Consumer's attitudes towards light food product

(A survey among Internet users in Greece)

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Master of science in Management (MM), 2011

PRIVATE AND CONFIDENTIAL

1

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This dissertation is submitted in partial fulfillment of the requirements of Staffordshire University for the award of MM

November 2011

PRIVATE AND CONFIDENTIAL

EXECUTIVE SUMMARY

The purpose of this study is to explore the relationship between customer satisfaction and perceived value (value for money, perceived quality, time/ effort benefit and psychological benefit), as well as product- related characteristics (product core benefit, product content) and customer satisfaction, perceived value (time effort benefit) and intention to buy and finally, the relationship between product- related characteristics (product content, product core benefit, familiarity and sensory appeal) and intention to buy. In correlation to demographic characteristics that constitute control variables, those relationships are going to be analyzed.

The survey uses a sample of 210 consumers (n=210). A questionnaire is used in order the research data to be gathered. Questionnaire's responses are gathered with the use of social networks (facebook). This was actually another aspect of this study, to analyze whether surveys through social networks affect the rate and the quality of responses. During analysis, Reability Analysis was used to test the consistency reliability of the measures, Descriptive statistics was used to determine consumers profiles and Regression Analysis to test the Hypotheses.

The results indicate a positive relationship between perceived value (value for money, perceived quality and time/ effort benefit) with consumer's satisfaction. Product related characteristics (product core benefit, familiarity and sensory appeal) have also a positive impact on Intention to buy, while time/ effort benefit (subcategory of perceived value) also seems to affect positively intention to buy. On the other hand, control variables, demographic characteristics (age, gender, family situation, and monthly income) don't seem to affect neither Satisfaction nor Intention to buy.

ACKNOWLEDGEMENT

LIST OF CONTENTS

5. DATA ANALYSIS AND RESEARCH FINDINGS

6. DISCUSSION, CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS OF THE STUDY

7. REFLECTION ON LEARNING

REFERENCES

APPENDIXES

LIST OF FIGURES

LIST OF TABLES

CHAPTER 1:

INRODUCTION

1. INTRODUCTION

1.1 PROJECT BACKGROUND

In times of economic recession, the continuously increasing price levels seem to lead to a more and more competitive business environment. Especially on the field of food products, consumers tend to be more selective in their choices, maximizing that way their satisfaction and utility (Choudhury, 2011). Specialized sectors of the food market like light food products that appear to serve specific purposes and are going to be discussed later, seem to be affected even more by the current financial market situation. Companies strive to offer more desired features to their products maintaining or even gaining more customers (Demiris et al,2005).

Light food products first appeared in 1970s and ever since their consumption has a tremendous growth. In order for a product to enter this category of food goods must have at least 30% less calories of the corresponding full fat. Light food products aim in reducing calories taken, without deteriorate eating habits.

The establishment of dietary products resulted from the rise of obesity. Statistics indicate that the last decade Greece ranks 4th among other countries all over the world, while an increase of 25% of obese are noticed worldwide. Moreover, 30% of Greek women and men are obese (ranking first in Europe) and 26% of young boys and 19% of young girls are obese too (OECD, 2011). More specifically, Crete is referred as the European region with the highest obesity rates.(EPIC,2011). Last surveys indicate high percentages of child obesity in Thessaly (iatrikostypos, 2011). Scientists claim

8

that this is due to the dietary habits of consumers. The excess of calories cause weight gain varies from person to person. A modest but steady increase of 50-200 calories leads on a period of 4-10 years in a slow but progressive weight gain of about 2-20 kg. Usually weight gain is more intense between 20-40 years with a maximum increase during average age. A lot of people consider light food products to be a solution reducing obesity, while others think that these kinds of foods are harmful to consumer health.

Focusing on the issue of light food products from a more business perspective, these kinds of products seem to have a continually growing market share. Their penetration in supermarkets shelves and a constantly enlargement of their variety is obvious. More specific, 2 out of 10 consumers in Greece already buy light dairy products, while light version of soft drinks, meats, sweets (ice creams) and alcoholic beverages earn subsequently ground (EIEP,2011).

Weight loss constitutes the greatest incentive for the consumption of this kind of products, while on the other side, health issues mistrust is the biggest obstacle to the growth of this industry. This perception that light food products could cause health issues has been researched more extensively lately due to increased food scandals, genetic modification of foods and ethical considerations (Brunso, Fjord, Grunert, 2002). A lot of projects such as electronically supervision have been promoted, supported both from organizations and governments, decreasing this danger. Electronically supervision of quality with the use of barcodes on food products and the rise of developing green and organic agriculture meant to remove food safety concerns and make consumers feel more comfortable with the use of light food products (Wu,Xu,Gao,2011).

Current survey aims in studying consumer's satisfaction with light food products and their perceptive in purchasing those food products.

Giese and Cote (2000) mention that satisfaction is: *'A summary affective response of varying intensity. The exact type of affective response and the level of intensity likely to be experienced must be explicitly defined by a*

9

researcher depending on the context of interest'. This procedure should be specified by time and its duration should be limited. Researcher, after selecting the lever of detailed survey, which must comply with research questions, calculates roughly the time frame for collecting answers. Especially, surveys referring on the food sector should seriously take into account all possible acquisition or consumption issues (Giese, Cote, 2000).

Defining intention to buy, Silk and Urban (1978) stated that customer's purchase intention is used causally on strategic decisions both on new and already existing products. For new products it refers on launching and promote strategies decision- making, while intention to buy motives are also used on forecasting the future demand of an existing product. Last but not least, the geographic segmentation is being also defined that way (Juster, 1966). That way, organizations can decide on production, price or promotional changes.

In the procedure of defining customer satisfaction, researchers actually attempt to look into the feature that a product should preserve in order individuals to proceed in purchasing it. This confirms the relation between customer satisfaction and intention to buy (Oliver, 1997). Nevertheless, this relation is not going to be analyzed in the current survey.

This survey is going to take place through social networks, facebook. Facebook was first introduced in 2004 and since then has turned into the most popular website of social networking and one of the most popular websites overall (Facebook, 2010). Through facebook managers can reach individuals that couldn't reach through any other channel. Another advantage of carrying out this survey through facebook is that targeting is easier, sharing all users pronominal interests and attitudes (Wright, 2005). Large amount of targeted consumers providing costless and in minimum time responses are the researchers motivations in using this method of survey.

1.2 RESEARCH OBJECTIVES

Considering the above background, of obesity rise leading to increased use of light food products, this study aims in examining the relationship between customer satisfactions with perceived value of light food products. Perceived value consists of four dimensions, according to Kuo et al(2009), value for money, perceived quality, time/effort benefit and psychological benefits. Also the relationship between individual's intention to buy and product characteristics is going to be examined as well. Product characteristics are separated in four categories, sensory appeal, product content, familiarity and product core benefits. The exact interpretation of these terms will be described below, in correlation to demographic characteristics that consist control variables. In Greece, so far, haven't been recorded any formal research on consumer attitudes towards light food products, except from a few thesis, referring mainly on the sector of Crete. As mentioned before, countries like Ireland (Bogue,1999) , Belgium (Viaene 1997), Lithuania (Kriaucioniene et all, 2009) and Kosovo (Hysen et all, 2008) have already enter that field of research.

