



The Use of Emotional Advertising in the Food Retailing Industry for Targeting Young Adults

At the Example of EDEKA – a German Full-Range Trader

Dissertation by

Fabian Niklas Fels

Student Number: 152114089

Thesis written under the supervision of **Professor Pedro Celeste**

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Abstract

Dissertation Title: “The Use of Emotional Advertising in the Food Retailing Industry for Targeting Young Adults – At the Example of EDEKA – a German Full-Range Trader”

Author: Fabian Niklas Fels

The German food retailing industry is characterized by its high degree of consolidation and saturation as well as fierce competition. Strong governmental regulations and customers paying close attention to product- and service-related features, while at the same time being highly price sensitive, lead to low prices and thin retail margins. In this market environment, EDEKA – the German market leader in food retailing – used several viral emotional advertisements to target young adults.

This dissertation investigates the suitability of the chosen advertisements for this purpose by first providing a broad overview of relevant marketing topics such as emotions in advertising, major theories used to analyze these emotions, as well as differences in response to emotional advertisement in form of a literature review. Furthermore, a case study is presented including teaching notes with instructions for in-class discussion. Additionally, market research was conducted in form of a focus group and online survey. Young adults within the ages of 18 and 34 were examined with regard to their demands and their perception of EDEKA and its advertisement.

Results suggest that emotional advertisement only has very little influence on young adults’ purchase intention. Young adults valued rationality over affect in advertisement with the perception of rationality having a higher influence on purchase intention. Furthermore, young adults demand high value for money, require the food retailer to meet ideological requirements such as offering “green” products, and demand a good shopping experience.

Keywords: emotional advertising, affective and rational advertisement, feelings in advertising, young adults, food retailing, grocery, EDEKA

Resumo

Titulo da Dissertação: “O uso de publicidade emocional dirigida a adultos jovens na industria do retalho alimentar – Um caso de estudo sobre a EDEKA- Um retalhista alemão de gama completa”

Autor: Fabian Niklas Fels

A indústria do retalho alemã caracteriza-se pelo elevado grau de consolidação, assim como por uma intensa competitividade. Fortes regulações governamentais, consumidores sensíveis ao preço e atentos às características relacionadas com produtos e serviços, têm levado à prática de preços baixos e margens de retalho limitadas. Neste contexto, a EDEKA – líder de mercado alemão em retalho alimentar – utiliza uma comunicação viral com conteúdo emocional e que tem como público-alvo, adultos jovens.

Esta dissertação visa investigar quão adequada é a escolha da mensagem tendo em conta o público-alvo. Em primeiro lugar, apresenta-se uma visão geral dos tópicos relevantes de marketing, tais como: emoções na publicidade, principais teorias usadas para analisar estas emoções, assim como as diferenças nas respostas à publicidade emocional, em forma de revisão de literatura. Além disso, concebeu-se um caso de estudo, com notas didáticas e respectivas instruções para discussão em classe. Adicionalmente, foi elaborado um estudo de mercado composto por um “focus group” e um questionário online, focado em adultos jovens entre os 18 e 34 anos, onde foram analisadas as suas exigências e percepção da imagem da EDEKA e da sua comunicação, em particular.

Os resultados sugerem que a publicidade emocional tem pouca influência na intenção de compra dos adultos jovens. Este segmento valora a publicidade racional antes da emotiva, tendo a percepção de racionalidade uma maior influência na intenção de compra. Além disso, as exigências de uma elevada relação qualidade-preço, requer que o retalhista alcance atributos idealistas, tais como produtos orgânicos/ecológicos e uma boa experiência de compra.

Palavras-chave: publicidade emocional, publicidade afetiva e racional, sentimentos na publicidade, adultos jovens, retalho alimentar, mercearias, EDEKA

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1 Introduction

Emotional Advertising is a well-researched area of research and has been studied for a long time. It has been found that emotions can motivate and persuade consumers (Andrade & Cohen, 2007) and that positive affect is used as an emotional mechanism in creative ads to influence customer viewing and purchasing intention (Yang & Smith, 2009). Furthermore, preferences have been found to be more consistent if driven by an emotional decision (Lee, et al., 2009). However, it has been suggested, that these findings might vary across different segments and industries. In their “We ♥ food” campaign, EDEKA – a German full-range trader – continuously tries to use the described effects to their advantage. Their strategy is especially interesting in the light of the German food retailing industry being highly competitive. Discounters such as Aldi and Lidl continuously extend their product range at highly competitive prices while other big full-range traders such as Rewe, and hypermarkets such as Kaufland, Real and Metro are offering a similar or even larger product portfolio at similar prices. In a market environment with strong government regulations and consumers that pay close attention to product- and service-related features and who are especially sensitive to price, EDEKA does not promote these attributes but heads off to communicate certain values.

Within this thesis, it is going to be evaluated what the segment of young adults expects from food retailers, how EDEKA’s emotional advertising is perceived by them and whether earlier found results – the factor of rationality in advertisement having a stronger influence than affect on young adults in a utilitarian context (Drolet, et al., 2007) – hold for this industry and market segment. It will further be analyzed whether and how EDEKA should adapt their advertisement to properly address the young adult segment.

1.1 Academic and Managerial Relevance

Over the past few years, there has been a trend in many companies to shift the focus in advertisement from product- or service-related features towards more emotional messages. By doing so, many companies strive to create and strengthen their customer relationship and transfer some of the communicated emotions and values to their brand image. Understanding how emotional advertising actually differs from traditional advertising in terms of influence on

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consumers' behavior and which effects actually exist, enables companies to adapt their marketing strategies accordingly to optimize for these effects.

As suggested by Yang and Smith, the influence of emotional mechanisms on consumer behavior, especially customer viewing and purchasing intention might vary across different industries and segments. While this thesis will not be able to bridge this gap entirely, it will investigate the influence of emotional advertising on a target segment that is supposed to prefer rational advertising messages in a utilitarian context in an industry where customer decision making is supposed to be highly dependent on product- and service-related features (e.g. quality of groceries, price). If emotional advertising can positively affect consumer behavior in this atypical environment, it might likely be effective in other industries as well. Therefore, it could serve as a basis for further research in other industries.

1.2 Problem Statement

This thesis strives to research **whether EDEKA's use of emotional advertising was the right approach to address young adults in the German food retailing industry and how it could be improved.**

1.3 Key Research Questions

RQ1: What factors and values are important to young adults when choosing a food retailer?

To be able to properly address young adults, one first has to fully understand which decision-making criteria young adults have. Getting to know the important factors and values might serve as an indicator about which factors to highlight and whether emotional advertising is the right approach use.

RQ2: How is EDEKA perceived by young adults?

Secondly, it was investigated how young adults perceived EDEKA. Did EDEKA meet the most important requirements and values found in RQ1? Only if EDEKA is able to see how they are being perceived versus the consumers' ideal, they will be able to adapt their communication.

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RQ3: How are EDEKA's advertising campaigns perceived by young adults and how do they affect EDEKA?

Thirdly, consumers were confronted with EDEKA's advertising. It was investigated whether their advertising already addressed young adults' needs and whether EDEKA was already on the way to bridge a hypothetical gap between consumers' perception and ideal.

If there was found to be a discrepancy between consumers' perception of EDEKA, their ideal and EDEKA's advertising campaigns were not found to address these factors and values, suggestions will be made on how to bridge the gap with future advertising. Is emotional advertising the right method to use or should EDEKA use a more rational approach? Or is a mixture of both the best guess?

1.4 Scope of Analysis

This dissertation focuses on the influence of emotional advertising on purchase intention and brand perception of students at the example of the “#coming home”, “Super awesome” and “Village drift” campaigns of EDEKA – a German full-range trader in the German grocery/supermarket industry. All three campaigns went viral and generated a lot of attention, the first one being very serious, the second one very humorous and the last one trying to highlight a rational aspect in a humorous way.

1.5 Methodology

To complement this dissertation, both secondary and primary research were conducted. The secondary research covered the review of current research literature followed by the study of EDEKA's annual report, information disclosed on their homepage as well as studies concerning grocery retailing in Germany. Based on these secondary data, a case study was written. A case study was a suited approach to analyze contemporary events such as the recent advertising campaigns of EDEKA and answer “how” and “why” questions such as how EDEKA and their advertising campaigns were perceived (Yin, 2013).

The primary research consisted of qualitative and quantitative research. In a first step, a focus group was held to get qualitative insights into the minds of young adults and the findings were kept in mind while creating the survey used in step two – the quantitative research. In this survey, it was investigated which factors were important to young adults when choosing a food retailer

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and how EDEKA and its advertising campaigns were perceived by young adults. Since the first RQ was a “what” question, a survey was a suited strategy to answer this question as well as the following “how” questions (Yin, 2013). In the following it was analyzed whether EDEKA has to change their advertising to address the needs of young adults.

2 Literature Review

2.1 Emotions in Advertising

Research about the role of emotion in advertising has come a long way over the years from general measures such as attitude toward advertisement (Gardner, 1985), over affective response to advertisement (Batra & Ray, 1986), the investigation of single feelings such as warmth (Aaker, et al., 1986) to a full gamut of emotions that can be evoked by ads (Holbrook & Batra, 1987).

Subsequently, factors moderating the effect of emotions featured or triggered in advertisement were investigated (Lau-Gesk & Meyers-Levy, 2009). Individual difference variables such as gender (Fisher & Dubé, 2005), age and time horizon (Williams & Drolet, 2005), processing resources and motivation (Shiv & Fedorikhin, 1999; Lau-Gesk & Meyers-Levy, 2009) or situational variables such as hedonic vs. utilitarian decision-making (Drolet, et al., 2007) were found to have an influence on consumers' response (Murry & Dacin, 1996).

Furthermore, the impact of ad characteristics such as ad creativity (Yang & Smith, 2009) in utilizing emotional mechanisms or the interplay of humor with affective and cognitive advertising (Eisend, 2011) have been modelled and how sympathy and empathy triggered by advertising dramas directly enhance positive attitudes to an advertisement (Escalas & Stern, 2003).

The importance of emotions and feelings in enhancing ad effectiveness (Edell & Burke, 1987; Burke & Edell, 1989) across different product categories and market conditions is now well recognized (MacInnes, et al., 2002). Emotions can motivate and persuade consumers (Andrade & Cohen, 2007) and it could be further shown that greater reliance on emotional reactions during decision-making leads to greater preference consistency and less cognitive noise (Lee, et al., 2009).

While it was also found that for mature brands, ad-evoked affect does not have a strong influence on attitude towards the brand, it does have an influence on brand interest (Machleit, et al., 1993). This is especially important for low-risk, frequently purchased products, as consumers quickly become bored with them and start to seek variety to relieve their boredom (McAlister & Pessemier 1982).

Literature Review

2.2 Major Theories used to Analyze Emotions in Advertising

While some theories are more suited to analyze the role of emotions in post-purchase or consumption behavior, others are to analyze the role of emotions in advertising.

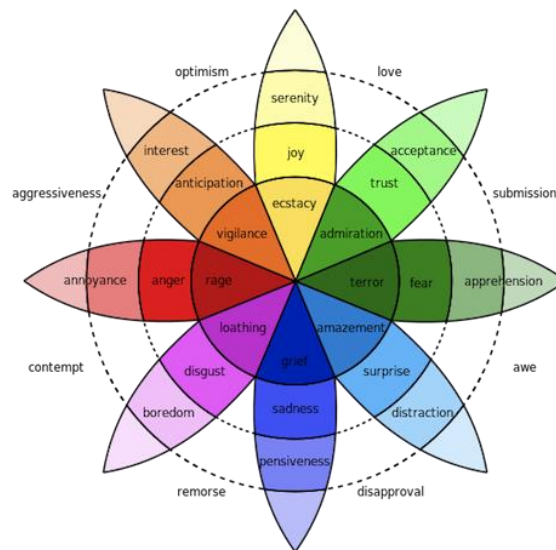
For the later purpose, several theories have been derived from psychological literature such as the wheel of emotions (Plutchik, 1980), the Pleasure-Arousal- Dominance (PAD) Model of Affect (Mehrabian & Russell, 1974), and the Positive and Negative Affect Schedule (PANAS) (Watson & Tellegen, 1985; Watson, et al., 1988; Watson & Clark, 1992). Others were developed with the focus on characteristics of marketing emotions such as Edell and Burke's Ad Feeling Dimensions (Edell & Burke, 1987; Burke & Edell, 1989), Aaker et al's Ad Feeling Clusters (Aaker, et al., 1988) and Batra and Holbrook's Affective Responses to Ad Categories (Batra & Holbrook, 1990; Huang, 2001).

Wheel of Emotions

The Wheel of Emotions consists of eight basic emotions: joy, trust, fear, surprise, sadness, anticipation, anger, and disgust. Each primary emotion has a polar opposite with joy being the opposite of sadness, trust the opposite of disgust, fear the opposite of anger and surprise the opposite of anticipation. Different degrees of an emotion and their mixture result in a wide spectrum of emotions and feelings. With increasing intensity emotions become less distinct (Plutchik, 1980).

Various subtypes of advertising emotions have been derived by this theory (Zeitlin & Westbrook, 1986; Holbrook & Westwood, 1989; Havlena, et al., 1989).

Figure 1 - Plutchik's Wheel of Emotion



PAD Model of Affect

The PAD model consists of three bipolar dimensional scales: pleasure-displeasure, arousal-non-arousal, and dominance-submissiveness. These dimensions cover all emotional states including moods, feelings and other feeling-related concepts (Mehrabian & Russell, 1974; Russell & Mehrabian, 1977). However, it has been argued whether the dimension of dominance should be dropped (Russell, 1980; Russell, et al., 1989) (Olney, et al., 1991). Furthermore, its applicability to advertising emotions is not clear as (Holbrook & Batra, 1987) found positive evidence, while (Havlena, et al., 1989) argue the contrary.

PANAS

The Positive and Negative Affect Schedule (PANAS) is a model consisting of 20 emotions that are rated on a 5-point Likert Scale ranging from “very slightly” to “very much” and is used to measure general affective states (Watson & Tellegen, 1985; Watson, et al., 1988; Watson & Clark, 1992). While mainly used to measure negative affect in advertising (Huang, 1997; Andrade & Cohen, 2007), it has lately been used to measure positive affect (Yang & Smith, 2009) as well as mixed emotions (Aaker, et al., 2008).

Table 1 - 20 Emotions of the Positive and Negative Affect Schedule (PANAS)

Positive Affect	Negative Affect
Enthusiastic	Scared
Interested	Afraid
Determined	Upset
Excited	Distressed
Inspired	Jittery
Alert	Nervous
Active	Ashamed
Strong	Guilty
Proud	Irritable
Attentive	Hostile

Edell and Burke's Ad Feeling Dimensions

In their model, (Edell & Burke, 1987) and (Burke & Edell, 1989) differentiate between three feeling dimensions to measure consumers' emotional responses to ads: upbeat, warm, and negative. By influencing both cognitive and affective systems, all three feelings influence directly or indirectly advertising effectiveness. However, each feeling does so in a different way. Being independent, positive and negative feelings can co-occur in this model. Finally, feelings are not only linked to judgements of the ads' characteristics, but also brand attribute evaluations and attitude toward the ad as well as brand.

Aaker et al's Ad Feeling Clusters

Aaker et al identify 31 (16 positive and 15 negative) feelings that cover a full range of possible feeling responses to advertising. By maximizing the difference between 180 feelings, they were able to generate emotion clusters and break down feelings previously having been investigated at too gross a level (Aaker, et al., 1988).

Table 2 - List of Positive and Negative Feeling Clusters by Aaker et al 1988

Positive Feelings	Negative Feelings
Playful/Childish	Fear
Friendly	Bad/Sick
Humorous	Confused
Delighted	Indifferent
Interested	Bored
Strong/Confident	Sad
Warm/Tender	Anxious
Relaxed	Helpless/Timid
Energetic/Impulsive	Ugly/Stupid
Eager/Excited	Pity/Deceived
Contemplative	Mad
Pride	Disagreeable
Persuaded/Expectant	Disgusted
Vigorous/Challenged	Irritated
Amazed	Moody/Frustrated
Set/Informed	

Batra and Holbrook's Affective Responses to Ad Categories

Motivated by the findings that the three affective responses of SEVA (Surgency, Elation, Vigor/Activation), Deactivation and Social Affection appeared to be antecedents of the attitude towards an ad and had a significant impact on brand attitudes (Batra & Ray, 1986), 12 affective responses to advertisements were identified and later reduced to the three dimensions of pleasure, arousal, and domination that resemble the PAD dimensions and are similar to the findings of (Burke & Edell, 1989).

2.3 Mixed Emotions

While many models consider positive and negative emotions to be opposite poles of the same variable that cannot be experienced at the same time, more recent research suggests otherwise (Williams & Aaker, 2002; Lau-Gesk, 2005; Andrade & Cohen, 2007; Aaker, et al., 2008). While individuals with lower propensity to accept duality such as younger adults have less favorable attitudes after being confronted with mixed emotions, those with a higher propensity like older adults react positively (Williams & Aaker, 2002; Hong & Lee, 2010). However, since individuals with a lower propensity to accept duality feel the need to resolve the conflict of mixed emotions they remember mixed emotions in hindsight to be less mixed (Aaker, et al., 2008).

Literature Review

2.4 Differences in Response to Emotional Advertising

Response to emotional advertisement is moderated by various individual and situational variables.

Culture

Williams and Aaker found that Anglo-Americans have lower propensity to accept duality and thus react negatively to mixed emotions while Asian Americans respond to mixed emotions the same way they respond to positive emotions (Williams & Aaker, 2002; Aaker, et al., 2008).

Gender

Another individual factor investigated is gender. While gender does not seem to have an influence on individual response to advertisement, it was found to differ in a social context (Fisher & Dubé, 2005). When viewed with another male, men have less favorable attitudes towards low-agency emotion ads while their response is not affected when exposed to a high-agency emotion. Females' responses however, do not vary across social contexts and type of ad.

Processing Resources and Motivation

Similar to findings that limited processing resources lead to affective decision-making while high processing resources lead to rational decision-making in consumer choice literature (Shiv & Fedorikhin, 1999), consumers' processing motivation has an influence on whether their attitudes are based on the valence or the resource demands of emotional ads (Lau-Gesk & Meyers-Levy, 2009). When motivation is low, consumers respond more favorably to positive versus negative valenced emotional ads. If their motivation is high, consumers favor ads that communicate emotions that are harder to process thus require more processing resources (Lau-Gesk & Meyers-Levy, 2009). This motivation is also related to their current mood. If their mood is positive they seek to maintain positive feelings, thus engaging in less cognitive processing (Batra & Stayman, 1990; Batra & Stephens, 1994) while if their mood is negative, they engage in more cognitive processing, trying to identify and correct the cause of their feelings (Schwarz & Clore, 1996).

