

# PLAIN PACKAGING ON ENERGY DRINKS

A quantitative study examining the effects of generic packaging  
of energy drinks on consumer attitudes and perceptions

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**ABSTRACT:** In today's society, children and young adults are frequently the subjects of marketing attempts to promote products and brands, even those of documented risk to the consumers' health. Marketers are aware of the importance of branding and product packaging, concepts linked to the products success, and thus, for the rapidly expanding market of energy drinks, packaging is used as a vehicle for brand communication. This thesis aims at applying the concept of plain packaging, generally associated to tobacco products, on energy drinks to examine whether it can be a mean to effectively reduce the attractiveness of the product, and as a result decrease consumption. A quantitative experiment was conducted through a survey with the purpose to examine what effect different degrees of plain packaging on energy drinks would have on the following variables of investigation: perceptions of product, attributes of typical user, expectations of taste, attitudes towards brand, and purchase intention. In conclusion, primary findings from the research imply that plain packaging does neither affect the customers' attitudes and perceptions of product, typical user or taste, nor does it affect purchase intention negatively, but rather positively. One of the discussed reasons for this is the decreased differentiation between brands that plain packaging is a result of; a consequence not in favor for neither the customers nor brands. Supporting this, findings showed significant differences between brand attitudes in original can versions – differences that were gradually lost when packaging became plainer. Due to methodological and conceptual limitations of the research, it is proposed that further research is conducted on the subject to assess whether plain packaging is a suitable approach to monitor the consumption of energy drinks, or if there are other means for achieving this.

**KEY WORDS:** Brand communication, Graphical components,  
Energy drinks, Packaging and design, Plain packaging

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# TABLE OF CONTENTS

<b>1. INTRODUCTION .....</b>	<b>1</b>
1.1. Problem .....	1
1.2. Purpose .....	2
1.2.1 Research questions.....	2
1.3. Delimitations.....	2
1.4. Expected contributions .....	3
1.5. Thesis structure .....	3
<b>2. BACKGROUND .....</b>	<b>4</b>
2.1. The health debate .....	4
2.2 Energy drinks .....	4
2.2.1. The energy drink market in Sweden .....	5
2.2.2. Focus brands in study .....	6
2.3 The tobacco industry .....	8
2.3.1. Plain packaging.....	8
<b>3. THEORY .....</b>	<b>10</b>
3.1. The power of brand .....	10
3.1.1 Customer perceptions and preferences .....	10
3.1.2. Brand loyalty.....	11
3.1.3. Brand equity .....	11
3.2. Packaging and design .....	14
3.2.1. The increasing importance of packaging.....	14
3.2.2. Packaging and positioning .....	15
3.2.3. Packaging and social identification .....	15
3.2.4. Packaging and perceptions of taste .....	16
3.2.5. Plain packaging.....	16
3.3. Summary.....	18
3.4. Hypotheses.....	19

<b>4. METHODOLOGY .....</b>	<b>20</b>
4.1. Design and structure of the study .....	20
4.1.1. Block structure .....	21
4.1.2. Scenario structure .....	22
4.1.3. Variables of investigation.....	23
4.2. Pre-studies .....	24
4.2.1 Pre-study results .....	24
4.3. Collection of data .....	25
4.4. Quality of research.....	25
4.4.1. Reliability .....	25
4.4.2. Validity.....	26
<b>5. RESULTS .....</b>	<b>28</b>
5.1. Summary of data .....	28
5.2. Findings .....	29
5.2.1. Perceptions of product .....	30
5.2.2. Perceived attributes of typical user.....	32
5.2.3. Expectations and perceptions of product taste.....	34
5.3.4. Attitudes towards brand .....	36
5.3.5. Purchase intention .....	37
5.3.6. Other findings .....	38
5.3. Summary of findings.....	38
<b>6. DISCUSSION .....</b>	<b>39</b>
6.1. Effects on product perception, attributes of typical user and taste expectations .....	39
6.2. Effects on brand attitude and purchase intention .....	43
6.3. General discussion .....	45
<b>7. CONCLUSIONS .....</b>	<b>47</b>
7.1. Limitations.....	47
7.2. Further research.....	48
7.3. Concluding remarks.....	49

<b>8. REFERENCES .....</b>	<b>52</b>
8.1. Literature .....	52
8.2. Publications .....	52
8.3. Internet references .....	54
8.4. Personal communication .....	56
APPENDIX 1 – Additional tables and figures.....	57
APPENDIX 2 – Pre-study results .....	58
APPENDIX 3 – Main Survey .....	59

# 1. INTRODUCTION

## 1.1. Problem

A fast growing trend among children and adolescents are energy drinks – a carbonated soft drink containing, among other stimulants, high levels of caffeine, marketed as a beverage reducing fatigue and improving performance (Lehtihet, Sundh & Andersson, 2006; Oddy & O'Sullivan, 2009). Since the introduction of Red Bull Energy Drink in the United States in the late 20<sup>th</sup> century, the market for energy drinks has been rapidly expanding (Simon & Mosher, 2007). Due to the high levels of caffeine and taurine, over-consumption of energy drinks has been considered to present a health risk, especially for children and young adults (Livsmedelsverket; Oddy & O'Sullivan, 2009). Despite this, teenagers and adolescents are the clear target groups of the marketing attempts for energy drinks. Companies offering energy drinks market their brands with bold product names (e.g. Monster, Rockstar and Powerking), logos appealing to youths, and sponsorships or events related to adventure, risk taking and extreme lifestyles (Simon & Mosher, 2009); strategies that attract a younger target customer. Concerned over the possible side effects of excessive consumption for children, governments around the world have been attacking this problem in different ways; sales of energy drinks have been restricted to certain points-of-purchase, age limits, or maximum levels of caffeine have been introduced in several markets (Oddy & O'Sullivan, 2009). But despite the efforts, the consumption of energy drinks is increasing, especially among teenagers (EFSA, 2013).

As product packaging plays an ever-important role for marketers, the package design is considered to be a strong communicative tool to differentiate the brand and create brand identity and awareness. Thus, brand and product packaging is linked to the product's success in the market (Ampuero & Vila, 2006; Hoyer & McInnis, 2008; Underwood & Klein 2002; Underwood, 2003). An illustration of this is the rationale behind the recent regulation of plain packaging of tobacco products in Australia, suggesting that the newly introduced package design legislation will decrease smoking (Australian Government, Department of Health). This proposes that decisions regarding product packaging and design could, through affecting customer perceptions of brands, alter consumption – an idea that could be anticipated as an alternative solution to the concerns of energy drinks and their consequences on adolescents' health.

## 1.2. Purpose

The main purpose of this study is to gain knowledge and consumer insights in the research area – how the packaging of energy drinks affects customers' attitudes and perceptions of the product and brand. With an experimental study we specifically aim to shed light on (1) how different levels of plain packaging on energy drinks are perceived, and (2) if the previously mentioned concerns for children and teenagers' extensive consumption of energy drinks may be addressed by packaging and design decisions.

### 1.2.1 Research questions

In accordance to the above stated problem definition and purpose of the study, our key research question is:

*Is there a difference on the customers' attitudes and perceptions of energy drink products (or brands), when seen in different levels of plain packaging?*

## 1.3. Delimitations

To successfully conduct this study in the set time frame and the scope of a bachelor's thesis, certain delimitations were necessary to apply. The main delimitation is the chosen focus for the research, which is to investigate on how the packaging of a product – and more specifically the level of plain packaging – affects the customers' attitudes and perception of the product. We have therefore excluded the aspect and effects of health warnings, or the combination of health warnings and plain packaging, printed on the package. Additionally, the aspects of can size and shape is excluded from the research. Further, it was decided to not investigate on how the customers perceive the products' tastes, when purchased and consumed in different levels of plain packaging.

Due to the limitations in time, the research has focused on the Swedish market only, and respondents were chosen to be adolescents and mainly students, between the ages of 18 and 30. Although the area of study is relevant for a large age range, the products used in this experiment are considered to be more popular amongst a younger target group (EFSA, 2013; Lehtihet, Sundh, & Andersson, 2006; Oddy & O'Sullivan, 2009), hence the study's focus on young adults.

The study includes and focuses only on energy drinks and their packaging, and thus we have distanced us to comment on how the results discussed affect other product categories not similar to the one in the study.

## 1.4. Expected contributions

With this study, we hope to contribute with a deeper understanding of central topics in the ongoing health debate; the reasons to why a healthier and sustainable way of living is ideal is clear, but how this should be achieved in society has been long debated. By testing the results of plain packaging experimentally, this study wish to increase knowledge in the specific area, and with that, contribute to the research of plain packaging being a possible solution to decreasing consumption. Further, with a deepened overall understanding of customers' attitudes and purchase intentions we aim to shed light to and increase awareness useful in the health debate as such.

## 1.5. Thesis structure

The disposition of our thesis is as follows: Chapter 1 introduces the research questions and the purpose of the study. Chapter 2 contains relevant background information to the thesis subject. Chapter 3 reviews and summarizes earlier research in the area as well as related theory. Chapter 4 describes the quantitative method used for the experiment, and Chapter 5 presents the obtained results of the conducted survey. Chapter 6 consists of analysis and discussion of gathered results, and Chapter 7 comprises the main limitations of the research, suggestions for further research and our concluding remarks. Chapter 8 will list the literature and references used throughout the study, and in the Appendix the conducted main survey will be presented, along with additional tables and figures from data findings of the pre-studies and the main study.

## 2. BACKGROUND

*In this chapter, we will briefly describe the background of our main focus areas: the health debate, energy drinks, and plain packaging on tobacco.*

### 2.1. The health debate

In recent years, public health, lifestyle and nutrition have been popular topics in society and social media, and individuals are becoming more concerned with achieving and maintaining a healthy and sustainable lifestyle. Swedes are top performing when it comes to physical activity and regular exercise (Eurobarometer, 2013), and have also shown to be keen to adopt new exercise trends and diets (Sveriges Television). The number of blogs, targeted to individuals interested in exercise, nutrition, health and well being, has increased rapidly the last decade, contributing to the ongoing debate in news feed and media.

In stores and restaurants, we have become exposed to healthy alternatives and organic and ecological options; even fast food chains, such as McDonalds and Subway, display nutritional data and advice to their customers in store and online (Elliott, 2012; McDonalds; Subway). This is a clear illustration of how companies are developing by making an effort to adapt to new trends, and to meet their customers' new needs and demands (Elliott, 2012).

At the same time, we are exposed to activities, products and lifestyle choices that do not fit into the healthy ideal and lifestyle. News and headlines frequently declare predictions and warnings about the effects of "bad for you products", e.g. alcohol, smoking, fat, sugar, etc. (Aftonbladet; Daily Mail; Dagens Nyheter; Svenska Dagbladet; WCRF, 2007). And while extensive research, government proposals and regulations make an effort to decrease consumption, for example by taxation on unhealthy food (Europaportalen, 2014), many product categories and companies in these industries are still growing, much due to successful brand marketing and current trends. But, whose responsibility is it to ensure public health – the government's, by information and legislation, the brand marketers', by ethical marketing, or our individual?

### 2.2 Energy drinks

The business of energy drinks has in the last decade bloomed in the beverage industry, and the "liquid energy" has shown to be extremely popular, particularly among children and teenagers (Lehtihet et al., 2006; Simon & Mosher, 2007; Oddy & O'Sullivan, 2009). Akin to regular soft drinks, energy drinks are carbonated beverages, containing high levels of sugar and occasionally with fruity flavors. However, unlike soft drinks, they contain high caffeine levels, taurine, and

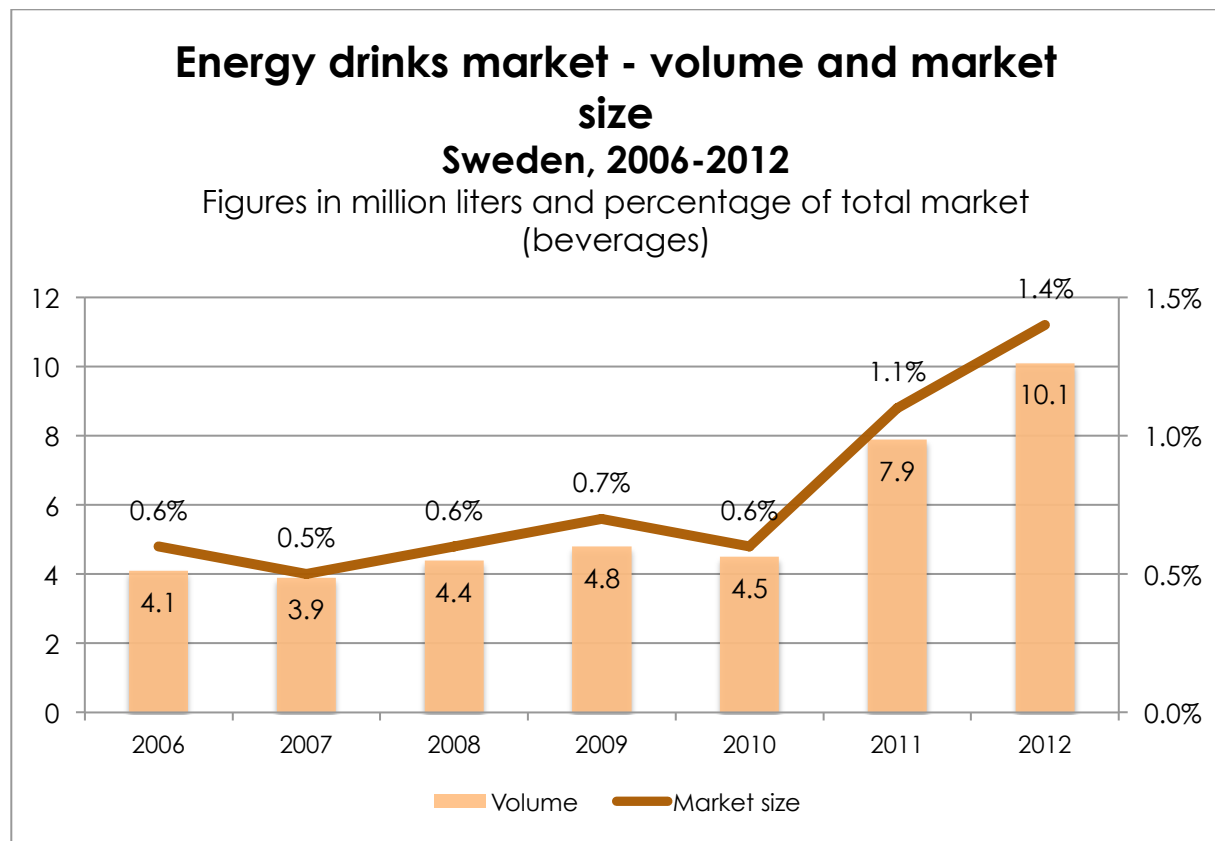


other constituents and additives, affecting the central and peripheral nervous system (EFSA, 2013; European commission, Scientific Committee on Food (SCF), 2003; Food Standards Agency (FSA); Livsmedelsverket; Lehtihet et al., 2006). The drinks are marketed as beverages improving performance, reaction and concentration and reducing tiredness. Nevertheless, high exposure and consumption of the substances in energy drinks, especially to children and individuals sensitive to caffeine and taurine, can cause other undesirable effects, such as anxiety, illness, cardiac dysrhythmia and dehydration. Rare cases of usage of energy drinks leading to death are also reported, though evidence of particular components that stand for the cause of death is hard to confirm (EFSA, 2013; FSA; US Food and Drug Administration (FDA); Livsmedelsverket; SCF, 2003).

Due to the high levels and nature of the ingredients in energy drinks, studies of the effects, and reported cases of medical complications (EFSA, 2013; FDA; SCF, 2003), have raised many concerns of the effects of energy drinks. The increased consumption in the recent decade, especially amongst children and adolescents, has led governments to introduce and sharpen national regulations regarding the information and distribution. One example is labeling restrictions in certain countries that require the can to contain warning texts about the caffeine content, and that the product is unsuitable for children, pregnant, breast-feeding and caffeine-sensitive individuals, and in some cases cautionary information about usage of energy drinks in combination with exercise or alcohol (FSA; Lehtihet et al., 2006; Oddy & O'Sullivan, 2009). In Norway, distribution of energy drinks is restricted to certain points-of-purchase, and a ban of energy drinks in nightclubs was proposed in Argentina (Oddy & O'Sullivan, 2009). In Sweden, cans are required to contain warning texts, and certain food chains have voluntarily implemented age restriction, since national legislation does not exist. The minimum age for buying energy drinks at the leading convenience store chain Reitan (7-Eleven and Pressbyrån) is 15, 18 in grocery chain Coop and similar age limits at ICA, at store level (Aftonbladet, Coop, Elevhälsan).

### 2.2.1. The energy drink market in Sweden

Between 2007 and 2012, the consumption of energy drinks in Sweden has increased with close to 150 %, according to data from member breweries, gathered by Svenska Bryggerier 2006-2012. A market study of beverages in Sweden conducted by Delfi 2012 showed that the average swede consumed almost 3,5 liters of energy drinks during the year of 2012, and the trend revealed an increasing consumption (Delfi, 2012).