Until now, literature has not proposed a commonly accepted definition of the term satisfaction. This makes the formulation of measures and the comparison across studies ambiguous (Giese, Cote, 2000). Customer satisfaction can be described as the variance between customer's initial expectations and his perception after the purchase or consumption of the product. If this variance is positive, then customers tend to be delighted with their choice and usually turn to be loyal and supportive towards the specific product or brand (Giese, Cote, 2000). Same approach seems to appear in services. The model which is related to services is referred in literature as the

11

'Disconfirmation Paradigm', while it employs a large part of the service-quality literature, referred also as 'Gap Model' (Iacobucci et al, 1995). More recently researchers have moved away from the traditional sense of satisfaction, reported in the literature and approach satisfaction as consumer's experiences and how each consumer describes them (Oliver, 1997). In order to accomplish this, researchers, depending on the sector of interest, should be in position of developing and identifying specific definitions, measures and information/ details that will assist in individuals expressing their point of view. Also, the model should be organized that way that will allow comparison across studies (Giese, Cote, 2000). Those principles are applied in the current survey , allowing comparison with other surveys of the same topics and further research.

Intention to buy appears at several points to be related with customer's satisfaction. Researchers try to define products characteristics that will lead individuals in purchasing. Those characteristics should be reached in agreement with the factors that seem to determine customer's satisfaction (Oliver, 1997). Concluding, managers have to define first, how their target groups translate satisfaction and achieve in integrating those features on their products, in order to increase intention to buy. 'True' customers' responses seem at this point to be the most important ingredient in managerial decision making (Giese, Cote, 2000).

This study aims to generate knowledge in the field of customer attitudes towards light food products. More specifically, the factors that determine satisfaction and intention to buy on that food sector will be determined. In fact, this study focuses on the following objectives in order to examine whether customers:

❖ Perceived value (value for money, perceived quality, time/effort benefit, psychological benefit) affects customer satisfaction with light food products.

12

- ❖ Views on product-related characteristics (sensory appeal, product content, familiarity, product core benefit) affect intention to buy light food products.
- ❖ Product related characteristics (Product Core benefit, Product Content) affects customer satisfaction
- ❖ Perceived value (Time effort benefit) affects intention to buy light food products.

In addition, this study aims in exploring whether Demographic characteristics affect customer satisfaction and intention to buy, among internet users.

This study takes place in a social network. Using social networks as primary data collection, the methodological contribution of the survey is to explore also whether online surveys through social networks affect the rate and the quality of the responses.

As far as it concerns the theoretical contribution, this study aims in adding some knowledge on the field of marketing research. More specifically, Urban et al (2000) mention the development of web marketing and the rise of online markets. The use of social networks on the study will define whether future researches can be conducted safely that way.

1.3 STRUCTURE OF THE STUDY

The structure of the dissertation will be:

- ➢ Chapter 1 consists of the introduction to the research and its main objectives. A brief reference to customer satisfaction and intention to buy allows the reader to become more familiar with the relevant terms prior to the more detailed analysis that follows in the subsequent chapters.

- ➢ Chapter 2 includes an extensive literature review of customer's satisfaction and intention to buy. The relationships between perceived value (value for money, perceived quality, time/effort benefit, psychological benefit) and demographic characteristics with satisfaction are discussed as well as the relationships of product-related characteristics (sensory appeal, product content, familiarity, product core benefit) and demographic characteristics of the customer with the intention to buy. Specific models and measures of customer's satisfaction on food sector, already used by relevant studies, are discussed.

- ➢ Chapter 3 demonstrates the hypothesis of the research, the model used and the objectives stem from customer's satisfaction and intention to buy.

- ➢ Chapter 4 describes methodological issues including Research design, questionnaire development and on-line administration, sampling, data collection and analysis issues too. Also, this part of the dissertation presents the scales that are used examining satisfaction.

- ➢ Chapter 5 presents the research findings undertaken by statistical analysis.

14

➢ Chapter 6 deals with the conclusions that derived from the research, the recommendations, limitations and further research directions. It also includes the reflection of this research on learning.

A review of the relevant literature follows below.

CHAPTER 2:
LITERATURE REVIEW

2. LITERATURE REVIEW

During the last fifteen years much research has been done, on customer attitudes towards light food products in countries like Ireland (Bogue,1999) , Belgium (Viaene 1997), Lithuania (Kriaucioniene et all, 2009) or even Kosovo (Hysen et all, 2008). These surveys concluded that the main reason for using light food products is fat los and the main factor in decision making is the family environment.

As far as it concerns Greece, Crete is claimed to be the European region with the biggest percentage of obesity (Mari, 2007). 35% of inhabitants in Crete during 2007 consume light food products daily and this percentage is even higher on women (42%). Also, dairy light products record the biggest consumption (Mari, 2007). Also, Obesity in Thessaly has been raised during the last few years, while child obesity reached 46% (EPIC, 2011).

Identifying the reasons that positively predispose consumers is very important for the firms both for understanding customer satisfaction with light food products and their intention to buy those products.

2.1   SATISFACTION

Customer's satisfaction is defined as: *'The consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment'* (Oliver, 1997, p.8).

16

Despite customer satisfaction has been researched since 1965, there is not a commonly accepted definition in the literature. Most definitions of consumer satisfaction revolve around the idea of answering an evaluation. This evaluation varies from fulfillment response (Oliver, 1997), affective response (Halstead et al 1994), appraisal responses (Day 1984) ,evaluating a subject aggregated (Fornell 1992), value the attributes as a summary (Oliver 1992), evaluating under global judgment (Westbrook 1987) or evaluating psychologically (Howard, Sheth 1969) (cited in Cote, Giese, 2000). Summarizing the evaluation of attributes, researchers distinguish the responses received as cognitive or emotional. Bolton and Drew (1991) and Tse and Wilton (1988), characterize customer satisfaction as response of knowledge, while Cadotte et al (1987) and Westbrook (1980) consider customer satisfaction to be a more affective procedure.

The behavioral dimension that is usually included in satisfaction definitions should not be neglected. This, contrast conceptual definitions that usually are not affected by emotional and behavioral features. It appears that the most important issue, that worth discussing, is the bases and benchmark that customer satisfaction is examined. Cronin and Taylor (1992), Tse and Wilton (1988) and Westbrook (1980) seem to ponder consumer satisfaction (final user), while Churchill and Surprenant (1992) and Smith et al (1999) approach the issue as customer satisfaction (any level of consumption). A more general approach of what satisfaction could be has been researched by (Mittal et al, 1999) and (Kourilsky and Murray, 1981).

Process definition is generally characterized problematic due to the lack of consistency with satisfaction procedure. Former constructs that are included in the conceptual definition, convert the situation to even more difficult. Oliver (1997) mentions: '*Everyone knows what satisfaction is, until asked to give a definition. Then it seems, nobody knows*'. Table 1 (cited in Giese, Cote, 2000) summarizes the variety of definitions mentioned in the literature review. A lot of them are in a process evaluation, like definition of Fornell (1992), Hunt (1977), Oliver (1981), Halstead et al (1994), Howard and Sheth (1969), Oliver

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(1997), (1981), Tse and Wilton (1988) and Westbrook and Reilly (1983) (cited in Cote, Giese, 2000).