Affect Intensity

The strength of the emotions with which individuals respond to an affect-laden stimulus differs. While individuals with high affect intensity respond emotionally stronger to emotional advertising than individuals with low affect intensity, they also show no difference in emotional

Literature Review

response intensity when exposed to a non-emotional advertisement. Furthermore, the influence of affect intensity on attitude formation is mediated by both negative and positive emotions (Moore, et al., 1995).

Age and Time Horizon Perspective

In line with the findings that younger adults react different from older adults to mixed emotions, age moderates response to emotional advertising (Williams & Drolet, 2005). Older consumers like and recall emotional ads better than rational ads. Especially ads that focus on avoiding negative emotions are liked and recalled better by older consumers as well as younger consumers with a limited time horizon perspective (Williams & Drolet, 2005). (Reed, et al., 2014) support some of these claims by showing that older adults show a significant bias towards positive information. However, they also found that younger adults in general show the opposite pattern, preferring negative information over positive ones.

Hedonic vs. Utilitarian Products

Furthermore, response to emotional advertising partially depends on the type of product that is advertised for. While elderly people show more favorable attitudes towards affective advertisement regardless the product category, young adults only favor affective ads for hedonic products while favoring rational ads for utilitarian ones (Drolet, et al., 2007).

2.5 Emotional Advertisement Characteristics

Several factors besides positive or negative overall framing of the advertisement are important to improve effectiveness of consumers' response to emotional advertising.

Moment-to Moment

In case of advertisements that convey positive feelings, consumers prefer ads with high peaks, sharp increases in the trend of affective experience over time and have strong positive endings. Furthermore, ad time that builds to a peak generates a strong emotional impact. However, longer advertisements are not necessarily better (Baumgartner, et al., 1997).

Drama

Time however is important for character development and linearity of the plot in advertising dramas which are important factors when generating both sympathy and empathy (Escalas & Stern, 2003). Therefore, longer, classical advertisement dramas outperform vignettes. They

Literature Review

further differentiate between sympathy and empathy in response to advertising dramas. Feeling with someone (sympathy) is more cognitive and indirect than feeling affected oneself (empathy), which is more affective and direct. On the way to enhancing consumers' ad attitude, the individuals go through feeling sympathy before absorbing and sharing emotions empathetically. Therefore, sympathy has an indirect however, also a direct influence on enhancing ad attitude (Escalas & Stern, 2003).

Creativity

Apart from increasing consumers' intention to view the advertisement, creativity can also be used to manage diverse aspects of consumers such as resistance to persuasion or low trust in source credibility. Creative ads are found to directly affect persuasion and make consumers more open-minded. These effects are further translated into more favorable brand intensions (Yang & Smith, 2009). Factors such as humor, sentimental images, sex appeal, emotional music can be used to arouse strong feelings. Furthermore, creativity can be used to address the earlier mentioned individual factor of motivation and involvement. By triggering viewers' curiosity ads can distract high-involvement consumers from applying their prior impressions while in case of low-involvement consumers, factors like artistic value and originality can elicit positive affect.

Humor

Mentioned as one possible factor in ad creativity, humor can enhance attitudes towards the ad, attitudes toward the brand, and positive affect while on the other hand reducing negative affect (Eisend, 2009). Especially when an advertised brand was prior evaluated positively, humorous ads are more effective than non-humorous ads in changing consumer attitudes and choice behavior (Chattopadhyay & Basu, 1990). While the opposite is true for consumers that have a negative prior attitude towards a brand (Chattopadhyay & Basu, 1990), the reduction of cognitive effort due to positive affective states improves negative ad-related cognitions because it distracts consumers from counter-argumentation (Eisend, 2011).

2.6 Advertising in the Food Retailing Industry

Despite the variety of emotional advertising research, little research was found covering emotional advertising or even advertising in general in the food retailing industry.

Literature Review

Solely the emotion of “disgust”, included in many of the presented models, was researched to play a special role in food advertising. Therefore, including live animals and raw meat in advertising might not yield the best results for the advertiser, despite the attempt to signal product freshness. It was found, that disgust triggered by the depiction of raw meat partially mediates the effect of advertising on purchase intention (Shimp & Stuart, 2004).

Furthermore, nonactionable food temptations such as advertisement for food without immediate consumption opportunity reduce self-control on a following consumption occasion whereas actionable food temptations enhance self-control (Geyskens, et al., 2008).

Case Study

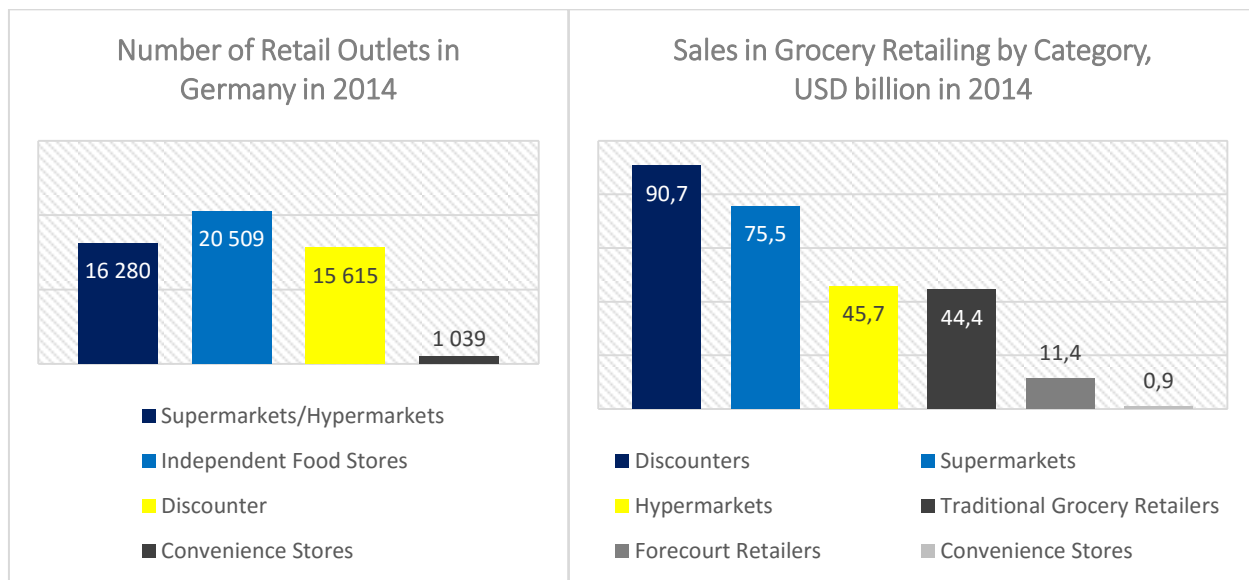
3 Case Study

3.1 The Food-Retailing Industry in Germany

With 80,62 million inhabitants, Germany is the biggest market in Europe. USD 2.645 – slightly more than 10% of the German consumer expenditure per capita in 2014 – were spent on food and non-alcoholic beverages.¹ This makes Germany an interesting market for many food retailers.

However, the German food retailing industry is highly consolidated, saturated and characterized by strong competition and – due to the highest share of discounters in food retailing in all of Europe – low prices and thin retail margins.²

Figure 2 - Number of Retail Outlets and Sales in Grocery Retailing in 2014 by Category³



The most important retail forms are discounters, supermarkets, hypermarkets, independent food retailers, forecourt retailers, and convenience stores. Since growth through the opening of new stores starts to be stretched to its limits, discounters have started to increase their focus beyond offering private label brands at low prices towards including established brands in their portfolios. Due to their market position and bulk buying capacities, they are able to negotiate competitive bargains thus being able to offer established brands at competitive prices and

¹ Euromonitor International

² USDA Foreign Agricultural Service (2015). “Germany: Retail Foods”

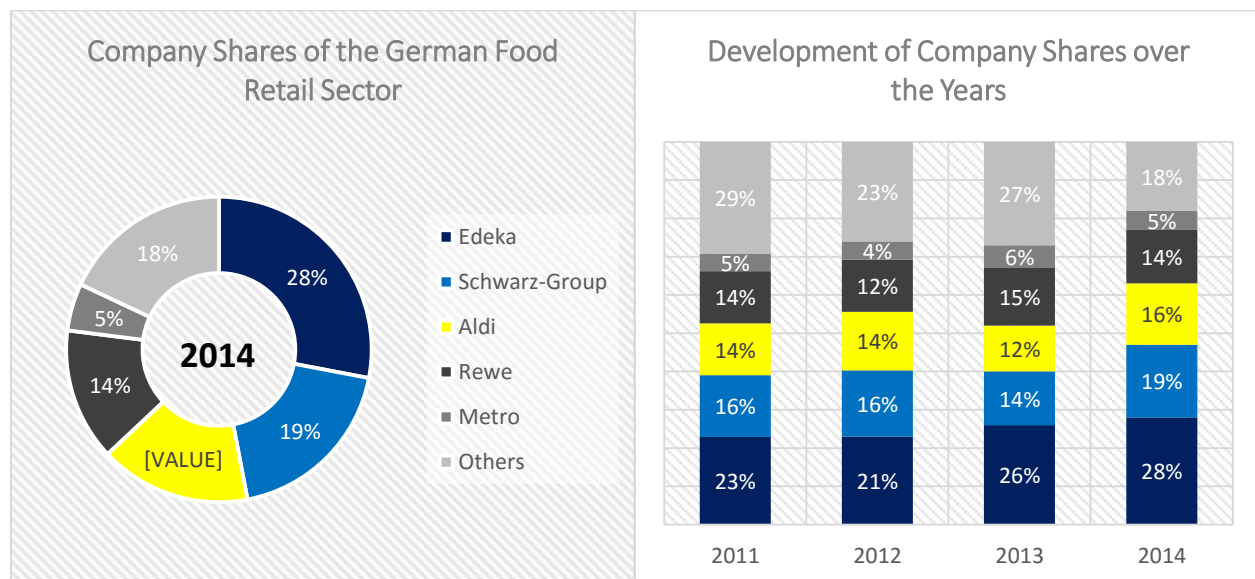
³ Euromonitor International

Case Study

attracting brand-conscious consumers. Supermarkets and hypermarkets try to fend off discounters by introducing own private label brands at discounter price levels. While supermarkets distinguish themselves by offering high quality products and superior service in stores located close to city centers, hypermarkets try to utilize their extensive product range enabling customers to purchase everything they need in their stores thus profiting from the trend towards one-stop-shopping. Independent food retailers often have a closer link to their region and offer local, fresh products as well as packaged, branded products. By doing so, individual stores – who are still the biggest in numbers of retail outlets – as well as traditional open markets take advantage of the increasing popularity of locally produced fresh products and are therefore able to serve a growing niche. Lastly, located at high frequented locations, often with long opening hours and just a basic product range, convenience stores take advantage of the increasing demand in convenience products such as Tabaco, sweets and drinks.

Consumers in the German food retailing industry are very demanding. They have high quality expectations while at the same time being highly price sensitive. Due to this fact and the resulting industry characteristics of low prices and thin retail margins described earlier, the market is dominated by five main domestic retail groups who have a combined market share of over 80%.

Figure 3 - Company Shares of the German Food Retail Sector and their Development over the Years⁴



⁴ Lebensmittelzeitung, Euromonitor, FAS Berlin

Table 3 - PESTEL Analysis Germany

Political	Economical
<ul style="list-style-type: none"> ▪ Stable political environment ▪ Member of the European Union therefore affected not only by German legislation ▪ Strong German labor unions 	<ul style="list-style-type: none"> ▪ German GDP grew by 1,6% in 2014 ▪ USD 2.645 of consumer expenditure in 2014 were spent on food and non-alcoholic beverages ▪ Economic factors such as unemployment rate strongly influence brand and product choices ▪ Even though outside the companies control these factors have to be considered in their marketing mixes
Social	Technological
<ul style="list-style-type: none"> ▪ Biggest market in Europe with 80,62 million people ▪ Demographic change – aging population ▪ Trend towards urbanization ▪ High quality expectations ▪ Highly price-sensitive ▪ Customers go shopping more frequently and seek more convenience ▪ Trend towards “green” products 	<ul style="list-style-type: none"> ▪ Technology plays an important role in providing enhanced customer experience and cost effectiveness ▪ Current trends of e-commerce, self-checkout, and in-store media ▪ Personalized shopping experience and utilization of data analysis
Environmental	Legal
<ul style="list-style-type: none"> ▪ Nuclear power phase-out and related shift towards renewable energies ▪ Subordinate to EU Emission Trading Scheme ▪ Increased pressure on companies and managers to acknowledge their responsibility to society 	<ul style="list-style-type: none"> ▪ Very strict food laws ▪ Strict employment law ▪ Compulsory labeling of nutrition facts in retailing industry demanded by EU ▪ Strong consumer protection law in EU ▪ Thorough antitrust division leads to high buyers’ power

3.2 EDEKA – „We ♥ food”

Founded in 1898 on basis of a co-operative alliance of independent merchants, today EDEKA Group is a co-operative including more than 4.000 self-employed retailers, about 11.400 stores all over Germany and an annual turnover of EUR 48,4 billion.⁵ It is organized in three separate but closely interacting levels – the retail level with its local suppliers, seven regional wholesalers and the EDEKA Headquarter in Hamburg.⁶

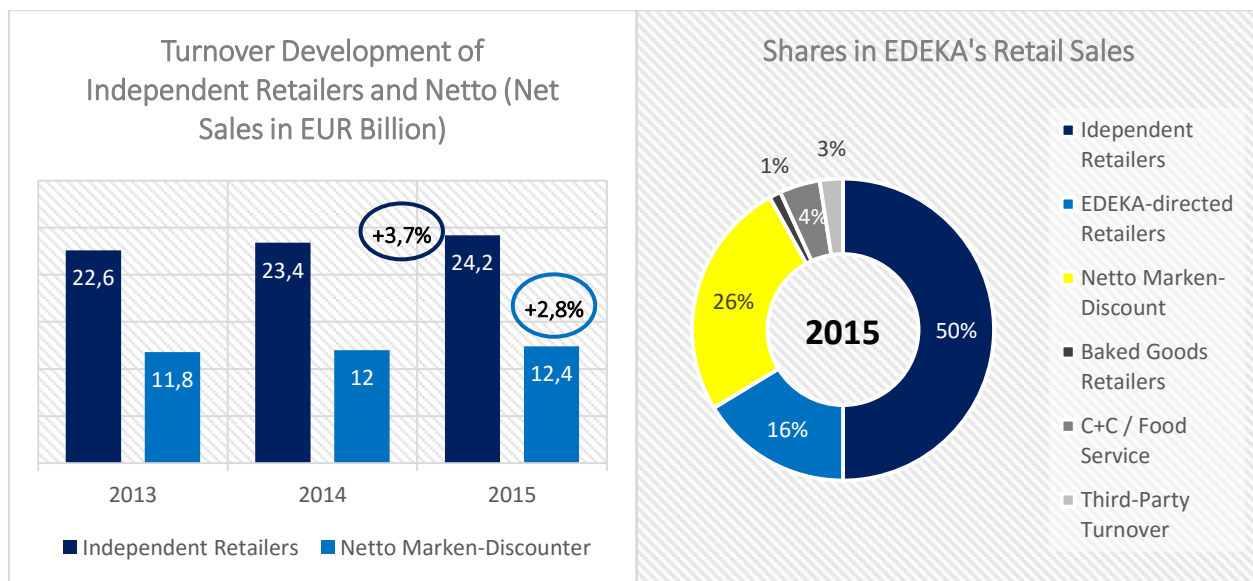
⁵ http://www.edeka-verbund.de/Unternehmen/en/edeka_verbund/verbundprofil/leitbildmissionstatement/Profil.jsp

⁶ http://www.edeka-verbund.de/Unternehmen/en/edeka_verbund/verbundprofil/gruppenstruktur/struktur.jsp

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With more than 6.000 out of about 11.400 stores on retail level being run by the more than 4.000 self-employed retailers, EDEKA takes pride in being an enterprise run by entrepreneurs and representing the values of the German SME culture. Many of these individual retailers are locally rooted and have long family traditions in the retail business. Therefore, they have close contacts to local business partners such as farmers and suppliers as well as to the local people – their customers. Being mostly independent and self-determined, they can design their shops individually and suited to the needs of each location, adding a distinctive signature and personality to their stores. Furthermore, it enables the retailers to tailor their product range and services to meet the individual demands of their customers more accurately thus creating a pleasant shopping atmosphere. This concept of locally rooted individual retailers contributes to EDEKA’s aspiration to offer an enjoyable shopping experience by providing inviting fruit and vegetable departments, fresh food counters for meat and cold cuts, fish and cheese as well as a pleasant shopping atmosphere in an attractive price performance ratio. This enabled the independent retailers to have a steady growth in turnover over the past years, amounting to 3,6% from 2014 to 2015.⁷

Figure 4 - Turnover Development of Independent Retailers and Netto Marken-Discount and their Share in Retail Sales⁸



⁷

http://www.edeka-verbund.de/Unternehmen/en/edeka_verbund/einzelhandel/selbststaendiger Einzelhandel/selbststaendiger Einzelhandel.jsp

⁸ EDEKA Company Statement 2015

Case Study

Seven regional wholesale operators support the independent retailers on retail level by supplying groceries, know-how and insights into regional characteristics (for a map see Appendix 2). They provide fresh products from EDEKA-owned production facilities such as fresh meat and bakery products on a daily basis, provide efficient logistics and offer advice on product range as well as sales, store design and construction. Furthermore, they support independent retailers with distribution and expansion plans. In addition, they run retail outlets, which are mostly hypermarkets, superstores and specialist stores to complement the stores run by self-employed retailers. These about 1.300 stores have generated total sales worth approximately EUR 8 billion in 2014. However, EDEKA states that directly run retail stores that have shown themselves to be viable should ultimately be handed over to self-employed retailers. By doing so, market presence of EDEKA is continually expanding without compromising the concept of independently-owned stores. Furthermore, the regional EDEKA companies run around 300 specialist beverage stores all over the country. By offering a mix of regional and national beverage brands as well as private label brands they are able to complement the traditional full-range grocery product portfolio. In their most important distribution formats **TOP Getränke shops** in Rhine-Ruhr and **Profi-Getränke-Shops** in the Southwest, they offer more than 4.000 different products ranging from mineral water and fruit juices, wines and beer to spirits. Regional bakeries complete the portfolio of directly run retail outlets. 17 production facilities supply the retail bakery shops as well as independent retailers with fresh specialties according to each region to suit the regional palate.⁹

The two levels are topped off with the EDEKA-Headquarter in Hamburg. The head office coordinates the efforts of the different regional wholesalers, manages the overall strategy as well as the national merchandise business and holds accountable for most of the marketing such as the successful “We ♥ food” campaign. Furthermore, it provides required infrastructure such as smooth IT structures as well as well-developed modern human resource and qualification concepts for the retail sector. To supplement the distribution concepts of **EDEKA-Markt** – smaller super- or hypermarkets – and **EDEKA center** – bigger hypermarkets –, EDEKA’s headquarter also coordinates the efforts of the remaining distribution concepts of EDEKA-Group.

