of the respondents who consider *Milka/Richart* to be the best brand agree that certain chocolate brands are symbol of luxury. Finally, the number of respondents who would describe *Milka*, *Lindt* and *Richart* as the best is exactly the same in group of respondents who don't agree that certain chocolate brands are symbol of luxury.

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When it comes to buying behavior, most of respondents are likely or very likely to buy a chocolate when in a store without previous intention of buying it. So this means that chocolate generally is a product that can trigger consumers' impulsive purchase. However, the lack of this question is that it doesn't reveal the reasons for this, that is, we don't know if consumers are prone to buy chocolate impulsively because they just see it on the shelf, or because they just feel instant need for chocolate, or something else. Those respondents who agree that attractive packaging implies better chocolate quality and those who don't are on average equally likely to buy a chocolate without previous intention when in a store.

Connected to this, most of respondents said they were indifferent to communication methods used by chocolate brands. Regardless respondents' tendency to pay attention to communication methods used by chocolate brands, they are on average equally likely to buy a chocolate without previous intention when in a store. In some way, this can be encouraging, because it means that even those consumers who don't pay attention to communication are prone to impulsive purchases. Interestingly though, respondents who don't agree that attractive packaging implies better chocolate and those who said 'it doesn't have to be the case' are actually more likely to pay attention to communication methods used by chocolate brands. Respondents who pay attention to communication methods used by chocolate brands are on average more likely to buy a chocolate brand that they don't know if its packaging is attractive and its price is higher than of other brands than those who are indifferent. This leaves room to brands to reach more consumers by introducing new product with attractive packaging or communicating it adequately even if the price is higher.

Also, most of the respondents claimed not to be influenced by the variety of flavors available while choosing a chocolate brand and there proved to be no relationship between respondents' tendency to buy chocolate without previous intention when in a store and the tendency of flavors available to influence their brand choice. So obviously, as long as the chocolate tastes good, respondents don't really care if it's offered in 5 or 55 flavors. This is actually interesting to note because usually the wider the portfolio, the bigger possibility for consumers' choice, which in the end result in higher volumes of overall purchase of specific brand.

Most of respondents would buy a chocolate brand they don't know even if its price is higher than of other brands, either for themselves or as a gift and they are equally likely to buy it for both

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purposes. Also, whether respondents claim to be chocolate lovers or not, it has nothing to do with their likeliness to buy an expensive chocolate brand for gift or themselves.

Finally, regarding specific brands analyzed-*Milka*, *Lindt* and *Richart*, the following conclusions can be made: respondents' favorite chocolate is definitely *Milka*, and this is also the brand that they mostly buy (even those respondents who claimed to like *Lindt* or *Richart* the most). By most respondents *Milka* was also described as 'the best' as well as the brand that best communicates with its consumers. From respondents who said they chose the best brand because 'it is well known chocolate brand' and 'I like the brand idea', most of them chose *Milka* as the best. This can probably be explained with the fact that *Milka* does communicate the most with its customers compared to other two brands offered. They constantly invest in all sorts of communication and customer engagement by providing long-terms consistency amongst all their messages. The fact that this brand uses wide range of communication methods probably explains the attribute 'it is well known chocolate brand', while its original message of tenderness, love and chocolate giving is definitely the reason why respondents claimed to liked this brand's idea. Most of respondents describe *Milka* as 'affordable chocolate for everyone', *Lindt* as 'high quality chocolate for enjoyable moments', while *Richart* is mostly described as 'luxury chocolate for special occasions'. As explained above, this clearly shows that respondents have a clear image of all these brands and that these brands succeeded to clearly position themselves in terms of status, quality and occasions in which they are consumed.

'Most beautiful packaging' attribute was chosen by respondents who claimed both *Lindt* and *Richart* to be the best brands. This is obvious because these two brands are significantly different from *Milka* in terms of all aspects of packaging. With *Richart*, overall buying experience is highly appreciated by respondents who find it to be the base of huge price difference, while *Lindt* proved to be most valued by the chocolate quality it offers. This finding is also very logical because the quality of chocolate is undeniable in both cases. However, the extrusively high price of *Richart* chocolate can't be explained only by high chocolate quality, so it is true that it is more about the overall buying experience, the craftsmanship that is communicated, the special 'families' of chocolates, the luxurious packagings, the fact that one has to go to a specific store to buy it, and many other things. All these factors are part of the game and play equal roles in extremely high price.

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In the very end, most of the respondents don't think any of the brands should improve something in the future from the list of offered possibilities, including more communication, more customers' engagement, distribution changes, etc. Once again, as explained above, this doesn't provide clear findings because we don't know if respondents think that brands shouldn't change anything at all, or they think they should change something but nothing from the offered possibilities. But at least we can conclude that all the communication aspects mentioned are either not important enough for consumers or these three brands are already doing it quite well.

So this research provides many interesting facts about chocolate perception and respective buying behavior. These facts can be useful for industry researchers, in terms of providing basis for further studies. This might help in getting an overview of the representative sample of the population, that is, of their perceptions and attitudes regarding chocolate and also of the factors influencing these attitudes. Moreover, their consumption and buying habits clearly show some overall behavioral patterns regarding this issue. Apart from the findings of the research itself, this thesis might be useful when providing information about overall chocolate consumption in the world, in which countries and which types of chocolate are mostly consumed, what is the influence of global economic crisis on chocolate buying and consumption, who are the biggest players on world's chocolate market, etc. Using all this information as starting point, further researches can take numerous paths depending on the research field. It can be studied which age groups are mostly affected by chocolate brands' strategies, why love and need for chocolate are developed at human's early life stage, is 'bare' chocolate (meaning classic chocolate bars) equally popular and consumed as other snacks containing chocolate, etc. Generally, from marketing perspective, it should be analyzed what kind of relationships different chocolate brands establish with their customers, as well as the nature of those relationships. It would be useful to see whether consumers' love towards certain chocolate brands originates from brands' successful strategies or simply from consumers' love/need for chocolate.