A lot of researchers have mentioned this lack of definition. For example, Peterson and Wilson refer: '*Studies of customer satisfaction are perhaps best characterized by their lack of definitional and methodological standardization*', '*A basic definitional inconsistency is evident by the debate of whether satisfaction is a process or an outcome*' (Yi, 1989, p.69).

Three are the main problems created by the discrepancy of defining customer satisfaction. First, it is difficult for a researcher to choose the best definition during a study. Then, it is hard to adjust definition on the organization examined and, last but not least, data cannot be analyzed and compared easily with corresponding surveys due to lack of cohesion. Those three problems consist the reason why marketing researches on this field do not preserve a basic structure. Researchers, according to the procedure, have to explain the areas of interest and why they were chosen and how the whole survey was constructed. In cases where the subject is treated with unanimity, the above process is not considered that necessary, while on cases of aggregated definitions, researchers has to be very analytical and descriptive on chosen definitions/views used on the survey. Customer satisfaction researches belong in the second category, where justification of choices is necessary. Nevertheless, this doesn't look like an option, as satisfaction researchers do not vindicate their choices or, sometimes they do not even define satisfaction. Lack of guidelines in defining and selecting the most appropriate definition turns the subject into completely personal choice, characterizing the temperament of researcher (Giese, Cote, 2000).

On the other hand, a lack of definition hasn't deterred researchers from developing and examining customer's satisfaction models over the years. See for example Mano and Oliver (1993), Oliver (1993), Oliver and DeSarbo (1998), Spreng et al (1996), Tse and Wilton (1988) (cited in Giese, Cote 2000).

Despite the differences that have already been discussed above, all definitions of customer satisfaction share three general components. At first, all researchers consider customer satisfaction as a response (either emotional or cognitive), then all surveys focused on responses of a certain sector (experience, consumption, expectation, e.t.c.) and finally, all the responses are provided after a given action (choice, consumption, e.t.c.) (Cote, Giese, 2000).

As far as the emotional or cognitive response mentioned before (see section 2.1 p.11), more recent studies show that most responses contain emotional features. More specifically, 77.3 % of consumers describe satisfaction by using emotional expressions and 64% of them perceive, from the outset, the term satisfaction as something with emotional substance (Giese, Cote, 2000). The upsurge of emotions varies depending on the issue addressed and the time period that is examined. A lot of terms have been adverted through literature to communicate the range of satisfaction expressions. Words like : 'love', 'very satisfied', 'neutral', 'cheated', 'like', 'helpless', reveal the range of intensity (Giese, Cote, 2000).

Table 1: Definitions of Satisfaction (Giese, Cote, 2000)

Source	Definition
Oliver 1997	The consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment
Fornell 1992	An overall post purchase evaluation
Oliver 1992	Examined whether satisfaction was an emotion. Concluded that satisfaction is a summary attribute phenomenon coexisting with other consumption emotions

19

Westbrook and Oliver 1991	A post choice evaluative judgment concerning a specific purchase selection
Oliver and Swan 1989	No conceptual definition. A function of fairness, preference, and confirmation
Tse and Wilton 1988	The consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption
Cadotte, Woodruff and Jenkins 1987	Conceptualized as a feeling developed from an evaluation of the use experience
Westbrook 1987	Global evaluative judgment about product usage/consumption
Day 1984	the evaluative response to the current consumption event...the consumer's response in a particular consumption experience to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product perceived after its acquisition
Bearden and Teel 1983	A function of consumer expectations operationalized as product attribute beliefs
Westbrook and Reilly 1983	An emotional response to the experiences provided by and associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall marketplace (p. 256). An emotional response triggered by a cognitive evaluative process in which the perceptions of (or beliefs about) an

20

	object, action, or condition are compared to one's values
Churchill and Surprenant 1982	Conceptually, an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of the purchase relative to anticipated consequences. Operationally, similar to attitude in that it can be assessed as a summation of satisfactions with various attributes
Swan, Trawick and Carroll 1980	A conscious evaluation or cognitive judgment that the product has performed relatively well or poorly or that the product was suitable or unsuitable for its use/purpose. Another dimension of satisfaction involves affect of feelings toward the product
Westbrook 1980	Refers to the favorability of the individual's subjective evaluation of the various outcomes and experiences associated with using or consuming it
Howard and Sheth 1969	The buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone

Although satisfaction and dissatisfaction can be expressed by individuals the same way, this does not mean that their differences can be neglected. Surveys (Bogue,1999) ,(Viaene 1997),(Kriaucioniene et all, 2009) and (Hysen et all, 2008) indicate that only 50% of participants consider satisfaction and dissatisfaction as corresponding terms, while the other 50% believe that they are completely different. In cases where customers are satisfied with one feature of the product but dissatisfied with another feature of the same product, then those two terms (satisfaction and dissatisfaction) are communicated differently. Features that satisfy/ dissatisfy users could even

21

belong in various sectors. For example, an individual might be delighted with the quality of the product, but completely dissatisfied with the packaging. Consumer's attitudes cannot be fulfilled, taking into account the opposite dimensions of satisfaction and dissatisfaction depending on features of the same product. This is a point where more detailed and more extensive research needs to be conducted in order consumers satisfaction and intention to buy motives to be recognized. Summarizing, although the terms satisfaction and dissatisfaction share some common attributes, further research is required in order their relationship to be clarified (Oliver, 1997).

2.2 MODELS OF SATISFACTION

Through literature, a lot of models have been mentioned referring to satisfaction. At this point of the study, two of them (ACSI model and Customer barometer model are going to be described. The model used in the current survey, is a combination of those two models, thus, understanding ACSI model and Customer barometer model is important in understanding the model used on this study.

2.2.1 ACSI Model

ACSI is model constructed to measure the overall customer satisfaction. In order for this model to be as uniform and comparable as possible two fundamentals are required. Initially, it is required to be recognized that this model refers to different types of evaluation. These evaluations are not possible to be measured directly (Ernest et al, 1987). That's the reason why ACSI uses an indicator that approaches the responses in different levels. That way, comparison among different organizations and products is easily succeeded. Furthermore, ACSI aims not only in measuring the satisfaction resulting out of the choice/ consumption, but also to predict the subsequent reactions. This model contains a system that combines customer satisfaction with expectations, perceived quality, value and loyalty. Summarizing, ACSI

22

seems to presents the evaluation of a product or organization taking into account not only the reason that led to the choice but also the reactions that will follow (Ernest et al, 1987).

Cronbach and Meehl (1955), argue that any model, needs to be valid. Practically, the model should react as it is supposed to be. From that point of view, ACSI's validity is supported empirically (Fornell et al, 1996).