⁹

http://www.edeka-verbund.de/Unternehmen/en/edeka_verbund/einzelhandel/regieeinzelhandel/regie_einzelhandel.jsp

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Marktkauf – which offers a comprehensive range of groceries as well as some non-food articles on modern sales areas –, **Spar Express** – which is their convenience store concept in high traffic locations such as service-, railway stations and airports –, and **Netto Marken-Discount** – which is EDEKA’s discounter concept – complement the distribution portfolio of the EDEKA Group.¹⁰

By relying on two strong pillars – full range grocery retailing and discount grocery retailing – EDEKA was able to generate steady growth. After the acquisition of the discounter Plus and the integration of more than 2.300 stores in 2010, Netto Marken-Discount has become the number three discounter after Aldi and Lidl. The more than 4.100 subsidiaries generated a turnover of EUR 11,8 billion in 2013 and allowed EDEKA to reach even more customers, not addressed by the core business of its independent retailers. Under the brand of Netto Marken-Discount, EDEKA tries to transfer some of their values from its full range grocery business to the discount business and drive innovation in this market segment. Therefore, Netto Marken-Discount tries to turn shopping into a more emotional experience by promoting its plus on quality and service under the motto “Simply better”. In line with this promise, Netto Marken-Discount upgraded and comprehensively realigned their drugstore product range as well as increased the diversity of their total product selection. Furthermore, they increased the attractiveness of their product displays with a bigger focus on communication with its customers. Offering the greatest product range of all discounters with 3.500 articles, Netto Marken-Discount leads the trend of narrowing the gap between discounters and full range traders while generating many valuable synergies for the EDEKA Group such as procurement of goods and services.¹¹ On full range traders’ side, EDEKA’s ever-increasing range of EDEKA-exclusive private label brands narrows the gap even further. At the same time, EDEKA takes high margin private label products from the entry-price range with their brands “GUT&GÜNSTIG” – which translates to good and reasonably priced – and “elkos” at the cheapest price to the differentiation product range, in the following offering high quality products under the “EDEKA” brand at highly competitive price-performance ratios (see Figure 5 below).

¹⁰ http://www.edeka-verbund.de/Unternehmen/en/edeka_verbund/verbundsprofil/edeka_zentrale/edeka_zentrale.jsp

¹¹ http://www.edeka-verbund.de/Unternehmen/en/edeka_verbund/einzelhandel/discounteinzelhandel/discount_einzelhandel.jsp

Figure 5 - EDEKA's Private Label Brand Portfolio ¹²

The approximately 3,600 own-brand products make the range at EDEKA distinctive.



Pursuing the objective “Everything under a single roof”, EDEKA offers around 3.600 private label food and non-food products, living up to their motto. By doing so, EDEKA promises itself to cover all customers’ needs and offer customers the possibility of doing all their shopping at EDEKA.¹³

3.3 EDEKA – All Set for Trends in Food Retailing

The most apparent trend affecting food retailing in Germany is the demographic change with the aging German population. While EDEKA’s profits from this trend with its comparatively older clientele, the ever-present debate on having one of the world’s oldest populations bares the risk of neglecting other trends such as changing consumer lifestyles.

Particular lifestyle trends affecting food retailing in Germany are the ongoing urbanization trend and the demand for convenience products, as well as health and wellness products. Despite their generally high quality expectations and at the same time high price-sensitivity, Germans’ great pride in being “green” enables food retailers to address this trend and utilize consumers’ higher willingness to pay for “sustainable”, “locally sourced”, “free range”, “natural”, “organic”, “fair

¹²

http://www.edeka-verbund.de/Unternehmen/en/edeka_verbund/unsereeigenmarken/einleitung_unsere_eigenmarken/einleitung.jsp

¹³

http://www.edeka-verbund.de/Unternehmen/en/edeka_verbund/unsereeigenmarken/einleitung_unsere_eigenmarken/einleitung.jsp

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trade”, and “Carbon neutral” products. Furthermore, there has been a trend towards smaller, centrally located and locally better connected grocery formats lately, which are easily reachable and offer a convenient shopping experience.¹⁴

EDEKA’s concept of locally well-integrated, self-employed retailers is perfectly suited to meet these demands as they are able to provide higher priced but on site, locally sourced, green products that meet the high quality expectations of the German population. Also EDEKA’s discount concept Netto Marken-Discount tries to stay on top of the trend by investing heavily in retail locations, measures to boost customer loyalty, and design of their product range and differentiate from other discounters.

3.4 Are Young Adults Consequently a Promising Target Segment?

As easy as to forget about other trends affecting food retailing in face of the aging German population, it is easy to forget younger target segments such as young adults between the ages of 18 and 34 and young professionals in particular.

While EDEKA has to keep in mind their core clientele of mostly older customers, these younger segments are highly important for food retailers as they are more likely to change their shopping behavior and preferences compared to their older counterparts. Often facing significant life changes such as moving out of their parents’ homes and starting a new job or a family, young adults switch their brand preferences as well.¹⁵ In these times of identity formation, it is important to acquire these customers and bind them, also taking into account the customers’ lifetime value for the company. But does EDEKA actually offer, what young adults and young professionals demand?

¹⁴ USDA Foreign Agricultural Service (2015). “Germany: Retail Foods”

¹⁵ Progressive Grocer. (2011, September 19). “Millennials’ Brand Preferences Shift.” Retrieved on 2012, February 15 from: [<http://www.progressivegrocer.com/top-stories/headlines/consumer-insights/id33762/millennialsbrand-preferences-shift/>]

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Young adults are interested in cooking and are receptive to new foods from other parts of the world.¹⁶ EDEKA's extensive product range meets this demand for variety and might therefore be a decisive factor for young adults to choose EDEKA.

Furthermore, young adults attach greater importance to healthier and more organic food than older consumers.¹⁷ This trend is even stronger in Germany than in other countries. To prevent future health problems, they proactively seek consumer health products rather than choosing reactionary like older demographics.¹⁸ As stated in the section about general food trends in Germany, EDEKA is set particularly well to address this trend. Also the fact, that younger generations are more likely to have dietary restrictions due to vegetarianism, veganism or for weight-loss reasons might require for a broader selection beyond the options of discounters.¹⁹ Targeting young adults might be a logical consequence as most requirements are already met. Since young adults are willing to pay more for eco-friendly products and products with a low carbon footprint,²⁰ it makes this segment even more interesting. Especially, in case of young professionals who possess a considerable amount of purchasing power as they are entering workforce and thus begin to generate their own income beyond parental allowance.

However, young adults are less aware of brands and are very price conscious.²¹ Their main demand is for quality products that are not necessarily branded. This is where EDEKA's wide assortment of not only entry price level private label products but also differentiation product level high quality private label products might convince consumers. Combined with the fact that convenience is more important to younger than older consumers²², buying everything at one place and the assortment of packaged and ready-made meals might be an additional selling point.

¹⁶ Cleveland, Mark; Papadopoulos, Nicolas; and Laroche, Michel. (2011). "Identity, Demographics, and Consumer Behaviours. International Market Segmentation Across Product Categories." In *International Marketing Review*. 28(3): 244-266

¹⁷ Euromonitor International. (December 2011). "Survey In World." Passport. 17 pp

¹⁸ Datamonitor. (2011). "The Future of Functional Food and Beverages: Digestive and Immune Health." *Consumer Insight*. 113 pp.

¹⁹ Euromonitor International. (December 2011). "Annual Study 2011: Generational Differences." Passport. 16 pp.

²⁰ Progressive Grocer (2011, November 17). "Generations Divided Over Paying Extra for Eco-Friendly Food." Retrieved on 2012, February 15 from: [<http://www.progressivegrocer.com/top-stories/headlines/consumerinsights/id34222/generations-divided-over-paying-extra-for-eco-friendly-food/>]

²¹ Euromonitor International. (December 2011). "Survey In World." Passport. 17 pp.

²² Datamonitor. (February 2009). "Aging Populations: Changing Food & Beverage Needs and Behaviours of Senior Consumers." *New Consumer Insight (NCI) Series*. 105 pp.

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However, with their recent development towards a higher quality discounter, also Netto Marken-Discount might be suited to address these needs of young adults. It remains to decide which branch is better suited to address those factors most important to young adults?

A further remaining question is how EDEKA actually addresses young adults marketing wise. While EDEKA's main campaign "We ♥ food" focusses on the quality of their products and services, the variety and regionalism of their product range and is targeted at their regular clientele which is mostly older, EDEKA created some attention with recent advertising campaigns that went viral.

Spots such as "super awesome" which was viewed more than 16 million times on YouTube and more recently "#coming home" which was seen almost 48 million times, were released directly online. They did not focus on product or service characteristics and were not at all or only in shortened versions released on TV. Their main audience were younger consumers on the internet. While both advertisements were very successful in drawing attention to EDEKA, it remains questionable, whether they had any actual impact on younger adults' choice of food retailers. Even though literature suggests to use more rational and informative messages when approaching younger adults in utilitarian decision-making scenarios, "super awesome" used a humoristic and "#coming home" a thought-provoking, more sentimental emotional approach to gain attention. A third advertisement "Village drift" was chosen due to its mix of highlighting the rational attribute of regionalism in a humorous way.

In the following, this thesis strives to analyze whether these advertisements were the right way to approach young adults and young professionals or whether there might have been a better way and what to take away from this for the future. Therefore, first qualitative and second quantitative market research were conducted to investigate these questions.

4 Market Research

4.1 Methodology

The primary research consisted of qualitative and quantitative research. To get first insights into the mindset of young adults, see where quantitative analysis might head towards, as well as what to consider when creating the survey, a focus group was held. Several requirements were formulated beforehand. Firstly, the focus group should consist of a maximum of 10 participants to give participants enough opportunity to speak their minds. Furthermore, all participants were required to be either German or have a background enabling them to have gotten into contact with EDEKA such as having lived in Germany for a longer period of time. Thus, familiarity with EDEKA could be assumed. Finally, all participants were required to do grocery shopping on a regular basis.

The focus group was held in the living room of the moderator's apartment, providing food and drinks to ensure an environment in which participants could feel comfortable and free to share their opinions and engage in discussions. All participants were acquired using a convenience sampling method since it was the easiest way to select participants that would fulfill the above-mentioned requirements.

In the cause of the focus group, participants were shown three advertisement spots. The first advertisement was the spot "#coming home". In this spot a grandfather feels forced to fake his own death in face of spending Christmas alone after his adult children canceled on him for the holidays. When they all gather at home for his funeral he is alive and well and asks "How else could I have brought you all together? Mmh?" followed by a happy family dinner. The second advertisement shown to participants was the spot "super awesome". In this spot an older, white-bearded man in a suit and with sunglasses dances around and sings with a deep seductive voice in youth language how "super awesome" different things in life and at EDEKA are. In the third advertisement, a child discovers Santa Clause with a fully loaded shopping cart in an EDEKA supermarket who orders 2 kilograms of roast beef as well as 20 beef roulades at the meat counter. On the butcher's question "Can I get you anything else?" the child screams "Nooo" and tells Santa that he would not fit through their chimney anymore.

The gathered insights were considered when formulating the key research method – the survey.

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To answer all research questions, 11 questions were formulated. While Q1 and Q3 were used to select participants according to their shopping frequency and knowledge about EDEKA, Q2 was used to answer RQ1. The list of attributes participants had to rate on a balanced 5-point Likert scale from not at all important to very important was conducted based on former research as well as attributes mentioned in the focus group. To answer RQ2, the same attributes were tested on a 5-point Likert scale from not at all met to very well met. In the following one of three advertisements were shown on a randomized basis. The first two advertisements were the spots “#coming home” and “Super awesome” already shown in the focus group. The third spot was exchanged with a more recent spot that used a humorous way to communicate the regional products and locally rootedness of EDEKA. In the spot called “Village drift” a tractor tuned for racing purposes speeds over fields and through small villages to finally drift into parking position in front of an EDEKA store and deliver freshly picked apples to the store. To answer RQ3, in Q5 participants had to rate their feelings towards the seen advertisement on 20 randomized balanced 7-point semantic scales chosen from a list of attributes from previous researchers. Researchers such as Batra and Holbrook covered in the literature review have used attributes from these lists to design their research. Afterwards, participants afterwards had to rate their feelings towards EDEKA in Q6 on 22 randomized semantic scales chosen the same way. In Q7 they had to rate their likelihood to purchase at EDEKA in the near future on a 10-point scale from not at all likely to definitely. In the end, participants were asked to answer four demographic questions about their gender, age, people shopped for and occupation. The final survey was translated to German to prevent misunderstandings.

To analyze the data, questions Q2, Q3, Q5, and Q6 were all subject to factor analysis to summarize the attributes to their essence and further check for significant differences using ANOVA tests. Furthermore, the main finding was derived from a regression analysis using the factors of Q5 as independent variable and Q7 as dependent variable. The survey can be found in Appendix 3.

4.2 Qualitative Findings

The focus group consisted of eight participants, all of whom satisfied the previously formulated requirements. Five participants were male; three participants were female.

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On the question what was important to them when choosing a food retailer, all participants agreed on convenience of location being the most important characteristic. They argued that they would easily change the supermarket if it would just be a little closer to their homes. Further important attributes mentioned were price, cleanliness, and the amount of people in the store, respectively fast checkout. Secondary but still important characteristics were freshness of food, selection of fruits and vegetables, special offers as well as online service and home delivery.

With regard to information a food retailer should communicate, participants mentioned that most importantly they would like to know location and opening hours of the supermarkets, ideally with google map integration. Furthermore, they would like to be informed about home delivery.

When asked about EDEKA, participants uniformly associated EDEKA with higher prices and a broader product portfolio. However, there was some dissent about whether EDEKA was more suited to serve the needs of families, younger singles, or young couples who are already a little older. Furthermore, EDEKA's slogan of "We love groceries" was very present in participants' minds. Still, the only reason that they have been to EDEKA in the past, was for some participants its location.

In the following, participants were shown the three advertisements and asked to share their feelings towards and opinion about them. The first spot was "#coming home". Participants appreciated the idea of spending Christmas with the family and said they were moved by the spot. However, most said they felt "*guilted*" into shopping at EDEKA and found it to be "*too cheesy*" and "*dishonest*" since EDEKA would "*only want to generate buzz*". They further said it would not contain any information that they were interested in hearing in an advertisement.

The second spot was "Super awesome". While participants found the spot entertaining and funny, they again mentioned it to be "*unbelievable*" and "*inconsistent with the values communicated in the previous spot*". Even participants who liked the "#coming home" spot in the first place now said that EDEKA would make themselves unbelievable and that it would go against the family-orientation of the first spot.

The third spot was the second Christmas spot. While participants did not think of spot to be funny since EDEKA would "*try too much to be funny*", they did like the pictures of deliciously looking food shown during the last 10 seconds of the 30 second spot. They liked this so much, that they

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suggested adding this so-called “*food porn*” at the end of other spots like “#coming home” to have a good mixture between storytelling and “*mouthwatering*”. However, they criticized the spot as well for not delivering any useful information.

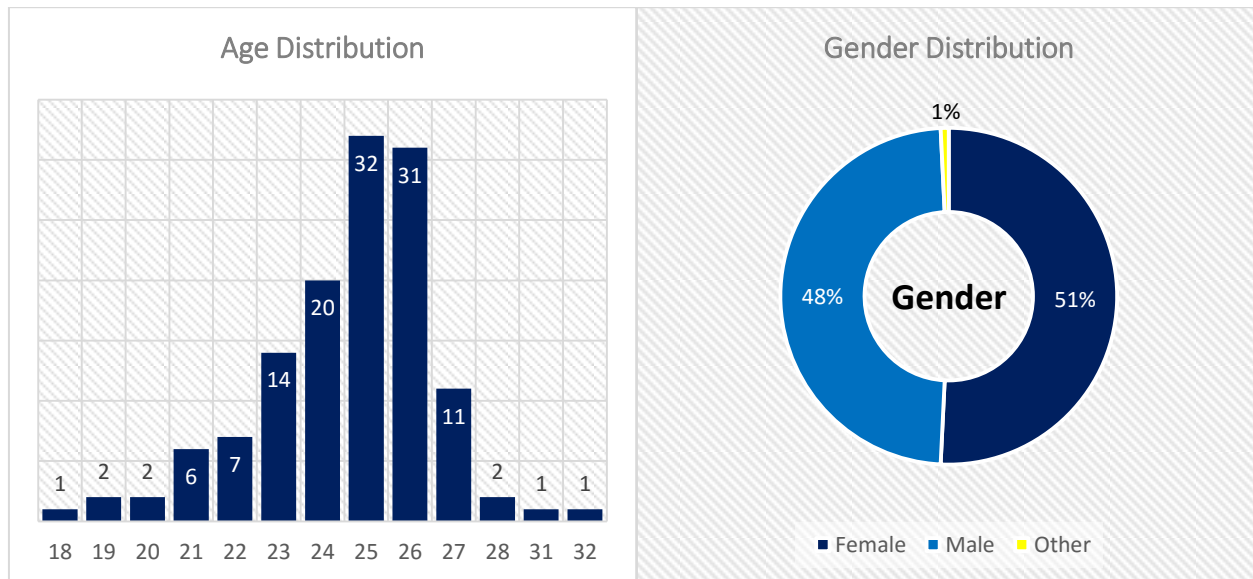
Finally, participants were asked whether EDEKA could tell them anything to convince them to go to their store. However, participants uniformly declined and said that even if they liked an advertisement, they would still go to the closest store and that advertisement would only have an impact on their decision if something would be communicated that is of use to them such as special offers.