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## Appendices

**Table 1- Respondents' gender**

Gender of a respondent				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	38	37,6	37,6	37,6
Valid Female	63	62,4	62,4	100,0
Total	101	100,0	100,0	

**Table 2- Respondents' description of themselves as chocolate lovers**

Would you describe yourself as chocolate lover				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	84	83,2	83,2	83,2
Valid No	17	16,8	16,8	100,0
Total	101	100,0	100,0	

**Table 3- Chi square test**

H0: There is no relationship between gender of a respondent and their tendency to describe themselves as chocolate lovers.

H1: There is a relationship between gender of a respondent and their tendency to describe themselves as chocolate lovers.

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,047 <sup>a</sup>	1	,828		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,048	1	,827		
Fisher's Exact Test				1,000	,529
Linear-by-Linear Association	,047	1	,829		
N of Valid Cases	101				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,40.

b. Computed only for a 2x2 table

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**Table 4-How often respondents eat chocolate**

	Frequency	Percent	Valid Percent	Cumulative Percent
Once a month	13	12,9	12,9	12,9
Once a week	29	28,7	28,7	41,6
Valid Several times a week	43	42,6	42,6	84,2
Every day	15	14,9	14,9	99,0
Several times a day	1	1,0	1,0	100,0
Total	101	100,0	100,0	

**Table 5-Independent samples T-test**

Levene's test:

H0: The two samples come from populations with equal variance of the variable 'How often do you eat chocolate?'

H1: The two samples don't come from populations with equal variance of the variable 'How often do you eat chocolate?'

T-test:

H0: The mean frequency of eating chocolate is the same for male and female respondents.

H1: The mean frequency of eating chocolate is not the same for male and female respondents.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How often do you eat chocolate?	Equal variances assumed	,007	.933	-,598	99	.551	-,114	,191	-,493	,264
	Equal variances not assumed			-,600	78,941	,550	-,114	,190	-,493	,264

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**Table 6- Why do respondents eat chocolate**

**Why do you eat chocolate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Taste	79	78,2	78,2	78,2
Happiness	8	7,9	7,9	86,1
Pleasure	14	13,9	13,9	100,0
Total	101	100,0	100,0	

**Table 7-In which circumstances respondents usually eat chocolate**

**In which circumstances do you usually eat chocolate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Alone	17	16,8	16,8	16,8
With friends	7	6,9	6,9	23,8
With family	21	20,8	20,8	44,6
It doesn't matter	56	55,4	55,4	100,0
Total	101	100,0	100,0	

**Table 8- How respondents would describe chocolate**

**How would you describe chocolate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Healthy sweet pleasure	46	45,5	45,5	45,5
Source of happiness and well-being	31	30,7	30,7	76,2
Threat for diabetes or obesity	6	5,9	5,9	82,2
Sign of love and affection	18	17,8	17,8	100,0
Total	101	100,0	100,0	

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**Table 9-What chocolate means to respondents**

What does chocolate mean to you?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maintaining level of energy	13	12,9	12,9
	Affection of another person	4	4,0	16,8
	Affordable nice small pleasure	75	74,3	91,1
	TV snack	9	8,9	100,0
	Total	101	100,0	100,0

**Table 10-How important chocolate is for respondents**

How important is chocolate for you?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	17	16,8	16,8
	Important	73	72,3	89,1
	Not important	11	10,9	100,0
	Total	101	100,0	100,0

**Tables 11 and 11a-How important chocolate is for both genders**

Group Statistics					
	Gender of a respondent	N	Mean	Std. Deviation	Std. Error Mean
How important is chocolate for you?	Male	38	1,08	,539	,087
	Female	63	,86	,503	,063

Levene's test:

HO: The two samples come from populations with equal variance of the variable 'How important is chocolate for you?'

H1: The two samples don't come from populations with equal variance of the variable 'How important is chocolate for you?'

T-test:

HO: The mean level of importance of chocolate is the same for male and female respondents.

H1: The mean level of importance of chocolate is not the same for male and female respondents.

How different chocolate brands influence our chocolate perception and buying behavior?

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
How important is chocolate for you?	Equal variances assumed	,034	,854	2,088	99	,039	,222	,106	,011	,433
	Equal variances not assumed			2,052	73,925	,044	,222	,108	,006	,437

**Tables 12, 12a, 12b- ‘How often do you eat chocolate?’ Vs. ‘How important is chocolate for you?’**

Levene’s test:

H0: The samples come from populations with equal variance of the variable ‘How often do you eat chocolate?’

H1: The samples don’t come from populations with equal variance of the variable ‘How often do you eat chocolate?’

**Test of Homogeneity of Variances**

How often do you eat chocolate?

Levene Statistic	df1	df2	Sig.
,760	2	98	,471

ANOVA

H0: The mean frequency of eating chocolate is the same for the three groups defined by the level of chocolate importance.

H1: The mean frequency of eating chocolate is not the same for the three groups defined by the level of chocolate importance.

How different chocolate brands influence our chocolate perception and buying behavior?

**ANOVA**

How often do you eat chocolate?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12,201	2	6,100	8,134	,001
Within Groups	73,502	98	,750		
Total	85,703	100			

Scheffe:

H0:  $\mu_i = \mu_j$

H1:  $\mu_i \neq \mu_j$  for all possible pairs of values for i and j

**Multiple Comparisons**

Dependent Variable: How often do you eat chocolate?

Scheffe

(I) How important is chocolate for you?	(J) How important is chocolate for you?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Very important	Important	,732 <sup>*</sup>	,233	,009	,15	1,31
	Not important	1,294 <sup>*</sup>	,335	,001	,46	2,13
Important	Very important	-,732 <sup>*</sup>	,233	,009	-1,31	-,15
	Not important	,562	,280	,139	-,13	1,26
Not important	Very important	-1,294 <sup>*</sup>	,335	,001	-2,13	-,46
	Important	-,562	,280	,139	-1,26	,13

\*. The mean difference is significant at the 0.05 level.

**Tables 13 and 13a- ‘How important is chocolate for you?’ Vs. ‘Would you describe yourself as chocolate lover?’**

Levene’s test:

H0: The two samples come from populations with equal variance of the variable ‘How important is chocolate for you?’