2.2.2 Customer Satisfaction Barometer

Customer Satisfaction Barometer (CSB) was established in 1988 (Parasuraman et al, 1988) based on data from 100 leading organization in 30 industries. This model estimates customer satisfaction among the companies that participated. CSB, examines, also, customer loyalty and the performance of the product (Parasuraman et al, 1988). Researche Parasuraman et al (1988) shows that revenues of an organization are linked to customer satisfaction. Thus, this model can enrich traditional forms of performance measurements and favorite all the participants of purchasing process. A lot of countries have recently entered this field of examining and measuring customer satisfaction. United States, Japan, Singapore and European Countries are some of them. Especially, United State's model of metering satisfaction is analogous to the model used in Sweden (Kochkin S., 1997).

Customer satisfaction is adverted to be directly connected to profitability. Nevertheless, this does not necessary means that the correlation between satisfaction and market share is positive. Actually, those two terms could be easily considered negatively related. It depends mostly on the industry tested, as repeated businesses, customer satisfaction and loyalty, could be approached completely differently (Kourilsky M. and Murray T., 1981). A loyal customer does not necessarily mean that is satisfied, but usually satisfied customers are loyal (Kuo et al, 2009). Switching costs is another factor that seems to affect the loyalty and satisfaction of customers. In cases, where switching cost is high, then customers tend to be more loyal. This indicates

23

that organizations development is not always affected by customer satisfaction alone, but by repeated purchases as well. CSB was tested for its validity in Sweden for three years (Parasuraman, 1988).

2.3   INTENTION TO BUY

Consumer's buying decision making seem to be affected by both physiological and sociological factors. Physiological needs refer to vital functions such as hunger, thirst, while sociological needs like prestige, comfort and social recognition, are directly related to reactions of social environment like friends, family , neighbors, e.t.c. People, before selecting among different brands require information about the use and the value of product's features. Social media, advertising media, but mainly brand's labels and guidance provide that information. Except from physiological and sociological factors, individual's decisions are based also on their previous experience on the specific brand. The income of the customer along with the necessity of the food product, consist, last but not least, important determinants of the purchasing process (Erdem et al, 1999).

Silk and Urban (1978) stated that customer's purchase intention is used causally on strategic decisions both on new and already existing products. As far as new products is concerned, purchase intention is analyzed for product launching and promotional strategies decision- making. The geographic segmentation is being also defined that way. Juster (1966) pointed that purchase intention is used on forecasting the future demand of an existing product. That way, organizations can decide on production, price or promotional changes. At this point, it has to be mentioned that purchase intention refers to repeated purchases. Fishbein and Ajzen (1975) (cited in Morwitz et al, 2007) state, "If one wants to know whether or not an individual will perform a given behavior, the simplest and probably the most efficient thing one can do is to ask the individual whether he intends to perform that behavior." According to Bagozzi (1983) (cited in Morwitz et al, 2007)

24

"Intentions constitute a willful state of choice where one makes a self implicated statement as to a future course of action."

On the other hand, literature indicates that although there are a lot of studies that present a strong positive relation between intentions and behavior (Bemmaor, 1995, Granbois & Summers, 1975, Taylor et al, 1975) their correlation isn't clear yet. Three are the main factors involved between intention to buy and purchase decision. First, there are the systematic biases (Balasubramanian & Kamakura, 1989). Then, there are changes in variables such as income, which can cause intentions to sift over time (Infosino, 1986). Finally, the incomplete association between intention and action could cause variation in the intensity of associating those two variables (Bagozzi & Dholakia, 1999).

It was noted above (see section 2.5, p.21), that the most important issue of the purchase intention procedure is to indicate responders of repeated purchases, resulting that way to reliable conclusions. The individual level differences in responses and final actions could cause a gap in the overall consumers purchase intention. Nevertheless, the existing literature cannot provide enough evidence of customers attitudes in forecasting the ultimate consumer behavior (Morwitz et al, 2007).

Attempting to investigate the deviations between intention to buy and purchase decision, researchers have created models. Those model, are used to identify consumers profiles and implement marketing programs (Sun and Morwitz, 2010).Ajzen (1985) (cited in Kim, Chung, 2011) introduced the theory of planned behavior (TPB). This theory advances that consumer's previous preferences and experiences can predict his intentions to buy. TPB examines also the correlation between perceived behavioral control and purchase intention. The validity of the theory has already been tested, predicting the behavior of green consumers (Kalafatis et al, 1999).

25

CHAPTER 3: RESEARCH MODEL AND HYPOTHESES DEVELOPED

3. THE RESEARCH MODEL AND THE RESEARCH HYPOTHESES

3.1   The Research Model

The aim of this study is to examine the customer satisfaction and intention to buy on light food products. The dependence of perceived value (value for money, perceived quality, time/effort benefits and psychological benefits) with customer satisfaction will be discussed. In addition, the relationship between product- related characteristics (Product Core benefit, Product Content) and customer's satisfaction is going to be explored. As far as it concerns the intention to buy, literature review indicates a relationship between intention to buy and product-related characteristics (Product Core benefit, Product Content, Familiarity and Sensory Appeal). Moreover, this study aims in exploring the relationship between Perceived value (Time effort benefit) and intention to buy. Finally, the relationships between demographic characteristics and satisfaction, as well as demographic characteristics and intention to buy are going to be evaluated. Current survey, in order to be achieved is based on previous theories and models that have already been tested for their validity. On section 2.2 p. 16, ACSI model and Customer's barometer model were presented, while some other models like Servqual model (Parasuraman) and Theory of planned behavior (Ajzen) are going to be discussed later.

The above Hypotheses are depicted on Figure 2. More specifically, it is suggested that most of the proposed correlations indicate positive relationships that will be discussed more extensively on the next section (section 5, p.43), where research findings are presented.