Looking at the two main trade channels, grocery trade (including leading supermarket chains) and service trade (including convenience stores, gas stations and kiosks), energy drinks are currently one of the three fastest growing categories within both. During 2013, close to 14 % of the households in Sweden purchased energy drinks within grocery trade (approx. 650 000 households), and the average household purchased energy drinks 8,7 times during the same year. Within the category *beverages* in service trade, energy drinks was the second largest sub-category in value 2012, after soft drinks. Correspondingly, in grocery trade, energy drinks held the 7<sup>th</sup> largest sub-category, following pure coffee, soft drinks, juice and fruit drinks, beer and carbonated water (GfK, 2013).

Among the available brands within the energy drink market in Sweden are: Red Bull, Burn, Battery, Monster, React, Powerking, Femme Natural Boost, Rockstar, X-Ray and own-label brands of energy drinks, such as Euroshopper/ICA, Lidl and Willys.

#### 2.2.2. Focus brands in study

Three energy drink brands have been chosen to be in focus for this study, Monster, Burn and Celsius. Below follow short descriptions of each:

## Monster

Monster is an energy drink owned by Monster Beverage Corporation, however, on the Swedish market the product is distributed by Coca-Cola Enterprises. The product is mainly advertised through sponsorship of sporting events, including motocross, BMX, mountain biking, snowboarding, skateboarding, car racing, etc. (Monster Beverage Corporation). Monster contains (industry) standard levels of caffeine and taurine and average levels of sugar. Additionally the drink contains ginseng that is considered to have a strengthening effect and L-carnitine, an amino acid for fat-burning (Icakturiren, 2012). The product package incorporates a health warning that, according to an energy drink test conducted by the Swedish food-magazine Icakturiren, is easy to miss. The standard health warning, translated from Swedish states: "High caffeine levels. Not recommended for children, women who are expecting, and individuals sensitive to caffeine."

## Burn

Burn is an energy drink owned and distributed by The Coca-Cola Company (Coca Cola Sweden). The brand slogan is "Can you take the heat," and the product is marketed as a premium energy drink, targeted to be consumed during late-night party occasions. Further positioning and marketing attempts for the product can be found in Burn's involvement in music, consisting initiatives to support and nurture promising talents in the electronic dance music sector (Burn, Webpage). Burn, contains (industry) standard levels of caffeine and taurine, however comparing to other energy drinks, Burn contains high levels of sugar (13 g/100ml). Additionally, the product contains guarana-extracts with caffeine. The health warning is of industry standard, except for further incorporating a recommendation that children under the age of 14 should not consume the product. Other health warnings don't have age recommendations, but rather speak of children in general (Icakturiren, 2012).

## Celsius

Celsius energy drink is owned and distributed by Celcius Inc (CELH). The product is marketed as the healthy energy drink that helps consumers "get fit and stay fit" by burning calories, raising metabolism and providing lasting energy (Celsius, Webpage). Celsius contains almost the double amount of caffeine (56mg) comparing to the industry standard (32mg). The amount of taurine is not specified and sucralose (a substance 600 times sweeter than sugar and absorbed faster by the body) is used instead of sugar. The standard health warning on the can is elaborated together with the recommendations not to combine the product with alcohol, and a recommended maximum intake of 2-3 cans a day (Icakturiren, 2012).

## 2.3 The tobacco industry

The tobacco industry is a complex and heavily regulated market, especially in terms of marketing. During the past few decades, numerous actions have been taken by governments with the objective to increase awareness of the harmful effects of tobacco, and to reduce smoking, in particular among youths. Mandatory health warnings (informative text and/or pictures of the risks of tobacco consumption printed on the cigarette packs) (WHO, 2013), restricted consumer marketing (Hammond, Dockrell, Arnott, Lee & McNeill, 2009), and display bans (regulations banning the display of tobacco products in points-of-sale) (British American Tobacco, BAT), are some of the directives proposed and introduced in certain markets during the recent years.

In today's heavily regulated market, the cigarette pack has become an important communication instruments for tobacco companies (Hammond et al., 2009). By successfully utilizing the pack design, companies aim to facilitate product and brand differentiation, communicate product attributes, the brand and its personality. The effects of pack design, and the brand communication through package decisions, have been central questions in the tobacco debate (Germain, Wakefield & Durkin, 2009).

### 2.3.1. Plain packaging

Plain packaging, or generic packaging – one of the suggested solutions for regulating the consumption of tobacco, especially among children and underage teenagers – limits the pack to act as a communicational tool for the brand and product. The definition of a plain packaged product is (1) a uniform, standardized pack color, where (2) all forms of branding are removed (e.g. logos, graphics, trademarks, etc.), and (3) the brand and product names are printed in a specified, generic font, size and color. In addition, mandatory, (4) health warnings would be placed on the packs (British American Tobacco; JT International; Philip Morris International; WHO, 2013).

The key objectives of plain packaging are to reduce the attractiveness of the cigarette pack, eliminate differentiation, and make the health warnings more salient, thereby hoping to decrease consumption (WHO, 2013; Australian Government, Department of Health). However, additional research and reports indicate that plain packaging could potentially cause various unintentional negative effects in the market (Delottie, 2011; Goldberg, Liefeld, Kindra, Madill-Marshall, Lefebvre, Martohardjon & Vredenburg, 1995; RAND, 2010). Price is suggested to become a more significant tool for differentiation, due to plain packaging eliminating the variation between brands and products, which could cause price drops and increased competition. An even more alarming drawback is the heightened risk for illicit trading of tobacco

products, as the original product would become hard to distinguish from illegal replicas. Two main forms of illicit tobacco trading, smuggling, exists – contraband and counterfeit tobacco. The former, contraband tobacco, is authentic goods illegally imported from lower taxation markets, hence not taxed according to applicable law, while the latter, counterfeit tobacco, consists of illegal replicas of branded tobacco products. Both are argued to become harder to detect with plain packaging regulation, and thus risk being available in a larger extent in the market. As counterfeit tobacco are products produced illegally, the production are completed without control or minimum health standards. The effects of this might be tax losses due to contraband tobacco, circulation of possibly hazardous replicas and, in both cases, a wider spread organized crime in the market (Deloitte, 2011; RAND, 2010).

The Australian Government announced in April 2010 that the legislation of mandatory plain packaging would be introduced and fully implemented during 2012 (Australian Government, Department of Health). Although extensive research is made on the subject of generic packaging, proper evidence of the effects of an executed legislation in the market is thus still early to see.

# 3. THEORY

*In this chapter, earlier research relevant for the purpose of the study will be reviewed and summarized. The findings from the literature review are divided into two main areas: brand management, and packaging and design. The review will lead to a summary of our hypotheses.*

## 3.1. The power of brand

A brand is often defined as a name, symbol, design, packaging, or other feature, or a combination of these, intended to differentiate it from its competitors and identify the maker or seller of the product (Jobber, 2010; Kotler, 1991; Wood, 2000). With a strong brand, the company can experience positive effects of successful marketing; (1) positive consumer perceptions and preferences, (2) brand loyalty and (3) brand equity, are three favorable outcomes of successful branding.

### 3.1.1 Customer perceptions and preferences

Positive *consumer perceptions and preferences* of a brand can be one of the preferred effects of a strong brand. Customers tend to trust strong brands, as a strong brand implies a wide, public acceptance and reliability, often signaled through brand or company name and familiarity (Jobber, 2010). Brand trust bore to have the greatest total effect on purchase intention in a study conducted by Becerra and Badrinarayanan (2013), and it is proposed that a customer will not recommend a product unless they trust and identify with the brand. This is explained by the customer behavior related to brand trust; trust influences the consumers' attitudes and emotions, expectations and predictability towards the brand and product itself (Barber, Almanza & Donovan, 2006; Lunardo & Guerinet, 2007). Additionally, a strong brand will act as an insurance and quality certification to the customer, generating trust and reliability towards it (Becerra & Badrinarayanan, 2013; Husic & Cicic, 2009; Jobber 2010). The success of a product is closely coupled to its perceived quality, which in turn is indicated through the brand and its positioning, a subject discussed by Keller (1993) and in a study on retailer branding, by Ailawadi (2004). However, a brand does not only reflect the quality of the actual product, but also acts as a symbol and projection of an image and personality. By purchasing a certain brand, a customer can therefore express a wish to be associated with other individuals perceived to share the same image (Husic & Cicic, 2009). The brand will thus act as a certification of product quality, through surrogate indicators (Gutman, 1982), e.g. pricing, packaging and distribution, and advertising channels.

### 3.1.2. Brand loyalty

Reichheld has defined *Brand loyalty* as “the willingness of [a customer] to make an investment or personal sacrifice in order to strengthen a relationship”, meaning sticking with a supplier that not necessarily offers the best price or product (Reichheld, 2003). As a study by Brakus, Schmitt and Zarantonello published 2009 show, brand satisfaction and loyalty are affected by brand experience, through brand personality associations. Brand experience is argued by the author to thus be a strong predictor of customer purchase behavior, as a customer having positive prior knowledge about a specific brand will seek to receive the same experience again (Brakus et al., 2009). The findings indicate that customers satisfied by a certain brand’s product, with earlier experience, will show brand loyalty since the customer will create positive brand personality associations. Differences in profitability among competitors in many industries can, in fact, often be explained by the economic effects of customer loyalty (Reichheld, 1993).

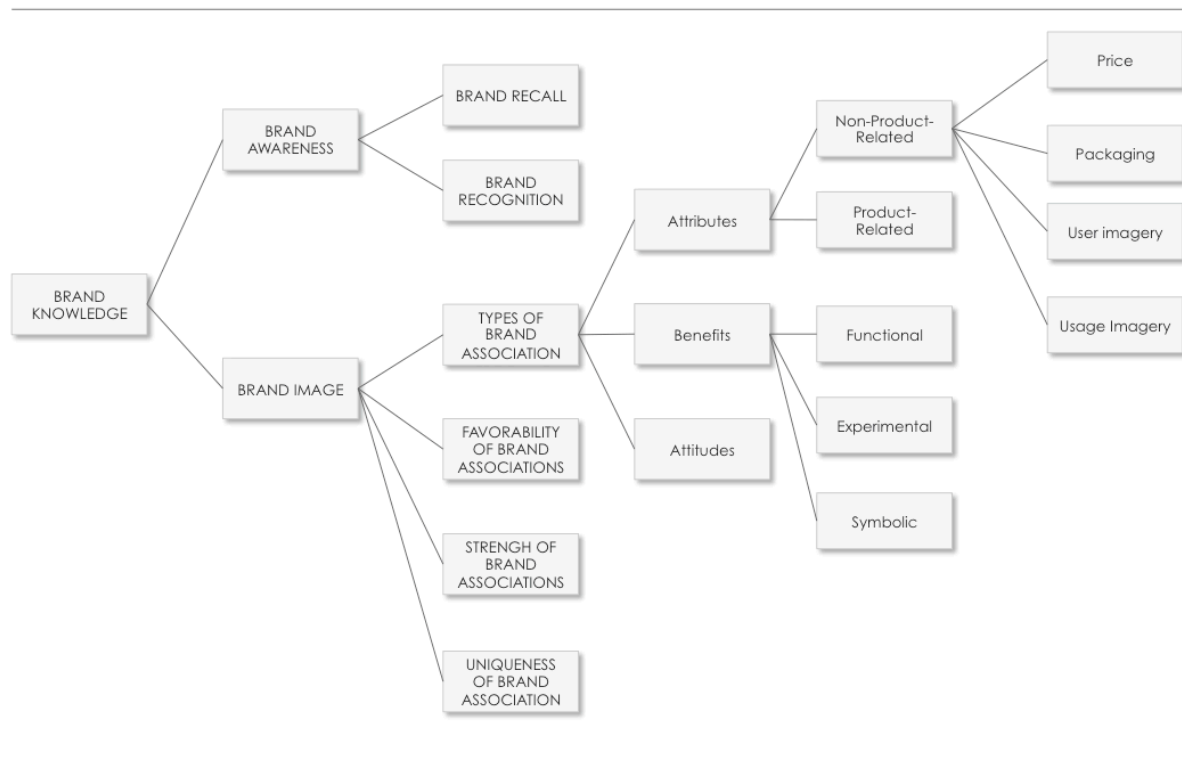
Brand loyalty does however not necessarily need to be coupled with customer behavior; loyalty can be captured as the customers’ attitudes, preferences and intentions as well – a loyal mentality (Söderlund, 2010a). This assumption implies the possibility for customers to be brand loyal, even though their purchase behavior shows otherwise, due to, for instance, accessibility or economic reasons.

The concept of satisfaction and loyalty, and the (possible) link between them, has been widely discussed, but notable for this study is the insight of the importance of satisfaction to improve customer retention in industries with a highly competitive environment and low switching barriers (Forell, 1992; Söderlund, 2010a; Ranaweera & Prabhu, 2003). Baring this is mind, it becomes vital for brands offering food and drinks, being an industry where switching barriers are low, to be aware of their customers’ satisfaction.

### 3.1.3. Brand equity

*Brand equity* is by Kevin Keller “defined in terms of the marketing effects uniquely attributable to the brand” (Keller, 1993), and is usually defined as customer-based equity or proprietary brand equity. The former consisting of brand awareness and brand image as sources to brand equity, the latter of company assets, e.g. patents or channel relationships (Jobber, 2010). Keller (1993) distinguishes certain variables affecting brand awareness and brand image (together defined as brand knowledge) (see Figure 1).

FIGURE 1  
Dimensions of Brand Knowledge  
Keller, 1993



A similar approach to Keller's sources of brand knowledge is the Rossiter-Percy Grid, also examining the significance of brand awareness and brand attitude when considering managerial advertising tactics (Rossiter & Percy, 1991). Both indicate significant importance of the customers' awareness, attitudes and image of the brand, for the brand's success. Brand awareness refers to the customer's ability to identify the brand under different conditions (Keller, 1993; Rossiter & Percy, 1991); to *recall* a brand in a product category prior to purchase, and to *recognize* the brand or brand cue at a purchase situation, retrieving the brand from memory by earlier exposure or experience. The likelihood of a brand being included in a customer's consideration set is thus higher with strong brand awareness, hence improving the possibility of purchase intention and behavior.

Brand image, the second source of customer-based brand equity (or brand knowledge), is defined as "perceptions about a brand as reflected by the brand associations held in customer memory" (Keller, 1993; Jobber, 2010). Brand associations are, in turn, information the customers have stored in memory, containing the meaning of the brand. As displayed in Figure 1 above, Keller distinguishes four sources of brand image: *types of brand associations*, *favorability of brand associations*, *strength of brand associations*, and *uniqueness of brand associations*. Brand associations are by Wilkie (1986) defined as the consumer's overall evaluations of a brand (Keller, 1993) and can be classified as attributes, benefits or attitudes. In turn, there are four



main non-product attributes – price information, packaging or product appearance information, user imagery, and usage imagery. This suggests that with the associations customers form about a brand, certain attributes, not necessarily related to the product, develop an image of the brand and product in the customer's mind. This image can illustrate what the customer believes the brand and product is, who its typical user is, and in which situations the product is used.

Attributes of a typical brand user can be both demographic and psychographic, while typical usage can be locations, time of day or activities. A customer forming associations with a typical brand user can also be compared to a perceived brand personality; as Plummer (1985) asserts, a brand can be perceived as a character with personality descriptors, e.g. “colorful” or “youthful” (Keller, 1993). The brand will thus project its products positioning and customers will form their own image of the brand, either by personal experience, marketing communication by the company, or by external sources of information, e.g. word of mouth (Keller, 1993). And with more favorable, strong and unique associations and perceptions to a brand in the customers' minds, customer will react more positively to the products when the brand is identified by the customer – showing signs of high brand equity.

Above discussed research findings imply that higher loyalty, decreased price sensitivity, and increased purchase intentions (Keller, 1993; Jobber, 2010; Reichheld, 1993; Wood 2000; Viot & Passebois-Ducros, 2010) can be the result of high brand awareness and brand image, hence high customer-based brand equity.

However, the three above concepts – customer perceptions, brand loyalty and brand equity – all require the brand to be visible or recognized by the customer in order to be distinguished as a specific brand. Various studies involving experimental blind tests, i.e. taste tests of branded and unbranded products, show interesting results, adding to evidence of the importance of strong brand and brand marketing strategies. Robinson, Borzekowski, Matheson and Kraemer's findings in the study *Effects of Fast Food Branding on Young Children's Taste Preferences* (2007) show that children preferred the tastes of the McDonald's branded food and drink, to the identical unbranded food and drink. Studies of independent blind and open tests of Diet Coke and Diet Pepsi suggest that when brand identities are shown, customer perceptions and preferences are influenced (Jobber 2010). Similarly, Allison & Uhl's research results reveal that consumers tend to not be able to distinguish the different beer brands, not even their usual beer brand of choice, when unbranded (Allison & Uhl, 1964). These results all suggest that customers perceive branded products differently compared to unbranded products; recognition of a product's brand is thus vital for the customer's interpretation of the product.