4.3 Quantitative Findings

Sample

After cleaning the data, 132 completed responses were analyzed. Two responses came from participants older than 34 years of age which is why they were disregarded, resulting in 130 responses from young adults. The age distribution of the remaining participants looked as follows with 52 participants being between 18 and 24 and 78 participants being between 25 and 34 years old. In terms of gender, the sample was equally distributed with 51% (n=66) being female, 48% (n=63) being male and 1% (n=1) stating to belong to another gender. Due to the method of convenience sampling, 72% (n=94) of the sample were students. It was further completed by 5% (n=6) interns, 12% (n=15) recently employed, 8% (n=11) employed and 3% (n=4) self-employed, amounting to 28% of young professionals. Each participant saw one of three advertisement spots. 35% (n=45) saw advertisement 1 “#coming home”, 35% (n=45) advertisement 2 “Super awesome” and 31% (n=40) advertisement 3 “Village drift”.

Figure 6 - Sample Age and Gender Distribution



RQ1: What factors and values are important for young adults when choosing a food retailer?

To identify those factors most important to young adults when choosing a food retailer, participants were asked to rate several attributes on a scale from 1 – “Not at all important” to 5 – “Very important”. In the following, their means were analyzed resulting in the following ranking. The three most important attributes were quality and freshness of products (mean=4,49), convenience of location (mean=4,39) and value for money (mean 4,29), while the least important attributes were the existence of a loyalty program (mean=1,72), availability of parking (mean=2,17) and the reputation of the supermarket (mean=2,65) (see Figure 8).

To summarize the results and get a more condensed overview about which general factors are of importance to young adults, a factor analysis was run. All factor analyses in this thesis were conducted using a principal component extraction method, a Varimax rotation method with Kaiser normalization and a strong required minimum factor loading of 0,5. Based on the Eigenvalue criterion, six factors were found that explained 67,6% total variance. The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy of 0,629 was moderate, indicating that the sample size was appropriate for factor analysis. Furthermore, Bartlett’s Test of Sphericity was significant ($X^2=539,501$; $p=0,000$), indicating that there was enough correlation within the data to perform a meaningful factor analysis (see Appendix 4).

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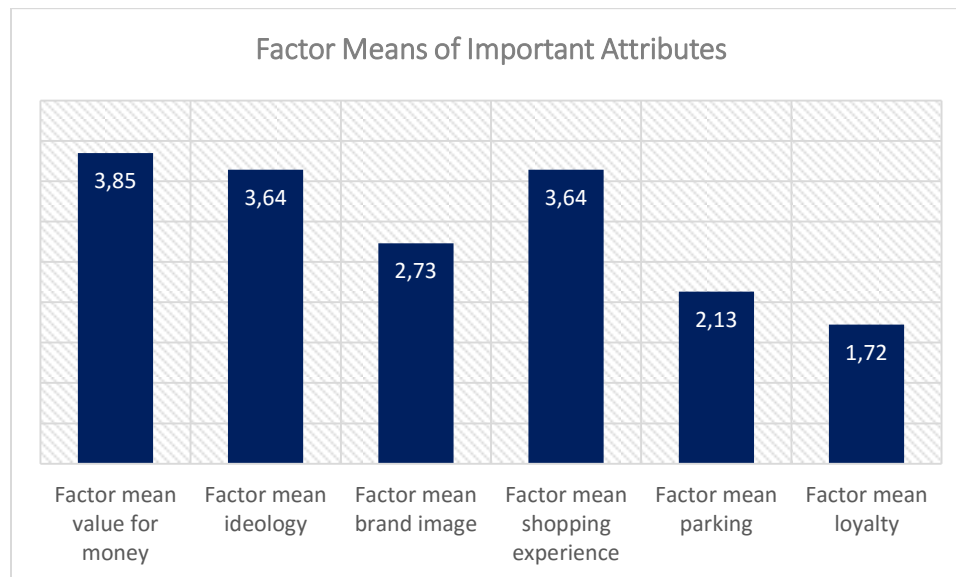
The factors were named **value for money**, **ideology**, **brand image**, **shopping experience**, **parking**, and **loyalty** according to their loaded attributes (see Table 4 below). Parking and loyalty seemed to differ from other attributes, which is why they each ended up being factors of their own.

Table 4 – Loaded Attributes of Factors of Important Attributes

Value for money	Ideology	Brand Image
Value for money	Selection of regional products	Reputation
Selection of private label products	Selection of natural and organic products	Value represented by the company
Availability of products	Quality and freshness of products	
Fast checkout		
Convenient location		
Shopping Experience	Parking	Loyalty
Selection of store products and brands	Parking	Loyalty Program
Layout of the store		
Store ambiance		

Comparing the factor means with one another, it became evident that value for money seemed to be the most important factor (mean=3,85). Except the difference between ideology (mean=3,64) and shopping experience (mean=3,64), the paired sample t-test indicated significant differences between all other factor means (see Figure 7 below and Appendix 5).

Figure 7 - Factor Means of Important Attributes

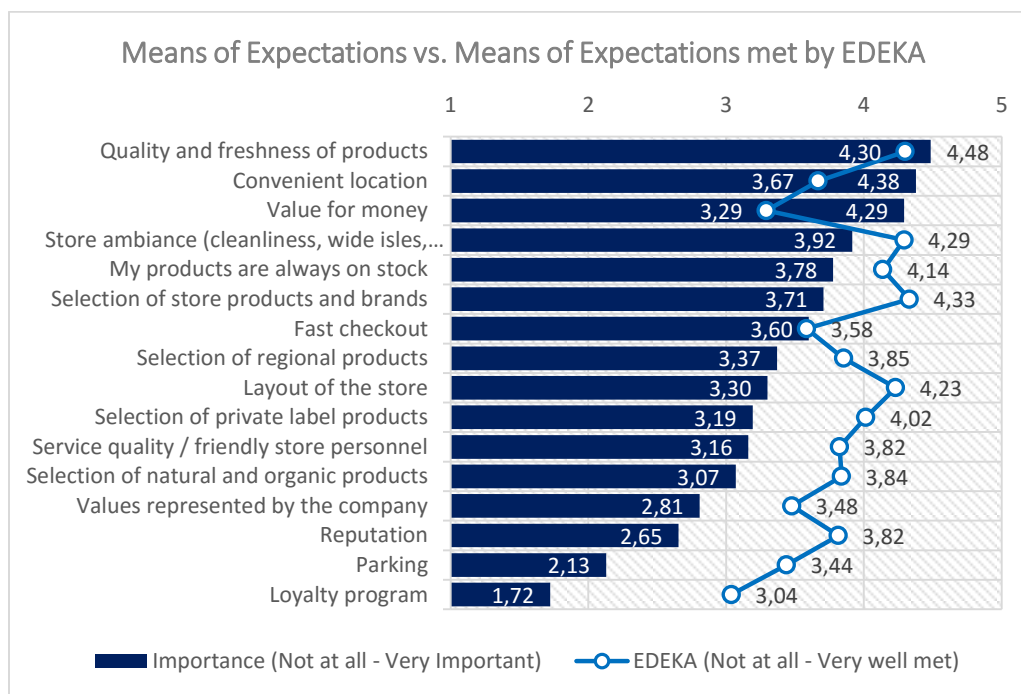


In the following, the six factors of value for money, ideology, brand image, shopping experience, parking, and loyalty were examined with regard to the participants' shopping frequency and number of people shopped for. Therefore, two one-way ANOVA tests were run. Participants who

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shopped less often than once a month, considered the factor value for money significantly less important than participants who shopped more than once a week (sig.=0,039). On the basis of a weaker 10% significance level, the same was true compared to people shopping once a week (sig.=0,078). Participants who shopped every day, considered shopping experience less important than people who shopped once a week (sig.=0,093), or more than once a week (sig.=0,076) (see Appendix 6). People who shopped for two people rather than three, had a significantly higher factor mean of ideology at a weaker 10% significant level (sig.=0,55) while there was no significant difference between the other groups (see Appendix 7).

Figure 8 - Means of Expectations vs. Means of Expectations met by EDEKA



RQ2: How is EDEKA perceived by young adults?

To investigate how young adults perceive EDEKA, they were asked to evaluate how well EDEKA meets their previously formulated expectations. The attributes EDEKA performed best in were the selection of store products and brands (mean=4,33), followed by quality and freshness of products (mean=4,30) as well as store ambiance (4,30). On the other side, expectations were met the least with their loyalty program (mean=3,04), the value customers get for their money (mean=3,29), and availability of parking (mean=3,45). If compared to the importance of the corresponding attributes, it became evident that there was a discrepancy

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between EDEKA's performance in an attribute and their respective importance. While EDEKA performed well for less important attributes, they performed worse for attributes more important to young adults such as value for money (mean difference=-1) and convenience of location (mean difference=-0,72).

Again the attributes were summarized by running a factor analysis based on the eigenvalue criterion which resulted in three factors. The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy of deservng 0,852 indicated that the sample size was appropriate for factor analysis. Furthermore, Bartlett's Test of Sphericity was significant ($X^2=738,099$; $p=0,000$), indicating that there was enough correlation within the data to perform a meaningful factor analysis (see Appendix 8). However, only 53,3% of variance were explained by this number of factors, which was a low value.

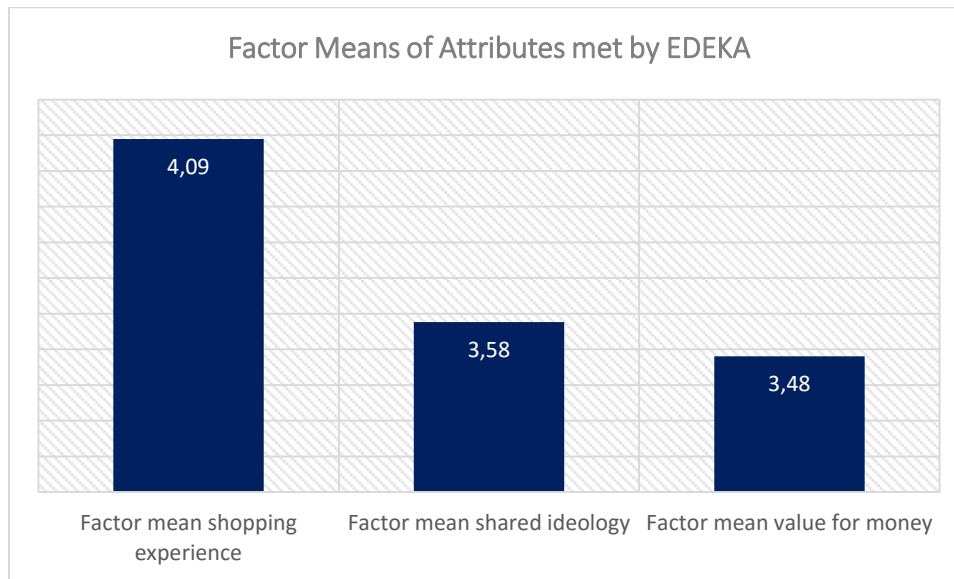
The three factors were named **shopping experience**, **shared ideology**, and **value for money** in line with the attributes loaded on each factor (see Table 5 below).

Table 5 - Loaded Attributes of Factors of Attributes met by EDEKA

Shopping experience	Shared ideology	Value for money
Layout of the store	Parking	Value for money
Selection of products and brands	Reputation	Convenient location
Store ambiance	Values represented by the company	
Quality and freshness of products		
My products are always on stock		
Service quality / friendly store personnel		
Fast checkout		
Selection of private label products		

The factor means for attributes met by EDEKA were analyzed using a paired samples t-test (see Appendix 9). Shopping experience was the factor met the most (mean=4,09) and differed significantly from the other two factors. Shared ideology (mean=3,58) and value for money (mean=3,48) did not differ significantly from one another (see Figure 9 below).

Figure 9 - Factor Means of Attributes met by EDEKA

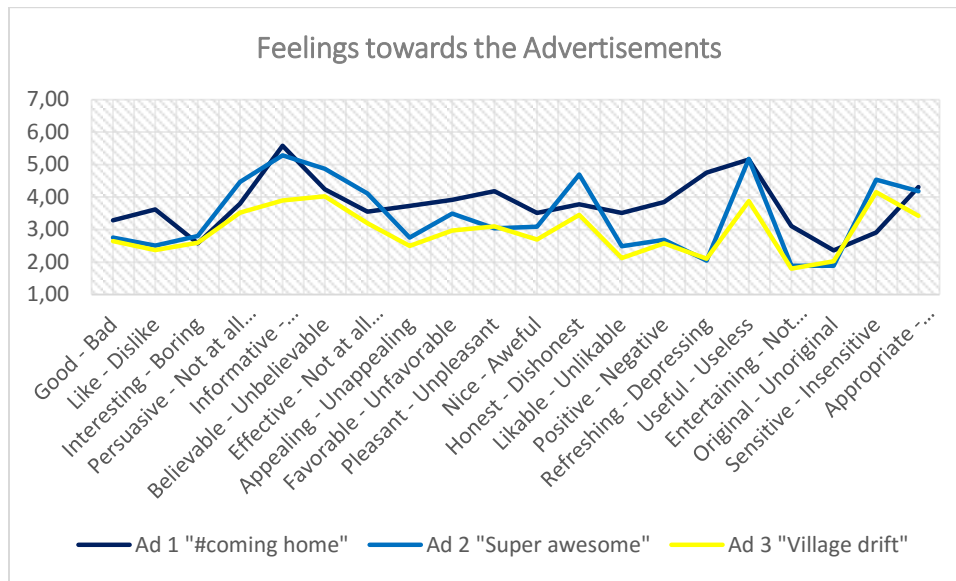


A one-way ANOVA was run to check, whether consumers who shop more frequently evaluate EDEKA differently than consumers who shop less frequently. However, there was no significant difference between consumers except when based on a weaker 10% significance level. In this case, the factor value for money was more important to participants shopping once a week than participants shopping more than once a week ($\text{sig.}=0,093$) (see Appendix 6). Factor means did not differentiate significantly with regard to people shopped for (see Appendix 7).

RQ3: How are EDEKA's advertising campaigns perceived by young adults and how do they affect EDEKA?

In order to analyze their impact on young adults and evaluate EDEKA's different advertisement campaigns, participants were asked to rate their feelings towards the shown advertisement on 20 attributes using semantic scales. The resulting means per advertisement can be seen in Figure 10 below.

Figure 10 - Feelings towards Advertisements



These attributes were then summarized using factor reduction, resulting in three factors. Since one factor only contained the variable sensitive - insensitive and the variable appropriate - inappropriate was cross loaded strongly for two factors, a second factor analysis was run. In this analysis, two factors were enforced and the cross loaded variable was deleted. The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy of 0,936 was excellent, indicating that the sample size was appropriate for factor analysis. Furthermore, Bartlett’s Test of Sphericity was significant ($X^2=2349,037$; $p=0,000$), indicating that there was enough correlation within the data to perform a meaningful factor analysis. However, due to reducing the number of factors to two, the variance explained dropped from about 76% to 69% which was still an acceptable level.

The two resulting factors were named **Affect** and **Rationality** due to their attribute loadings. The affect factor contained 12 variables whereas the rationality factor contained seven attributes (see Table 6 below).

Table 6 – Loaded Attributes of Factors Affect and Rationality towards Advertisement

Affect	Rationality
Entertaining - Not entertaining	Honest - Dishonest
Like - Dislike	Believable - Unbelievable
Pleasant - Unpleasant	Persuasive - Not at all persuasive
Likable - Unlikable	Effective - Not at all effective
Positive - Negative	Useful – Useless
Refreshing - Depressing	Sensitive - Insensitive
Good - Bad	Informative - Uninformative
Appealing - Unappealing	
Nice - Aweful	
Favorable - Unfavorable	
Original - Unoriginal	
Interesting - Boring	

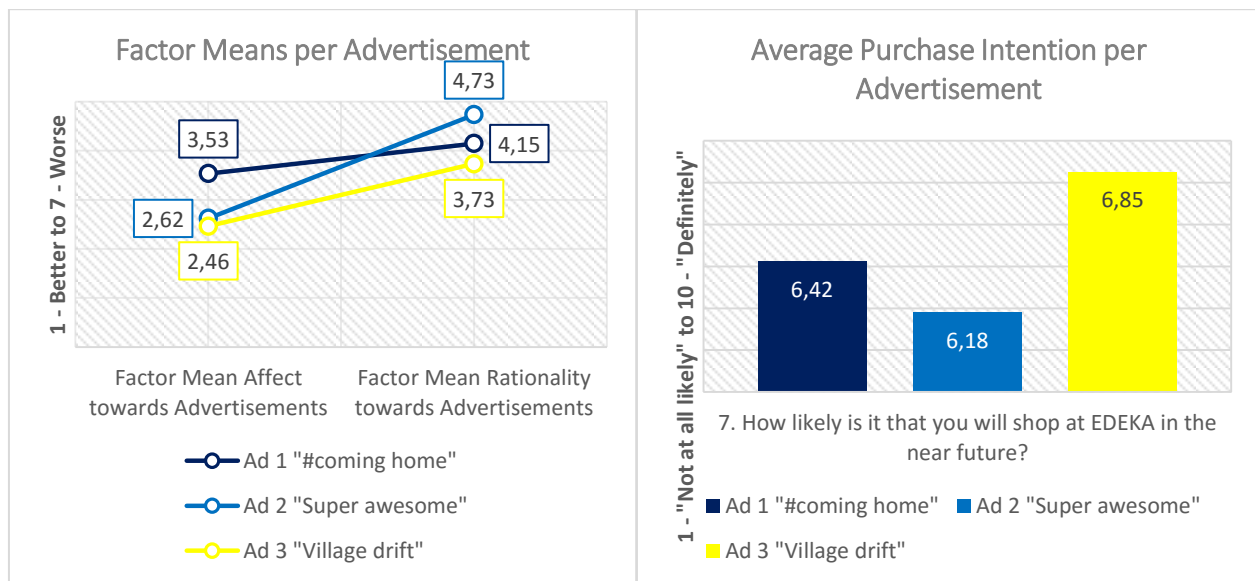
In the following, the resulting factor means were compared among the different advertisement spots. Therefore, an ANOVA was run with a Tukey HSD post hoc test to test for significant differences between advertisement spots (see Appendix 11).

On the affect dimension, ad 3 “Village drift” (mean=2,46; sig.=0,000) and ad 2 “Super awesome” (mean=2,62; sig.=0,001) performed significantly better than ad 1 “#coming home” (mean=3,53).