27

Figure 2: The research model
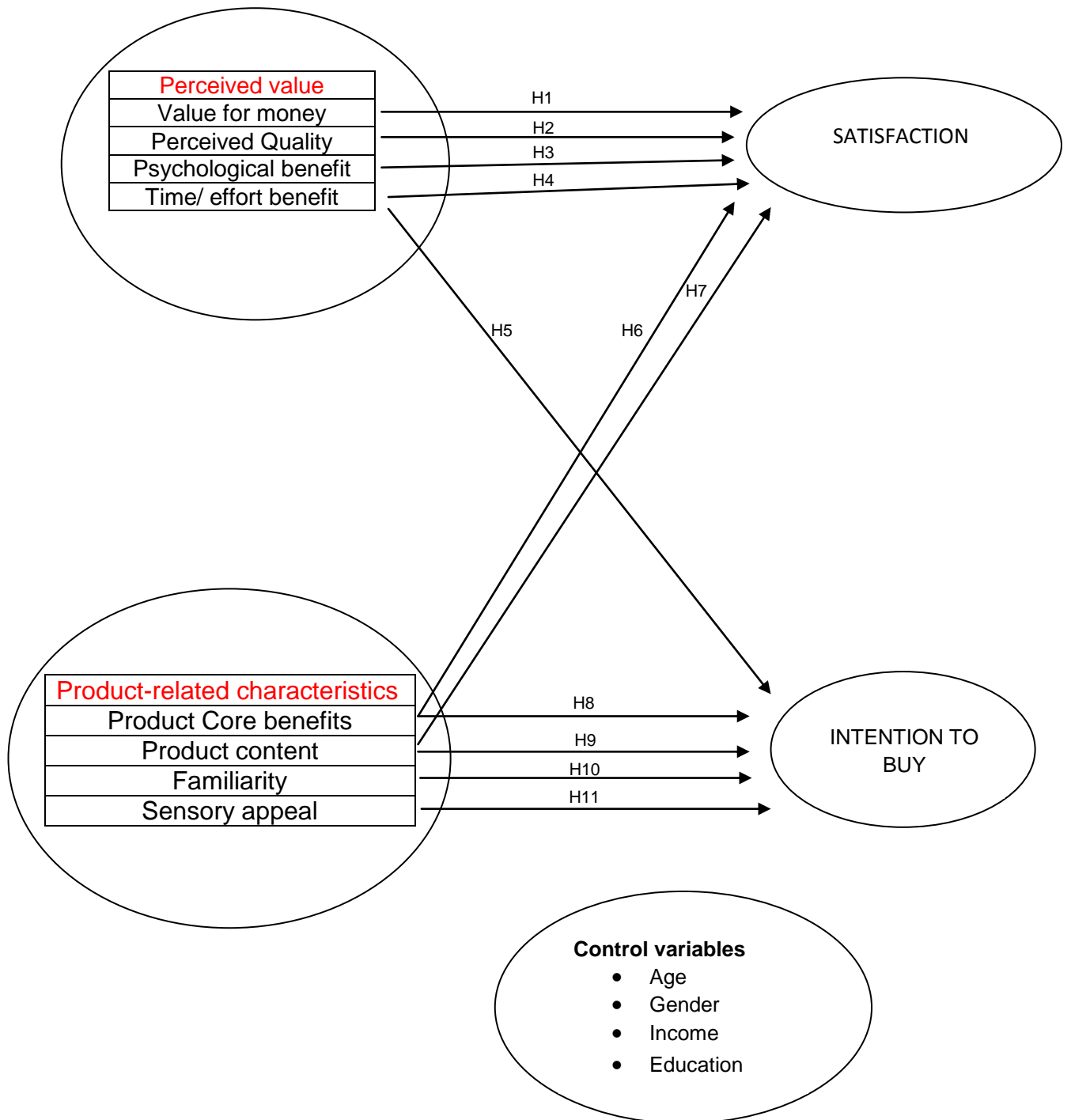
3.2 The Research Hypotheses

Research hypotheses are summarized on Figures 4, but are going to be further analyzed below.

3.2.1 SATISFACTION
PERCEIVED VALUE AND SATISFACTION

Zeithaml (1988)(cited in Chi and Kilduff,2011) stated that : '*Perceived value is consumers' overall assessment of the utility of a product or service based on their perceptions of what is received versus what is given'*. Kuo et al (2009, p.888) mention that: '*Customer's perceived value can be defined from the perspectives of money, quality, benefit, and social psychology'*. Those four dimensions of perceived value are going to be discussed further.

3.2.2.1 Value for money and Satisfaction

Beginning with value for money, value expresses the desired and anticipated results arising from the purchase of goods. Thus, in order an individual to calculate the value compares the received element to acquisition cost (Oliver, 1997). Moreover, value for money involves with price sensitivity that can be translated as "the degree to which he or she is unwilling to pay a high price for a product and willing to refrain from buying a product whose price is unacceptably high" (Monroe, 1990, p.190) (cited in Munnukka, 2008). Price conscious consumers tend to be unwilling to pay high prices, thus a positive relationship between customer's price perceptions and satisfaction is indicated (Munnukka, 2008).
Hence, the following hypothesis is proposed.

H1: A positive correlation between value for money and satisfaction is expected.

3.2.2.2 Perceived quality and Satisfaction

Perceived quality has a totally cognitive status. It evaluates the elements of products and makes comparison easier, especially among food products. Quality and satisfaction are longer considered sides of the same coin in the procedure of evaluating products. This was confirmed through literature. Dbholkar (1993) for instance devotes much of his work in this association. Some researchers focus in differentiating satisfaction and quality on time-based conditions. Parasuraman et al (1988) consider quality to be a long-term evaluation, while satisfaction a short- term evaluation. Oliver (1997) takes quality as an element of satisfaction and satisfaction as a wide evaluation. Separation or joint examination of these two coordinates requires further research to clarify their relation. Generally, two coordinates that depend on the same factors, cannot be unrelated. In cases where, for example, the same high- quality product can cause either satisfaction or dissatisfaction, quality and satisfaction can be separated, but still rationally thinking, those two terms are corresponded (Iacobucci et al, 1995). The intensity level of every factor is, on the other hand, an issue which hasn't been extensively analyzed yet, due to difficulty that qualitative differences face in demonstrating. More comments on the relationship between satisfaction and quality of products come from Cadotte et al (1987), Tse and Wilton (1988) and Gerbing and Anderson (1988), who proposed also methods on measuring this correlation. Iacobuccy et al (1995), finally, suggest that the best in examining the relation of the two constructions is via experimentation.

The experimental examination is relatively rare in the literature of satisfaction and especially when satisfaction is combined with the quality offered. The most critical point is that quality and satisfaction are considered, at least in the beginning, as equivalent. The analysis will indicate if one of them is unique and stronger. The interrelation of two factors cannot be absolutely valid until it

is examined experimentally, according to Bolton and Drew (1991). They also, suggested a model, in which quality, satisfaction and intention to buy are replaced by satisfaction, disconfirmation and quality (see Figure 1 in the Appendixe). In the case that the constructs are considered equal and replicable, conclusions would be reached faster, while in the case that, customers perceive them as irrelevant, the knowledge acquired will enrich their relevant literature. Even in the case that quality and satisfaction are perceived as completely different elements, then their differences have to be clarified (Iacobucci et al, 1995). Thus, the following hypothesis is suggested:

H2: A correlation between perceived quality and satisfaction is expected.

3.2.2.3 Psychological benefit and Satisfaction

Psychological benefit refers to enhancement of the social self concept. Sweeny and Soutar (2001) define social value as 'the utility derived from the product's ability to enhance social self-concept. Practically, a lot of individuals feel that consuming certain products, they become more accepted and respected by their social environment. Thus, a strong positive correlation is indicated between psychological benefit and customer satisfaction (Sweeny and Soutar, 2001). Hence, the hypothesis suggested is:

H3: A positive correlation between Psychological benefit and Satisfaction is expected.

3.2.2.4 Time/ effort benefit and Satisfaction

Finally, convenience can be defined as 'Consumer's attitudes towards saving time and effort related to planning, buying or using products' (Berry, Seiders and Grewal, 2002). Consumers tend to increase their satisfaction when they feel that their effort and waste of time is minimized. The literature confirms that there is strong positive relationship between convenience and both satisfaction and purchase intention (Luqmani et al, 1994), (Steptoe et al, 1995). Thus, the hypothesis suggested is:

H4: Products with higher time/ effort benefits are expected to cause more satisfied customers.