## 3.2. Packaging and design

In marketing literature, packaging is defined as “a container that is in direct contact with the product itself, which holds, protects, preserves and identifies the product as well as facilitating handling and commercialization” (Ampuero & Vila, 2006). With regard to the components of packaging, opinions differ, however, a general division has been made between two blocks of components; Graphic components (color packaging, typography, graphical shapes and images) and Structural components (shape, size of container and materials) (Ampuero & Vila, 2006), together contributing to the packaging communication, enabling brand recognition and association.

### 3.2.1. The increasing importance of packaging

As packaging is the first thing that the public sees before making the final purchase decision, it plays a major role out of a consumer perspective (Ampuero & Vila, 2006). McDaniel and Baker (1977) state, that in the light of the current self-service economy, the package offers manufacturers the last opportunity to convince possible customers before the brand selection. Thus, all packaging components have to be joined in order to provide the consumer with visual sales negotiation when buying and consuming the product (Ampuero & Vila, 2006; McNeal & Ji, 2003), a process that in some cases is prolonged by the communication of brand messages while the packaging remains in the consumers home (Ampuero & Vila, 2006).

Accordingly, packaging as a communication forum has become increasingly important for manufacturers as well as marketers (Ampuero & Vila, 2006). Underwood & Klein (2002) and Underwood (2003) have summarized the reasons for the increased focus on packaging as follows; reduced advertising and brand-building budgets as well as increased amount of purchase decisions conducted in shops has led to concentration of communication efforts to sales promotions and on point of sale communications; similarly, the increased supply of products require effective differentiation of product packages leading to a focus on package as the in-store means to differentiation and awareness. Further, companies in the beer brewery industry recognize that to the generation of young customers the package is as important as the product (Barber et al., 2006).

For certain products, that are in the face of comprehensive restrictions on advertising and promotion, as for instance tobacco products, packaging has become the primary (and in some markets only) vehicle for communicating brand image (Wakefield, Germain & Durkin, 2008).

### 3.2.2. Packaging and positioning

Early marketing publications propose that positioning actually has its origins in product packaging, a phenomena called product positioning. At that point this concept concretely included; shape of the product; the size of the package; and the price in comparison to the competition (Ampuero & Vila 2006) all structural components of packaging (Ampuero & Vila 2006; Underwood & Klein 2002). More recent research further suggests that there is significant correlation between packaging design and positioning perceptions. Ampuero & Vila (2006) provide evidence in their research that each positioning tactic appears to be associated with specific graphical features, shedding light on the belief that consumers can both reflect and inspire a company's marketing strategies.

Packaging can serve as a means of positioning both by associating a product to a specific segment and by differentiating it from similar products. In a study on the consumer approach to branded wines, Gluckman (1990) found that consumers identify standard shaped and sized packages as the correct convention for the specific product. Slight deviations might in some instances be accepted, and if thought to be positively distinctive, it can be viewed as an additional asset. Greater normative deviations must however justify themselves via convenience, quality, authenticity, price or some other means. Despite this conservatism among consumers, over time a gradual acceptance of unconventional packaging types seems possible to take place (Gluckman, 1990).

### 3.2.3. Packaging and social identification

Packages communicate messages that help consumers navigate through the process of distinguishing between and identifying with brands, and thus packages are fundamental in the branding process (Honea & Horsky, 2011; Rocchi & Stefani, 2005; Scheffels & Lund, 2013). Hoek et al find in a recent study (2012) that smokers use tobacco brand imagery to define their connections with specific groups as well as to define their social attributes and standings. According to the results of the research, "plain packaging has a tendency of undermining aspirational connotations and thereby diminishes the cachet brand insignia creates". Commonly referred as a "badge product" cigarette packages project a brand image, with the use of color fonts, images and trademarks, that make statements about the user of the product (Wakefield et al., 2008) and thus a product package is crucial to the creation and delivery of identity for the brand (Underwood & Klein, 2002).

#### 3.2.4. Packaging and perceptions of taste

Packaging has proven to have a sizeable impact on perceptions of taste. In Scheffels and Lunds (2013) study, descriptors on packages were shown to have a significant effect on the consumers' perceptions of taste; brands were more positively appraised when they had stated flavor additives or other descriptive references to flavor. Further, the research by Robinson et al. (2007), demonstrates that branding, in this case specifically the packaging of fast food (branded vs. unbranded) can alter young children's taste preferences. Moreover, research by the tobacco industry has shown that the design of the cigarette pack can provide indications about the sensory perceptions of the flavor that may be expected from a particular cigarette (Wakefield, 2008). For instance, a package testing for Camel cigarettes revealed that the perception of cigarette strength (while consumed) was decreased by lightening brown color tones and increasing the amount of white space on the pack (Wakefield, 2008).

#### 3.2.5. Plain packaging

Plain packaging as a concept has most extensively been explored for the product category of tobacco products. Below follows a presentation of various studies in the area, that are either applicable in the terms of proximity and/or magnitude.

In a study regarding impact of plain cigarette packaging on youths in Norway, Scheffels and Lund (2013) found that color, design elements and descriptions jointly form consumers' perceptions of product qualities when comparing the evaluation of the branded condition to plain packages. There were some differences noted between genders, mainly regarding associations to colors; females commonly perceived white packs as more appealing, while males favored darker cigarette packages. Results of this kind indicates that the marketers' strategies for building associations and identification are important although marketing of tobacco products are heavily regulated and restricted to package design (Scheffels & Lund, 2013; Wakefield et al., 2008). When gradually eliminating colors and descriptive terms such as *smooth*, *gold* and *silver*, from the packages, the study by Hammond et al. (2009) found that the respondents' beliefs about the risks of smoking were reduced.

Cigarette packages that display progressively fewer branding design elements (compared with fully branded packages) whereby adult smokers, part of the study, perceived as less favorable in terms of evaluations of the package, opinions of users and inferred experiences from smoking cigarettes in these packs in the study by Wakefield et al., (2008). Later research, conducted on a group of adolescents', support the findings of Wakefield et al. and further suggests that when a cigarette package is stripped of its color, imagery and branded fonts, adolescents' perceive packs

as: less appealing; associate less favorable attributes to a typical consumer; and have more negative expectations of the products taste (Germain et al., 2009).

Both studies propose that the associations with generic, plain packaged products were rated to be less attractive and popular than original branded packages, and that smokers of these plain packs were rated as less trendy, sociable and mature (Germain et al., 2009; Wakefield et al., 2008). The studies draw similar conclusions, suggesting that plain packaging policies that remove most brand design elements are likely to be successful in removing cigarette brand associations (Wakefield et al., 2008). It is also suggested that plain packaging may increase the prominence of health warnings, making them more salient on the pack. Studies show divergent findings on the area (Deloitte, 2011; Goldberg et al., 1995; Goldberg, Leifeld, Madill & Vredenburg, 1999), but a key aim of plain packaging has been to increase the noticeability of the health warning information with the aim to reduce consumption (WHO, 2013).

An analysis conducted by Deloitte, on behalf of British American Tobacco, that investigates the intended and unintended impacts of tobacco packaging regulation, is however critical to the implications of above presented research. The study, which is based on research from 27 countries over 14 years, concludes that methodological limitations and absence of research into actual impact on consumption, makes it difficult to predict whether or not plain packaging will be effective in reducing consumption (Deloitte, 2011).

Since plain packaging regulation was only recently implemented in Australia (Australian Government, Department of Health), studies have not yet been able to reliably measure the observed impact of plain packaging regulation on smoking prevalence and incidence. The Deloitte report outlines two main limitations on the body of studies on plain package regulations, conducted so far by, among other, Wakefield et al. (2008) and Germain et al. (2009); previous research and experimental studies are based on self-reported behavior that cannot be automatically expected to convert into actual behavior. Furthermore, the report suggests that none of the former studies examine the relationship between the attractiveness and appeal of the package (i.e. the findings of the research) and actual smoking attitudes and behaviors (Deloitte, 2011) – which would be an important factor to help understand to what extent the pack is a determinant of smoking (Deloitte, 2011; Moodie et al., 2009).

However, the report, as well as other reports covering the unintentional negative effects of plain packaging regulation, suggests that there are other, potentially bigger issues to the plain packaging introduction. In the absence of product differentiation, the possibility for consumers to switch between products will be increased, potentially leading to price competition, and, in

turn, possibly at the expense of quality (Deloitte, 2011) or an increase of illicit trade (Deloitte, 2011; Goldberg, 1995; RAND, 2010).

### 3.3. Summary

For this study's research question and purpose, two main areas have been reviewed: branding, and packaging and design. Marketers often emphasize the importance of a strong brand, and the above reviewed earlier research is only a small share in the area. However, conclusions include the effects of a strong brand on (1) customers' perceptions and preferences, (2) brand loyalty and (3) brand equity, the latter focusing on brand knowledge (brand recognition and brand recall) and brand image and associations. For a product to be distinguished as a brand (and thus be able to benefit of the stated brand related advantages), the customer must however be able to successfully recognize and identify the brand of the product. This is where packaging and design becomes increasingly important for marketers.

As an effect of reduced advertising budgets, increased amount of point-of-purchase decisions, as well as increased supply of products that require more effective means of in-store differentiation, packaging as a communication forum grows ever more powerful. The general effects of packaging are explored for the areas of positioning, social identification and perceptions of taste, suggesting that there is significant correlation between packaging and positioning strategies; connections with groups and social standings; and perceptions of taste. Further, the previous research on plain packaging of tobacco products, as the only examined product category, is presented. Several studies state that cigarette packages that display progressively fewer branding elements are by consumers perceived as less favorable in terms of, among other, appraisals of the package, perceptions of users and inferred experiences from consuming products in these packages. However there is also strong critique to plain packaging regulations suggesting that there is no reported linkage between reduced appeal of packages and change of actual smoking attitudes and behaviors. Moreover, critical research draw upon the unintended negative effects of plain packaging regulations, suggesting that effects might result in more harm than good.

### 3.4. Hypotheses

Based on above reviewed literature findings, our hypotheses of the study are as follows:

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Summary of hypotheses	
<hr/>	
H1	Differences in perceptions of the shown product will be smaller with higher degrees of generic packaging
H2	Differences in perceived attributes of a typical user of the shown product will be smaller with higher degree of generic packaging
H3	Differences in expectations of the product's taste will be smaller with higher degree of generic packaging
H4	Differences in attitudes towards brand will be smaller with higher degree of generic packaging
H5	Higher degrees of generic packaging will decrease purchase intention

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# 4. METHODOLOGY

*In this chapter, the approach and design used in the study will be described. The main study and the variables of investigation will be examined, followed by the conducted pre-study and a brief discussion of the study's validity and reliability.*

The hypotheses of the research has been derived from existing research and theory, with the aim to find results that build the case for further research within the academic sphere. Thus the method is of deductive character, and as such the research experiment was conducted by a quantitative web survey, as the deductive approach is typically associated with the quantitative research method (Bryman and Bell, 2011). Moreover the quantitative method leaves room for generalizations within the specific group studied (Bryman and Bell, 2011), which further fulfills the aim to explore the effects of plain packaging on a specific population.

Since the purpose of the research is to study how different degrees of plain packaging (independent variable) for energy drink products influence the chosen dependent values and variables of investigation (perceptions of package, attributes of typical user, expectations of taste, attitudes towards brand and purchase intention), the study is of casual nature. As the aim of the causal research method is to describe the cause and effect relationship (Malhorta, 2010), the research method serves as good basis for the analysis (Bryman and Bell, 2011).

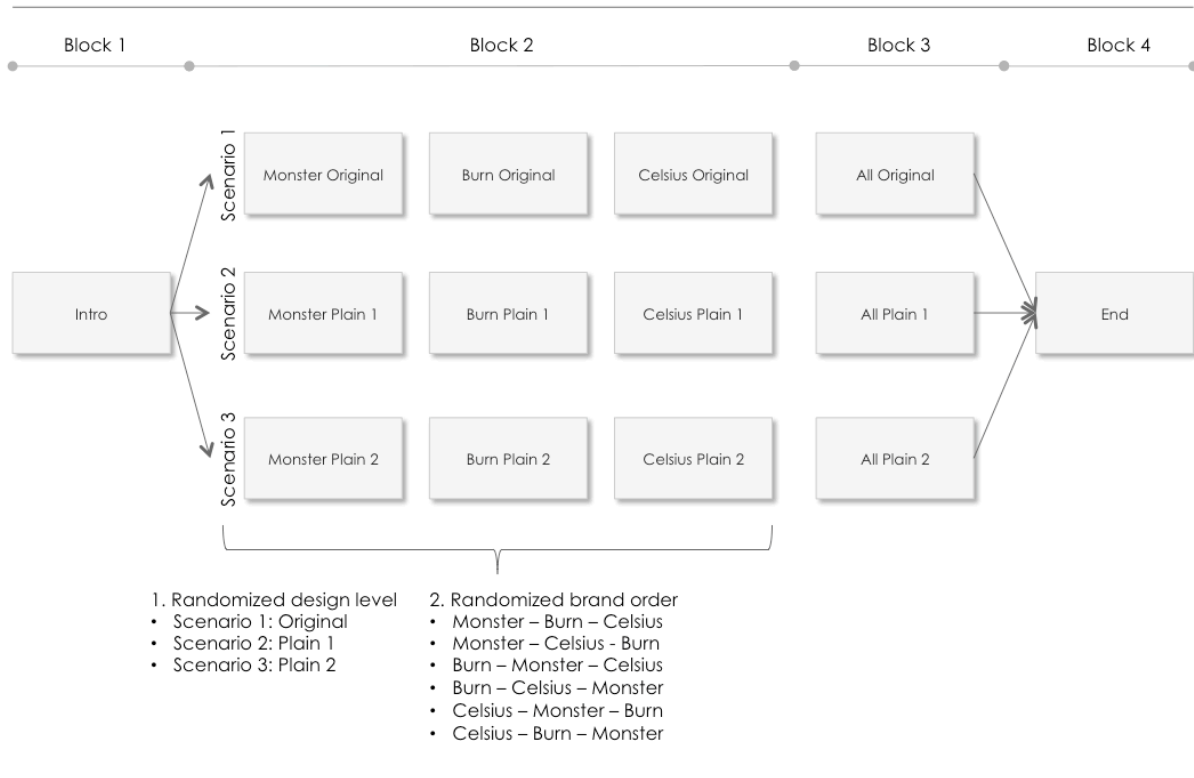
## 4.1. Design and structure of the study

The design of the study and questionnaire was inspired by the research "Adolescents' Perceptions of Cigarette Brand Image: Does Plain Packaging Make a Difference?" by Germain, Wakefield and Durkin (2009) with modifications with regards to the nature of the product type, limitations and scope of this Bachelor thesis.

The study used a 3 (degree of plain packaging) x 3 (brand types) experimental design, where each subject was exposed to one degree of plain packaging for three different brands. Qualtrics, the web-based survey tool, was used to distribute the survey. Respondents were exposed to the three energy drink cans separately, showed in a randomized order, where they rated the versions on five different variables of investigation. Hence the structure and design of the study are divided into blocks, scenarios and variables of investigation.



FIGURE 2  
Main Survey Structure



#### 4.1.1. Block structure

The survey was designed in four blocks, the first and fourth that was common for all respondents and the second and third block varied for the subject, based on what scenario he/she was exposed to. There were three variants (scenarios) of block two and three, each of them containing one degree of plain packaging and three brands. Respondents were assigned to one of the three variants of block two and three, and thereat they were asked to rate each can based on five variables of investigation.

Randomization was set on three levels; on a scenario basis; brand order basis; and order of answer alternatives (when applicable). The objectives of the randomization were to exclude the possibility of any order effects and to assure that the answers were independent for each alternative, not influenced by earlier answer ratings.

#### Block 1 and 4

The first block, presented to all respondents accessing the survey, was designed with two aims; to measure experience and degree of energy drink consumption (Germain et al., 2009), and to map out the general habits for consuming various forms of beverages (Andersson, personal

communication, 2014-03-28), particularly focusing on the attitudes and preferences for energy drinks.

In accordance with the first block, the fourth block ending the survey was also common for all respondents. This block collected the age and gender of the respondents, as these two demographic parameters were considered to be of interest for the thesis.

### Block 2 and 3

Block two and three were designed to measure five variables of investigation between the three designed scenarios. In block two, the subjects were exposed to one brand at the time and asked to rate the cans based on following variables of investigation: *perception of packaging*, *attributes of typical user*, *expectations of taste*, and *attitudes towards brand*. Block three enables the subjects to, for the first time, compare the cans of the three brands to each other, and rate the last variable of investigation, *purchase intention*.

Before being shown their assigned can scenario respondents were told to imagine that the packaging of energy drinks that they were about to see are currently available in stores, and thus the only alternatives of energy drinks available on the market.

#### 4.1.2. Scenario structure

To test the research questions, with the specific attempt to isolate the concrete elements of plain packaging that have an impact on the variables of investigation, the experiment consisted of layered scenario based questions. The layers were gradually decreased in each of the three scenarios as more information containing brand appearance was removed.