On the rationality dimension, ad 3 “Village drift” (mean=3,73; sig.=0,002) performed significantly better than ad 2 “Super awesome” (mean=4,73), while ad 1 “#coming home” (mean=4,15, sig.=0,086) performed better on a 10% significance level only.

Furthermore, the three advertisements were tested for difference in purchase intention in the near future. While ad 3 “Village drift” had the highest mean (mean=6,85), followed by ad 1 “#coming home” (mean=6,42) and ad 2 “Super awesome” (mean=6,18), none of the advertisements performed significantly better.

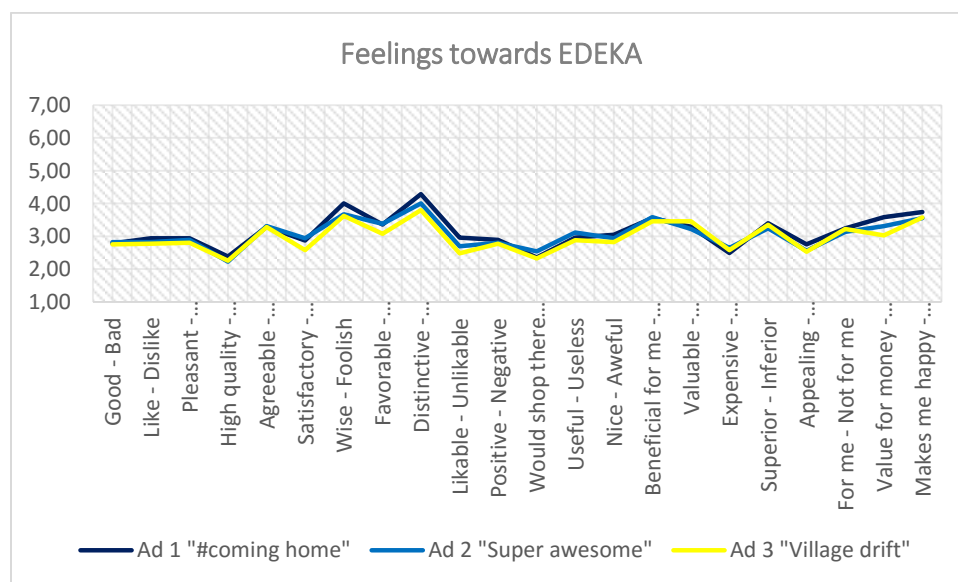
Figure 11 - Factor Means and Average Purchase Intention per Advertisement



The two factors were also tested for differences depending on the frequency of shopping and number of people shopped for. However, the one-way ANOVA showed no significant differences between the groups of either variable (see Appendix 6 and Appendix 7).

In the following, participants' feelings towards EDEKA were analyzed with regard to the seen advertisement (see Figure 12 below).

Figure 12 - Feelings towards EDEKA



Market Research

As can be seen in the graph, there was no real difference between the three advertisements with regard to participants' feelings towards EDEKA. Therefore, participants' feelings towards EDEKA were analyzed by reducing the 22 attributes rated on in question 6, using factor analysis. While the first run resulted in 3 factors with 1 factor containing one variable only as well as one variable cross loading on two factors, a second run was conducted with these two variables being deleted up front. The second run resulted in two factors with an excellent KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy of 0,946. This indicated that the sample size was appropriate for factor analysis. Furthermore, Bartlett's Test of Sphericity was significant ($X^2=2164,640$; $p=0,000$), indicating that there was enough correlation within the data to perform a meaningful factor analysis (see Appendix 12).

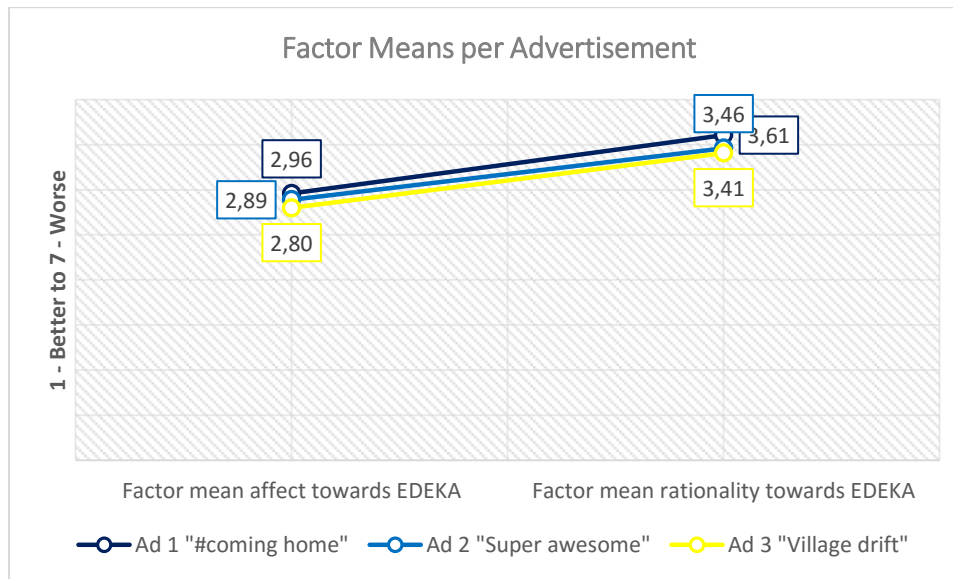
The two factors explained 65,1% of the variance and were named **Affect** and **Rationality** in accordance with their loaded attributes (see Table 7 below).

Table 7 – Loaded Attributes of Factors Affect and Rationality towards EDEKA

Affect	Rationality
Nice - Aweful	For me - Not for me
Pleasant - Unpleasant	Distinctive - Common
Positive - Negative	Agreeable - Disagreeable
Like - Dislike	Beneficial for me - Not beneficial
Useful - Useless	Wise - Foolish
Appealing - Unappealing	Value for money - No value for money
Good - Bad	Valuable - Worthless
Likable - Unlikable	
Favorable - Unfavorable	
Would shop there - Would not shop there	
Superior - Inferior	
High quality - Poor quality	
Makes me happy - Makes me sad	

Factor means of feelings towards EDEKA were again compared with regard to the different advertisements seen. While there was no significant difference between the different advertisements, it became evident, that feelings towards EDEKA were more positive on the affect dimension than on the rationality dimension (see Figure 13 below).

Figure 13 - Factor Means of Affect and Rationality towards EDEKA per Advertisement



Furthermore, it was tested whether there was a significant difference in factor means for different shopping frequencies. However, the ANOVA showed no significant difference (see Appendix 6). In case of number of people shopped for, participants who shopped for two people had a significantly higher mean for rational feelings towards EDEKA than participants who shopped for at least four people (sig.=0,033). The same was true on a weaker 10% significance level for people who shopped for three people compared to those who shopped for four (sig.=0,53) (see Appendix 7).

In a last step, a linear regression was run to analyze the influence of the two factors affect and rationality as a response to advertising on purchase intention in the near future. Perceived rationality of advertisement significantly contributed to the likelihood of shopping at EDEKA in the near future ($\beta=-0,264$; sig.=0,002) whereas affect only contributed significantly at a 10% level ($\beta=-0,146$; sig.=0,087). This means if the factor of rationality increased by one unit of standard deviation, the dependent variable decreased by $\beta=-0,265$, signaling an increase in purchase intention the more rational the advertisement was perceived due to the reverse formatting of the semantic scales. However, the two variables only explained 9,1% of the variance in the dependent variable ($R^2=0,0091$) (see Appendix 13).

Conclusion

5 Conclusion

This thesis contributes to current research by applying the findings of Drolet, et al. (2007) for young adults to a new market environment and industry. In the descriptive research case study and survey it was not only shown that their findings hold for the food retailing industry in Germany but EDEKA's advertising was critically reviewed and important decision making criteria of young adults were highlighted. Based on these findings, some recommendations for EDEKA are formulated.

RQ1: What factors and values are important for young adults when choosing a food retailer?

What has already been indicated during the focus group – that young adults place more importance on factors such as value for money and convenience of location – could also be shown quantitatively. Furthermore, as suspected at the end of the case introduction, young adults could be shown to be idealistic, valuing quality, freshness and regionalism of products. They do not simply trust and rely on brand image and do not need parking or loyalty programs, probably due to the mentioned fact that they tend to change their preferences along with their formation of identity, and thus are less loyal but choose the supermarket that best suits their needs.

RQ2: How is EDEKA perceived by young adults?

Compared to how EDEKA is perceived by young adults, it became evident that there was a discrepancy between what young adults deemed to be important and how well they perceived EDEKA met those needs. While EDEKA generally performed more than sufficiently on less important attributes, they did not fully satisfy some of the most important attributes such as quality and freshness of products, value for money, and especially convenience of location. This does not necessarily mean that EDEKA is not set to meet those demands but might fall short on communicating those qualities to young adults. Still, all in all the perception of EDEKA among young adults was positive. While the factor mean for shopping experience of above four showed that EDEKA seems to more than just meet expectations in this categories, both factor means for shared ideology and value for money were clearly above three, indicating to rather meet the expectations than failing to meet them.

Conclusion

RQ3: How are EDEKA's advertising campaigns perceived by young adults and how do they affect EDEKA?

When it came to EDEKA's advertising campaigns, what has been suggested by existing research – that young adults prefer more rational advertising messages in a utilitarian context – was also mentioned during the qualitative research and could later be found in the quantitative analysis. The factor of rational feelings towards the advertisement had a significantly higher positive influence on purchase intention in the regression than the factor of affect towards the advertisement. The fact that this regression only explained about 9% of variance in purchase intention further supported the suggestion from qualitative research that young adults do not rely on advertisement in their decision making that much. They place more importance on specific qualities and decide according to them rather than having an emotional bond to a certain supermarket chain.

Evaluating the different advertisements quantitatively, it further became evident that the opinions expressed during the focus group were shared by many young adults. “#coming home” as well as “Super awesome” were perceived to be unbelievable and “Super awesome” was further perceived to be dishonest. “#coming home” which was an advertising drama scored low on the affect dimension as many people associated negative feelings with it, felt guilt-tripped into shopping at EDEKA and thus did not like it. On the other side, the two humorous advertisements “Super awesome” and “Village drift” were very well-liked which is in line with research about humor in emotional advertisement having a positive effect on affect. However, when it came to rationality, the drama “#coming home” was perceived slightly but not significantly better than “Super awesome”. The fact that, despite being a humorous advertisement, “Village drift” was perceived significantly better on the rationality dimension than “Super awesome” and slightly better than “#coming home” might indicate that humorous advertisements should not be too crazy or foolish. Otherwise, they might fall behind emotional advertising dramas on rationality. In case of utilizing advertisement to address young adults this is especially important as rationality had a bigger influence on purchasing intention. However, despite the fact that the three different advertisement spots were perceived differently in terms of affect and rationality, participants watching these spots did not differ in their purchase intention. This might be due to the fact that all of them were emotional advertisement spots that scored rather low on the rationality dimension, which is supposed to be the decisive factor for young adults.

Conclusion

Lastly, feelings towards EDEKA did not vary across the different advertisements shown which might indicate, that the shown advertising spot did not influence consumers' attitude towards EDEKA. However, it might also be the case that consumers have to be exposed to an advertisement for a longer time to actually have an impact. All in all, factors for affect and rationality were rather positive, with EDEKA being perceived more positive on the affect dimension than on the rationality dimension.

Recommendations

EDEKA managed very well to draw attention to their brand with their emotional advertising campaigns that went viral. However, while viral campaigns are normally better suited to attract younger consumers, the discussed advertisements failed to address those factors most important to young adults. Despite the fact, that young adults do not seem to rely much on advertisements and the image of a brand when choosing a food retailer, advertisements addressing young adults should at least communicate values important to this target segment.

In the case of EDEKA this is especially relevant as the necessary factors important to young adults already exist but are not perceived to be met. The factor value for money including convenience of location should be met by EDEKA's broad range of private label products and their stores located at city centers and the important factor of ideology should be met by EDEKA's locally rootedness, their large selection of natural, organic and regional products and their high quality and freshness of products. The only factor where expectations and perceptions coincide is shopping experience. Therefore, EDEKA might want to choose more rational messages, including important information without giving up on their humorous way to reach the masses.

Furthermore, EDEKA has to be careful not to dilute their image and send out contradicting messages. In case of "#coming home" and "Super awesome" even people who liked one of the two advertisements mentioned that they found them to be unbelievable or dishonest knowing about the other advertisements. This was further reflected by the large amount of people rating the advertisements highly on some of these attributes during the quantitative study. Not diluting their brand image is also important in terms of keeping current loyal older customers when addressing young adults. However, if positioned in terms of qualities not age, EDEKA can attract

Conclusion

like-minded customers from different age groups with the trend towards healthy more conscious purchasing habits being on their side.

5.2 Limitations and Suggestions for Future Research

One of the biggest limitations of this thesis results from its sample. Due to the method of convenience sampling, most participants were current or former university students. Thus, young adults from other educated classes were underrepresented. This is important, since EDEKA is already perceived to be more expensive and of higher quality, most likely to be affordable by higher earners. Therefore, the perception of EDEKA might be positively biased due to the fact that young adults with a higher educational degree are more likely to be able to afford it. Furthermore, the final sample size of 130 people was too small to generalize the findings of this thesis. For some questions, such as purchase frequency, or people shopped for, answer count for certain categories dropped down to 5, e.g. for purchases less than once a month. In a bigger sample, demands and perceptions of these marginalized groups might turn out completely different.

Furthermore, the attributes chosen to identify feelings towards an advertisement might have an influence on the outcome. Despite the fact, that they were chosen from a list of marketing scales that have proven themselves to be valid to test feelings towards advertisements in other research, researchers vary the amount and chosen attributes. Future research might want to pretest these variables and only choose those that clearly load for the factors rationality and affect.

Also the calculation of factor means might bias the results slightly, as they were calculated as overall means of each attribute loaded for a factor. However, this does not consider the different weights of attribute loadings per factor.

Another limitation comes from the advertisement spots shown. Despite the fact that reactions in turn of purchase intention did not vary significantly across advertisements shown, this might be different for other advertisement spots. Especially since all of the shown advertisements were emotional advertisements. To prove that rational advertisement messages indeed outperform emotional advertisements in the young adult segment, one would have to test emotional advertisements against a merely rational one. However, at the time of this research, there was no rational advertisement message aimed at young adults known to the researcher.

Conclusion

Following the findings of this thesis, it might be interesting to test a rational advertisement highlighting the attributes found to be important to young adults in this study versus an emotional advertisement.

Also the fact that young adults claim advertising not to have a strong influence on their purchasing decision might be tested in an experiment using a treatment group exposed to an advertisement and a control group without exposure.

Finally, the claim that rational advertisement is better suited to target young adults is based on the assumption of utilitarian decision context. While grocery shopping might generally be considered a utilitarian choice, food retailers might want to use emotional advertising to create a hedonic perception of their goods, especially at special occasions such as holidays or for goods that are not necessarily needed and where purchase decisions might not be merely utilitarian. In these context, emotional advertising might be a better choice. However, despite being aired right before Christmas “#coming home” was not very well-liked among young adults. Nevertheless, the influence of emotional advertising on perceiving utilitarian goods as more hedonic might be an interesting topic to cover in future research.

6 Teaching Notes

This section covers a descriptive plan on how instructors might use this case study for teaching purposes. It includes key learning objectives as well as four detailed assignments covering the major topics of the case study and market research with possible solutions to the questions.

6.1 Synopsis

In a highly consolidated, saturated and competitive industry such as the German food retailing industry, companies have to find ways to stay on top of trends and address possible target segments early enough as it might require higher use of resources to win customers back later.

This case study covers the topic of emotional advertising as a targeting instrument for young adults at the example of EDEKA in the German food retailing industry. EDEKA used several emotional advertisement spots that went viral in the recent past to target young adults. In the course of the market research, the attributes most important to young adults when choosing a food retailer are carved out and the perception and performance of EDEKA's advertisements are analyzed.

6.2 Learning Objectives

Within this case study, several aspects of targeting are addressed, some more detailed than others. On one hand the alignment of branches to stay on top of trends and suit new target segments' needs, without diluting the brand image and scaring away core clientele, is broached. On the other hand, the use of emotional vs. rational advertising messages is discussed. Students studying this case should

- Be able to analyze the market environment and derive possible strategies to stay on top of industry trends and acquire consumers in a consolidated and saturated market
- Understand in which decision making contexts (utilitarian vs. hedonic) to use which form of advertising (emotional vs. rational) considering the target segments
- How to analyze customer segments' needs, as well as the perception of both company and advertisements and adapt communication accordingly

6.3 Teaching Plan

Assignment 1: Analyze EDEKA's position in the German food retailing industry considering current trends and summarize your findings in a SWOT Analysis.

Table 8 - SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Being locally well-connected through self-employed retailers allows for adjustments to local needs ▪ Wide product range suited to meet different demands ▪ Fresh, high quality products ▪ Large selection of regional, locally sourced and “green” products ▪ Mostly located in city centers ▪ Large selection of entry level and differentiation level private label products ▪ Very well positioned towards older customers ▪ Synergies between EDEKA and Netto Marken-Discount 	<ul style="list-style-type: none"> ▪ No direct control over self-employed retailers bares the risk of quality issues and reputation damage for other stores ▪ Coordination of different self-employed retailers and wholesale regions is more complicated ▪ Perception to be higher priced despite their large selection of entry level private level brands
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Trend towards urbanization calls for supermarkets located in city centers ▪ Trend towards locally sourced and “green” products is reflected by product assortment ▪ High willingness to pay (WTP) for “green” products ▪ Later trend and WTP is especially strong among young adults and young professionals ▪ Since young adults and young professionals are often in a phase of identity formation, EDEKA might be able to attract and bind them 	<ul style="list-style-type: none"> ▪ Increasing product range of discounters ▪ German food retailing industry is highly consolidated, saturated and competitive ▪ Less loyal population with high quality demands and high price-sensitivity ▪ Threat of not being able to bind young adults due to their tendency to change preferences

Assignment 2: Should EDEKA target young adults? What are pros and cons of doing so, and what might be possible strategies?