PRODUCT- RELATED CHARACTERISTICS AND SATISFACTION

3.2.1.5 Product Core benefits and Satisfaction

Product core benefits are the main attributes of a product that consumers take into account. Those attributes, compared with the attributes of other products define consumer's satisfaction/ dissatisfaction (Bogue et al, 1999). Light food products, processing special characteristics, e.g. fewer calories, low fat, offer motives to consumers inducing them to purchase. The correlation of light food products with various diseases (like heart diseases) is another point motivating users to try those products (Bogue et al, 1999). Hence, the hypothesis suggested is:

H6: A correlation between product core benefits and satisfaction is expected

3.2.1.6 Product content and Satisfaction

Product content, referring to the ingredients, like additives, natural ingredients and artificial ingredients, according to Kaszubowski (2004) seem to be correlated to consumer's satisfaction. More specifically, the composition of a product appears to be taken into account seriously before purchasing it.
Thus, the hypothesis suggested is:

H7: A correlation between product content and consumer's Satisfaction is expected.

3.2.2 INTENTION TO BUY

PERCEIVED VALUE AND INTENTION TO BUY

3.2.2.1 Time/ effort benefit and Intention to buy

Time/ effort benefit, referring to the convenience of consumers in saving time and effort during purchasing process, is expected to be positively affect the intention to buy. Berry, Seiders and Grewal (2002) mention that when effort and time waste is minimized, then intention to buy seems to be increased. Luqmani et al (1994) and Steptoe et al (1995) examined also the relationship between time/ effort benefits and intention to buy, indicating their positive correlation.Thus, the hypothesis suggested is:

H5: A positive correlation between Time/ effort benefits and Intention to buy is expected

PRODUCT-RELATED CHARACTERSTICS AND INTENTION TO BUY

The term product characteristics enclose all tangible and intangible features of the product (package, quality, disposition, special characteristics, e.t.c.). It is accepted that the above features are not objectively assessed by all users. Consumer's mood (either positive or negative) can affect his perception of the exterior or interior composition. Mood states are way too fickle, influenced by physical surroundings, defining usually a lot of consumer's reactions, among which purchase intention (Lutz and Kakkar 1975). Gardner (1985) complements the above assumption, stating the relation between moods and intention to buy. More specifically, all the above features can be grouped in

four categories, Product Core benefits, Product content, Familiarity and Sensory appeal.

3.2.2.2 Product Core benefits and Intention to buy

Beginning with product core benefits, this term refers to key attributes that a consumer has in mind when proceeds in a purchasing decision. Light food products, processing low fat, in comparison to other food products, can motivate conscious consumers in purchasing them. More recently, there are many correlations between dietary fats and heart diseases. Reduced calories can prevent that king of diseases. This could correspond to another incentive of consuming light food products (Bogue et al, 1999). Hence, the hypothesis suggested is:

H8: A positive correlation between product core benefits and intention to buy is expected.

3.2.2.3 Product Content and Intention to buy

Product content refers to the ingredients (additives, natural ingredients, artificial ingredients), while sensory appeal refers to products external characteristics like smell, look, texture. Products natural content seems to increase individual's intention to buy. Kaszubowski (2004) mentions that external appearance of a product in conjunction to the composition's components, increase consumer's interest and eventually leads him in purchasing it. Thus, the hypothesis suggested is:

H9: A positive correlation between product content and Intention to buy is expected.

34

3.2.2.4 Familiarity and Intention to buy

A positive correlation is also identified between familiarity and intention to buy. High level of confidence towards a product, states Laroche et al (1996), may finally lead in buying it, while Park and Stoel (2005) summarizing literature review findings point out that positively related intention to buy of a product usually leads to a positively actual behavior toward the product. At this point it has to be mentioned that product familiarity usually encloses brand equity. Hence, the hypothesis suggested is:

H10: Higher levels of familiarity with the use of a product are expected to positively affect intention to buy.

Brand equity has troubled a lot of researchers. Aaker (1991) (as cited in Erdem et al, 1999) defines brand equity as '*A set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to customers'.* Keller (1993) (as cited in Erdem et al, 1999, p.303), on the other hand prescribes brand equity as '*The effect of brand knowledge on consumer response to the marketing of that brand'.*

Practically, brand knowledge and equity defines the product's position, indicating and separating the value of the branded product to customers and the value of the product without the brand. This remarks that customer's perception over the brand enhances or not it's value. Finally, brand knowledge is generally accepted to be connected with individual's purchasing decisions (Erdem et al, 1999).

35

Taking into account that generally, high valued brands are promoted and abided by higher prices, Fornell (1992) presents a model, in which customer intention to purchase brands which are considered of superior value is obvious. Customers tend to believe that higher priced brands are of better quality. Thus, individuals are willing to pay more feeling safe that they made tha best choice (Fornell, 1992).

The dimensions of brand knowledge are shown in the following Figure (Figure 3) by Kelner (1993) (as cited in Alimen and Cerit, 2009)

Figure 3: Dimensions of brand Knowledge
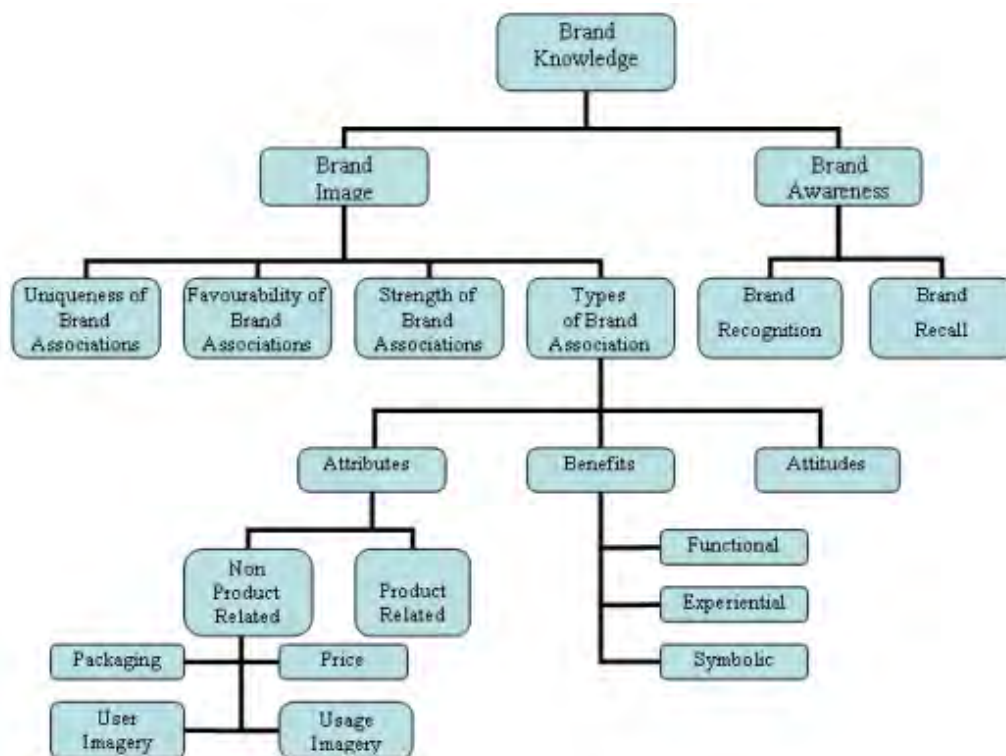
(Kelner, 1993, 'Conceptualizing, Measuring and Managing Consumer-based Brand equity', Journal of Marketing, Vol.57 No.1)

36

3.2.2.5   Sensory appeal and Intention to buy

Sensory appeal refers to external product characteristics such as smell, look, texture, e.t.c. Kaszubowski (2004) mentions that external appearance of a product in conjunction to the composition's components (product contents that was mentioned above) , increase consumer's interest for a product and eventually leads him in purchasing it. Thus, a positive correlation between sensory appeal and intention to buy is identified. Hence, the hypothesis suggested is:

H11: Higher sensory appeal levels are expected to positively affect Intention to buy.