The three scenarios (block two and three) were randomly distributed to the respondents, one control group and two experimental groups, and built upon the following structure:

Scenario structure	
1	Fully branded energy drinks in original can design (control group)
2	First degree of plain packaging: a uniformed, standardized can color and original logo in black (experimental group 1)
3	Second degree of plain packaging: All forms of branding were removed (e.g. logos, graphics, trademarks, etc.), and the brand name was printed in a specified generic font, size and color (experimental group 2)

#### 4.1.3. Variables of investigation

The chosen variables of investigation were designed to test the hypotheses, thereby attempting to answer the research questions. Analysis on variables regarding *perception of packaging*, *attributes of typical user* and *expectations of taste* (Germain et al., 2009) were chosen to show differences in attitudes with regards to increasing degrees of plain packaging while the variables *attitudes toward brand* and *purchase intention* serve as a complement that will indicate whether changes in attitudes might have an effect on purchase intentions and thereby consumption.

##### *Perceptions of product*

To test the perception of packaging, subjects were asked to rate 13 statements on a five-degree Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The question was "Judging by the packaging design of the presented energy drink, my impression of the drink is..." whereby the subjects were asked to rate the statements within the following areas of interest: whether they believed the energy drink is marketed to a specific target group, how suitable the drink is for specific situations, and more general perceptions of the packaging, such as perceived quality, price and willingness for trial and purchase.

##### *Attributes of typical user*

To measure attributes associated with a (potential) distinctive person consuming the specific energy drink, respondents were asked to rate a number of attributes of typical users of the assigned can (Germain et al., 2009), such as trendy, young, masculine and low class, on the same Likert scale as for the previous question.

##### *Expectations of taste*

Taste expectations were measured on above-mentioned scale for eight taste attributes, such as sweet, fruity, quenching and brisk. The taste attributes to be rated were modified from Germain et al.'s study (2009), and complemented by the results from the first pre-study.

##### *Attitudes towards brand*

Attitudes towards the brand were based on the question whether the respondent would recommend the drink to others with the following alternatives: *No, definitely no; No, probably not; Yes, probably; Yes, definitely; I do not know*. Furthermore respondents were asked what their perception of the displayed product was, on a five degree Likert scale, ranging from 1 (Very bad) to 5 (Very good).

### Purchase intention

To measure how the changes in can design would influence purchase intention, block three was designed. The respondents were exposed to all three brands – that they previously rated separately – simultaneously, and asked to answer which one they would choose, given all three energy drinks were priced identically. Lastly, being exposed to the same picture of all three brands, respondents were given the opportunity not to choose any of the three displayed products (alternatives: *Product 1*, *Product 2*, *Product 3*, and *None of the displayed products*).

## 4.2. Pre-studies

Two pre-studies were conducted in order to complement existing theory in the process of designing the main study. The first pre-study aimed at deciding which energy drink brands to use in the experiment, as well as to find the most relevant attributes to be rated for the experiment questions. The second pre-study was conducted to make sure that questions were formulated in an understandable manner and to eliminate possible ambiguous messages.

A convenience sample of ten respondents participated in the first pre-study while five respondents participated in the second pre-study. The pre-study sample was considered to be homogenous with the sample population, as all participants were students of Stockholm School of Economics. Subjects for the pre-study did not participate in the main study.

### 4.2.1 Pre-study results

In the first pre-study the subjects were asked to answer which energy drinks they recognized from a list displaying all (to our knowledge) available energy drinks on the Swedish market. Based on the results (Appendix), brands for the experiment were chosen according to the following rationale: Red Bull was first to be excluded, as a brand with 100% brand awareness within their target group (entreprenor.se), an awareness further supported by the results of the pre-study, was expected to have strong previous associations among the respondents of the main study. The strong recognition of Femme Natural Boost, most probably explainable by the fact that the product is developed by previous students of SSE (entreprenor.se), led to the decision to exclude the product, as the pre-study sample is homogenous to the main subjects thus implying that brand associations will be high. Private label brands, such as Lidl Bull and Euroshopper Energy Drink, were excluded due to the fact that these alternatives are commonly associated with low price and quality (Vargas-Hernández and Noruzi, 2011). Among the remaining brands, Burn, Monster and Celsius were chosen for the experiment. Manipulations of the original brand package of the chosen brands were made in Photoshop for usage in scenario two and three.

Further, discussions with the subjects of pre-study one was conducted to examine which flavors are commonly associated with energy drinks. As a base for the discussion, a survey on beer and beer consumption used during a basic level course in marketing at SSE (Andersson, personal communication, 2014-03-28) served as inspiration for developing proposed answering alternatives, further modified based on the responses from the pre-study subjects.

The second pre-study resulted in some minor clarifications of the questions, as well as an introductory sentence for the product display of block three, stating that all displayed products should be assumed to be of the same price.

### 4.3. Collection of data

Since the study does not aim at being generalized for a wider population, but rather to serve as a springboard for further research, a convenience sample was used when collecting data (Bryman and Bell, 2011). The survey was distributed by email to approximately 1000 subjects at Stockholm School of Economics, during the 9<sup>th</sup> and 28<sup>th</sup> of April 2014. The sample consisted of respondents with the same occupation; SSE students of approximately the same age ( $\mu = 22.1$ ;  $\sigma = 2.2$ ) completed the survey, thus the sample can be considered fairly homogenous. In total 125 subjects were part of the study. However, 27 of these were excluded since they had not completed the full survey, leading up to a final number of 98 respondents. 32 subjects were exposed to scenario one (original branded package), 36 subjects were exposed to scenario two (first degree of plain packaging) and 30 subjects were exposed to scenario three (second degree of plain packaging).

### 4.4. Quality of research

Reliability and validity are two common measures of research quality. The concepts are dependent, as a study cannot achieve measurement validity without obtaining reliability. Reliability is the degree to which an assessment tool produces stable and consistent results, whilst validity refers to how well a test measures what it is proposed to measure (Söderlund, 2010). Below, the concepts will be discussed in relation to this thesis.

#### 4.4.1. Reliability

For the results of a study to be reliable, they need to be repeatable (Bryman and Bell, 2011), and ideally, a study should be repeated identically at different points in time (Söderlund, 2010b). This however involves some practical issues, in this case particularly given the time restrictions of the thesis. Certain replicability was however achieved; by incorporating three brands to the study, each respondent repeated the process of rating energy drinks according to their design

version three times, thus strengthening the reliability of the study. Furthermore, two pre-test were conducted before the main survey, strengthening the stability of the measures used in the experiment.

According to the central limit theorem, with a sufficiently large sample size, the observations can be approximated to be distributed according to a normal distribution (Newbold, 2009). As the sample size increases, the distribution will converge closer to a normal distribution; however, according to many statistics  $n \geq 30$  is considered as a sufficiently large sample to assume normal distribution, thus strengthening the statistical reliability of the sample sizes for all three groups of respondents (Esaiaasson, Gilljam, Oscarsson & Wängnerud, 2012).

Calculations of Cronbach's Alpha are commonly associated as a measure of reliability when testing the internal consistency of multiple-item measures (Söderlund, 2010b). Calculations of this form were however not conducted in this study. The type of questions that serve as a basis for the calculations were not considered relevant for the purpose of the study, and thus Cronbach's Alpha was not applicable.

#### 4.4.2. Validity

Two concepts of validity (how well the variables of investigation measure what they actually aim to measure) are internal and external validity. Similar to the relationship between reliability and validity, internal validity is a condition for attaining external validity.

##### *Internal validity*

Internal validity is attained if there is a causal relationship between the dependent and independent variables in a study (Malhotra, 2010), i.e. if the change in the dependent variable is caused solely by a change in the independent variable (Bryman and Bell, 2011). Modifications of previous scientifically tested questions were used in order to construct a stable question base that, at least in previous experiments, indicates that designed measures serve the intended purpose. Moreover, to capture the effect of the independent variable on the dependent variables (our variables of investigation), the survey was designed to expose the respondents in the three subject groups to identical experiments – apart from the change of degree of plain packaging. Thus, we can assume that (potential) differences in effects on the variables of investigation can be directly connected to the respondents' view of the displayed cans. This however brings to question whether customers had previous perceptions of the displayed brand, and to what extent it influenced the results. All three brands of the experiment are present on the geographical market of interest, which might, to some extent, weaken the internal validity. To minimize the effect of previous perceptions on established products, the first pre-study aimed at

mapping out the brand recognition to exclude market leaders, such as Red Bull, as they were expected to evoke stronger previous perceptions than smaller brands. However, it should be noted that the use of existing brands also places the experiment in a natural setting, which offers geological validity (Bryman and Bell, 2011).

Moreover, two scenarios (degrees of plain packaging) were designed with the attempt to shed light at what part of the total plain package modification actually caused the (potential) variation in the dependent variable, thereby strengthening the internal validity. However, it should be noted that the two degrees of plain packaging contained more than one aspect of modification of can designs, and the research therefore reflects how the modifications of each scenario, as a whole, influenced the dependent variables.

### *External validity*

External validity is concerned with the extent to which results from a study can be generalized to other situations (Söderlund, 2010b). The purpose of the thesis was to examine the effects of plain packaging on energy drinks, which limits the study to one product type, weakening the external validity. However, the study contained three brands, giving room for certain generalizability for this geographical energy drink market. The use of a convenience sample and thus not using randomly selected samples for the study is a possible threat for the external validity of the results (Bryman and Bell, 2011). However, as generalization is not the main focus of this thesis, given its scope and time frame, it is suggested that the results are used to provide an indication of how plain packaging affects the brand attitudes and purchase intentions for the energy drinks, to serve as a springboard for further research.

# 5. RESULTS

*In this chapter, the results of the main survey are reported. Descriptive data and overview is presented firstly, followed by analyses of variance of the dependent variables of investigation. Our hypotheses will be tested in accordance to the study's initial purpose; to examine if plain packaging of energy drinks affects the customers' attitudes, perceptions and purchase intentions of the product and brand.*

## 5.1. Summary of data

The main survey that was conducted was accessible between April 9<sup>th</sup> and April 28<sup>th</sup>, 2014, and during that time, 98 complete responses were gathered. In Table 1 below, descriptive data of the survey respondents is summarized.

**Table 1**

*Descriptives of survey respondents*

<b>M = 52 % F = 48 %</b>	<b>Total n=98</b>	<b>Original n=32</b>	<b>Plain 1 n=36</b>	<b>Plain 2 n=30</b>
Mean	22.1	22.2	22.3	21.9
Median	22	22	22	22
Min	18	19	19	18
Max	26	27	28	26

M = Male, F = Female

In addition, survey block 1 gathered general information about the respondents' experience and consumption habits of a number of beverages, including energy drinks. Findings show that 54% (45%) of the respondents have (not) consumed energy drinks in the past three months, and the same distribution report that they will (not) consume energy drinks within the next three months. *Together with alcohol, When studying, At nightclubs* and *At parties* show to be the most frequent situations where energy drinks are consumed, see Diagram 1 in Appendix 1 for complete results. The majority (79%) of respondents consume one energy drink or less each time, and in average that is a few times per year, maximum once per month. 32% are considered as regular consumers of energy drinks; drinking it a few times per months (22.7%), more than once a week (7.2%), or more that 4 times per week (2.1%), see Diagram 2 in Appendix 1 for complete results.

When purchasing energy drinks, respondents were asked to rate the importance of certain attributes, on a scale from 1-5 (1 being "Not important", 5 being "Very important"). Attributes



are ranked after highest (mean) importance in Table 2. Standard deviation for all attributes are ranging between 1.02 and 1.35, and on a scale from 1 to 5, which indicates a rather wide variety of answers. However, *Taste*, *Availability* and *Quality* show to have the biggest importance for respondents when purchasing energy drinks.

**Table 2**

*Importance of attributes when purchasing energy drinks*

n=98							
	$\mu$	$\sigma$	1	2	3	4	5
Taste	3.64	1.24	10.2%	8.2%	14.3%	41.8%	25.5%
Availability	3.47	1.15	9.2%	6.1%	32.7%	32.7%	19.4%
Quality	3.23	1.11	9.2%	13.3%	33.7%	32.7%	11.2%
Affordability	3.17	1.30	14.3%	15.3%	27.6%	24.5%	18.4%
Brand	3.08	1.22	17.3%	11.2%	24.5%	39.8%	7.1%
Low price	2.92	1.33	18.4%	22.4%	22.4%	22.4%	14.3%
Ingredients	2.83	1.35	22.4%	19.4%	24.5%	20.4%	13.3%
Type/package form	2.80	1.24	21.4%	19.4%	22.4%	31.6%	5.1%
Recommendations	2.70	1.25	22.4%	21.4%	26.4%	22.4%	7.1%
Image	2.63	1.14	23.5%	17.3%	33.7%	23.5%	2.0%
Design	2.61	1.20	25.5%	20.4%	22.4%	30.6%	1.0%
Volume	2.41	1.06	23.5%	30.6%	29.6%	14.3%	2.0%
Ads	2.18	1.02	33.7%	24.5%	31.6%	10.2%	0.0%

Note: Scale of 1-5: 1=Not important; 5=Very important

## 5.2. Findings

The data was analyzed in SPSS by one-way-ANOVA tests, where the mean for the dependent variables was compared between the control group (Original) and the two test groups (Plain 1 and Plain 2). This was done for all questions and brands (Monster, Burn and Celsius) accordingly. With a Tamhane's T2 post hoc test, differences between each pair of means between groups have been considered as significant for cases of alpha levels of .05 or below. Additional Crosstabs and Paired Sample T-tests were performed to further examine the data.

### 5.2.1. Perceptions of product

Table 3, 4 and 5 show the results of survey question 7, “Looking at the can, the product/brand seems to be...”, for Monster, Burn and Celsius respectively. Although some differences can be seen, only a few are considered to be of significant differences between groups.

**Table 3**

*Analysis of variance: Ratings of Monster Original compared to Monster Plain 1 and Monster Plain 2*  
Perceptions of product and brand

	<b>Monster Original</b> n=32		<b>Monster Plain 1</b> n=36		<b>Monster Plain 2</b> n=30		<b>Monster Total</b> n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
A beverage that goes well with alcohol beverages	2.63	1.13	2.81	1.24	2.70	1.24	2.71	1.19
A beverage to relax with	1.16 <sub>a,b</sub>	0.45	1.56 <sub>a</sub>	0.77	1.53 <sub>b</sub>	0.68	1.42	0.67
A beverage that goes well with food	1.16 <sub>a</sub>	0.37	1.39	0.65	1.60 <sub>a</sub>	0.72	1.38	0.62
An expensive/exclusive brand	1.81	0.82	2.31	1.09	2.03	0.85	2.06	0.95
An affordable brand	2.53	1.14	2.75	0.87	2.50	0.90	2.60	0.97
Something I could buy	1.88	0.94	2.08	0.94	2.27	1.14	2.07	1.01
Something I want to try	1.94	0.98	2.06	0.89	2.47	1.14	2.14	1.02
Targeted to mature customers	1.66	0.90	1.92	0.81	1.93	1.05	1.84	0.92
Targeted to those interested in sports	1.84	0.99	2.36	1.13	2.13	0.97	2.12	1.05
Targeted to students	2.78	1.26	2.81	0.98	2.90	0.96	2.83	1.07
Targeted to young customers	4.19	0.93	3.86	1.20	3.57	1.28	3.88	1.16
Having a specific target group	3.66 <sub>a</sub>	1.04	3.28	0.97	2.90 <sub>a</sub>	1.35	3.29	1.15
Targeted to health-conscious	1.38	0.61	1.64	0.80	1.53	0.82	1.52	0.75
Something I like	2.19	0.78	2.42	0.87	2.40	0.81	2.34	0.82

Note: Means in the same row that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

For Monster, *A beverage to relax with* (diff = -0.40;  $p = 0.032$  for Original and Plain 1; diff = -0.37;  $p = 0.040$  for Original and Plain 2), *A beverage that goes well with food* (diff = -0.44;  $p = 0.013$  for Original and Plain 2), and *Having a specific target group* (diff = 0.76;  $p = 0.050$  for Original and Plain 2), were attributes showing significant differences in mean ratings. Noteworthy is also that means for *Something I could buy*, *Something I want to try*, and *Something I like* all increased with gradually more generic packaging, though not significantly.

Analyzing the results on the same questions for the brand Burn, similar results are found as for Monster. Perceptions of product and brand are rated more neutral (close to 3) for the generic can versions, as compared to the original. Significant mean differences between groups were however only seen for the variables *Targeted to young customers* (diff = 0.72;  $p = 0.007$  for Original and Plain 1), and *Targeted to health-conscious* (diff = -0.6;  $p = 0.018$  for Original and Plain 1). As in the case for Monster, the variables *Something I could buy*, *Something I want to try*, and *Something I like* were all rated more positively with more generic can designs.