H1: The two samples don’t come from populations with equal variance of the variable ‘How important is chocolate for you?’

T-test:

H0: The mean level of importance of chocolate is the same for chocolate lovers and non-lovers.

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H1: The mean level of importance of chocolate is not the same for chocolate lovers and non-lovers.

**Group Statistics**

	Would you describe yourself as chocolate lover	N	Mean	Std. Deviation	Std. Error Mean
How important is chocolate for you?	Yes	84	,87	,510	,056
	No	17	1,29	,470	,114

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How important is chocolate for you?	Equal variances assumed	,479	,490	-3,175	99	,002	-,425	,134	-,691	-,159
	Equal variances not assumed			-3,353	24,269	,003	-,425	,127	-,687	-,164

**Table 14- Which chocolate brand would you prefer the most?**

**Which chocolate brand would you prefer the most?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	In the supermarket at affordable price	67	66,3	66,3
	In the supermarket at higher price	24	23,8	90,1
	In specialized stores at high price	10	9,9	100,0
	Total	101	100,0	100,0



How different chocolate brands influence our chocolate perception and buying behavior?

**Table 15- Do you agree that certain chocolate brands are symbol of luxury?**

**Do you agree that certain chocolate brands are symbol of luxury?**

	Frequency	Percent	Valid Percent	Cumulative Percent
I agree	66	65,3	65,3	65,3
I am indifferent	29	28,7	28,7	94,1
I don't agree	6	5,9	5,9	100,0
Total	101	100,0	100,0	

**Table 16- Do you agree that attractive packaging implies better chocolate?**

**Do you agree that attractive packaging implies better chocolate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
I agree	11	10,9	10,9	10,9
It doesn't have to be the case	79	78,2	78,2	89,1
I don't agree	11	10,9	10,9	100,0
Total	101	100,0	100,0	

**Table 17- Do you agree that chocolate brand of higher price implies higher chocolate quality?**

**Do you agree that chocolate brand of higher price implies higher chocolate quality?**

	Frequency	Percent	Valid Percent	Cumulative Percent
I agree	48	47,5	47,5	47,5
I am indifferent	13	12,9	12,9	60,4
I don't agree	40	39,6	39,6	100,0
Total	101	100,0	100,0	

**Table 18- 'Would you describe yourself as chocolate lover?' Vs. 'Do you agree that chocolate brand with higher price implies higher chocolate quality?'**

H0: There is no relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to agree that chocolate brand with higher price implies higher chocolate quality.

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H1: There is a relationship between respondents' tendency to describe themselves as chocolate lovers and their tendency to agree that chocolate brand with higher price implies higher chocolate quality.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,581 <sup>a</sup>	2	.454
Likelihood Ratio	1,562	2	,458
Linear-by-Linear Association	1,529	1	,216
N of Valid Cases	101		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 2,19.

**Table 19- Respondents' agreement with big differences in prices amongst different chocolate brands**

**Do you agree with big differences in prices amongst different chocolate brands?**

	Frequency	Percent	Valid Percent	Cumulative Percent
I agree	46	45,5	45,5	45,5
I don't agree	51	50,5	50,5	96,0
I strongly disagree	4	4,0	4,0	100,0
Total	101	100,0	100,0	

**Table 20- 'Do you agree with big differences in prices amongst different chocolate brands?' Vs. 'Do you agree that certain chocolate brands are symbol of luxury?'**

H0: The distribution of the agreement upon big differences in prices amongst different chocolate brands is the same for the three populations defined by their opinion on whether certain chocolate brands are symbol of luxury.

H1: The distribution of the agreement upon big differences in prices amongst different chocolate brands is not the same for the three populations defined by their opinion on whether certain chocolate brands are symbol of luxury.

How different chocolate brands influence our chocolate perception and buying behavior?

**Test Statistics<sup>a,b</sup>**

	Do you agree with big differences in prices amongst different chocolate brands?
Chi-Square	,888
df	2
Asymp. Sig.	,641

a. Kruskal Wallis Test

b. Grouping Variable: Do you agree that certain chocolate brands are symbol of luxury?

**Tables 21, 21a and 21b- ‘Do you agree with big differences in prices amongst different chocolate brands?’ Vs. ‘Do you agree that higher price implies better chocolate?’**

Levene’s test:

H0: The samples come from populations with equal variance of the variable ‘Do you agree with big differences in prices amongst different chocolate brands?’

H1: The samples don’t come from populations with equal variance of the variable ‘Do you agree with big differences in prices amongst different chocolate brands?’

**Test of Homogeneity of Variances**

Do you agree with big differences in prices amongst different chocolate brands?

Levene Statistic	df1	df2	Sig.
,175	2	98	,840

H0: The mean tendency to approve big differences in prices amongst different chocolate brands is the same for the three groups defined by respondents’ agreement that higher price implies better chocolate.

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H1: The mean tendency to approve big differences in prices amongst different chocolate brands is not the same for the three groups defined by respondents' agreement that higher price implies better chocolate.

**ANOVA**

Do you agree with big differences in prices amongst different chocolate brands?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,145	2	1,073	3,459	.035
Within Groups	30,389	98	,310		
Total	32,535	100			

Scheffe:

H0:  $\mu_i = \mu_j$

H1:  $\mu_i \neq \mu_j$  for all possible pairs of values for i and j

**Multiple Comparisons**

Dependent Variable: Do you agree with big differences in prices amongst different chocolate brands?

Scheffe

(I) Do you agree that chocolate brand of higher price implies higher chocolate quality?	(J) Do you agree that chocolate brand of higher price implies higher chocolate quality?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
I agree	I am indifferent	-,178	,174	.595	-,61	,25
	I don't agree	-,313*	,119	.036	-,61	-,02
I am indifferent	I agree	,178	,174	,595	-,25	,61
	I don't agree	-,135	,178	,751	-,58	,31
I don't agree	I agree	,313*	,119	.036	,02	,61
	I am indifferent	,135	,178	.751	-,31	,58

\*. The mean difference is significant at the 0.05 level.

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**Table 22-Respondents' opinion on basis of chocolate brand reputation**

Generally, what would you say the chocolate brand reputation is based on?

