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Aalesund University College

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Building strong brands – does it matter? A quantitative study of Dybvik's brand equity

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Acknowledgement

This master thesis constitutes 30 credits and is part of the master program of International Business and Marketing at Aalesund University College. The thought of completing our master degree, with a master thesis, was quite exciting for us, as this represent a milestone of our higher education with several years of hard work and devotion. The theme for our thesis, namely brand equity, was an easy choice for both of us, as a mutual interest exist within the disciplines of marketing, strategic work, and the financial returns a company can achieve by managing their marketing activities and strategies in a proper way.

Studying brand equity for the clip fish brand Dybvik has been an interesting and educational process. The results provided in this thesis are based on surveys from residents in the Sunnmøre region, and we therefore want to give our gratitude to all the respondents that devoted their time to answer the questionnaire. Without their participation, this thesis would not have been possible to carry out. We also want to thank Jakob Dybvik, Sindre Dybvik and Jan Petter Dybvik for their help, openness and for the opportunity to study their brand, Dybvik.

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Kristine Dybvik Nervik

Abstract

Brand equity has proven, through several decades of research, to be a primary source of competitive advantage and future earnings (Yoo & Donthu, 2001). Building strong brands has therefore become a priority for many organizations, with the presumption that building strong brands yields these advantages (Yasin et al., 2007). A quantitative survey was conducted at Sunnmøre in Norway in order to answer the two developed research questions.

- *Does the brand equity dimensions; brand associations, brand awareness, perceived quality and brand loyalty, have a significant positive effect on the brand equity for the brand Dybvik, and does brand equity have a significant positive effect on price premium?*
- *Does country-of-origin image have a significant positive effect on the brand equity dimensions for the brand Dybvik?*

The first research question (research model 1) builds on Aaker's (1991) brand equity model, where he argues that brand associations, brand awareness, perceived quality, and brand loyalty have a significant positive effect on based brand equity. In addition to investigate Aaker's (1991) conceptual framework of brand equity, the relationship between brand equity and price premium were investigated, as brand associations, brand awareness, perceived quality and brand loyalty all have the potential to provide a brand with a price premium (Aaker, 1991). The sample was split based on whether the respondents had tasted Dybvik clip fish previously (group 0), or if they had not, or did not know if they have tasted Dybvik clip fish previously (group 1). The results indicated, that for group 0, brand loyalty and brand associations had a significant positive effect on brand equity, and for group 1, only brand loyalty had a significant positive effect on brand equity. In addition, results showed a significant positive relationship between brand equity and price premium, indicating that when brand equity increases, so does the willingness to pay a price premium.

The second research question (research model 2) aims to explore the relationship between country-of-origin image and brand equity dimensions to extend existing brand equity research (e.g. Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001). Results showed significant positive relationships between country-of-origin image and the brand equity dimensions included in this thesis (brand associations, brand awareness, perceived quality and brand loyalty) for group 0, whereas for group 1, country-of-origin image was found to have a significant positive effect on brand associations, brand awareness and perceived quality.

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1. Introduction

1.1. Background and research purpose

Why should companies struggle with building strong brands when they exclusively can rely on the features of the products offered? The answer is simple: it is the brand, and not the product that determines how much people should/would pay for it (Aaker, 1991). The primary objective of any company should therefore be to focus on building strong brands with corresponding product features, because, when positive perceptions towards a brand takes place, it will lead to positive economic gain both for the branded enterprise's management and their shareholders (Davis, 2010). This in turn result in what is termed "brand value", which is described by Raggio & Leone (2007) as a measure of the difference of the net present cash flows from a branded offering compared to those that are less known or even unbranded.

However, in order to capture what the market attaches to a stronger brand over a weaker one and understand how brands have been received in consumers mind, knowledge of consumer behavior is necessary (Keller, 1993). According to Aaker (1991) and Keller (1993), brand equity is considered as the outcome of different assets and liabilities linked to a brand that makes associations in the customers mind about a branded product. If the marketer or the company lacks knowledge about consumers perceived brand equity and their behavior, it will be difficult for them to develop profitable brand strategies, and the financial valuation will have little relevance (Keller, 1993), as brand equity cannot be fully understood without thoroughly investigate its sources (Yasin et al., 2007).

Even though a number of scientists (e.g. Yoo et al., 2000; Kim & Hyun, 2011; Pappu et al., 2006) have explored the relationship between Aaker's (1991) brand equity dimensions (brand associations, brand awareness, perceived quality and brand loyalty) and brand equity, no one has examined these relationships for the brand Dybvik. Therefore, the purpose of this thesis is to investigate the relationship between the brand equity dimensions proposed by Aaker (1991) and Dybvik's brand equity, as this can give the company an insight in how to guide marketing strategies, tactical decisions and the effectiveness of brand equity. In addition, the relationship between Dybvik's brand equity and the customers willingness to pay a price premium for their brand is investigated, as it is considered as a result of managing the dimensions of brand equity well (Blackston, 1995; Keller, 1993).

Further, even though consumers are concerned about the products quality and price, little attention has been provided to the non-marketing mix factors such as country-of-origin images (Yasin et al., 2007). Therefore, this thesis also addresses the relationship between country-of-origin image and Aaker's (1991) brand equity dimensions to extend current brand equity research. By investigating these research questions, the overall purpose of this thesis is to help Jakob & Johan Dybvik AS understand what drives their brand equity. By understanding the underlying assets and liabilities of brand equity, it can help the company gain competitive advantages over competitors, which eventually will lead to an increase in future business growth and profits. Two research questions has been developed based on the research purpose:

- *Does the brand equity dimensions; brand associations, brand awareness, perceived quality and brand loyalty, have a significant positive effect on the brand equity for the brand Dybvik, and does brand equity have a significant positive effect on price premium?*

- *Does country-of-origin image have a significant positive effect on the brand equity dimensions for the brand Dybvik?*

In order to answer the presented research questions, a survey was conducted among respondents at ten different locations at Sunnmøre, Norway, during a period of approximately two weeks. 352 respondents answered the questionnaire, however, only 333 were retained for further analyses. That is, 19 of the respondent were removed from the data set due to incompletion of the questionnaire. The results given in this thesis are therefore based on the perceptions from 333 respondents that were located at ten different locations (Sunnmøre, Norway) during the time period 26th of March to 9th of April.

1.2. Structure of the thesis

The structure of the thesis is shown in figure 1. The thesis consists of six chapters. Chapter 1 consists of the thesis's introduction, which introduces the thesis's research background and purpose, and the structure of the thesis. Chapter 2 presents the theoretical framework, as well as the developed models and hypotheses. Chapter 3 gives an insight into the seafood industry and the company Jakob & Johan Dybvik AS. Chapter 4 provides an overview of research strategies used, methodological choices, and a discussion of the study's validity and

reliability. Chapter 5 provides the research results, with analyses of collected data. Finally, chapter 6 discusses the findings, the limitations and research implications, the managerial implications and finally, a conclusion is made.

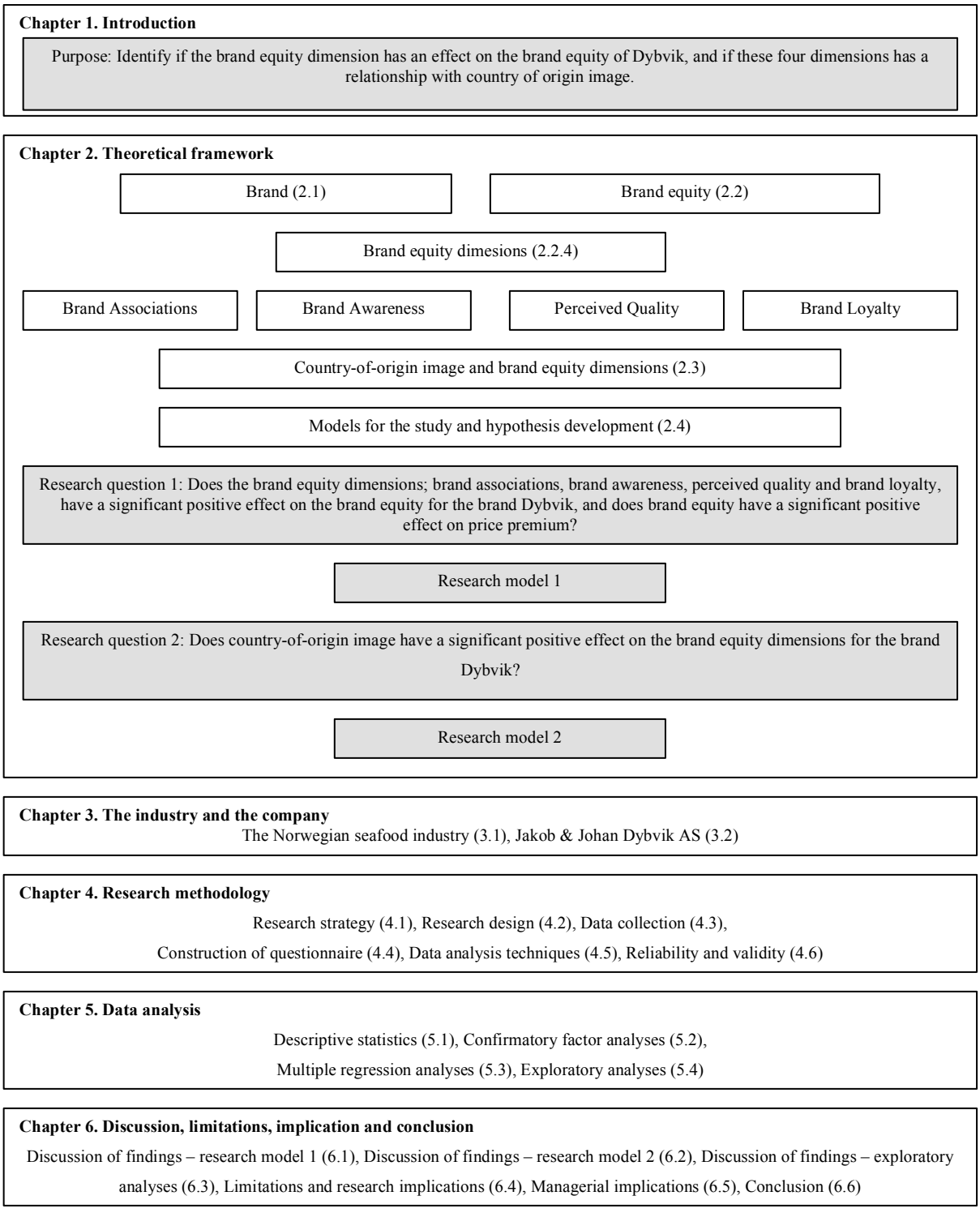


Figure 1 Structure of thesis

2. Theoretical framework

This chapter reviews the literature on brand equity, brand value and country-of-origin image. The purpose is to identify the void in the current knowledge, and to develop research models and hypotheses for this thesis. The chapter begins with explaining what a brand is and the benefits of having a strong brand. Next, brand equity and brand value is discussed and defined, where a separation of the two constructs is necessary to get a clear description of what the differences really are. Further, some previous developed brand equity models are presented as a theoretical basis, where one of these, namely, Aaker's (1991) brand equity model is adopted for this thesis. Based on this model, the next sections consist of an elaboration of brand associations, brand awareness, perceived quality and brand loyalty. This is followed by a shorter presentation of the theoretical foundation of country-or-origin image. Finally, the research models and hypotheses are presented.

2.1. Brand

2.1.1. What is a brand?

Brands have been crucial for building relationships with consumers assuring long-term business success for decades (Tuškej et al., 2013), and can be described as the main form of competitive positioning and differentiation tool in the business-to-consumer marketing context (Lindgreen et al., 2010). A brand can be said to be more than a product. The reason is that a brand is differentiated from other products designed to satisfy the same need (Keller, 2013), and symbolizes the essence of the customers' perceptions of a firm name, a logo, a symbol, an identity or a trademark (Kim & Kim, 2005). Further, it signals to the customer and the producer, the source of a certain product, where the products are protected from competitors that would attempt to provide similar or identical products (Aaker, 1991). The brand name, and what it represents, is the most important asset for a firm, as it is defined as a set of assets (or liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or a service (Aaker, 1991). This definition looks at important aspects of branding, that is, the linkages or associations that customers attach to a brand. By developing valuable associations, one could in a powerful way reinforce a brand's reputation and identity (Davis, 2010).

People from both inside and outside the firm is considered being stakeholders, and thereby, building strong brands is the responsinility of the entire organization, because every person

and department in the organization directly or indirectly affects the perception of the brand (Davis, 2010). To assume that a brand is fully explained by its logo, slogan or legal trademark would be the same as assuming that a hair color of a person explains everything about them, as one-dimensional definitions of what a brand is are clearly incomplete in this regard. Thereby, creating positive perceptions is crucial for the success of any organization, and it would be of importance that all employees concentrate on delivering their portion of the brand perception (i.e. the process by which we become aware of something, provoked by a variety of stimuli), as shown below in figure 2 (Davis, 2010).

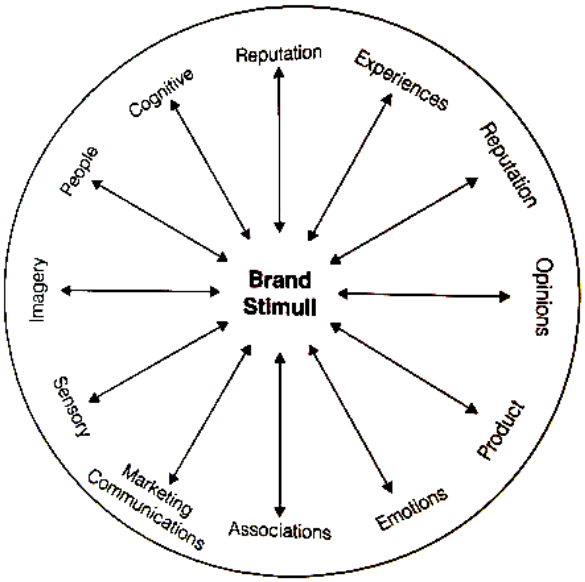


Figure 2 Brand stimuli (Davis 2010)

2.1.2. Benefits of having a strong brand

Why is it so that consumers are willing to pay so much for brand names? Cobb-Walgren et al. (1995) state it simply; it is because brand names add value. Strong brands act as an important factor of differentiation of firms, because it helps assist customers in the evaluation and choice process (Davis et al., 2008). Further, one could say that through diciplined brand management, brand value is created, because, as a brand's reputation grows, the preference from customers also grows. In addition, if there is consistent positive customer experiences towards a brand, it will eventually strengthen the customer's attachment to that brand (Davis, 2010). That is, if brand names become strong, some of them are actually so powerful that they become the generic names of the product category they are in, for example, "Coca Cola" as a description of beverage (Marconi, 2000).

The profitability increases with sucsessful brands, because by adding value, the customer are prepared to buy the product (de Chernatony et al., 2011). Thereby, strong brands can typically require a premium in the market, beyond the level that lesser-known brands can, which creates a price value lift (Davis, 2010). Further, de Chernatony et al. (2011) suggest that strong brands can lead to advantages such as; expansion regarding product improvements, greater range of variants, added services, and penetration into new countries. In addition, strong brands can help create value by being highly differentiated, and thereby arouse interest and demand from customers seeking uniqueness (Davis, 2010). Finally, strong brands can assist the company against the growing power of intermediaries, in addition to creating a 'public face' that are attractive and easy to deal with for an potential workforce (de Chernatony et al., 2011).

If one consider the large number of corporate mergers and leveraged buyouts that have arisen during the last years, in several cases one can see that the purchase price reflects far more than factories or the physical product produced in those factories (Cobb-Walgren et al., 1995), for example; Philip Morris paid $5.6 billion for General Foods in 1985. In 1988, a cigarette giant acquired the assets of Kraft for almost $13 billion, which was six times book value (Morgenson, 1991). Another example, is the well known brand Coca-Cola. Interbrand ranked Coca-Cola in 2008 as the highest in the world at just over $65 billion. This is approxemately 50% of Coca-Cola's total market capitalization of $125 billion at the time (Davis, 2010).

Further, Stokke AS is brought forward as a "local" example. In 2013, the Norwegian family owned furniture firm decided to sell the company. It was the Belgian investment company NXMH, which acquired 100 percent of the shares. The final acquisition price was not disclosed, however, Bloomberg assessed the value of the company at NOK 3 billion (approximately $518 million) (Sunnmørsposten, 2013). One can assume that the majority of the value rating presented by Bloomberg stems from the highly well known brand name Stokke holds, with special attention on the international well-known "Tripp-trapp" chair. These value ratings shows how important a strong brand is, and how much a strong brand name can do for a company.

2.2. Brand equity

2.2.1. Brand equity and brand value, different side of the same coin?

Often, the terms of brand equity and brand value are used interchangeably and create confusion. However, Raggio & Leone (2007, p. 392) states that ”because brand equity and brand value is a broader construct that subsumes brand equity along with other constructs, the two cannot be different sides of the same coin”. Whereas brand equity reflects the customer’s perception either for or against a brand (positive or negative), brand value on the other hand, is a measure of the difference of the net present cash flows from a branded offering compared to those that are less known or even unbranded from a competitor (total value of the brand). This definition is quite similar to Keller’s (1993) definition where he states that brand equity is the incremental discounted future cash flow that is provided from a branded product in comparison of an unbranded product. Thereby, brand value apprehends the premium the market assigns to a stronger brand over a weaker one, whereas brand equity eventually builds brand value (Davis, 2010).

Raggio & Leone (2007) developed a framework that seperates the concepts, as they stated that one of the primary reason that there is no generally accepted measure during the last 15 years, is that brand equity and brand value frequently is treated as the same construct. That is, they argue that most of the outcome measures used in previous brand equity reasearch actually have placed focus on brand value rather than on brand equity, and by separating the two constructs it is possible to distinguish about the ways that brand equity contributes to brand value, and how one can increase them, which ultimately should be the focus for both researchers and practioners.

As proposed by Raggio & Leone (2007), figure 3 shows the relationship between existing brand equity within consumers and observed or unobserved individual- and market- level outcomes, and to show how the outcomes from these factors impact brand (and ultimately shareholder) value. But, before distinguishing the value, the model recognises that one must distinguish between what is external to and within the individual. That is, whereas inputs to the consumer are distinguished from environmental factors from for example the market place, intrapersonal constructs stems from within an individual and are not outwardly visible (though they can impact visible behavior). The market-level constructs are visible and can be measured from a firm’s perspective. Outcomes (e.g. purchase) are separated from inputs (e.g.

advertising), and drivers of moderators of those outcomes (e.g. brand equity) (Raggio & Leone 2007).

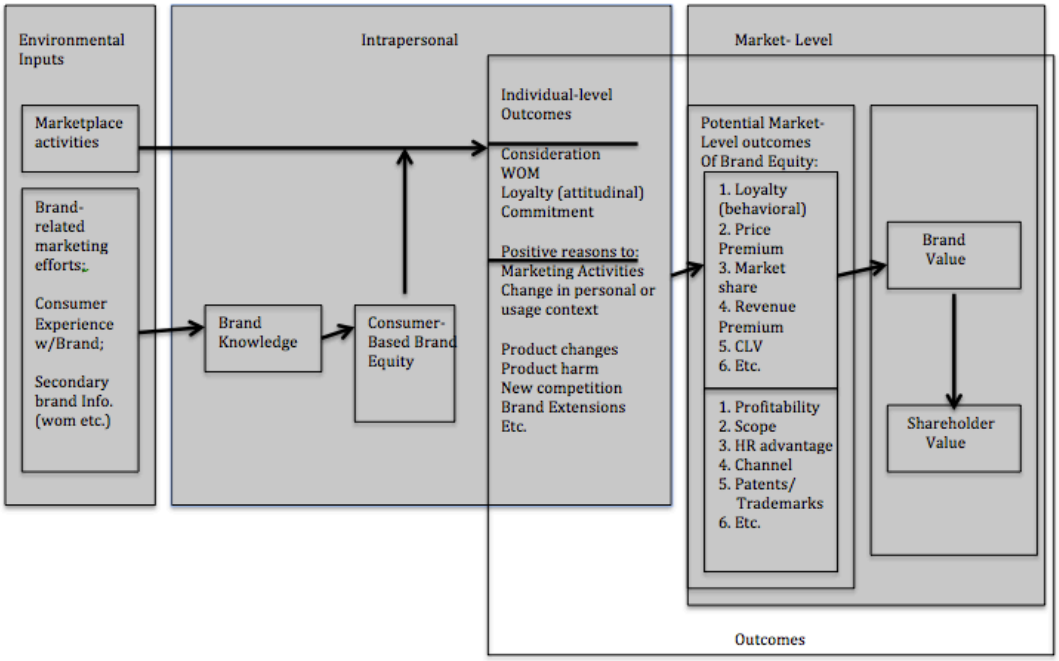


Figure 3 Brand equity and brand value - conceptual framework (Raggio and Leone 2007)

Whereas Hoeffler & Keller (2003) state that one can destinguish between which brands have more equity than other brands based on their purchases, no matter which factors they deem important, Raggio & Leone (2007) on the other hand, state that purchase is not a reliable measure of brand equity because if someone decides not to purchase a brand it is not proof enough that brand equity does not exist. They brought up an example to prove their statement. That is, a small sample of PhD students at a large Midwestern US university agrees upon the fact that Rolex has brand equity. However, not one of the students were willing to purchase a Rolex. This implies that one do not have to purchase a brand for it to have brand equity (Raggio & Leone, 2007). Likewise, if a person purchase (even at price premium) a product, it does not imply that it has brand equity, as purchase could stem from the fact that a product is objectively good and a nonlinear relationship between the amount of 'goodness' that the brand posesses (for example over competitors) and the price (Raggio & Leone, 2007).

2.2.2. Defining brand equity

In order to gain competitive advantages, brand equity is seen as a useful strategic tool, because it can help firms to increase their revenues and create product differentiations (Yoo et

al., 2000; Aaker, 1991). The first introduction of the concept was presented in the marketing literature in the 1980s (Rajh, 2005), and "refers to the incremental utility or value added to a product by its brand name" (Yoo & Donthu, 2001, p. 1). As mentioned earlier, brand value is impacted by brand equity in a way that brand equity contributes to higher levels of positive financial outcomes in favor of the brand (Raggio & Leone, 2007). Further, the topic attracted significant attention during the 1990s, from both scientists as well as in marketing practice, which resulted in a lot of literature in the field (e.g. Aaker 1991, 1996; Keller, 1993; Park & Srinivasan, 1994). Still, brand equity attracts a lot of interest in the literature (e.g. Yoo & Donthu, 2001; Kim & Kim, 2005; Christodoulides & de Chernatony, 2010; de Chernatony et al., 2011; Keller, 2013).

The definition and measurement of brand equity has attracted considerable amounts of debate (Yoo & Donthu, 2001), and as a consequence of no universal agreed definition of brand equity, various methodologies for defining and measuring the concept exist (Ailawadi et al., 2003). However, one of the earliest and frequently cited definitions of brand equity stems from Aaker (1991). He defines brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers". Similarly, Keller (1993, p. 1) defines brand equity "in terms of the marketing effects uniquely attributable to the brand – for example, when certain outcome result from the marketing of a product or service because of its brand name that would not occur if the same product or service did not have the same name".

In accordance to Keller (1993) and Aaker (1991), Nguyen & Nguyen (2003) also state that a brand is not just a name or a logo used to differentiate a product from its competitors, rather, it is a set of associations that is used to satisfy functional and emotional demands of target customers. Based on these definitions, brand equity could be described as the "added value" a brand provides to a product. That is, brand equity is an outcome of different assets and liabilities linked to a brand that makes associations in the customers mind about a branded product. These assets and liabilities further create value in the customers mind, which eventually create value both for the customer and the firm (Keller, 1993).

Brand equity ➔ price premium (the willingness to pay a price premium)

By creating a strong brand name, and building brand equity, a company can receive several advantages. For example, the amount a customer is willing to pay for his/her desired brand

over another lesser-desired brand of the same package size/quantity is defined as price premium, and this measure may be the most reasonable of overall brand equity as it is one of the strongest indicators of brand loyalty (Aaker, 1996). It is the brand, and not the product that determines how much people should/would pay for it (Aaker, 1991). Name awareness, perceived quality, associations and loyalty all have the potential to provide a brand with a price premium, and the resulting extra revenue can for example be used to increase profits or to build even more equity (Aaker, 1991). That is, willingness to pay a price premium is considered as a result of managing the dimensions of brand equity well (Blackston, 1995; Keller, 1993).

This thesis focuses on how Dybvik can build strong brands, how they can sustain brand equity over time, and how to expand and protect business by leveraging brand equity. In order to determine these matters, a brand equity model must be applied. In the following sections, three brand equity models are presented, namely, Aaker's (1991), Keller's (1993) and Yoo et al's (2000) brand equity models. These models are presented as a theoretical basis for further research model construction and hypotheses development.

2.2.3. Brand equity models (theoretical basis)

Most researchers have since the mid 1990s drawn inspiration from the theoretical conceptualized brand equity models of Aaker (1991) and Keller (1993). Therefore, in the two next sections, these two models will be presented, in addition to Yoo et al's (2000) brand equity model, which builds on Aaker's (1991) brand equity model.

Aaker´s brand equity model

David Aaker developed a brand equity model in 1991 where he provided a deep understanding of the relationship between a certain brand, its symbol and slogan, as well as each of the assets that contributes to brand equity. The aim for the model is to help managers to clarify exactly how brand equity contributes to value (Aaker, 1991). The assets that underlie brand equity include; brand loyalty, brand awareness, perceived quality, and brand associations, as well as other proprietary brand assets. These assets could be seen as a primary source of competitive advantages, as well as a source of future earnings. Brand equity is therefore, as mentioned earlier, defined by Aaker (1991, p. 15) "as a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers."

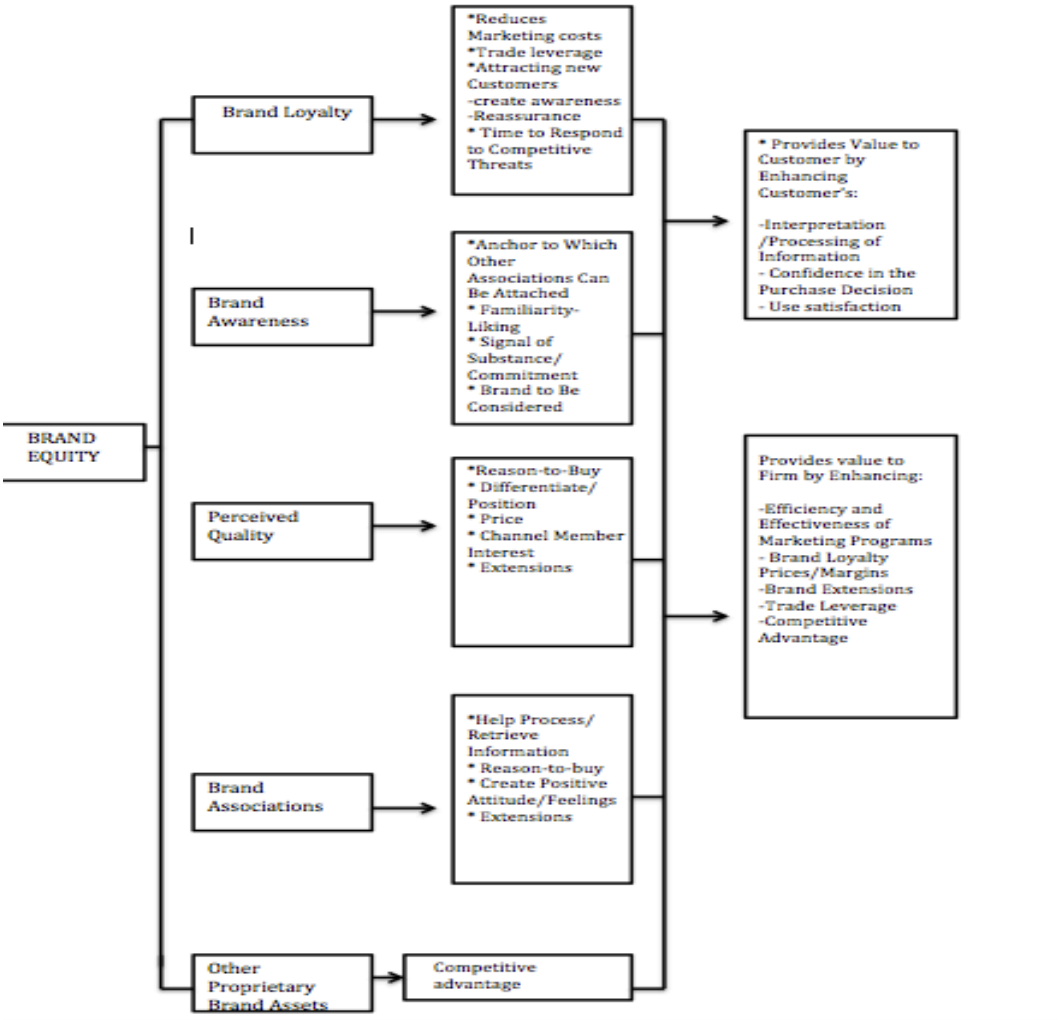


Figure 4 Aaker's (1991) brand equity model

In figure 4, Aaker's (1991) brand equity model with the five underlying categories, is illustrated. First, Aaker identifies brand loyalty as a behavioral factor. That is, "Brand loyalty, long a central construct in marketing, is a measure of the attachment that a customer has to a brand. It reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features" (Aaker, 1991, p. 39). Further, brand awareness is described as "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category" (Aaker, 1991, p. 61), whereas perceived quality is defined as "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives" (Aaker, 1991, p. 85), and finally, brand associations is defined as "anything "linked" in memory to a brand" (Aaker, 1991, p. 109).

In addition to the underlying categories, the figure also illustrates the relationship between brand equity and the value it creates for both the customer as well as for the firm. Brand equity assets can provide value to the customer by enhancing customers interpretation and processing of information, give confidence in the purchasing decision, and improve the use satisfaction (Aaker, 1991). By supply marginal cash flow, brand equity can also add value for a firm. This can be achieved by attracting new customers, enhancing brand loyalty, permitting premium pricing, brand extensions, leverage in the distribution channel, and to use brand equity as a competitive advantage by creating barriers to competitors (Aaker, 1991).

Keller´s brand equity model

Contrary to Aaker (1991), which divides brand equity in four main categories, Keller's brand equity model (figure 5) consist of two main dimensions: brand awareness and brand image, which is called the "frame of reference" (Keller, 1993). "Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory" (Keller, 2013, p. 73). Marketers must therefore convince consumers that there are meaningful differences among brands. By establishing a positive brand image, with strong, favorable and unique assosiations, in addition to creating brand awareness, brand equity can be buildt (Keller, 2013).

Figure 5 Keller's brand equity model (Keller, 2013)

Based on the "frame of reference", Keller further elaborated the brand equity model and included three parts: the brand positioning model, the brand resonance model and the brand value chain model. This model explain how consumers can react from the consumers position to the firms marketing efforts, and how these activities and the mind-set of the consumer can ultimately affect the earnings of the firm and shareholder value (Keller, 2013). Whereas Keller's brand equity model gives indications of how value for the firm and shareholders can

be obtained, Aaker (1991) provides clear indications of how the creation of brand equtiy can also lead to value for the customers.

Yoo, Donthu and Lee´s brand equity model

According to Yoo et al. (2000), there have been little conceptual development or empirical research addressing which marketing activities builds brand equity. In response, they investigated the relationship between selected marketing mix elements and the creation of brand equity. In their study, they proposed a conceptual framework of brand equity (figure 6), similar to existing brand equity models (e.g. Aaker, 1991). Yoo et al's (2000) conceptual framework consists of marketing mix elements, which have a direct link to the dimensions of brand equity (perceived quality, brand loyalty and brand associations combined with brand awareness). In addition, the relationship between brand equity and the value it creates for the customers, and the relationship between value created to the customer and the value it creates to the firm, are also included in the model. That is, it was proposed that the value to the customer´s affects the value to the firm, and thereby the marketing mix elements.

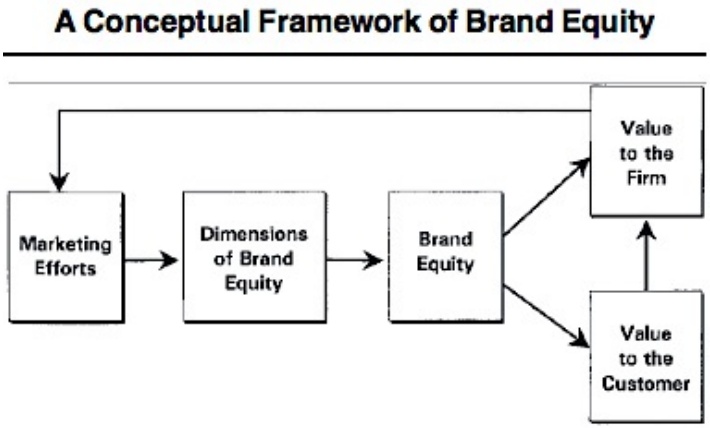


Figure 6 Yoo et al's (2000) brand equity model

Yoo et al's (2000) proposed brand equity model has mainly similarities to Aaker´s brand equity model (1991), though some differences are present. The first main difference is that Yoo et al. (2000) combine brand awareness and brand associations in one dimension. According to Christodoulides & de Chernatony (2010), these dimensions are theoretically two distinctively different dimensions of brand equity, and both Aaker (1991) and Keller (1993) distinguish between brand associations and brand awareness. Also, Yoo et al. (2000) further consider the linkages between value to the customers and value to the firm, and the relationship between value to the firm and marketing mix elements. In addition, unlike Keller

(1993) and Aaker (1991), Yoo & Donthu (2001) have since the development of the conceptual framework of brand equity (Yoo et al., 2000), developed an individual-level measure of brand equity, which is considered among researchers to have the fewest weaknesses and the most strengths (e.g. Christodoulides & de Chernatorny, 2010).

Based on the foundation given through these three models, this thesis adopts Aaker's (1991) brand equity model, as it is one of the most commonly used and acknowledged brand equity models in the field. According to this model, it is brand awareness, brand association, perceived quality and brand loyalty that is the common dimensions of brand equity. The aim is to find which of the brand equity dimensions contributes to Dybvik's brand equity. In the following sections, an insight in the four dimensions are given, starting with brand associations, followed by brand awareness, perceived quality and brand loyalty.

2.2.4. Brand equity dimensions

2.2.4.1. Brand associations

Brand associations are one of the core dimensions of brand equity, where the best outcome would be behavioral brand loyalty (Christodoulides & de Chernatony, 2010; Keller, 2003). Both Aaker (1996) and Keller (1993) advocate incorporating brand associations into measures of brand equity. Associations create links to the brand name in the mind of the consumer (Keller & Lehmann, 2006), where the brand name provides a symbolic meaning and thereby aids recognition of the provider (Keller, 2001). According to Aaker (1991, p. 109), "a brand association is anything "linked" in memory to a brand". That is, associations could be viewed as a summarized set of facts and specifications that otherwise could be difficult for the customer to process and access. In addition, if customers did not store these associations in mind, it could be quite expensive for the firm to communicate them (Aaker, 1991).

In a research done by Davis et al. (2008), it was found that it was crucial for logistics service providers, especially if the firm's name is the brand, to proactively build brand associations, and increase brand awareness to positively differentiate their firms. That is, a link to a brand will be stronger if it is based on several experiences or communication exposures, rather than a few. In addition, if the link is supported by an entire network of other links, it will be even stronger (Aaker, 1991).

Aaker (1991) states that the associations linked to a brand can represent a base for purchase decisions and for brand loyalty (figure 7). There are several associations, and several ways these actually can provide value both to the firm and its customers; 1) help process/retrieve information, 2) differentiate/positioning the brand, 3) generate a reason to buy, 4) creating positive attitudes/feelings, and 5) provide a basis for extensions.

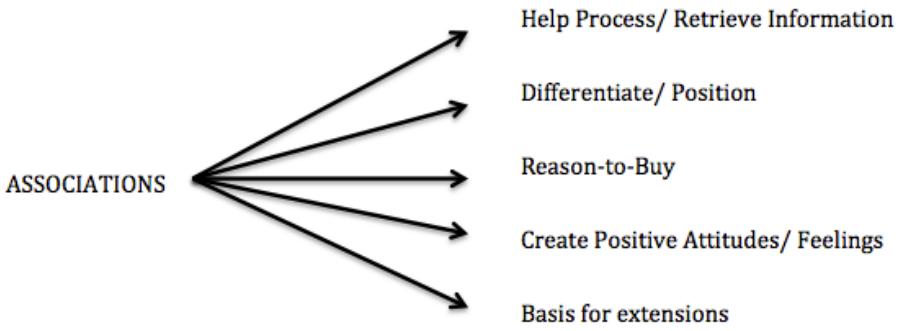


Figure 7 The value of brand associations (Aaker, 1991)

The manager of a brand will mostly be interested in those associations that directly or indirectly affect buying behavior, even if there are several associations. That is, they are not only interested in the identity of brand associations, but also whether these are strong and shared by many, or if they are weak and differ from person to person (Aaker, 1991). Brand associations can either be brand attributes that are descriptive features that characterize a product, or brand benefits that are the personal value and meaning that consumers attach to the product or service attributes (Keller, 2013). According to Aaker, (1996) there are three main categories concerning brand associations: the perceived value offered by a product, the personality of the product and the organizational reputation/associations.

Perceived value

A fundamental issue in contemporary marketing is to understand the processes that create customer perception of value, as it specifies the link between marketing and financial performance (Reichheld et al., 2000). "Customer perceived value (CPV) is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives" (Kotler & Keller, 2012, p. 80). Therefor, one must consider if the customers get more of the benefits with a certain product, or if he/she feels that they pay more for the brand than the product actually is worth. The customer perceived value

framework suggests that the seller must look at competitor's benefits and costs, and compare it with their own offer to learn how their own offer rates in the buyer's mind. If a seller has a disadvantage when it comes to customer perceived value, he/she has two alternatives: 1) offer a higher level of benefits to the customer, or 2) decrease total customer cost (Kotler & Keller, 2012).

Brand personality

The reasoned or emotional perceptions consumers attach to specific brands could be described as brand image's (Dobni & Zinkhan, 1990), and is considered as an important dimension to brand equity (Keller, 1993). In addition, image building is a crucial tool both when it comes to attracting customers and retaining them (Helgesen et al., 2010). By connecting the strong, favorable and unique associations to a brand, formed in the consumer's mind, which is based on the marketing efforts, a positive brand image can be created. That is, a brand image could be described as what consumers think about a brand. In other words: their perception about a brand, created by the brand associations, which is essentially created in their mind (Keller, 2013).

Organizational associations

Whereas Keller (1993) focuses on consumers associations and their beliefs about the attributes of the brand, Berry (2000) on the other hand, found that the brand's "meaning" was more important in consumer service settings. In such situations, the reputation of the company can have a major influence on the purchase process and the consumption experience. Further, Berry (2000) suggests that rather than the product being the main brand, it is actually the company that becomes the primary brand. It is though not unusual for different product groups to have the same brand name as the company (Cretu & Brodie, 2007), and when this is the case, the reputation associated with the company name acts as the umbrella brand for several of the product categories. However, it is of importance to seperate influences of the brand's image on a specific product category and the overall influence on the company's reputation (Cretu & Brodie, 2007). Corporate reputation indicates value judgements regarding the companys attributes, and typically, corporate reputation develops and grows over time as a result of consistent performance, strengthened by communicating effectively (Gray & Balmer, 1998). Mainly, in several business markets, a company's reputation has a strong influence on buying decisions, and these decisions may differ from the more product related influences of the brand's image (Cretu & Brodie, 2007).

Summed up; a conceptual antecedent to enhanced brand equity is considered the formation of a positive brand image, and this is created through building positive brand associations (Aaker, 1991).

2.2.4.2. Brand awareness

The first step in building brand equity is through the creation of brand awareness, which is done by increasing familiarity of the brand and by establishing strong associations for the appropriate product (Keller, 1993). Brand awareness is thus described as the ability the customer has to recognize and recall a brand under different circumstances (Aaker, 1991). Brand awareness could therefore significantly impact consumer decision-making, because generally, consumers use brand awareness as a decision heuristic (Huang & Sarigöllü, 2012). Therefore, a well-known brand has higher probability of being chosen by consumers over an lesser-known brand (Hoyer & Brown, 1990), hence the well-known brand consequently performs better in the marketplace than the less-known brand (Huang & Sarigöllü, 2012).

However, brand awareness consist of several levels, which can be seen in the awareness pyramid (figure 8): "unaware of brand", "brand recognition", "brand recall" and "top-of-mind brand" (Aaker, 1991). That is, brand awareness can be ranked from one point where there is uncertainty about if the brand is recognized, to another point where it is believed that the brand is the only brand in the product category (Aaker, 1991). The first level in the pyramid, "unaware of brand", applies to those who are unaware of a brand. The next level in the pyramid "brand recognition" refers to the consumer's ability to confirm past exposure to a certain brand when given the brand as a cue (Keller, 1993). However, this awareness is at a minimal level, and it is of most importance when a buyer chooses a brand at the point of purchase (Aaker, 1991). The third level, "brand recall", referes to the degree a consumer can retrieve a certain brand when given the product category, the needs fulfilled by the category, or some other form of cue (Keller, 1993). Brand recall is termed "unaided recall", because the respondents are not aided with having the names in front of them. This task is much more difficult for the respondents, and thereby associated with a stronger brand position. Further, the first brand name the respondent names could be described as "top-of-mind awareness", which means that this brand is ahead of other brands in a consumers mind, and thereby is at the top of the pyramid (Aaker, 1991).

Figure 8 "The awareness pyramid" (Aaker 1991, p. 62)

Essentially, a strong brand name, which is created through brand awareness provides the consumers with a memory node about the brand which eventually precedes brand equity (Aaker, 1991). There are several advantages of creating a high level of brand awareness (e.g. learning advantages, consideration advantages and choice advantages), and one should therefore strive to get at the top of the pyramid (Keller, 2013). These advantages combined explain how a brand, established in the consumers memory, affect the consideration set and the choice within the consideration set of brands, when in a purchase situation.