**Table 4**

*Analysis of variance: Ratings of Burn Original compared to Burn Plain 1 and Burn Plain 2*

Perceptions of product and brand

	<u>Burn Original</u>		<u>Burn Plain 1</u>		<u>Burn Plain 2</u>		<u>Burn Total</u>	
	n=32		n=36		n=30		n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
A beverage that goes well with alcohol beverages	3.13	1.07	3.03	1.28	3.17	1.34	3.10	1.22
A beverage to relax with	1.41	0.71	1.72	0.85	1.60	0.77	1.58	0.79
A beverage that goes well with food	1.47	0.62	1.64	0.87	1.53	0.73	1.55	0.75
An expensive/exclusive brand	2.41	1.19	2.92	1.11	2.30	1.09	2.56	1.15
An affordable brand	2.63	0.94	2.83	0.78	2.63	0.89	2.70	0.86
Something I could buy	2.44	1.27	2.61	1.20	2.67	1.12	2.57	1.19
Something I want to try	2.16	1.11	2.33	1.17	2.40	1.19	2.30	1.15
Targeted to mature customers	2.03	0.97	2.56	1.05	2.50	1.11	2.37	1.06
Targeted to those interested in sports	2.41	0.98	2.64	1.13	2.07	1.05	2.39	1.07
Targeted to students	3.00	1.08	2.81	0.95	2.77	1.04	2.86	1.02
Targeted to young customers	3.97 <sub>a</sub>	0.86	3.25 <sub>a</sub>	1.00	3.40	1.22	3.53	1.07
Having a specific target group	2.88	1.04	2.81	1.04	2.77	1.31	2.82	1.12
Targeted to health-conscious	1.59 <sub>a</sub>	0.76	2.19 <sub>a</sub>	0.98	1.77	0.77	1.87	0.88
Something I like	2.66	0.87	2.75	0.97	2.63	0.85	2.68	0.89

Note: Means in the same row that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

**Table 5**

*Analysis of variance: Ratings of Celsius Original compared to Celsius Plain 1 and Celsius Plain 2*

Perceptions of product and brand

	<u>Celsius Original</u>		<u>Celsius Plain 1</u>		<u>Celsius Plain 2</u>		<u>Celsius Total</u>	
	n=32		n=36		n=30		n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
A beverage that goes well with alcohol beverages	2.22	1.13	2.31	1.06	2.47	1.36	2.33	1.17
A beverage to relax with	2.19	1.00	1.75	0.84	1.97	1.03	1.96	0.96
A beverage that goes well with food	2.03	1.03	1.69	0.95	1.77	0.82	1.83	0.94
An expensive/exclusive brand	2.56	1.22	2.56	1.18	2.47	1.25	2.53	1.20
An affordable brand	2.88	1.01	2.58	0.94	2.73	0.94	2.72	0.96
Something I could buy	2.78 <sub>a</sub>	1.26	2.06 <sub>a</sub>	1.04	2.40	1.22	2.40	1.20
Something I want to try	3.06 <sub>a</sub>	1.19	2.11 <sub>a</sub>	1.04	2.37	1.22	2.50	1.20
Targeted to mature customers	3.00	1.11	2.83	1.11	2.57	1.17	2.81	1.13
Targeted to those interested in sports	2.88	1.10	2.56	1.11	2.63	1.38	2.68	1.19
Targeted to students	2.81	0.90	2.50	0.78	2.50	0.94	2.60	0.87
Targeted to young customers	3.13	1.01	2.94	1.07	3.03	1.19	3.03	1.08
Having a specific target group	2.91	1.00	2.67	1.12	2.73	1.20	2.77	1.10
Targeted to health-conscious	3.28 <sub>a</sub>	1.40	2.83	1.30	2.40 <sub>a</sub>	1.28	2.85	1.36
Something I like	2.88	0.94	2.56	0.94	2.70	1.02	2.70	0.97

Note: Means in the same row that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

The results for Celsius display slightly different results compared to Monster and Burn; the original version of the can show higher (more neutral) mean ratings of all variables, compared to Plain 1 and Plain 2. Only the variable *A beverage that goes well with alcohol beverages* rate higher for generic can versions than in the control group. Significant mean differences between groups were only found for the variables *Something I could try* (diff = 0.72; p = 0.038, for Original and Plain 1), *Something I want to try* (diff = 0.95; p = 0.003, for Original and Plain 1), and *Targeted to health-conscious* (diff = 0.88; p = 0.035, for Original and Plain 2).

In general, as branding and colors of the cans were progressively removed (Plain 1 and Plain 2), results for Monster and Burn show mean ratings of variables becoming less extreme, indicating more neutral opinions. Exceptions to this, in the case of Monster, are the attributes *Targeted to young customers* and *Having a specific target group*, which show higher (closer to 3) mean ratings in the Original version, compared to Plain 1 and Plain 2. For Burn, this applies for the same variables, with the addition of *Targeted to students*. Results for Celsius however show the opposite, where the original version displays higher mean ratings (closer to 3), than for Plain 1 and Plain 2, with only one exception, mentioned above. The standard deviation for all brands and dependent variables are in general slightly higher for the experimental groups, compared to the control group, indicating a wider spread of ratings for scenarios with more generic cans.

The results from all brands taken together imply that there is no support for H1, *Differences in perceptions of the shown product and brand will be smaller with higher degree of generic packaging*, as results do not show enough statistically significant differences.

### 5.2.2. Perceived attributes of typical user

Mean ratings scores of perceived attributes of typical user are displayed in Table 6, Table 7 and Table 8, for Monster, Burn and Celsius separately. Overall, results differ little between different can conditions; i.e. the control group viewing the original can, and the two experimental groups, viewing gradually more generic can designs. Significant mean differences between groups are found for Monster for the dependent variables, attributes for a typical user, *High end* (diff = -0.81; p < 0.000, for Original and Plain 1), *Interested in sports*, (diff = -0.66; p = 0.03, for Original and Plain 1), and *Trendy* (diff = -0.7; p = 0.004, for Original and Plain 1).

For Burn and Celsius, no significant mean differences for perceived attributes of typical user were found between groups.

With no statistically significant mean differences between groups, the hypothesis H2, *Differences in perceived attributes of a typical user of the shown product will be smaller with higher degree of generic packaging*, are thus not empirically supported.

**Table 6**

*Analysis of variance: Ratings of Monster Original compared to Monster Plain 1 and Monster Plain 2*  
 Perceived attributes of typical user

	<b>Monster Original</b>		<b>Monster Plain 1</b>		<b>Monster Plain 2</b>		<b>Monster Total</b>	
	n=32		n=36		n=30		n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Old	1.34	0.60	1.61	0.96	1.43	0.73	1.47	0.79
Health conscious	1.31	0.47	1.72	0.88	1.60	0.81	1.55	0.76
High end	1.38 <sub>a</sub>	0.55	2.19 <sub>a</sub>	0.92	1.87	1.01	1.83	0.91
Feminine	1.56	0.72	1.89	0.98	1.93	0.94	1.80	0.90
Low end	3.66	1.07	3.25	0.77	3.27	1.08	3.39	0.98
Masculine	3.44	1.22	3.56	1.08	3.50	1.14	3.50	1.13
Unconfident	2.75	0.88	2.92	1.00	2.63	1.22	2.78	1.03
Not trendy	2.91	1.17	2.86	0.83	2.63	1.16	2.81	1.05
Confident	2.44	0.91	2.64	1.10	2.77	0.86	2.61	0.97
Interested in sports	1.78 <sub>a</sub>	0.91	2.44 <sub>a</sub>	1.16	2.10	1.00	2.12	1.06
Trendy	1.88 <sub>a</sub>	0.79	2.58 <sub>a</sub>	0.97	2.37	1.10	2.29	1.00
Young	4.25	0.98	3.75	1.11	3.90	0.96	3.96	1.04

Note: Means in the same row that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

**Table 7**

*Analysis of variance: Ratings of Burn Original compared to Burn Plain 1 and Burn Plain 2*  
 Perceived attributes of typical user

	<b>Burn Original</b>		<b>Burn Plain 1</b>		<b>Burn Plain 2</b>		<b>Burn Total</b>	
	n=32		n=36		n=30		n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Old	1.53	0.67	1.86	0.80	1.83	0.95	1.74	0.82
Health conscious	1.69	0.82	2.00	0.89	1.80	0.85	1.84	0.86
High end	2.16	0.95	2.44	0.88	2.03	0.93	2.22	0.93
Feminine	2.09	0.69	2.28	0.85	2.23	0.94	2.20	0.82
Low end	2.94	1.24	2.36	0.80	2.50	1.20	2.59	1.10
Masculine	3.44	1.05	3.22	0.90	3.43	1.14	3.36	1.02
Unconfident	2.25	1.08	2.25	0.84	2.27	0.94	2.26	0.95
Not trendy	2.53	1.11	2.36	0.87	2.43	1.04	2.44	1.00
Confident	2.88	0.94	2.78	1.10	2.50	0.97	2.72	1.01
Interested in sports	2.38	0.94	2.56	1.16	2.23	1.07	2.40	1.06
Trendy	2.66	1.00	2.94	1.15	2.53	1.14	2.72	1.10
Young	3.75	1.11	3.67	1.07	3.47	1.10	3.63	1.09

**Table 8**

Analysis of variance: Ratings of Celsius Original compared to Celsius Plain 1 and Celsius Plain 2  
Perceived attributes of typical user

	Celsius Original n=32		Celsius Plain 1 n=36		Celsius Plain 2 n=30		Celsius Total n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Old	2.34	1.04	2.08	0.91	1.80	0.71	2.08	0.92
Health conscious	3.13	1.29	2.61	1.13	2.33	1.30	2.69	1.26
High end	2.50	1.16	2.36	1.07	2.30	1.12	2.39	1.11
Feminine	3.22	1.13	2.83	1.16	2.57	1.10	2.88	1.15
Low end	2.47	0.92	2.58	1.25	2.67	1.21	2.57	1.13
Masculine	2.44	0.88	2.39	0.90	2.77	1.19	2.52	1.00
Unconfident	2.66	0.87	2.72	1.06	2.37	1.16	2.59	1.03
Not trendy	2.28	0.89	2.44	1.16	2.20	1.00	2.32	1.02
Confident	2.84	1.02	2.64	0.96	2.63	1.03	2.70	1.00
Interested in sports	3.28	1.25	2.89	1.12	2.70	1.34	2.96	1.24
Trendy	2.97	1.00	2.89	0.95	2.97	1.10	2.94	1.00
Young	3.25	1.11	3.28	0.88	3.50	0.94	3.34	0.97

### 5.2.3. Expectations and perceptions of product taste

In Table 9, Table 10, and Table 11 below, mean rating scores of respondents' expectations and perceptions of the shown products' taste are shown. Respondents generally rate perceived tastes as more neutral (close to 3), looking at Monster and Burn. Monster is perceived as slightly more cheap-tasting in the original version, and slightly more fresh and quenching in the more generic can designs, but no mean difference show to be significant. Burn is perceived as the least cheap-tasting in the original version, but the only significant mean difference for the brand Burn is found for the attribute *Brisk* (diff = 0.76;  $p = 0.044$ ; for Original and Plain 2), where the Plain 2 version score the lowest mean rating amongst the three brands.

Celsius show higher mean ratings for tastes in the control group, compared to the two groups shown gradually more generic can designs. Most noteworthy is however the mean differences of *Fresh* (diff = 0.7;  $p = 0.038$ , for Original and Plain 2), *Fruity* (diff = 0.8;  $p = 0.005$ , for Original and Plain 1; and diff = 1.49;  $p < 0.000$ , for Original and Plain 2), and *Sweet* (diff = 0.85;  $p = 0.017$ , for Original and Plain 2), where p-value is below .05 and thus significant.

Since no overall significant support was found for the mean differences between the control group and the two experimental groups, H3, *Differences in expectations of the product's taste will be smaller with higher degree of generic packaging*, cannot be supported. Although the specific case of Celsius indicate slightly more support for the hypothesis.

**Table 9**

*Analysis of variance: Ratings of Monster Original compared to Monster Plain 1 and Monster Plain 2*  
 Expectations and perceptions of product taste

	<b>Monster Original</b> n=32		<b>Monster Plain 1</b> n=36		<b>Monster Plain 2</b> n=30		<b>Monster Total</b> n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Cheap	3.34	1.13	3.11	1.24	3.17	1.12	3.20	1.16
Exclusive	1.69	0.69	2.22	1.10	1.97	0.85	1.97	0.93
Fresh	2.16	0.99	2.56	1.00	2.47	1.01	2.40	1.00
Fruity	2.25	1.22	2.33	0.99	2.27	1.02	2.29	1.07
Sour	2.84	1.19	2.89	1.04	2.53	1.07	2.77	1.10
Sweet	3.22	1.18	3.03	1.21	3.07	1.36	3.10	1.24
Quenching	2.09	1.06	2.50	0.88	2.57	0.86	2.39	0.95
Brisk	3.28	1.30	3.36	1.07	3.30	1.12	3.32	1.15

**Table 10**

*Analysis of variance: Ratings of Burn Original compared to Burn Plain 1 and Burn Plain 2*  
 Expectations and perceptions of product taste

	<b>Burn Original</b> n=32		<b>Burn Plain 1</b> n=36		<b>Burn Plain 2</b> n=30		<b>Burn Total</b> n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Cheap	2.63	1.07	2.69	1.09	3.13	1.17	2.81	1.12
Exclusive	2.53	1.11	2.53	1.13	2.47	1.07	2.51	1.10
Fresh	2.44	1.05	2.89	1.04	2.43	1.01	2.60	1.04
Fruity	2.09	1.03	2.25	0.94	2.07	0.98	2.14	0.97
Sour	2.66	1.10	2.78	1.02	3.03	1.16	2.82	1.09
Sweet	2.84	1.22	2.94	1.04	2.90	1.19	2.90	1.14
Quenching	2.69	0.93	2.58	1.05	2.53	1.04	2.60	1.00
Brisk	3.66 <sub>a</sub>	1.15	3.39	1.02	2.90 <sub>a</sub>	1.21	3.33	1.16

Note: Means in the same row that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

**Table 11**

*Analysis of variance: Ratings of Celsius Original compared to Celsius Plain 1 and Celsius Plain 2*  
 Expectations and perceptions of product taste

	<b>Celsius Original</b> n=32		<b>Celsius Plain 1</b> n=36		<b>Celsius Plain 2</b> n=30		<b>Celsius Total</b> n=98	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Cheap	2.94	1.13	2.75	1.27	2.90	1.37	2.86	1.25
Exclusive	2.63	1.13	2.50	1.08	2.37	1.10	2.50	1.10
Fresh	3.53 <sub>a</sub>	1.02	3.14	0.99	2.83 <sub>a</sub>	1.12	3.17	1.07
Fruity	4.19 <sub>a,b</sub>	0.90	3.39 <sub>a</sub>	1.10	2.70 <sub>b</sub>	1.32	3.44	1.25
Sour	3.13	1.07	2.86	1.10	2.90	1.13	2.96	1.09
Sweet	3.75 <sub>a</sub>	1.05	3.33	1.17	2.90 <sub>a</sub>	1.27	3.34	1.20
Quenching	3.06	0.84	2.86	1.02	2.77	1.07	2.90	0.98
Brisk	3.63	1.10	3.08	1.05	3.13	1.11	3.28	1.10

Note: Means in the same row that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

### 5.3.4. Attitudes towards brand

To test respondents' attitudes towards the shown brand, and compare results between groups and brands, additional Paired Sample T-tests were done for the dependent variables *Something I would like to try*, *Something I could buy* (both included in the question "Perceptions of product and brand" discussed above), and *What do you think about the product?*. (Note: The last question, displayed in Table 13, has been included in the presented results in earlier mentioned part, as the variable *Something I like*). The results are shown below in Table 13, 14 and 15.

**Table 13**

*Paired Samples T-Test: Ratings of attitudes towards brand between brands and groups*  
*What do you think about this product?*

	Original n=32		Plain 1 n=36		Plain 2 n=30	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Monster	2.19 <sub>a,b</sub>	0.78	2.42 <sub>a</sub>	0.87	2.40	0.81
Burn	2.66 <sub>a</sub>	0.87	2.75 <sub>a</sub>	0.97	2.63	0.85
Celsius	2.88 <sub>b</sub>	0.94	2.56	0.94	2.70	1.02

Note: Means in the same column that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

Note: Scale from 1-5; 1 = Very bad; 5 = Very good

**Table 14**

*Paired Samples T-Test: Ratings of attitudes towards brand between brands and groups*  
*The product seems like something I would like to try*

	Original n=32		Plain 1 n=36		Plain 2 n=30	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Burn	2.16 <sub>b</sub>	1.11	2.33 <sub>a</sub>	1.17	2.40	1.19
Monster	1.94 <sub>a</sub>	0.98	2.06 <sub>a</sub>	0.89	2.47	1.14
Celsius	3.06 <sub>a,b</sub>	1.19	2.11	1.04	2.37	1.22

Note: Means in the same column that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

Note: Scale from 1-5; 1 = Strongly disagree; 5 = Strongly agree

**Table 15**

*Paired Samples T-Test: Ratings of attitudes towards brand between brands and groups*  
*The product seems like something I could buy*

	Original n=32		Plain 1 n=36		Plain 2 n=30	
	$\mu$	$\sigma$	$\mu$	$\sigma$	$\mu$	$\sigma$
Burn	2.44 <sub>a</sub>	1.27	2.61 <sub>a,b</sub>	1.20	2.67 <sub>a</sub>	1.12
Monster	1.88 <sub>a,b</sub>	0.94	2.08 <sub>a</sub>	0.94	2.27 <sub>a</sub>	1.14
Celsius	2.78 <sub>b</sub>	1.26	2.06 <sub>b</sub>	1.04	2.40	1.22

Note: Means in the same column that share subscripts differ at  $p < .05$ . Means without subscripts differ at  $p > .05$ .