	Frequency	Percent	Valid Percent	Cumulative Percent
Company tradition	12	11,9	11,9	11,9
Chocolate taste and quality	78	77,2	77,2	89,1
Valid Agressiveness of promotional activities	5	5,0	5,0	94,1
Affordability in terms of price	6	5,9	5,9	100,0
Total	101	100,0	100,0	

**Table 23-Respondents' likeliness to buy a chocolate without previous intention of buying it when in a store**

When in a store, how likely are you to buy a chocolate without previous

intention of buying it?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very likely	36	35,6	35,6	35,6
Likely	41	40,6	40,6	76,2
Not likely	24	23,8	23,8	100,0
Total	101	100,0	100,0	

**Table 24-‘When in a store, how likely are you to buy chocolate without previous intention of doing it?’ Vs. Gender of respondent**

Levene’s test:

HO: The two samples come from populations with equal variance of the variable ‘When in a store, how likely are you to buy chocolate without previous intention?’

H1: The two samples don’t come from populations with equal variance of the variable ‘When in a store, how likely are you to buy chocolate without previous intention?’

T-test:

H0: The mean level of likeliness to buy chocolate without previous intention when in a store is the same for male and female respondents.

H1: The mean level of likeliness to buy chocolate without previous intention when in a store is not the same for male and female respondents.

How different chocolate brands influence our chocolate perception and buying behavior?

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
When in a store, how likely are you to buy a chocolate without previous intention of buying it?	Equal variances assumed	,146	,704	,673	99	,502	,106	,158	-,207	,419
	Equal variances not assumed			,660	73,515	,511	,106	,161	-,214	,426

**Table 25-25d-Simple linear regression model on ‘When in a store, how likely are you to buy a chocolate without previous intention of buying it?’ and ‘How often do you eat chocolate?’**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,431 <sup>a</sup>	,185	,177	,694

- a. Predictors: (Constant), How often do you eat chocolate?
- b. Dependent Variable: When in a store, how likely are you to buy a chocolate without previous intention of buying it?

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,865	1	10,865	22,545	,000 <sup>b</sup>
	Residual	47,709	99	,482		
	Total	58,574	100			

- a. Dependent Variable: When in a store, how likely are you to buy a chocolate without previous intention of buying it?
- b. Predictors: (Constant), How often do you eat chocolate?

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**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,459	,140		10,425	,000
	How often do you eat chocolate?	-,356	,075	-,431	-4,748	,000

a. Dependent Variable: When in a store, how likely are you to buy a chocolate without previous intention of buying it?

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,04	1,46	,88	,330	101
Residual	-1,459	1,609	,000	,691	101
Std. Predicted Value	-2,567	1,754	,000	1,000	101
Std. Residual	-2,102	2,318	,000	,995	101

a. Dependent Variable: When in a store, how likely are you to buy a chocolate without previous intention of buying it?

**Correlations**

		How often do you eat chocolate?	When in a store, how likely are you to buy a chocolate without previous intention of buying it?
How often do you eat chocolate?	Pearson Correlation	1	-,431**
	Sig. (2-tailed)		,000
	N	101	101
When in a store, how likely are you to buy a chocolate without previous intention of buying it?	Pearson Correlation	-,431**	1
	Sig. (2-tailed)	,000	
	N	101	101

\*\* . Correlation is significant at the 0.01 level (2-tailed).

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**Table 26, 26a- ‘Would you describe yourself as chocolate lover’ Vs. ‘When in a store, how likely are you to buy a chocolate without previous intention of buying it?’**

H0: The distribution of likeliness to buy a chocolate without previous intention is the same for the two populations: respondents who would describe themselves as chocolate lovers and those who wouldn't.

H1: The distribution of likeliness to buy a chocolate without previous intention is different for the two populations: respondents who would describe themselves as chocolate lovers and those who wouldn't.

Ranks				
	Would you describe yourself as chocolate lover	N	Mean Rank	Sum of Ranks
When in a store, how likely are you to buy a chocolate without previous intention of buying it?	Yes	84	46,83	3934,00
	No	17	71,59	1217,00
	Total	101		

Test Statistics <sup>a</sup>	
	When in a store, how likely are you to buy a chocolate without previous intention of buying it?
Mann-Whitney U	364,000
Wilcoxon W	3934,000
Z	-3,397
Asymp. Sig. (2-tailed)	.001

a. Grouping Variable: Would you describe yourself as chocolate lover

**Tables 27-27b- ‘How important is chocolate for you?’ Vs. ‘When in a store, how likely are you to buy a chocolate without previous intention of buying it?’**

Levene's test:

H0: The samples come from populations with equal variance of the variable ‘When in a store, how likely are you to buy a chocolate without previous intention of buying it?’



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H1: The samples don't come from populations with equal variance of the variable 'When in a store, how likely are you to buy a chocolate without previous intention of buying it?'

**Test of Homogeneity of Variances**

When in a store, how likely are you to buy a chocolate without previous intention of buying it?

Levene Statistic	df1	df2	Sig.
1,788	2	98	,173

H0: The mean tendency to buy chocolate without previous intention when in a shop is the same for the three groups defined by the level of importance of chocolate.

H1: The mean tendency to buy chocolate without previous intention when in a shop is not the same for the three groups defined by the level of importance of chocolate.

**ANOVA**

When in a store, how likely are you to buy a chocolate without previous intention of buying it?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11,007	2	5,504	11,339	,000
Within Groups	47,567	98	,485		
Total	58,574	100			

Scheffe:

H0:  $\mu_i = \mu_j$

H1:  $\mu_i \neq \mu_j$  for all possible pairs of values for i and j

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### Multiple comparisons

Dependent Variable: When in a store, how likely are you to buy a chocolate without previous intention of buying it?

Scheffe

(I) How important is chocolate for you?	(J) How important is chocolate for you?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Very important	Important	-,710 <sup>*</sup>	,188	,001	-1,18	-,24
	Not important	-1,219 <sup>*</sup>	,270	,000	-1,89	-,55
Important	Very important	,710 <sup>*</sup>	,188	,001	,24	1,18
	Not important	-,509	,225	,083	-1,07	,05
Not important	Very important	1,219 <sup>*</sup>	,270	,000	,55	1,89
	Important	,509	,225	,083	-,05	1,07

\*. The mean difference is significant at the 0.05 level.