2.2.4.3. Perceived quality

Perceived quality, as mentioned earlier, is one of Aaker's (1991) dimensions when measuring brand equity, and has been used interchangeably with the term brand quality (Boo et al., 2009; Zeithaml, 1988; Aaker, 1991). In this thesis, the term perceived quality will be used as a description of the consumers perception of the quality of the product, and is thereby defined as the "customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives" (Aaker, 1991, p. 85). Thereby, perceived quality is not considered the real quality of a product, rather, it is considered the consumer's subjective assessment of a certain product (Zeithaml, 1988). In Aaker's (1991) definition, perceived quality is thought of as an association that is elevated to the status of a separate dimension of brand equity, and not as an under dimension or variable of brand associations (Pappu et al., 2006).

Further, perceived quality is considered an abstract construct, which consist of the intrinsic and extrinsic characteristics of a product (Jover et al., 2004). The intrinsic e.g. physical characteristics of the product, differs from each product, whereas the extrinsic attributes are extrinsic quality cues: brand name, price, advertisement, labeling, and such. These can have an effect that differs from the consumer's expectations (Jover et al., 2004). Therefore, the subjective judgment of quality may be affected by personal product experiences, unique requests, and consumption situations, whereas the long-term experience with a brand makes consumers recognize the advantages and differentiation of the brand (Yoo et al., 2000).

According to Low & Lamb Jr. (2000), perceived quality of a products is central to the theory that strong brands add value to the evaluations of the consumers' purchase, as perceived quality may drive consumers to choose a certain brand over another competing brand (Yoo et al., 2000). So, if the perception of brand quality is high, it can lead customers to select a particular brand over another competing brand, which eventually will lead to an increase in brand equity (Yoo et al., 2000).

2.2.4.4. Brand loyalty

Another dimension of Aaker's (1991) brand equity model is brand loyalty. According to Dick & Basu (1994) there is no universal definition about what loyalty is. For example, Yoo & Donthu (2001) state that being loyal to a brand, that is brand loyalty, and this is demonstrated by the intention to purchase the brand as due to the primary choice. Their definition is described in an attitudinal term, which means that loyalty describes the degree of dispositional commitment based on some unique value related with the brand. The attitudinal loyalty is based on, and developed by cumulatively satisfying usage occasions, and this form of loyalty remains subject to switching, due to large percentage of brand defectors that claim to have remained previously satisfied with their brand (Oliver, 1999).

However, it is preferable if customers are loyal at a deeper level of commitment (Oliver, 1999). Aaker's (1991) definition is based on behavioral terms. That is, behavioral or purchase loyalty involves repeated purchases of the brand (Chaudhuri & Holbrook, 2001), and is based on the intention to rebuy a certain brand, as influenced by repeated experiences of positive affect toward that brand (Oliver, 1999). Aaker (1991) further argues that brand loyalty could be described as a measure of the attachment a customer has to a brand, and tells us about the

likelihood that a customer would change from one brand to another, even when that brand makes a change, for example in price or in the product features.

It is often so that loyalty is consisting of both the terms (Dick & Basu, 1994), and are thereby stimulating users to resist situational influences as well as marketing efforts that could have the potential to brand switching behavior (Oliver, 1999). In order to build brand loyalty and ultimately good performance, the customer's attitudes must first be examined (Kim & Kim, 2005). In this thesis, Yoo & Donthu's (2001) definition about brand loyalty is adopted, and refers to the customer's satisfaction, intention to purchase again and to recommend a product to others.

Even though loyalty often is viewed as a dimension, source or indicator of brand equity (Aaker, 1991; Keller, 1993), van Riel et al. (2005) conceptualizes brand loyalty as a desired outcome of brand equity. In this thesis however, brand loyalty is viewed as a dimension of brand equity, in accordance with Aaker's (1991) brand equity model. Brand loyalty is though considered being qualitatively different from the other dimensions included (brand associations, brand awareness and perceived quality), as loyalty cannot exist without some previous purchase or use experience. That is, according to Aaker (1991), it is considered being little equity if the customers exclusively go for products with a certain feature, with the lowest price, and holds little concern to the brand name. The reasoning for including brand loyalty as a dimension of brand equity stems from the importance of customer satisfaction in developing a brand (Aaker, 1991), i.e. if a customer is not satisfied they will not be loyal and therefor search for another brand (Kim & Kim, 2005).

On the other hand, if the customer actually continues to purchase the brand, despite of competitors with superior features, price and convenience, this may be a sign that substantial value exists in the brand, and perhaps, even in its symbol and slogans. If there is brand loyalty, it means that there will be future sales of a certain product; therefore, brand loyalty is one factor of brand equity that is linked to future profits (Aaker, 1991).

Customer satisfaction ➔ customer loyalty

According to Oliver (1999), it is unquestionable the effect customer satisfaction has on loyalty, even though it is understood that this relation is asymmetric. That is, even if customers are satisfied, satisfaction does not unanimously translate into brand loyalty (Oliver,

1999). Customer satisfaction can be distinguished in two ways: transaction-specific, which is the post-choice evaluative judgment of a specific purchase, and cumulative (fundamental indicator of the firm's performance), which is the overall evaluation based on the total of purchase and consumption experience with a product or service over time (Anderson et al., 1994). Customer satisfaction is defined in this thesis as the customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations (Orel & Kara, 2014).

The main consequence of customer satisfaction is perceived to be customer loyalty, also shown through the "customer relationship orientation", which is based on conceptions about positive cause- and effect relationships between the variables: 1) antecedents of customer satisfaction, 2) customer satisfaction, 3) customer loyalty, and 4) customer profitability (Helgesen, 2006). Satisfied customers are known to be less price sensitive, less influenced by competitors' attack and loyal to a firm longer than customers that are dissatisfied (Dimitriades, 2006). By measuring customer satisfaction, the brand loyalty variable can be validated through questions of overall satisfaction levels and standard comparisons.

2.3. Country-of-origin image and brand equity dimensions

In addition to investigate the relationship between brand equity dimensions and brand equity, this thesis also focuses on exploring the relationship between country-of-origin image and brand equity dimensions (brand associations, brand awareness, perceived quality and brand loyalty), to extend brand equity research (e.g. Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001). Before presenting the research models and hypotheses development, a short overview of the literature concerning country-of-origin image will be presented.

2.3.1. Country-of-origin image

Whereas country-of-origin concerns the country of a product's manufacture, country-of-origin image could be described as the perception the consumers hold towards the country's products or brands (Martin & Romeo, 1992). Keller (1993) defines country-of-origin image (similar to brand image) as a set of country-of-origin associations structured in a meaningful way in consumers mind. That is, when a consumer evaluates a foreign country's product, he/she most likely will use country-of-origin image as a resource to obtain information (Hong & Wyer, 1989). Thereby, brands from countries that hold a favorable image generally can benefit from already accepted brands in comparison to those from countries with a less

favorable image. For example, a consumer will increase his/her purchase intention when the perception of a country's image is positive, because he/she then will have a high quality perception and overall evaluation to a product manufactured in that country (Manrai & Manrai 1993). Many consumers actually use country-of-origin stereotypes; "Japanese electronics are reliable", "German cars are excellent", "Italian pizza are superb" (Yasin et al., 2007, p. 38). For consumers, a "made in…" label can say something about a product, for example that a product is "superor" or "inferior" depending on the country on the label and their perception about that country (Yasin et al., 2007).

Conventional country-of-origin studies help researchers to analyze if customers prefer products or brands from one country over another, whereas the emphasis in perceived country-of-origin image of the countries helps researchers to analyze why this is the case (Roth & Diamantopoulos, 2009). Because consumers' perception of a certain country-of-origin image influences their assessment of products from that country, it will eventually influence their preferences, purchase intentions and choices of brands. This obviously has implications on the brand´s equity (Yasin et al., 2007). As one example, the German food chain Lidl esablished several grocery stores in Norway back in 2004. In 2007, there were as many as 50 Lidl stores in Norway, and the food chain grew fast (Dagbladet, 2008). However, in 2008, Lidl had to withdraw from the Norwegian market, and they sold all their premises to the Reitan Group which is a retail/food chain in Norway. Lidl tried to establish itself in competition for Norwegian food customers for years, but never managed to get over a level of a few percent of the market share (1-2%), due to the strong competition in the country (Dagbladet, 2008). Why was it so that Lidl could not aquire a higher marketshare and satisfy norwegian customers needs? Even though Lidl offered a wide product range and is considered a discount chain, the majority of the products offered were not known brands for the Norwegian customers, and one could therefore believe that this, in addition to the strong competition between the retail chains located in Norway could have a major influence on Lidls withdrawing from the market.

By investigating how country-of-origin image impacts the brand equity dimensions adopted for this thesis (brand awareness, brand association, perceived quality and brand loyalty), it can help Dybvik protect or enhance the core essence of their brand (Pappu et al., 2006).

2.4. Models for the study and hypotheses development

The literature review in this thesis has given insight into brand equity dimensions, which essentially consists of four dimensions: brand loyalty, brand awareness, perceived quality, and brand associations (Aaker, 1991). These brand equity dimensions proposed by Aaker (1991) are therefore used as the basis of research model 1 in this thesis, in order to investigate research question 1: "*Does the brand equity dimensions; brand associations, brand awareness, perceived quality and brand loyalty, have a significant positive effect on the brand equity for the brand Dybvik, and does brand equity have a significant positive effect on price premium?"* Figure 9 shows research model 1, and illustrates that it is assumed that the brand equity dimensions, namely, brand associations, brand awareness, perceived quality and brand loyalty have an significant positive effect on brand equity. In addition, the relationship between brand equity, and the customer's willingness to pay a price premium is illustrated as an additional hypothesis. These assumptions also contribute in forming the basis for the hypotheses formulation further below.

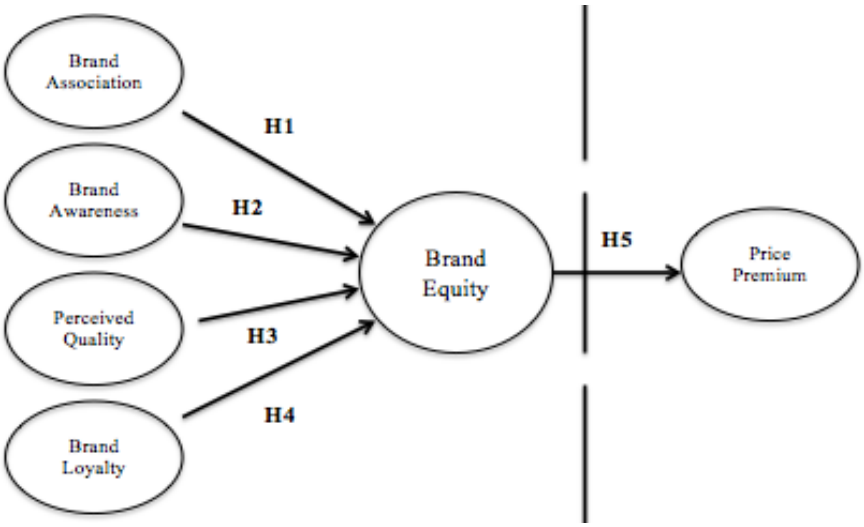


Figure 9 Research model 1

The conceptualization presented by Aaker (1991) have been adopted and supported by several researchers. For example, results from a study conducted by Yoo et al. (2000) showed a significant positive relationship between brand loyalty, perceived quality and brand associations combined with brand awareness, and brand equity, within the the three product categories of athletic shoes, camera film and color television sets. Kim & Hyun (2011) also investigated the relationship between brand loyalty, perceived quality and brand associations/awareness and brand equity for a Korean IT software sector. Results showed that

the relationship between the overall value of brand equity and the three dimensions of brand equity were all postive and significant.

Further support for the relationship between Aaker's (1991) proposed brand equity dimensions and brand equity was found by Pappu et al. (2005), where results supported the hypothesized four-dimension (brand associations, brand awareness, perceived quality and brand loyalty) model of brand equity across two product categories and six brands. As previous literature and research supports the link between brand equity dimensions proposed by Aaker (1991) and brand equity, four hypotheses are developed to explore the relationship between brand equity dimensions and brand equity for the brand Dybvik;

H1: Brand associations has a significant positive effect on brand equity
H2. Brand awareness has a significan positive effect on brand equity
H3: Perceived quality has a significant posititve effect on brand equity
H4: Brand loyalty has a significant positive effect on brand equity

Previous research also suggest that a price premium can be obtained when a company has high brand equity (Bendixen et al., 2004). In a study conducted by Hutton (1997), results showed that within the industrial markets, brand equity gave a "halo effect" in which buyers were prepared to pay a premium for their favorite brand. Therefore, an additional hypothesis have been developed to investigate the relationship between brand equity and price premium to investigate whether there is a significant positive relationship between Dybvik's brand equity and the respondents willingness to pay a price premium for their brand;

H5: Brand equity has a significant positive effect on price premium

Further, the next sections emphasizes research question 2 in this thesis: "*Does country-of-origin image have a significant positive effect on the brand equity dimensions for the brand Dybvik"*. Empirical evidence supports the linkages between country-of-origin image and the brand equity dimensions presented by Aaker (1991) (e.g. Pappu et al., 2006; Yasin et al., 2007; Sanyal & Datta, 2011). In the second research model (figure 10) presented in this thesis, it is therefore assumed that country-of-origin image has a significant positive effect on the four brand equity dimensions; brand associations, brand awareness, perceived quality and brand loyalty.

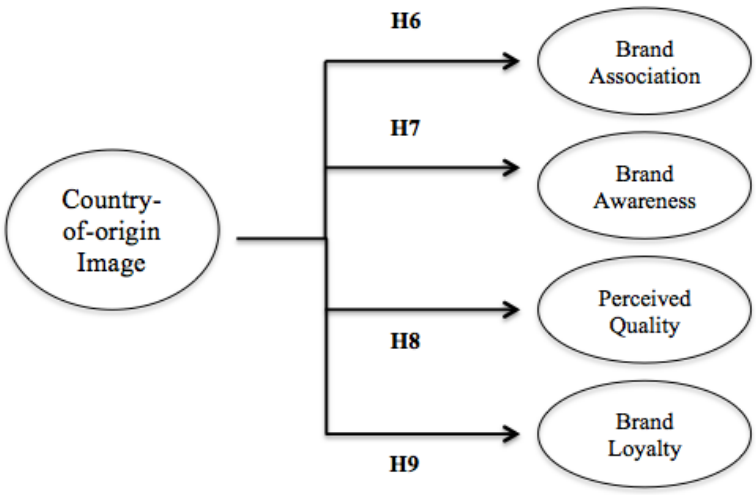


Figure 10 Research model 2

Yasin et al. (2007) examined the effects of country-of-origin image on the deveolpment of brand equity of household electrical appliances. In their study, three brand equity dimensions were included; 1) brand distinctiveness (refers to favorable and positive aspects that are associated to the brand, such as quality), 2) brand loyalty and 3) brand awareness/associations. Results showed that all three dimensions had a significant impact on brand equity when influenced by country-of-origin image. Further, Sanyal & Datta (2011) also investigated the impact of country-of-origin image on brand equity dimensions, namely, brand strength and brand awareness of branded generic drugs. Their results indicated that country-of-origin image influenced consumers´ overall perception of a brand, in addition, country-of-origin image had a high degree of positive effect on both brand equity dimensions.

In a study conducted by Pappu et al. (2007), the relationship between consumers' country level and product level images of a country, and the equity they associate with a brand from that country was examined. Their results showed a significant and substantive relationship between both macro and micro country images for the brand and brand equity dimensions (brand associations, brand awareness, perceived quality and brand loyalty).

Based on the findings presented, substantial evidence for the theoretically hypothesized link between country-of origin-image and brand equity dimensions (brand associations, brand awareness, perceived quality, and brand loyalty) exists. The analyses conducted based on the following hypotheses will give indications whether the previously proven link between

country-of-origin image and brand equity dimensions also can be applied to the Norwegian clip fish industy. Thus, the following four hypotheses are offered:

H6: Country-of-origin image has a significant positive effect on brand associations
H7: Country-of-origin image has a significant positive effect on brand awareness
H8: Coutry-of-origin image has a significant positive effect on perceived quality
H9: Country-of-origin image has a significant positive effect on brand loyalty

In this thesis, the concept of brand equity is investigated for the brand Dybvik. To get an understanding of the company that produces the brand Dybvik, the following chapter provides an overview of the Norwegian seafood- and clip fish industry, followed by an insight into the company Jakob & Johan Dybvik AS, where marketing efforts and achievements through the last decade is provided.

3. The industry and the company

3.1. The Norwegian seafood industry

The Norwegian seafood industry has a proud and long history, and is today one of Norway's largest and most important export industries (Råfisklaget). As early as in the 1000-centuary, fish was traded as merchandise, and within the 1100-centuary, the Norwegians started exporting dried cod and herring to England (Store Norske Leksikon). Norway's long stretched coastline from Nordmøre in the southwest to Finnmark in the northeast, with rich and fertile ocean areas (Valderhaug, 2009), could be considered as the base for the seafood industry, which stands for a great source of added value to Norway's gross national product (GNP) (Henriksen et al., 2012).

The industry can be described as a cycle industry, affected by seasons, which has led to marked-based quotas of raw material (Valderhaug, 2009). This has also affected the profitability due to peak-on and peak-off periods, and the industry therefor requires high levels of planning within the operations, both at sea and at land (Valderhaug, 2009). Right before and after the Second World War, there was a technological development in the industry, which made it possible to do fishing in remote waters (Valderhaug, 2009). Over time, Norwegian fishing has grown to a full-year industry both in the Norwegian- and other countries economic areas, most because of the costs incurred with the drift of modern ships (Valderhaug, 2009).

The value chain

The fishing industry has three distinct and separated joints in its value chain (figure 11) (Valderhaug, 2009). The joints in the value chain consists of: catch (fishing), fish processing and export or trade joints (Henriksen et al., 2012). The industry have shown impressing adaptability through time, though compared to other industries in Norway, the organizing started late and the formal education levels within fisheries have grown mostly the last decades (Valderhaug, 2009).

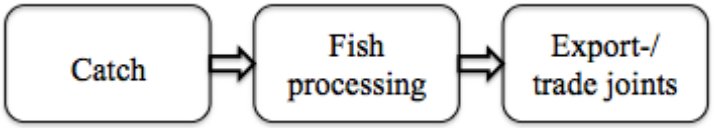


Figure 11 The fishery-based value chain (Henriksen et al., 2012)

Traditionally, there has been a low level of vertical integration in the industry, especially between fishing, and production and processing units (Valderhaug, 2009). Though there are some that have made the vertical integration possible to some extent by acquiring ships with onboard factors, were seafood are sold directly to exporters or through subsidiaries (Valderhaug, 2009). Norway's first fishing vessel with an onboard factor, "Longva", was built in 1962 and is considered a milestone within the construct of fishing vessels (Ålesund Kommune, 2012). The national markets are relatively small, and because of this, about 90 % of the quantity of fish caught, have been exported. Thus, this could be considered as a unique characteristic for the industry (Valderhaug, 2009).

In 2010 a study was conducted by SINTEF Fiskeri & Havbruk AS of the Norwegian seafood industry, which they defined as the sum of aquaculture-based and fishery-based value chain and its direct and indirect merchandize and services. It was found that the industry had a value contribution to the GNP of 46,5 billion NOK (see figure 12), with a production value of approximately 137 billion NOK, and with 44 000 employed (Henriksen et al., 2012).

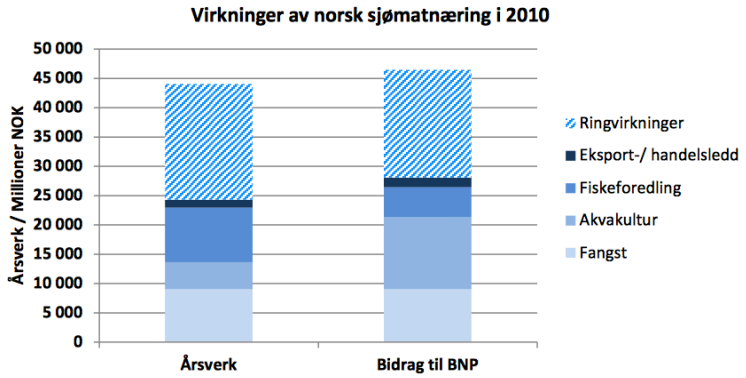


Figure 12 Norwegian seafood industry 2010 (Henriksen et al., 2012, p. 3)

In addition, as illustrated in figure 12, the spillover effect from the industry counts for 18,4 billion NOK. This shows how important the industry is for its direct and indirect suppliers of merchandise and services (Henriksen et al., 2012). During the last years, there has been a turn in how the sale of fish in conducted, drifting away from "loose weight sales" to packaged solutions (Fiskeri- og Kystdepartementet, 2012). The retail sector reported in 2011 that the seafood category was the fastest growing, and that the value of the turnover has doubled the last years (Fiskeri- og Kystdepartementet, 2012).

For the clip fish industry, the most important market outside Norway is Portugal, followed by Brazil and Spain among others (Valderhaug, 2009). Though some producers of clip fish concentrate on the domestic market, stressing the importance of quality, as it is difficult to produce the quanta needed to export (Valderhaug, 2009).

Production of clip fish – through history

The manufacture of clip fish has been known since the 1400-century and the middle ages-era, when the knowledge of dispensing salt from saltwater was acquired (Arildsen & Seim, 2012). Clip fish in Norway is known as a product and a dish, and Norway has the right climate, the knowledge to produce it, in addition to the cliffs, and thereby, its name: clip fish (O. Valderhaug). That is, when the weather allowed it, the fish was dried on pebbles on Sunnmøre and on cliffs in the Kristiansund area. The sight of this is known as "the white belt from Stadt to Kristiansund", some of which can be seen in figure 13 (Arildsen & Seim, 2012).

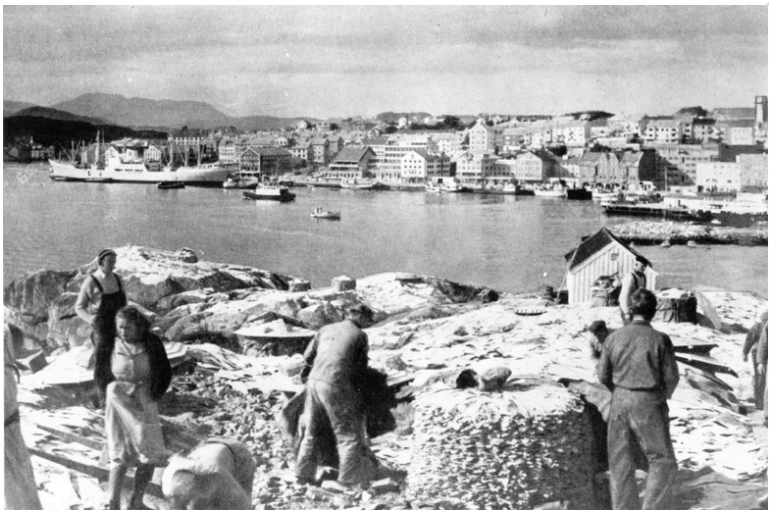


Figure 13 Piled clip fish (Gjenreisningsbyen Kristiansund)

Originally, the clip fish industry was centered in Kristiansund (Arildsen & Seim, 2012). Through industrialization of the production of clip fish, this gradually moved in the 1950s and 1960s to Ålesund. Reasons for this have been explained by the climate, community and ownership structure (Arildsen & Seim, 2012). The municipality, Ålesund, is one of the municipalities in Norway that is strongly dependent on the fishing industry, and have since the mid 1960s been called the fishery capital of Norway (Ålesund Kommune, 2012).

Today, Ålesund is Norway's leading and largest export harbor for fish and fish products (Ålesund Kommune, 2012). In 2012, approximately 30 % of the export of fish stemmed from Ålesund, and of Norway's 50 largest fishing companies, close to 20 of these had its main office located in Ålesund. In 2002, the export of clip fish accounted for 16 % of Norway's fish export, despite the concerns in the 1950s that through economic and political support, frozen fish were assumed to acquire the market of clip- and salted fish (Arildsen & Seim, 2012). In 2010, there were 39 registered firms that produced salted-, clip- and dried fish in Møre and Romsdal alone, with a gross production of 3 124 million NOK (Statistisk sentralbyrå, 2014).

3.1.1. Porter´s Diamond Model

According to Porter (1990), a nation's competitiveness depends on the capacity to innovate and upgrade within each industry segment. In order to recognize the competitive advantages in an industry, Porter (1990) developed the diamond model (figure 14). The Diamond Model is a useful technique to identify factors a firm or a country has to consider in its operations, and how these factors interact with each other in consideration of the organizational structure, external competition and strategic decisions (Zhao et al., 2012). Through the explanation capabilities of the Diamond Model, industries can see their positions and the indicators of competition in the market they are performing in (Ôzer et al., 2012). Each of the factors in the diamond model is elaborated below.

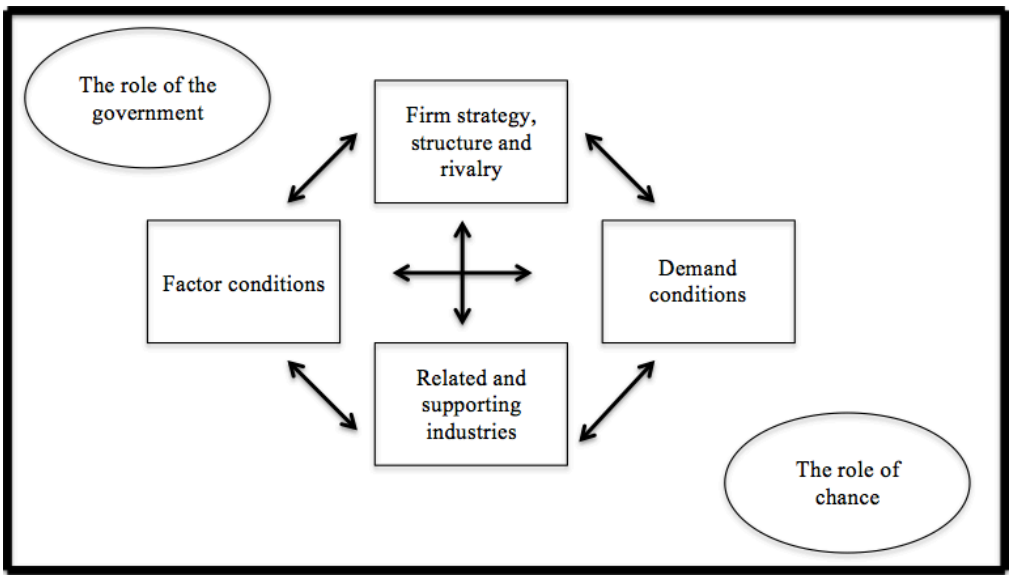


Figure 14 The diamond model (Ôzer et al., 2012)

The role of the government - *Regulations of quota's and economic support*

A main agreement was established between the State and the Norwegian fishing industry in 1964 (Norges Fiskarlag). However, to avoid subsidies (which could contribute to overcapacity and thereby over-exploitation and reduction of profitability, and vulnerability attached to anti-dumping measures) the so-called "Main Agreement" was eventually reduced to comprise social measures for fishermen only, as a result of the EFA Agreement (EØS-avtalen) (Regjeringen, 2004). During the 1990s, the fishing industry thus became free from subsidies, and the government did not ad the same amount of support to poor fishing and weak markets as it had previously. Now, support can be given to the fishing industry through SND (Statens næring- og distriktutviklingsfond), differentiated social security contributions (Regjeringen, 2004), and from the States fishing bank (Statens Fiskarbank). Because of resource crises, there have throughout time been different concession arrangements. In 1995, Fiskarlaget wanted to make an individual vessel quota system permanent, which would end the free establishment right (The Participation Act of 1972). The fishing industry has therefor gone from being an open rural industry to a closed, rational and competitive industry (Regjeringen, 2004).

The role of chance - *Natural disasters and fluctuations of wild fish*

The fishing industry does not have direct control of natural disasters that could occur, though to some extent indirect control could be obtained by preparing against weather conditions and man-made disasters by focusing on protocols and obtaining the equipment needed. There are difficulties tied to the raw materials, as the stocks of wild fish are vulnerable to natural fluctuations as a result of biological and environmental factors (Regjeringen, 2004). This should also be seen in light of the political control through quotas, which tries to prevent over-exploitations of raw material (e.g. fish).

Firm strategy, structure and rivalry - *clusters, large and small firms, vertical integration*

The fishing industry is affected by strong domestic rivalry, which also has made international markets more easily reachable through clusters within the industry. The clip fish cluster, international known as "Bacalao de Noruega" (Bacalao from Norway), and "Norwegian fish" for the fishing industry in general, helps producers with a strategic advantage internationally. The vertical integration in the industry has grown, along with technological development and with a higher level of focus on strategy. Also, most firms export, as it is the greatest source of

income, which also have over time made its mark on the international staff recruitment (Regjeringen, 2012).

Demand conditions - *Continued increase of demand in export markets, and slow movement in home-based markets*

In 2011, the Norwegian market bought seafood for 5,25 billion NOK, which is also evident if considering that the seafood category in the retail sector was the fastest growing, with a turnover doubled the past years (Fiskeri- og Kystdepartementet, 2012). Also, the processing and preserving of fish, crustaceans and mollusk generated in 2011 near to 40 million NOK in revenues (Statistisk sentralbyrå, 2014). In 2013, the sale of fish generated 5 744 million NOK in revenues, and seafood generated in total 6 327 million NOK, of which 937 million NOK stemmed from foreign landings and 59 million NOK from dried cod (Råfisklaget, 2013).

An important area of the seafood industry is the export of fish, which has in recent years grown considerably. In 2007 it was exported seafood with a value of 35 696 million NOK, which in 2013 had increased by approximately 71 %, with a value of the seafood exported at 60 374 million NOK. Even though it was exported 108,000 tons more of seafood in 2012 than in 2011, the value of the fish felled with 1,3 billion from 2011 to 2012, which could be a result of lower export prices in general for most species of seafood (Statistisk sentralbyrå, 2013). Export of cod has through the last few years experienced both increase and downfalls. In 2009 and 2012 there was a fall in the export of cod (figure 15), though an impression that the export of cod has stabilized in the home-based market is apparent (Statistisk sentralbyrå, 2014).

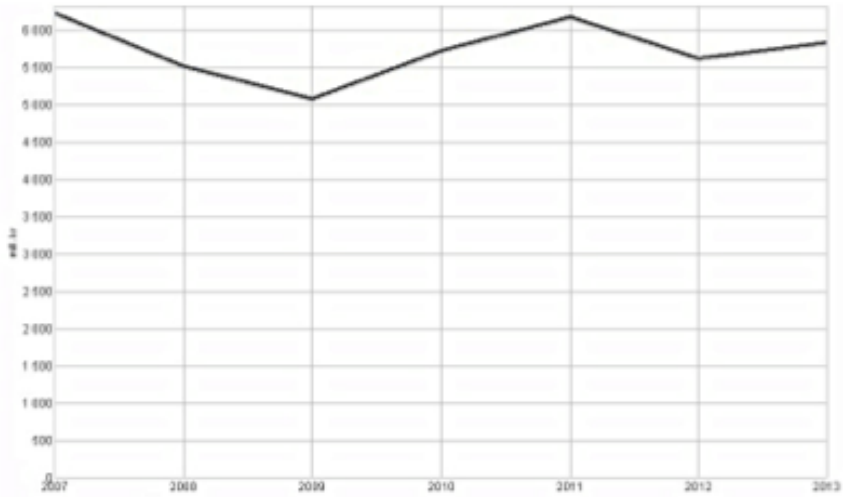


Figure 15 Export of cod 2007-2013 (Statistisk sentralbyrå, 2014)

According to these findings, the demand conditions for the seafood industries are present and will most likely continue to grow in the future within the export sector (Statistisk sentralbyrå, 2014).

Factor conditions

Norway is geographically well located for fishing, and especially Sunnmøre, which is located between the Barents Sea, rich in cod, and the North and Norwegian Sea, rich in herring (Ålesund Kommune, 2012). Also, the education level of the industry is continually growing and recruits new labor force, as it is possible to gain a good level of income, which makes the occupation popular. The fishing industry has a long history in Norway, with high levels of knowledge, access to raw materials near by, and a high level of technical equipment and specialized knowledge domestically to draw from. An important factor condition is Norway's high level of labor costs, which has resulted in an increased use of employing immigrants from Europe (Regjeringen, 2012).

Related and supporting industries

As mentioned earlier, the spill over effect of the fishing and seafood industry is high, generating 18,4 billion NOK for its direct and indirect suppliers of merchandise and services. Important related and supporting industries is therefor manufacture of technological equipment's and vessels, the retail sector for the B2C consumer, firms handling the transportation of the products, either in the home- or export markets, and the cooking and restaurant industry (Henriksen et al., 2012).

3.2. Jakob & Johan Dybvik AS

Jakob & Johan Dybvik AS was established in 1923, and since the company's second season in 1924, they have been located at Fiskarstrand, which is a small municipality right outside Aalesund, Norway. Jakob & Johan Dybvik AS is a family-owned company, where the craft of producing clip fish have been passed down three generations so far. Today, the company is governed by three brothers, namely, Jakob Dybvik, Sindre Dybvik and Jan Petter Dybvik. The three brothers has brought the legacy of the family business on by reconstructing the company's marketing activities from primarily relying on their good quality products, to focusing a lot more on brand building. Through their brand building strategies, their brand

Dybvik has grown to be a well known brand among clip fish enthusiasts, both in the catering segment, as well as in the segment of retail consumers.

Because organizations struggle to reach out with their competitive niche in the marketplace (King & Grace, 2008), the three brothers realized the importance of building a strong brand in order to gain competitive advantages over competitors. Even though the Dybvik series was first established in 2009, the actual work of assortment, establishing contacts, and product development has been ongoing since the millennium. It was the products features, taste and history that made it interesting for the company to not exclusively rely on the "good quality" of their products, but rather, an emphasis was placed on reinforce these features by building a strong brand name that customers could associate the company with.

Several marketing efforts have been used to strengthen the brand name, i.e. demostration of products, continuous use of social media (primarily face book), store promotions, shock sellers in shops, some advertising in food magazines, participation in fairs, markets and events, editorials in the media (newspapers, television, magazines, etc.), launching of inspiration movies linked the product, a Dybvik App and recipe booklets/pamphlets inspirations. It is believed that these marketing efforts have created publicity/awareness around the company, in addition to an increase in sales revenues. That is, even if it was difficult for the company to answer exactly how much the sales revenues have increased since they begane active marketing (because the sales figures also include numbers from sales of traditional exports and unbranded products), they could estimate, that if isolating the Dybvik series, the sales has increased from 2010 to 2013 with approxemately 60%.

In addition, the company has been awarded with several accolades and prices during the last years. For example, Jakob & Johan Dybvik AS was announced as the winner of the year's best clip fish both in year 2000 and 2006. In addition, they were nominated for the Norwegian meal in 2009, whereas they became finalists in the Norwegian meal in 2011. Further, the company won "the year's food finding" in 2014, with their new products "3-2-1 Gryte" and "3-2-1 Ovn". When asking the company what they think characterizes Dybvik cllip fish, the answer was put forward clearly and prominently: they think it must be the genuine article produced based on the Norwegian dried cod traditions. That is, no artificial additives are used, only fish, salt, the time it takes to create an optimal product and "a lot of love" is applied, which eventually gives pure clip fish falvors. It is therefore believed that these features, in

addition to the company's focus on brand building may be estimated to be the reasons why the firm has won and been nominated for so many different prices through the years.

Jakob & Johan Dybvik AS has primarily been focusing on the Norwegian market. For future priority areas, the aim is to expand the target audience, and thereby launching products that will appeal to a younger target group. In addition, a focus will be placed on product development with a special focus on trends like "healthy" food, simple food (convenience) and meal solutions. For the future, the company also wants a sharpened focus internationally. In addition to their personal brand, their strengths is that they are a flexible small organization who know their field. Their weaknesses, on the other hand, is their low turnover, their small range of series in production, scarse capital to marketing activities, and the small turnover in the retail stores that involves high monitoring costs. When considering their main competitors, it is the retail store's own brands that pose the greatest threath, even though there are several other competitors in the Norwegian market.

Based on the presentation of the Norwegian seafood- and clip fish industry, in addition to the presentation of the company, the reader can get a more comprehensive understanding of what the forthcoming results implies for the particular company. Further, to test the developed hypotheses presented in section 2.4, the next chapter addresses the methodology used in this thesis.

4. Research methodology

In this chapter, the research methodology applied in this thesis is elaborated, starting with research strategy, followed by research design, data collection, construction of questionnaire, data analysis techniques, and finally, reliability and validity. Research methodology is considered as the science of how research is done systematically (Kothari, 2004). That is, research methods are procedures of techniques used to answering scientific questions and issues. This is essential in order to conduct research for use in scientific reports and articles, but also for projects and dissertations. An understanding of society and the scientific method are also essential for insightful assessment of research. In the research process presented in figure 16, one can see that there are several steps one must go through. However, it is often so that one must return to a previous step in the process (Ringdal, 2009). That is, during the process, unanticipated issues can emerge, and then, one may consider go back in the research process, either a few steps, or all the way back to number 1 "idea", based on what has been encountered.

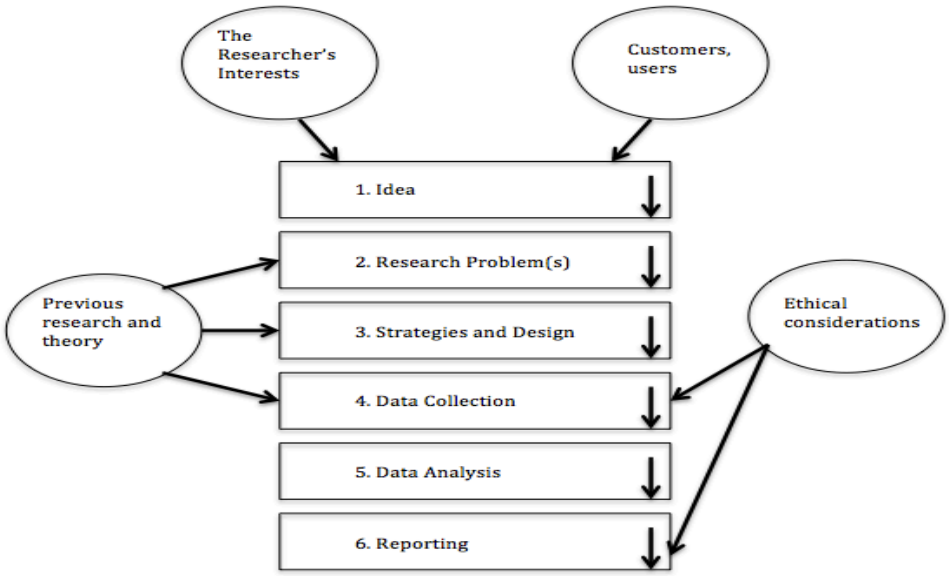


Figure 16 The research process (Ringdal, 2009)

4.1. Research strategy

Research is the search for knowledge, and its purpose in general is to find answers to questions not yet discovered through application of scientific procedures (Kothari, 2004). To obtain the answers of a research question, a strategy must first be designed. The research strategy guides through the steps of the research: defining the problems and formulate hypotheses, collecting and evaluate data, making deductions and research conclusions, and

analyze and examine the date to draw scientific and valid answers to research questions (Kothari, 2004; Ringdal, 2009).

There are mainly two types of research strategies; quantitative research strategy and qualitative research strategy. Quantitative research strategy is based on numerical data that provides descriptions of reality in figures and tables (Ringdal, 2009). It is used to describe the prophecy and measurable phenomena through variables, where the data is tested by hypothesis developed based on existing theories, and analyzed using analytical tools (Leedy & Ormrod, 2001) to understand the effects of various promotional inputs on the consumers in order to predict the consumer's behavior, and to test theories based on quantification (Schiffman et al., 2008). A quantitative research strategy is often theory driven or deductive. This means that researchers ask questions and then derive hypotheses from one or more theoretical perspectives that are relevant to the phenomenon being studied. The variables used can be viewed as measurements of terms taken from theories (Ringdal, 2009). The quantitative research methods acquire higher levels of respondents than qualitative research methods. Thus, it gives a greater chance of generalizing compared to the qualitative research method (Leedy & Ormrod, 2001).

Qualitative research strategy on the other hand, is based on text data that provides textual descriptions (Ringdal, 2009), and is conducted by observations, in depth interviews and focus groups (Leedy & Ormrod, 2001). As opposed to a quantitative research strategy, which requires a relatively large number of devices, the qualitative research strategy can be based on a few devices, often called cases. Another difference from the quantitative research strategy is that qualitative research strategy often is inductive. This means that the researcher puts itself carefully into the participant's situation, for example through interviews, and tries to find key concepts that can be used to understand the informant's situation or actions. Thereby, quest for meaning and purpose explanations is typical in qualitative research strategy (Ringdal, 2009). There are several disadvantages with using this approach. For example there may exist difficulties tied to interpretation, which can affect the validity of the findings, and it is considered as a time consuming process (Leedy & Ormrod, 2001).

In this thesis, the research strategy consist of gathering information in order to understand Dybvik's brand equity and related subjects of relevance, designing a questionnaire, conducting a survey, and collect and analyze the findings in order to draw conclusions and

recommendations for Dybvik. To acquire the information needed to answer the research questions developed; quantitative research strategy will be used due to its generalization, simplicity, applicability and time-consuming features.

4.2. Research design

A research design is a rough sketch of how a specific study should be designed (Bryman, 2004). Within research designs there are different approaches; for example experimental studies, cross-sectional studies, longitudinal studies, case studies and comparative studies. The choice of strategy, design and method usually hang together naturally (Jacobsen, 2005), and the design in this thesis is based on the cross-sectional method, as the cross-sectional builds on the time dimension, and the quantitative approach. That is, the cross-sectional design is based on a limited period of time. The purpose is primarily comprised of describing conditions in the present, which is suitable for this thesis, as the time frame for conducting it is limited. The data is recorded only once for each analysis unit, which are individuals in this case. Quantitative cross-sectional design is by far the most used research design in sociology, and it is frequently used in other social sciences as well (Ringdal, 2009). By giving a randomly chosen sample questionnaires in a limited time period, the cross-sectional survey based research design will give an overview over large and complex data in a simple way, as one can collect data from several respondents, providing opportunities to investigate the prevalence and to generalize the findings (Jacobsen, 2005).