Pros	Cons
<ul style="list-style-type: none"> ▪ Young adults at a stage of identity formation that comes with changing preferences and higher likelihood to be acquired as new customers ▪ EDEKA is already well positioned to fulfill many of young adults' requirements such as convenient locations at city centers, broad selection of good value for money private label products, and high quality standards ▪ EDEKA is well-positioned to address current trends of "green" products due to their locally rootedness of regional self-employed retailers and broad selection of natural and organic goods ▪ Current trends in food retailing are strongly represented in the young adults segment and come with benefits such as higher WTP for "green" products ▪ Higher importance of and WTP for "green" products might compensate for price conscience and might bind young adults ▪ Young adults and especially young professionals command over a considerable budget beyond parental allowance due to first income without having to worry about children or mortgages (no or very few student fees in Germany) 	<ul style="list-style-type: none"> ▪ Less brand aware and normally more price conscious ▪ Price conscience pared with changing preferences might make it difficult to acquire and bind young adults ▪ Risk of diluting brand image and scare away older and wealthier core clientele ▪ Possible cannibalization of own discounter clientele ▪ Young adults seem do not think EDEKA meets their value for money nor convenience of location requirements → private label portfolio and store locations not communicated well enough

One possible strategy would be to adapt communication and highlight conditions suited for young adults at EDEKA in advertisements so that young adults get to know about them. Using viral campaigns, young adults are reached more effectively and cost-efficiently and the risk of scaring away old customers is lower. However, older customers are increasingly aware of viral campaigns as well.

Another possible strategy would be the realignment of Netto Marken-Discount towards young adults. By trying to transfer EDEKA's values of regionalism, as well as their selection of "green" and quality private label products to Netto Marken-Discount, they might be able to combine the best of two worlds – together with the good value for money perception of discounters. Rewe

Teaching Notes

went down a similar path by realigning their discounter Penny to suit young adults' needs. However, Penny lacks the regional “green” aspects.

Assignment 3: What are the most important factors for young adults when choosing a food retailer and does EDEKA meet their demands?

The most important factors for young adults were **value for money**, including attributes such as convenience of location, value for money, availability of products, fast checkout and selection of private label products, **ideology**, including attributes such as quality and freshness of products, as well as selection of regional, natural and organic products, and **shopping experience**, including attributes such as store ambiance, selection of products and brands, as well as layout of the store.

The only factor where young adults were completely satisfied with EDEKA was the **shopping experience**. Especially in case of the most important attributes, such as convenience of location and value for money, there was a negative discrepancy between importance and expectations met.

Assignment 4: Should EDEKA adapt their advertising towards young consumers? If yes, how should they adapt it?

To make young adults realize what EDEKA has to offer, more specifically how well EDEKA meets young adults' demands, they have to adapt their advertising. While recent advertising spots were mostly designed to generate buzz and go viral to reach the masses quickly, young adults admittedly got in contact with it but were not convinced that EDEKA actually met their demands. Despite the fact that research suggests using rational advertising messages to address young adults in a utilitarian context, EDEKA used emotional advertisements. The market research showed that the factor of rational feelings towards the advertisement had a higher effect on purchase intention than the factor of affect towards the advertising. Therefore, EDEKA should focus on communicating more rationally what they have to offer in terms of factors such as value for money and ideology. Emotional advertisements highlighting certain attributes important to young adults using for example a humorous way might be a compromise that could still go viral at the same time addressing the required topics. However, despite the fact that participants who were shown the only advertisement that fit this description – “Village drift” – had the highest average purchase intention in the quantitative analysis, the difference was not significant and thus could not be generalized.

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Annexes

Appendix 1 – Background information on major retailers in 2014²³

	Retailer Name and Outlet Type	Food Sales (\$mln)	No. of Outlets
EDEKA-Group	EDEKA (Supermarkets)	45.613	7.339
	Netto (Discounter)	16.694	4.152
Rewe-Group	Rewe (Supermarkets)	23.763	1.899
	Penny (Discounter)	9.010	2.208
Schwarz-Group	Lidl (Discounter)	22.299	3.225
	Kaufland (Hypermarkets)	14.461	635
Aldi-Group	Aldi Süd (Discounter)	16.894	1.825
	Aldi Nord (Discounter)	13.084	2.403
Metro-Group	Real (Hypermarkets)	8.503	302
	Metro (Cash & Carry)	5.528	107
Other	Lekkerland (Wholesaler)	11.566	15

Appendix 2 - Map of EDEKA's 7 Regional Wholesalers



Appendix 3 - Survey

1. How often do you go to the supermarket?

Less than once a month	More than once a month but less than once a week	Once a week	More than once a week	Every day
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please rate the following decision criteria with regard to their importance to you when choosing a food-retailer.

<i>Attributes in randomized order</i>	Not at all important				Very important
	1	2	3	4	5

²³ Lebensmittelzeitung, Euromonitor, FAS Berlin



Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My products are always on stock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast checkout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality and freshness of the products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Store ambiance (cleanliness, wide aisles, lighting, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of store products and brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of private label products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loyalty program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service quality / friendly store personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of natural and organic products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout of the store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of regional products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Values represented by the brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How well do you know Edeka?

Selection question for Q4. If participants do not know EDEKA at all → jump to question 5.

I do not know Edeka at all	I know Edeka but have never been to one of their stores	I have already been to one of their stores but have never bought anything there	I have already bought something at their store	I am a regular customer
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How well does Edeka meet your formerly mentioned decision criteria?

Attributes in randomized order	Not at all				Very well
	1	2	3	4	5
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My products are always on stock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast checkout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality and freshness of the products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Store ambiance (cleanliness, wide aisles, lighting, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of store products and brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loyalty program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service quality / friendly store personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of natural and organic products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout of the store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of regional products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Values represented by the brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please watch the following advertisement. One of three randomized advertisements shown.

5. Please rate your overall feelings towards the advertisement.

Attributes in randomized order	1	2	3	4	5	6	7	
Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bad
Like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dislike
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Boring
Persuasive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not at all persuasive
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Uninformative
Believable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unbelievable
Effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not at all effective
Appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unappealing
Favorable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unfavorable
Pleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unpleasant
Nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Awful
Honest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dishonest
Likable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unlikable
Positive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Negative
Refreshing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Depressing



Useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertaining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Original	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sensitive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Useless
 Not entertaining
 Unoriginal
 Insensitive
 Inappropriate

6. Please rate your overall feelings towards Edeka.

Attributes in randomized order

	1	2	3	4	5	6	7
Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agreeable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satisfactory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Favorable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distinctive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Likable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would shop there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping at Edeka is beneficial for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Valuable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Superior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Happy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bad
 Dislike
 Unpleasant
 Poor quality
 Disagreeable
 Dissatisfactory
 Foolish
 Unfavorable
 Common
 Unlikable
 Negative
 Would not shop there
 Useless
 Aweful
 Not beneficial
 Worthless
 Inexpensive
 Inferior
 Unappealing
 Not for me
 No value for money
 Sad

7. How likely is it that you will shop at Edeka in the near future?

Not at all likely	1	2	3	4	5	6	7	8	9	10	Definitely
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

8. What is your gender?	Female Male Other
--------------------------------	-------------------------

9. What is your age?	_____
-----------------------------	-------

10. For how many people do you usually shop?	None 1 2 3 4 5 or more
---	---------------------------------------

11. What is your occupation?	Student Intern Recently employed Employed Self-employed Currently unemployed Retired
-------------------------------------	--

Appendix 4 - Factor Analysis Important Attributes

KMO and Bartlett's Test



Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,629
	Approx. Chi-Square	539,501
Bartlett's Test of Sphericity	df	120
	Sig.	,000

Communalities

	Initial	Extraction
2. Importance: Value for money	1,000	,603
2. Importance: Convenient location	1,000	,664
2. Importance: My products are always on stock	1,000	,557
2. Importance: Fast checkout	1,000	,614
2. Importance: Quality and freshness of products	1,000	,686
2. Importance: Store ambiance (cleanliness, wide aisles, lighting, etc.)	1,000	,682
2. Importance: Selection of store products and brands	1,000	,613
2. Importance: Selection of private label products	1,000	,590
2. Importance: Reputation	1,000	,726
2. Importance: Parking	1,000	,664
2. Importance: Loyalty program	1,000	,793
2. Importance: Service quality / friendly store personnel	1,000	,591
2. Importance: Selection of natural and organic products	1,000	,752
2. Importance: Layout of the store	1,000	,737
2. Importance: Selection of regional products	1,000	,785
2. Importance: Values represented by the company	1,000	,750

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,952	18,450	18,450	2,952	18,450	18,450	2,528	15,799	15,799
2	2,752	17,200	35,650	2,752	17,200	35,650	1,987	12,420	28,220
3	1,485	9,281	44,931	1,485	9,281	44,931	1,767	11,045	39,265
4	1,418	8,864	53,796	1,418	8,864	53,796	1,717	10,732	49,997
5	1,144	7,150	60,945	1,144	7,150	60,945	1,575	9,845	59,842
6	1,057	6,605	67,550	1,057	6,605	67,550	1,233	7,708	67,550
7	,874	5,465	73,014						
8	,759	4,746	77,760						
9	,694	4,335	82,096						



10	,620	3,876	85,972					
11	,553	3,456	89,428					
12	,497	3,107	92,535					
13	,359	2,245	94,779					
14	,321	2,005	96,784					
15	,263	1,646	98,430					
16	,251	1,570	100,000					

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
2. Importance: Value for money	,703					
2. Importance: Selection of private label products	,701					
2. Importance: My products are always on stock	,694					
2. Importance: Fast checkout	,667					
2. Importance: Convenient location	,525					
2. Importance: Selection of regional products		,820				
2. Importance: Selection of natural and organic products		,729				
2. Importance: Quality and freshness of products		,694				
2. Importance: Reputation			,789			
2. Importance: Values represented by the company			,705			
2. Importance: Service quality / friendly store personnel						
2. Importance: Selection of store products and brands				,727		
2. Importance: Layout of the store				,714		
2. Importance: Store ambiance (cleanliness, wide isles, lighting, etc.)				,566		
2. Importance: Parking					,766	
2. Importance: Loyalty program						,856

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 13 iterations.

Appendix 5 - Paired sample t-test Factors of Important Attributes

Paired Samples Test

	Paired Differences				t	df	Sig. (2-tailed)	
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower				Upper

Pair 1	Factor mean value for money - Factor mean ideology	,20667	1,14258	,10021	,00840	,40494	2,062	129	,041
Pair 2	Factor mean value for money - Factor mean brand image	1,11692	1,26731	,11115	,89701	1,33684	10,049	129	,000
Pair 3	Factor mean value for money - Factor mean shopping experience	,20667	,89002	,07806	,05222	,36111	2,648	129	,009
Pair 4	Factor mean value for money - Factor mean parking	1,71692	1,56845	,13756	1,44475	1,98909	12,481	129	,000
Pair 5	Factor mean value for money - Factor mean loyalty	2,12462	1,27572	,11189	1,90324	2,34599	18,989	129	,000
Pair 6	Factor mean ideology - Factor mean brand image	,91026	1,01138	,08870	,73475	1,08576	10,262	129	,000
Pair 7	Factor mean ideology - Factor mean shopping experience	,00000	,99784	,08752	-,17315	,17315	,000	129	1,000
Pair 8	Factor mean ideology - Factor mean parking	1,51026	1,65145	,14484	1,22368	1,79683	10,427	129	,000
Pair 9	Factor mean ideology - Factor mean loyalty	1,91795	1,36529	,11974	1,68103	2,15486	16,017	129	,000
Pair 10	Factor mean brand image - Factor mean shopping experience	-,91026	1,04695	,09182	-1,09193	-,72858	-9,913	129	,000
Pair 11	Factor mean brand image - Factor mean parking	,60000	1,67563	,14696	,30923	,89077	4,083	129	,000
Pair 12	Factor mean brand image - Factor mean loyalty	1,00769	1,37529	,12062	,76904	1,24634	8,354	129	,000
Pair 13	Factor mean shopping experience - Factor mean parking	1,51026	1,51205	,13262	1,24787	1,77264	11,388	129	,000



Pair 14	Factor mean shopping experience - Factor mean loyalty	1,91795	1,29070	,11320	1,69398	2,14192	16,943	129	,000
Pair 15	Factor mean parking - Factor mean loyalty	,40769	1,59795	,14015	,13040	,68498	2,909	129	,004

Appendix 6 - One-way ANOVA Factor Means - Shopping Frequency

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) 1. How often do you go to the supermarket?	(J) 1. How often do you go to the supermarket?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Factor mean value for money	Less than once a month	More than once a month but less than once a week	-,82667	,39670	,234	-1,9247	,2714
		Once a week	-,81294	,31379	,078	-1,6815	,0556
		More than once a week	-,86244*	,30178	,039	-1,6978	-,0271
		Every day	-,56000	,47844	,768	-1,8843	,7643
	More than once a month but less than once a week	Less than once a month	,82667	,39670	,234	-,2714	1,9247
		Once a week	,01373	,29010	1,000	-,7893	,8167
		More than once a week	-,03577	,27707	1,000	-,8027	,7312
		Every day	,26667	,46325	,978	-1,0156	1,5489
	Once a week	Less than once a month	,81294	,31379	,078	-,0556	1,6815
		More than once a month but less than once a week	-,01373	,29010	1,000	-,8167	,7893
		More than once a week	-,04950	,13363	,996	-,4194	,3204
		Every day	,25294	,39457	,968	-,8392	1,3451
	More than once a week	Less than once a month	,86244*	,30178	,039	,0271	1,6978



Factor mean ideology		More than once a month but less than once a week	,03577	,27707	1,000	-,7312	,8027	
		Once a week	,04950	,13363	,996	-,3204	,4194	
		Every day	,30244	,38510	,934	-,7635	1,3684	
		Less than once a month	,56000	,47844	,768	-,7643	1,8843	
		Every day	More than once a month but less than once a week	-,26667	,46325	,978	-1,5489	1,0156
			Once a week	-,25294	,39457	,968	-1,3451	,8392
			More than once a week	-,30244	,38510	,934	-1,3684	,7635
		Less than once a month	More than once a month but less than once a week	-,13333	,51621	,999	-1,5622	1,2955
			Once a week	-,16275	,40832	,995	-1,2930	,9675
			More than once a week	-,12927	,39270	,997	-1,2163	,9577
		More than once a month but less than once a week	Every day	,97778	,62257	,519	-,7455	2,7011
			Less than once a month	,13333	,51621	,999	-1,2955	1,5622
			Once a week	-,02941	,37749	1,000	-1,0743	1,0155
		Once a week	More than once a week	,00407	,36054	1,000	-,9939	1,0020
			Every day	1,11111	,60280	,354	-,5575	2,7797
			Less than once a month	,16275	,40832	,995	-,9675	1,2930
		More than once a week	More than once a month but less than once a week	,02941	,37749	1,000	-1,0155	1,0743
			More than once a week	,03348	,17389	1,000	-,4479	,5148
			Every day	1,14052	,51344	,179	-,2807	2,5617
		More than once a week	Less than once a month	,12927	,39270	,997	-,9577	1,2163
More than once a month but less than once a week	-,00407		,36054	1,000	-1,0020	,9939		



		Once a week	-,03348	,17389	1,000	-,5148	,4479
		Every day	1,10705	,50111	,183	-,2800	2,4941
		Less than once a month	-,97778	,62257	,519	-2,7011	,7455
	Every day	More than once a month but less than once a week	-1,11111	,60280	,354	-2,7797	,5575
		Once a week	-1,14052	,51344	,179	-2,5617	,2807
		More than once a week	-1,10705	,50111	,183	-2,4941	,2800
		More than once a month but less than once a week	-,23333	,57249	,994	-1,8180	1,3513
	Less than once a month	Once a week	-,26765	,45284	,976	-1,5211	,9858
		More than once a week	-,09512	,43551	,999	-1,3006	1,1104
		Every day	,43333	,69045	,970	-1,4778	2,3445
		Less than once a month	,23333	,57249	,994	-1,3513	1,8180
	More than once a month but less than once a week	Once a week	-,03431	,41865	1,000	-1,1931	1,1245
		More than once a week	,13821	,39985	,997	-,9686	1,2450
		Every day	,66667	,66853	,856	-1,1838	2,5172
		Less than once a month	,26765	,45284	,976	-,9858	1,5211
	Once a week	More than once a month but less than once a week	,03431	,41865	1,000	-1,1245	1,1931
		More than once a week	,17253	,19285	,898	-,3613	,7063
		Every day	,70098	,56942	,733	-,8752	2,2771
		Less than once a month	,09512	,43551	,999	-1,1104	1,3006
	More than once a week	More than once a month but less than once a week	-,13821	,39985	,997	-1,2450	,9686
		Once a week	-,17253	,19285	,898	-,7063	,3613
		Every day	,52846	,55575	,876	-1,0099	2,0668
	Every day	Less than once a month	-,43333	,69045	,970	-2,3445	1,4778



		More than once a month but less than once a week	-,66667	,66853	,856	-2,5172	1,1838
		Once a week	-,70098	,56942	,733	-2,2771	,8752
		More than once a week	-,52846	,55575	,876	-2,0668	1,0099
		More than once a month but less than once a week	-,52222	,44748	,770	-1,7608	,7164
	Less than once a month	Once a week	-,47647	,35395	,663	-1,4562	,5033
		More than once a week	-,48699	,34041	,609	-1,4293	,4553
		Every day	,64444	,53968	,755	-,8494	2,1383
		Less than once a month	,52222	,44748	,770	-,7164	1,7608
	More than once a month but less than once a week	Once a week	,04575	,32723	1,000	-,8600	,9515
		More than once a week	,03523	,31253	1,000	-,8299	,9003
		Every day	1,16667	,52254	,175	-,2797	2,6131
		Less than once a month	,47647	,35395	,663	-,5033	1,4562
		More than once a month but less than once a week	-,04575	,32723	1,000	-,9515	,8600
	Once a week	More than once a week	-,01052	,15074	1,000	-,4278	,4067
		Every day	1,12092	,44508	,093	-,1111	2,3529
		Less than once a month	,48699	,34041	,609	-,4553	1,4293
	More than once a week	More than once a month but less than once a week	-,03523	,31253	1,000	-,9003	,8299
		Once a week	,01052	,15074	1,000	-,4067	,4278
		Every day	1,13144	,43439	,076	-,0710	2,3338
		Less than once a month	-,64444	,53968	,755	-2,1383	,8494
	Every day	More than once a month but less than once a week	-1,16667	,52254	,175	-2,6131	,2797
		Once a week	-1,12092	,44508	,093	-2,3529	,1111