Note: Scale from 1-5; 1 = Strongly disagree; 5 = Strongly agree



As seen in Table 13, 14 and 15, significant mean differences (p-value below 0.05) are more frequently recurring between brands in the control group, the original version, compared to groups shown gradually more generic can designs.

The findings support the hypothesis regarding brand attitude, and therefore, H4, *Differences in attitudes towards brand will be smaller with higher degree of generic packaging*, cannot be rejected.

### 5.3.5. Purchase intention

Touching upon purchase intentions, respondents were first asked to choose between the three brands presented in the survey, and in the following question a fourth choice was given – to not choose any of the three displayed brands. Results are shown in Table 16 (three brand choices) and Table 17 (four choices), below.

**Table 16**

*Crosstabs of purchase intentions between groups*

	<b>Original</b> n=32	<b>Plain 1</b> n=36	<b>Plain 2</b> n=30
Burn	25.0%	38.9%	30.0%
Monster	6.3%	13.9%	13.3%
Celsius	68.8%	47.2%	56.7%

**Table 17**

*Crosstabs of purchase intentions between groups*

	<b>Original</b> n=32	<b>Plain 1</b> n=36	<b>Plain 2</b> n=30
Burn	3.1%	19.4%	13.3%
Monster	0.0%	5.6%	3.3%
Celsius	12.5%	8.3%	20.0%
None	84.4%	66.7%	63.3%

Results indicate that within the control group, when shown the original can design, one brand (Celsius) stands out as a first choice for the majority of the respondents (68.8%), while another (Monster) is only chosen by 6% of the respondents. The second scenario, Plain 1, show more evenly spread results, while the third scenario, Plain 2 where cans are the most generic, show results somewhere in between Original and Plain 1's.

When given the fourth choice, to not pick any of the brands – and thus choose another drink or brand, the results change compared to when only having three choices. Comparing the groups, Original, Plain 1 and Plain 2, show similar results as the previous question; brand choices are more evenly spread out with generic can design, compared to original. Noteworthy, however, is that fewer respondents pick “None” in the groups shown a gradually more generic can design than the control group. This indicates that even though brand preferences change with increasingly generic can design, purchase intention does not. Moreover, looking back at Table 15, *This product seems like something I could buy*, mean ratings between the three design versions are found to increase for Burn and Monster with gradually more plain designs.

Therefore, H5, *Higher degrees of generic packaging will decrease purchase intention*, is not supported.

#### 5.3.6. Other findings

As initially planned, to see the results on a variable level and comparing them between Original, Plain 1 and Plain 2, with no attention to brand, new variables were computed. However, as the individual results on variable level for each brand separately do not show statistically significant differences, similar results were displayed for the computed variables; no significant results were shown between Original, Plain 1 and Plain 2 with all three brands grouped together.

Ratings of the variable of investigation *Attitude towards product/brand* (i.e. *Something I like, Something I want to try, Something I could buy*, and *What do you think about this product?* Scale from 1-5, 1 = I do not agree/Very bad; 5 = I agree/Very good) was also analyzed and compared on the basis of regular and non-regular consumers of energy drinks (grouped based on respondents' answers from question 1,2 and 4). Statistically significant results were not found between groups, neither sexes, nor brands.

### 5.3. Summary of findings

The findings show no overall effect of plain can design, since little statistically significant mean differences between groups were found. The three main variables of investigation were thus not supported. Empirical support was however found to support the hypothesis of brand attitude changing within the groups. Generic can design implied purchase intention to increase, and the last hypothesis was thus rejected. An overview of the outcome is displayed below:

	Hypothesis	Outcome
H1	Differences in perceptions of shown product will be smaller with higher degree of generic packaging	Not supported
H2	Differences in perceived attributes of a typical user of the shown product will be smaller with higher degree of generic packaging	Not supported
H3	Differences in expectations of the product's taste will be smaller with higher degree of generic packaging	(Partially) not supported
H4	Differences in attitudes towards brand will be smaller with higher degree of generic packaging	Supported
H5	Higher degrees of generic packaging will decrease purchase intention	Rejected

# 6. DISCUSSION

*This chapter will discuss and analyze the hypotheses and findings from previous chapters together with theory and prior research presented earlier, and along with the study's purpose and initial research questions.*

The thesis's main research question was derived from the study's initial purpose – to examine and gain knowledge about how generic design of energy drink cans affects the customers' attitudes and perceptions of the product and brand:

*Is there a difference on the customers' attitudes and perceptions of energy drink products (or brands), when seen in different levels of plain packaging?*

Overall, the results show that no statistically significant support is found for the research question; attitudes and perceptions of the product do not differ between the original can and gradually more generic can designs. Product perceptions, attributes of typical user and expectations of taste were the three key variables of investigation, and no general effect was documented for the parameters. Potential change in purchase intention was also examined, with the original hypothesis of purchase intention decreasing with higher degrees of plain product packaging. The hypothesis was however rejected, as results indicate the opposite. Empirically supported though, was the hypothesis of brand attitude changing between brands according to the level of generic can design.

With the study's purpose and research question in mind, we aim to discuss and reason the findings reported from the main study, along with main conclusions from the review of earlier research in the area. Following discussion is below structured based on two main areas by the devised hypotheses for the study.

## 6.1. Effects on product perception, attributes of typical user and taste expectations

The field of research on branding and product packaging is wide, including many aspects of the importance and implications of brand and packaging strategies. Although the review of prior research in this study resulted in five hypotheses, little empirical evidence was found to support them.

Customer perceptions on product, initially believed to show smaller differences in results on cans with gradually more generic design, was found to not differ based on the design version exposed to the respondent. On the 14 tested variables on product perception, significant differences of mean ratings were only found for three in Monster and Celsius, and two in Burn. The original can design version of Monster was rated significantly lower in terms of *A beverage to relax with* and *A beverage that goes well with food*, and significantly higher than plainer versions to be *a product having a specific target group*; results implying that the original design of the can had an impact of how the subjects interpreted the product's positioning. This is in accordance to theory suggesting packaging to be one of the sources affecting product attributes and associations, formed and held in the customer's mind (Keller, 1995). Accordingly, Burn was rated significantly higher to be a product *targeted to young customers*, and less *targeted to health-conscious* in the original can design version, compared to more generic ones. In the case for Celsius, the opposite was found; respondents believed the original version to be significantly more *targeted to health-conscious* than the generic versions. Looking at the brands original positioning and target customer in reality, the results are not surprising. Celsius, being marketed as an energy drink increasing exercise performance and burning calories, lost the communication of this image when the can was stripped by its color and logo ( $\mu = 3.28$  vs.  $\mu = 2.40$ ). Monster on the other hand, even if marketed to extreme sport athletes, has a "rougher" look to it, with its black background and burning fire logo. With a neutral aluminum color background, customers perceived the product to be more targeted to health-conscious ( $\mu = 1.59$  vs.  $\mu = 2.19$ ). These findings are in line with theory that suggests that precise design elements do have associations to concrete positioning strategies within consumers' minds (Ampuero & Vila, 2006). The fact that our results show a two-way tendency of positioning being associated with graphical elements, where Celsius lost its communication by removing elements that are associated with their position, while Monster gained associations that are not in line with their positioning strategy, further strengthens the research by Ampuero and Vila (2006), that suggests that consumers can reflect a company's marketing and positioning strategies.

Looking at perceptions of typical user, where the hypothesis was similar to the previous one, it was believed that a typical user of the product would be less prominent in the respondent's mind, resulting in more neutral mean ratings for plainer can versions. However, we did not find any support for the hypothesis in the results. 12 user attributes were tested, but only the brand Monster showed significant mean differences between groups for three of them. Subjects rated the typical user of the original version to be less *high-end* ( $\mu = 1.38$  vs.  $\mu = 2.19$ ), *interested in sports* ( $\mu = 1.78$  vs.  $\mu = 2.44$ ), and *trendy* ( $\mu = 1.88$  vs.  $\mu = 2.58$ ). That difference exist, and were expected, is in line with theory, proposing that customers will form attribute associations towards a brand, its typical users and usage by the image the brand communicates (e.g. through

logo or packaging) (Keller, 1993). However, as no effects on attributes of typical user were significant between different can design versions for the two other brands, and as only insufficient differences for Monster was found, the hypothesis was overall not supported. Various research states that packages communicate messages that allow consumers to differentiate between and identify with brands (Scheffels and Lund, 2013), define connections with specific groups and define social attributes and standings (Hoek et al., 2012) and thus our findings are not in line with any of the presented research. We have speculated that a plausible explanation for this deviation from theory might be that strong inherent attitudes, associations and perceptions towards the examined brands exist among the respondents. These inherent opinions might have served as reference points for the respondents when examining the packages and thus affected the results in the sense that the opinions did not change although graphical attributes that are associated with the brands were removed. Brand associations do however change over time and it can therefore be argued that our findings reflect a short-term result of introducing plain packaging, which will be further discussed below.

Expectation and perception of product taste was the third key variable tested in the study. In consistency with theory and earlier discussed hypotheses, it was expected that differences in the expectations of taste would be smaller with higher degrees of plain packaging. The study however failed to uphold any effects between the groups, showing no overall statistically significant differences caused by the can design. Three significant differences were found, all for the brand Celsius. In the original version, the drink was perceived as the most *fresh* ( $\mu = 3.53$  vs.  $\mu = 2.83$ ), *fruity* ( $\mu = 4.19$  vs.  $\mu = 2.70$ ) and *sweet* ( $\mu = 3.75$  vs.  $\mu = 2.90$ ) tasting of the three. Why such differences can be found for these variables on Celsius are most probably explained by two factors; the orange background color in the original design, and the logo including the word “Apelsin” (=“Orange”). Having the color and taste descriptive word removed in the plainer can versions, taste perceptions (in terms of fresh, fruity and sweet) were affected. These findings are further supported by the research of Scheffels and Lund (2013) that presents descriptors on package design as an important aspect to perceptions of taste. Packaging that has stated flavor additives (as in the case for Celsius), descriptive inferences to flavor (Scheffels & Lund, 2013), or packaging cues such as color (orange background color) that provide sensory perceptions of taste, will infer the consumer to what taste may be expected from a product in a specific packaging (Wakefield, 2008). An ample amount of blind tests of beverages or food, branded and unbranded, also illustrate the importance of the customer seeing the product packaging and/or identifying the brand when evaluating the taste. That this was not supported in our findings is therefore rather surprising. Reasons could be the limitations of the design and method of the study; only seeing the product on a picture, and not being able to see or feel it in reality, may affect the subjects’ ability to accurately evaluate the brands.

Though specific cases of statistically significant differences in mean ratings supporting theory were found, the overall results did not show to support the stated hypotheses. We believe that there are several reasons for this. In actual implementation of plain package regulations, it could be plausible that brand associations and perceptions from former packaging, and other marketing attempts, are so strong that removing graphical elements from packaging won't make a difference to consumers' perceptions in the early phases. This, as they still have strong associations and memories about brand personality that they reflect upon, seeing past the new package design. As discussed above, results from research in this field might therefore be viewed as a short-term effect of consumer perceptions and attitudes. However, as plain packaging becomes the standard, gradually erasing previous associations and memories with time, it is likely that other aspects will play a more important role in the consumers' purchase decision processes. Factors such as price or previous experience might be the only determinants for point of purchase decisions. Thus, in the long-term effects of possible plain packaging implementation, more accurate findings of the effects on associations about the brand, perceptions of taste and associations regarding typical attributes of users can be evidenced.

Further, it should be noted that our findings are based on self-reported behavior that can be overestimated from the side of the respondents, and can therefore not be assumed to translate into actual behavior. Since our experiment is an unrealistic scenario to the respondents (plain packaging on energy drinks is not implemented) their reactions to (the picture of) the unbranded and generic packages might not be relevant for what their actual behaviors would be, in case of setting plain packages as a standard. Lastly, the minimalist design, an up-to-the-minute trend that currently impregnates all forms of design (Spyrestudios), might influence respondents to rate packages with less graphical components more positively, making the removal of graphical elements a very modern and thus appreciated statement in itself. Higher degrees of plain packaging could in that sense have opposite outcomes than the expected; plainer more minimalistic packages might evoke more positive associations and reflect trendy design statements.

It should further be stated that a sizeable difference between the design of our study and the designs of the studies regarding plain packaging on tobacco products are the pictorial health warnings. In the delimitations of this Bachelor thesis it was decided to exclude health warnings as the purpose of the study was to examine the concept of plain packaging out of a branding perspective. Some research argues, as the studies by Germain et al. (2009), Wakefield et al. (2008) and Scheffels and Lund (2013), whom all incorporate health warnings to their experiments, that health warnings increase in salience with higher degrees of plain packaging. Since health warnings are incorporated to all degrees of plain packaging in the conducted

experiments, the effects of the health warnings per se can thus not be isolated. The results of these studies are therefore not directly comparable to our findings.

## 6.2. Effects on brand attitude and purchase intention

The only hypothesis supported by the study's findings was the one concerning the effects of generic packaging on brand attitude between brands. Differences in mean ratings for questions regarding the respondents' attitude towards the brand were statistically significant between the three brands in the original can designs. In the two versions of gradually more generic can designs, the two experimental groups rated the brands within the same design version more alike. Within Plain 2 – the most generic can design version – only one significant mean difference is found (between Monster and Burn, for the question *The product seems like something I could buy*), while in the Original version there are significant differences between all brands for all three questions. This implies that without strong brand cues, like color and logos displayed at the cans, respondents fail to either recognize the brand, or don't develop positive feelings related to it. Akin to findings from blind test studies, as Allison and Uhl's (1964) and Robinson et al.'s (2007), the customer being able to identify or recognize the brand is of high importance for the attitudes towards it. The findings are further supported by the research by Scheffels and Lund (2013), presenting packaging cues as essential in the branding process for communicating messages. These messages allow consumers to differentiate between brands, while increased degrees of plain packaging moreover are found to undermine aspirational connotations and thereby diminish the cachet that brand insignia creates (Hoek et al., 2012).

Coloring, logos and package design are important tools for brand differentiation in store (Underwood & Klein, 2002; Underwood, 2003), and removing these elements in more generic design versions decreases the differentiation between the brands. In turn, as the results show, leading to respondents showing more ambiguous opinions between the brands. One implication of lower differentiation is increased competition, which could affect the product in two ways: (1) more intense price competition due to the lower differentiation possibilities, with the risk of lower quality levels as a result; or (2) higher general quality levels, due to competition on other parameters than brand identity and design. Since switching costs in the food and drinks energy typically are low, customer satisfaction is in such industries of significant importance (Forell, 1992; Söderlund, 2010a; Ranaweera & Prabhu, 2003). In the case for energy drinks, customers could therefore easily switch to other brands if not satisfied by a certain brand. However, with more generic can designs, different brands can be hard to differentiate for the customer – with the result of sticking to a certain brand, due to either lack of knowledge of other brands, or impossibility to recognize them; a form of brand loyalty, not necessarily chosen by the customer.



Supporting this is the results of the question to purchase intentions for the product and brand. Worth to mention is however that this study's results are only an indication on intentions; purchase intention was not the focus area of the study, and consequently only two questions was relating to it. Still, the hypothesis was that with higher levels of generic packaging, customers would not feel attracted to the brand or product, and thus refrain from buying. This suggestion is one of the main arguments in favor of plain packaging regulation of tobacco products (Germain et al., 2009; Scheffels & Lund, 2013), as plain packaging is proposed to decrease pack attractiveness and thus consumption (WHO, 2013). However, as this study's results show, lower differentiation between brands did not decrease purchase intention, rather the opposite. When being shown the three cans together (earlier rated separately in the survey) and asked to choose between them, 84.4% of respondents in the Original version chose the forth alternative, "None, I would chose another product". For the respondents being shown the gradually more generic can versions, the same number was 66.7% and 63.3% for Plain 1 version and Plain 2 version respectively. Generalizing, this means that 25% of those choosing "None" in the original version, chose one of the three brands in the Plain 2 version. Moreover, looking at Table 15, *This product seems like something I could buy*, additional supporting results are revealed. The mean ratings show higher purchase intention for Celsius in the original version, than for the plainer versions, however, results for Burn and Moster show the opposite; both Plain 1 and Plain 2 display higher mean ratings with gradually more plain can design (without necessarily increasing standard deviation). This implies that generic product packaging increases differentiation to a point where customers are more indifferent of which brand they choose, and thus not necessarily affecting purchase intention negatively. Further it can be discussed whether the associations that original packages evoke, remind the respondents that the brand they typically consume is not among the presented ones. As for why an increasing number of respondents stated that they would choose another product (than the presented) when being shown the originally branded cans. Thus, seeing competitor brands in their original packages might be more effective in reminding the consumers of their typical product of choice, and thereby increase the loyalty towards it. Important to remember is also that the results indicate purchase intention, which should not be equated with actual purchase behavior.