4.3. Data collection

There are two methods of data collection one can use: primary data where the researcher takes the initiative to collect data related to the research problem and assembled for this purpose, and secondary data which have been collected by others previously for other or similar research objectives. The latter is less time- and cost consuming, though the data may not be applicable, based on the sample and it's objective (Bryman & Bell, 2007). Quantitative cross-sectional studies is based on surveys (Ringdal, 2009), and thus the process of collecting data will be cost- and time saving as they can be conducted through the Internet, telephones, postal, face-to-face and similar self-administered questionnaires (Schiffman et al., 2008). In this thesis, the questionnaire were self-administered and handed out to a random sample of respondents to get a representative sample of the population, which gives a minimum of interviewer bias, while permitting the interviewers assessments and provide necessary explanations (Creswell, 2009).

Collection of primary data

By selecting a sample from a population, the accuracy of the data collection will be more efficient than if a whole population is considered, as that would be extremely time consuming. A sample is selected to exemplify the population for the given geographical area. There are mainly two kinds of approaches of sampling used in business studies: probability approach and non-probability (Bryman & Bell, 2007). Probability approach is a sample chosen randomly, where each person in the population has the equivalent opportunity of being chosen. Four types of probability samples are simple random sample, systematic sample, stratified random sampling and multi-stage cluster samplings. Non-probability sampling is not chosen randomly, therefore, the population has not been representative and it is not possible to carry out a legitimate inference about the population. Sampling methods includes here convenience sampling, quota sampling and snowball sampling (Bryman & Bell, 2007). In this thesis, the sample was picked randomly by asking passers in ten different locations at Sunnmøre to answer the questionnaire. Therefore a simple random sampling method is used, in order to give the individuals of the population equal chance of being chosen for the survey. This is an unbiased sampling technique, where the respondents are not chosen more than once, which would negatively affect the validity of the results (Buisness dictionary, 2014).

4.4. Construction of questionnaire

The questions in a questionnaire can either be open or closed. Open-ended questions are unstructured and the respondents are asked to answer with their on word(s), in order for the researcher to obtain quantitative information. The information gathered by using open-ended questions can increase the knowledge of a particular area or subject. With closed-ended questions, the respondents are given alternatives to choose from. By using closed-ended questions, it will be easier for the researchers to process and analyzing the answers, and it can increase the possibilities for comparative results (Bryman & Bell, 2007).

The questionnaire in this thesis includes 56 questions, and is categorized into two parts. The first part contains closed-ended questions for the variables brand equity, brand awareness, perceived quality, brand association, brand loyalty, customer satisfaction, ethnocentrism and country-of-origin image, and it is given to answer the hypotheses presented in research model 1 and 2. The respondents are asked about attitudes, perceptions and evaluations of the brand Dybvik. However, one open-ended question is included as the first question, where

respondents are asked to write down their top of mind brand (unaided brand awareness) within the clip fish category. In the second part of the questionnaire, questions about the participant's gender, age, living area, total gross income for the household and educational level (i.e. closed-ended and open-ended questions) are asked to get an overview of relevant information regarding the respondent's characteristics.

The respondent's response-opportunities are constructed using rating scales (Likert scale) in the closed-ended questions in the first part of the questionnaire, which are used to capture the range of a phenomenon (Dawes, 2008). Rensis Likert introduced one of the most famous and frequently used scales, in 1932, namely, the likert scale. It was developed to measure attitudes and values, where the format consists of statements that should be evaluated in degrees of agreement or disagreement (Ringdal, 2009). The scale can be given as verbal statements such as "strongly disagree" to "strongly agree", or as numerical descriptions where the respondents must indicate ones agreement on a numerical scale. The range of possible responses for a scale varies, though most used are five- or seven-point formats (Dawes, 2008). The closed-ended questions in the first part in the questionnaire is given using a 7 point likert-scale, where respondents were asked to grade the answer to a given statement from: "strongly disagree", to "strongly agree", "in a very little degree" to "to a very large degree", "very dissatisfied" to "very satisfied" or "very far from the ideal" to "very near the ideal". The advantage of using likert-scales lies in its simplicity, its ease-of-use, and its highly valued reliability of the data collected (Neuman, 2011).

4.4.1. Overview of questions asked in the questionnaire

An overview of the questions asked in the questionnaire is presented in table 1. In addition to using already developed and validated measurement scales for the different objectives in the proposed model, additional questions have also been developed to get a more comprehensive measure. Before running the actual survey, two pilot-tests were conducted at Aalesund University College to insure the quality of the questionnaire, and find out if the respondents understood the meaning of the questions asked. Students and employees of both genders from the university were represented in the pilot-tests. The feedback from the pilot-test suggested that the survey was appropriate for further research. The overview of the final questions asked in the survey (see table 1) is presented in its original language (English), though the questions that was given to respondents were in Norwegian (see appendix 1), as questions in English may be confusing or could be misinterpreted for those who do not know English on a fluent

basis. The questionnaire that was handed out to respondents can be seen in appendix 2. When translating the questions, accuracy was of extreme importance due to the possibility that one could actually ask the question in an incorrect way, and thereby destroy the meaning that was intended from the original questions. Table 1 includes the questions from the survey and the sources of each question.

Table 1 Overview of questions

Variable	Questions	Source
Brand Loyalty	31) Dybvik is usually my first choice within the clip fish category	*Kim & Kim, 2005*
	24) The probability that I would recommend Dybvik clip fish to others is high	
	33) I would not switch from Dybvik clip fish to another clip fish brand the next time I purchase clip fish	*Yoo & Donthu, 2001*
	35) I consider my self as loyal to Dybvik clip fish	
	9) I talk positively of Dybvik clip fish to others	
	47) I have tasted Dybvik clip fish previously	*Developed by the researchers*
<u>Validation variable:</u> <u>Customer Satisfaction</u>	49) How satisfied are you with Dybvik's products compared to other clip fish products	*Helgesen, 2014 (unpublished working paper)*
	48) To what extent does Dybvik's products correspond to your expectations	
	50) All in all, I am very satisfied with Dybvik's products	
	51) Imagine an ideal clip fish brand. Based on your experience with Dybvik clip fish, how close is Dybvik clip fish this ideal	
Brand Awareness	1) Write down the first clip fish brand name that comes to mind	*Kim & Kim, 2005*
	15) I am aware of the brand name Dybvik	*Yoo & Donthu, 2001; Netermyer et al., 2004*
	6) When I think of clip fish, Dybvik is the first brand that comes to mind	
	17) I have no difficulties imagine Dybvik in my mind	
	18) I can recognize the Dybvik brand among other competing clip fish brands	
	11) Dybvik is a brand that is well known among the residents in our region	*Helgesen, 2014 (unpublished working paper)*
	12) Most people in our region recognizes the brand Dybvik	
	21) Most people do not mix the brand Dybvik with other clip fish brands	
Perceived quality	32) Dybvik offers products of very good quality	*Pappu et al., 2005: 2006*
	36) Dybvik offers products of consistent quality	
	37) Dybvik offers very reliable products	
	29) I am very satisfied with the quality of Dybvik's products	
Brand association <u>Perceived Value:</u>	22) Dybvik clip fish is good value for money	*Buil et al., 2008*
	23) Within the clip fish category, I consider Dybvik a good	

	buy 19) I receive a lot for my money when purchasing Dybvik clip fish	
Brand personality:	25) The brand Dybvik has a personality 26) I have confidence to the brand Dybvik 8) I have a clear image of the type of person who would use (purchase) the brand Dybvik	*Aaker, 1996* *Helgesen, 2014 (unpublished working paper)*
Organizational associations:	28) I trust the company that produces the brand Dybvik 20) I like the company that produces the brand Dybvik 30) The company that makes the brand Dybvik has credibility	*Aaker, 1996: Papu et al., 2005:2006*
Brand Equity Validation variable: Price premium	38) It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same 39) If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik 40) If I have to choose among brands within the clip fish category, Dybvik is definitely my first choice 41) If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik 42) Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik 43) The brand Dybvik is different from other clip fish brands 44) The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand 45) I am willing to pay a higher price for Dybvik clip fish than for other brands 46) I am willing to pay a great deal more for Dybvik than other brands within the clip fish category	*Yoo and Donthu, 2001* *Yasin et al., 2007* *Netemeyer et al., 2004*
Country-of-origin Image Validation variable Ethnocentrism:	2) I prefer clip fish from Norway compared to clip fish from another country 3) I feel clip fish from Norway has higher quality than clip fish from another country 4) The quality of clip fish from Norway is high 5) I feel better when I buy clip fish from Norway compared to clip fish from any other country 16) I feel I support Norway when purchasing clip fish, which originates from Norway 7) Norway is reliable in its manufacturing of clip fish 27) Norway has greater knowledge accordance to produce clip fish than other countries 34) I am loyal to clip fish from Norway 10) I associate clip fish with Norway 13) Norwegians should always buy Norwegian-produced products instead of imported products 14) It is always best to buy Norwegian products	*Developed by the researchers* *Martin, 1993; Lin & Chen, 2006* *Herche, 1992*

Demographic questions:	52) Sex 53) Age 54) Total gross income for the household 55) In which municipality do you live in 56) Education level (completed)	*Developed by the researchers*

The first variable in table 1, brand loyalty, includes five items adopted from Kim & Kim (2005) and Yoo & Donthu (2001). In addition, one item was added, namely item V47 "I have tasted Dybvik clip fish previously". This item was included in order to see differences among the respondents based on whether they have use experience. Further, for the respondents with use experience ("yes" on item V47 "I have tasted Dybvik clip fish previously"), the validation variable customer satisfaction, where four items were adopted from Helgesen (2014), was also included.

Further, the next variable, brand awareness includes eight items adopted from Kim & Kim (2005), Yoo & Donthu (2001), Netermyer et al. (2004) and Helgesen (2014). The first item is presented on the first page of the questionnaire, in order to measure the unaided brand awareness of the respondents. Further, the variable perceived quality is measured by four items adopted from Pappu et al. (2005;2006), and they intend to measure the respondents perceived quality of the brand Dybvik.

Next, the variable brand association includes three underlying categories, namely perceived value, brand personality and organizational associations. The categories is measured by three items each, where the items of perceived value is adopted from Buil et al. (2008), brand personality items from Aaker (1996) and Helgesen (2014), and organizational association items from Aaker (1996) and Pappu et al. (2005; 2006).

The variable brand equity includes six items, adopted from Yoo & Donthu (2001) and Yasin et al. (2007). Brand equity also includes a validation variable, namely price premium. This validation variable, measured by three items adopted from Netemeyer et al (2004), are used in order to establish if the respondents would be willing to pay a price premium for the brand Dybvik or if a price increase would result in switching to another brand.

The final variable, country-of-origin image includes nine items, whereas the current researchers have developed two, and the remaining seven items were adopted from Martin

(1993) and Lin & Chen (2006). Country-of-origin image also includes a validation variable, namely, ethnocentrism, were items are adopted from Herche (1992). Ethnocentrism includes three items, as the remaining items from Herche's (1992) ethnocentrism dimension were considered inappropriate (feedback from pilot test) for this thesis. Finally, table 1 includes demographic questions to establish the respondents gender, age, gross income for the household, living municipality and educational level.

4.5. Data analysis techniques

The analytical software IBM SPSS Statistics 21 is used to analyze the data collected. The statistical package for the social science (SPSS) is produced by SPSS Inc., and was acquired by IBM in 2009 (IBM, 2009). Next, a short presentation of the different techniques used in this thesis is elaborated.

Descriptive statistics

Descriptive statistics provides the opportunity to describe the characteristics of a sample, and to check the variables for any violation of the assumptions underlying the statistical techniques that will be used to address the research questions (Pallant, 2010). Testing the assumptions includes obtaining the mean, standard deviation, and range of scores, skewness and kurtosis. To obtain descriptive statistics for categorical variables, the technique "frequencies" is used, whereas for continuous variables the technique "descriptives" is applied.

Correlation analysis

Correlation analysis is a technique used in order to describe the strength and direction of the linear relationship between two variables (Pallant, 2010). In this thesis the Pearson product-moment correlation coefficient (r) method is applied, which is designed for interval level (continuous) variables, or for one continuous variable and one dichotomous variable. The Pearson r can range in values of -1 to +1, where the sign signaling if there is a positive or negative correlation and size of the value, indicating the strength of the relationship (Pallant, 2010).

Factor analysis

Factor analysis is a data reduction technique, which takes a large set of variables and provides possibilities of reducing or summarizing these into smaller sets of factors or components

(Pallant, 2010). This reduction is based on the clusters among the inter-correlations of the variables, to form smaller number of coherent subscales. Factor analysis is necessary when there is a large number of variables that must be reduced to a more manageable number if the aim is to conduct analyses such as multiple regression. For factor analysis, there are assumptions that must be met; the sample size should be of sufficient size compared to numbers of variables, and there must be factorability of the correlation matrix. Also, it is assumed a linear relationship between the variables, and outliers should be removed or recorded. There are mainly two types of factor analysis: exploratory and confirmatory. Of these, confirmatory factor analysis is a more complex and sophisticated set of techniques to confirm theories or pre-developed components concerning the structure underlying a set of variables. Within confirmatory factor analysis, principal component analysis, where the original variables are transformed into a smaller set of linear combinations with all of the variance in the variables being used, is included (Pallant, 2010). Because the measurement scales in this thesis are adopted from other researchers, confirmatory factor analyses are applied to confirm if the items included are suitable in the dimensions they were expected to.

Regression analysis

Regression analysis is the most widely used and versatile dependence technique that can provide both prediction and explanation to the researcher, to solve research problems, particularly in business (Hair et al., 2014). Multiple regression analysis includes mainly three types of techniques: standard or simultaneous, hierarchical or sequential, and stepwise (Pallant, 2010). These can be used to explore the relationships between a continuous dependent variable and a number of independent variables (usually continuous). The regression is based on correlations, with a sophisticated exploration of the interrelationship among a set of variables, and give how much of the variance in the dependent variable can be explained by the independent variable, which is ideal for investigating research questions. The regression also gives an indication of the relative contribution of each independent variable, and allows determining the statistical significance of the results, in terms of both the model itself and the individual independent variables. In this thesis standard (simultaneous) multiple regression analysis is used. All the independent variables are entered into the equation simultaneously. This is used when there is a set of variables and a need to know how much variance in the dependent variable they are able to explain as a group, and how much unique variance in the dependent variable each of the independent variables explain. For regression analysis, there are several assumptions that must be met; the sample size must be

generalizable for social sciences, multicollinearity and singularity, and outliers must be removed or recorded (Pallant, 2010). Also, normality, linearity, homoscedasticity and independence of residuals, in the distribution of scores and their underlying relationship between the variables, are preferable.

One-way analysis of variance and t-test

One-way between-groups variance (ANOVA) is used when there is one independent grouping variable with three or more groups against one dependent variable, and when there are different participants or cases in each group (Pallant, 2010). Further, independent samples test (t-test) compares the mean scores and variances between two groups of people or conditions. When one intend to compare these scores for more then two groups, one-way between-groups variance can be applied to find out if there is a natural separation point, reducing the three or more groups into two, by using a cut-point.

The assumptions for one-way analysis of variances and t-tests are mostly the same (Pallant, 2010). Both analyses assume that the dependent variable is measured at the interval or ratio level. This means that one should use a continuous scale rather than discrete categories. Further, a random sample from the population should be used, and the observations included in the data should be independent of one another. Another assumption is normal distribution of the population, however, if there is violation of this assumption it should not cause any major problems for social science when there is a large sample involved.

The last assumption is homogeneity of variance. That is, the samples should be obtained from a population of equal variance (variability of scores for each of the groups is similar). By inspecting the Levene´s test for equality of variances, which includes two tests: 1) equal variances assumed and 2) equal variances not assumed, this assumption can be checked. For t-tests, the Levene´s test provides two sets of results (one for when it is violated, and one when it is not violated), and the researchers are allowed to use the one appropriate for the dataset (Pallant, 2010). For one-way analysis of variance, if the Levene's test for equality of variances is significant, there is violation of the assumption of homogeneity of variance. This should not cause a major issue if the size of the groups is reasonably similar.

4.6. Reliability and validity

When multivariate techniques are used, where multiple variables and the reliance of their combination (the variate) are investigated, the attention should be placed on the complementary issue of "measurement error", which is the degree to which the observed values are not representative of the "true" values (Pallant, 2010; Hair et al., 2014). The sources of measurement errors can range from data entry errors, the imprecision of the measurement, to the inability of respondents to accurately provide information, thus it must be assumed that all variables used in multivariate techniques have some degree of measurement error. Two important characteristics of a measure, validity and reliability, must be assessed in order to reduce the degree of measurement error. "Validity is concerned with how well the concept is defined by the measure(s), whereas reliability relates to the consistency of the measure(s)" (Hair et al., 2014, p. 3). In other words, reliability refers to the extent the measurements of the analysis conducted is repeatable and consistent, whereas validity indicates further that these measurements should also be valid or accurate.

Validity can be defined as the "extent to which a measure or set of measures correctly represents the concept of study – the degree to which it is free from any systematic or nonrandom error" (Hair et al., 2014, p. 3). There are mainly two types of validity; content validity and construct validity. Content validity is based on judgment estimation, to check if the scales measure what they intend to do (Pallant, 2010; Hair et al., 2014). Scales used to measure the different terms in this thesis were adopted from previous validated researches in the field of brand equity (see table 1). Also, to ensure that the respondents were not to misinterpret the questionnaire, great effort was put in the translation from English to Norwegian. This translation was then tested through a pre-pilot test, and after corrections made, a second pilot-test was conducted involving a few more random respondents from different age groups and genders. The second pilot-test was well received from the respondents, and the researchers therefor considered the structure of the questionnaire, as completed.

Construct validity, on the other hand, can be explored by investigating how the constructs relate to other constructs (Pallant, 2010, p. 7), in a manner that is consistent with the theoretically based concepts (Malholtra & Birks, 1999). By investigating the correlation matrix, one can see if the constructs relate. If the constructs relate, there exists convergent

validity (homogeneity within the constructs), and if the constructs are unrelated, there is discriminant validity (heterogeneity among the constructs) (Pallant, 2010; Malhotra & Birks, 1999). As seen in the correlation matrix in appendix 4.11, the correlations between the constructs range from .397 to .881, and accordingly there exists convergent validity. Further, by investigating the Cronbach's Alpha, the reliability of scales can be measured. The Cronbach's Alpha for the scales used in this thesis is considered to be strong, ranging from .814 to .948. These values are further discussed in the next chapter, data analysis.

5. Data analysis

To determine whether the hypotheses developed in section 2.4 are to be supported or rejected, this chapter provides results from the conducted analyzes. First, descriptive statistics of the respondents are presented, followed by factor analyses and multiple regression analyses. In addition, results from exploratory analyses are presented, as these give a more comprehensive understanding of the underlying factors in the data selection.

5.1. Descriptive statistics of respondents

Sample location and living municipality

10 locations were used at Sunnmøre to get a representative sample for this survey: 1. Kiwi Fiskerstrand, 2. Amfi Moa, 3. Meny Hatlane, 4. Eurospar Valderøy, 5. Kiwi Flisnes, 6. Coop Prix Skodje, 7. Kiwi Klokkersund, 8. Rema 1000 Breivika, 9. Bunnpris Langevåg and 10. Aalesund Storsenter (details are presented in appendix 3b). 58.6% of the respondents are located in Ålesund, 10.2% in Giske, 10.8% in Sula and 5.7% in Skodje. This indicates that Ålesund is highly represented (details are presented in appendix 3a). Out of 352 asked respondents, 19 (5.4%) respondents were removed from the data set due to incomplete response to the questionnaire (failure to answer just about any question). Thereby, the total sample comprises 333 valid respondents for further analysis.

Gender

Out of 333 respondents, 47.4% (158) were males and 50.2% (167) were females. The remaining respondents, 2.4% (8) represent those who did not answer if they were a male or a female (details are presented in appendix 3c). Based on these results, a fairly equal representation of gender is provided for further analyses, and are presented below in figure 17:

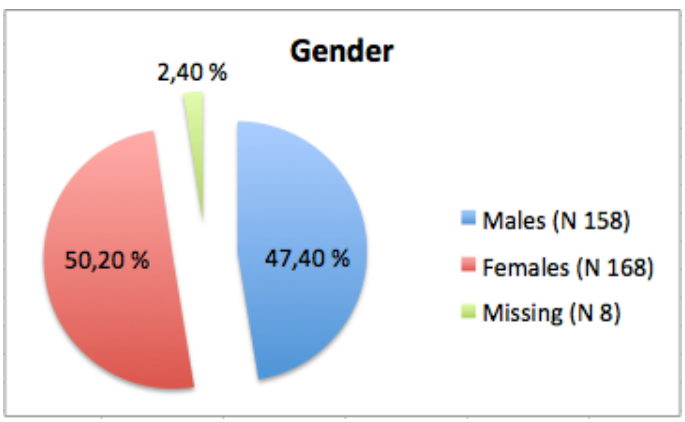


Figure 17 Distribution of gender

Total gross income for the household

The respondents were also asked to tick of for their total gross income for the household per year, with five alternatives to choose among: 0-299´, 300´-599´, 600´-899, 900´-1499´and 1500´→. A representation of all five groups of gross income is presented in figure 18. The figure shows that all five gross income groups are represented, and 17.4% of the respondents has a total gross income from 0-299´, 33.3% has between 300´-599´, 21.3% has between 600´-899´, 15.3% has between 900´-1499´, and 4.8% has from 1500´ and up. The remaining respondents (7.8%) did not answer the question of total gross income for the household (details are presented in appendix 3d).

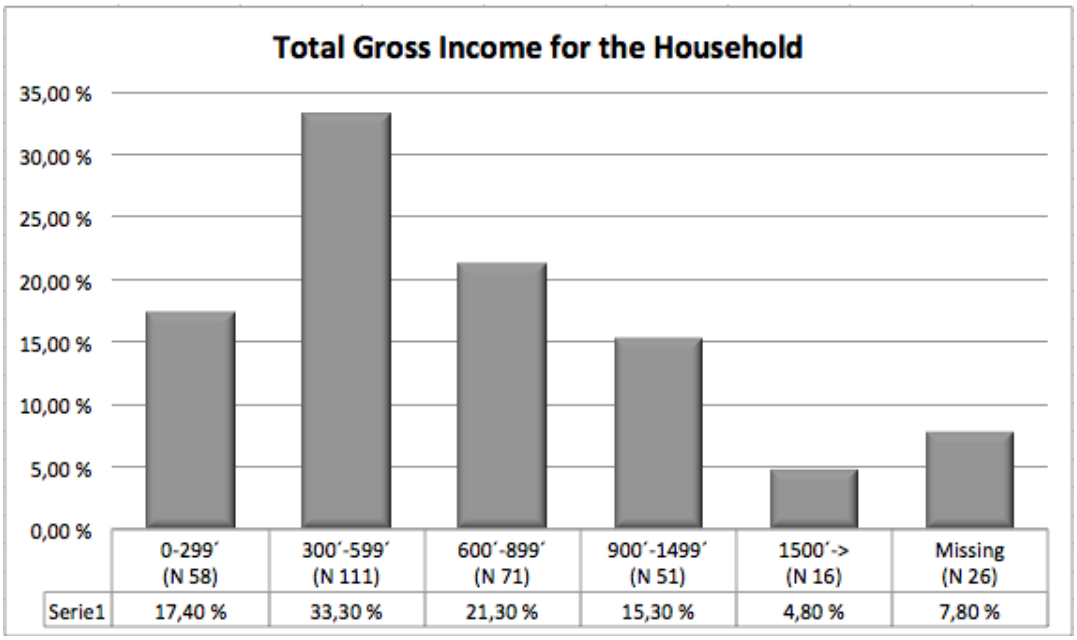


Figure 18 Total gross income for the household

Completed education level

A total of 47.1% of the asked respondents has higher education, whereas 39% has graduated high school, and 11.4% has graduated primary school. However, 2.4% of the respondents did not answer the question of completed educational level (details are presented in appendix 3e). In figure 19, representations of these results are given.

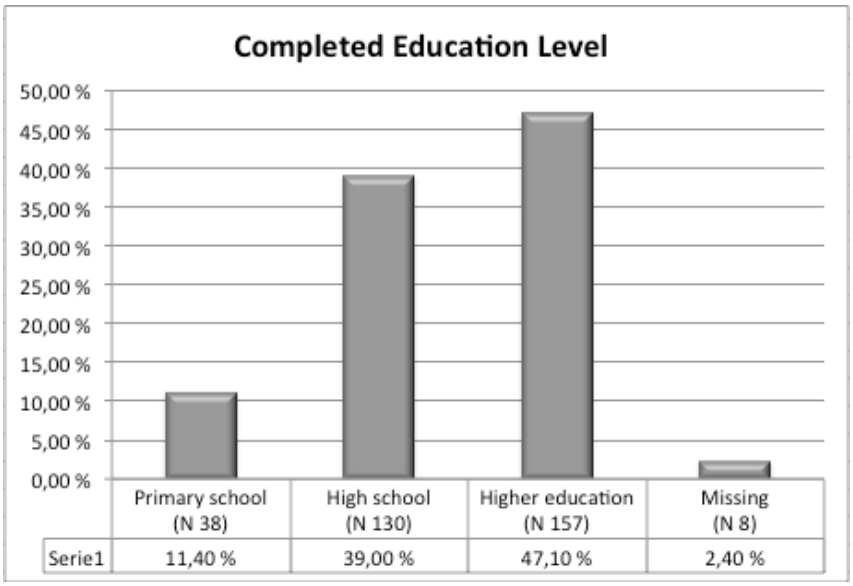


Figure 19 Completed educational level

5.2. Confirmatory factor analyses

The research questions in this thesis aims to find whether the brand equity dimensions (brand associations, brand awareness, perceived quality and brand loyalty) have a significant positive effect on Dybvik's brand equity, and whether brand equity has a significant positive effect on price premium (research question 1), and whether country-of-origin image has a significant positive effect on brand equity dimensions (research question 2). In order to measure these relationships, and because the researchers had an idea of which items belonged together, confirmatory factor analyses were conducted in the attempt to produce a smaller number of linear combinations of the original variables. Out of 50 proposed items, 48 were retained for a total of nine new constructs, i.e. overall brand equity, price premium, brand associations, brand awareness, perceived quality, brand loyalty, customer satisfaction, country-of-origin image and ethnocentrism. Results from the nine new summated scales are presented below.

Total Brand equity items

Five items measures total brand equity:

V38: It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same

V39: If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik

V40: If I have to choose among brands within the clip fish category, I plan to buy a Dybvik even though there are other brand as good as Dybvik

V41: If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik
V43: The brand Dybvik is different from other clip fish brands

Item V42: "*Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik*", was withdrawn from the brand equity scale, and moved to the price premium scale. Even though item V42 loaded strongly with brand equity items when conducting a confirmatory factor analysis based on both brand equity items and price premium items, item V42 also loaded with the price premium items (see appendix 4.1a). A decision was made; item V42 was placed in the price premium scale due to the fact that this scale only consisted of three items originally. In addition, when conducting confirmatory factor analyses of the two constructs, respectable factor loadings were found to support our decision (see appendix 4.1f and 4.2e). Descriptive statistics for each item and the total scale of brand equity is summarized in table 2 below. The table provides an overview of descriptive statistics, starting with number of respondents (N), followed by mean scores, standard deviation, skewness and finally, kurtosis values (details are presented in appendix 4.1b).

Table 2 Descriptive statistics - brand equity items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V40	333	4.64	1.490	- .273	- .160
V41	333	4.30	1.479	- .095	- .109
V38	333	4.56	1.380	- .208	- .013
V39	333	4.50	1.409	- .256	.145
V43	333	4.50	1.150	.308	. 896
Total brand equity	333	4.50	1.212	.017	.070

As one can see from table 2, all items were replied by N=333. The mean scores illustrates that the majority of items have mean scores above 4.5, with the exception from item V41 (which measures whether the respondents plan to buy Dybvik clip fish even though there are other brands as good as Dybvik). The standard deviation values tell how spread the values are, that is, it measures the standard distance from an individual score to the mean (it is calculated by taking the square root of the variance, which is the squared difference from the mean). Further, the skewness values give an indication of the symmetry of the distribution (positive skewness: scores clustered to the left at the low values, and negative skewness: scores clustered at the high end at the right-hand side of a graph). Finally, the kurtosis values presented, provide information about the 'peakedness' of the distribution (positive kurtosis:

the distribution is rather peaked and clustered in the center with long thin tails, whereas kurtosis values below 0 indicate a distribution that is relatively flat (Pallant, 2010). For the brand equity variable, skewness and kurtosis values indicate some violation from normality; however, this is rather common in the social sciences.

In table 3, the new summated scale is presented. Results from the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO), the Bartlett´s Test of Sphericity and the variance explained for the total scale are presented. In addition, factor loadings, communalities (how much of the variance in each item is explained) and Cronbach's Alpha values are presented.

Table 3 Results from confirmatory factor analysis - brand equity

Items	Factor loadings	Communalities
Total brand equity (KMO = .899, Bartlett's Test of Sphericity Sig = .000, Variance explained= 76.47%)		
V38: It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same	.883	.779
V39: If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik	.881	.776
V40: If I have to choose among brands within the clip fish category, Dybvik is definitely my first choice	.915	.836
V41: If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik	.904	.817
V43: The brand Dybvik is different from other clip fish brands	.784	.615
Cronbach's Alpha .923		

Table 3 show that factor analysis is appropriate with a KMO value above .8, and with a statistically significant Bartlett's test value (details are presented in appendix 4.1c). Further, a one-factor solution is supported by a clear change between the first and the second component in the scree plot (appendix 4.1e), and this component explains 76.47% of the variance (details are presented in appendix 4.1d). All items have satisfying factor loadings, i.e. above .8, with satisfying variance explained by each item, ranging from 61.5% to 83.6% (details are presented in appendix 4.1f and 4.1g). Low values (e.g. less than .3) may indicate that the item does not fit well with the other items in the component (Pallant, 2010). The Cronbach's Alpha coefficient for the total brand equity scale (.923) show that items included in the scale 'hang together' and measures the same construct, i.e., the scale is reliable (details are presented in appendix 4.1h). Further, when inspecting whether the Cronbach's Alpha increased if item deleted, item V43 got a somewhat higher Cronbach's Alpha value if item deleted (.927) (see appendix 4.1i). However, it was decided to not withdraw this item from the scale because the

percentage increase was very low 0.4% (.927-.923). The new summated scale "TotBE" can be found in appendix 4.10.

Price premium items

Four items measures price premium:

V42: Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik

V44: The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand

V45: I am willing to pay a higher price for Dybvik clip fish than for other brands

V46: I am willing to pay a great deal more for Dybvik than other brands within the clip fish category

Table 4 Descriptive statistics - price premium items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V45	333	3.95	1.518	- .048	- .319
V46	333	3.75	1.509	.049	- .348
V42	333	4.11	1.529	- .051	- .464
V44	333	4.14	1.368	- .007	.213
Price premium	333	4.00	1.327	.118	- .125

As seen from table 4 (details are presented in appendix 4.2a), N= 333 the mean scores for item V42 and V43 lies above 4., whereas item V45 and V46 have somewhat lower means scores (3.95 and 3.75). These two items measures whether the respondents were willing to pay a higher, or a great deal more for Dybvik clip fish than for other brands. Further, skewness and kurtosis values indicate somewhat violation from normality. Below, in table 5, results from the new summated scale are presented.

Table 5 Results from confirmatory factor analysis – price premium

Items	**Factor loadings**	**Communalities**
Price Premium (KMO = .790, Bartlett's Test of Sphericity Sig = .000, Variance explained= 80.25%)		
V42: Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik	.871	.759
V44: The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand	.858	.736
V45: I am willing to pay a higher price for Dybvik clip fish than for other brands	.931	.867
V46: I am willing to pay a great deal more for Dybvik than other brands within the clip fish category	.921	.848
Cronbach's Alpha .917		

As seen from table 5 (details are presented in appendix 4.2b-4.2f), factor analysis is appropriate, with satisfying factor loadings. The Cronbach's Alpha coefficient (.917) indicates that the scale is reliable (details are presented in appendix 4.2g), and neither of the items got higher Cronbach's Alpha values if item deleted (see appendix 4.2h). The new summated scale "TotPP" can be found in appendix 4.10.

Brand association items

Eight items measures brand associations:

V22: Dybvik clip fish is good value for money

V23: Within the clip fish category, I consider Dybvik a good buy

V19: I receive a lot for my money when purchasing Dybvik clip fish

V25: The brand Dybvik has a personality

V26: I have confidence to the brand Dybvik

V28: I trust the company that produces the brand Dybvik

V20: I like the company that produces the brand Dybvik

V30: The company that makes the brand Dybvik has credibility

Item V8: "*I have a clear image of the type of person who would use (purchase) the brand Dybvik"* was withdrawn from the brand association scale, because the factor loading (.645 = 41.6%) was too weak compared to the other items included (details are presented in appendix 4.3a). Based on the presented items above, descriptive statistics for each item and the total scales are summarized in table 6 below.

Table 6 Descriptive statistics - brand association items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V26	333	5.20	1.258	- .458	.152
V22	333	4.98	1.201	.123	- .530
V23	333	5.25	1.195	- .187	- .510
V30	333	5.26	1.242	- .349	- .173
V19	333	4.77	1.222	.209	.081
V20	333	4.79	1.273	.203	- .046
V28	333	5.34	1.250	- .624	.326
V25	333	4.64	1.183	.245	.424
Brand associations	333	5.03	1.043	- .005	- .225

Results from table 6, show that for brand associations, N=333, and mean scores ranges from 4.64 (V25) to 5.34 (V28), which imply rather high brand association among the respondents.

However, item V25 (item with the lowest mean score) measures whether people feel that the brand Dybvik has a personality, and item V28 (item with the highest mean score) measures if the respondents trust the company that produces the brand Dybvik. Further, skewness and kurtosis values indicate some violation of normality. In table 7, results from the new summated scale are presented (details are presented in appendix 4.3b).

Table 7 Results from confirmatory factor analysis – brand association

Items	Factor loadings	Communalities
Brand associations (KMO = .917, Bartlett's Test of Sphericity Sig = .000, Variance explained= 72.16%)		
V22: Dybvik clip fish is good value for money	.875	.766
V23: Within the clip fish category, I consider Dybvik a good buy	.872	.761
V19: I receive a lot for my money when purchasing Dybvik clip fish	.837	.701
V25: The brand Dybvik has a personality	.790	.623
V26: I have confidence to the brand Dybvik	.882	.778
V28: I trust the company that produces the brand Dybvik	.835	.698
V20: I like the company that produces the brand Dybvik	.836	.699
V30: The company that makes the brand Dybvik has credibility	.864	.747
Cronbach's Alpha .945		

As seen from table 7, (details are presented in appendix 4.3c-4.3g) factor analysis is appropriate, with satisfying factor loadings. The Cronbach's Alpha coefficient for the brand association scale (.945) show that items included in the scale is reliable (details are presented in appendix 4.3h), and neither of the items scored a higher Cronbach's Alpha if item deleted (see appendix 4.3i). The new summated scale "TotBAS" can be found in appendix 4.10.

Brand awareness items

Six items measures brand awareness:

V15: I am aware of the brand name Dybvik

V6: When I think of clip fish, Dybvik is the first brand that comes to mind

V17: I have no difficulties imagine Dybvik in my mind

V18: I can recognize the Dybvik brand among other competing clip fish brands

V11: Dybvik is a brand that is well known among the residents in our region

V12: Most people in our region recognizes the brand Dybvik

Item V21: "*Most people do not mix the brand Dybvik with other clip fish brands"* was withdrawn from the scale, because the factor loading (.632 = 39.94%) was too weak compared to the other items included (details are presented in appendix 4.4a). In addition,

item V1 “Write down the first clip fish brand name that comes to mind” were not included in the scale as it is an open-ended question (details are presented in appendix 3f). Based on the presented items above, descriptive statistics for each item and the total scale are summarized in table 8 below.

Table 8 Descriptive statistics - brand awareness items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V6	333	4.82	2.000	- .496	.019
V11	333	5.21	1.505	- .746	.054
V12	333	5.16	1.473	- .716	.144
V15	333	5.35	1.962	- 1.139	.019
V17	333	5.11	1.689	- .773	- .098
V18	333	4.67	1.718	- .441	- .502
Brand awareness	333	5.05	1.454	- .629	- .399

Table 8 (details are presented in appendix 4.4b) show that N= 333, and that mean scores ranges from 4.67 (item V18) to 5.35 (V15), indicating that all items included have answers above the mid point in the scale (4). Item V18 measures if the respondents think they can recognize the brand Dybvik among other brands, and item V15 measures whether the respondents are aware of the brand name Dybvik. Further, skewness and kurtosis values indicate some violation from normality. Results from the confirmatory factor analysis are presented below in table 9.

Table 9 Results from confirmatory factor analysis – brand awareness

Items	**Factor loadings**	**Commu nalities**
Brand awareness (KMO = .872, Bartlett’s Test of Sphericity Sig = .000, Variance explained= 71.45%)		
V15: I am aware of the brand name Dybvik	.827	.684
V6: When I think of clip fish, Dybvik is the first brand that comes to mind	.808	.653
V17: I have no difficulties imagine Dybvik in my mind	.862	.743
V18: I can recognize the Dybvik brand among other competing clip fish brands	.824	.679
V11: Dybvik is a brand that is well known among the residents in our region	.868	.753
V12: Most people in our region recognizes the brand Dybvik	.880	.775
Cronbach’s Alpha .915		

As seen from table 9 (details are presented in appendix 4.4c-4.4g), factor analysis is appropriate, with satisfying factor loadings. The Cronbach’s Alpha coefficient for the brand awareness scale (.915) show that items included in the scale is reliable (details are presented in appendix 4.4h), and neither of the items scored a higher Cronbach’s Alpha if item deleted (see appendix 4.4i). The new summated scale “TotBAW” can be found in appendix 4.10.

Perceived quality items

Four items measures perceived quality:

V32: Dybvik offers products of very good quality

V36: Dybvik offers products of consistent quality

V37: Dybvik offers very reliable products

V29: I am very satisfied with the quality of Dybvik's products

In table 10 (details are presented in appendix 4.5a), one can see that N= 333, and the mean scores (ranging from 5.07- .5.31), which implies that the overall perceived quality of the brand Dybvik is quite strong (5.21). However, skewness and kurtosis values indicate some violation from normality. Results from the confirmatory factor analysis are presented below in table 11.

Table 10 Descriptive statistics - perceived quality items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V36	333	5.07	1.195	- .001	- .440
V32	333	5.31	1.206	- .251	- .568
V37	333	5.17	1.192	- .097	- .630
V29	333	5.31	1.270	- .319	- .518
Perceived quality	333	5.21	1.130	- .186	- .405

According to the results given in table 11 (details are presented in appendix 4.5b-4.5f), factor analysis is appropriate, with satisfying factor loadings. The Cronbach's Alpha coefficient for the perceived quality scale (.948) show that items included in the scale is reliable (details are presented in appendix 4.5g), and neither of the items scored a higher Cronbach's Alpha if item deleted (see appendix 4.5h). The new summated scale "TotPQ" can be found in appendix 4.10.

Table 11 Results from confirmatory factor analysis – perceived quality

Items	**Factor loadings**	**Commu-nalities**
Perceived quality (KMO = .838, Bartlett's Test of Sphericity Sig = .000, Variance explained= 86.56%)		
V32: Dybvik offers products of very good quality	.941	.885
V36: Dybvik offers products of consistent quality	.941	.885
V37: Dybvik offers very reliable products	.934	.872
V29: I am very satisfied with the quality of Dybvik's products	.906	.820
Cronbach's Alpha .948		

Brand loyalty items

Five items measures brand loyalty:

V31: Dybvik is usually my first choice within the clip fish category

V24: The probability that I would recommend Dybvik clip fish to others is high

V33: I would not switch from Dybvik clip fish to another clip fish brand the next time I purchase clip fish

V35: I consider my self as loyal to Dybvik clip fish

V9: I talk positively of Dybvik clip fish to others

Table 12 Descriptive statistics - brand loyalty items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V35	333	4.47	1.522	- .309	- .002
V31	333	4.73	1.593	- .351	- .276
V24	333	4.99	1.482	- .482	.012
V33	333	4.66	1.350	- .068	.115
V9	333	4.75	1.625	- .388	- .296
Brand loyalty	333	4.72	1.327	- .158	- .365

In table 12 (details are presented in appendix 4.6a), descriptive statistics show that N= 333, and that the mean scores lies somewhat over the mid point (4) in the scale, ranging from 4.47 (item V35) to 4.99 (item V24). This implies that the respondents could be considered as loyal to a certain degree. Also here, skewness and kurtosis values indicate some violation from normality. Below, in table 13, results from the new summated scale are presented.

Table 13 Results from confirmatory factor analysis – brand loyalty

Items	**Factor loadings**	**Commu nalities**
Brand loyalty (KMO = .882, Bartlett's Test of Sphericity Sig = .000, Variance explained= 75.60%)		
V31: Dybvik is usually my first choice within the clip fish category	.889	.791
V24: The probability that I would recommend Dybvik clip fish to others is high	.879	.773
V33: I would not switch from Dybvik clip fish to another clip fish brand the next time I purchase clip fish	.847	.717
V35: I consider my self as loyal to Dybvik clip fish	.894	.800
V9: I talk positively of Dybvik clip fish to others	.836	.699
Cronbach's Alpha .918		

When inspecting table 13 (details are presented in 4.6b-4.6f), one can see that factor analysis is appropriate, with satisfying factor loadings. Further, the Cronbach's Alpha coefficient for the brand loyalty scale (.918) show that items included in the scale is reliable (details are

presented in appendix 4.6g), and neither of the items scored a higher Cronbach's Alpha if item deleted (see appendix 4.6h). The new summated scale "TotBL" can be found in appendix 4.10.

Customer satisfaction items

Four items measures customer satisfaction:

V49: How satisfied are you with Dybvik's products compared to other clip fish products

V48: To what extent does Dybvik's products correspond to your expectations

V50: All in all, I am very satisfied with Dybvik's products

V51: Imagine an ideal clip fish brand. Based on your experience with Dybvik clip fish, how close is Dybvik clip fish this ideal

Table 14 Descriptive statistics - customer satisfaction items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V49	206	5.72	1.080	- .954	.960
V50	206	5.92	.970	- 1.237	2.727
V51	206	5.48	1.155	- .756	.729
V48	206	5.76	.996	- 1.003	1.866
Customer satisfaction	206	5.72	.907	- 1.183	2.999

As seen from table 14 (details are presented in and appendix 4.7a), number of respondents (N=206) is much lower than in the other scales developed. That is, because only those who have tasted Dybvik can answer statements about customer satisfaction (N=212), 206 respondents answered these statements. Regarding the last 6 missing (212-206), these respondents did not answer statements about satisfaction. The mean scores indicate a rather high customer satisfaction among the respondents, ranging from 5.48 (item V51) to 5.92 (item V50). Skewness and kurtosis values suggest some violation from normality. Below, in table 15, results from the new summated scale are presented.