3.3 CONTROL VARIABLES
3.3.1 DEMOGRAPHICS AND CUSTOMER SATISFACTION

It is generally accepted that preferences of individuals, concerning both products and services, tend to change over the years. Younger people appear to be less committed and more innovative, without hesitating to try new products (Cleveland et al, 2011). Marketing departments of organizations are considered to be successful when they manage to satisfy customer's wishes, while ensuring profits for businesses. Wedel et al (1999) and Alden et al (1999) mention that the attitudes of individuals toward products could vary not only among cultures, but also within the same culture. Culture is a set of characteristics that represents a nation. Although, lately the various cultural differences seem to be negated, culture still affects marketing, advertising and strategies nationally (Grier and Brumbaugh, 1999). Attitudes, values and preferences are part of the culture and seem to directly affects human behavior (Ueltschy et al, 2004). This is exactly the incentive of segmentation,

to identify groups of people with the same perceptions. Until now, vertical segmentation (segmentation on country level) has been examined mostly. Researchers face every country as a different market. As a consequence, marketing mixes are adapted in such a way as to meet the requirement of smaller segments with the country. Globalization and demographic characteristics are the most important factors of integration between individuals and markets. More specifically, demographics have been directly connected with marketing strategies and market segmentation. Last but not least, consumer's affiliation to culture and global attitudes toward products consists two psychographic factors that play very important role in market segmentation (Cleveland et al, 2011).

Age, gender, income and education are the main demographics characteristics that their correlation to market segmentation and customer satisfaction has been examined (Wedel et al, 1999). Findings indicate that age affects individual's choices, especially when referring to advanced technology products. As far as it concerns income, it seems that higher-income consumers tend to buy more expensive and senior products. Keillor et al (2001) observed that customers that preserve high education level, react and consume products that are recognized more globally and less in local point. Finally, gender is probably the most examined factor among literature. Males and females judge and response to process information and advertising completely differently. Their consumer behavior preserves little in common. Especially on the food sector, females tend to be motivated by more complex procedures for selecting products (Cleveland et al, 2011).

3.3.2 DEMOGRAPHICS AND INTENTION TO BUY

As mentioned before, cultural differences among nation are reflected on customer's purchasing choices. Studies on food sector and more specifically on organics have indicated the above hypothesis (Baker et al., 2004). The value of a product cannot be easily underestimated, what differs among culture is the intensity of value. Researchers have focus on studying value

38

among different groups of consumers. Despite the fact that the sector of organic foods appears to be growing rapidly, Baker et al, found that the main reasons of this growth differs among the countries tested. Consumer perceptions were indicated to be completely different. For example Germans tend to focus on the health substance of food, while UK users care mostly about the nature and environment orientation. Focusing on Greece, where this study refers to, Greek customers tend to be fearful of pesticide residues, unlikely to consumers from other countries.

Age, seems also to be another factor affecting customer's intention to buy. Beharrel and McFie (1991) (cited in Essoussi, Zahaf, 2008) point out the variety of purchasing decisions among younger individuals, on contrary to older people that seem to be cautious.

Recent studies (Battle et al, 2004 and Krystallis and Chryssohoidis 2005) focusing on the factors that motivate 'the willingness to pay' in Greece recognize socio-demographic variables and brand awareness as the strongest factors, unlike food quality, security and certification (Onyango et al,2007). More specifically, as far as it concerns income, although consumers need incentives and inducements to make purchase, this may change if they cannot respond financially. Inherent in this, businesses tend to first analyze markets, in order to find out the income level, and then decide the type and the quality of the products offered (Daneshvary, Schwer, 2000).

39

CHAPTER 4: RESEARCH METHODOLOGY

4 RESEARCH METHODOLOGY

4.1 SOCIAL- NETWORKS SURVEYS

Brass et al (2004) (as cited in Henttonen, 2010, p.75) defines networks as: *'A set of nodes and the set of ties representing some relationship, or a lack of relationship between the nodes'.* This network approach describes how social reaction manage to exploiter resources. Nevertheless, it is not clarified whether social- networks are based on theory or orient from a summary of methods (Scott, 2000). Kilduff and Tsai(as cited in Henttonen, 2010, p.75), for instance declare: '*Social network theory is not a single entity but rather a collection of theories under one umbrella'.* Individuals, based on this definition, tend to behave influenced by the social networks to which they belong (Henttonen, 2010).

Over time, a lot of researchers have examined customer satisfaction in physical environments (Parasuraman et al, 1988 and Oliver, 1997). More recently, that technology has risen and virtual interfaces tend to become the main or only customer contact media, without depreciating those surveys, managers have focused their surveys reexamining customer satisfaction in online settings (Balasubramanian et al, 2003). The nature of online service, includes little or not at all, human interaction. Thus, dimensions that seem to be very important until now turn to be irrelevant. For instance, the physical appearance of the store or well mannered employees does not seem to affect customer satisfaction in online settings. Urban et al (2000) proposed that online customer satisfaction could be affected by the trust that consumers express on online companies. The above correlations, of customer trust in

41

online environments and the factors that affect online customer's satisfaction acquire more research, as they are not clarified yet.

Until now, trust referred on customer evaluating employees responses and knowledge (Parasuraman et 1988). Lack of human interaction has managed to turn trust into an element that indicates reliable information, well organized websites and all the corresponding relationship management strategies. The experience that an individual derives from online setting is also a factor that motivates or not trusts (Zeithamlet al. 2000).

Internet has nowadays evolved into a large market place, including 35% of all retailing transactions. It is assumed that more than 10 million exchange online. Thus, online surveys are considered to provide valid data in shorter time and less effort (Zeithamlet al. 2000).

The main difference between online and traditional surveys is focused on the way that information is collected and edited (Barbar and Odean, 2000). Globalization, competition, short life-cycles and developed technology have increased customer requirements. More and more innovative and products are introduced, awakening companies to offer the best of their abilities.