	More than once a week	-1,13144	,43439	,076	-2,3338	,0710
	More than once a month but less than once a week	,36667	,84381	,993	-1,9690	2,7023
Less than once a month	Once a week	1,25882	,66745	,330	-,5887	3,1063
	More than once a week	1,10244	,64192	,427	-,6744	2,8793
	Every day	1,20000	1,01768	,763	-1,6169	4,0169
	Less than once a month	-,36667	,84381	,993	-2,7023	1,9690
More than once a month but less than once a week	Once a week	,89216	,61706	,599	-,8159	2,6002
	More than once a week	,73577	,58935	,723	-,8955	2,3671
	Every day	,83333	,98536	,916	-1,8942	3,5608
	Less than once a month	-1,25882	,66745	,330	-3,1063	,5887
	More than once a month but less than once a week	-,89216	,61706	,599	-2,6002	,8159
Factor mean parking	Once a week					
	More than once a week	-,15638	,28425	,982	-,9432	,6304
	Every day	-,05882	,83929	1,000	-2,3820	2,2643
	Less than once a month	-1,10244	,64192	,427	-2,8793	,6744
	More than once a month but less than once a week	-,73577	,58935	,723	-2,3671	,8955
More than once a week	Once a week	,15638	,28425	,982	-,6304	,9432
	Every day	,09756	,81913	1,000	-2,1698	2,3649
	Less than once a month	-1,20000	1,01768	,763	-4,0169	1,6169
	More than once a month but less than once a week	-,83333	,98536	,916	-3,5608	1,8942
Every day	Once a week	,05882	,83929	1,000	-2,2643	2,3820
	More than once a week	-,09756	,81913	1,000	-2,3649	2,1698

		More than once a month but less than once a week	,53333	,65695	,927	-1,2851	2,3518
	Less than once a month	Once a week	,61176	,51965	,764	-,8266	2,0501
		More than once a week	,46829	,49977	,882	-,9151	1,8516
		Every day	-,13333	,79232	1,000	-2,3265	2,0598
		Less than once a month	-,53333	,65695	,927	-2,3518	1,2851
	More than once a month but less than once a week	Once a week	,07843	,48041	1,000	-1,2514	1,4082
		More than once a week	-,06504	,45884	1,000	-1,3351	1,2050
		Every day	-,66667	,76716	,908	-2,7902	1,4568
		Less than once a month	-,61176	,51965	,764	-2,0501	,8266
		More than once a month but less than once a week	-,07843	,48041	1,000	-1,4082	1,2514
Factor mean loyalty	Once a week	More than once a week	-,14347	,22130	,967	-,7560	,4691
		Every day	-,74510	,65343	,785	-2,5538	1,0636
		Less than once a month	-,46829	,49977	,882	-1,8516	,9151
	More than once a week	More than once a month but less than once a week	,06504	,45884	1,000	-1,2050	1,3351
		Once a week	,14347	,22130	,967	-,4691	,7560
		Every day	-,60163	,63774	,879	-2,3669	1,1636
		Less than once a month	,13333	,79232	1,000	-2,0598	2,3265
		More than once a month but less than once a week	,66667	,76716	,908	-1,4568	2,7902
	Every day	Once a week	,74510	,65343	,785	-1,0636	2,5538
		More than once a week	,60163	,63774	,879	-1,1636	2,3669
Factor mean shopping experience	Less than once a month	More than once a month but less than once a week	,02917	,35016	1,000	-,9401	,9984
		Once a week	-,13750	,27697	,988	-,9042	,6292



		More than once a week	-,00183	,26637	1,000	-,7392	,7355
		Every day	-,15833	,42230	,996	-1,3273	1,0106
		Less than once a month	-,02917	,35016	1,000	-,9984	,9401
	More than once a month but less than once a week	Once a week	-,16667	,25606	,966	-,8754	,5421
		More than once a week	-,03100	,24456	1,000	-,7079	,6459
		Every day	-,18750	,40889	,991	-1,3193	,9443
		Less than once a month	,13750	,27697	,988	-,6292	,9042
	Once a week	More than once a month but less than once a week	,16667	,25606	,966	-,5421	,8754
		More than once a week	,13567	,11795	,779	-,1908	,4622
		Every day	-,02083	,34828	1,000	-,9849	,9432
		Less than once a month	,00183	,26637	1,000	-,7355	,7392
	More than once a week	More than once a month but less than once a week	,03100	,24456	1,000	-,6459	,7079
		Once a week	-,13567	,11795	,779	-,4622	,1908
		Every day	-,15650	,33991	,991	-1,0974	,7844
		Less than once a month	,15833	,42230	,996	-1,0106	1,3273
	Every day	More than once a month but less than once a week	,18750	,40889	,991	-,9443	1,3193
		Once a week	,02083	,34828	1,000	-,9432	,9849
		More than once a week	,15650	,33991	,991	-,7844	1,0974
		More than once a month but less than once a week	,13333	,43767	,998	-1,0781	1,3448
Factor mean shared ideology	Less than once a month	Once a week	-,52353	,34619	,557	-1,4818	,4347
		More than once a week	-,46829	,33295	,625	-1,3899	,4533
		Every day	-,75556	,52785	,609	-2,2166	,7055



	Less than once a month	-,13333	,43767	,998	-1,3448	1,0781
More than once a month but less than once a week	Once a week	-,65686	,32005	,248	-1,5428	,2290
	More than once a week	-,60163	,30568	,288	-1,4477	,2445
	Every day	-,88889	,51108	,414	-2,3036	,5258
	Less than once a month	,52353	,34619	,557	-,4347	1,4818
Once a week	More than once a month but less than once a week	,65686	,32005	,248	-,2290	1,5428
	More than once a week	,05524	,14743	,996	-,3529	,4633
	Every day	-,23203	,43532	,984	-1,4370	,9729
	Less than once a month	,46829	,33295	,625	-,4533	1,3899
More than once a week	More than once a month but less than once a week	,60163	,30568	,288	-,2445	1,4477
	Once a week	-,05524	,14743	,996	-,4633	,3529
	Every day	-,28726	,42486	,961	-1,4633	,8888
	Less than once a month	,75556	,52785	,609	-,7055	2,2166
Every day	More than once a month but less than once a week	,88889	,51108	,414	-,5258	2,3036
	Once a week	,23203	,43532	,984	-,9729	1,4370
	More than once a week	,28726	,42486	,961	-,8888	1,4633
	More than once a month but less than once a week	-,71667	,52314	,648	-2,1647	,7314
Less than once a month	Once a week	-,57941	,41380	,629	-1,7248	,5660
	More than once a week	-,13537	,39797	,997	-1,2369	,9662
	Every day	-,46667	,63093	,947	-2,2131	1,2797
More than once a month but less than once a week	Less than once a month	,71667	,52314	,648	-,7314	2,1647
	Once a week	,13725	,38256	,996	-,9217	1,1962



		More than once a week	,58130	,36538	,506	-,4301	1,5927
		Every day	,25000	,61089	,994	-,1,4410	1,9410
		Less than once a month	,57941	,41380	,629	-,5660	1,7248
	Once a week	More than once a month but less than once a week	-,13725	,38256	,996	-,1,1962	,9217
		More than once a week	,44405	,17622	,093	-,0437	,9318
		Every day	,11275	,52033	1,000	-,1,3275	1,5530
		Less than once a month	,13537	,39797	,997	-,9662	1,2369
	More than once a week	More than once a month but less than once a week	-,58130	,36538	,506	-,1,5927	,4301
		Once a week	-,44405	,17622	,093	-,9318	,0437
		Every day	-,33130	,50784	,966	-,1,7370	1,0744
		Less than once a month	,46667	,63093	,947	-,1,2797	2,2131
	Every day	More than once a month but less than once a week	-,25000	,61089	,994	-,1,9410	1,4410
		Once a week	-,11275	,52033	1,000	-,1,5530	1,3275
		More than once a week	,33130	,50784	,966	-,1,0744	1,7370
		More than once a month but less than once a week	,70278	,78314	,897	-,1,4650	2,8705
	Less than once a month	Once a week	,37353	,61946	,974	-,1,3411	2,0882
		More than once a week	,55711	,59576	,883	-,1,0920	2,2062
Factor mean affect towards advertisements		Every day	,63333	,94450	,962	-,1,9811	3,2477
		Less than once a month	-,70278	,78314	,897	-,2,8705	1,4650
	More than once a month but less than once a week	Once a week	-,32925	,57269	,979	-,1,9145	1,2560
		More than once a week	-,14566	,54697	,999	-,1,6597	1,3683
		Every day	-,06944	,91451	1,000	-,2,6008	2,4619



		Less than once a month	-,37353	,61946	,974	-2,0882	1,3411
	Once a week	More than once a month but less than once a week	,32925	,57269	,979	-1,2560	1,9145
		More than once a week	,18358	,26381	,957	-,5466	,9138
		Every day	,25980	,77894	,997	-1,8963	2,4159
	More than once a week	Less than once a month	-,55711	,59576	,883	-2,2062	1,0920
		More than once a month but less than once a week	,14566	,54697	,999	-1,3683	1,6597
		Once a week	-,18358	,26381	,957	-,9138	,5466
		Every day	,07622	,76023	1,000	-2,0281	2,1805
	Every day	Less than once a month	-,63333	,94450	,962	-3,2477	1,9811
		More than once a month but less than once a week	,06944	,91451	1,000	-2,4619	2,6008
		Once a week	-,25980	,77894	,997	-2,4159	1,8963
		More than once a week	-,07622	,76023	1,000	-2,1805	2,0281
	Less than once a month	More than once a month but less than once a week	-,02857	,82532	1,000	-2,3131	2,2559
		Once a week	,28235	,65282	,993	-1,5247	2,0894
		More than once a week	,34077	,62785	,983	-1,3971	2,0786
Factor mean		Every day	1,44762	,99537	,594	-1,3076	4,2028
rationality towards		Less than once a month	,02857	,82532	1,000	-2,2559	2,3131
advertisements	More than once a month but less than once a week	Once a week	,31092	,60353	,986	-1,3597	1,9815
		More than once a week	,36934	,57643	,968	-1,2262	1,9649
	Once a week	Every day	1,47619	,96376	,544	-1,1915	4,1439
		Less than once a month	-,28235	,65282	,993	-2,0894	1,5247



		More than once a month but less than once a week	-,31092	,60353	,986	-1,9815	1,3597
		More than once a week	,05841	,27802	1,000	-,7111	,8280
		Every day	1,16527	,82089	,616	-1,1070	3,4375
		Less than once a month	-,34077	,62785	,983	-2,0786	1,3971
	More than once a week	More than once a month but less than once a week	-,36934	,57643	,968	-1,9649	1,2262
		Once a week	-,05841	,27802	1,000	-,8280	,7111
		Every day	1,10685	,80118	,641	-1,1108	3,3245
		Less than once a month	-1,44762	,99537	,594	-4,2028	1,3076
	Every day	More than once a month but less than once a week	-1,47619	,96376	,544	-4,1439	1,1915
		Once a week	-1,16527	,82089	,616	-3,4375	1,1070
		More than once a week	-1,10685	,80118	,641	-3,3245	1,1108
		More than once a month but less than once a week	,00769	,53335	1,000	-1,4686	1,4840
	Less than once a month	Once a week	,43982	,42187	,835	-,7279	1,6076
		More than once a week	,07711	,40573	1,000	-1,0460	1,2002
		Every day	-,13333	,64324	1,000	-1,9138	1,6472
		Less than once a month	-,00769	,53335	1,000	-1,4840	1,4686
Factor mean affect towards EDEKA	More than once a month but less than once a week	Once a week	,43213	,39002	,802	-,6475	1,5117
		More than once a week	,06942	,37250	1,000	-,9617	1,1005
		Every day	-,14103	,62281	,999	-1,8650	1,5829
		Less than once a month	-,43982	,42187	,835	-1,6076	,7279
	Once a week	More than once a month but less than once a week	-,43213	,39002	,802	-1,5117	,6475



		More than once a week	-,36271	,17966	,263	-,8600	,1346
		Every day	-,57315	,53049	,816	-2,0415	,8952
		Less than once a month	-,07711	,40573	1,000	-1,2002	1,0460
	More than once a week	More than once a month but less than once a week	-,06942	,37250	1,000	-1,1005	,9617
		Once a week	,36271	,17966	,263	-,1346	,8600
		Every day	-,21044	,51774	,994	-1,6436	1,2227
		Less than once a month	,13333	,64324	1,000	-1,6472	1,9138
	Every day	More than once a month but less than once a week	,14103	,62281	,999	-1,5829	1,8650
		Once a week	,57315	,53049	,816	-,8952	2,0415
		More than once a week	,21044	,51774	,994	-1,2227	1,6436
		More than once a month but less than once a week	,03333	,61085	1,000	-1,6575	1,7242
	Less than once a month	Once a week	,67899	,48318	,625	-,6584	2,0164
		More than once a week	,37596	,46469	,927	-,9103	1,6622
		Every day	,15238	,73671	1,000	-1,8868	2,1916
		Less than once a month	-,03333	,61085	1,000	-1,7242	1,6575
Factor mean	More than once a month but less than once a week	Once a week	,64566	,44670	,600	-,5908	1,8821
rationality towards EDEKA		More than once a week	,34262	,42663	,929	-,8383	1,5236
		Every day	,11905	,71332	1,000	-1,8554	2,0935
		Less than once a month	-,67899	,48318	,625	-2,0164	,6584
	Once a week	More than once a month but less than once a week	-,64566	,44670	,600	-1,8821	,5908
		More than once a week	-,30303	,20577	,582	-,8726	,2665



	Every day	-,52661	,60757	,908	-2,2084	1,1552
	Less than once a month	-,37596	,46469	,927	-1,6622	,9103
More than once a week	More than once a month but less than once a week	-,34262	,42663	,929	-1,5236	,8383
	Once a week	,30303	,20577	,582	-,2665	,8726
	Every day	-,22358	,59298	,996	-1,8649	1,4178
	Less than once a month	-,15238	,73671	1,000	-2,1916	1,8868
Every day	More than once a month but less than once a week	-,11905	,71332	1,000	-2,0935	1,8554
	Once a week	,52661	,60757	,908	-1,1552	2,2084
	More than once a week	,22358	,59298	,996	-1,4178	1,8649

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

Appendix 7 - One-way ANOVA Factor Means - People shopped for

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) 10. For how many people do you usually shop?	(J) 10. For how many people do you usually shop?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Factor mean value for money	1	2	,03028	,13098	,996	-,3108	,3713
		3	,42765	,34340	,599	-,4665	1,3218
		4 or more	,27765	,48016	,938	-,9726	1,5279
	2	1	-,03028	,13098	,996	-,3713	,3108
		3	,39737	,35282	,674	-,5213	1,3161
		4 or more	,24737	,48693	,957	-1,0206	1,5153
	3	1	-,42765	,34340	,599	-1,3218	,4665
		2	-,39737	,35282	,674	-1,3161	,5213
		4 or more	-,15000	,58127	,994	-1,6636	1,3636
	4 or more	1	-,27765	,48016	,938	-1,5279	,9726
		2	-,24737	,48693	,957	-1,5153	1,0206
		3	,15000	,58127	,994	-1,3636	1,6636



		2	-,31342	,16425	,230	-,7411	,1143
	1	3	,82255	,43064	,229	-,2988	1,9439
		4 or more	-,26078	,60214	,973	-1,8287	1,3071
		1	,31342	,16425	,230	-,1143	,7411
	2	3	1,13596	,44245	,055	-,0161	2,2881
		4 or more	,05263	,61064	1,000	-1,5374	1,6427
Factor mean ideology		1	-,82255	,43064	,229	-1,9439	,2988
	3	2	-1,13596	,44245	,055	-2,2881	,0161
		4 or more	-1,08333	,72894	,449	-2,9814	,8148
		1	,26078	,60214	,973	-1,3071	1,8287
	4 or more	2	-,05263	,61064	1,000	-1,6427	1,5374
		3	1,08333	,72894	,449	-,8148	2,9814
		2	-,40000	,18230	,130	-,8747	,0747
	1	3	-,27500	,47796	,939	-1,5196	,9696
		4 or more	-,40000	,66829	,932	-2,1402	1,3402
		1	,40000	,18230	,130	-,0747	,8747
	2	3	,12500	,49106	,994	-1,1537	1,4037
Factor mean brand image		4 or more	,00000	,67773	1,000	-1,7648	1,7648
		1	,27500	,47796	,939	-,9696	1,5196
	3	2	-,12500	,49106	,994	-1,4037	1,1537
		4 or more	-,12500	,80903	,999	-2,2316	1,9816
		1	,40000	,66829	,932	-1,3402	2,1402
	4 or more	2	,00000	,67773	1,000	-1,7648	1,7648
		3	,12500	,80903	,999	-1,9816	2,2316
		2	-,14448	,14609	,756	-,5249	,2359
	1	3	,46078	,38303	,626	-,5366	1,4582
		4 or more	,46078	,53557	,825	-,9338	1,8554
		1	,14448	,14609	,756	-,2359	,5249
	2	3	,60526	,39353	,418	-,4195	1,6300
Factor mean shopping experience		4 or more	,60526	,54313	,681	-,8090	2,0195
		1	-,46078	,38303	,626	-1,4582	,5366
	3	2	-,60526	,39353	,418	-1,6300	,4195
		4 or more	,00000	,64835	1,000	-1,6883	1,6883
		1	-,46078	,53557	,825	-1,8554	,9338
	4 or more	2	-,60526	,54313	,681	-2,0195	,8090
		3	,00000	,64835	1,000	-1,6883	1,6883
		2	-,56161	,27145	,169	-1,2684	,1452
	1	3	-,53529	,71169	,876	-2,3885	1,3179
Factor mean parking		4 or more	,46471	,99511	,966	-2,1265	3,0559
	2	1	,56161	,27145	,169	-,1452	1,2684