Table 15 Results from confirmatory factor analysis – customer satisfaction

Items	**Factor loadings**	**Commu nalities**
Customer satisfaction (KMO = .794, Bartlett's Test of Sphericity Sig = .000, Variance explained= 75.07%)		
V49: How satisfied are you with Dybvik's products compared to other clip fish products	.905	.818
V48: To what extent does Dybvik's products correspond to your expectations	.871	.758
V50: All in all, I am very satisfied with Dybvik's products	.892	.796
V51: Imagine an ideal clip fish brand. Based on your experience with Dybvik clip fish, how close is Dybvik clip fish this ideal	.799	.630
Cronbach's Alpha .885		

As seen from table 15 (details are presented in appendix 4.7b-4.7f), factor analysis is appropriate, with satisfying factor loadings. Further, the Cronbach's Alpha coefficient for the customer satisfaction scale (.885) show that items included in the scale is reliable (details are presented in appendix 4.7g). When inspecting whether the Cronbach's Alpha increased if item deleted, one item, V51, had a somewhat higher Cronbach's Alpha than the original one (.891-.885= 0.6%) if item deleted (see appendix 4.7h). However, the researchers decided to not withdraw this item from the scale because the percentage increase was very low, and the scale only consists of four items. In addition, the obtained Cronbach's Alpha values (.885) show quite respectable values. The new summated scale "TotCS" can be found in appendix 4.10.

Country-of-origin image items

Eight items measures country-of-origin image:

V2: I prefer clip fish from Norway compared to clip fish from another country

V3: I feel clip fish from Norway has higher quality than clip fish from another country

V4: The quality of clip fish from Norway is high

V5: I feel better when I buy clip fish from Norway compared to clip fish from any other country

V7: Norway is reliable in its manufacturing of clip fish

V27: Norway has greater knowledge accordance to produce clip fish than other countries

V34: I am loyal to clip fish from Norway

V10: I associate clip fish with Norway

Item V16: "*I feel I support Norway when purchasing clip fish, which originates from Norway"* was withdrawn from the country-of-origin image scale, as it was found to better represent the interrelationship among the items included in the ethnocentrism scale (see appendix 4.8a). Based on the presented items above, descriptive statistics for each item and the total scales are summarized in table 16 below.

Table 16 Descriptive statistics - country-of-origin image items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V3	333	5.96	1.153	- 1.174	1.350
V2	333	6.11	1.168	- 1.507	2.187
V4	333	6.12	1.006	- 1.535	3.192
V34	333	5.77	1.234	- .918	.361
V7	333	5.74	1.060	- .924	.836
V5	333	5.50	1.286	- .676	- .007
V27	333	5.50	1.161	- .488	- .433
V10	333	6.20	1.066	- 2.041	5.593
Country-of-origin image	333	5.86	. 859	- 1.361	3.816

As seen in table 16 (details are presented in appendix 4.8b), the items included in this scale received the highest overall mean scores when comparing it with the other scales, ranging from 5.50 (item V5 and V7) to 6.20 (item V10). Item V10 measures whether respondents associate clip fish with Norway. Further, number of respondents = 333. Some violation from normality has also occurred in this scale, which can be seen in skewness and kurtosis values. Below, in table 17, results from the new summated scale are presented.

Table 17 Results from confirmatory factor analysis – country-of-origin image

Items	**Factor loadings**	**Communalities**
Country-of-origin image (KMO = .912, Bartlett's Test of Sphericity Sig = .000, Variance explained= 56.80%)		
V2: I prefer clip fish from Norway compared to clip fish from another country	.812	.660
V3: I feel clip fish from Norway has higher quality than clip fish from another country	.813	.661
V4: The quality of clip fish from Norway is high	.783	.612
V5: I feel better when I buy clip fish from Norway compared to clip fish from any other country	.737	.544
V7: Norway is reliable in its manufacturing of clip fish	.741	.549
V27: Norway has greater knowledge accordance to produce clip fish than other countries	.691	.478
V34: I am loyal to clip fish from Norway	.775	.601
V10: I associate clip fish with Norway	.660	.435
Cronbach's Alpha .889		

As seen from table 17 (details are presented in appendix 4.8c-4.8g), item V10 " I associate clip fish with Norway" and item V27 " Norway has greater knowledge in accordance to produce clip fish than other countries" has somewhat lower factor loadings and communalities values compared to the other items included in the component. However, according to Pallant (2010), communalities values below .3 could indicate that the item does not fit well with the other items in the component. Therefore, factor analysis is appropriate, with satisfying factor loadings (above. 660). The Cronbach's Alpha coefficient for the country-of-origin image scale (.889) show that items included in the scale is reliable (details are presented in appendix 4.8h), and neither of the items scored a higher Cronbach's Alpha if item deleted (see appendix 4.8i). The new summated scale "TotCoOI" can be found in appendix 4.10.

Ethnocentrism items

Three items measures ethnocentrism:

V13: Norwegians should always buy Norwegian-produced products instead of imported products

V14: It is always best to buy Norwegian products

V16: I feel I support Norway when purchasing clip fish, which originates from Norway

Table 18 Descriptive statistics - ethnocentrism items

Items	N	Mean	Std. Deviation	Skewness	Kurtosis
V13	333	5.58	1.542	- 1.109	.606
V14	333	5.18	1.643	- .784	- .128
V16	333	5.87	1.214	- 1.203	1.470
Ethnocentrism	333	5.55	1.261	- .930	.522

Table 18 (details are presented in appendix 4.9a), show that N= 333, and that mean scores ranges from 5.18 (item V14) to 5.87 (item V16), which indicate a rather high level of ethnocentrism perceptions among the respondents. Further, skewness and kurtosis values indicated some violation from normality. Below, in table 19, results from the new summated scale are presented.

Table 19 Results from confirmatory factor analysis - ethnocentrism

Items	**Factor loadings**	**Commu nalities**
Ethnocentrism (KMO = .688, Bartlett's Test of Sphericity Sig = .000, Variance explained= 73.19%)		
V13: Norwegians should always buy Norwegian-produced products instead of imported products	.888	.789
V14: It is always best to buy Norwegian products	.880	.775
V16: I feel I support Norway when purchasing clip fish, which originates from Norway	.795	.633
Cronbach's Alpha .814		

As seen from table 19 (details are presented in appendix 4.9b-4.9f), factor analysis is appropriate, with satisfying factor loadings. The Cronbach's Alpha coefficient for the ethnocentrism scale (.814) show that items included in the scale is reliable (details are presented in appendix 4.9g). When inspecting whether the Cronbach's Alpha increased if item deleted, one item (V16) in the ethnocentrism scale had a somewhat higher Cronbach's Alpha than the original one (.831-.814 =1,7%) if item deleted (see appendix 4.9h). However, the researchers decided to not withdraw this item from the scale because the percentage increase was not very high, and the scale only consists of three items. In addition, the obtained Cronbach's Alpha values presented above, in table xx, show quite respectable values. The new summated scale "TotEtno" can be found in appendix 4.10.

5.2.1. Correlation analysis and t-test

To examine convergent validity of the new summated scales, namely brand equity, brand association, brand awareness, perceived quality and brand loyalty, correlations between the variables were inspected. The analysis was split based on item V47 "Have you tasted Dybvik clip fish previously", to see if there were differences in correlations between those who had tasted Dybvik clip fish previously and those who had not, or did not know if they had tasted Dybvik clip fish previously. Results from this question can be seen in table 20.

Table 20 Have you tasted Dybvik clip fish previously?

Have you tasted Dybvik previously?		*Frequency*	*Percentage*
	Yes	212	63.7
	No	49	14.7
	Do not know	72	21.6
	Total	333	100

From table 20, one can see that out of 333 respondents, 212 had tasted Dybvik clip fish previously, 49 had not tasted Dybvik clip fish previously and 72 did not know if they had tasted Dybvik clip fish previously. Based on this question, a dummy variable "new tasted Dybvik" was created. When splitting the sample, those who had not, or do did not know if they had tasted Dybvik clip fish previously, were composed as one group (group 1), and those who had tasted Dybvik clip fish became one group (group 0) (details are presented in appendix 3g). Further, in table 21, results from the correlation analysis are presented.

Table 21 Correlation analyses

Group 0, those who have tasted Dybvik clip fish previously, N = 212

	Brand equity	Brand awareness	Brand association	Perceived quality	Brand loyalty
Brand equity	--	.625*	.770*	.729*	.842*
Brand awareness	.625*	--	.730*	.660*	.799*
Brand association	.770*	.730*	--	.881*	.832*
Perceived quality	.729*	.660*	.881*	--	.812*
Brand loyalty	.842*	.799*	.832*	.812*	--

Group 1, those who have not or do not know if they have tasted Dybvik clip fish previously, N = 121

	Brand equity	Brand awareness	Brand association	Perceived quality	Brand loyalty
Brand equity	--	.397*	.548*	.471*	.804*
Brand awareness	.397*	--	.612*	.550*	.450*
Brand association	.548*	.612*	--	.823*	.625*
Perceived quality	.471*	.550*	.823*	--	.491*
Brand loyalty	.804*	.450*	.625*	.491*	--

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

For group 0 (those who have tasted Dybvik clip fish previously), there is a significant, positive and very strong correlation between the variables brand equity, brand awareness,

brand association, perceived quality and brand loyalty. Such strong correlations suggest that there might occur some multicollinearity among the variables. These correlations also suggest that there is a high percentage of shared variance between the variables. The lowest shared variance, in the correlation analysis when considering group 0, is between brand equity and brand awareness 39.06% ($.625^2$). Whereas the highest shared variance occurs between perceived quality and brand associations 77.61% ($.881^2$). For brand association and brand awareness, there is a 53.29 % ($.730^2$) shared variance. Further, brand loyalty has a shared variance of 63.84% ($.799^2$) with brand awareness, 69.22% ($.832^2$) with brand associations, and 65.93% ($.812^2$) with perceived quality. For perceived quality and brand awareness, there is a 43.56% ($.660^2$) shared variance. Brand equity has a shared variance of 59.29% ($.770^2$) with brand associations, 53.14% ($.729^2$) with perceived quality and 70.90% ($.842^2$) with brand loyalty (details are presented in appendix 4.11).

For group 1 (those who have not, or did not know if they have tasted Dybvik clip fish previously), there were also strong correlations between the variables. These correlations are considered as medium to high, suggesting there might be multicollinearity among the variables perceived quality and brand associations. That is, they shared a variance of 67.72% ($.823^2$), whereas the lowest shared variance occurred between brand equity and brand awareness of 15.76% ($.397^2$). Though, brand awareness did have a strong correlation with the remaining variables, namely brand association with a shared variance of 37.45% ($.612^2$), perceived quality with 30.25% (.5502), and 20.25% ($.450^2$) with brand loyalty. Further, brand equity had a shared variance of 30.03% (.5482) with brand association, 22.18% (471^2) with perceived quality, and 64.64% ($.804^2$) with brand loyalty. For brand association, there were a shared variance of 39.06% ($.625^2$) with brand loyalty, and finally, between perceived quality and brand loyalty there were a shared variance of 24.10% ($.491^2$) (details are presented in appendix 4.11).

Based on the differences between correlation strengths from group 0 to group 1 when considering the variables brand equity, brand associations, brand awareness, perceived quality and brand loyalty, a t-test was conducted to investigate the differences in scores further. The t-test compared the scores based on the dummy variable created ”new tasted Dybvik” for the computed variables from research model 1 (brand equity, price premium, brand associations, brand awareness, perceived quality and brand loyalty), in addition to the three variables country-of-origin image, ethnocentrism and age. An overview of group statistics, containing

information about number of respondents, mean scores and standard deviation, can be seen in table 22.

Table 22 Group statistics – tasted/not tasted Dybvik clip fish previously

	"Dummy New Tasted Dybvik"	*N*	*Mean*	*Std. Deviation*
Age	0	206	46.23	16.789
	1	118	36.42	17.322
Brand equity	0	212	4.8962	1.17420
	1	121	3.7983	.93113
Price premium	0	212	4.3007	1.38011
	1	121	3.4421	1.02508
Brand awareness	0	212	5.7909	.98969
	1	121	3.7576	1.21297
Perceived quality	0	212	5.7441	.98220
	1	121	4.2872	.69196
Brand loyalty	0	212	5.2934	1.14955
	1	121	3.7124	.93163
Brand association	0	212	5.4640	.98242
	1	121	4.2676	.62652
Customer satisfaction	0	206	5.7209	.90749
	1	--	--	--
Country-of-origin image	0	212	6.0000	.82996
	1	121	5.6260	.86112
Ethnocentrism	0	212	5.6934	1.18877
	1	121	5.2865	1.34461

0: Tasted Dybvik, 1: Not tasted Dybvik

As seen in table 22, the number of respondents is generally 212 for those who have tasted Dybvik clip fish previously (group 0), and 121 for those who have not, or do not know if they have tasted Dybvik clip fish previously (group 1). However, for the variable age, there are six respondents that have not answered the question about age within group 0, and three respondents that have not answered the same question within group 1. Further, statements about customer satisfaction are only answered by group 0, as group 1 do not have the foundation to answer statements about satisfaction. As one can see, six of the respondents that have tasted Dybvik clip fish previously failed in completing these statements as well. The mean scores further show that overall, group 0 has answered in a higher range compared to group 1 (details are presented in appendix 4.12a). In table 23, results from Levene's test for equality of variances and t-test for equality of means are presented.

Table 23 Independent samples test – tasted/not tasted Dybvik clip fish previously

	Levene's Test for Equality of variance	Sig.	t-value	Sig. (2-tailed)	Mean Difference	t-test for Equality of Means
Age	Equal variances assumed	.446	5.007	.000	9.818	Significant difference in mean scores
Brand Equity	Equal variances not assumed	.000	9.391	.000	1.098	Significant difference in mean scores
Price Premium	Equal variances not assumed	.001	6.459	.000	.858	Significant difference in mean scores
Brand Awareness	Equal variances not assumed	.011	15.697	.000	2.033	Significant difference in mean scores
Perceived Quality	Equal variances not assumed	.000	15.795	.000	1.457	Significant difference in mean scores
Brand Loyalty	Equal variances not assumed	.000	13.655	.000	1.581	Significant difference in mean scores
Brand Association	Equal variances not assumed	.000	13.550	.000	1.196	Significant difference in mean scores
Country of Origin Image	Equal variances assumed	.168	3.901	.000	.374	Significant difference in mean scores
Ethnocentrism	Equal variances assumed	.237	2.863	.004	.407	Significant difference in mean scores

The results presented in table 23, indicate equal variance assumed for the variables age, country-of-origin image and ethnocentrism. For the variables brand equity, price premium, brand awareness, perceived quality, brand loyalty and brand associations, the variance of the two groups are not equal. Further, it was found a statistically reliable difference in mean scores between group 0 and group 1 for all the variables included (details are presented in appendix 4.12b). In addition, the results indicate that ethnocentrism has a small effect size (2.4%), age and country-of-origin image has a medium effect size (4.4-7%), and price premium a large effect size (11.2%). The remaining variables had very large effect size (21-43%), indicating that a large percentage of the variance in these variables is explained by whether the respondents have tasted Dybvik clip fish previously or have not tasted/do not know if they have tasted Dybvik clip fish previously (details are presented in appendix 4.12a and 4.12b). Based on these findings, a decision was made to further split the sample based on whether the respondents had tasted Dybvik clip fish previously or had not/did not know if they had tasted Dybvik clip fish previously, when conducting multiple regression analyses, as the t-test revealed clear differences between the two groups.

It is also worth mentioning that a t-test was conducted for all items included of each computed variable (see appendix 4.10) to further investigate the differences in variances and mean scores. This analysis is conducted for those who might want to investigate the results at a deeper level. Therefore, the analyses are only mentioned briefly. In short: results showed a

clear increase in mean scores from group 1 to group 0 for each item included (see appendix 4.13a). However, the mean score differences between group 0 and group 1 was not considered statistically significant for item V10 "I associate clip fish with Norway" (see appendix 4.13h), item V13 "Norwegians should always buy Norwegian produced products instead of imported products" and item V14 "It is always best to buy Norwegian products" (see appendix 4.13i). Further, in appendix 4.13b-4.13i, results from the Levene´s test for equality of variances and t-test for equality of means are presented.

5.3. Multiple regression analyses

In this section, the aim is to answer the two research questions developed for this thesis. Research question one is developed to answer if the brand equity dimensions (brand associations, brand awareness, perceived quality and brand loyalty) developed by Aaker (1991) have a significant positive effect on Dybvik's brand equity, and whether brand equity has a significant positive effect on price premium. Whether the presented brand equity dimensions has a significant positive effect on Dybvik's brand equity is answered by examining the following hypotheses:

H1: Brand association has a significant positive effect on brand equity
H2. Brand awareness has a significan positive effect on brand equity
H3: Perceived quality has a significant posititve effect on brand equity
H4: Brand loyalty has a significant positive effect on brand equity

The dimension of brand equity is therefore considered as the dependent variable (Y), whereas brand associations, brand awareness, perceived quality, and brand loyalty is considered as the independent variables (X). In table 24, the descriptive statistics is presented for both groups (group 0 and group 1), starting with number of respondents (N), followed by mean scores, standard deviations, skewness and finally, kurtosis values (details are presented in appendix 5.1a).

Table 24 Descriptive statistics – brand equity dimensions and brand equity

Group 0	N	Mean	Std. Deviation	Skewness	Kurtosis
Total brand equity	212	4.90	1.174	- .198	- .065
Total brand associations	212	5.46	. 982	- .778	1.503
Total brand awareness	212	5.80	. 990	- 1.096	1.421
Total perceived quality	212	5.74	. 982	- 1.148	2.675
Total brand loyalty	212	5.29	1.149	- .501	- .075
Valid N (listwise)	212				
Group 1	**N**	**Mean**	**Std. Deviation**	**Skewness**	**Kurtosis**
Total brand equity	121	3.80	. 931	2.028	.606
Total brand associations	121	4.27	.625	4.281	- .128
Total brand awareness	121	3.76	1.212	- .264	1.470
Total perceived quality	121	4.29	. 692	4.303	. 522
Total brand loyalty	121	3.71	. 932	1.749	. 522
Valid N (listwise)	121				

A multiple regression analysis were used to test the presented hypotheses, and it addresses both information about the model as a whole, and the relative contribution of each independent variable that make up the model, that is, which variable is the best predictor of an outcome (Pallant, 2010). As mentioned earlier, all multiple regression analyses conducted are based on a split file method. That is, the sample is split based on whether the respondents have tasted Dybvik clip fish previously (group 0), or if they have not, or do not know if they have tasted Dybvik clip fish previously (group 1), and therefore the following results are presented from two groups.

Table 25 presents results from multiple regression analysis for group 0, and table 26, represents results from multiple regression analysis for group 1. Each column in the two tables represents a regression coefficient.

Table 25 Multiple regression analysis - brand equity dimensions → brand equity (0)

Group 0	β	Beta	T-value	Sig.	VIF
(Constant)	.311		1.077	.283	
H1 Brand associations	.343	.287	3.361	.001*	5.735
H2 Brand awareness	- .217	- .183	- 2.999	.003*	2.922
H3 Perceived quality	- .041	- .034	- .430	.667**	4.985
H4 Brand loyalty	.794	.777	9.864	.000*	4.868
Adjusted R^2	73.1%				
No. Observations	333				
F	144.376				

* Significant at p= 0.01 level,

** Not significant

Table 26 Multiple regression analysis - brand equity dimensions → brand equity (1)

Group 1	β	Beta	T-value	Sig.	VIF
(Constant)	.460		1.270	.207	
H1 Brand associations	- .043	-.029	- .257	.798**	4.149
H2 Brand awareness	.006	.008	.111	.912**	1.636
H3 Perceived quality	.157	.117	1.209	.229**	3.141
H4 Brand loyalty	.760	.761	10.778	.000*	1.670
Adjusted R^2	64.2%				
No. Observations	333				
F	54.789				

* Significant at p= 0.01 level,
** Not significant

As seen in table 25 and 26, both groups (0, and 1), have quite respectable Adjusted R^2 values, where 73.1% of the dependent variable is explained by the independent variables in group 0, compared to 64.2% for group 1 (details are presented in appendix 5.1b), with statistical significance values of the results (details are presented in appendix 5.1c). Results further show that for group 0, brand loyalty (β = .794, P< .05) and brand associations (β = .343, P< .05) have a significant positive effect on brand equity, whereas brand awareness (β = .217, P> .05) and perceived quality (β = -.041, P> .05) was not found to have a significant positive effect on brand equity. For group 1, on the other hand, it is only brand loyalty (β = .751, P< .05) that is found to have a significant positive effect on brand equity (details are presented in appendix 5.1d).

Results also show that no major deviations from normality occurred for group 0 (see appendix 5.1e and 5.1f), but for group 1, some deviation from normality occurred, and these could be potential outliers, which is not uncommon in larger samples (see appendix 5.1g and 5.1h). Further, when inspecting the unstandardized residuals of the variables to assess the normality of the distribution of scores, the Kolmogorov-Smirnov Sig. value shows that group 0 is true significant (Sig. $\geq$ .20*), whereas group 1 is not true significant (Sig. $<$ .05) (see appendix 5.1i).

Based on the findings presented above, results show that for group 0, it is only hypotheses H1 and H4 that is supported, though hypotheses H2 and H3 is rejected, whereas it is brand loyalty that makes the strongest unique contribution to explaining total brand equity (β = .794),

followed by brand association (β = .343). For group 1, on the other hand, it is only hypothesis H1 that is supported, whereas hypotheses H2, H3, and H4 are rejected. That is, brand loyalty was the only dimension that made a statistical unique contribution to the dependent variable brand equity (β = .760).

Further, the relationship between brand equity (X) and price premium (Y) were investigated (hypothesis H5: "brand equity has a significant positive effect on price premium") as previous research has confirmed this relationship (Hutton, 1997). Table 27 show the descriptive statistics for the variables price premium and brand equity for both groups, starting with number of respondents (N), followed by mean scores, standard deviations, skewness and kurtosis values (details are presented in appendix 5.2a).

Table 27 Descriptive statistics – brand equity → price premium

Group 0	N	Mean	Std. Deviation	Skewness	Kurtosis
Price premium	212	4.30	1.38011	. 050	- .633
Brand equity	212	4.90	1.17420	- .198	- .065
Valid N (listwise)	212				

Group 1	N	Mean	Std. Deviation	Skewness	Kurtosis
Price premium	121	3.4421	1.02508	- .726	. 357
Brand equity	121	3.7983	.93113	- .266	2.028
Valid N (listwise)	121				

In table 28, results from multiple regression analysis are presented, and it show that for both groups, 64.3% of price premium is explained by brand equity (details are presented in appendix 5.2b), with statistical significance values of the results (details are presented in appendix 5.2c). Results further show that brand equity has a significant positive effect on price premium within both of the groups, whereas group 0 has a β value of .944, and group 1 has a β value of .885 (details are presented in appendix 5.2d). Therefore hypothesis H5 is supported for both groups. For an inspection of the distribution of scores, see appendix 5.2e-5.2i).

Table 28 Multiple regression analysis – brand equity → price premium

Group 0	β	Beta	T-value	Sig.	VIF
(Constant)	- .321		- 1.320	.188	
H5 Brand equity	.944	.803	19.534	.000*	1.000
Adjusted R^2	64.3%				
No. Observations	212				
F	381.578				

Group 1	β	Beta	T-value	Sig.	VIF
(Constant)	.080		.341	.733	
H5 Brand equity	.885	.804	14.750	.000*	1.000
Adjusted R^2	64.3%				
No. Observations	121				
F	217.555				

* Significant at p= 0.01 level,

Previous research supports the relationship between customer satisfaction and brand loyalty (Helgesen, 2006). Therefore, in order to validate the brand loyalty variable, the relationship between customer satisfaction and brand loyalty was investigated by conducting a multiple regression analysis. In table 29, descriptive statistics of brand loyalty and customer satisfaction are presented.

Table 29 Descriptive statistics – customer satisfaction → brand loyalty

Group 0	N	Mean	Std. Deviation	Skewness	Kurtosis
Brand loyalty	212	5.2934	1.14955	- .501	- .075
Customer satisfaction	206	5.7209	.90749	- 1.183	2.999
Valid N (listwise)	206				

Group 1	N	Mean	Std. Deviation	Skewness	Kurtosis
Brand loyalty	121	3.7124	.93163	- .452	1.749
Customer satisfaction	0				
Valid N (listwise)	0				

As seen in table 29, only group 0 was retained to investigate this relationship, as those who had not tasted Dybvik clip fish previously did not have the foundation to answer questions about satisfaction. However, within group 0, 212 (all respondents who had tasted Dybvik clip fish previously) respondents answered questions about brand loyalty, whereas only 206 of

these answered questions about customer satisfaction (details are presented in appendix 5.3a) In figure 30, results from multiple regression is presented.

Table 30 Multiple regression analysis – customer satisfaction → brand loyalty

Group 0	β	Beta	T-value	Sig.	VIF
(Constant)	.196		.528	.598	
H5 customer satisfaction	.891	.698	13.930	.000*	1.000
Adjusted R^2	48.5%				
No. Observations	206				
F 194.059					

* Significant at p= 0.01 level,

Results from multiple regression analysis seen in table 30, show that 48.5% of brand loyalty is explained by customer satisfaction for group 0 (details are presented in appendix 5.3b), with statistical significance values of the result (details are presented in appendix 5.3c). Further, the relationship between customer satisfaction and brand loyalty is found to be significant and positive for group 0 (β .891, P< .05) (details are presented in appendix 5.3d). For an inspection of the distribution of scores, see appendix 5.3e-5.3g.

Research question two in this thesis was developed to see if country-of-origin image has a significant positive effect on brand equity dimensions: brand associations, brand awareness, perceived quality and brand loyalty. The research question is answered by examining the following hypothesis:

H6: Country-of-origin image has a significant positive effect on brand associations
H7: Country-of-origin image has a significant positive effect on brand awareness
H8: Coutry-of-origin image has a significant positive effect on perceived quality
H9: Country-of-origin image has a significant positive effect on brand loyalty

The dimensions of brand equity are therefore considered as the dependent variables (Y), whereas country-of-origin image is considered the independent variable (X). In table 31, the descriptive statistics for both groups are presented (details are presented in appendix 5.4a, 5.5a, 5.6a and 5.7a).

Table 31 Descriptive statistics – research model 2

Group 0	N	Mean	Std. Deviation	Skewness	Kurtosis
Total country-of-origin image	212	6.00	.82996	- 1.825	- 6.640
Total brand associations	212	5.46	.98242	- .778	1.503
Total brand awareness	212	5.80	.98969	- 1.096	1.421
Total perceived quality	212	5.74	.98220	- 1.148	2.675
Total brand loyalty	212	5.29	1.14955	- .501	- .075
Valid N (listwise)	212				

Group 1	N	Mean	Std. Deviation	Skewness	Kurtosis
Total country-of-origin image	121	5.63	. 86112	- .814	1.498
Total brand associations	121	4.27	.62652	1.045	4.281
Total brand awareness	121	3.76	1.21297	- .052	- .264
Total perceived quality	121	4.29	.69196	1.037	4.303
Total brand loyalty	121	3.71	.93163	- .452	1.749
Valid N (listwise)	121				

Further, in table 32, 33, 34 and 35, each column represents a regression equation, starting with the relationship between country-of-origin image → brand associations, followed by country-of-origin image → brand awareness, country-of-origin image → perceived quality and finally, country-of-origin image → brand loyalty. In each table, group 0's results are presents first, followed by the results from group 1.

Table 32 Multiple regression analysis country-of-origin image → brand associations

Group 0	β	Beta	T-value	Sig.	VIF
(Constant)	2.617		5.774	.000*	
H6 country-of-origin image	.475	.401	6.341	.000*	1.000
Adjusted R^2	15.7%				
No. Observations	212				
F 40.210					

Group 1	β	Beta	T-value	Sig.	VIF
(Constant)	2.696		7.692	.000*	
H6 country-of-origin image	.279	.384	4.536	.000*	1.000
Adjusted R^2	14%				
No. Observations	121				
F 20.575					

* Significant at p= 0.01 level

As seen in table 32, country-of-origin image explains 15.7% of brand associations for group 0, and 14% for group 1 (details are presented in appendix 5.4b), with statistical significance values of the results (details are presented in appendix 5.4c). As hypothesized in the literature review, country-of-origin image has a significant positive effect on brand associations for both groups (group 0: β = .475, P< .05) (group 1: β = .279) (details are presented in appendix 5.4d). Hypothesis H6 is therefore supported for both groups. For an inspection of the distribution of scores, see appendix 5.4e-5.4i.

Table 33 Multiple regression analysis - country-of-origin image → brand awareness

Group 0	β	Beta	T-value	Sig.	VIF
(Constant)	3.169		6.833	.000*	
H7 country-of-origin image	.437	.367	5.708	.000*	1.000
Adjusted R^2	13%				
No. Observations	212				
F 32.585					

Group 1	β	Beta	T-value	Sig.	VIF
(Constant)	2.062		2.872	.005*	
H7 country-of-origin image	.301	.214	2.390	.018***	1.000
Adjusted R^2	3.8%				
No. Observations	121				
F 5.711					

* Significant at p= 0.01 level,
*** Significant at p= 0.05 level,

In table 33, results show that country-of-origin image explains 13% of brand awareness for group 0, and 3.8% for group 1 (details are presented in appendix 5.5b), with statistical significance values of the results (details are presented in appendix 5.5c). As hypothesized in the literature review, country-of-origin image has a significant positive effect on brand awareness for both groups (group 0: β = .437, P< .05) (group 1: β = .301) (details are presented in appendix 5.5d). Hypothesis H7 is therefore supported for both groups. For an inspection of the distribution of scores, see appendix 5.5e-5.5i.

Table 34 Multiple regression analysis - country-of-origin image → perceived quality

Group 0	β	Beta	T-value	Sig.	VIF
(Constant)	2.754		6.138	.000*	
H8 country-of-origin image	.498	.421	6.729	.000*	1.000
Adjusted R^2	17.3%				
No. Observations	212				
F 45.275					

Group 1	β	Beta	T-value	Sig.	VIF
(Constant)	2.424		6.347	.000*	
H8 country-of-origin image	.331	.412	4.933	.000*	1.000
Adjusted R^2	16.3%				
No. Observations	121				
F 24.338					

* Significant at p= 0.01 level

As seen in table 34, country-of-origin image explains 17.3% of perceived quality for group 0, and 15.3% for group 1 (details are presented in appendix 5.6b), with statistical significance values of the results (details are presented in appendix 5.6c). As hypothesized in the literature review, country-of-origin image has a significant positive effect on perceived quality for both groups (group 0: β = .498, P< .05) (group 1: β = .331) (details are presented in appendix 5.6d). Hypothesis H8 is therefore supported for both groups. For an inspection of the distribution of scores, see appendix 5.6e-5.6i.

Table 35 Multiple regression analysis - country of origin image → brand loyalty

Group 0	β	Beta	T-value	Sig.	VIF
(Constant)	2.027		3.808	.000*	
H9 country-of-origin image	.544	.393	6.194	.000*	1.000
Adjusted R^2	15%				
No. Observations	212				
F 38.370					

Group 1	β	Beta	T-value	Sig.	VIF
(Constant)	3.158		5.619	.000*	
H9 country-of-origin image	.098	.091	.997	.321**	1.000
Adjusted R^2	0%				
No. Observations	121				
F .994					

* Significant at p= 0.01 level,
** Not significant

As seen in table 35, country-of-origin image explains 15% of brand loyalty for group 0, it does not explain anything for group 1 (0%) (details are presented in appendix 5.7b). A statistical significant value was found for group 0, however, for group 1, the value indicated that the result was not statistical significant (details are presented in appendix 5.7c). Nevertheless, as hypothesized in the literature review, country-of-origin image has a significant positive effect on brand loyalty for group 1 (β = .544, P< .05). However, country-of-origin image was found to not have a significant positive effect on brand loyalty for group 1 (β = .098, P> .05) (details are presented in appendix 5.7d). Hypothesis H9 is therefore supported for group 0, and rejected for group 1. For an inspection of the distribution of scores, see appendix 4.7e-4.7i.

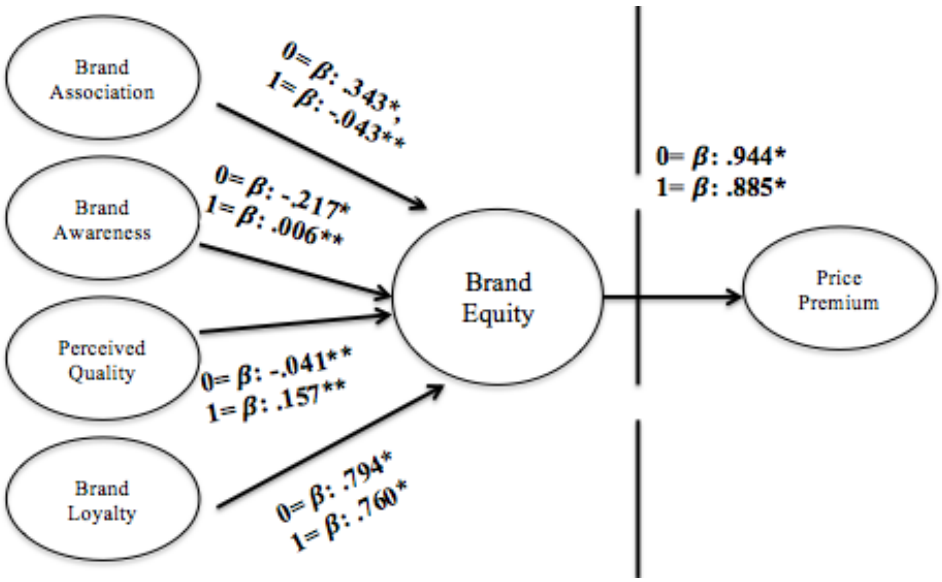
Below, in table 36, the outcome from the hypotheses tests are presented, with the different outcomes for both group 0 (those who have tasted Dybvik clip fish previously) and group 1 (those who have not, or do not know if they have tasted Dybvik clip fish previously).

Table 36, Outcome of hypotheses

Hypotheses	**Outcome, Group 0**	**Outcome, Group 1**
H1: Brand association has a significant positive effect on brand equity	Supported	Rejected
H2: Brand awareness has a significant positive effect on brand equity	Rejected	Rejected
H3: Perceived quality has a significant positive effect on brand equity	Rejected	Rejected
H4: Brand loyalty has a significant positive effect on brand equity	Supported	Supported
H5: Brand equity has a significant positive effect on price premium	Supported	Supported
H6: Country-of-origin image has a significant positive effect on brand associations	Supported	Supported
H7: Country-of-origin image has a significant positive effect on brand awareness	Supported	Supported

H8: Country-of-origin image has a significant positive effect on perceived quality	Supported	Supported
H9: Country-of-origin image has a significant positive effect on brand loyalty	Supported	Rejected

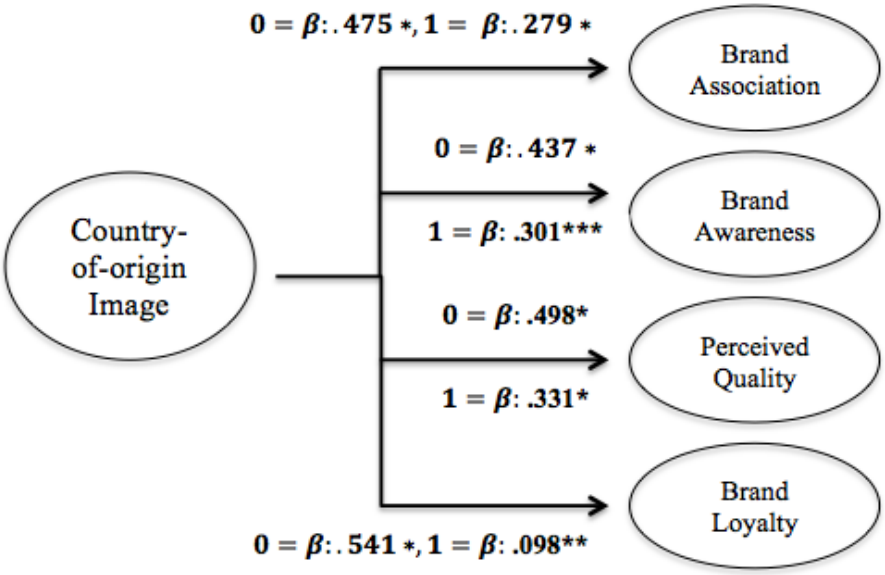
In figure 20, the results from research question 1 (research model 1) are presented. Here, one can see the obtained ***β*** values and significance levels for each regression equation for each group of respondents (group 0: those who have tasted Dybvik clip fish previously, group 1: those who have not, or do not know if they have tasted Dybvik clip fish previously).



0: group 0 of respondents, 1: group 1 of respondents
* Significant at p= 0.01 level,
** Not significant

Figure 20 Research model 1 – with results

Further, in figure 21, the results from research question 2 (research model 2) are presented. Here, one can see the obtained ***β*** values and significance levels for each regression equation and each group of respondents (group 0: those who have tasted Dybvik clip fish previously, group 1: those who have not, or do not know if they have tasted Dybvik clip fish previously).



0: group 0 of respondents, 1: group 1 of respondents
* Significant at p= 0.01 level,
*** Significant at p= 0.05 level,
** Not significant

Figure 21 Research model 2 – with results

5.4. Exploratory analyses

To investigate the dataset further, exploratory analysis including one-way analysis of variance (ANOVA) and t-test´s was conducted. One-way analysis of variance (ANOVA) was conducted to explore the impact of gross income on the variables brand equity and price premium, to see if there was a clear difference between the "lower" and "higher" income groups when considering mean scores. Further, a t-test was conducted to explore the difference between "lower" and "higher" income groups at a deeper level when considering the variables brand equity, price premium, brand awareness, perceived quality, brand loyalty, brand association, customer satisfaction, country-of-origin image, ethnocentrism and age. Finally, a second t-test was conducted to investigate if there were differences between men and females when considering the same set of variables as the pervious t-test.

5.4.1. One-way analysis of variance

The results given in table 37 indicate an increase in the mean scores for both brand equity and price premium from Group 3 (income: 600'-899') to Group 4 (income: 900-1499) (details are presented in appendix 6a). This is also supported by the means plot for brand equity (see appendix 6d) and price premium (see appendix 6e), where a clear break between income group 3 and income group 4 is evident. Further, the Levene´s test indicates that the

assumption of homogeneity of variance is not violated for the variable brand equity nor price premium (see appendix 6b).

Table 37 Descriptive statistics – income

Total gross income for the household		N	Mean	Std. Deviation	Skewness	Kurtosis
Missing	Total Brand Equity	26	4,5615	,97163	-,023	-,413
	Total Price Premium	26	3,9615	1,10836	,239	,024
Group 1: 0-299	Total Brand Equity	58	4,3172	1,14434	,408	,293
	Total Price Premium	58	4,0216	1,24189	,294	,093
Group 2: 300-599	Total Brand Equity	111	4,4703	1,22420	,137	-,248
	Total Price Premium	111	3,9369	1,34099	,183	-,213
Group 3: 600-899	Total Brand Equity	71	4,2986	1,28324	-,480	,634
	Total Price Premium	71	3,6690	1,34282	-,287	-,088
Group 4: 900-1499	Total Brand Equity	51	4,8745	1,10921	,450	-,844
	Total Price Premium	51	4,4608	1,33545	,400	-,913
Group 5: 1500->	Total Brand Equity	16	4,9125	1,48408	-,156	-,546
	Total Price Premium	16	4,1875	1,49025	,063	-,507

Results further reveal a significant difference between the five income groups for the variables brand equity (F (4, 302) = 2.48, P = .04) and price premium (F (4, 302) = 2.77, P = .03) (see appendix 6c). Despite reaching statistical significance, the actual difference in mean scores between the income groups was somewhat small. In order to find the effect size from the results, the eta squared was calculated. The effect size for brand equity and price premium indicates a small to medium effect (3.2-3.5%).

Further, post-hoc comparison indicated that the mean score of 3.67 for the variable price premium when considering income group 3 (income: 600'-899') was significantly different from the mean score of 4.46 when considering income group 4 (income: 900'-1499´) (see appendix 6f). Based on the results presented above, a decision to split the sample based on the higher and lower income groups (with a cut point at group 4) was made, in order to conduct an independent-sample t-test.

5.4.2. T-tests

The first independent-sample t-test was conducted to compare the scores of the computed variables from the factor analyses (summated scales, appendix 4.10) and age, controlled for the income-groups (cut point at group 4). An overview of group statistics, containing information about number of respondents, mean scores and standard deviation, can be seen in table 38.

Table 38 Group statistics - income

	Total gross income for the household	*N*	*Mean*	*Std. Deviation*
Age	>= 4	67	44.42	13.216
	< 4	239	42.20	18.299
Brand equity	>= 4	67	4.8836	1.19704
	< 4	240	4.3825	1.22110
Price premium	>= 4	67	4.3955	1.36733
	< 4	240	3.8781	1.32030
Brand awareness	>= 4	67	5.6095	1.29735
	< 4	240	4.9049	1.45460
Perceived quality	>= 4	67	5.4925	1.11631
	< 4	240	5.1198	1.13128
Brand loyalty	>= 4	67	5.1881	1.28246
	< 4	240	4.5742	1.31861
Brand association	>= 4	67	5.3507	1.00666
	< 4	240	4.9234	1.04941
Customer satisfaction	>= 4	52	5.9038	.87329
	< 4	138	5.6576	.92120
Country-of-origin image	>= 4	67	5.9067	.84593
	< 4	240	5.8474	.87441
Ethnocentrism	>= 4	67	5.3980	1.35617
	< 4	240	5.6042	1.23872

As seen in table 38, the number of respondents varies between the two income groups. That is, there are fewer respondents representing the higher income groups, compared to the lower income groups. Further, one can see that the mean scores for those in the higher income groups are somewhat higher than for those in the lower income groups (details are presented in appendix 7.1a). The explanation of these results may stem from the fact that 77.6% of the respondents in the higher income group had tasted Dybvik clip fish previously, whereas only 58.3% in the lower income group had tasted Dybvik clip fish previously (details are presented in appendix 7.1c). In table 39 results from the Levene´s test of equality of variances and t-test for equality of means are presented.