Keller (1993) also notes that even though attributes form an important part of a customer's perception, knowledge and recognition of a brand, these associations are not necessarily considered as meaningful factors for purchase or consumption. For associations to be considered as meaningful, they have to be relevant and important for the cause. His example – that "customers often have an association in memory from the brand to the product or package color [but] it may not always be considered a meaningful factor in a purchase decision" clearly explains this situation. It implies that when there is a need or want for a customer to purchase a



certain product, attributes and associations formed about the brand, perhaps by package design, may not be important for the customer, and thus not affecting purchase behavior or consumption.

### 6.3. General discussion

Drawing on conclusions from the concerns for potential undesired effects of plain packaging regulation on tobacco, several aspects have to be explored in terms of unintentional negative effects of introducing generic packaging on energy drinks. In the above discussed absence of product differentiation, research by Deloitte (2011), Goldberg (1995) and RAND (2010) elaborate around the fact that price will potentially serve as a means for differentiation, possibly at the expense of quality (Deloitte, 2011; Goldberg, 1995; RAND, 2010). For products such as energy drinks, that contain ingredients that are of threat to consumers' health, it is crucial that the quality of ingredients is not compromised with. When this however becomes one of few factors producers can compromise with to reach a competitive price, there is a possibility that the introduction of plain packaging will lead to lower quality levels. Thus, posing as a bigger threat to consumers' health than the originally branded products, where product quality certification within a brand remains a competitive advantage. A decreased number of differentiation parameters might therefore lead to manufacturers losing incentives to produce high quality products, as they have no means of communicating this to the consumers making in-store and point of purchase decisions. It can be argued that price might serve as an indicator of quality, however, as packaging won't allow for any quality statements or brand trademarks, consumers cannot be sure if a high price of a product is a result of high quality or high margins. Hence, the benefit of having a strong brand, in terms of indicating high quality, being trustworthy and approved-by-others, will be lost.

With plain packaging, the means of differentiation will be limited for the companies, but brand name will however be of increased significance. With the outlines of plain packaging today, regulating the size, shape, coloring, texture and more, brand name would be the only variable left to utilize for communication in terms of brand, image and product characteristics. There would thus be important for marketers to examine the role and impact of brand name, which is a whole phenomenon and study in itself. Thus, as the name forms a vital part of a product's branding strategy decisions, impacting customers' associations, image, personality and attributes of both the brand and product itself (Jobber, 2010; Hoyer & MacInnis, 2008; McCracken & Macklin, 1998).

Another widely debated negative effect of plain packaging on tobacco products is the increase in illicit trade. Research by Deloitte (2011), among other, brings forward the risk of plain

packaging making illicit counterfeit or contraband tobacco (illegally produced and sold counterfeits of existing brands; or authentic brands imported from lower taxation markets) easier to produce and harder to detect. Hence, leading to increased supply and widespread manufacturing and distribution of illicit trade products. Even though illicit trade of energy drinks might not be as relevant as for tobacco products, as energy drinks are not associated with high taxation regulation, giving incentives for illicit trade, legal trade of low quality/low price products will potentially increase. As the means for product differentiation are being reduced, industry entry barriers will be lowered without trademarks and strong market leaders. Hence, without differentiation, the supply of energy drink products might increase; mainly as a result of new market entries having stronger grounds for competition as branding visuals are erased. A case from 2010 illustrates this, as SM Group AB is sued by Red Bull on the grounds of copying Red Bull's product trademarks, producing and distributing Red Bat, an energy drink with very similar name and can design to the original market leader Red Bull's. The court decided that Red Bull, being the market leader with a high brand awareness and distinctive design, had a protection against misleading imitations. SM Group AB was, with the support of previous cases with consistent outcomes, therefore condemned to penalty and banned to further distribute Red Bat (Marknadsdomstolen – case 2010:4, 2010). These allegations would, with the implementation of plain packaging, thus not be possible, increasing the risk of customers not being able to distinguish among brands and products, and seriously inflicting the brands' trademark rights.

Among the suggestions for regulations of tobacco consumption, many alternatives to plain packaging are debated. One of the most observed options is increasing the taxes on tobacco products (British American Tobacco; WHO). This type of regulation can be seen on various product types, most recently in the French senates' proposal to introduce a 20% tax on soft drinks – a beverage in the category of food-products having reported high effects on cardiovascular diseases (Europaportalen, 2014). Higher taxes on energy drinks might potentially mitigate the unintended negative aspects of plain packaging while still decreasing consumption as a result of higher prices, and as such the results of higher taxes on energy drinks should be further explored. Another suggestion for further consideration is age limit regulations of energy drinks. No national regulation exists, although several food chains and stores have implemented minimum age limits voluntarily.

# 7. CONCLUSIONS

*In this chapter, a critical view on the study's limitations is presented, followed by suggestions for further research in the area. Last, the main results are concluded, drawing on the initial purpose of the paper, along with the implications of the study's findings.*

## 7.1. Limitations

The limitations and critique against the research are below discussed out of two perspectives; conceptual limitations and structural limitations of the study design.

One important aspect to plain packaging in terms of tobacco product regulations is, as discussed above, the pictorial health warnings. The studies by Wakefield et al. (2008), Germain et al. (2009), and Scheffles and Lund (2010) incorporate health warnings to all degrees of plain packaging tested in the studies. Results in the study by Scheffles and Lund (2010) further suggest that the gradual removal of design elements also may have served to increase the salience of pictorial health warnings. Moreover, none of the studies made an attempt to isolate to what extent each part of the package presentation, *reduced degrees of branding* and *increasingly salient health warning*, effected the results; that packs were perceived less favorably. In the delimitations of this Bachelor thesis however, it was decided to solely examine the question of branding, as for why health warnings were excluded from the experiment. This might be a plausible explanation to why the results of our study were not in accordance to previous plain packaging research. As health warnings are incorporated to energy drink packages as a regulation on the Swedish market, and although they do not have as central role as for tobacco products, it can be questioned whether it is an important aspect to the product appearance in consumers' minds.

Although the use of existing brands places the experiment in a natural setting, offering geological validity (Bryman and Bell, 2011), an intrinsic weakness of the study is that the participants may already be familiar with the brands. They may thus have formed ideas about the brands, products and their qualities before they took part in the study. The scope and design of the study did not allow for any comparison between the subjects' inherent perceptions and attitudes that occurred as a consequence of the can exposure. Part of this problem could have been avoided by the use of fictional brands, which would had zero set previous opinions, and would thereby enable a pure measure of the effect of package design change. As discussed previously, the use of existing brands might therefore examine a supposed short-term effect of plain packaging regulations, were old brand perceptions still serve as reference points for

evaluating plain packages; while the use of fictional brands would enable the measurement of the long-term effects on introducing plain packaging for energy drink products.

As for the critique regarding the design of the study, one limitation is the respondents being exposed to manipulated pictures of the cans, not allowing them to hold and examine the product physically before forming opinions and rating the cans accordingly. The results of a behavioral experiment with physical objects would have enabled a higher quality of the study; however, the time, scope and monetary constraints did not allow for an experiment of the sort. Moreover, the use of an online survey method did not give room for control in terms of how much time subjects spent on answering, neither their understanding of the questions and purpose, nor environmental factors that could have influenced their answers. The control of such surrounding elements would have been preferable.

Moreover, compared to a randomized sample from the Swedish population, the sample selection was rather homogenous, which does not allow for generalizations on a wider take. It might further be argued that the biased sample could impact the results of the analysis. Moreover, although the sample size is argued to be sufficiently large to assume normal distribution calculations, it would have been preferable to have a larger sample size that would give the experiment higher statistical reliability and more reliable variance of mean ratings.

## 7.2. Further research

As discussed in earlier sections, there were certain delimitations applied in order to fit the scope and time frame of the study. Additionally, opportunities for future research stem from the limitations in our experimental context and method. Suggestions for further research would thereby be a wider approach and purpose, in terms of the number of respondents, and product category and industry. As this study only included three brands of energy drinks, replicating the study and its method, potential effects of generic package design can be examined for other product categories.

The presence of health warnings, and effects on customers' perception of them when combined with plain packaging, is also an aspect we intentionally excluded for the study. It is suggested that plain packaging would increase the prominence of health warnings and their objective, by becoming more salient on the pack, but all research findings is not coherent (Deloitte, 2011; Germain et al., 2009; Goldberg et al., 1995). Future studies might therefore consider additionally examining the impact of generic package design on customers' ability to recall and understand the constructed health warnings.

Alike previous research in the area of plain packaging on tobacco products, the method and design of the study enable findings regarding customers' attitudes and perceptions towards the product or brand. Noteworthy, and discussed earlier, is though that actual customer behavior is not necessarily coupled with the subjects' reported behavior. A suggestion is thus for further research to examine the relationship between reported behavior, attitudes and perception, and actual outcome of purchase behavior and consumption. As the question on purchase intention in this study did not give the respondents a distinct fourth choice ("None, I would choose another product"), we also suggest additional research to examine the effects of giving the subjects a variety of choices; perhaps showing a healthy (and thus branded) beverage, or an option to refrain from buying in general, would provide a deeper understanding of the can designs' effect on purchase intention. By research and evidence in this field, there could be a wider base for possible solutions to decrease consumption of harmful products – one of the main concerns in the health debate.

Three additional parameters were excluded from this study: (1) actual perception of taste, (2) price, and (3) level of experience/usage of energy drinks. There is thus room for further research in the area; either by modifying existing blind tests where the brand is/is not displayed to test the effects on taste perception of gradually more plain can designs; or include the parameter *price* to observe price elasticity on different packaging versions; or examine attitudes and purchase intention based on regular/experienced users of energy drinks compared to non-users/novices. Testing various variables and parameters, preferably on a wider and less homogenous group, would additionally provide a deeper understanding, valuable to distinguish how customers evaluate and perceive the product and brand in relation to its package and design.

### 7.3. Concluding remarks

The purpose and research question for this thesis was to examine if there is a difference on the customers' attitudes and perceptions of energy drink products (or brands) when seen in different levels of plain packaging. A thorough review of relevant theory and earlier research on the field of branding and packaging resulted in five hypotheses, each forming a variable of investigation; perception of product, attributes of typical user, expectation of taste, attitudes towards brand, and purchase intentions. With gradual advance towards plain packaging design, all variables were expected to show smaller differences in results, due to the importance of the package acting as a communicative tool for the brand and its image.

However, this thesis failed to uphold any significant differences for the three key variables; customers' perception of product, attributes of typical user, and expectation of taste was not

found to significantly differ between the originally branded can, and the two versions of more generic can designs. Brand attitude was the single variable where results supporting the hypothesis were found. With gradually more generic can designs, the differences of mean ratings between brands became smaller. Moreover, the initial hypothesis of purchase intention decreasing in higher levels of plain packaging was rejected, as results indicated the opposite. Mean ratings of purchase intentions showed higher scores for more generic can versions, and 25% less respondents, compared to in Original branded cans, chose “None” when choosing between the three displayed brands in Plain 2 shown together.

In conclusion, results imply that plain packaging does not affect the customers’ attitudes and perceptions of product, typical user or taste; does affect the brand attitude, making them less significant, between brands, with plainer package design; and does not affect purchase intention negatively, but rather positively.

Reasons discussed to why the obtained results were not according to expectations are foremost of methodological and conceptual nature. The internet-based survey did not enable respondents to see the energy drinks in reality, making the set fictional and thus possibly affecting their ratings. Important to remember is also the sample group, being a rather homogenous group and of small size, results cannot be considered to resemble to those of a wider population. Even though some research made on tobacco plain packaging suggests less positive attitudes for plainer pack versions, we cannot assume or expect the same results, as health warnings were not a parameter included in this study. Additionally, ratings are reported behavior and believed attitudes, which not necessarily would correspond to actual beliefs and behavior if the proposed scenarios were implemented. Furthermore, the current minimalist design trend was discussed as a potential reason for the findings; customers perceiving the plainer versions to be more “clean”, “modern” or “sophisticated” may evoke positive associations and reflect trendy design statements, explaining the mean ratings not differing from the original can design versions as expected.

Potential, unintended negative risks are also associated with decreased differentiation between brands. Lower industry entry barriers might be a potential consequence of plain package regulation, due to decreased market presence of (to the customers) familiar brands; and although the pressure to deliver high quality to satisfy customers may increase as a result, price will become the main competitive advantage. When price becomes of greater importance, and in combination with the lowered possibilities to communicate the product or differentiate the brand (enabling brand recognition), high quality may be at risk. And from the companies’ view, the benefit of having a strong brand, in terms of indicating high quality, being trustworthy and

approved-by-others, will thus be lost. Examining energy drinks in the light of the harmful effects over-consumption may cause, especially for children and adolescents, lowering differentiation between brands might not be as effective as believed. This study has shown that generic packaging may not be the solution for the concerns of children's consumption of energy drinks, and that further research in the area must be done. Examining the price elasticity, or effects of incorporating more prominent health warnings, may provide additional and valuable knowledge and customer insights of what affects the customers' attitudes and perceptions of energy drinks.

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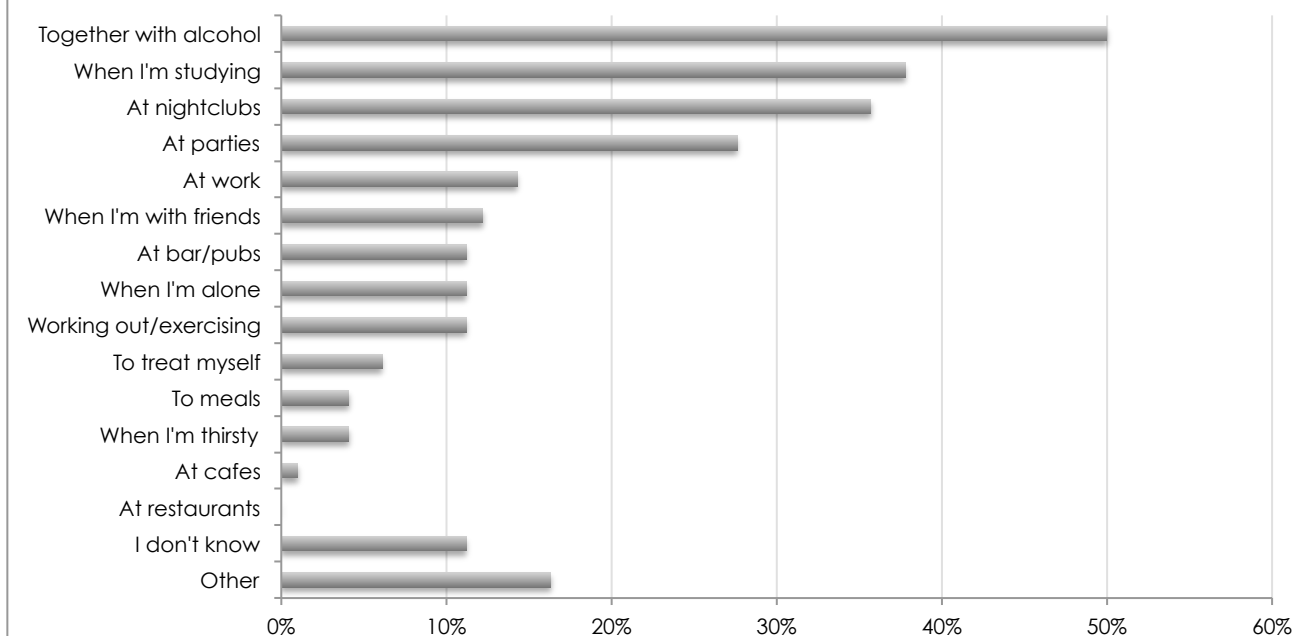
## 8.4. Personal communication