### Tables 28, 28a - 'When in a store, how likely are you to buy a chocolate without previous intention of buying it?' Vs. 'Do you agree that attractive packaging implies better chocolate quality?'

Levene's test:

H0: The samples come from populations with equal variance of the variable 'When in a store, how likely are you to buy a chocolate without previous intention of buying it?'

H1: The samples don't come from populations with equal variance of the variable 'When in a store, how likely are you to buy a chocolate without previous intention of buying it?'

#### Test of Homogeneity of Variances

When in a store, how likely are you to buy a chocolate without previous intention of buying it?

Levene Statistic	df1	df2	Sig.
,780	2	98	,461

H0: The mean tendency to buy a chocolate without previous intention when in a store is the same for the three groups defined by the level of agreement that attractive packaging implies better chocolate quality.

H1: The mean tendency to buy a chocolate without previous intention when in a store is not the same for the three groups defined by the level of agreement that attractive packaging implies better chocolate quality.

How different chocolate brands influence our chocolate perception and buying behavior?

**ANOVA**

When in a store, how likely are you to buy a chocolate without previous intention of buying it?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,303	2	1,151	2,005	.140
Within Groups	56,272	98	,574		
Total	58,574	100			

**Table 29-Which is the most important factor that you consider when buying a chocolate?**

**Which is the most important factor that you consider when buying a chocolate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Taste	91	90,1	90,1	90,1
Price	3	3,0	3,0	93,1
Valid Packaging	1	1,0	1,0	94,1
Brand reputation	6	5,9	5,9	100,0
Total	101	100,0	100,0	

**Table 30 -Which is the least important factor that you consider when buying a chocolate?**

**Which is the least important factor that you consider when buying a chocolate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Taste	1	1,0	1,0	1,0
Price	18	17,8	17,8	18,8
Valid Packaging	42	41,6	41,6	60,4
Brand reputation	40	39,6	39,6	100,0
Total	101	100,0	100,0	

How different chocolate brands influence our chocolate perception and buying behavior?

**Table 31- Would you buy a chocolate brand that you don't know if its packaging is attractive and its price is higher than of other brands?**

Would you buy a chocolate brand that you don't know if its packaging is attractive and its price is higher than of other brands?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes, I like trying something new	45	44,6	44,6	44,6
Valid Yes, only for present	21	20,8	20,8	65,3
No, because I don't know it	35	34,7	34,7	100,0
Total	101	100,0	100,0	

**Table 32- How likely are you to buy an expensive chocolate brand for gift/yourself?**

How likely are you to buy an expensive chocolate brand for gift/yourself?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More for gift than myself	43	42,6	42,6	42,6
Valid Equally	45	44,6	44,6	87,1
Valid More for myself than for gift	13	12,9	12,9	100,0
Total	101	100,0	100,0	

**Table 33- Gender of a respondent Vs. 'How likely are you to buy an expensive chocolate brand for gift/yourself?'**

H0: There is no relationship between gender of a respondent and their likeliness to buy an expensive chocolate for gift/themselves.

H1: There is a relationship between gender of a respondent and their likeliness to buy an expensive chocolate for gift/themselves.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,402 <sup>a</sup>	2	.496
Likelihood Ratio	1,400	2	,497
Linear-by-Linear Association	1,235	1	,266
N of Valid Cases	101		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 4,89.

How different chocolate brands influence our chocolate perception and buying behavior?

**Table 34- ‘Would you describe yourself as chocolate lover?’ Vs. ‘How likely are you to buy an expensive chocolate brand for gift/yourself?’**

H0: There is no relationship between respondents’ tendency to describe themselves as chocolate lovers and their likeliness to buy an expensive chocolate brand for gift or themselves.

H1: There is a relationship between respondents’ tendency to describe themselves as chocolate lovers and their likeliness to buy an expensive chocolate brand for gift or themselves.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,168 <sup>a</sup>	2	,919
Likelihood Ratio	,167	2	,920
Linear-by-Linear Association	,136	1	,713
N of Valid Cases	101		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 2,19.

**Table 35- How likely are you to give more money for a chocolate brand if it implies better chocolate quality?**

How likely are you to give more money for a chocolate brand if it implies better chocolate quality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very likely	80	79,2	79,2	79,2
Valid Not likely at all	21	20,8	20,8	100,0
Total	101	100,0	100,0	

**Table 36- Gender of respondent Vs ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’**

Levene’s test:

H0: The two samples come from populations with equal variance of the variable ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’

H1: The two samples don’t come from populations with equal variance of the variable ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’

How different chocolate brands influence our chocolate perception and buying behavior?

T-test:

H0: The mean level of likeliness to give more money for a chocolate brand if it implies better chocolate quality is the same for male and female respondents.

H1: The mean level of likeliness to give more money for a chocolate brand if it implies better chocolate quality is not the same for male and female respondents.

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
										Lower	Upper
How likely are you to give more money for a chocolate brand if it implies better chocolate quality?	Equal variances assumed	9,209	.003	1,572	99	,119	,131	,083	-,034	,296	
	Equal variances not assumed			1,489	65,369	,141	,131	,088	-,045	,306	

**Table 37- Gender of respondent Vs. ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’**

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,460 <sup>a</sup>	1	.117		
Continuity Correction <sup>b</sup>	1,730	1	,188		
Likelihood Ratio	2,400	1	,121		
Fisher's Exact Test				,135	,095
Linear-by-Linear Association	2,436	1	,119		
N of Valid Cases	101				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,90.

b. Computed only for a 2x2 table

How different chocolate brands influence our chocolate perception and buying behavior?

**Table 38-‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’ Vs. ‘Would you describe yourself as chocolate lover?’**

Levene’s test:

HO: The two samples come from populations with equal variance of the variable ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’

H1: The two samples don’t come from populations with equal variance of the variable ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’

T-test:

HO: The mean level of likeliness to give more money for a chocolate brand if it implies better chocolate quality is the same for chocolate lovers and non-lovers.