Table 39 Independent samples test - income

	Levene's Test for Equality of variance	Sig.	t-value	Sig. (2-tailed)	Mean Difference	t-test for Equality of Means
Age	Equal variances not assumed	.000	1.107	.270	2.217	No significant difference in mean scores
Brand Equity	Equal variances assumed	.499	2.982	.003	.501	Significant difference in mean scores
Price Premium	Equal variances assumed	.302	2.814	.005	.517	Significant difference in mean scores
Brand Awareness	Equal variances assumed	.144	3.586	.000	.705	Significant difference in mean scores
Perceived Quality	Equal variances assumed	.512	2.391	.017	.373	Significant difference in mean scores
Brand Loyalty	Equal variances assumed	.785	3.389	.001	.614	Significant difference in mean scores
Brand Association	Equal variances assumed	.900	2.973	.003	.427	Significant difference in mean scores
Customer Satisfaction	Equal variances assumed	.939	1.555	.097	.246	No significant difference in mean scores
Country of Origin Image	Equal variances assumed	.777	.494	.621	.059	No significant difference in mean scores
Ethnocentrism	Equal variances assumed	.139	-1.179	.239	-.206	No significant difference in mean scores

Results from table 39 indicate equal variance assumed for all variables except age. Further, the t-test for equality of means revealed a statistical reliable difference in mean scores for the variables: brand equity, price premium, brand awareness, perceived quality, brand loyalty and brand associations (details are presented in appendix 7.1b). These results are in accordance with the findings from descriptive statistics presented above, where it was revealed that respondents in the higher income groups generally answered further to the right in the scale.

Further, the effect size, which provides an indicator of the magnitude of the differences between the income groups, was calculated (Pallant, 2010). The results indicated that for the variables age, perceived quality, customer satisfaction and country-of-origin image, the effect size was small (1-2%). For the variables price premium, brand awareness, brand loyalty and brand association, the effect size was small to moderate (3-4%). In other words, only 1-4% of the variance in these variables is explained by income. For ethnocentrism, gross income does not explain any of the variance in the variable.

A second independent-sample t-test was conducted to compare the scores of the computed variables from factor analysis (see appendix 4.10) and age, which was controlled for by gender. An overview of group statistics, containing information about number of respondents, mean scores and standard deviation, can be seen in table 40.

Table 40 Group statistics - gender

	Gender	*N*	*Mean*	*Std. Deviation*
Age	Males	158	44.96	17.757
	Females	166	40.46	17.229
Brand equity	Males	158	4.4785	1.21537
	Females	167	4.5198	1.21597
Price premium	Males	158	3.9367	1.34257
	Females	167	4.0344	1.30941
Brand awareness	Males	158	4.9515	1.46995
	Females	167	5.1637	1.43506
Perceived quality	Males	158	5.1899	1.10349
	Females	167	5.2320	1.16473
Brand loyalty	Males	158	4.6165	1.29575
	Females	167	4.8240	1.34268
Brand association	Males	158	4.9628	1.04005
	Females	167	5.0883	1.05365
Customer satisfaction	Males	100	5.6800	.98222
	Females	104	5.7572	.83278
Country-of-origin image	Males	158	5.8006	.94484
	Females	167	5.9147	.77677
Ethnocentrism	Males	158	5.3671	1.38242
	Females	167	5.7226	1.11318

As seen in table 40, the number of respondents varies between genders. That is, items regarding brand equity, price premium, brand awareness, perceived quality, brand loyalty, brand association, customer satisfaction, country-of-origin image and ethnocentrism was answered by 158 males and 167 females. However, one women did not type in her age, therefore, it is only 166 females that have answered the question about their age.

Further, one can see that the mean scores, when comparing men and women are quite similar, indicating that differences in gender have little effect on the responses provided. However, the mean score in the variable ethnocentrism has a slightly larger difference when considering gender. That is, the women have a higher mean score compared to the men. In addition, one can see that the men are on average 4.5 years older than the women (details are presented in appendix 7.2a). In figure 41 results from the Levene´s test of equality of variances and t-test for equality of means are presented.

Table 41 Independent samples test – gender

	Levene's Test for Equality of variance	Sig.	t-value	Sig. (2-tailed)	Mean Difference	t-test for Equality of Means
Age	Equal variances assumed	.947	2.314	.021	4.498	No significant difference in mean scores
Brand Equity	Equal variances assumed	.609	-.306	.760	-.041	No significant difference in mean scores
Price Premium	Equal variances assumed	.629	-.664	.507	-.098	No significant difference in mean scores
Brand Awareness	Equal variances assumed	.746	-1.317	.189	-.212	No significant difference in mean scores
Perceived Quality	Equal variances assumed	.090	-.335	.738	-.042	No significant difference in mean scores
Brand Loyalty	Equal variances assumed	.104	-1.416	.158	-.207	No significant difference in mean scores
Brand Association	Equal variances assumed	.290	-1.080	.281	-.126	No significant difference in mean scores
Customer Satisfaction	Equal variances assumed	.325	-.606	.545	-.077	No significant difference in mean scores
Country of Origin Image	Equal variances assumed	.100	-1.191	.234	-.114	No significant difference in mean scores
Ethnocentrism	Equal variances not assumed	.005	-2.545	.011	-.355	Significant difference in mean scores

The results, seen in table 41, indicate that the two groups variances are equal when considering all variables, except ethnocentrism. Further, as mentioned above, it was found some differences in mean scores for the variables ethnocentrism and age when considering gender. This is also supported when inspecting the sig. (2-tailed) values, as results shows a significant difference in mean scores between genders for the two variables (details are presented in appendix 7.2b). In addition, the eta squared indicates that the variable age as a small effect size, whereas the remaining variables did not have any positive effect size, as the t-values are quite negative.

6. Discussion, limitations, implications and conclusion

This chapter provides discussion of findings from analyses conducted for research question 1, research question 2, and some additional analyses. In addition, based on the findings, limitations, managerial implications and a conclusion are provided.

6.1. Discussion of findings - research model 1

The purpose of research question one was to examine the influential effect brand equity dimensions proposed by Aaker (1991) (brand associations, brand awareness, perceived quality and brand loyalty) has on Dybvik's (a Norwegian clip fish brand) brand equity and the influential effect Dybvik's brand equity has on price premium. The analysis was split based on whether the respondents had tasted Dybvik clip fish previously (group 0), or if they had not/did not know if they had tasted Dybvik clip fish previously (group 1). Below, a discussion of findings from the four developed hypotheses is given.

Hypotheses H1, H2, H3 and H4

Hypothesis H1 (brand associations has a significant positive effect on brand equity) was supported for both groups; those who have tasted Dybvik clip fish previously (group 0), and those who have not, or do not know if they have tasted Dybvik clip fish previously. A statistical unique contribution from brand association to the dependent variable brand equity was therefore found in both groups, even though there was a stronger relationship for group 0, than for group 1. These results are in accordance to Aaker's (1991) brand equity model, where brand associations have a positive significant effect on brand equity. Other researchers, such as Yoo et al. (2000), also found a positive significant relationship between brand associations/awareness and brand equity, even though this relationship was weaker than the relationship between brand loyalty and brand equity. Similar results appear in this thesis, that is, brand loyalty has a much stronger relationship with brand equity. However, this will be discussed later on. What hypothesis H1 tells us is that the higher the brand association is, the more brand equity occurs.

Hypothesis H2 (brand awareness has a significant positive effect on brand equity), on the other hand, did not receive support from any of the two groups. For group 0 (those who have tasted Dybvik clip fish previously), the β value for brand awareness was negative, which means that 1 positive standard deviation change in X (brand awareness) is expected to result

in a negative β value change in Y (total brand equity). Thereby, brand awareness and total brand equity is negatively associated/correlated. For group 1 (those who have not, or do not know if they have tasted Dybvik clip fish previously), on the other hand, brand awareness did not have a statistical significant correlation to brand equity, which indicates that brand awareness are not sufficient for creating and sustaining value added for Dybvik clip fish. These results were quite surprising to the researchers, as the findings neither correspond to Aaker's (1991) brand equity model, or to Kim & Hyun's (2011) research, where they found a significant positive relationship between brand awareness and brand equity. However, results from the previous conducted correlation analysis suggest that brand awareness might affect Dybvik's brand equity by influencing brand associations and brand loyalty first. This is in accordance to Yoo et al's (2000) suggestion that brand awareness could affect brand equity by influencing brand loyalty first.

There could be several reasons why brand awareness did not receive a significant positive relationship with brand equity for neither of the two groups. For example, one of the reasons might be translation error when interpreting questions in the questionnaire, translating from English to Norwegian. Translation errors can actually spoil the purpose of the question, and thereby, respondents could have misinterpreted the questions and answered somewhat different from what they actually feel about a statement. Another reason could be impatiens. That is, the questionnaire consisted of 56 questions, and respondents were asked to answer these questions when they were supposed to shop groceries. Based on the amount of question given, and the short time frame expected to be used in a grocery shop, respondents may have ticked an alternative without thinking it entirely through. The researchers therefore conclude that the questionnaire was somewhat too extensive.

In addition, feedback was given to the researchers, where some of the respondents told that they did not quite understand the questions that were asked. Most of the questions they did not understand concerned questions of brand awareness, i.e. item V17 "I have no difficulties imagine Dybvik in my mind", item V18 "I can recognize the Dybvik brand among other competing clip fish brands", item V11 "Dybvik is a brand that is well known among the residents in our region" and item V12 "Most people do not mix the brand Dybvik with other clip fish brands". Because some respondents did not understand these questions, some interpretation errors may be evident. Lastly, it could also be so that people with high brand awareness may not entirely prefer the brand, for example due to unfortunate publicity,

experiences with the company or with the products offered. That is, their brand awareness is not necessarily positive brand awareness. However, when asking the initial question in the questionnaire, V1 "Write down the first clip fish brand that comes to mind", Dybvik was written down by as many as 44.7% of the respondents, whereas the next two most mentioned brand was Sperre and Jangaard, with respectively 3.6% and 3%. This indicates rather high brand awareness for the brand Dybvik. However, even if their brand awareness is considered high, it does not necessarily show that the respondents have the knowledge about what exactly seperates the various products with regard to content, and thereby, the underlying awareness of product series might be weaker than their overall brand awareness.

Hypothesis H3 (perceived quality has a positive significant effect on brand equity) did not make a statistical unique contribution to the equation for any of the groups. That is, perceived quality seems to have no direct impact on Dybvik´s brand equity, and thereby perceived quality are not sufficient for creating and sustaining value added for Dybvik clip fish. Again, these results were quite surprising to the researchers, as the measurement of perceived quality were adopted from Pappu et al. (2005; 2006), and in their research it was found a significant positive relationship between perceived quality and brand equity. In addition, several other researchers have found a positive significant relationship between perceived quality and brand equity (Yoo et al., 2000; Kim & Hyun, 2011; Kim & Kim, 2005). However, the current results are in accordance to Tong & Hawley (2009) findings. That is, they found no support for the relationship between perceived quality and brand equity (-.07). According to Yoo et al. (2000) perceived quality might anyway affect brand equity through brand loyalty, and results from previous conducted correlation analysis support this statement as it was found that perceived quality might affect brand equity by influencing brand associations and brand loyalty first.

Hypothesis H4 (brand loyalty has a positive significant effect on brand equity) proved to be the best predictor of brand equity for both groups with a β values much higher than the other variables included in the model. In addition, brand loyalty showed a positive significant relationship to the equation for both groups, which also correspond to other researchers findings (Yoo et al., 2000; Kim & Hyun, 2011; Kim & Kim, 2005). The results presented somewhat correspond to Yoo et al.´s (2000) findings where brand loyalty was the best predictor to brand equity, whereas the relationship of perceived quality and brand associations/awareness to brand equity is much weaker.

Summed up: only hypothesis H1 and H4 were supported for group 0 (those who have tasted Dybvik clip fish previously), whereas hypothesis H1 was the only hypothesis that was supported for group 1 (those who have not, or do not know if they have tasted Dybvik clip fish previously). These results do not entirely support Aaker's (1991) brand equity model, where it is predicted that the dimensions of brand equity (brand associations, brand awareness, perceived quality and brand loyalty) shall have a significant positive relationship with brand equity. Furthermore, the results submitted for group 0 (those who have tasted Dybvik clip fish previously) suggests that in order to sustain competitive advantages, Dybvik should manage strong and unique brand associations to stimulate favorable feelings in addition to strengthen the loyalty towards the brand Dybvik by keeping the customers satisfied. For group 1 (those who have not, or do not know if they have tasted Dybvik clip fish previously), on the other hand, the aim should be to continue the perceived loyalty towards the brand Dybvik.

Hypothesis H5

As willingness to pay a price premium is viewed as a result of managing other brand equity facets well (Blackston, 1995; Keller, 1993), and hypothesis H5 (brand equity has a significant positive effect on price premium) was developed as an additional hypothesis to research model one, to measure the customer's willingness to pay a price premium for Dybvik's brand. Results from the analysis supported hypothesis H5; brand equity made a statistically significant unique contribution to the equation, for both groups (group 0: those who have tasted Dybvik clip fish previously, and group 1: those who have not, or do not know if they have tasted Dybvik clip fish previously). Thereby, the higher brand equity, the higher is the willingness to pay a price premium. This is in accordance to previous research where results showed that with higher brand equity, buyers were prepared to pay a premium for their favorite brand (Hutton, 1997). Results therefore implies that Dybvik can increase the price of their products if they can manage to increase their brand equity first.

6.2. Discussion of findings - research model 2

The purpose of research question 2 was to examine the influential effect country-of-origin image has on brand equity dimensions proposed by Aaker (1991), namely, brand associations, brand awareness, perceived quality and brand loyalty, as it was suggested by Pharr (2005) that it is necessary to explore how country-of-origin image affects brand equity dimensions. The

analyses were split based on whether the respondents had tasted Dybvik clip fish previously (group 0), or if they had not/did not know if they had tasted Dybvik clip fish previously (group 1). Below, a discussion of findings from the four developed hypotheses is given.

Hypotheses H6, H7, H8 and H9

As hypothesized in the literature review, country-of-origin image has a positive significant effect on the brand equity dimensions brand association, brand awareness, perceived quality and brand loyalty. Evidence of large differences between group 0 and 1 became most apparent for the variable brand loyalty. That is, for the respondents that had not, or did not know if they had tasted Dybvik clip fish previously (group 1), no significant unique explanation was evident between country-of-origin image and brand loyalty, and therefore, hypothesis H9 (country-of-origin image has a significant positive effect on brand loyalty) was rejected for group 1. For the respondents that had tasted Dybvik previously (group 0) on the other hand, a strong unique contribution was found, and thereby hypothesis H9 was supported for group 0. In a research conducted by Yasin et al. (2007), a significant positive relationship between country-of-origin image and brand loyalty was also found. This is in accordance with the current findings for group 0, where the relationship between country-of-origin images has a significant positive effect on brand loyalty.

When investigating country-of-origin image, and its contribution to brand awareness, a significant unique contribution was found for both groups. Though, the respondents who had tasted Dybvik clip fish previously (group 0) had approximately 50% higher contribution from country-of-origin image to brand awareness compared to the respondents that had not tasted, or did not know if they have tasted Dybvik clip fish previously (group 1). These findings are in accordance to Sanyal and Datta's (2011) findings where country of origin image was found to have a positive effect on brand awareness. Therefore, hypothesis H7 is supported for both groups.

Further, country-of-origin image was found to have the greatest unique contribution of explanation to perceived quality. The two groups of respondents (group 0 and 1) had approximately the same unique contribution to the equation, and therefore, hypothesis H8 (country-of-origin image has a significant positive effect on perceived quality) was supported for both groups. This is aligned with the research conducted by Pappu et al. (2007), were the relationship between country-of-origin images and perceived quality made the highest

contribution for the product category of cars. However, in their research, they found evidence that the relationships between country-of-origin image and the dimensions of brand equity (i.e. brand associations, brand awareness, perceived quality and brand loyalty) can vary based on what product is being investigated. This became apparent when country-of-origin image had the strongest contribution to brand association and brand loyalty when investigating the product category of televisions. Also, in the current research, country-of-origin image has a significant positive effect on brand association (hypothesis H6) for both groups of respondents (group 0 and 1), and thereby, hypothesis H6 is also supported.

According to the findings, country-of-origin image significantly and positively affects brand associations, brand awareness, perceived quality and brand loyalty for group 0 (those who have tasted Dybvik previously), whereas country-of-origin image significantly and positively affects brand associations, brand awareness and perceived quality for group 1 (those who have not, or do not know if they have tasted Dybvik clip fish previously). Dybvik should use these findings to their advantage, as considerations of how the Norwegian image relates to clip fish can be used in marketing activities. That is, Dybvik should consider stressing the Norwegian clip fish quality, the customer loyalty and awareness/associations by using slogans such as ”Made in Norway” in their marketing efforts.

6.3. Discussion of findings - exploratory analyses

Results from t-tests show substantial differences in all variables (total brand equity, price premium, brand associations, brand awareness, perceived quality, brand loyalty, customer satisfaction, country-of-origin image and ethnocentrism) when considering gender, income-groups and whether the respondents had tasted Dybvik previously, or not (or did not know). For the variables brand equity, price premium, brand awareness, perceived quality, brand loyalty and brand associations, there was a significant difference in mean scores when comparing the income-groups. The results indicated that the higher income-group had a significant higher mean score, i.e. they answered in the higher end of the 7-point likert scale. As Dybvik lies in the high-end price range within the clip fish category, these results are not surprising. Based on whether the respondents had tasted or not tasted Dybvik previously (or did not know), the variables brand equity, price premium, brand awareness, perceived quality, brand loyalty and brand association, had significant differences in variances. Not surprisingly, there was a significant difference in mean scores for all the variables, indicating that the respondents who had tasted Dybvik clip fish previously, generally answered in the high-end

of the scale. When controlling for gender, only the variable ethnocentrism had differences in variance and mean scores, indicating that females answered somewhat more in the high-end of the scale within the ethnocentrism questions.

6.4. Limitations and research implications

Thorough investigation of previous literature and researches does not exclude the matter of limitations, as new questions seems to appear after a new research has been developed. Thereby, as with any other research conducted, this research also has its limitations and implications. One of the greatest threats by conducting a quantitative research method lies in the concerns associated with conducting a survey. For example, respondents are asked to give answers on questions or statements based on given alternatives. Thereby, they do not have the opportunity to explain why they choose exactly a certain alternative. This is opposite to the method used when conducting qualitative research.

In qualitative research, respondents usually submit answers through in-depth interviews. Thereby, the respondents have the opportunity to explain why they answer as they do, and this may avoid misunderstandings that weaken the study's conceptual validity. In addition, misunderstandings and ambiguities could occur due to unfortunate translation of the original items included in the questionnaire, as it was translated form English to Norwegian. Therefore, for further research, it is suggested that an interpreter should conduct the translation to achieve conceptual validity, in addition to attaching a conceptual explanation for each single item being measured to the questionnaire.

As this thesis to a certain degree uses an exploratory research design, the objective was to gather preliminary information that would help define problems and suggest hypotheses. To gain a deep insight into the customers perception towards the brand Dybvik, it was necessary to carry out a large number of questions in order to make sure that all variables was measured appropriately. However, when conducting confirmatory factor analyses, three questions/statements were removed from their scales. First, item V42 ”Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik” was removed from its original scale ”brand equity” and placed in the ”price premium” scale as the factor loading within the price premium scale became quite respectable, and the original price premium scale only consisted of three questions. Further, item V8 ”I have a clear image of the type of person who would use (purchase) the brand Dybvik” was removed from the ”brand

associations" scale because the factor loading was weak compared to the other items included. Also, item V21 "Most people do not mix the brand Dybvik with other clip fish brands" in the "brand awareness" scale was removed due to a weak factor loading.

In addition, the researchers made a decision; neither of the items that received a higher Cronbach's Alpha if item deleted were actually removed from their scales, due to the low percentage increase compared to the original obtained Cronbach's Alpha value. For further research, it is though recommended to investigate these items at a deeper level. For example, in the "brand equity" scale, item V43 "The brand Dybvik is different from other clip fish brands" received a higher Cronbach's Alpha if item deleted. Also, item V16 "I feel I support Norway when purchasing clip fish, which originates from Norway" in the "ethnocentrism" scale, received a higher Cronbach's Alpha if item deleted. Finally, item V51 "Imagine an ideal clip fish brand. Based on your experience with Dybvik clip fish, how close is Dybvik clip fish this ideal" in the "customer satisfaction" scale, also received a higher Cronbach's Alpha if item deleted. It is recommended for further research that also these items should be excluded from their scales, as it may have caused some weaknesses within the scales, which may have affected the results of this research. However, the obtained Cronbach's Alpha values suggest that the scales used in this thesis are valid, and with some adjustment (e.g. removing item V43, V16 and V51) the scales are suggested applicable for future research.

Due to the short time frame for conducting this research, measures of brand equity dimensions and the brand equity for the brand Dybvik took place at Sunnmøre. However, this does not represent the perceptions towards the brand Dybvik in Norway at a general level. It is assumed that if the same questionnaire were handed out in another region in Norway, the responses would have been somewhat different. That is, because Dybvik is located at Sunnmøre, it is perhaps more likely that the residents there have another basis to answer the questions than residents in other regions. However, comparisons with earlier results were not possible, as such measures never have been conducted for the brand Dybvik previously. For further research, it is recommended a more widespread data collection method where Norway is represented on a nationwide basis, making it possible to compare the future measures with the ones presented here.

The scale used in this thesis could also be said to have its limitations. For example, a 7-point likert scale was used to measure respondents perceptions towards a certain question or a

statement, ranging from “strongly disagree”, to “strongly agree”, with the alternative “neither disagree or agree” as the fourth and middle point in the scale. This scale is often different from the other scales used to measure brand equity, as these mainly use a 5-point likert scale. Therefore, comparisons of results with other researches must be conducted by transforming the scales, e.g. a scale ranging from 0-100. In addition, the purpose of the alternative “neither disagree or agree” could be explained somewhat better to the respondents as the researchers received feedback that there was no alternative if they did not know what to answer.

In this thesis, a multiple regression analysis was conducted in order to confirm or reject the hypotheses. When using this approach, several assumptions about the data shall be met, and it is not all that forgiving if they are violated (Pallant, 2010). However, even if the assumption of the number of cases required for multiple regressions were met, some violation regarding normality occurred. Several attempts in trying to get the residuals normally distribution failed, and thereby, some of the findings could have been disturbed by this element. Furthermore, even if the relationship of brand associations, brand awareness, perceived quality and brand loyalty to brand equity has been examined, the effects of various promotional effect on the dimensions of brand equity has not been investigated. For example, by including explanatory factors to the brand equity dimensions (e.g. word of mouth, advertising, sales promotion, celebrity endorsement), a more comprehensive measure of what it is that contributed to for example high loyalty or associations could have been conducted. Further research therefore should consider this element, due to its explanatory effect.

There is still much that is unexplored in the field of Dybvik’s brand equity. A suggestion for further research is to explore different brand equity models in the attempt to find a more suitable model. That is, there is little consensus on what dimensions constitute brand equity, even though a number of researches (e.g. Yoo & Donthu, 2001; Pappu et al., 2005; Buil et al., 2008) approve Aaker’s (1991) dimensionality. For further research, it is recommended to conduct an investigation of what dimensions most accurately predicts Dybvik’s brand equity, by examine the composition of different dimensions. Further, the measures used in the questionnaire consists of a composition of several different researchers scales (Kim & Kim, 2005; Yoo & Donthu, 2001; Netermyer et al., 2004; Pappu et al., 2005:2006; Buil et al., 2008; Aaker, 1996; Helgesen, 2014; Yasin et al., 2007; Martin, 1993; Herche, 1992; Lin & Chen, 2006), and thereby, the configuration may not care for the cultural differences across boundaries and regions. Based on the results obtained from this research, and the cultural

aspect, one can wonder whether or not Aaker's (1991) brand equity model has the most suitable conceptualization. Therefore, a consideration regarding whether one should rather use Yoo et al's (2000) brand equity model, where brand associations and brand awareness are collapsed into one dimension, should be emphasized. If adopting their model, one can further use the scale Yoo & Donthu developed in 2001 to measure the constructs, as this scale is considered cultural valid, and it is applicable to various product categories without requiring further adjustments.

6.5. Managerial implications

Brand equity can be used as a strategic tool by the managers and executives of Dybvik to formulate future brand strategies as it gives insight into customers mind-sets. The approach is straightforward; it expresses how the different dimension of brand equity (brand associations, brand awareness, perceived quality and brand loyalty) contributes to the effectiveness of different branding strategies, and thereby what the organization must focus on to increase profits. However, it is not only a valuable tool for the organization to evaluate marketing efforts, but also, if including a single metric measure of the brand value, it can be a valuable tool for shareholders and stakeholders, and it can be used as a foundation for potential mergers and acquisitions.

Because Dybvik is a rather small organization with few employees, and does not possess the same amount of resources and capital as major international companies, failure in branding strategies would be quite time consuming and costly for them. However, the framework of brand equity can help Dybvik prioritize and allocate resources across the dimensions of brand equity based on their relationship to brand equity. In the means of brand equity dimensions, results from this thesis suggests that the management and executives of Dybvik should place their focus and recourses on influencing brand loyalty and brand associations to increase future profits.

According to Davis (2010), perceptions towards a brand are created from a mix of tangible and intangible elements that send signals to the market about the quality of the company and their offerings. Results from this thesis confirms this statement by showing that it is not only the brand it self that contributes to brand associations, rather, perceived value, the brand's personality and organizational associations are all part of the term brand associations. Therefore it is crucial for Dybvik to gain positive brand associations through the brand,

through the organization, and by giving customers value for money. Every single move Dybvik conduct in the marketplace are being monitored, and can cause either positive or negative associations towards their brand.

In the highly competitive fishing industry, the key to increasing and preserving market share is not just winning new customers but also retaining them. When increasing brand loyalty, Dybvik should pay close attention towards already existing customers, and nurturing these relationships. This is in accordance to Reichheld's (1996) statement where he argues that by keeping a loyal customer base, the profitability of a brand will have a significantly increase. This is also much more cost efficient than attracting new customers, as much less capital are used on already loyal customers, compared to attracting new ones. In addition to nurturing relationships, another recommendation is to introduce a "customer club", where customers can receive and share clip fish recipes and participate in different competitions where they can win products from Dybvik. By implementing this, Dybvik can draw attention towards the company, and customers can follow their development.

Based on findings from exploratory analyses, results showed that respondents with the highest gross income had higher mean scores in the variables brand equity, price premium, brand associations, brand awareness, perceived quality and brand loyalty compared to respondents with lower income. Results also showed that respondents with higher income also had a higher percentage of respondents who actually have tasted Dybvik clip fish compared to the group with a lower income. Therefore, Dybvik's segment group seems to be customers with higher income, which is not surprisingly due to the fact that Dybvik clip fish is considered as a brand at the upper price range within the clip fish category. To increase market share, and to win over customers with a somewhat lower income, a varying product line is suggested. Even though Dybvik recently has introduced a new product with a lower price that shall be "used in everyday life", namely "321 Ovn" and "321 Gryte", it is recommended to pursue this strategy to gain larger market share within all income groups.

In addition, results showed that those who have tasted Dybvik clip fish had higher mean scores in brand equity, price premium, brand awareness, brand associations, perceived quality, brand loyalty, country-of-origin image, ethnocentrism and age. Based on these results, Dybvik should continue its effort in giving out taste-samples in grocery stores, and they may consider inviting potential customers to a gathering with clip fish at the menu. As

mentioned, the mean score of age also differed between those who have tasted Dybvik clip fish and those who have not tasted or do not know if they have tasted Dybvik clip fish previously. The average of those who have tasted Dybvik clip fish previously is actually ten years (46.23) older than those who have not tasted or do not know if they have tasted Dybvik clip fish previously (36.42). Based on these results, it is recommended taking into account the younger customers when marketing the brand. A few months ago, Dybvik introduced an "App" where one can get information about their products, their company, and information about how to process their products. By increasing the awareness of this "App", Dybvik may attract a different, maybe "younger" customer portfolio, as it is a highly used tool among the public.

Finally, it is important for the researchers to mention that a single measure of brand equity is highly unlikely to satisfy all the characteristics of an ideal measure. Even though managers are provided with insight into the consumer-based sources of brand equity, the measure provided in this thesis does not give the managers a single, objective number of what the value of the brand actually is. By having such a single objective number of the value, it would have been reliable to senior management and the financial public, and thereby, it would have provided a useful guide to the value of the brand during mergers and acquisitions. Even though financial market measures are crucial for examining long-term potential, customer mind sets measures are fundamental for diagnosing the underlying reasons for changes in equity, and therefore, to get a comprehensive picture of current and future brand strength, both customer mind sets measures and financial market measures should be included for further research.

6.6. Conclusion

This thesis applies the brand equity model of Aaker (1991), with the aim of answering two research questions:

- *Does the brand equity dimensions; brand associations, brand awareness, perceived quality and brand loyalty, have a significant positive effect on the brand equity for the brand Dybvik, and does brand equity have a significant positive effect on price premium?*
- *Does country-of-origin image have a significant positive effect on the brand equity dimensions for the brand Dybvik?*

Results from regression analyses indicated that only brand loyalty and brand association had a significant positive effect on Dybvik's brand equity, when considering the respondents that have tasted Dybvik clip fish previously. For the respondents that had not, or did not know if they had tasted Dybvik clip fish previously, only brand loyalty was found to have a significant positive effect on Dybvik's brand equity. In addition, a significant positive relationship was found between brand equity and price premium for both groups, indicating that the higher the brand equity, the higher is the willingness to pay a price premium. Further, country-of-origin image was found to have a significant positive effect on all brand equity dimensions (i.e. brand associations, brand awareness, perceived quality and brand loyalty) when considering those who had tasted Dybvik clip fish previously. For those who had not tasted, or did not know if they had tasted Dybvik clip fish previously, country-of-origin image was found to have a significant positive effect on all brand equity dimensions, except from brand loyalty.

Results also revealed that the data collected were not normally distributed, which is common in social science. By recognizing and applying the results and managerial implications presented in this thesis, Dybvik have the opportunity to enhance their brand equity and ultimately, increase their profits. Finally, as elaborated in the analyses and discussion, the researchers have discovered several limitations of this research, and question the application of Aaker´s (1991) brand equity model to the Norwegian clip fish market. After investigating the results from the analyses, a consensus that similar brand equity models, such as Yoo et al.´s (2000) brand equity model and Yoo & Donthu´s (2001) developed scales, may be better suited based on cultural and product specific differences for further research in this particular field.

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Appendix

Appendix 1, Norwegian version of questions

Variabel	Spørsmål	Kilder
Merkelojalitet **H4**	31) Dybvik er vanligvis mitt førstevalg når det gjelder klippfiskmerker 24) Sannsynligheten for at jeg anbefaler Dybvik klippfisk til andre er meget stor 33) Jeg vil ikke bytte fra Dybvik klippfisk til et annet klippfisk-merke neste gang jeg kjøper klippfisk 35) Jeg anser med selv som lojal til Dybvik klippfisk 9) Jeg snakker positivt om Dybvik klippfisk til andre	*Kim & Kim, 2005* *Yoo & Donthu, 2001*
	47) Jeg har smakt Dybvik klippfisk tidligere (Inngangsspørsmål til kundetilfredshet)	*Utviklet av forskerne*
<u>Validering variabel: kundetilfredshet</u>	49) Jeg er svært tilfreds med Dybvik sine produkter, sammenlignet med andre klippfisk produkter 48) Dybvik sine produkter svarer svært godt til mine forventninger 50) Alt i alt er jeg svært godt tilfreds med Dybvik sine produkter 51) Se for deg et ideelt klippfisk-merke. Basert på dine erfaringer med Dybvik klippfisk, hvor nært er Dybvik klippfisk dette idealet?	*Helgesen, 2014 (unpublished working paper)*
Merkekjennskap **H2**	1) Skriv ned det første klippfisk-merket du kommer på 15) Jeg kjenner til klippfisk-merket Dybvik 6) Når jeg tenker på klippfisk, er Dybvik det første merket jeg tenker på 17) Jeg har ingen vanskeligheter med å forstille meg Dybvik klippfisk 18) Jeg kan gjenkjenne Dybvik-merket blant andre konkurrerende klippfiskmerker	*Kim & Kim, 2005* *Yoo & Donthu, 2001: Netermyer et al., 2004*
	11) Dybvik er en merkevare som er svært godt kjent blant innbyggerne i vår region 12) Folk flest i vår region gjenkjenner merket Dybvik 21) Folk flest blander ikke Dybvik sammen med andre klippfiskmerker	*Helgesen, 2014 (unpublished working paper)*
Oppfattet kvalitet **H3**	32) Dybvik tilbyr produkter av svært god kvalitet 36) Dybvik tilbyr produkter med konsistent kvalitet 37) Dybvik tilbyr veldig pålitelige produkter 29) Jeg er tilfreds med kvaliteten på Dybvik sine produkter	*Pappu et al., 2005: 2006*
Merkeassosiasjoner		
<u>Oppfattet verdi:</u> <u>H1</u>	22) Dybvik klippfisk er god verdi for pengene 23) Innenfor klippfisk kategorien, anser jeg Dybvik som et godt kjøp 19) Jeg får mye for pengene når jeg kjøper Dybvik klippfisk	*Buil et al., 2008*
<u>Merkepersonlighet:</u>	25) Merket Dybvik har en personlighet 26) Jeg har tillit til merkevaren Dybvik 8) Jeg har et klart bilde over hvilke type personer som ville brukt (kjøpt) merkevaren Dybvik	*Aaker, 1996* *Helgesen, 2014 (unpublished working paper)*
<u>Organisatoriske assosiasjoner:</u>	28) Jeg stoler på firmaet som produserer merkevaren Dybvik 20) Jeg liker firmaet som produserer merkevaren Dybvik	*Aaker, 1996: Papu et al., 2005:2006*

	30) Firmaet som lager merkevaren Dybvik har troverdighet	
"Brand Equity" Valideringsvariabel: betalingsvillighet	38) Det gir mening å kjøpe Dybvik klippfisk fremfor noe annet klippfisk merke, selv om de like 39) Dersom et klippfisk-merke er like bra som Dybvik, ville jeg likevel foretrukket å kjøpe Dybvik 40) Dersom jeg må velge blant flere merkevarer innen klippfisk kategorien, er Dybvik definitivt mitt første valg 41) Dersom jeg må kjøpe et produkt innenfor klippfisk kategorien, så planlegger jeg å kjøpe Dybvik uansett om der er andre klippfisk-merker som er like gode som Dybvik 42) Selv om et annet klippfisk-merke har lavere pris enn Dybvik, ville jeg uansett kjøpt Dybvik 43)Merkevaren Dybvik er forskjellig fra andre klippfiskmerker 44) Prisen for Dybvik må stige betydelig, før jeg ville byttet til et annet klippfiskmerke 45) Jeg er villig til å betale en høyere pris for Dybvik klippfisk, enn andre klippfiskmerker 46) Jeg er villig til å betale en hel del mer for Dybvik enn for andre merker innenfor klippfisk-kategorien	*Yoo & Donthu, 2001* Yasin et al., 2007 *Netemeyer et al., 2004*
Opprinnelses landets image Etnosentrisme	2) Jeg foretrekker klippfisk fra Norge, sammenlignet med klippfisk fra et annet land 3) Jeg føler klippfisk fra Norge har høyere kvalitet enn klippfisk fra et annet land 4) Kvaliteten på norsk klippfisk er høy 5) Jeg føler meg bedre når jeg kjøper klippfisk fra Norge, sammenlignet med klippfisk fra noe annet land 16) Jeg føler jeg støtter Norge når jeg kjøper klippfisk som stammer fra Norge 7) Norge er pålitelig i sin produksjon av klippfisk 27) Norge har bedre kunnskap til å produsere klippfisk sammenlignet med andre land 34) Jeg er lojal til klippfisk fra Norge 10) Jeg assosierer klippfisk med Norge 13) Nordmenn burde alltid kjøpe norsk-produserte produkter isteden for importerte produkter 14) Det er alltid best å kjøpe norske produkter	*Utviklet av forskerne* Martin, 1993: Lin & Chen, 2006 *Herche, 1992*
Demografiske spørsmål	52) Kjønn 53) Alder 54) Samlet bruttoinntekt for husholdningen 55) I hvilken kommune bor du i 56) Utdanningsnivå (fullført)	*Utviklet av forskerne*

Appendix 2, Questionnaire given to respondents

Spørreundersøkelse

Vi er to studenter som for tiden skriver vår mastergradsavhandling (International Business and Marketing) ved Høgskolen i Ålesund. Utredningen omhandler merkevarebygging av Klippfisk, og i den anledning har vi utviklet en spørreundersøkelse som vi ønsker at du svarer på.

Del 1 av spørreundersøkelsen består av påstander og spørsmål, der du som respondent krysser av på en skala i den grad du er enig i utsagnene/spørsmålene. Om du ikke har noen mening om et usagn eller et spørsmål, kan svaralternativene i den midterste kolonnen på skalaen benyttes: "hverken uenig eller enig", "hverken utilfreds eller tilfreds", "i hverken liten eller stor grad" eller "hverken langt ifra idealet eller nært idealet".

Del 2 av spørreundersøkelsen stiller demografiske spørsmål, der du krysser av for passende alternativ.

Undersøkelsen er anonym og vil ikke kunne spores tilbake til deg. Vi setter stor pris på at du hjelper oss i vårt arbeid ved å svare på denne undersøkelsen.

Del 1

Skriv ned det første klippfisk-merket du kommer på:

1) ☐

I hvilken grad er du enig eller uenig i følgende utsagn om norsk-produsert klippfisk

	Svært uenig	Uenig	Litt uenig	Hverken uenig eller enig	Litt enig	Enig	Svært enig
2) Jeg foretrekker klippfisk fra Norge, sammenlignet med klippfisk fra et annet land	☐	☐	☐	☐	☐	☐	☐
3) Jeg føler klippfisk fra Norge har høyere kvalitet enn klippfisk fra et annet land	☐	☐	☐	☐	☐	☐	☐
4) Kvaliteten på norsk klippfisk er høy	☐	☐	☐	☐	☐	☐	☐

	Svært uenig	Uenig	Litt uenig	Hverken uenig eller enig	Litt enig	Enig	Svært enig
5) Jeg føler meg bedre når jeg kjøper klippfisk fra Norge, sammenlignet med klippfisk fra noe annet land	☐	☐	☐	☐	☐	☐	☐
6) Når jeg tenker på klippfisk, er Dybvik det første merket jeg tenker på	☐	☐	☐	☐	☐	☐	☐
7) Norge er pålitelige i sin produksjon av klippfisk	☐	☐	☐	☐	☐	☐	☐
8) Jeg har et klart bilde over hvilke type personer som ville brukt (kjøpt) merkevaren Dybvik	☐	☐	☐	☐	☐	☐	☐
9) Jeg snakker positivt om Dybvik klippfisk til andre	☐	☐	☐	☐	☐	☐	☐
10) Jeg assosierer klippfisk med Norge	☐	☐	☐	☐	☐	☐	☐
11) Dybvik er en merkevare som er svært godt kjent blant innbyggerne i vår region	☐	☐	☐	☐	☐	☐	☐
12) Folk flest i vår region gjenkjenner merket Dybvik	☐	☐	☐	☐	☐	☐	☐
13) Nordmenn burde alltid kjøpe norsk-produserte produkter istedenfor importerte produkter	☐	☐	☐	☐	☐	☐	☐
14) Det er alltid best å kjøpe norske produkter	☐	☐	☐	☐	☐	☐	☐

I hvilken grad er du enig eller uenig i følgende utsagn

	Svært uenig	Uenig	Litt uenig	Hverken uenig eller enig	Litt enig	Enig	Svært enig
15) Jeg kjenner til klippfisk-merket Dybvik	☐	☐	☐	☐	☐	☐	☐
16) Jeg føler jeg støtter Norge når jeg kjøper klippfisk som stammer fra Norge	☐	☐	☐	☐	☐	☐	☐

	Svært uenig	Uenig	Litt uenig	Hverken uenig eller enig	Litt enig	Enig	Svært enig
17) Jeg har ingen vanskeligheter med å forestille meg Dybvik klippfisk	☐	☐	☐	☐	☐	☐	☐
18) Jeg kan gjenkjenne Dybvik-merket blant andre konkurrerende klippfiskmerker	☐	☐	☐	☐	☐	☐	☐
19) Jeg får mye for pengene når jeg kjøper Dybvik klippfisk	☐	☐	☐	☐	☐	☐	☐
20) Jeg liker firmaet som produserer merkevaren Dybvik	☐	☐	☐	☐	☐	☐	☐
21) Folk flest blander ikke Dybvik sammen med andre klippfiskmerker	☐	☐	☐	☐	☐	☐	☐

Basert på hva du forbinder med Dybvik og opprinnelsesland, i hvor stor grad er du enig eller uenig i følgende utsagn

	Svært uenig	Uenig	Litt uenig	Hverken uenig eller enig	Litt enig	Enig	Svært enig
22) Dybvik klippfisk er god verdi for pengene	☐	☐	☐	☐	☐	☐	☐
23) Innenfor klippfisk kategorien, anser jeg Dybvik som et godt kjøp	☐	☐	☐	☐	☐	☐	☐
24) Sannsynligheten for at jeg anbefaler Dybvik klippfisk til andre er meget stor	☐	☐	☐	☐	☐	☐	☐
25) Merket Dybvik har en personlighet	☐	☐	☐	☐	☐	☐	☐
26) Jeg har tillit til merkevaren Dybvik	☐	☐	☐	☐	☐	☐	☐
27) Norge har bedre kunnskap med henhold til å produsere klippfisk sammenlignet med andre land	☐	☐	☐	☐	☐	☐	☐
28) Jeg stoler på firmaet som produserer merkevaren Dybvik	☐	☐	☐	☐	☐	☐	☐
29) Jeg er svært godt tilfreds med kvaliteten på Dybvik sine produkter	☐	☐	☐	☐	☐	☐	☐
30) Firmaet som lager merkevaren Dybvik har troverdighet	☐	☐	☐	☐	☐	☐	☐

I hvilken grad er du enig eller uenig i følgende utsagn

	Svært uenig	Uenig	Litt uenig	Hverken uenig eller enig	Litt enig	Enig	Svært enig
31) Dybvik er vanligvis mitt førstevalg når det gjelder klippfiskmerker	☐	☐	☐	☐	☐	☐	☐
32) Dybvik tilbyr produkter av svært god kvalitet	☐	☐	☐	☐	☐	☐	☐
33) Jeg vil ikke bytte fra Dybvik klippfisk til et annet klippfisk-merke neste gang jeg kjøper klippfisk	☐	☐	☐	☐	☐	☐	☐
34) Jeg er lojal til klippfisk fra Norge	☐	☐	☐	☐	☐	☐	☐
35) Jeg anser meg selv som lojal til Dybvik klippfisk	☐	☐	☐	☐	☐	☐	☐
36) Dybvik tilbyr produkter med konsistent kvalitet	☐	☐	☐	☐	☐	☐	☐
37) Dybvik tilbyr svært pålitelige produkter	☐	☐	☐	☐	☐	☐	☐

I hvilken grad er du enig eller uenig i følgende utsagn om merket Dybvik

	Svært uenig	Uenig	Litt uenig	Hverken uenig eller enig	Litt enig	Enig	Svært enig
38) Det gir mening å kjøpe Dybvik klippfisk fremfor noe annet klippfisk merke, selv om de er like	☐	☐	☐	☐	☐	☐	☐
39) Dersom et klippfisk-merke er like bra som Dybvik, ville jeg likevel foretrukket å kjøpe Dybvik	☐	☐	☐	☐	☐	☐	☐
40) Dersom jeg må velge blant flere merkevarer innen klippfisk kategorien, er Dybvik definitivt mitt første valg	☐	☐	☐	☐	☐	☐	☐

	Svært uenig	Uenig	Litt uenig	Hverken uenig eller enig	Litt enig	Enig	Svært enig
41) Dersom jeg må kjøpe et produkt innenfor klippfisk kategorien, så planlegger jeg å kjøpe Dybvik uansett om der er andre klippfisk-merker som er like gode som Dybvik	☐	☐	☐	☐	☐	☐	☐
42) Selv om et annet klippfisk-merke har lavere pris enn Dybvik, ville jeg uansett ha kjøpt Dybvik	☐	☐	☐	☐	☐	☐	☐
43) Merkevaren Dybvik er forskjellig fra andre klippfiskmerker	☐	☐	☐	☐	☐	☐	☐
44) Prisen for Dybvik må stige en hel del, før jeg ville byttet til et annet klippfiskmerke	☐	☐	☐	☐	☐	☐	☐
45) Jeg er villig til å betale en høyere pris for Dybvik klippfisk, enn for andre klippfiskmerker	☐	☐	☐	☐	☐	☐	☐
46) Jeg er villig til å betale en hel del mer for Dybvik enn andre merker innenfor klippfisk-kategorien	☐	☐	☐	☐	☐	☐	☐

Vennligst kryss av for følgende spørsmål

	Ja	Nei	Vet ikke
47) Jeg har smakt Dybvik klippfisk tidligere	☐	☐	☐

Dersom du har smakt Dybvik klippfisk, vennligst kryss av på de følgende fire utsagn og spørsmål. Dersom du ikke har smakt, eller ikke vet om du har smakt Dybvik klippfisk, vennligst gå videre til del 2 av spørreskjemaet

	I svært liten grad	Liten grad	I litt liten grad	I hverken liten eller stor grad	I litt stor grad	I stor grad	I svært stor grad
48) I hvor stor grad svarer Dybvik sine produkter til dine forventninger	☐	☐	☐	☐	☐	☐	☐

	Svært utilfreds	Util-freds	Litt utilfreds	Hverken utilfreds eller tilfreds	Litt tilfreds	Tilfreds	Svært tilfreds
49) Hvor tilfreds er du med Dybvik sine produkter, sammenlignet med andre klippfisk produkter	☐	☐	☐	☐	☐	☐	☐
50) Alt i alt er jeg svært godt tilfreds med Dybvik sine produkter	☐	☐	☐	☐	☐	☐	☐

	Svært langt ifra idealet	Langt ifra idealet	Litt langt ifra idealet	Hverken langt ifra eller nært idealet	Litt nært idealet	Nært idealet	Svært nært idealet
51) Se for deg et ideelt klippfisk-merke. Basert på dine erfaringer med Dybvik klippfisk, hvor nært er Dybvik klippfisk dette idealet?	☐	☐	☐	☐	☐	☐	☐

Del 2

Vennligst kryss av og fyll ut for følgende opplysninger

52) Kjønn: Mann ☐ Kvinne ☐

53) Alder: ☐

54) Samlet bruttoinntekt (før skatt) for husholdningen:

- Under 300 000,- ☐
- Mellom 300 000,- og 600 000,- ☐
- Mellom 600 000,- og 900 000,- ☐
- Mellom 900 000,- og 1 500 000,- ☐
- Over 1 500 000,- ☐

55) I hvilken kommune bor du i: ☐

56) Utdanningsnivå (fullført):

- ☐ Grunnskole
- ☐ Videregående skole
- ☐ Høyere utdanning (høgskole/universitet)

Tusen takk for din deltakelse!