		3	,02632	,73120	1,000	-1,8777	1,9303
		4 or more	1,02632	1,00915	,740	-1,6014	3,6541
		1	,53529	,71169	,876	-1,3179	2,3885
	3	2	-,02632	,73120	1,000	-1,9303	1,8777
		4 or more	1,00000	1,20466	,840	-2,1368	4,1368
		1	-,46471	,99511	,966	-3,0559	2,1265
	4 or more	2	-1,02632	1,00915	,740	-3,6541	1,6014
		3	-1,00000	1,20466	,840	-4,1368	2,1368
		2	,02786	,21174	,999	-,5235	,5792
	1	3	,76471	,55514	,516	-,6808	2,2102
		4 or more	,26471	,77621	,986	-1,7565	2,2859
		1	-,02786	,21174	,999	-,5792	,5235
	2	3	,73684	,57036	,570	-,7483	2,2220
		4 or more	,23684	,78717	,990	-1,8129	2,2866
Factor mean loyalty		1	-,76471	,55514	,516	-2,2102	,6808
	3	2	-,73684	,57036	,570	-2,2220	,7483
		4 or more	-,50000	,93967	,951	-2,9468	1,9468
		1	-,26471	,77621	,986	-2,2859	1,7565
	4 or more	2	-,23684	,78717	,990	-2,2866	1,8129
		3	,50000	,93967	,951	-1,9468	2,9468
		2	-,06428	,11286	,941	-,3581	,2296
	1	3	-,05441	,29589	,998	-,8249	,7161
		4 or more	-,17941	,41372	,973	-1,2567	,8979
		1	,06428	,11286	,941	-,2296	,3581
	2	3	,00987	,30400	1,000	-,7817	,8015
Factor mean shopping experience		4 or more	-,11513	,41956	,993	-1,2076	,9774
		1	,05441	,29589	,998	-,7161	,8249
	3	2	-,00987	,30400	1,000	-,8015	,7817
		4 or more	-,12500	,50084	,995	-1,4292	1,1792
		1	,17941	,41372	,973	-,8979	1,2567
	4 or more	2	,11513	,41956	,993	-,9774	1,2076
		3	,12500	,50084	,995	-1,1792	1,4292
		2	-,29350	,13983	,159	-,6576	,0706
	1	3	-,52157	,36660	,488	-1,4762	,4330
		4 or more	-,35490	,51259	,900	-1,6897	,9799
Factor mean shared ideology		1	,29350	,13983	,159	-,0706	,6576
	2	3	-,22807	,37665	,930	-1,2088	,7527
		4 or more	-,06140	,51983	,999	-1,4150	1,2922
		1	,52157	,36660	,488	-,4330	1,4762
	3	2	,22807	,37665	,930	-,7527	1,2088



		4 or more	,16667	,62054	,993	-1,4492	1,7825
		1	,35490	,51259	,900	-,9799	1,6897
	4 or more	2	,06140	,51983	,999	-1,2922	1,4150
		3	-,16667	,62054	,993	-1,7825	1,4492
		2	,03498	,17278	,997	-,4149	,4849
	1	3	,23235	,45300	,956	-,9472	1,4119
		4 or more	-,76765	,63340	,620	-2,4170	,8817
		1	-,03498	,17278	,997	-,4849	,4149
	2	3	,19737	,46542	,974	-1,0146	1,4093
Factor mean value for		4 or more	-,80263	,64234	,597	-2,4752	,8700
money		1	-,23235	,45300	,956	-1,4119	,9472
	3	2	-,19737	,46542	,974	-1,4093	1,0146
		4 or more	-1,00000	,76679	,562	-2,9967	,9967
		1	,76765	,63340	,620	-,8817	2,4170
	4 or more	2	,80263	,64234	,597	-,8700	2,4752
		3	1,00000	,76679	,562	-,9967	2,9967
		2	,08927	,25078	,984	-,5637	,7423
	1	3	,32721	,65750	,959	-1,3849	2,0393
		4 or more	1,18137	,91933	,574	-1,2125	3,5752
		1	-,08927	,25078	,984	-,7423	,5637
Factor mean affect	2	3	,23794	,67552	,985	-1,5211	1,9970
towards		4 or more	1,09211	,93231	,646	-1,3356	3,5198
advertisements		1	-,32721	,65750	,959	-2,0393	1,3849
	3	2	-,23794	,67552	,985	-1,9970	1,5211
		4 or more	,85417	1,11293	,869	-2,0438	3,7522
		1	-1,18137	,91933	,574	-3,5752	1,2125
	4 or more	2	-1,09211	,93231	,646	-3,5198	1,3356
		3	-,85417	1,11293	,869	-3,7522	2,0438
		2	,16431	,26473	,925	-,5250	,8536
	1	3	,73950	,69406	,711	-1,0678	2,5468
		4 or more	1,52521	,97046	,399	-1,0018	4,0522
		1	-,16431	,26473	,925	-,8536	,5250
Factor mean rationality	2	3	,57519	,71309	,851	-1,2817	2,4320
towards		4 or more	1,36090	,98416	,512	-1,2018	3,9236
advertisements		1	-,73950	,69406	,711	-2,5468	1,0678
	3	2	-,57519	,71309	,851	-2,4320	1,2817
		4 or more	,78571	1,17483	,909	-2,2735	3,8449
		1	-1,52521	,97046	,399	-4,0522	1,0018
	4 or more	2	-1,36090	,98416	,512	-3,9236	1,2018
		3	-,78571	1,17483	,909	-3,8449	2,2735

		2	-,05618	,16903	,987	-,4963	,3840
1		3	,18167	,44317	,977	-,9723	1,3357
		4 or more	1,70090*	,61966	,035	,0874	3,3144
		1	,05618	,16903	,987	-,3840	,4963
2		3	,23785	,45532	,954	-,9478	1,4235
		4 or more	1,75709*	,62840	,030	,1208	3,3934
Factor mean affect towards EDEKA		1	-,18167	,44317	,977	-1,3357	,9723
	3	2	-,23785	,45532	,954	-1,4235	,9478
		4 or more	1,51923	,75015	,184	-,4341	3,4726
		1	-1,70090*	,61966	,035	-3,3144	-,0874
	4 or more	2	-1,75709*	,62840	,030	-3,3934	-,1208
		3	-1,51923	,75015	,184	-3,4726	,4341
		2	-,15555	,19344	,852	-,6593	,3482
	1	3	,11513	,50717	,996	-1,2055	1,4358
		4 or more	1,82941	,70914	,053	-,0171	3,6760
		1	,15555	,19344	,852	-,3482	,6593
	2	3	,27068	,52107	,954	-1,0862	1,6275
Factor mean rationality towards EDEKA		4 or more	1,98496*	,71915	,033	,1124	3,8576
		1	-,11513	,50717	,996	-1,4358	1,2055
	3	2	-,27068	,52107	,954	-1,6275	1,0862
		4 or more	1,71429	,85847	,195	-,5211	3,9497
		1	-1,82941	,70914	,053	-3,6760	,0171
	4 or more	2	-1,98496*	,71915	,033	-3,8576	-,1124
		3	-1,71429	,85847	,195	-3,9497	,5211

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

Appendix 8 - Factor Analysis Attributes met by EDEKA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,852
Approx. Chi-Square		738,099
Bartlett's Test of Sphericity	df	120
	Sig.	,000

Communalities

	Initial	Extraction
4. EDEKA: Value for money	1,000	,665
4. EDEKA: Convenient location	1,000	,517
4. EDEKA: My products are always on stock	1,000	,480



4. EDEKA: Fast checkout	1,000	,475
4. EDEKA: Quality and freshness of products	1,000	,638
4. EDEKA: Store ambiance (cleanliness, wide aisles, lighting, etc.)	1,000	,647
4. EDEKA: Selection of products and brands	1,000	,642
4. EDEKA: Selection of private label products	1,000	,396
4. EDEKA: Reputation	1,000	,513
4. EDEKA: Parking	1,000	,498
4. EDEKA: Loyalty program	1,000	,353
4. EDEKA: Service quality / friendly store personnel	1,000	,431
4. EDEKA: Selection of natural and organic products	1,000	,463
4. EDEKA: Layout of the store	1,000	,770
4. EDEKA: Selection of regional products	1,000	,478
4. EDEKA: Values represented by the company	1,000	,556

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,574	34,839	34,839	5,574	34,839	34,839	4,428	27,673	27,673
2	1,729	10,805	45,644	1,729	10,805	45,644	2,120	13,252	40,925
3	1,218	7,614	53,258	1,218	7,614	53,258	1,973	12,333	53,258
4	,992	6,199	59,457						
5	,931	5,820	65,277						
6	,858	5,365	70,642						
7	,748	4,677	75,320						
8	,669	4,178	79,498						
9	,591	3,691	83,189						
10	,522	3,266	86,455						
11	,509	3,184	89,638						
12	,444	2,773	92,411						
13	,397	2,481	94,892						
14	,330	2,060	96,952						
15	,284	1,777	98,729						
16	,203	1,271	100,000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component		
	1	2	3
4. EDEKA: Layout of the store	,862		
4. EDEKA: Selection of products and brands	,778		
4. EDEKA: Store ambiance (cleanliness, wide isles, lighting, etc.)	,753		
4. EDEKA: Quality and freshness of products	,711		
4. EDEKA: My products are always on stock	,644		
4. EDEKA: Service quality / friendly store personnel	,540		
4. EDEKA: Fast checkout	,519		
4. EDEKA: Selection of private label products	,518		
4. EDEKA: Selection of natural and organic products			
4. EDEKA: Selection of regional products			
4. EDEKA: Parking		,699	
4. EDEKA: Reputation		,639	
4. EDEKA: Values represented by the company		,586	
4. EDEKA: Value for money			,799
4. EDEKA: Convenient location			,581
4. EDEKA: Loyalty program			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Appendix 9 - Paired samples t-test Attributes met by EDEKA

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Factor mean shopping experience - Factor mean shared ideology	,51250	,76878	,06743	,37910	,64590	7,601	129	,000
Pair 2 Factor mean shopping experience - Factor mean value for money	,60865	,82099	,07201	,46619	,75112	8,453	129	,000
Pair 3 Factor mean shared ideology - Factor mean value for money	,09615	1,08784	,09541	-,09262	,28493	1,008	129	,315

Appendix 10 - Factor Analysis Feelings towards Advertisements

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,936
	Approx. Chi-Square	2349,037
Bartlett's Test of Sphericity	df	171
	Sig.	,000

Communalities

	Initial	Extraction
5. Feelings towards the ad: Good - Bad	1,000	,805
5. Feelings towards the ad: Like - Dislike	1,000	,875
5. Feelings towards the ad: Interesting - Boring	1,000	,457
5. Feelings towards the ad: Persuasive - Not at all persuasive	1,000	,825
5. Feelings towards the ad: Informative - Uninformative	1,000	,453
5. Feelings towards the ad: Believable - Unbelievable	1,000	,774
5. Feelings towards the ad: Effective - Not at all effective	1,000	,623
5. Feelings towards the ad: Appealing - Unappealing	1,000	,785
5. Feelings towards the ad: Favorable - Unfavorable	1,000	,718
5. Feelings towards the ad: Pleasant - Unpleasant	1,000	,777
5. Feelings towards the ad: Nice - Aweful	1,000	,720
5. Feelings towards the ad: Honest - Dishonest	1,000	,790
5. Feelings towards the ad: Likable - Unlikable	1,000	,812
5. Feelings towards the ad: Positive - Negative	1,000	,791
5. Feelings towards the ad: Refreshing - Depressing	1,000	,671
5. Feelings towards the ad: Useful - Useless	1,000	,559
5. Feelings towards the ad: Entertaining - Not entertaining	1,000	,760
5. Feelings towards the ad: Original - Unoriginal	1,000	,502
5. Feelings towards the ad: Sensitive - Insensitive	1,000	,421

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10,740	56,525	56,525	10,740	56,525	56,525	8,074	42,497	42,497
2	2,379	12,523	69,048	2,379	12,523	69,048	5,045	26,551	69,048
3	1,245	6,553	75,601						
4	,772	4,063	79,665						



5	,550	2,897	82,562					
6	,508	2,674	85,236					
7	,406	2,135	87,371					
8	,354	1,863	89,234					
9	,300	1,577	90,811					
10	,278	1,465	92,276					
11	,236	1,244	93,520					
12	,218	1,149	94,669					
13	,187	,986	95,655					
14	,179	,942	96,597					
15	,173	,909	97,506					
16	,155	,816	98,322					
17	,127	,668	98,990					
18	,117	,618	99,608					
19	,074	,392	100,000					

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component	
	1	2
5. Feelings towards the ad: Entertaining - Not entertaining	,871	
5. Feelings towards the ad: Like - Dislike	,866	
5. Feelings towards the ad: Pleasant - Unpleasant	,850	
5. Feelings towards the ad: Likable - Unlikable	,837	
5. Feelings towards the ad: Positive - Negative	,824	
5. Feelings towards the ad: Refreshing - Depressing	,815	
5. Feelings towards the ad: Good - Bad	,808	
5. Feelings towards the ad: Appealing - Unappealing	,799	
5. Feelings towards the ad: Nice - Aweful	,784	
5. Feelings towards the ad: Favorable - Unfavorable	,729	
5. Feelings towards the ad: Original - Unoriginal	,665	
5. Feelings towards the ad: Interesting - Boring	,558	
5. Feelings towards the ad: Honest - Dishonest		,878
5. Feelings towards the ad: Believable - Unbelievable		,860
5. Feelings towards the ad: Persuasive - Not at all persuasive		,807
5. Feelings towards the ad: Effective - Not at all effective		,685
5. Feelings towards the ad: Useful - Useless		,653
5. Feelings towards the ad: Sensitive - Insensitive		,649
5. Feelings towards the ad: Informative - Uninformative		,600

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 3 iterations.

Appendix 11 - ANOVA Factor Means per Advertisements shown

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Shown advertisement	(J) Shown advertisement	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Factor mean affect towards advertisements	#coming home	Super awesome	,91296*	,25249	,001	,3142	1,5117
		Village drift	1,07292*	,26026	,000	,4557	1,6901
	Super awesome	#coming home	-,91296*	,25249	,001	-1,5117	-,3142
		Village drift	,15995	,26026	,812	-,4573	,7772
	Village drift	#coming home	-1,07292*	,26026	,000	-1,6901	-,4557
		Super awesome	-,15995	,26026	,812	-,7772	,4573
Factor mean rationality towards advertisements	#coming home	Super awesome	-,58730	,27476	,086	-1,2389	,0643
		Village drift	,41389	,28322	,313	-,2578	1,0855
	Super awesome	#coming home	,58730	,27476	,086	-,0643	1,2389
		Village drift	1,00119*	,28322	,002	,3295	1,6728
	Village drift	#coming home	-,41389	,28322	,313	-1,0855	,2578
		Super awesome	-1,00119*	,28322	,002	-1,6728	-,3295

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

Appendix 12 - Factor Analysis Feelings towards EDEKA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,946
Approx. Chi-Square		2164,640
Bartlett's Test of Sphericity	df	190
	Sig.	,000

Communalities

	Initial	Extraction
6. Feelings towards EDEKA: Good - Bad	1,000	,727
6. Feelings towards EDEKA: Like - Dislike	1,000	,800
6. Feelings towards EDEKA: Pleasant - Unpleasant	1,000	,775
6. Feelings towards EDEKA: High quality - Poor quality	1,000	,549



6. Feelings towards EDEKA: Agreeable - Disagreeable	1,000	,667
6. Feelings towards EDEKA: Wise - Foolish	1,000	,598
6. Feelings towards EDEKA: Favorable - Unfavorable	1,000	,610
6. Feelings towards EDEKA: Distinctive - Common	1,000	,610
6. Feelings towards EDEKA: Likable - Unlikable	1,000	,730
6. Feelings towards EDEKA: Positive - Negative	1,000	,796
6. Feelings towards EDEKA: Would shop there - Would not shop there	1,000	,603
6. Feelings towards EDEKA: Useful - Useless	1,000	,637
6. Feelings towards EDEKA: Nice - Awful	1,000	,763
6. Feelings towards EDEKA: Beneficial for me - Not beneficial	1,000	,715
6. Feelings towards EDEKA: Valuable - Worthless	1,000	,482
6. Feelings towards EDEKA: Superior - Inferior	1,000	,498
6. Feelings towards EDEKA: Appealing - Unappealing	1,000	,672
6. Feelings towards EDEKA: For me - Not for me	1,000	,816
6. Feelings towards EDEKA: Value for money - No value for money	1,000	,506
6. Feelings towards EDEKA: Makes me happy - Makes me sad	1,000	,462

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11,653	58,266	58,266	11,653	58,266	58,266	7,889	39,443	39,443
2	1,363	6,815	65,081	1,363	6,815	65,081	5,127	25,637	65,081
3	,944	4,722	69,803						
4	,864	4,318	74,121						
5	,731	3,653	77,774						
6	,635	3,175	80,949						
7	,531	2,656	83,604						
8	,456	2,281	85,885						
9	,396	1,982	87,867						
10	,345	1,727	89,594						
11	,313	1,563	91,157						
12	,304	1,518	92,675						
13	,250	1,250	93,925						
14	,245	1,223	95,149						
15	,212	1,059	96,208						
16	,191	,954	97,162						

17	,173	,867	98,029					
18	,142	,710	98,739					
19	,129	,645	99,384					
20	,123	,616	100,000					

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component	
	1	2
6. Feelings towards EDEKA: Nice - Aweful	,858	
6. Feelings towards EDEKA: Pleasant - Unpleasant	,852	
6. Feelings towards EDEKA: Positive - Negative	,792	
6. Feelings towards EDEKA: Like - Dislike	,792	
6. Feelings towards EDEKA: Useful - Useless	,761	
6. Feelings towards EDEKA: Appealing - Unappealing	,745	
6. Feelings towards EDEKA: Good - Bad	,732	
6. Feelings towards EDEKA: Likable - Unlikable	,730	
6. Feelings towards EDEKA: Favorable - Unfavorable	,694	
6. Feelings towards EDEKA: Would shop there - Would not shop there	,651	
6. Feelings towards EDEKA: Superior - Inferior	,628	
6. Feelings towards EDEKA: High quality - Poor quality	,620	
6. Feelings towards EDEKA: Makes me happy - Makes me sad	,532	
6. Feelings towards EDEKA: For me - Not for me		,795
6. Feelings towards EDEKA: Distinctive - Common		,776
6. Feelings towards EDEKA: Agreeable - Disagreeable		,770
6. Feelings towards EDEKA: Beneficial for me - Not beneficial		,735
6. Feelings towards EDEKA: Wise - Foolish		,649
6. Feelings towards EDEKA: Value for money - No value for money		,559
6. Feelings towards EDEKA: Valuable - Worthless		,537

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Appendix 13 - Regression Influence of Factors Affect and Rationality on Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,302 ^a	,091	,077	2,372

a. Predictors: (Constant), Rationality towards advertisements, Affect towards advertisements



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	6,469	,208				
1 Affect towards advertisements	-,361	,209	-,146	-1,727	,087	1,000	1,000
Rationality towards advertisements	-,653	,209	-,265	-3,129	,002	1,000	1,000

a. Dependent Variable: 7. How likely is it that you will shop at EDEKA in the near future?