H1: The mean level of likeliness to give more money for a chocolate brand if it implies better chocolate quality is not the same for chocolate lovers and non-lovers.

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How likely are you to give more money for a chocolate brand if it implies better chocolate quality?	Equal variances assumed	,339	<b>,562</b>	-,302	99	<b>,763</b>	-,033	,109	-,249	,183
	Equal variances not assumed			-,287	21,887	,777	-,033	,115	-,271	,205

**Tables 39, 39a- ‘How important is chocolate for you?’ Vs. ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’**

Levene’s test:

HO: The three samples come from populations with equal variance of the variable ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’

H1: The three samples don’t come from populations with equal variance of the variable ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’

How different chocolate brands influence our chocolate perception and buying behavior?

**Test of Homogeneity of Variances**

How likely are you to give more money for a chocolate brand if it implies better chocolate quality?

Levene Statistic	df1	df2	Sig.
4,649	2	98	.012

H0: The mean tendency to give more money for a chocolate brand if it implies better chocolate quality is the same for the three groups defined by the level of importance of chocolate.

H1: The mean tendency to give more money for a chocolate brand if it implies better chocolate quality is not the same for the three groups defined by the level of importance of chocolate.

**ANOVA**

How likely are you to give more money for a chocolate brand if it implies better chocolate quality?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,820	2	,410	2,541	.084
Within Groups	15,813	98	,161		
Total	16,634	100			

**Table 40- ‘Do you agree that chocolate brand of higher price implies higher chocolate quality?’ Vs. ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’**

H0: There is no relationship between respondents’ likeliness to give more money for a chocolate brand if it implies better chocolate quality and their agreement that chocolate brand of higher price implies higher chocolate quality.

H1: There is a relationship between respondents’ likeliness to give more money for a chocolate brand if it implies better chocolate quality and their agreement that chocolate brand of higher price implies higher chocolate quality.



How different chocolate brands influence our chocolate perception and buying behavior?

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,785 <sup>a</sup>	2	.410
Likelihood Ratio	2,095	2	,351
Linear-by-Linear Association	,190	1	,663
N of Valid Cases	101		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 2,70.

**Table 41- Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?**

**Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?**

	Frequency	Percent	Valid Percent	Cumulative Percent
I do	31	30,7	30,7	30,7
I am indifferent	54	53,5	53,5	84,2
I don't	16	15,8	15,8	100,0
Total	101	100,0	100,0	

**Table 42- Respondents' gender Vs. 'Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?'**

H0: There is no relationship between gender of a respondent and their tendency to pay attention to communication methods used by chocolate brands.

H1: There is a relationship between gender of a respondent and their tendency to pay attention to communication methods used by chocolate brands.

How different chocolate brands influence our chocolate perception and buying behavior?

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,097 <sup>a</sup>	2	<b>,952</b>
Likelihood Ratio	,098	2	,952
Linear-by-Linear Association	,039	1	,843
N of Valid Cases	101		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,02.

**Table 43- ‘Would you describe yourself as chocolate lover?’ Vs. ‘Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?’**

H0: There is no relationship between respondents’ tendency to describe themselves as chocolate lovers and their tendency to pay attention to communication methods used by chocolate brands

H1: There is a relationship between respondents’ tendency to describe themselves as chocolate lovers and their tendency to pay attention to communication methods used by chocolate brands

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,006 <sup>a</sup>	2	<b>,367</b>
Likelihood Ratio	2,091	2	,351
Linear-by-Linear Association	1,963	1	,161
N of Valid Cases	101		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 2,69.

**Tables 44 and 44a- ‘How important is chocolate for you?’ Vs. ‘Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?’**

Levene’s test:

H0: The three samples come from populations with equal variance of the variable ‘Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?’

How different chocolate brands influence our chocolate perception and buying behavior?

H1: The three samples don't come from populations with equal variance of the variable 'Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?'

**Test of Homogeneity of Variances**

Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?

Levene Statistic	df1	df2	Sig.
,398	2	98	.673

H0: The mean tendency to pay attention to communication methods used by chocolate brands is the same for the three groups defined by the level of importance of chocolate.

H1: The mean tendency to pay attention to communication methods used by chocolate brands is not the same for the three groups defined by the level of importance of chocolate

**ANOVA**

Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,579	2	,790	1,791	.172
Within Groups	43,193	98	,441		
Total	44,772	100			

**Tables 45 and 45a- 'When in a store, how likely are you to buy a chocolate without previous intention of buying it?' Vs. 'Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?'**

Levene's test:

HO: The three samples come from populations with equal variance of the variable 'When in a store, how likely are you to buy a chocolate without previous intention of buying it?'

H1: The three samples don't come from populations with equal variance of the variable 'When in a store, how likely are you to buy a chocolate without previous intention of buying it?'

**Test of Homogeneity of Variances**

When in a store, how likely are you to buy a chocolate without previous intention of buying it?

Levene Statistic	df1	df2	Sig.
,095	2	98	.910

How different chocolate brands influence our chocolate perception and buying behavior?

H0: The mean tendency to buy a chocolate without previous intention when in a store is the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brands

H1: The mean tendency to buy a chocolate without previous intention when in a store is not the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brand

**ANOVA**

When in a store, how likely are you to buy a chocolate without previous intention of buying it?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,164	2	,582	,994	.374
Within Groups	57,410	98	,586		
Total	58,574	100			

**Tables 46-46b- 'Would you buy a chocolate brand that you don't know if its packaging is attractive and its price is higher than of other brands?' Vs. 'Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?'**

Levene's test

H0: The three samples come from populations with equal variance of the variable 'Would you buy a chocolate brand that you don't know if its packaging is attractive and its price is higher than of other brands?'

H1: The three samples don't come from populations with equal variance of the variable 'Would you buy a chocolate brand that you don't know if its packaging is attractive and its price is higher than of other brands?'

**Test of Homogeneity of Variances**

Would you buy a chocolate brand that you don't know if its packaging is attractive and its price is higher than of other brands?