Appendix 3, Descriptive statistics of the dataset

Appendix 3a)

Living municipality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ålesund	195	58,6	60,0	60,0
	Giske	34	10,2	10,5	70,5
	Sula	36	10,8	11,1	81,5
	Haram	7	2,1	2,2	83,7
	Herøy	5	1,5	1,5	85,2
	Vågsøy	2	,6	,6	85,8
	Sykkylven	4	1,2	1,2	87,1
	Ørskog	2	,6	,6	87,7
	Oslo	3	,9	,9	88,6
	Skodje	19	5,7	5,8	94,5
	Hareid	1	,3	,3	94,8
	Sande	4	1,2	1,2	96,0
	Vestnes	2	,6	,6	96,6
	Hitra	1	,3	,3	96,9
	Molde	1	,3	,3	97,2
	Norddal	1	,3	,3	97,5
	Rauma	1	,3	,3	97,8
	Fræna	3	,9	,9	98,8
	Bergen	1	,3	,3	99,1
	Luster	1	,3	,3	99,4
	Stordal	1	,3	,3	99,7
	Sandøy	1	,3	,3	100,0
	Total	325	97,6	100,0	
Missing	System	8	2,4		
Total		333	100,0		

Appendix 3b)

Sample location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kiwi Fiskerstrand	24	7,2	7,2	7,2
	Amfi Moa	69	20,7	20,7	27,9
	Meny Hatlane	34	10,2	10,2	38,1
	Eurospar Valderøy	28	8,4	8,4	46,5
	Kiwi Flisnes	43	12,9	12,9	59,5
	Coop Prix Skodje	12	3,6	3,6	63,1
	Kiwi Klokkersund	43	12,9	12,9	76,0
	Rema 1000 Breivika	21	6,3	6,3	82,3
	Bunnpris Langevåg	8	2,4	2,4	84,7
	Ålesund Storsenter	51	15,3	15,3	100,0
	Total	333	100,0	100,0	

Appendix 3c)

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Males	158	47,4	48,6	48,6
	Females	167	50,2	51,4	100,0
	Total	325	97,6	100,0	
Missing	System	8	2,4		
Total		333	100,0		

Appendix 3d)

Total gross income for the household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-300	58	17,4	18,9	18,9
	300-600	111	33,3	36,2	55,0
	600-900	71	21,3	23,1	78,2
	900-1500	51	15,3	16,6	94,8
	1500->	16	4,8	5,2	100,0
	Total	307	92,2	100,0	
Missing	System	26	7,8		
Total		333	100,0		

Appendix 3e)

Completed education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary school	38	11,4	11,7	11,7
	High school	130	39,0	40,0	51,7
	Higher education	157	47,1	48,3	100,0
	Total	325	97,6	100,0	
Missing	System	8	2,4		
Total		333	100,0		

Appendix 3f)

V1 Top-of-mind brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dybvik	149	44,7	44,7	44,7
	Sperre	12	3,6	3,6	48,3
	Jangaard	10	3,0	3,0	51,4
	Self produced	5	1,5	1,5	52,9
	Others	44	13,2	13,2	66,1
	No replies	113	33,9	33,9	100,0
	Total	333	100,0	100,0	

Appendix 3g)

V47 I have tasted Dybvik clip fish previously

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	212	63,7	63,7	63,7
	No	49	14,7	14,7	78,4
	Do not know	72	21,6	21,6	100,0
	Total	333	100,0	100,0	

Appendix 4, Confirmatory factor analysis (CFA)

Appendix 4.1: Principal component analysis (PCA) of brand equity variables

Appendix 4.1a)

Rotated Component Matrix[a]

	Component	
	1	2
V39 If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik	,831	
V40 If I have to choose among brands within the clip fish category, Dybvik is definitely my first choice	,831	,359
V41 If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik	,805	,410
V38 It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same	,795	,350
V43 The brand Dybvik is different from other clip fish brands	,742	
V42 Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik	,705	,546
V44 The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand	,609	,589
V46 I am willing to pay a great deal more for Dybvik than other brands within the clip fish category	,324	,912
V45 I am willing to pay a higher price for Dybvik clip fish than for other clip fish brands	,374	,889

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Appendix 4.1b)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V38 It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same	333	4,56	1,380	-,208	,134	-,013	,266
V39 If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik	333	4,50	1,409	-,256	,134	,145	,266
V40 If I have to choose among brands within the clip fish category, Dybvik is definitely my first choice	333	4,64	1,490	-,273	,134	-,160	,266
V41 If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik	333	4,30	1,479	-,095	,134	-,109	,266
V43 The brand Dybvik is different from other clip fish brands	333	4,49	1,150	,308	,134	,896	,266
Total Brand Equity	333	4,4973	1,21215	,017	,134	,070	,266
Valid N (listwise)	333						

Appendix 4.1c)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,899
Bartlett's Test of Sphericity	Approx. Chi-Square	1242,855
	df	10
	Sig.	,000

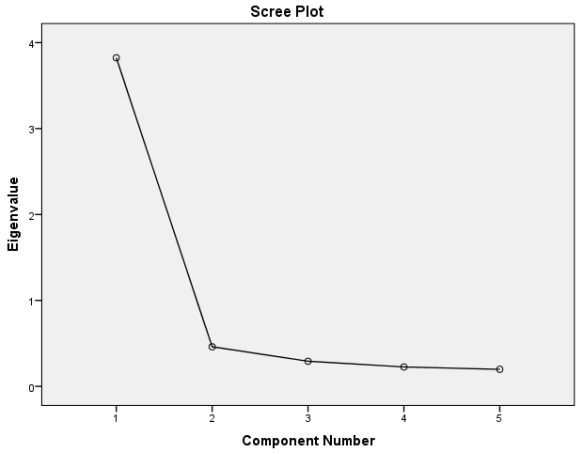
Appendix 4.1d)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,823	76,469	76,469	3,823	76,469	76,469
2	,460	9,208	85,678			
3	,292	5,846	91,524			
4	,226	4,515	96,039			
5	,198	3,961	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.1e)



Appendix 4.1f)

Component Matrix[a]

	Component
	1
V40 If I have to choose among brands within the clip fish category, Dybvik is definitely my first choice	,915
V41 If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik	,904
V38 It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same	,883
V39 If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik	,881
V43 The brand Dybvik is different from other clip fish brands	,784

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.1g)

Communalities

	Initial	Extraction
V38 It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same	1,000	,779
V39 If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik	1,000	,776
V40 If I have to choose among brands within the clip fish category, Dybvik is definitely my first choice	1,000	,836
V41 If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik	1,000	,817
V43 The brand Dybvik is different from other clip fish brands	1,000	,615

Extraction Method: Principal Component Analysis.

Appendix 4.1h)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,923	,922	5

Appendix 4.1i)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V38 It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same	17,92	23,871	,813	,671	,902
V39 If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik	17,98	23,647	,810	,669	,903
V40 If I have to choose among brands within the clip fish category, Dybvik is definitely my first choice	17,85	22,399	,859	,743	,893
V41 If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik	18,19	22,682	,842	,714	,896
V43 The brand Dybvik is different from other clip fish brands	18,00	27,217	,683	,468	,927

Appendix 4.2: Principal component analysis (PCA) of price premium variables

Appendix 4.2a)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V42 Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik	333	4,11	1,529	-,051	,134	-,464	,266
V44 The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand	333	4,14	1,368	-,007	,134	,213	,266
V45 I am willing to pay a higher price for Dybvik clip fish than for other clip fish brands	333	3,95	1,518	-,048	,134	-,319	,266
V46 I am willing to pay a great deal more for Dybvik than other brands within the clip fish category	333	3,75	1,509	,049	,134	-,348	,266
Total Price Premium	333	3,9887	1,32716	,118	,134	-,125	,266
Valid N (listwise)	333						

Appendix 4.2b)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,790
Bartlett's Test of Sphericity	Approx. Chi-Square	1091,442
	df	6
	Sig.	,000

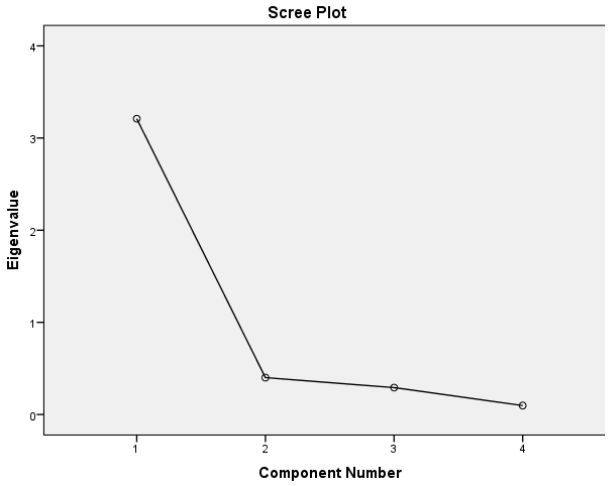
Appendix 4.2c)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,210	80,249	80,249	3,210	80,249	80,249
2	,401	10,013	90,262			
3	,292	7,306	97,568			
4	,097	2,432	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.2d)



Appendix 4.2e)

Component Matrix[a]

	Component
	1
V45 I am willing to pay a higher price for Dybvik clip fish than for other clip fish brands	,931
V46 I am willing to pay a great deal more for Dybvik than other brands within the clip fish category	,921
V42 Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik	,871
V44 The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand	,858

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.2f)

Communalities

	Initial	Extraction
V42 Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik	1,000	,759
V44 The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand	1,000	,736
V45 I am willing to pay a higher price for Dybvik clip fish than for other clip fish brands	1,000	,867
V46 I am willing to pay a great deal more for Dybvik than other brands within the clip fish category	1,000	,848

Extraction Method: Principal Component Analysis.

Appendix 4.2g)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,917	,918	4

Appendix 4.2h)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V42 Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik	11,84	16,297	,774	,614	,906
V44 The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand	11,81	17,630	,756	,582	,911
V45 I am willing to pay a higher price for Dybvik clip fish than for other clip fish brands	12,01	15,497	,869	,833	,872
V46 I am willing to pay a great deal more for Dybvik than other brands within the clip fish category	12,20	15,729	,850	,819	,879

Appendix 4.3: Principal component factor analysis of brand associations:

Appendix 4.3a)

Component Matrix[a]

	Component
	1
V22 Dybvik clip fish is good value for money	,873
V23 Within the clip fish category, I consider Dybvik a good buy	,872
V26 I have confidence to the brand Dybvik	,872
V30 The company that makes the brand Dybvik has credibility	,859
V20 I like the company that produces the brand Dybvik	,838
V19 I receive a lot for my money when purchasing Dybvik clip fish	,838
V28 I trust the company that produces the brand Dybvik	,823
V25 The brand Dybvik has a personality	,793
V8 I have a clear image of the type of person who would use (purchase) the brand Dybvik	,645

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.3b)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V22 Dybvik clip fish is good value for money	333	4,98	1,201	,123	,134	-,530	,266
V23 Within the clip fish category, I consider Dybvik a good buy	333	5,25	1,195	-,187	,134	-,510	,266
V19 I receive a lot for my money when purchasing Dybvik clip fish	333	4,77	1,222	,209	,134	,081	,266
V26 I have confidence to the brand Dybvik	333	5,20	1,258	-,458	,134	,152	,266
V25 The brand Dybvik has a personality	333	4,64	1,183	,245	,134	,424	,266
V28 I trust the company that produces the brand Dybvik	333	5,34	1,250	-,624	,134	,326	,266
V20 I like the company that produces the brand Dybvik	333	4,79	1,273	,203	,134	-,046	,266
V30 The company that makes the brand Dybvik has credibility	333	5,26	1,242	-,349	,134	-,173	,266
Total Brand Association	333	5,0293	1,04280	-,005	,134	-,225	,266
Valid N (listwise)	333						

Appendix 4.3c)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,917
Bartlett's Test of Sphericity	Approx. Chi-Square	2326,122
	df	28
	Sig.	,000

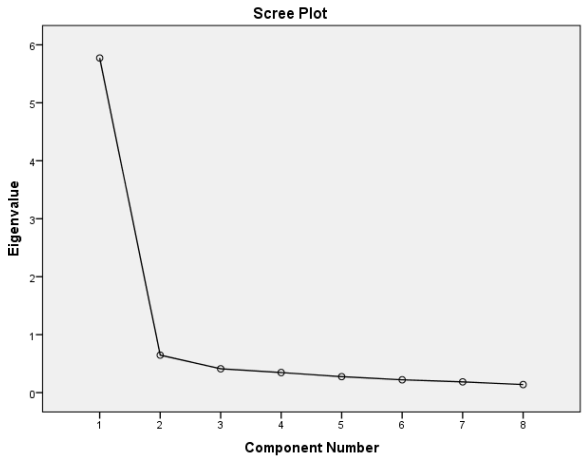
Appendix 4.3d)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,773	72,159	72,159	5,773	72,159	72,159
2	,647	8,088	80,247			
3	,411	5,141	85,388			
4	,347	4,334	89,722			
5	,276	3,450	93,172			
6	,221	2,768	95,940			
7	,186	2,321	98,261			
8	,139	1,739	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.3e)



Appendix 4.3f)

Component Matrix[a]

	Component
	1
V26 I have confidence to the brand Dybvik	,882
V22 Dybvik clip fish is good value for money	,875
V23 Within the clip fish category, I consider Dybvik a good buy	,872
V30 The company that makes the brand Dybvik has credibility	,864
V19 I receive a lot for my money when purchasing Dybvik clip fish	,837
V20 I like the company that produces the brand Dybvik	,836
V28 I trust the company that produces the brand Dybvik	,835
V25 The brand Dybvik has a personality	,790

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.3g)

Communalities

	Initial	Extraction
V22 Dybvik clip fish is good value for money	1,000	,766
V23 Within the clip fish category, I consider Dybvik a good buy	1,000	,761
V19 I receive a lot for my money when purchasing Dybvik clip fish	1,000	,701
V25 The brand Dybvik has a personality	1,000	,623
V26 I have confidence to the brand Dybvik	1,000	,778
V28 I trust the company that produces the brand Dybvik	1,000	,698
V20 I like the company that produces the brand Dybvik	1,000	,699
V30 The company that makes the brand Dybvik has credibility	1,000	,747

Extraction Method: Principal Component Analysis.

Appendix 4.3h)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,945	,945	8

Appendix 4.3i)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V19 I receive a lot for my money when purchasing Dybvik clip fish	35,46	53,990	,786	,670	,938
V22 Dybvik clip fish is good value for money	35,25	53,561	,830	,729	,935
V23 Within the clip fish category, I consider Dybvik a good buy	34,99	53,699	,826	,730	,935
V25 The brand Dybvik has a personality	35,59	55,356	,729	,577	,942
V26 I have confidence to the brand Dybvik	35,03	52,683	,839	,729	,934
V28 I trust the company that produces the brand Dybvik	34,89	53,717	,781	,748	,938
V20 I like the company that produces the brand Dybvik	35,45	53,405	,783	,661	,938
V30 The company that makes the brand Dybvik has credibility	34,98	53,234	,818	,770	,936

Appendix 4.4: Principal component analysis (PCA) of brand awareness variables

Appendix 4.4a)

Component Matrix[a]

	Component
	1
V12 Most people in our region recognizes the brand Dybvik	,878
V11 Dybvik is a brand that is well known among the recidents in our region	,866
V17 I have no difficulties imagine Dybvik in my mind	,863
V18 I can recognize the brand Dybvik among other competing clip fish brands	,829
V15 I am aware of the brand name Dybvik	,803
V6 When I think of clip fish, Dybvik is the first brand that comes to mind	,796
V21 Most people do not mix the brand Dybvik with other clip fish brands	,632

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.4b)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V15 I am aware of the brand name Dybvik	333	5,35	1,962	-1,139	,134	,019	,266
V6 When I think of clip fish, Dybvik is the first brand that comes to ...	333	4,82	2,000	-,496	,134	-,949	,266
V17 I have no difficulties imagine Dybvik in my mind	333	5,11	1,689	-,773	,134	-,098	,266
V18 I can recognize the brand Dybvik among other competing clip fish brands	333	4,67	1,718	-,441	,134	-,502	,266
V11 Dybvik is a brand that is well known among the recidents in our ...	333	5,21	1,505	-,746	,134	,054	,266
V12 Most people in our region recognizes the brand Dybvik	333	5,16	1,473	-,716	,134	,144	,266
Total Brand Awareness	333	5,0521	1,45382	-,629	,134	-,399	,266
Valid N (listwise)	333						

Appendix 4.4c)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,872
Bartlett's Test of Sphericity	Approx. Chi-Square	1463,569
	df	15
	Sig.	,000

Appendix 4.4d)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,287	71,453	71,453	4,287	71,453	71,453
2	,577	9,614	81,068			
3	,423	7,049	88,117			
4	,324	5,396	93,513			
5	,252	4,195	97,708			
6	,138	2,292	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.4e)

Appendix 4.4f)

Component Matrix[a]

	Component
	1
V12 Most people in our region recognizes the brand Dybvik	,880
V11 Dybvik is a brand that is well known among the recidents in our region	,868
V17 I have no difficulties imagine Dybvik in my mind	,862
V15 I am aware of the brand name Dybvik	,827
V18 I can recognize the brand Dybvik among other competing clip fish brands	,824
V6 When I think of clip fish, Dybvik is the first brand that comes to mind	,808

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.4g)

Communalities

	Initial	Extraction
V15 I am aware of the brand name Dybvik	1,000	,684
V6 When I think of clip fish, Dybvik is the first brand that comes to mind	1,000	,653
V17 I have no difficulties imagine Dybvik in my mind	1,000	,743
V18 I can recognize the brand Dybvik among other competing clip fish brands	1,000	,679
V11 Dybvik is a brand that is well known among the recidents in our region	1,000	,753
V12 Most people in our region recognizes the brand Dybvik	1,000	,775

Extraction Method: Principal Component Analysis.

Appendix 4.4h)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,915	,920	6

Appendix 4.4i)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V15 I am aware of the brand name Dybvik	24,96	51,125	,752	,583	,902
V6 When I think of clip fish, Dybvik is the first brand that comes to mind	25,50	51,365	,723	,541	,907
V17 I have no difficulties imagine Dybvik in my mind	25,21	53,623	,793	,675	,895
V18 I can recognize the brand Dybvik among other competing clip fish brands	25,65	54,242	,747	,606	,901
V11 Dybvik is a brand that is well known among the recidents in our region	25,10	55,987	,792	,755	,897
V12 Most people in our region recognizes the brand Dybvik	25,16	56,102	,808	,773	,895

Appendix 4.5: Principal component analysis (PCA) of perceived quality:

Appendix 4.5a)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V32 Dybvik offers products of very good quality	333	5,31	1,206	-,251	,134	-,568	,266
V36 Dybvik offers products of consistent quality	333	5,07	1,195	-,001	,134	-,440	,266
V37 Dybvik offers very reliable products	333	5,17	1,192	-,097	,134	-,630	,266
V29 I am very satisfied with the quality of Dybvik' s products	333	5,31	1,270	-,319	,134	-,518	,266
Total Preceived Quality	333	5,2147	1,13079	-,186	,134	-,405	,266
Valid N (listwise)	333						

Appendix 4.5b)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,838
Bartlett's Test of Sphericity	Approx. Chi-Square	1358,177
	df	6
	Sig.	,000

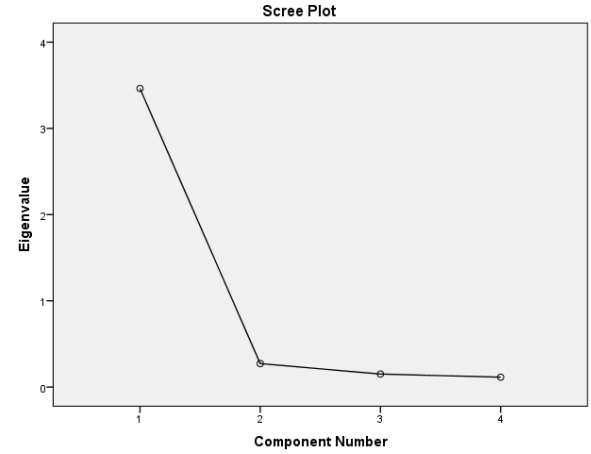
Appendix 4.5c)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,462	86,560	86,560	3,462	86,560	86,560
2	,272	6,807	93,367			
3	,151	3,770	97,137			
4	,115	2,863	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.5d)



Appendix 4.5e)

Component Matrix[a]

	Component
	1
V36 Dybvik offers products of consistent quality	,941
V32 Dybvik offers products of very good quality	,941
V37 Dybvik offers very reliable products	,934
V29 I am very satisfied with the quality of Dybvik' s products	,906

Extraction Method: Principal Component Analysis.

Appendix 4.5f)

Communalities

	Initial	Extraction
V32 Dybvik offers products of very good quality	1,000	,885
V36 Dybvik offers products of consistent quality	1,000	,885
V37 Dybvik offers very reliable products	1,000	,872
V29 I am very satisfied with the quality of Dybvik' s products	1,000	,820

Extraction Method: Principal Component Analysis.

Appendix 4.5g)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,948	,948	4

Appendix 4.5h)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V32 Dybvik offers products of very good quality	15,55	11,652	,893	,800	,925
V36 Dybvik offers products of consistent quality	15,79	11,735	,891	,818	,926
V37 Dybvik offers very reliable products	15,69	11,834	,878	,810	,930
V29 I am very satisfied with the quality of Dybvik' s products	15,55	11,616	,835	,722	,944

Appendix 4.6: Principal component analysis (PCA) of brand loyalty

Appendix 4.6a)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V31 Dybvik is usually my first choice within the clip fish category	333	4,73	1,593	-,351	,134	-,276	,266
V24 The probability that I would recommend Dybvik clip fish to others is high	333	4,99	1,482	-,482	,134	,012	,266
V33 I would not switch from Dybvik clip fish to another clip fish brand the next time I purchase clip fish	333	4,66	1,350	-,068	,134	,115	,266
V35 I consider my self as loyal to Dybvik clip fish	333	4,47	1,522	-,309	,134	-,002	,266
V9 I talk positively of Dybvik clip fish to others	333	4,75	1,625	-,388	,134	-,296	,266
Total Brand Loyalty	333	4,7189	1,31663	-,158	,134	-,355	,266
Valid N (listwise)	333						

Appendix 4.6b)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,882
Bartlett's Test of Sphericity	Approx. Chi-Square	1178,593
	df	10
	Sig.	,000

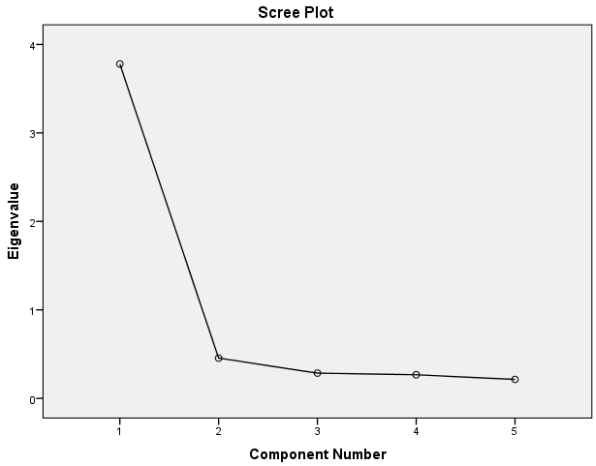
Appendix 4.6c)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,779	75,587	75,587	3,779	75,587	75,587
2	,455	9,100	84,688			
3	,285	5,702	90,390			
4	,266	5,330	95,720			
5	,214	4,280	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.6d)



Appendix 4.6e)

Component Matrix[a]

	Component
	1
V35 I consider my self as loyal to Dybvik clip fish	,894
V31 Dybvik is usually my first choice within the clip fish category	,889
V24 The probability that I would recommend Dybvik clip fish to others is high	,879
V33 I would not switch from Dybvik clip fish to another clip fish brand the next time I purchase clip fish	,847
V9 I talk positively of Dybvik clip fish to others	,836

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.6f)

Communalities

	Initial	Extraction
V31 Dybvik is usually my first choice within the clip fish category	1,000	,791
V24 The probability that I would recommend Dybvik clip fish to others is high	1,000	,773
V33 I would not switch from Dybvik clip fish to another clip fish brand the next time I purchase clip fish	1,000	,717
V35 I consider my self as loyal to Dybvik clip fish	1,000	,800
V9 I talk positively of Dybvik clip fish to others	1,000	,699

Extraction Method: Principal Component Analysis.

Appendix 4.6g)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,918	,919	5

Appendix 4.6h)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V31 Dybvik is usually my first choice within the clip fish category	18,87	27,199	,819	,677	,893
V24 The probability that I would recommend Dybvik clip fish to others is high	18,60	28,391	,808	,661	,896
V33 I would not switch from Dybvik clip fish to another clip fish brand the next time I purchase clip fish	18,94	30,264	,758	,614	,906
V35 I consider my self as loyal to Dybvik clip fish	19,12	27,795	,824	,701	,892
V9 I talk positively of Dybvik clip fish to others	18,85	27,877	,747	,585	,909

Appendix 4.7: Principal component factor analysis of customer satisfaction

Appendix 4.7a)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V49 How satisfied are you with Dybvik's products compared to other clip fish products	206	5,72	1,080	-,954	,169	,960	,337
V48 To what extent does Dybvik's products correspond to your expectations	206	5,76	,996	-1,003	,169	1,866	,337
V50 All in all, I am very satisfied with Dybvik's products	206	5,92	,970	-1,237	,169	2,727	,337
V51 Imagine an ideal clip fish brand. Based on your experience with Dybvik clip fish, how close is Dybvik clip fish ...	206	5,48	1,155	-,756	,169	,729	,337
Total Customer Satisfaction	206	5,7209	,90749	-1,183	,169	2,999	,337
Valid N (listwise)	206						

Appendix 4.7b)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,794
Bartlett's Test of Sphericity	Approx. Chi-Square	493,204
	df	6
	Sig.	,000

Appendix 4.7c)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,003	75,069	75,069	3,003	75,069	75,069
2	,508	12,690	87,759			
3	,292	7,312	95,071			
4	,197	4,929	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.7d)

Appendix 4.7e)

Component Matrix[a]

	Component
	1
V49 How satisfied are you with Dybvik's products compared to other clip fish products	,905
V50 All in all, I am very satisfied with Dybvik's products	,892
V48 To what extent does Dybvik's products correspond to your expectations	,871
V51 Imagine an ideal clip fish brand. Based on your experience with Dybvik clip fish, how close is Dybvik clip fish this ideal	,794

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.7f)

Communalities

	Initial	Extraction
V49 How satisfied are you with Dybvik's products compared to other clip fish products	1,000	,818
V48 To what extent does Dybvik's products correspond to your expectations	1,000	,758
V50 All in all, I am very satisfied with Dybvik's products	1,000	,796
V51 Imagine an ideal clip fish brand. Based on your experience with Dybvik clip fish, how close is Dybvik clip fish this ideal	1,000	,630

Extraction Method: Principal Component Analysis.

Appendix 4.7g)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,885	,888	4

Appendix 4.7h)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V48 To what extent does Dybvik's products correspond to your expectations	17,12	7,951	,754	,615	,851
V49 How satisfied are you with Dybvik's products compared to other clip fish products	17,16	7,257	,817	,680	,825
V50 All in all, I am very satisfied with Dybvik's products	16,96	7,940	,786	,685	,840
V51 Imagine an ideal clip fish brand. Based on your experience with Dybvik clip fish, how close is Dybvik clip fish this ideal	17,41	7,638	,659	,472	,891

Appendix 4.8: Principal component factor analysis of country-of-origin image

Appendix 4.8a)

Rotated Component Matrix[a]

	Component	
	1	2
V2 I prefer clip fish from Norway compared to clip fish from another ...	,822	,170
V3 I feel clip fish from Norway has higher quality than clip fish from another country	,808	,209
V4 The quality of clip fish from Norway is high	,803	,150
V7 Norway is reliable in its manufacturing of clip fish	,672	,315
V10 I associate clip fish with Norway	,658	,166
V34 I am loyal to clip fish from Norway	,591	,535
V5 I feel better when I buy clip fish from Norway compared to clip fish from any other ...	,571	,493
V27 Norway has greater knowledge in accordance to produce clip fish than other countries	,546	,415
V14 It is always best to buy Norwegian products	,111	,875
V13 Norwegians should always buy Norwegian produced products instead of imported products	,200	,843
V16 I feel I support Norway when purchasing clip fish that originates from Norway	,325	,718

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 3 iterations.

Appendix 4.8b)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V2 I prefer clip fish from Norway compared to clip fish from another country	333	6,11	1,168	-1,507	,134	2,187	,266
V3 I feel clip fish from Norway has higher quality than clip fish from another country	333	5,96	1,153	-1,174	,134	1,350	,266
V4 The quality of clip fish from Norway is high	333	6,12	1,006	-1,535	,134	3,192	,266
V5 I feel better when I buy clip fish from Norway compared to clip fish from any other country	333	5,50	1,286	-,676	,134	-,007	,266
V7 Norway is reliable in its manufacturing of clip fish	333	5,74	1,060	-,924	,134	,836	,266
V27 Norway has greater knowledge in accordance to produce clip fish than other ...	333	5,50	1,161	-,488	,134	-,433	,266
V34 I am loyal to clip fish from Norway	333	5,77	1,234	-,918	,134	,361	,266
V10 I associate clip fish with Norway	333	6,20	1,066	-2,041	,134	5,593	,266
Total Country of Origin Image	333	5,8641	,85922	-1,361	,134	3,816	,266
Valid N (listwise)	333						

Appendix 4.8c)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,912
Bartlett's Test of Sphericity	Approx. Chi-Square	1233,292
	df	28
	Sig.	,000

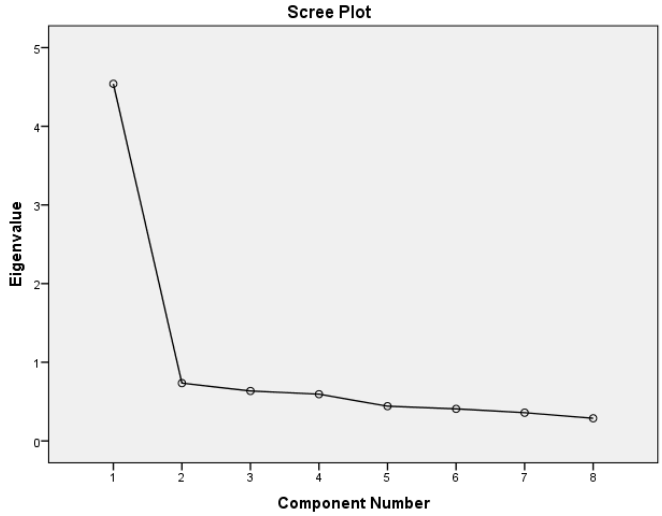
Appendix 4.8d)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,540	56,748	56,748	4,540	56,748	56,748
2	,735	9,184	65,933			
3	,635	7,938	73,871			
4	,594	7,430	81,301			
5	,442	5,520	86,820			
6	,407	5,093	91,913			
7	,359	4,488	96,401			
8	,288	3,599	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.8e)



Appendix 4.8f)

Component Matrix[a]

	Component
	1
V3 I feel clip fish from Norway has higher quality than clip fish from another country	,813
V2 I prefer clip fish from Norway compared to clip fish from another country	,812
V4 The quality of clip fish from Norway is high	,783
V34 I am loyal to clip fish from Norway	,775
V7 Norway is reliable in its manufacturing of clip fish	,741
V5 I feel better when I buy clip fish from Norway compared to clip fish from any other country	,737
V27 Norway has greater knowledge in accordance to produce clip fish than other countries	,691
V10 I associate clip fish with Norway	,660

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.8g)

Communalities

	Initial	Extraction
V2 I prefer clip fish from Norway compared to clip fish from another country	1,000	,660
V3 I feel clip fish from Norway has higher quality than clip fish from another country	1,000	,661
V4 The quality of clip fish from Norway is high	1,000	,612
V5 I feel better when I buy clip fish from Norway compared to clip fish from any other country	1,000	,544
V7 Norway is reliable in its manufacturing of clip fish	1,000	,549
V27 Norway has greater knowledge in accordance to produce clip fish than other countries	1,000	,478
V34 I am loyal to clip fish from Norway	1,000	,601
V10 I associate clip fish with Norway	1,000	,435

Appendix 4.8h)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,889	,890	8

Appendix 4.8i)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V2 I prefer clip fish from Norway compared to clip fish from another country	40,80	35,677	,732	,590	,868
V3 I feel clip fish from Norway has higher quality than clip fish from another country	40,95	35,832	,731	,588	,868
V4 The quality of clip fish from Norway is high	40,79	37,667	,694	,529	,873
V5 I feel better when I buy clip fish from Norway compared to clip fish from any other country	41,41	35,617	,650	,442	,877
V7 Norway is reliable in its manufacturing of clip fish	41,17	37,689	,648	,454	,877
V27 Norway has greater knowledge in accordance to produce clip fish than other countries	41,41	37,351	,603	,408	,881
V10 I associate clip fish with Norway	40,71	38,650	,563	,326	,884
V34 I am loyal to clip fish from Norway	41,14	35,497	,696	,507	,872

Appendix 4.9: Principal component factor analysis of ethnocentrism

Appendix 4.9a)

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
V13 Norwegians should always buy Norwegian produced products instead of imported products	333	5,58	1,542	-1,109	,134	,606	,266
V14 It is always best to buy Norwegian products	333	5,18	1,643	-,784	,134	-,128	,266
V16 I feel I support Norway when purchasing clip fish that originates from Norway	333	5,87	1,214	-1,203	,134	1,470	,266
Total Ethnocentrism	333	5,5455	1,26097	-,930	,134	,522	,266
Valid N (listwise)	333						

Appendix 4.9b)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,688
Bartlett's Test of Sphericity	Approx. Chi-Square	369,789
	df	3
	Sig.	,000

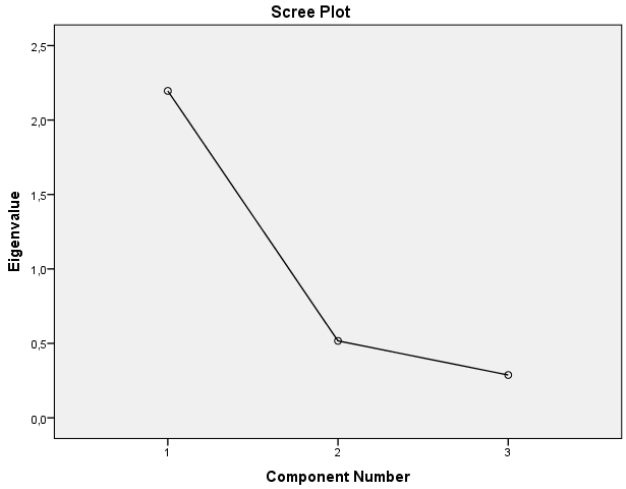
Appendix 4.9c)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,196	73,189	73,189	2,196	73,189	73,189
2	,517	17,225	90,415			
3	,288	9,585	100,000			

Extraction Method: Principal Component Analysis.

Appendix 4.9d)



Appendix 4.9e)

Component Matrix[a]

	Component
	1
V13 Norwegians should always buy Norwegian produced products instead of imported products	,888
V14 It is always best to buy Norwegian products	,880
V16 I feel I support Norway when purchasing clip fish that originates from Norway	,795

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 4.9f)

Communalities

	Initial	Extraction
V13 Norwegians should always buy Norwegian produced products instead of imported products	1,000	,789
V14 It is always best to buy Norwegian products	1,000	,775
V16 I feel I support Norway when purchasing clip fish that originates from Norway	1,000	,633

Extraction Method: Principal Component Analysis.