Andersson, Patric, 2014-03-28

## APPENDIX 1 – Additional tables and figures

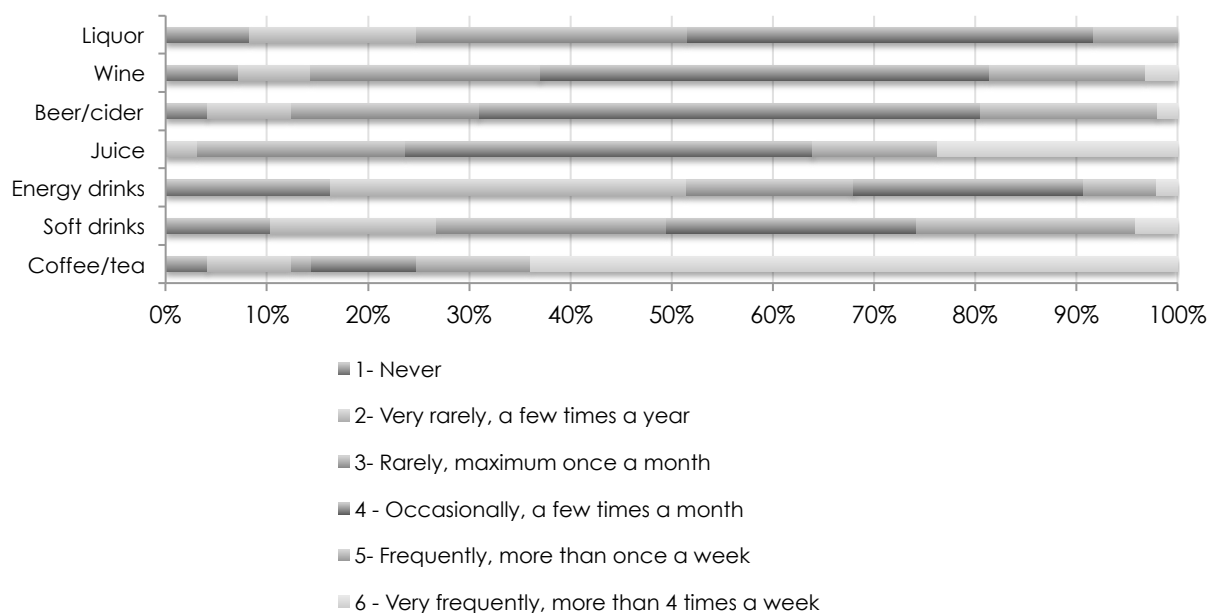
**Diagram 1**

*When/in what cases do you drink energy drinks?*

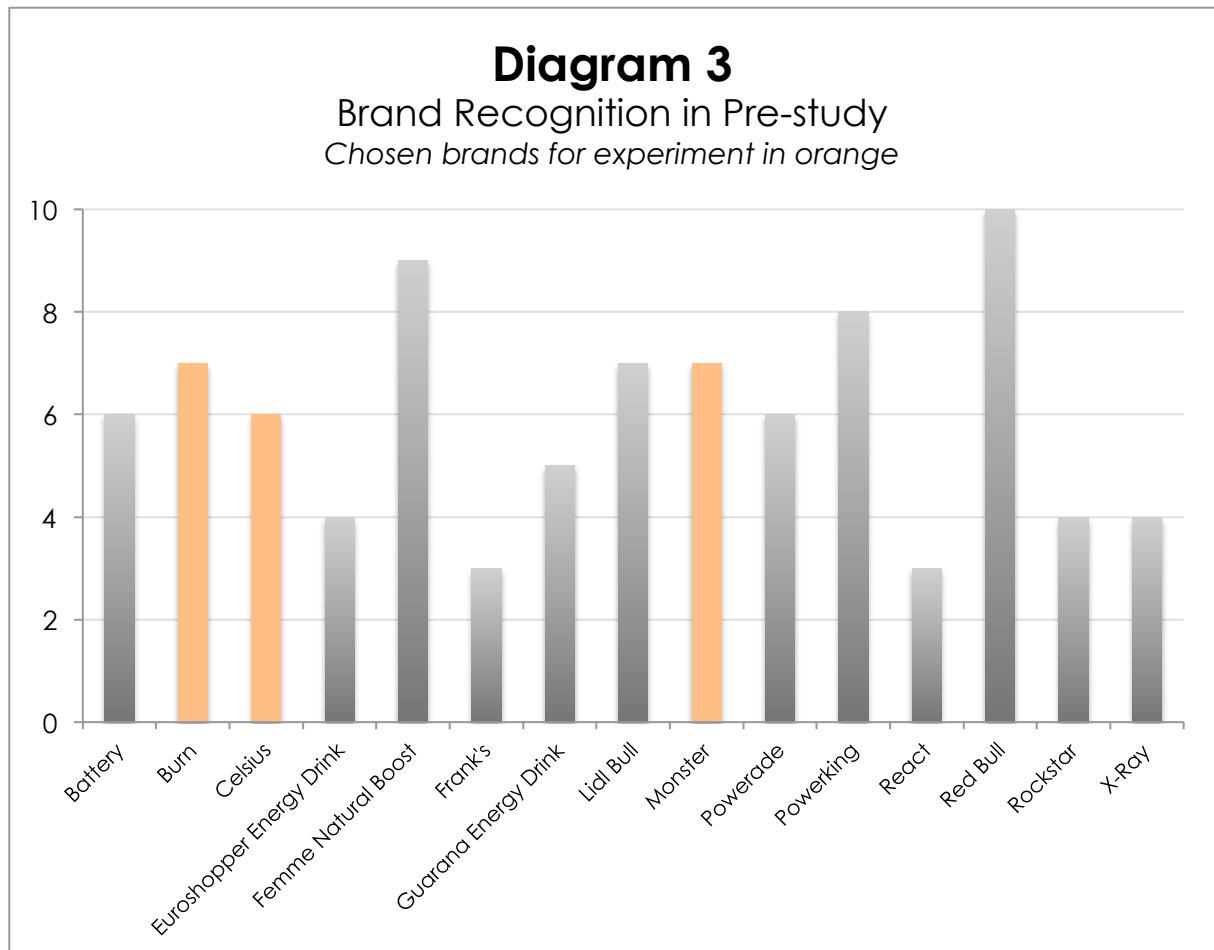


**Diagram 2**

*How often do you drink the following?*



## APPENDIX 2 – Pre-study results



## APPENDIX 3 – Main Survey

Hej och välkommen hit,

Stort tack på förhand för att du tar dig tid att besvara enkäten!

Enkätens frågor handlar om människors attityder och preferenser till energidrycker samt deras köpbeteende av denna dryck. Den innefattar också element kring varumärkets och designens påverkan vid köpsituationer.

Det tar ca 5-10 minuter att besvara enkäten. Fundera inte alltför för länge över frågorna, utan försök att svara utan att djupanalysera frågan framför dig eller titta tillbaka på tidigare svar. Vi ber dig dock svara så noggrant du kan.

Observera att alla svar är anonyma och kommer att behandlas konfidentiellt.

### *(BLOCK 1 – EN VERSION)*

Q1 Har du druckit någon form av energidryck de senaste tre månaderna?

- ☐ Ja (1)
- ☐ Nej (2)
- ☐ Minns inte (3)

Q2 Tror du att du kommer att dricka någon form av energidryck de kommande tre månaderna?

- ☐ Nej, absolut inte (1)
- ☐ Nej, troligen inte (2)
- ☐ Ja, troligen (3)
- ☐ Ja, absolut (4)
- ☐ Vet ej hur troligt/icke troligt (5)

Q3 I vilka sammanhang dricker du energidryck? (Markera ett eller flera alternativ)

- ☐ När jag är själv (1)
- ☐ Med vänner (2)
- ☐ När jag studerar (3)
- ☐ På jobbet (4)
- ☐ På fester (5)
- ☐ På bar/pub (6)
- ☐ På nattklubb (7)
- ☐ På restaurang (8)
- ☐ På café (9)
- ☐ Som måltidsdryck (10)
- ☐ När jag är törstig (11)
- ☐ I samband med alkohol (12)
- ☐ För att unna mig (13)
- ☐ Vet ej (14)
- ☐ Annat (15)
- ☐ När jag tränar (16)

Q4 Hur ofta dricker du följade typer av drycker?

	Aldrig (1)	Väldigt sällan, någon gång/ett par gånger per år (2)	Sällan, max en gång i månaden (3)	Ibland, ett par gångar i månaden (4)	Ofta, mer än en gång i veckan (5)	Väldigt ofta, mer än 4 gångar i veckan (6)
Kaffe/te (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Läsk (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energidryck (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Juice (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Öl/cider (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vin (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sprit (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Hur mycket energidryck (i antal) skulle du uppskatta att du dricker per gång? (Om du inte dricker energidrycker behöver du inte svara på frågan)

- ☐ (1)
- ☐ 1 (2)
- ☐ 2 (3)
- ☐ 3 eller fler (4)



Q6 Vid köp av energidryck, hur viktiga är följande faktorer för ditt köp? (På en skala från 1 - Inte så viktigt till 5 - Mycket viktigt)

	1 - Inte så viktigt (1)	2 (2)	3 (3)	4 (4)	5 - Mycket viktigt (5)
Lågt pris (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prisvärdhet (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smak (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typ/form (tex burk, platflaska etc) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utseende/design (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volym (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Varumärke (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reklam (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innehåll (innehållsförteckning) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tillgänglighet (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kvalité (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rekommendationer (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Om du brukar köpa energidryck av ett visst märke, vilket är detta? Du behöver inte svara på denna fråga om du sällan köper energidrycker, eller om du inte föredrar ett visst märke framför ett annat.

### *(BLOCK 2.1 (MONSTER) – TRE VERSIONER)*

*(VERSION 1)* Vi kommer nu att fråga om era åsikter kring den energidryck ni ser en bild på.

*(VERSION 2, VERSION 3)* Följande är en design på en energidrycksflaska. Vi ber dig föreställa dig att denna version är den enda som finns tillgänglig på marknaden. Vi kommer nu att fråga om era åsikter kring den energidryck ni ser en bild på.

(VERSION 1)



(VERSION 2)



(VERSION 3)



Q8 Av utseendet att döma, ser drycken ut att vara...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Riktad till en tydlig målgrupp (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till hälsomedvetna (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till sportintresserade (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till unga (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till studerande (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till en mogen publik (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ett prisvärt varumärke (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ett dyrt/exklusivt varumärke (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Något jag vill testa/smaka (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Något jag skulle kunna köpa (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till alkoholdrycker (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till mat (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till avkoppling (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Av utseendet att döma, ser du en typisk person som dricker denna dryck vara...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Hälsomedveten (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport- och träningssintresserad (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trendig/"inne" (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otrendig/"ute" (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manlig (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kvinnlig (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Själsäker (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Osäker (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gammal (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ung (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Högklassig (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lågklassig (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Av utseendet att döma, ser drycken ut att smaka...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Sött (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Syrligt (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friskt (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruktigt (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uppiggande (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Törstsläckande (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exklusivt (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billigt (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Jag skulle rekommendera drycken till andra

- ☐ Nej, absolut inte (1)
- ☐ Nej, troligen inte (2)
- ☐ Ja, troligen (3)
- ☐ Ja, absolut (4)
- ☐ Vet ej hur troligt/icke troligt (5)

Q12 Vad tycker du om produkten?

- ☐ 1 - Mycket dåligt (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 - Mycket bra (5)

*(BLOCK 2.2 (BURN) – TRE VERSIONER)*

*(VERSION 1)*



*(VERSION 2)*



*(VERSION 3)*



Q13 Av utseendet att döma, ser drycken ut att vara...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Riktad till en tydlig målgrupp (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till hälsomedvetna (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till sportintresserade (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till unga (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till studerande (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till en mogen publik (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ett prisvärt varumärke (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ett dyrt/exklusivt varumärke (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Något jag vill testa/smaka (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Något jag skulle kunna köpa (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till alkoholdrycker (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till mat (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till avkoppling (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 Av utseendet att döma, ser du en typisk person som dricker denna dryck vara...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Hälsomedveten (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport- och träningssintresserad (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trendig/"inne" (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otrendig/"ute" (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manlig (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kvinnlig (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Själsäker (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Osäker (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gammal (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ung (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Högklassig (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lågklassig (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 Av utseendet att döma, ser drycken ut att smaka...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Sött (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Syrligt (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friskt (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruktigt (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uppiggande (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Törstsläckande (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exklusivt (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billigt (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Jag skulle rekommendera drycken till andra

- ☐ Nej, absolut inte (1)
- ☐ Nej, troligen inte (2)
- ☐ Ja, troligen (3)
- ☐ Ja, absolut (4)
- ☐ Vet ej hur troligt/icke troligt (5)



Q17 Vad tycker du om produkten?

- ☐ 1 - Mycket dåligt (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 - Mycket bra (5)

*(BLOCK 2.3 (CELSIUS) – TRE VERSIONER)*

*(VERSION 1)*



*(VERSION 2)*





(VERSION 3)

Q18 Av utseendet att döma, ser drycken ut att vara...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Riktad till en tydlig målgrupp (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till hälsomedvetna (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till sportintresserade (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till unga (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till studerande (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Riktad till en mogen publik (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ett prisvärt varumärke (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ett dyrt/exklusivt varumärke (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Något jag vill testa/smaka (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Något jag skulle kunna köpa (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till alkoholdrycker (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till mat (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En passande dryck till avkoppling (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 Av utseendet att döma, ser du en typisk person som dricker denna dryck vara...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Hälsomedveten (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport- och träningssintresserad (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trendig/"inne" (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otrendig/"ute" (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manlig (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kvinnlig (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Själsäker (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Osäker (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gammal (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ung (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Högklassig (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lågklassig (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 Av utseendet att döma, ser drycken ut att smaka...

	1 - Instämmer inte alls (1)	2 (2)	3 (3)	4 (4)	5 - Instämmer helt (5)
Sött (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Syrligt (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friskt (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruktigt (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uppiggande (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Törstsläckande (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exklusivt (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billigt (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 Jag skulle rekommendera drycken till andra

- ☐ Nej, absolut inte (1)
- ☐ Nej, troligen inte (2)
- ☐ Ja, troligen (3)
- ☐ Ja, absolut (4)
- ☐ Vet ej hur troligt/icke troligt (5)

Q22 Vad tycker du om produkten?

- ☐ 1 - Mycket dåligt (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 - Mycket bra (5)

*(BLOCK 3 – TRE VERSIONER)*

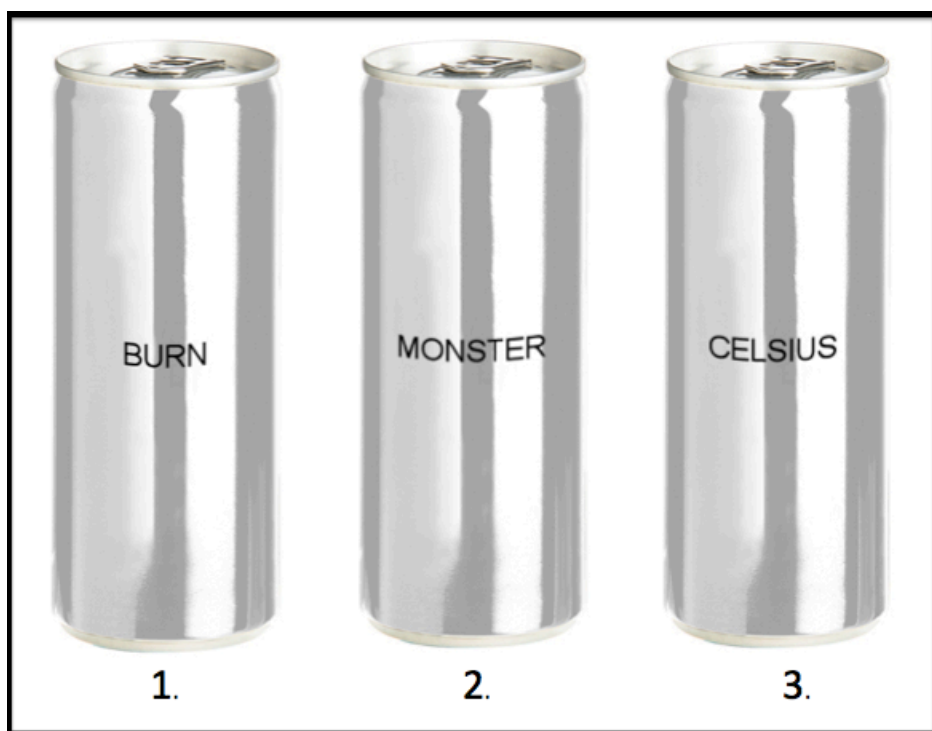


*(VERSION 1)*

(VERSION 2)



(VERSION 3)



Q23 Ovan ser du tre olika energidrycker. Om du baserar ditt val efter vad du ser framför dig, vilken av ovanstående energidrycker skulle du välja? (Utgå ifrån att alla varianter har samma pris)

- ☐ Produkt 1 (1)
- ☐ Produkt 2 (2)
- ☐ Produkt 3 (3)

Q24 Tänk dig nu att köpsituationen omfattar fyra alternativ, se nedan. Hur skulle nu ditt val se ut? (Utgå ifrån att alla varianter har samma pris)

- ☐ Produkt 1 (1)
- ☐ Produkt 2 (2)
- ☐ Produkt 3 (3)
- ☐ Ingen utav dom, jag skulle välja en annan dryck (4)

*(BLOCK 4 – EN VERSION)*

Q25 Kön

- ☐ Man (1)
- ☐ Kvinna (2)

Q26 Hur gammal är du? (Vänligen skriv din ålder i antal år)

Stort TACK för din medverkan!