Levene Statistic	df1	df2	Sig.
2,811	2	98	.065

H0: The mean tendency to buy a chocolate brand that respondents don't know if its packaging is attractive and its price is higher than of other brands is the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brands

How different chocolate brands influence our chocolate perception and buying behavior?

H1: The mean tendency to buy a chocolate brand that respondents don't know if its packaging is attractive and its price is higher than of other brands is not the same for the three groups defined by respondents' tendency to pay attention to communication methods used by chocolate brands

### ANOVA

Would you buy a chocolate brand that you don't know if its packaging is attractive and its price is higher than of other brands?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10,663	2	5,332	7,645	.001
Within Groups	68,347	98	,697		
Total	79,010	100			

Scheffe:

H0:  $\mu_i = \mu_j$

H1:  $\mu_i \neq \mu_j$  for all possible pairs of values for i and j

### Multiple Comparisons

Dependent Variable: Would you buy a chocolate brand that you don't know if its packaging is attractive and its price is higher than of other brands?

Scheffe

(I) Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?	(J) Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
I do	I am indifferent	-,188	,188	,608	-,66	,28
	I don't	-,980*	,257	,001	-1,62	-,34
I am indifferent	I do	,188	,188	,608	-,28	,66
	I don't	-,792*	,238	,005	-1,38	-,20
I don't	I do	,980*	,257	,001	,34	1,62
	I am indifferent	,792*	,238	,005	,20	1,38

\*. The mean difference is significant at the 0.05 level.

How different chocolate brands influence our chocolate perception and buying behavior?

**Tables 47-47b- ‘Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?’ Vs. ‘Do you agree that attractive packaging implies better chocolate?’**

Levene’s test:

HO: The three samples come from populations with equal variance of the variable ‘Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?’

H1: The three samples don’t come from populations with equal variance of the variable ‘Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?’

**Test of Homogeneity of Variances**

Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?

Levene Statistic	df1	df2	Sig.
1,151	2	98	.321

H0: The mean tendency to pay attention to communication methods used by chocolate brands is the same for the three groups defined by respondents’ agreement that attractive packaging implies better chocolate.

H1: The mean tendency to pay attention to communication methods used by chocolate brands is not the same for the three groups defined by respondents’ agreement that attractive packaging implies better chocolate.

**ANOVA**

Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,692	2	1,346	3,134	.048
Within Groups	42,081	98	,429		
Total	44,772	100			

Scheffe:

H0:  $\mu_i = \mu_j$

H1:  $\mu_i \neq \mu_j$  for all possible pairs of values for i and j

How different chocolate brands influence our chocolate perception and buying behavior?

**Multiple Comparisons**

Dependent Variable: Do you pay attention to communication methods used by chocolate brands (promotions, TV ads, guerilla...)?

Scheffe

(I) Do you agree that attractive packaging implies better chocolate?	(J) Do you agree that attractive packaging implies better chocolate?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
I agree	It doesn't have to be the case	,228	,211	,560	-,30	,75
	I don't agree	-,273	,279	,622	-,97	,42
It doesn't have to be the case	I agree	-,228	,211	,560	-,75	,30
	I don't agree	-,501	,211	,065	-1,02	,02
I don't agree	I agree	,273	,279	,622	-,42	,97
	It doesn't have to be the case	,501	,211	,065	-,02	1,02

**Table 48- Does the variety of flavors available influence your brand choice?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	39	38,6	38,6	38,6
No	44	43,6	43,6	82,2
I am indifferent	18	17,8	17,8	100,0
Total	101	100,0	100,0	

**Table 49- 'Does the variety of flavors available influence your brand choice?' Vs. 'When in a store, would you buy a chocolate without previous intention to buy it?'**

H0: There is no relationship between respondents' tendency to buy chocolate without previous intention when in a store and the tendency of flavors available to influence their brand choice.

H1: There is a relationship between respondents' tendency to buy chocolate without previous intention when in a store and the tendency of flavors available to influence their brand choice.

How different chocolate brands influence our chocolate perception and buying behavior?

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7,103 <sup>a</sup>	4	.131
Likelihood Ratio	7,584	4	,108
Linear-by-Linear Association	5,072	1	,024
N of Valid Cases	101		

a. 1 cells (11,1%) have expected count less than 5. The minimum expected count is 4,28.

**Table 50- Which one of these chocolate brands do you like the most?**

**Which one of these chocolate brands do you like the most?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Milka	64	63,4	63,4	63,4
Valid Lindt	30	29,7	29,7	93,1
Valid Richart	7	6,9	6,9	100,0
Total	101	100,0	100,0	

**Table 51- Which one of these chocolate brands do you buy the most?**

**Which one of these chocolate brands do you buy the most?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Milka	89	88,1	88,1	88,1
Valid Lindt	9	8,9	8,9	97,0
Valid Richart	3	3,0	3,0	100,0
Total	101	100,0	100,0	

**Table 52- Which one of these chocolate brands would you describe as 'the best'?**

**Which one of these chocolate brands would you describe as 'the best'?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Milka	45	44,6	44,6	44,6
Valid Lindt	40	39,6	39,6	84,2
Valid Richart	16	15,8	15,8	100,0
Total	101	100,0	100,0	



How different chocolate brands influence our chocolate perception and buying behavior?

**Table 53- ‘Would you describe yourself as chocolate lover?’ Vs. ‘Which one of these chocolate brands would you describe as ‘the best’?’**

H0: There is no relationship between respondents’ tendency to describe themselves as chocolate lovers and their tendency to describe offered chocolate brands as ‘the best’

H1: There is a relationship between respondents’ tendency to describe themselves as chocolate lovers and their tendency to describe offered chocolate brands as ‘the best’

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,848 <sup>a</sup>	2	<b>,146</b>
Likelihood Ratio	6,479	2	,039
Linear-by-Linear Association	2,278	1	,131
N of Valid Cases	101		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 2,69.

**Tables 54 and 54a- ‘How likely are you to give more money for a chocolate brand if it implies better chocolate quality?’ Vs. ‘Which one of these chocolate brands would you describe as ‘the best’?’**

H0: There is no relationship between respondents’ likeliness to give more money for a chocolate brand if it implies better chocolate quality and their tendency to describe one of the offered chocolate brands as ‘the best’.