Appendix 4.9g)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,814	,816	3

Appendix 4.9h)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V13 Norwegians should always buy Norwegian produced products instead of imported products	11,05	6,280	,732	,547	,671
V14 It is always best to buy Norwegian products	11,45	5,899	,716	,534	,695
V16 I feel I support Norway when purchasing clip fish that originates from Norway	10,77	8,680	,581	,339	,831

Appendix 4.10, Syntax of computed variables

```
set LOCALE=nb_NO.

DATASET ACTIVATE DataSet1.
COMPUTE TotBE=(V39 + V40 + V41 + V38 + V43) / 5.
VARIABLE LABELS  TotBE 'Total Brand Equity'.
EXECUTE.

COMPUTE TotPP=(V42 + V44 + V45 + V46) / 4.
VARIABLE LABELS  TotPP 'Total Price Premium'.
EXECUTE.

COMPUTE TotBAW=(V12 + V11 + V17 + V15 + V18 + V6) / 6.
VARIABLE LABELS  TotBAW 'Total Brand Awareness'.
EXECUTE.

COMPUTE TotPQ=(V36 + V32 + V37 + V29) / 4.
VARIABLE LABELS  TotPQ 'Total Preceived Quality'.
EXECUTE.

COMPUTE TotBL=(V31 + V24 + V33 + V35 + V9) / 5.
VARIABLE LABELS  TotBL 'Total Brand Loyalty'.
EXECUTE.

COMPUTE TotBAS=(V22 + V23 + V19 + V25 + V26 + V28 + V20 + V30) / 8.
VARIABLE LABELS  TotBAS 'Total Brand Association'.
EXECUTE.

COMPUTE TotCS=(V48 + V49 + V50 + V51) / 4.
VARIABLE LABELS  TotCS 'Total Customer Satisfaction'.
EXECUTE.

COMPUTE TotCoOI=(V2 + V3 + V4 + V5 + V7 + V27 + V34 + V10) / 8.
VARIABLE LABELS  TotCoOI 'Total Country of Origin Image'.
EXECUTE.

COMPUTE TotETNO=(V13 + V14 + V16) / 3.
VARIABLE LABELS  TotETNO 'Total Ethnocentrism'.
EXECUTE.
```

Appendix 4.11, Correlation analyses

Correlations

Dummy New Tasted Dybvik			Total Brand Equity	Total Brand Awareness	Total Brand Association	Total Preceived Quality	Total Brand Loyalty
0	Total Brand Equity	Pearson Correlation	1	,625**	,770**	,729**	,842**
		Sig. (2-tailed)		,000	,000	,000	,000
		N	212	212	212	212	212
	Total Brand Awareness	Pearson Correlation	,625**	1	,730**	,660**	,799**
		Sig. (2-tailed)	,000		,000	,000	,000
		N	212	212	212	212	212
	Total Brand Association	Pearson Correlation	,770**	,730**	1	,881**	,832**
		Sig. (2-tailed)	,000	,000		,000	,000
		N	212	212	212	212	212
	Total Preceived Quality	Pearson Correlation	,729**	,660**	,881**	1	,812**
		Sig. (2-tailed)	,000	,000	,000		,000
		N	212	212	212	212	212
	Total Brand Loyalty	Pearson Correlation	,842**	,799**	,832**	,812**	1
		Sig. (2-tailed)	,000	,000	,000	,000	
		N	212	212	212	212	212
1	Total Brand Equity	Pearson Correlation	1	,397**	,548**	,471**	,804**
		Sig. (2-tailed)		,000	,000	,000	,000
		N	121	121	121	121	121
	Total Brand Awareness	Pearson Correlation	,397**	1	,612**	,550**	,450**
		Sig. (2-tailed)	,000		,000	,000	,000
		N	121	121	121	121	121
	Total Brand Association	Pearson Correlation	,548**	,612**	1	,823**	,625**
		Sig. (2-tailed)	,000	,000		,000	,000
		N	121	121	121	121	121
	Total Preceived Quality	Pearson Correlation	,471**	,550**	,823**	1	,491**
		Sig. (2-tailed)	,000	,000	,000		,000
		N	121	121	121	121	121
	Total Brand Loyalty	Pearson Correlation	,804**	,450**	,625**	,491**	1
		Sig. (2-tailed)	,000	,000	,000	,000	
		N	121	121	121	121	121

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

Appendix 4.13-4.14, T-test's

Appendix 4.12 T-test based on tasted/not tasted Dybvik

Appendix 4.12a)

Group Statistics

	Dummy New Tasted Dybvik	N	Mean	Std. Deviation	Std. Error Mean
Age	0	206	46,23	16,789	1,170
	1	118	36,42	17,322	1,595
Total Brand Equity	0	212	4,8962	1,17420	,08064
	1	121	3,7983	,93113	,08465
Total Price Premium	0	212	4,3007	1,38011	,09479
	1	121	3,4421	1,02508	,09319
Total Brand Awareness	0	212	5,7909	,98969	,06797
	1	121	3,7576	1,21297	,11027
Total Preceived Quality	0	212	5,7441	,98220	,06746
	1	121	4,2872	,69196	,06291
Total Brand Loyalty	0	212	5,2934	1,14955	,07895
	1	121	3,7124	,93163	,08469
Total Brand Association	0	212	5,4640	,98242	,06747
	1	121	4,2676	,62652	,05696
Total Customer Satisfaction	0	206	5,7209	,90749	,06323
	1	0[a]	.	.	.
Total Country of Origin Image	0	212	6,0000	,82996	,05700
	1	121	5,6260	,86112	,07828
Total Ethnocentrism	0	212	5,6934	1,18877	,08165
	1	121	5,2865	1,34461	,12224

Appendix 4.12b)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Age	Equal variances assumed	,583	,446	5,007	322	,000	9,818	1,961	5,960	13,676
	Equal variances not assumed			4,964	237,549	,000	9,818	1,978	5,922	13,714
Total Brand Equity	Equal variances assumed	15,752	,000	8,821	331	,000	1,09788	,12446	,85305	1,34271
	Equal variances not assumed			9,391	297,369	,000	1,09788	,11691	,86780	1,32796
Total Price Premium	Equal variances assumed	11,863	,001	5,966	331	,000	,85856	,14390	,57549	1,14163
	Equal variances not assumed			6,459	308,778	,000	,85856	,13292	,59701	1,12011
Total Brand Awareness	Equal variances assumed	6,562	,011	16,585	331	,000	2,03330	,12260	1,79214	2,27447
	Equal variances not assumed			15,697	211,179	,000	2,03330	,12954	1,77795	2,28866
Total Preceived Quality	Equal variances assumed	18,912	,000	14,400	331	,000	1,45691	,10118	1,25788	1,65594
	Equal variances not assumed			15,795	316,583	,000	1,45691	,09224	1,27544	1,63839
Total Brand Loyalty	Equal variances assumed	16,583	,000	12,900	331	,000	1,58100	,12256	1,33991	1,82209
	Equal variances not assumed			13,655	293,241	,000	1,58100	,11579	1,35312	1,80888
Total Brand Association	Equal variances assumed	32,801	,000	12,065	331	,000	1,19647	,09917	1,00139	1,39155
	Equal variances not assumed			13,550	326,944	,000	1,19647	,08830	1,02277	1,37018
Total Country of Origin Image	Equal variances assumed	1,907	,168	3,901	331	,000	,37397	,09586	,18539	,56255
	Equal variances not assumed			3,862	242,250	,000	,37397	,09684	,18321	,56472
Total Ethnocentrism	Equal variances assumed	1,406	,237	2,863	331	,004	,40689	,14214	,12729	,68650
	Equal variances not assumed			2,768	225,436	,006	,40689	,14700	,11723	,69656

Appendix 4.13 T-test – all variables and items based on tasted/not tasted Dybvik

Appendix 4.13a)

Group Statistics

	Dummy New Tasted Dybvik	N	Mean	Std. Deviation	Std. Error Mean
V31 Dybvik is usually my first choice within the clip fish	0	212	5,37	1,469	,101
category	1	121	3,60	1,092	,099
V24 The probability that I would recommend Dybvik clip	0	212	5,59	1,305	,090
fish to others is high	1	121	3,94	1,157	,105
V33 I would not switch from Dybvik clip fish to another	0	212	5,14	1,253	,086
clip fish brand the next time I purchase clip fish	1	121	3,82	1,080	,098
V35 I consider my self as loyal to Dybvik clip fish	0	212	4,97	1,427	,098
	1	121	3,60	1,269	,115
V9 I talk positively of Dybvik clip fish to others	0	212	5,40	1,449	,099
	1	121	3,61	1,254	,114
Total Brand Loyalty	**0**	**212**	**5,2934**	**1,14955**	**,07895**
	1	**121**	**3,7124**	**,93163**	**,08469**
V49 How satisfied are you with Dybvik's products	0	206	5,72	1,080	,075
compared to other clip fish products	1	0[a]	.	.	.
V48 To what extent does Dybvik's products correspond to	0	206	5,76	,996	,069
your expectations	1	0[a]	.	.	.
V50 All in all, I am very satisfied with Dybvik's products	0	206	5,92	,970	,068
	1	0[a]	.	.	.
V51 Imagine an ideal clip fish brand. Based on your	0	206	5,48	1,155	,080
experience with Dybvik clip fish, how close is Dybvik clip fish this ideal	1	0[a]	.	.	.
Total Customer Satisfaction	**0**	**206**	**5,7209**	**,90749**	**,06323**
	1	**0[a]**	**.**	**.**	**.**
V15 I am aware of the brand name Dybvik	0	212	6,40	,889	,061
	1	121	3,52	1,984	,180
V6 When I think of clip fish, Dybvik is the first brand that	0	212	5,66	1,605	,110
comes to mind	1	121	3,35	1,764	,160
V17 I have no difficulties imagine Dybvik in my mind	0	212	5,82	1,220	,084
	1	121	3,86	1,680	,153
V18 I can recognize the brand Dybvik among other	0	212	5,33	1,429	,098
competing clip fish brands	1	121	3,50	1,561	,142
V11 Dybvik is a brand that is well known among the	0	212	5,83	1,270	,087
recidents in our region	1	121	4,14	1,267	,115
V12 Most people in our region recognizes the brand	0	212	5,72	1,226	,084
Dybvik	1	121	4,17	1,352	,123
Total Brand Awareness	**0**	**212**	**5,7909**	**,98969**	**,06797**
	1	**121**	**3,7576**	**1,21297**	**,11027**
V32 Dybvik offers products of very good quality	0	212	5,86	1,023	,070

	1	121	4,34	,832	,076
V36 Dybvik offers products of consistent quality	0	212	5,55	1,149	,079
	1	121	4,24	,731	,066
V37 Dybvik offers very reliable products	0	212	5,62	1,110	,076
	1	121	4,37	,877	,080
V29 I am very satisfied with the quality of Dybvik's	0	212	5,95	1,036	,071
products	1	121	4,20	,781	,071
Total Preceived Quality	**0**	**212**	**5,7441**	**,98220**	**,06746**
	1	**121**	**4,2872**	**,69196**	**,06291**
V22 Dybvik clip fish is good value for money	0	212	5,42	1,180	,081
	1	121	4,22	,790	,072
V23 Within the clip fish category, I consider Dybvik a	0	212	5,78	1,072	,074
good buy	1	121	4,31	,742	,067
V19 I receive a lot for my money when purchasing Dybvik	0	212	5,19	1,245	,086
clip fish	1	121	4,04	,746	,068
V25 The brand Dybvik has a personality	0	212	4,98	1,262	,087
	1	121	4,04	,712	,065
V26 I have confidence to the brand Dybvik	0	212	5,70	1,098	,075
	1	121	4,32	1,018	,093
V28 I trust the company that produces the brand Dybvik	0	212	5,74	1,162	,080
	1	121	4,64	1,087	,099
V20 I like the company that produces the brand Dybvik	0	212	5,21	1,352	,093
	1	121	4,04	,624	,057
V30 The company that makes the brand Dybvik has	0	212	5,68	1,168	,080
credibility	1	121	4,51	,993	,090
Total Brand Association	**0**	**212**	**5,4640**	**,98242**	**,06747**
	1	**121**	**4,2676**	**,62652**	**,05696**
V38 It makes sense to buy Dybvik clip fish instead of any	0	212	4,98	1,336	,092
other clip fish brand, even if they are the same	1	121	3,83	1,135	,103
V39 If there is another clip fish brand as good as Dybvik, I	0	212	4,87	1,391	,096
prefer to buy Dybvik	1	121	3,86	1,199	,109
V40 If I have to choose among brands within the clip fish	0	212	5,16	1,417	,097
category, Dybvik is definitely my first choice	1	121	3,73	1,140	,104
V41 If I have to buy a product within the clip fish category,	0	212	4,71	1,441	,099
I plan to buy Dybvik even though there are other brands as good as Dybvik	1	121	3,59	1,263	,115
V43 The brand Dybvik is different from other clip fish	0	212	4,77	1,245	,086
brands	1	121	3,98	,730	,066
Total Brand Equity	**0**	**212**	**4,8962**	**1,17420**	**,08064**
	1	**121**	**3,7983**	**,93113**	**,08465**
V44 The price of Dybvik would have to increase a great	0	212	4,42	1,483	,102
deal before I would switch to another clip fish brand	1	121	3,65	,964	,088
V45 I am willing to pay a higher price for Dybvik clip fish	0	212	4,23	1,584	,109

than for other clip fish brands	1	121	3,45	1,251	,114
V46 I am willing to pay a great deal more for Dybvik than	0	212	4,00	1,603	,110
other brands within the clip fish category	1	121	3,31	1,218	,111
V42 Even if another clip fish brand has a lower price than	0	212	4,55	1,525	,105
Dybvik, I would still buy Dybvik	1	121	3,36	1,210	,110
Total Price Premium	**0**	**212**	**4,3007**	**1,38011**	**,09479**
	1	**121**	**3,4421**	**1,02508**	**,09319**
V2 I prefer clip fish from Norway compared to clip fish	0	212	6,30	1,076	,074
from another country	1	121	5,79	1,253	,114
V3 I feel clip fish from Norway has higher quality than clip	0	212	6,11	1,109	,076
fish from another country	1	121	5,70	1,188	,108
V4 The quality of clip fish from Norway is high	0	212	6,25	,922	,063
	1	121	5,91	1,111	,101
V5 I feel better when I buy clip fish from Norway	0	212	5,63	1,257	,086
compared to clip fish from any other country	1	121	5,27	1,310	,119
V7 Norway is reliable in its manufacturing of clip fish	0	212	5,92	,985	,068
	1	121	5,43	1,117	,102
V27 Norway has greater knowledge in accordance to	0	212	5,62	1,156	,079
produce clip fish than other countries	1	121	5,31	1,146	,104
V34 I am loyal to clip fish from Norway	0	212	5,95	1,130	,078
	1	121	5,45	1,341	,122
V10 I associate clip fish with Norway	0	212	6,22	1,032	,071
	1	121	6,16	1,126	,102
Total Country of Origin Image	**0**	**212**	**6,0000**	**,82996**	**,05700**
	1	**121**	**5,6260**	**,86112**	**,07828**
V13 Norwegians should always buy Norwegian produced	0	212	5,68	1,512	,104
products instead of imported products	1	121	5,41	1,585	,144
V14 It is always best to buy Norwegian products	0	212	5,31	1,569	,108
	1	121	4,96	1,748	,159
V16 I feel I support Norway when purchasing clip fish that	0	212	6,09	1,024	,070
originates from Norway	1	121	5,49	1,415	,129
Total Ethnocentrism	**0**	**212**	**5,6934**	**1,18877**	**,08165**
	1	**121**	**5,2865**	**1,34461**	**,12224**

a. t cannot be computed because at least one of the groups is empty.

Appendix 4.13b)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
V31 Dybvik is usually my first choice within the clip fish category	Equal variances assumed	19,225	,000	11,600	331	,000	1,778	,153	1,476	2,079
	Equal variances not assumed			12,556	308,652	,000	1,778	,142	1,499	2,056
V24 The probability that I would recommend Dybvik clip fish to others is high	Equal variances assumed	19,861	,000	11,538	331	,000	1,647	,143	1,367	1,928
	Equal variances not assumed			11,923	275,075	,000	1,647	,138	1,375	1,919
V33 I would not switch from Dybvik clip fish to another clip fish brand the next time I purchase clip fish	Equal variances assumed	27,200	,000	9,702	331	,000	1,319	,136	1,051	1,586
	Equal variances not assumed			10,101	280,815	,000	1,319	,131	1,062	1,576
V35 I consider my self as loyal to Dybvik clip fish	Equal variances assumed	5,128	,024	8,807	331	,000	1,377	,156	1,069	1,684
	Equal variances not assumed			9,095	274,512	,000	1,377	,151	1,079	1,675
V9 I talk positively of Dybvik clip fish to others	Equal variances assumed	10,851	,001	11,341	331	,000	1,785	,157	1,475	2,094
	Equal variances not assumed			11,794	279,987	,000	1,785	,151	1,487	2,083
Total Brand Loyalty	**Equal variances assumed**	**16,583**	**,000**	**12,900**	**331**	**,000**	**1,58100**	**,12256**	**1,33991**	**1,82209**
	Equal variances not assumed			**13,655**	**293,241**	**,000**	**1,58100**	**,11579**	**1,35312**	**1,80888**

Appendix 4.13c)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
V15 I am aware of the brand name Dybvik	Equal variances assumed	194,847	,000	18,193	331	,000	2,880	,158	2,569	3,192
	Equal variances not assumed			15,128	148,010	,000	2,880	,190	2,504	3,257
V6 When I think of clip fish, Dybvik is the first brand that comes to mind	Equal variances assumed	2,011	,157	12,171	331	,000	2,309	,190	1,935	2,682
	Equal variances not assumed			11,862	230,929	,000	2,309	,195	1,925	2,692
V17 I have no difficulties imagine Dybvik in my mind	Equal variances assumed	7,543	,006	12,231	331	,000	1,957	,160	1,642	2,271
	Equal variances not assumed			11,233	193,122	,000	1,957	,174	1,613	2,300
V18 I can recognize the brand Dybvik among other competing clip fish brands	Equal variances assumed	,453	,501	10,843	331	,000	1,826	,168	1,495	2,157
	Equal variances not assumed			10,585	232,111	,000	1,826	,173	1,486	2,166
V11 Dybvik is a brand that is well known among the recidents in our region	Equal variances assumed	,176	,675	11,653	331	,000	1,685	,145	1,401	1,969
	Equal variances not assumed			11,661	250,363	,000	1,685	,144	1,400	1,970
V12 Most people in our region recognizes the brand Dybvik	Equal variances assumed	,002	,968	10,642	331	,000	1,543	,145	1,258	1,829
	Equal variances not assumed			10,360	230,188	,000	1,543	,149	1,250	1,837
Total Brand Awareness	**Equal variances assumed**	**6,562**	**,011**	**16,585**	**331**	**,000**	**2,03330**	**,12260**	**1,79214**	**2,27447**
	Equal variances not assumed			**15,697**	**211,179**	**,000**	**2,03330**	**,12954**	**1,77795**	**2,28866**

Appendix 4.13d)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
V32 Dybvik offers products of very good quality	Equal variances assumed	4,318	,038	13,957	331	,000	1,524	,109	1,310	1,739
	Equal variances not assumed			14,761	292,604	,000	1,524	,103	1,321	1,728
V36 Dybvik offers products of consistent quality	Equal variances assumed	47,742	,000	11,280	331	,000	1,308	,116	1,079	1,536
	Equal variances not assumed			12,677	327,153	,000	1,308	,103	1,105	1,510
V37 Dybvik offers very reliable products	Equal variances assumed	12,862	,000	10,600	331	,000	1,246	,118	1,015	1,477
	Equal variances not assumed			11,296	298,109	,000	1,246	,110	1,029	1,463
V29 I am very satisfied with the quality of Dybvik's products	Equal variances assumed	10,131	,002	16,140	331	,000	1,750	,108	1,537	1,963
	Equal variances not assumed			17,406	306,278	,000	1,750	,101	1,552	1,948
Total Perceived Quality	**Equal variances assumed**	**18,912**	**,000**	**14,400**	**331**	**,000**	**1,45691**	**,10118**	**1,25788**	**1,65594**
	Equal variances not assumed			**15,795**	**316,583**	**,000**	**1,45691**	**,09224**	**1,27544**	**1,63839**

Appendix 4.13e)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
V22 Dybvik clip fish is good value for money	Equal variances assumed	59,720	,000	9,953	331	,000	1,197	,120	,960	1,433
	Equal variances not assumed			11,050	322,564	,000	1,197	,108	,984	1,410
V23 Within the clip fish category, I consider Dybvik a good buy	Equal variances assumed	14,261	,000	13,309	331	,000	1,464	,110	1,248	1,681
	Equal variances not assumed			14,662	318,886	,000	1,464	,100	1,268	1,661
V19 I receive a lot for my money when purchasing Dybvik clip fish	Equal variances assumed	106,521	,000	9,270	331	,000	1,152	,124	,908	1,397
	Equal variances not assumed			10,556	330,202	,000	1,152	,109	,937	1,367
V25 The brand Dybvik has a personality	Equal variances assumed	94,482	,000	7,534	331	,000	,940	,125	,694	1,185
	Equal variances not assumed			8,690	330,970	,000	,940	,108	,727	1,153
V26 I have confidence to the brand Dybvik	Equal variances assumed	2,983	,085	11,328	331	,000	1,381	,122	1,141	1,620
	Equal variances not assumed			11,563	265,550	,000	1,381	,119	1,145	1,616
V28 I trust the company that produces the brand Dybvik	Equal variances assumed	,164	,686	8,474	331	,000	1,096	,129	,842	1,350
	Equal variances not assumed			8,630	263,758	,000	1,096	,127	,846	1,346
V20 I like the company that produces the brand Dybvik	Equal variances assumed	165,955	,000	8,993	331	,000	1,171	,130	,915	1,427
	Equal variances not assumed			10,761	319,710	,000	1,171	,109	,957	1,385
V30 The company that makes the brand Dybvik has credibility	Equal variances assumed	2,120	,146	9,284	331	,000	1,172	,126	,923	1,420
	Equal variances not assumed			9,704	283,798	,000	1,172	,121	,934	1,409
Total Brand Association	**Equal variances assumed**	**32,801**	**,000**	**12,065**	**331**	**,000**	**1,19647**	**,09917**	**1,00139**	**1,39155**
	Equal variances not assumed			**13,550**	**326,944**	**,000**	**1,19647**	**,08830**	**1,02277**	**1,37018**

Appendix 4.13f)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
V38 It makes sense to buy Dybvik clip fish instead of any other clip fish brand, even if they are the same	Equal variances assumed	17,919	,000	7,907	331	,000	1,142	,144	,858	1,426
	Equal variances not assumed			8,266	283,877	,000	1,142	,138	,870	1,414
V39 If there is another clip fish brand as good as Dybvik, I prefer to buy Dybvik	Equal variances assumed	15,171	,000	6,681	331	,000	1,008	,151	,711	1,305
	Equal variances not assumed			6,956	280,855	,000	1,008	,145	,723	1,294
V40 If I have to choose among brands within the clip fish category, Dybvik is definitely my first choice	Equal variances assumed	16,828	,000	9,472	331	,000	1,428	,151	1,132	1,725
	Equal variances not assumed			10,045	294,661	,000	1,428	,142	1,149	1,708
V41 If I have to buy a product within the clip fish category, I plan to buy Dybvik even though there are other brands as good as Dybvik	Equal variances assumed	6,018	,015	7,135	331	,000	1,121	,157	,812	1,430
	Equal variances not assumed			7,396	277,431	,000	1,121	,152	,822	1,419
V43 The brand Dybvik is different from other clip fish brands	Equal variances assumed	94,335	,000	6,380	331	,000	,790	,124	,546	1,034
	Equal variances not assumed			7,299	330,743	,000	,790	,108	,577	1,003
Total Brand Equity	**Equal variances assumed**	**15,752**	**,000**	**8,821**	**331**	**,000**	**1,09788**	**,12446**	**,85305**	**1,34271**
	Equal variances not assumed			**9,391**	**297,369**	**,000**	**1,09788**	**,11691**	**,86780**	**1,32796**

Appendix 4.13g)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
V44 The price of Dybvik would have to increase a great deal before I would switch to another clip fish brand	Equal variances assumed	37,809	,000	5,137	331	,000	,772	,150	,476	1,067
	Equal variances not assumed			5,745	325,449	,000	,772	,134	,507	1,036
V45 I am willing to pay a higher price for Dybvik clip fish than for other clip fish brands	Equal variances assumed	10,208	,002	4,678	331	,000	,785	,168	,455	1,115
	Equal variances not assumed			4,986	298,120	,000	,785	,157	,475	1,095
V46 I am willing to pay a great deal more for Dybvik than other brands within the clip fish category	Equal variances assumed	6,470	,011	4,082	331	,000	,686	,168	,355	1,017
	Equal variances not assumed			4,393	304,960	,000	,686	,156	,379	,993
V42 Even if another clip fish brand has a lower price than Dybvik, I would still buy Dybvik	Equal variances assumed	10,645	,001	7,373	331	,000	1,192	,162	,874	1,510
	Equal variances not assumed			7,847	297,214	,000	1,192	,152	,893	1,491
Total Price Premium	**Equal variances assumed**	**11,863**	**,001**	**5,966**	**331**	**,000**	**,85856**	**,14390**	**,57549**	**1,14163**
	Equal variances not assumed			**6,459**	**308,778**	**,000**	**,85856**	**,13292**	**,59701**	**1,12011**

Appendix 4.13h)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
V2 I prefer clip fish from Norway compared to clip fish from another country	Equal variances assumed	8,959	,003	3,931	331	,000	,512	,130	,256	,768
	Equal variances not assumed			3,771	220,087	,000	,512	,136	,244	,780
V3 I feel clip fish from Norway has higher quality than clip fish from another country	Equal variances assumed	5,906	,016	3,168	331	,002	,411	,130	,156	,666
	Equal variances not assumed			3,109	235,828	,002	,411	,132	,150	,671
V4 The quality of clip fish from Norway is high	Equal variances assumed	4,655	,032	2,968	331	,003	,336	,113	,113	,559
	Equal variances not assumed			2,821	214,080	,005	,336	,119	,101	,571
V5 I feel better when I buy clip fish from Norway compared to clip fish from any other country	Equal variances assumed	1,967	,162	2,438	331	,015	,355	,145	,068	,641
	Equal variances not assumed			2,410	241,372	,017	,355	,147	,065	,644
V7 Norway is reliable in its manufacturing of clip fish	Equal variances assumed	16,034	,000	4,196	331	,000	,495	,118	,263	,727
	Equal variances not assumed			4,055	225,033	,000	,495	,122	,254	,735
V27 Norway has greater knowledge in accordance to produce clip fish than other countries	Equal variances assumed	,003	,958	2,377	331	,018	,312	,131	,054	,570
	Equal variances not assumed			2,382	251,569	,018	,312	,131	,054	,570
V34 I am loyal to clip fish from Norway	Equal variances assumed	14,687	,000	3,671	331	,000	,507	,138	,235	,778
	Equal variances not assumed			3,504	216,720	,001	,507	,145	,222	,791
V10 I associate clip fish with Norway	Equal variances assumed	,081	,776	,532	331	,595	,065	,122	-,174	,304
	Equal variances not assumed			,520	232,304	,604	,065	,124	-,181	,310
Total Country of Origin Image	**Equal variances assumed**	**1,907**	**,168**	**3,901**	**331**	**,000**	**,37397**	**,09586**	**,18539**	**,56255**
	Equal variances not assumed			**3,862**	**242,250**	**,000**	**,37397**	**,09684**	**,18321**	**,56472**

Appendix 4.13i)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
V13 Norwegians should always buy Norwegian produced products instead of imported products	Equal variances assumed	,442	,506	1,518	331	,130	,266	,175	-,079	,611
	Equal variances not assumed			1,498	240,181	,135	,266	,178	-,084	,616
V14 It is always best to buy Norwegian products	Equal variances assumed	1,079	,300	1,892	331	,059	,353	,186	-,014	,719
	Equal variances not assumed			1,836	228,254	,068	,353	,192	-,026	,731
V16 I feel I support Norway when purchasing clip fish that originates from Norway	Equal variances assumed	23,340	,000	4,475	331	,000	,602	,135	,337	,867
	Equal variances not assumed			4,106	192,695	,000	,602	,147	,313	,891
Total Ethnocentrism	**Equal variances assumed**	**1,406**	**,237**	**2,863**	**331**	**,004**	**,40689**	**,14214**	**,12729**	**,68650**
	Equal variances not assumed			**2,768**	**225,436**	**,006**	**,40689**	**,14700**	**,11723**	**,69656**

Appendix 5, Multiple regression analyses

Appendix 5.1: Hypotheses H1, H2, H3 and H4, research model 1.

Appendix 5.1a)

Descriptive Statistics

Dummy New Tasted Dybvik		N	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
0	Total Brand Equity	212	4,8962	1,17420	-,198	,167	-,065	,333
	Total Brand Association	212	5,4640	,98242	-,778	,167	1,503	,333
	Total Brand Awareness	212	5,7909	,98969	-1,096	,167	1,421	,333
	Total Preceived Quality	212	5,7441	,98220	-1,148	,167	2,675	,333
	Total Brand Loyalty	212	5,2934	1,14955	-,501	,167	-,075	,333
	Valid N (listwise)	212						
1	Total Brand Equity	121	3,7983	,93113	-,266	,220	2,028	,437
	Total Brand Association	121	4,2676	,62652	1,045	,220	4,281	,437
	Total Brand Awareness	121	3,7576	1,21297	-,052	,220	-,264	,437
	Total Preceived Quality	121	4,2872	,69196	1,037	,220	4,303	,437
	Total Brand Loyalty	121	3,7124	,93163	-,452	,220	1,749	,437
	Valid N (listwise)	121						

Appendix 5.1b)

Model Summary[b]

Dummy New Tasted Dybvik	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
						R Square Change	F Change	df1	df2
0	1	,858[a]	,736	,731	,60896	,736	144,376	4	207
1	1	,809[a]	,654	,642	,55716	,654	54,789	4	116

Model Summary[b]

Dummy New Tasted Dybvik	Model	Change ...	Durbin-Watson
		Sig. F Change	
0	1	,000	2,084
1	1	,000	2,103

a. Predictors: (Constant), Total Brand Association, Total Brand Awareness, Total Brand Loyalty, Total Preceived Quality

b. Dependent Variable: Total Brand Equity

Appendix 5.1c)

ANOVA[a]

Dummy New Tasted Dybvik	Model		Sum of Squares	df	Mean Square	F	Sig.
0	1	Regression	214,155	4	53,539	144,376	,000[b]
		Residual	76,762	207	,371		
		Total	290,917	211			
1	1	Regression	68,031	4	17,008	54,789	,000[b]
		Residual	36,009	116	,310		
		Total	104,040	120			

a. Dependent Variable: Total Brand Equity

b. Predictors: (Constant), Total Brand Association, Total Brand Awareness, Total Brand Loyalty, Total Preceived Quality

Appendix 5.1d)

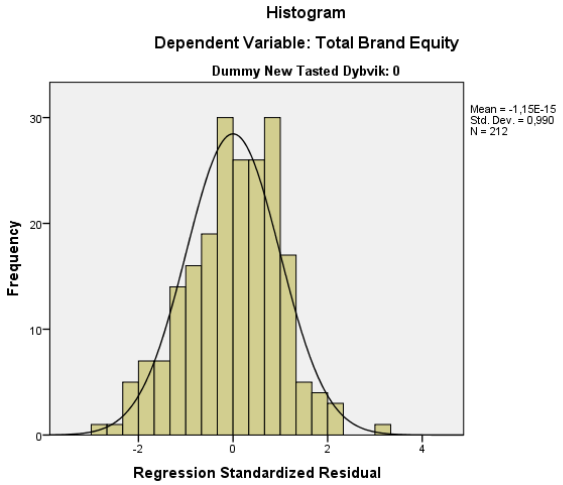
Coefficients[a]

Dummy New Tasted Dybvik	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence ..
			B	Std. Error	Beta			Lower Bound
0	1	(Constant)	,311	,289		1,077	,283	-,259
		Total Brand Awareness	-,217	,072	-,183	-2,999	,003	-,360
		Total Preceived Quality	-,041	,095	-,034	-,430	,667	-,229
		Total Brand Loyalty	,794	,080	,777	9,864	,000	,635
		Total Brand Association	,343	,102	,287	3,361	,001	,142
1	1	(Constant)	,460	,362		1,270	,207	-,257
		Total Brand Awareness	,006	,054	,008	,111	,912	-,100
		Total Preceived Quality	,157	,130	,117	1,209	,229	-,101
		Total Brand Loyalty	,760	,071	,761	10,778	,000	,621
		Total Brand Association	-,043	,165	-,029	-,257	,798	-,370

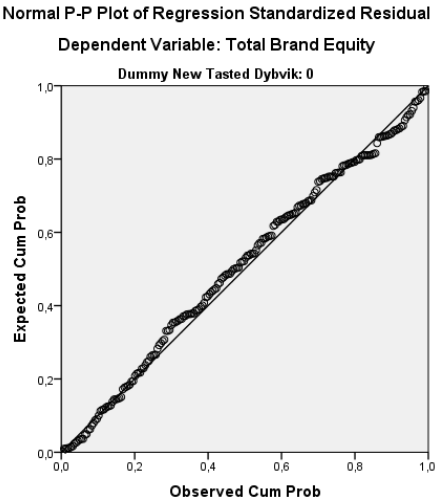
Coefficients[a]

Dummy New Tasted Dybvik	Model		95,0% Confidence ...	Correlations			Collinearity Statistics	
			Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
0	1	(Constant)	,882					
		Total Brand Awareness	-,074	,625	-,204	-,107	,342	2,922
		Total Preceived Quality	,147	,729	-,030	-,015	,201	4,985
		Total Brand Loyalty	,952	,842	,565	,352	,205	4,868
		Total Brand Association	,545	,770	,227	,120	,174	5,735
1	1	(Constant)	1,177					
		Total Brand Awareness	,112	,397	,010	,006	,611	1,636
		Total Preceived Quality	,415	,471	,112	,066	,318	3,141
		Total Brand Loyalty	,900	,804	,707	,589	,599	1,670
		Total Brand Association	,285	,548	-,024	-,014	,241	4,149

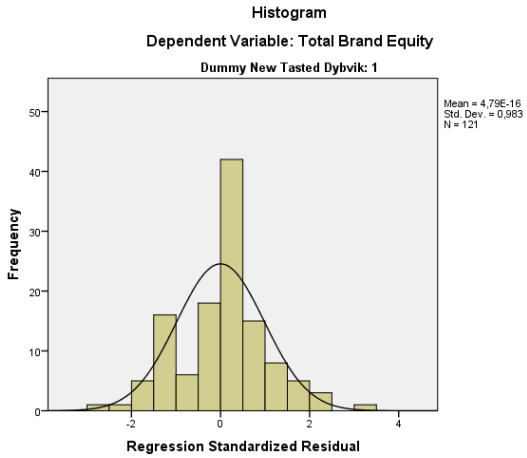
Appendix 5.1e)



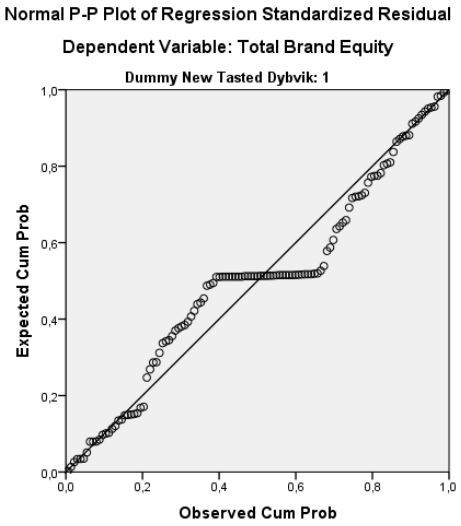
Appendix 5.1f)



Appendix 5.1g)



Appendix 5.1h)



Appendix 5.1i)

Tests of Normality

Dummy New Tasted Dybvik		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
0	Unstandardized Residual	,051	212	,200*	,990	212	,149
1	Unstandardized Residual	,142	121	,000	,971	121	,009

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Appendix 5.2: Hypothesis H5 Brand equity → price premium

Appendix 5.2a)

Descriptive Statistics

Dummy New Tasted Dybvik		N	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
0	Total Brand Equity	212	4,8962	1,17420	-,198	,167	-,065	,333
	Total Price Premium	212	4,3007	1,38011	,050	,167	-,633	,333
	Valid N (listwise)	212						
1	Total Brand Equity	121	3,7983	,93113	-,266	,220	2,028	,437
	Total Price Premium	121	3,4421	1,02508	-,726	,220	,357	,437
	Valid N (listwise)	121						

Appendix 5.2b)

Model Summary[b]

Dummy New Tasted Dybvik	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
						R Square Change	F Change	df1	df2
0	1	,803[a]	,645	,643	,82423	,645	381,578	1	210
1	1	,804[a]	,646	,643	,61210	,646	217,555	1	119

Model Summary[b]

Dummy New Tasted Dybvik	Model	Change ...	
		Sig. F Change	Durbin-Watson
0	1	,000	2,079
1	1	,000	1,963

a. Predictors: (Constant), Total Brand Equity

b. Dependent Variable: Total Price Premium

Appendix 5.2c)

ANOVA[a]

Dummy New Tasted Dybvik	Model		Sum of Squares	df	Mean Square	F	Sig.
0	1	Regression	259,228	1	259,228	381,578	,000[b]
		Residual	142,665	210	,679		
		Total	401,892	211			
1	1	Regression	81,510	1	81,510	217,555	,000[b]
		Residual	44,585	119	,375		
		Total	126,095	120			

a. Dependent Variable: Total Price Premium

b. Predictors: (Constant), Total Brand Equity

Appendix 5.2d)

Coefficients[a]

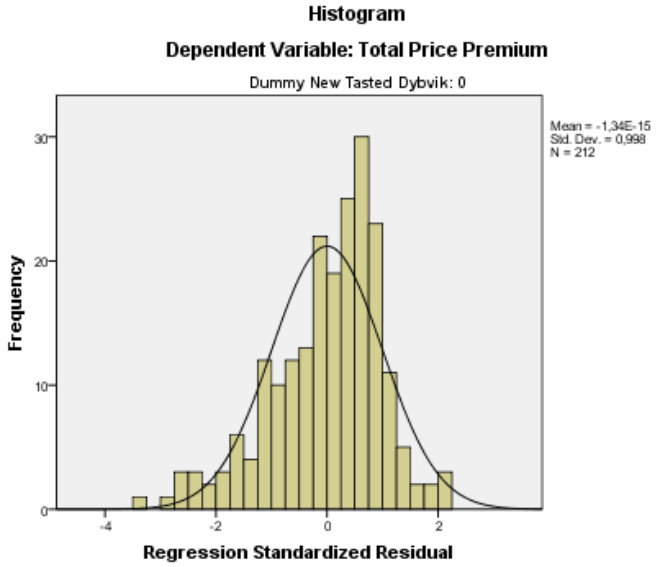
Dummy New Tasted Dybvik	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
			B	Std. Error	Beta			Lower Bound	Upper Bound
0	1	(Constant)	-,321	,243		-1,320	,188	-,801	,158
		Total Brand Equity	,944	,048	,803	19,534	,000	,849	1,039
1	1	(Constant)	,080	,235		,341	,733	-,384	,545
		Total Brand Equity	,885	,060	,804	14,750	,000	,766	1,004

Coefficients[a]

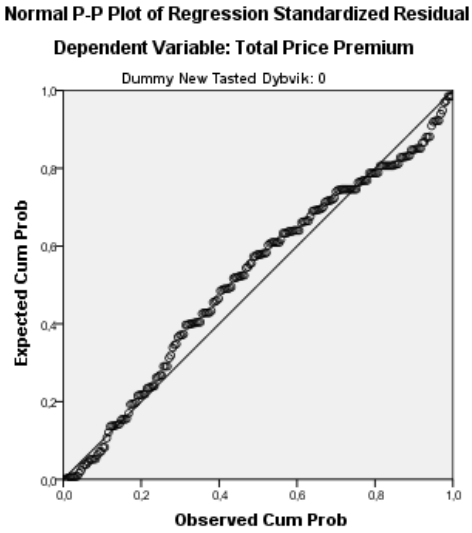
Dummy New Tasted Dybvik	Model		Correlations			Collinearity Statistics	
			Zero-order	Partial	Part	Tolerance	VIF
0	1	(Constant)					
		Total Brand Equity	,803	,803	,803	1,000	1,000
1	1	(Constant)					
		Total Brand Equity	,804	,804	,804	1,000	1,000

a. Dependent Variable: Total Price Premium

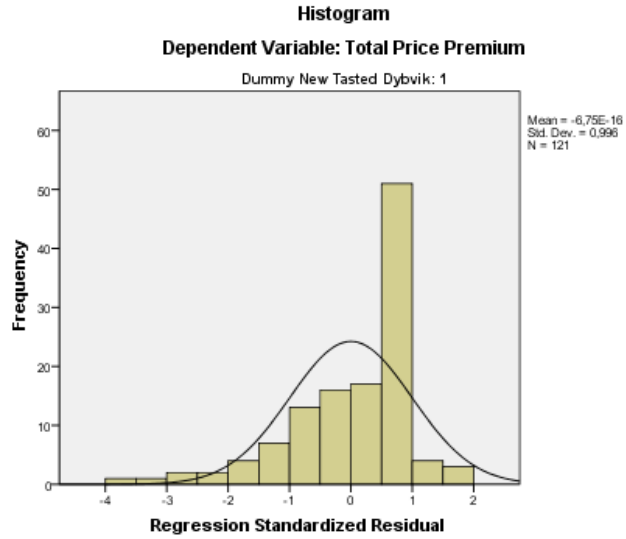
Appendix 5.2e)



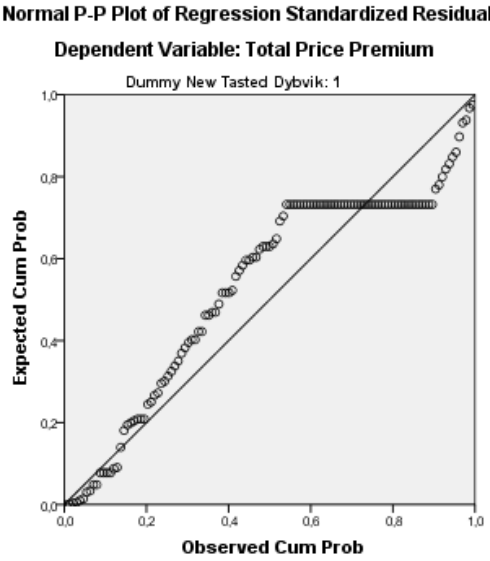
Appendix 5.2f)



Appendix 5.2g)



Appendix 5.2h)



Appendix 5.2i)

Tests of Normality

Dummy New Tasted Dybvik		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
0	Unstandardized Residual	,088	212	,000	,963	212	,000
1	Unstandardized Residual	,196	121	,000	,873	121	,000

a. Lilliefors Significance Correction

Appendix 5.3: Validation: Customer satisfaction → brand loyalty

Appendix 5.3a)

Descriptive Statistics

Dummy New Tasted Dybvik		N	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
0	Total Customer Satisfaction	206	5,7209	,90749	-1,183	,169	2,999	,337
	Total Brand Loyalty	212	5,2934	1,14955	-,501	,167	-,075	,333
	Valid N (listwise)	206						
1	Total Customer Satisfaction	0						
	Total Brand Loyalty	121	3,7124	,93163	-,452	,220	1,749	,437
	Valid N (listwise)	0						

Appendix 5.3b)

Model Summary[b,c]

Dummy New Tasted Dybvik	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
						R Square Change	F Change	df1	df2
0	1	,698[a]	,488	,485	,83095	,488	194,059	1	204

Model Summary[b,c]

Dummy New Tasted Dybvik	Model	Change ...	Durbin-Watson
		Sig. F Change	
0	1	,000	2,118

a. Predictors: (Constant), Total Customer Satisfaction

b. Dependent Variable: Total Brand Loyalty

c. There are no valid cases in one or more split files. Statistics cannot be computed.

Appendix 5.3c)

ANOVA[a,c]

Dummy New Tasted Dybvik	Model		Sum of Squares	df	Mean Square	F	Sig.
0	1	Regression	133,992	1	133,992	194,059	,000[b]
		Residual	140,856	204	,690		
		Total	274,848	205			

a. Dependent Variable: Total Brand Loyalty

b. Predictors: (Constant), Total Customer Satisfaction

c. There are no valid cases in one or more split files. Statistics cannot be computed.

Appendix 5.3d)

Coefficients[a,b]

Dummy New Tasted Dybvik	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence ...
			B	Std. Error	Beta			Lower Bound
0	1	(Constant)	,196	,370		,528	,598	-,535
		Total Customer Satisfaction	,891	,064	,698	13,930	,000	,765

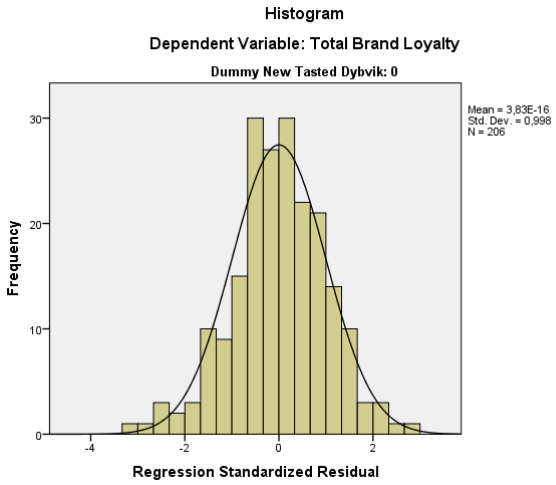
Coefficients[a,b]

Dummy New Tasted Dybvik	Model		95,0% Confidence ...	Correlations			Collinearity Statistics	
			Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
0	1	(Constant)	,926					
		Total Customer Satisfaction	1,017	,698	,698	,698	1,000	1,000

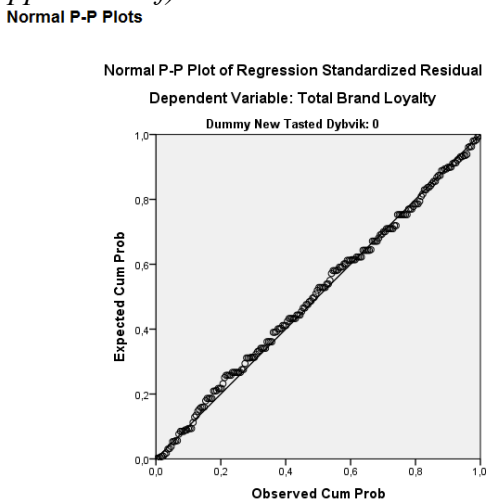
a. Dependent Variable: Total Brand Loyalty

b. There are no valid cases in one or more split files. Statistics cannot be computed.

Appendix 5.3e)



Appendix 5.3f)



Appendix 5.3g)

Tests of Normality

Dummy New Tasted Dybvik		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
0	Unstandardized Residual	,043	206	,200*	,994	206	,506

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Appendix 5.4, Hypothesis H6 country-of-origin Image → brand association

Appendix 5.4a)

Descriptive Statistics

Dummy New Tasted Dybvik		N	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
0	Total Country of Origin Image	212	6,0000	,82996	-1,825	,167	6,640	,333
	Total Brand Association	212	5,4640	,98242	-,778	,167	1,503	,333
	Valid N (listwise)	212						
1	Total Country of Origin Image	121	5,6260	,86112	-,814	,220	1,498	,437
	Total Brand Association	121	4,2676	,62652	1,045	,220	4,281	,437
	Valid N (listwise)	121						

Appendix 5.4b)

Model Summary[b]

Dummy New Tasted Dybvik	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
						R Square Change	F Change	df1	df2
0	1	,401[a]	,161	,157	,90217	,161	40,210	1	210
1	1	,384[a]	,147	,140	,58093	,147	20,575	1	119

Model Summary[b]

Dummy New Tasted Dybvik	Model	Change ...	Durbin-Watson
		Sig. F Change	
0	1	,000	2,072
1	1	,000	1,918

a. Predictors: (Constant), Total Country of Origin Image

b. Dependent Variable: Total Brand Association

Appendix 5.4c)

ANOVA[a]

Dummy New Tasted Dybvik	Model		Sum of Squares	df	Mean Square	F	Sig.
0	1	Regression	32,727	1	32,727	40,210	,000[b]
		Residual	170,920	210	,814		
		Total	203,648	211			
1	1	Regression	6,944	1	6,944	20,575	,000[b]
		Residual	40,160	119	,337		
		Total	47,103	120			

a. Dependent Variable: Total Brand Association

b. Predictors: (Constant), Total Country of Origin Image

Appendix 5.4d)

Coefficients[a]

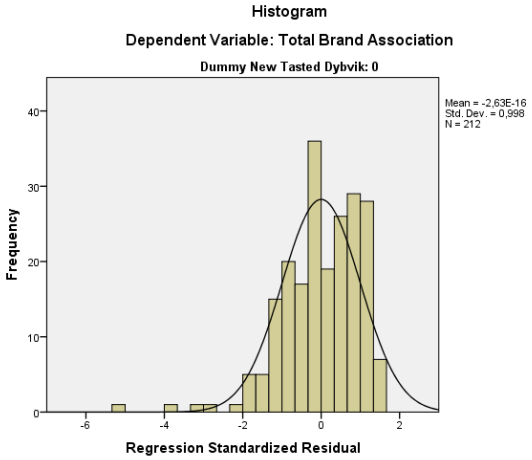
Dummy New Tasted Dybvik	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence ...
			B	Std. Error	Beta			Lower Bound
0	1	(Constant)	2,617	,453		5,774	,000	1,723
		Total Country of Origin Image	,475	,075	,401	6,341	,000	,327
1	1	(Constant)	2,696	,350		7,692	,000	2,002
		Total Country of Origin Image	,279	,062	,384	4,536	,000	,157

Coefficients[a]

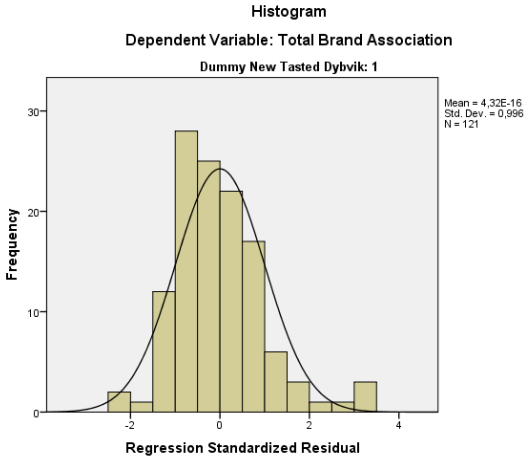
Dummy New Tasted Dybvik	Model		95,0% Confidence ...	Correlations			Collinearity Statistics	
			Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
0	1	(Constant)	3,510					
		Total Country of Origin Image	,622	,401	,401	,401	1,000	1,000
1	1	(Constant)	3,390					
		Total Country of Origin Image	,401	,384	,384	,384	1,000	1,000

a. Dependent Variable: Total Brand Association

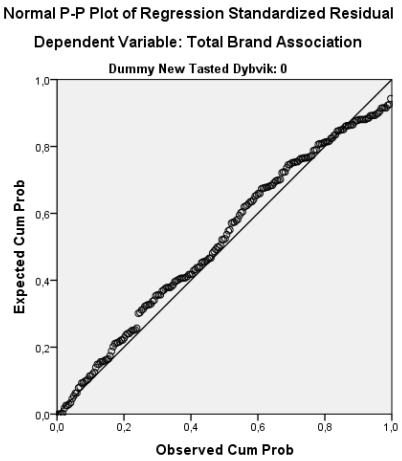
Appendix 5.4e)



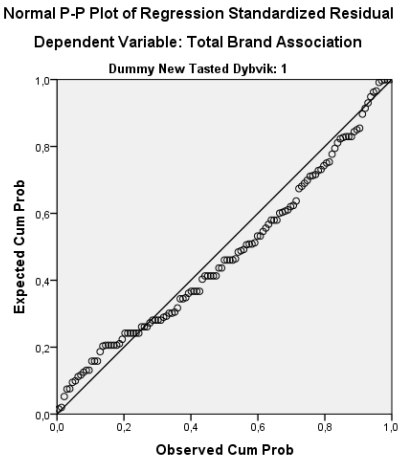
Appendix 5.4f)



Appendix 5.4g)



Appendix 5.4h)



Appendix 5.4i)

Tests of Normality

Dummy New Tasted Dybvik		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
0	Unstandardized Residual	,070	212	,013	,920	212	,000
1	Unstandardized Residual	,087	121	,027	,936	121	,000

a. Lilliefors Significance Correction

Appendix 5.5, Hypothesis H7 country-of-origin image → brand awareness

Appendix 5.5a)

Descriptive Statistics

Dummy New Tasted Dybvik		N	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
0	Total Country of Origin Image	212	6,0000	,82996	-1,825	,167	6,640	,333
	Total Brand Awareness	212	5,7909	,98969	-1,096	,167	1,421	,333
	Valid N (listwise)	212						
1	Total Country of Origin Image	121	5,6260	,86112	-,814	,220	1,498	,437
	Total Brand Awareness	121	3,7576	1,21297	-,052	,220	-,264	,437
	Valid N (listwise)	121						

Appendix 5.5b)

Model Summary[b]

Dummy New Tasted Dybvik	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
						R Square Change	F Change	df1	df2
0	1	,367[a]	,134	,130	,92302	,134	32,585	1	210
1	1	,214[a]	,046	,038	1,18984	,046	5,711	1	119

Model Summary[b]

Dummy New Tasted Dybvik	Model	Change ...	Durbin-Watson
		Sig. F Change	
0	1	,000	2,147
1	1	,018	1,785

a. Predictors: (Constant), Total Country of Origin Image

b. Dependent Variable: Total Brand Awareness

Appendix 5.5c)

ANOVA[a]

Dummy New Tasted Dybvik	Model		Sum of Squares	df	Mean Square	F	Sig.
0	1	Regression	27,761	1	27,761	32,585	,000[b]
		Residual	178,912	210	,852		
		Total	206,673	211			
1	1	Regression	8,085	1	8,085	5,711	,018[b]
		Residual	168,471	119	1,416		
		Total	176,556	120			

a. Dependent Variable: Total Brand Awareness

b. Predictors: (Constant), Total Country of Origin Image

Appendix 5.5d)

Coefficients[a]

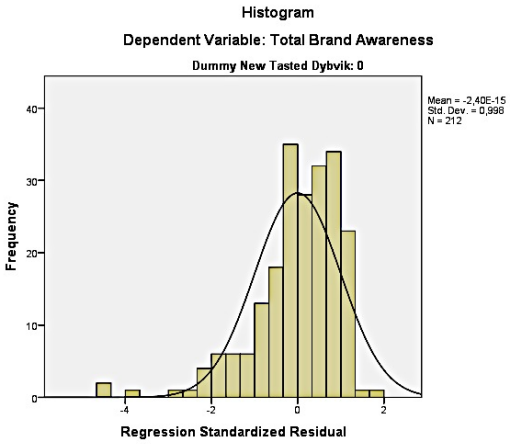
Dummy New Tasted Dybvik	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence ...
			B	Std. Error	Beta			Lower Bound
0	1	(Constant)	3,169	,464		6,833	,000	2,254
		Total Country of Origin Image	,437	,077	,367	5,708	,000	,286
1	1	(Constant)	2,062	,718		2,872	,005	,640
		Total Country of Origin Image	,301	,126	,214	2,390	,018	,052

Coefficients[a]

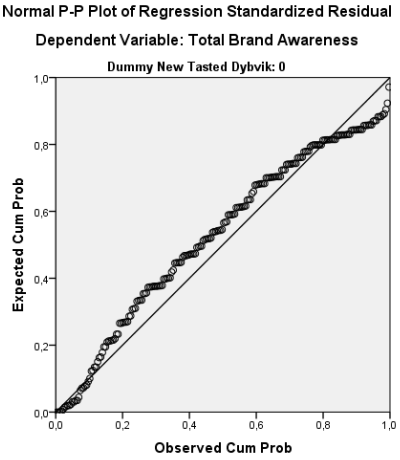
Dummy New Tasted Dybvik	Model		95,0% Confidence ...	Correlations			Collinearity Statistics	
			Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
0	1	(Constant)	4,083					
		Total Country of Origin Image	,588	,367	,367	,367	1,000	1,000
1	1	(Constant)	3,483					
		Total Country of Origin Image	,551	,214	,214	,214	1,000	1,000

a. Dependent Variable: Total Brand Awareness

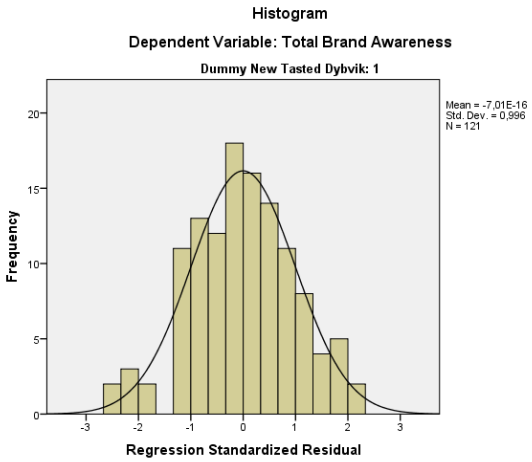
Appendix 5.5e)



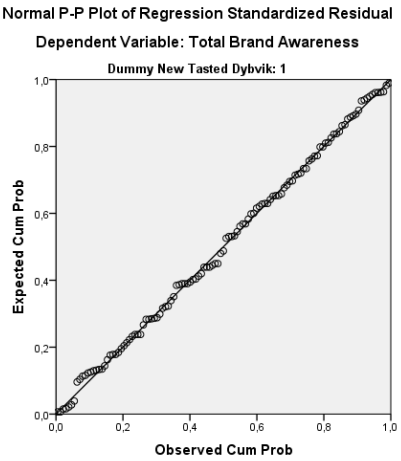
Appendix 5.5f)



Appendix 5.5g)



Appendix 5.5h)



Appendix 5.5i)

Tests of Normality

Dummy New Tasted Dybvik		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
0	Unstandardized Residual	,099	212	,000	,895	212	,000
1	Unstandardized Residual	,038	121	,200*	,991	121	,628

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Appendix 5.6, Hypothesis H8 country-of-origin image → perceived quality

Appendix 5.6a)

Descriptive Statistics

Dummy New Tasted Dybvik		N	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
0	Total Country of Origin Image	212	6,0000	,82996	-1,825	,167	6,640	,333
	Total Preceived Quality	212	5,7441	,98220	-1,148	,167	2,675	,333
	Valid N (listwise)	212						
1	Total Country of Origin Image	121	5,6260	,86112	-,814	,220	1,498	,437
	Total Preceived Quality	121	4,2872	,69196	1,037	,220	4,303	,437
	Valid N (listwise)	121						

Appendix 5.6b)

Model Summary[b]

Dummy New Tasted Dybvik	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
						R Square Change	F Change	df1	df2
0	1	,421[a]	,177	,173	,89297	,177	45,275	1	210
1	1	,412[a]	,170	,163	,63313	,170	24,338	1	119

Model Summary[b]

Dummy New Tasted Dybvik	Model	Change ...	Durbin-Watson
		Sig. F Change	
0	1	,000	1,923
1	1	,000	1,745

a. Predictors: (Constant), Total Country of Origin Image

b. Dependent Variable: Total Preceived Quality

Appendix 5.6c)

ANOVA[a]

Dummy New Tasted Dybvik	Model		Sum of Squares	df	Mean Square	F	Sig.
0	1	Regression	36,102	1	36,102	45,275	,000[b]
		Residual	167,453	210	,797		
		Total	203,555	211			
1	1	Regression	9,756	1	9,756	24,338	,000[b]
		Residual	47,702	119	,401		
		Total	57,458	120			

a. Dependent Variable: Total Preceived Quality

b. Predictors: (Constant), Total Country of Origin Image

Appendix 5.6d)

Coefficients[a]

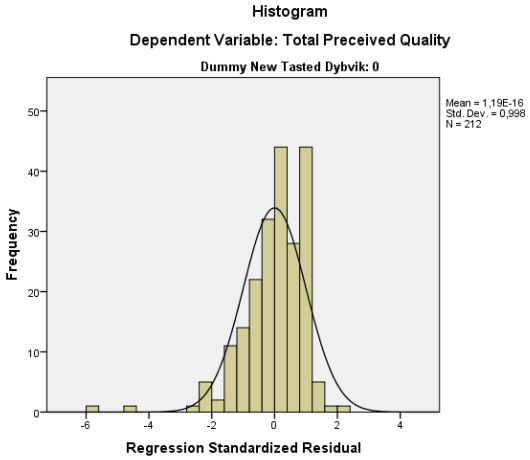
Dummy New Tasted Dybvik	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence ..
			B	Std. Error	Beta			Lower Bound
0	1	(Constant)	2,754	,449		6,138	,000	1,869
		Total Country of Origin Image	,498	,074	,421	6,729	,000	,352
1	1	(Constant)	2,424	,382		6,347	,000	1,668
		Total Country of Origin Image	,331	,067	,412	4,933	,000	,198

Coefficients[a]

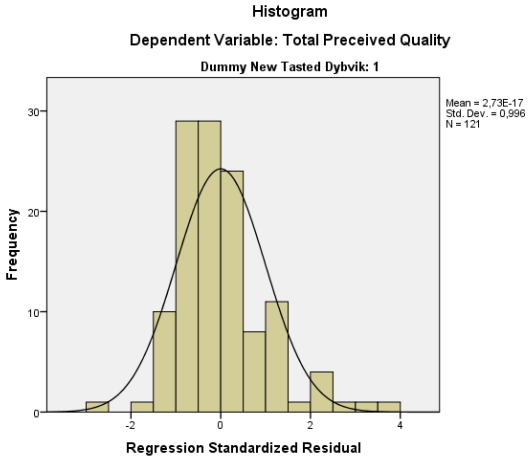
Dummy New Tasted Dybvik	Model		95,0% Confidence ...	Correlations			Collinearity Statistics	
			Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
0	1	(Constant)	3,638					
		Total Country of Origin Image	,644	,421	,421	,421	1,000	1,000
1	1	(Constant)	3,181					
		Total Country of Origin Image	,464	,412	,412	,412	1,000	1,000

a. Dependent Variable: Total Preceived Quality

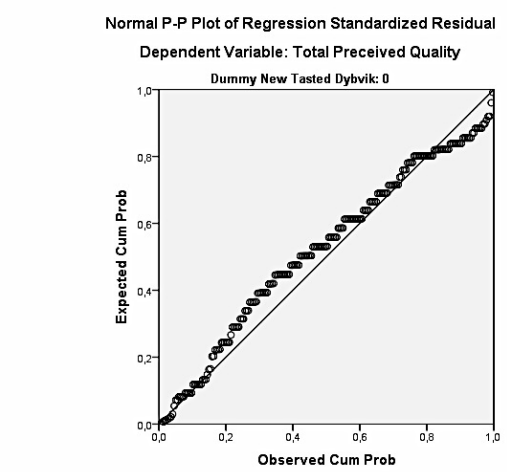
Appendix 5.6e)



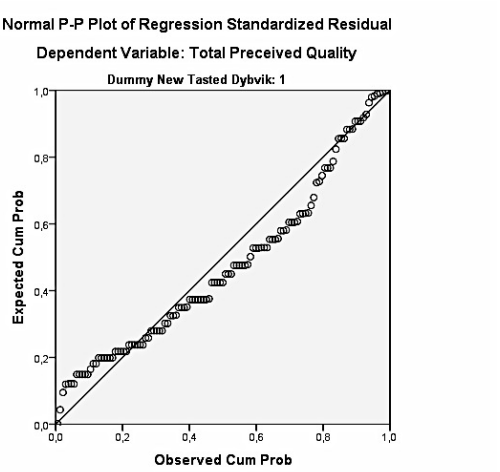
Appendix 5.6f)



Appendix 5.6g)



Appendix 5.6h)



Appendix 5.6i)

Tests of Normality

Dummy New Tasted Dybvik		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
0	Unstandardized Residual	,101	212	,000	,894	212	,000
1	Unstandardized Residual	,127	121	,000	,925	121	,000

a. Lilliefors Significance Correction

Appendix 5.7, Hypothesis H8 country-of-origin image → brand loyalty

Appendix 5.7a)

Descriptive Statistics

Dummy New Tasted Dybvik		N	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
0	Total Country of Origin Image	212	6,0000	,82996	-1,825	,167	6,640	,333
	Total Brand Loyalty	212	5,2934	1,14955	-,501	,167	-,075	,333
	Valid N (listwise)	212						
1	Total Country of Origin Image	121	5,6260	,86112	-,814	,220	1,498	,437
	Total Brand Loyalty	121	3,7124	,93163	-,462	,220	1,749	,437
	Valid N (listwise)	121						

Appendix 5.7b)

Model Summary[b]

Dummy New Tasted Dybvik	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
						R Square Change	F Change	df1	df2
0	1	,393[a]	,154	,150	1,05955	,154	38,370	1	210
1	1	,091[a]	,008	,000	,93165	,008	,994	1	119

Model Summary[b]

Dummy New Tasted Dybvik	Model	Change ...	Durbin-Watson
		Sig. F Change	
0	1	,000	2,037
1	1	,321	1,887

a. Predictors: (Constant), Total Country of Origin Image

b. Dependent Variable: Total Brand Loyalty

Appendix 5.7c)

ANOVA[a]

Dummy New Tasted Dybvik	Model		Sum of Squares	df	Mean Square	F	Sig.
0	1	Regression	43,076	1	43,076	38,370	,000[b]
		Residual	235,755	210	1,123		
		Total	278,831	211			
1	1	Regression	,863	1	,863	,994	,321[b]
		Residual	103,289	119	,868		
		Total	104,151	120			

a. Dependent Variable: Total Brand Loyalty

b. Predictors: (Constant), Total Country of Origin Image

Appendix 5.7d)

Coefficients[a]

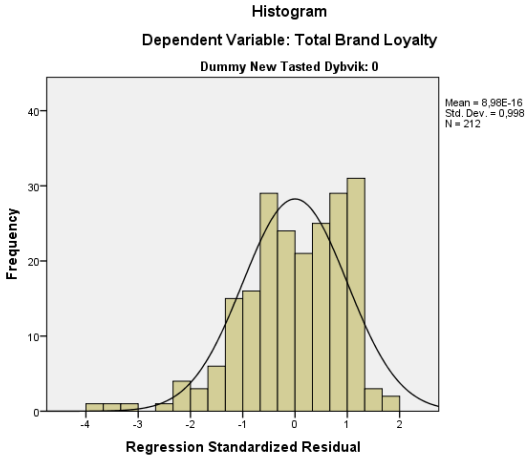
Dummy New Tasted Dybvik	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence ..
			B	Std. Error	Beta			Lower Bound
0	1	(Constant)	2,027	,532		3,808	,000	,978
		Total Country of Origin Image	,544	,088	,393	6,194	,000	,371
1	1	(Constant)	3,158	,562		5,619	,000	2,046
		Total Country of Origin Image	,098	,099	,091	,997	,321	-,097

Coefficients[a]

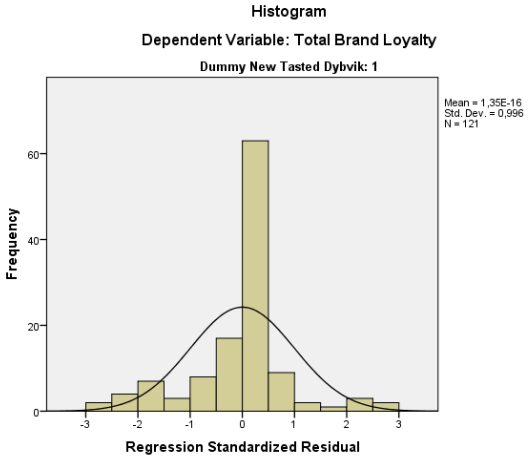
Dummy New Tasted Dybvik	Model		95,0% Confidence ...	Correlations			Collinearity Statistics	
			Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
0	1	(Constant)	3,076					
		Total Country of Origin Image	,718	,393	,393	,393	1,000	1,000
1	1	(Constant)	4,271					
		Total Country of Origin Image	,294	,091	,091	,091	1,000	1,000

a. Dependent Variable: Total Brand Loyalty

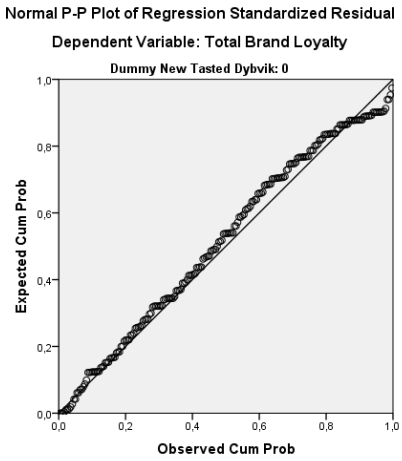
Appendix 5.7e)



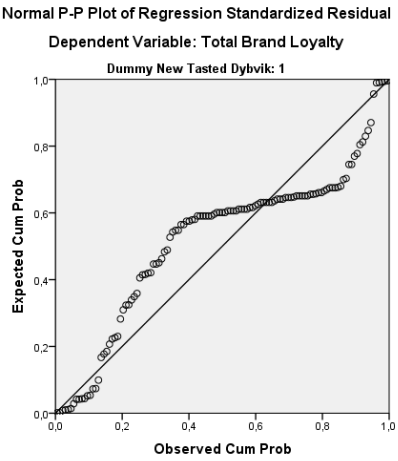
Appendix 5.7f)



Appendix 5.7g)



Appendix 5.7h)



Appendix 5.7i)

Tests of Normality

Dummy New Tasted Dybvik		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
0	Unstandardized Residual	,071	212	,011	,954	212	,000
1	Unstandardized Residual	,196	121	,000	,877	121	,000

a. Lilliefors Significance Correction

Appendix 6, One-way ANOVA analysis, brand equity and price premium

Appendix 6a)

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Total Brand Equity	0-300	58	4,3172	1,14434	,15026	4,0164	4,6181	1,60	7,00
	300-600	111	4,4703	1,22420	,11620	4,2400	4,7005	1,60	7,00
	600-900	71	4,2986	1,28324	,15229	3,9949	4,6023	1,00	7,00
	900-1500	51	4,8745	1,10921	,15532	4,5625	5,1865	2,60	7,00
	1500->	16	4,9125	1,48408	,37102	4,1217	5,7033	2,00	7,00
	Total	307	4,4919	1,23152	,07029	4,3536	4,6302	1,00	7,00
Total Price Premium	0-300	58	4,0216	1,24189	,16307	3,6950	4,3481	1,00	7,00
	300-600	111	3,9369	1,34099	,12728	3,6847	4,1892	1,00	7,00
	600-900	71	3,6690	1,34282	,15936	3,3512	3,9869	1,00	7,00
	900-1500	51	4,4608	1,33545	,18700	4,0852	4,8364	2,25	7,00
	1500->	16	4,1875	1,49025	,37256	3,3934	4,9816	1,75	7,00
	Total	307	3,9910	1,34558	,07680	3,8399	4,1422	1,00	7,00

Appendix 6b)

Test of Homogeneity of Variances

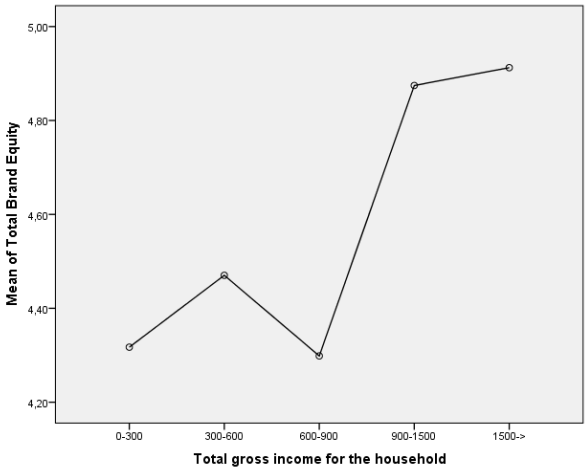
	Levene Statistic	df1	df2	Sig.
Total Brand Equity	,683	4	302	,604
Total Price Premium	,486	4	302	,746

Appendix 6c)

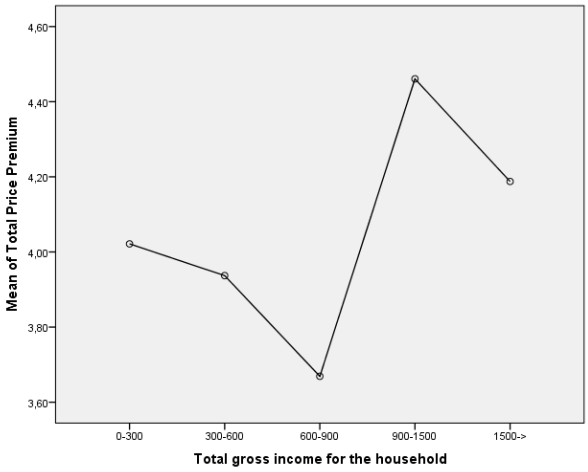
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Total Brand Equity	Between Groups	14,771	4	3,693	2,482	,044
	Within Groups	449,319	302	1,488		
	Total	464,090	306			
Total Price Premium	Between Groups	19,613	4	4,903	2,771	,027
	Within Groups	534,425	302	1,770		
	Total	554,038	306			

Appendix 6d)



Appendix 6e)



Appendix 6f) Multiple Comparisons

Multiple Comparisons

Dependent Variable		(I) Total gross income for the household	(J) Total gross income for the household	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Total Brand Equity	Bonferroni	0-300	300-600	-,15303	,19762	1,000	-,7119	,4058
			600-900	,01865	,21589	1,000	-,5918	,6291
			900-1500	-,55727	,23415	,179	-1,2194	,1049
			1500->	-,59526	,34444	,850	-1,5693	,3788
		300-600	0-300	,15303	,19762	1,000	-,4058	,7119
			600-900	,17168	,18536	1,000	-,3525	,6958
			900-1500	-,40424	,20634	,510	-,9877	,1793
			1500->	-,44223	,32618	1,000	-1,3646	,4801
		600-900	0-300	-,01865	,21589	1,000	-,6291	,5918
			300-600	-,17168	,18536	1,000	-,6958	,3525
			900-1500	-,57592	,22389	,106	-1,2090	,0572
			1500->	-,61391	,33755	,699	-1,5684	,3406
		900-1500	0-300	,55727	,23415	,179	-,1049	1,2194
			300-600	,40424	,20634	,510	-,1793	,9877
			600-900	,57592	,22389	,106	-,0572	1,2090
			1500->	-,03799	,34952	1,000	-1,0264	,9504
		1500->	0-300	,59526	,34444	,850	-,3788	1,5693
			300-600	,44223	,32618	1,000	-,4801	1,3646
			600-900	,61391	,33755	,699	-,3406	1,5684
			900-1500	,03799	,34952	1,000	-,9504	1,0264
	Tamhane	0-300	300-600	-,15303	,18995	,996	-,6945	,3885
			600-900	,01865	,21394	1,000	-,5910	,6283
			900-1500	-,55727	,21611	,107	-1,1752	,0606
			1500->	-,59526	,40029	,809	-1,8521	,6616
		300-600	0-300	,15303	,18995	,996	-,3885	,6945
			600-900	,17168	,19156	,990	-,3730	,7163
			900-1500	-,40424	,19397	,332	-,9588	,1503
			1500->	-,44223	,38879	,957	-1,6804	,7959
		600-900	0-300	-,01865	,21394	1,000	-,6283	,5910
			300-600	-,17168	,19156	,990	-,7163	,3730
			900-1500	-,57592	,21753	,089	-1,1967	,0449
			1500->	-,61391	,40106	,782	-1,8719	,6441
		900-1500	0-300	,55727	,21611	,107	-,0606	1,1752
			300-600	,40424	,19397	,332	-,1503	,9588
			600-900	,57592	,21753	,089	-,0449	1,1967
			1500->	-,03799	,40222	1,000	-1,2984	1,2224
		1500->	0-300	,59526	,40029	,809	-,6616	1,8521
			300-600	,44223	,38879	,957	-,7959	1,6804
			600-900	,61391	,40106	,782	-,6441	1,8719
			900-1500	,03799	,40222	1,000	-1,2224	1,2984
Total Price Premium	Bonferroni	0-300	300-600	,08461	,21553	1,000	-,5249	,6941
			600-900	,35254	,23545	1,000	-,3133	1,0183
			900-1500	-,43923	,25536	,864	-1,1613	,2829
			1500->	-,16595	,37565	1,000	-1,2282	,8963
		300-600	0-300	-,08461	,21553	1,000	-,6941	,5249
			600-900	,26792	,20216	1,000	-,3037	,8396
			900-1500	-,52385	,22504	,206	-1,1602	,1125
			1500->	-,25056	,35573	1,000	-1,2565	,7554
		600-900	0-300	-,35254	,23545	1,000	-1,0183	,3133
			300-600	-,26792	,20216	1,000	-,8396	,3037
			900-1500	-,79177*	,24418	,013	-1,4823	-,1013
			1500->	-,51849	,36814	1,000	-1,5595	,5225
		900-1500	0-300	,43923	,25536	,864	-,2829	1,1613
			300-600	,52385	,22504	,206	-,1125	1,1602
			600-900	,79177*	,24418	,013	,1013	1,4823
			1500->	,27328	,38118	1,000	-,8046	1,3512
		1500->	0-300	,16595	,37565	1,000	-,8963	1,2282
			300-600	,25056	,35573	1,000	-,7554	1,2565
			600-900	,51849	,36814	1,000	-,5225	1,5595
			900-1500	-,27328	,38118	1,000	-1,3512	,8046
	Tamhane	0-300	300-600	,08461	,20686	1,000	-,5050	,6743
			600-900	,35254	,22801	,736	-,2973	1,0023
			900-1500	-,43923	,24811	,564	-1,1491	,2706
			1500->	-,16595	,40669	1,000	-1,4363	1,1044
		300-600	0-300	-,08461	,20686	1,000	-,6743	,5050
			600-900	,26792	,20395	,880	-,3116	,8475
			900-1500	-,52385	,22621	,205	-1,1718	,1241
			1500->	-,25056	,39370	,999	-1,4988	,9977
		600-900	0-300	-,35254	,22801	,736	-1,0023	,2973
			300-600	-,26792	,20395	,880	-,8475	,3116
			900-1500	-,79177*	,24569	,017	-1,4939	-,0896
			1500->	-,51849	,40521	,911	-1,7860	,7490
		900-1500	0-300	,43923	,24811	,564	-,2706	1,1491
			300-600	,52385	,22621	,205	-,1241	1,1718
			600-900	,79177*	,24569	,017	,0896	1,4939
			1500->	,27328	,41686	,999	-1,0162	1,5628
		1500->	0-300	,16595	,40669	1,000	-1,1044	1,4363
			300-600	,25056	,39370	,999	-,9977	1,4988
			600-900	,51849	,40521	,911	-,7490	1,7860
			900-1500	-,27328	,41686	,999	-1,5628	1,0162

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

Appendix 7, T-test´s

Appendix 7.1: T-Test - based on total gross income for the household

Appendix 7.1a)

Group Statistics

	Total gross income for the household	N	Mean	Std. Deviation	Std. Error Mean
Age	>= 4	67	44,42	13,216	1,615
	< 4	239	42,20	18,299	1,184
Total Brand Equity	>= 4	67	4,8836	1,19704	,14624
	< 4	240	4,3825	1,22110	,07882
Total Price Premium	>= 4	67	4,3955	1,36733	,16705
	< 4	240	3,8781	1,32030	,08522
Total Brand Awareness	>= 4	67	5,6095	1,29735	,15850
	< 4	240	4,9049	1,45460	,09389
Total Preceived Quality	>= 4	67	5,4925	1,11631	,13638
	< 4	240	5,1198	1,13128	,07302
Total Brand Loyalty	>= 4	67	5,1881	1,28246	,15668
	< 4	240	4,5742	1,31861	,08512
Total Brand Association	>= 4	67	5,3507	1,00666	,12298
	< 4	240	4,9234	1,04941	,06774
Total Customer Satisfaction	>= 4	52	5,9038	,87329	,12110
	< 4	138	5,6576	,92120	,07842
Total Country of Origin Image	>= 4	67	5,9067	,84593	,10335
	< 4	240	5,8474	,87441	,05644
Total Ethnocentrism	>= 4	67	5,3980	1,35617	,16568
	< 4	240	5,6042	1,23872	,07996

Appendix 7.1b)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Age	Equal variances assumed	20,666	,000	,926	304	,355	2,217	2,395	-2,495	6,929
	Equal variances not assumed			1,107	144,436	,270	2,217	2,002	-1,740	6,174
Total Brand Equity	Equal variances assumed	,458	,499	2,982	305	,003	,50108	,16801	,17048	,83169
	Equal variances not assumed			3,016	107,412	,003	,50108	,16613	,17176	,83040
Total Price Premium	Equal variances assumed	1,070	,302	2,814	305	,005	,51740	,18386	,15561	,87919
	Equal variances not assumed			2,759	102,905	,007	,51740	,18753	,14547	,88932
Total Brand Awareness	Equal variances assumed	2,148	,144	3,586	305	,000	,70459	,19649	,31794	1,09124
	Equal variances not assumed			3,825	116,491	,000	,70459	,18422	,33974	1,06945
Total Preceived Quality	Equal variances assumed	,430	,512	2,391	305	,017	,37275	,15587	,06603	,67946
	Equal variances not assumed			2,409	106,844	,018	,37275	,15470	,06607	,67942
Total Brand Loyalty	Equal variances assumed	,074	,785	3,389	305	,001	,61389	,18113	,25747	,97031
	Equal variances not assumed			3,443	108,105	,001	,61389	,17830	,26047	,96732
Total Brand Association	Equal variances assumed	,016	,900	2,973	305	,003	,42731	,14374	,14445	,71016
	Equal variances not assumed			3,043	109,342	,003	,42731	,14040	,14904	,70558
Total Customer Satisfaction	Equal variances assumed	,006	,939	1,666	188	,097	,24624	,14782	-,04536	,53784
	Equal variances not assumed			1,707	96,423	,091	,24624	,14428	-,04013	,53261
Total Country of Origin Image	Equal variances assumed	,080	,777	,494	305	,621	,05932	,11998	-,17677	,29541
	Equal variances not assumed			,504	108,578	,615	,05932	,11776	-,17408	,29272
Total Ethnocentrism	Equal variances assumed	2,205	,139	-1,179	305	,239	-,20616	,17480	-,55012	,13781
	Equal variances not assumed			-1,121	98,843	,265	-,20616	,18397	-,57120	,15888

Appendix 7.1c)

Group Statistics

Dummy New Tasted Dybvik		Total gross income for the household	N	Mean	Std. Deviation	Std. Error Mean
0	Dummy New Tasted Dybvik	>= 4	52	,00	,000[a]	,000
		< 4	140	,00	,000[a]	,000
1	Dummy New Tasted Dybvik	>= 4	15	1,00	,000[a]	,000
		< 4	100	1,00	,000[a]	,000

a. t cannot be computed because the standard deviations of both groups are 0.

Appendix 7.2: T-test based on gender

Appendix 7.2a)

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Age	Males	158	44,96	17,757	1,413
	Females	166	40,46	17,229	1,337
Total Brand Equity	Males	158	4,4785	1,21537	,09669
	Females	167	4,5198	1,21597	,09409
Total Price Premium	Males	158	3,9367	1,34257	,10681
	Females	167	4,0344	1,30941	,10132
Total Brand Awareness	Males	158	4,9515	1,46995	,11694
	Females	167	5,1637	1,43506	,11105
Total Preceived Quality	Males	158	5,1899	1,10349	,08779
	Females	167	5,2320	1,16473	,09013
Total Brand Loyalty	Males	158	4,6165	1,29575	,10308
	Females	167	4,8240	1,34268	,10390
Total Brand Association	Males	158	4,9628	1,04005	,08274
	Females	167	5,0883	1,05365	,08153
Total Customer Satisfaction	Males	100	5,6800	,98222	,09822
	Females	104	5,7572	,83278	,08166
Total Country of Origin Image	Males	158	5,8006	,94484	,07517
	Females	167	5,9147	,77677	,06011
Total Ethnocentrism	Males	158	5,3671	1,38242	,10998
	Females	167	5,7226	1,11318	,08614

Appendix 7.2b)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Age	Equal variances assumed	,004	,947	2,314	322	,021	4,498	1,944	,674	8,322
	Equal variances not assumed			2,312	319,967	,021	4,498	1,945	,671	8,325
Total Brand Equity	Equal variances assumed	,262	,609	-,306	323	,760	-,04128	,13492	-,30671	,22415
	Equal variances not assumed			-,306	322,023	,760	-,04128	,13492	-,30671	,22415
Total Price Premium	Equal variances assumed	,235	,629	-,664	323	,507	-,09772	,14712	-,38716	,19172
	Equal variances not assumed			-,664	320,917	,507	-,09772	,14722	-,38737	,19192
Total Brand Awareness	Equal variances assumed	,105	,746	-1,317	323	,189	-,21220	,16116	-,52925	,10486
	Equal variances not assumed			-1,316	320,968	,189	-,21220	,16127	-,52947	,10508
Total Preceived Quality	Equal variances assumed	2,884	,090	-,335	323	,738	-,04216	,12601	-,29006	,20574
	Equal variances not assumed			-,335	322,999	,738	-,04216	,12582	-,28969	,20536
Total Brand Loyalty	Equal variances assumed	2,655	,104	-1,416	323	,158	-,20750	,14651	-,49572	,08073
	Equal variances not assumed			-1,418	322,871	,157	-,20750	,14636	-,49544	,08045
Total Brand Association	Equal variances assumed	1,125	,290	-1,080	323	,281	-,12551	,11621	-,35412	,10311
	Equal variances not assumed			-1,080	322,415	,281	-,12551	,11616	-,35404	,10303
Total Customer Satisfaction	Equal variances assumed	,972	,325	-,606	202	,545	-,07721	,12732	-,32826	,17384
	Equal variances not assumed			-,604	194,048	,546	-,07721	,12773	-,32914	,17471
Total Country of Origin Image	Equal variances assumed	2,714	,100	-1,191	323	,234	-,11404	,09573	-,30237	,07429
	Equal variances not assumed			-1,185	304,302	,237	-,11404	,09625	-,30343	,07535
Total Ethnocentrism	Equal variances assumed	8,015	,005	-2,560	323	,011	-,35547	,13887	-,62868	-,08226
	Equal variances not assumed			-2,545	301,425	,011	-,35547	,13970	-,63037	-,08056