H1: There is a relationship between respondents’ likeliness to give more money for a chocolate brand if it implies better chocolate quality and their tendency to describe one of the offered chocolate brands as ‘the best’.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,022 <sup>a</sup>	2	<b>,018</b>
Likelihood Ratio	8,351	2	,015
Linear-by-Linear Association	7,251	1	,007
N of Valid Cases	101		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 3,33.

How different chocolate brands influence our chocolate perception and buying behavior?

**How likely are you to give more money for a chocolate brand if it implies better chocolate quality? \* Which one of these chocolate brands would you describe as 'the best'? Crosstabulation**

Count

		Which one of these chocolate brands would you describe as 'the best'?			Total
		Milka	Lindt	Richart	
How likely are you to give more money for a chocolate brand if it implies better chocolate quality?	Very likely	30	35	15	80
	Not likely at all	15	5	1	21
Total		45	40	16	101

**Table 55- Why did you choose the brand you chose as 'the best'?**

**Why did you choose the brand you chose as 'the best'?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid It is well known chocolate brand	26	25,7	25,7	25,7
Valid It tastes the best	69	68,3	68,3	94,1
Valid Most beautiful packaging	2	2,0	2,0	96,0
Valid I like the brand idea	4	4,0	4,0	100,0
Total	101	100,0	100,0	

**Table 56- How would you describe Milka?**

**How would you describe Milka?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Affordable chocolate for everyone	86	85,1	85,1	85,1
Valid High quality chocolate for enjoyable moments	14	13,9	13,9	99,0
Valid I don't know this brand of chocolate	1	1,0	1,0	100,0
Total	101	100,0	100,0	

How different chocolate brands influence our chocolate perception and buying behavior?

**Table 57- How would you describe Lindt?**

How would you describe Lindt?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
	Chocolate for everyone at slightly higher price	24	23,8	23,8	23,8
	High quality chocolate for enjoyable moments	31	30,7	30,7	54,5
Valid	Luxury chocolate for special occasions	13	12,9	12,9	67,3
	I don't know this brand of chocolate	33	32,7	32,7	100,0
	Total	101	100,0	100,0	

**Table 58- How would you describe Richart?**

How would you describe Richart?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
	Chocolate for gift	9	8,9	8,9	8,9
	High quality chocolate for enjoyable moments	15	14,9	14,9	23,8
Valid	Luxury chocolate for special occasions	25	24,8	24,8	48,5
	I don't know this brand of chocolate	52	51,5	51,5	100,0
	Total	101	100,0	100,0	

How different chocolate brands influence our chocolate perception and buying behavior?

**Table 59- How would you describe the fact that Richart is on average 30 times more expensive than Milka?**

How would you describe the fact that Richart is on average 30 times more expensive than Milka?

	Frequency	Percent	Valid Percent	Cumulative Percent
Better reputation	25	24,8	24,8	24,8
Higher quality	30	29,7	29,7	54,5
Valid Attractive packaging	7	6,9	6,9	61,4
Better buying experience	39	38,6	38,6	100,0
Total	101	100,0	100,0	

**Table 60- How would you describe the fact that Lindt is on average 3 times more expensive than Milka?**

How would you describe the fact that Lindt is on average 3 times more expensive than Milka?

	Frequency	Percent	Valid Percent	Cumulative Percent
Better reputation	30	29,7	29,7	29,7
Higher quality	52	51,5	51,5	81,2
Valid Attractive packaging	11	10,9	10,9	92,1
Better buying experience	8	7,9	7,9	100,0
Total	101	100,0	100,0	

**Table 61- Why would you usually buy Milka?**

Why would you usually buy Milka?

	Frequency	Percent	Valid Percent	Cumulative Percent
It tastes good	68	67,3	67,3	67,3
Valid It's cheap	16	15,8	15,8	83,2
My friends/family eat it	17	16,8	16,8	100,0
Total	101	100,0	100,0	

How different chocolate brands influence our chocolate perception and buying behavior?

**Table 62- Why would you usually buy Lindt?**

Why would you usually buy Lindt?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It tastes good	84	83,2	83,2
	It gives me the feeling of luxury	11	10,9	94,1
	I feel important-it's not chocolate for everyone	6	5,9	100,0
	Total	101	100,0	100,0

**Table 63- Why would you usually buy Richart?**

Why would you usually buy Richart?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It tastes good	66	65,3	65,3
	It gives me the pleasure to go to special shop to buy it	24	23,8	89,1
	I know that not everyone can buy it	11	10,9	100,0
	Total	101	100,0	100,0

**Table 64- Which one of these brands do you think communicates best with its customers?**

Which one of these brands do you think communicates best with its customers?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Milka	93	92,1	92,1
	Lindt	5	5,0	97,0
	Richart	3	3,0	100,0
	Total	101	100,0	100,0

How different chocolate brands influence our chocolate perception and buying behavior?

**Table 65- What do you think Milka should improve in the future?**

What do you think Milka should improve in the future?				
	Frequency	Percent	Valid Percent	Cumulative Percent
	More commercials	6	5,9	5,9
	Customer engagement	10	9,9	15,8
Valid	New flavors	20	19,8	35,6
	None of the above	65	64,4	100,0
	Total	101	100,0	100,0

**Table 66- What do you think Lindt should improve in the future?**

What do you think Lindt should improve in the future?				
	Frequency	Percent	Valid Percent	Cumulative Percent
	More sales promotions	27	26,7	26,7
	New flavors	6	5,9	32,7
Valid	Customer engagement	19	18,8	51,5
	None of the above	49	48,5	100,0
	Total	101	100,0	100,0

**Table 67- What do you think Richart should improve in the future?**

What do you think Richart should improve in the future?				
	Frequency	Percent	Valid Percent	Cumulative Percent
	More promotions	20	19,8	19,8
	Be available in supermarkets	23	22,8	42,6
Valid	Customer engagement	11	10,9	53,5
	None of the above	47	46,5	100,0
	Total	101	100,0	100,0