In the evolving environment, customers confused by the large amount of information, turn to online communication for feedback on which they make their choices. A lot of websites (blogspots) have been introduced, offering free information about products to consumers worldwide. In addition, blogspots, individuals use chat rooms and more recently social networks (like facebook, twitter) to seek for more objective information, based on other users experiences and opinions. Online communities have been researched extensively lately. Their 'real' existence and communication among members of those virtual communities has been found to affect their consumer behavior (Muniz and O' Guinn, 2001). Social networks maintain a great variety of topics, which may involve products, services or even hobbies. Taking advantage of this situation companies try to promote their products and services through this online exchange of views. Despite, the fact that brand

42

equity can be highly increased that way, companies can gain a lot of useful information on consumer's preferences and tastes, adjusting them on their products (Muniz and O' Guinn, 2001).

Netnography is a method introduced in order to rate marketing behaviors of on line communities. Conventional procedures are used in order the data to be gathered. Netnography actually observes online discussions on variety of issues and then balances user's behaviors with their ethnography (Kozinets, 2002).

Network- based marketing strategies aim in increasing brand equity by taking advantage of social networks. Spreading knowledge and adoption from consumer to consumer is considered to be probably the most effective way of increasing brand equity. For instance, friends exchange their experiences and increase awareness which could possibly lead to purchase. Firms, nowadays, formulate their websites in a way that consumer to consumer communication is applicable. For example, various chats or blogspots embodied on firm's websites have appeared lately. In the case of social networks, in particular, a lot of users tend to express their feeling on product experiences influencing that way other member without even knowing (Hill et al, 2006).

More specifically, this survey is going to take place through facebook. Facebook was first introduced in 2004 and since then has turned into the most popular website of social networking and one of the most popular websites overall (Facebook, 2010). According to facebook's website it is 'A social utility that enables people to understand the world around them.' Like any other online survey, through facebook managers can reach individuals that couldn't reach through any other channel. In addition, it is very unusual large groups of people to meet and discuss on specific topics. Something like that is very common on online communities (Wright,, 2005), among which facebook is leading. Another advantage of carrying out this survey through facebook is that due to the fact that on this social network users share pronominal interests and attitudes, targeting is facilitated (Wright, 2005). Approaching large amount of targeted consumers and getting costless and in

43

minimum time responses are summarized are the researchers motivations in using this method of survey. It has been claimed (Hamilton, 2009) that half of all online surveys receive up to 26% response rate, among which half of them arrive the same day and all the responses are expected to arrive within two weeks. In surveys where speed is more important than completing the sample, then one week is sufficient time for completing an online survey (Hamilton, 2009).

Figure 4: E-mail surveys and Web- based surveys
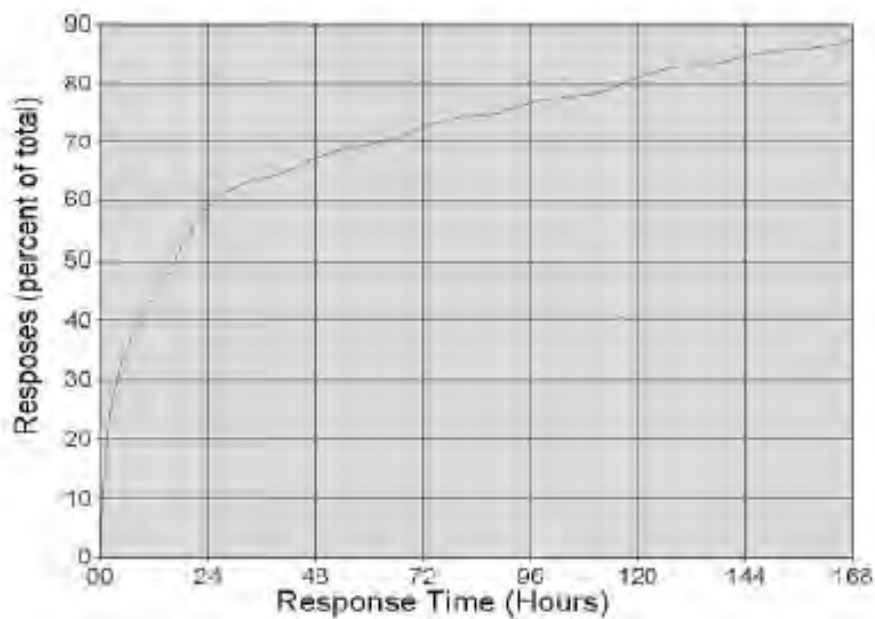
(Hamilton, 2009)

4.2 RESEARCH DESIGN

The proposed research is considered to take place in an explanatory framework. More specifically, this study intends, by describing the theories suggested through literature, on explaining the variables tested and their relationships (between dependent and independent variables). More specifically, first the factors that are likely to influence consumer's satisfaction and intention to buy are determined, which leads to the formulation of the hypotheses included in the research model (see Figure 4). Practically, this research is based on previous research work to examine whether or not and to which extent the proposed hypotheses are supported.

The quantitative desired data that this study aims in collecting, leads to a quantitative research with the use of questionnaire. The online questionnaire was promoted in a social network (facebook). The sample used is considered to be convenience. A convenience sample, practically means that the the individuals participating in the research are chosen at the convenience of the researcher. Usually, there is limited attempt to insure that the sample is a representation of the population. From a more statistically point of view, the results arising from a convenience sample usually cannot be generated to any population. This doesn't mean that convenience samples can't provide useful information especially in cases of pilot studies. In order for the findings to be explained the differences between your sample and the ideal one have to be mentioned. Also, findings have to be qualified carefully as convenience sample is considered less determined (Castillo, 2009). The current survey that took place in a social network (facebook) referred to a specific group of people (internet users only). This category of consumers has certain characteristics that define their purchasing behavior. The individuals that were asked (1,200 people) to participate in the survey were already connected to

the researcher in facebook. Thus, the sample is characterized as convenience. Most of the individuals that participated are between the ages of 17-30, single, with low monthly income. Those characteristics of the sample, define also the findings of the study.

4.3   SCALES OF SATISFACTION

At this point of the study, is useful to mention the scales that, according to literature review, satisfaction are measured. Oliver (1997), who approached satisfaction as multidimensional procedure (both emotional-pleasure- and cognitive-fulfillment) explains that the expression of satisfaction or dissatisfaction is the result in which both the above sectors (emotional and cognitive) participate. Understanding this separation of emotional and cognitive participation can be a useful in more empirical research. Usually, individuals who take part in product- satisfaction surveys have to choose one among a continuous scale of 7- points :

1- Extremely dissatisfied
2- Quite dissatisfied
3- Slightly dissatisfied
4- Neither satisfied nor dissatisfied
5- Slightly satisfied
6- Quite satisfied
7- Extremely satisfied

This evaluation is asked for every feature of the product, taking into account not to tire the responder (Oliver, 1997). As mentioned before, the multidimensionality of satisfaction makes the separation of product characteristics necessary, in order the researcher to get valid and actual data.

Another way of measuring satisfaction is by using multi-item scale. Multi-item scale is very useful, because the researcher can combine satisfaction/ dissatisfaction features along with other relating characteristics as feeling

46

(pleasant/ unpleasant) or (anger/ delight) and knowledge features (high performance/ low performance) (Oliver, 1997).

Summarizing, a multi-item scale was used in the current survey, measuring apart from satisfaction features, other characteristics such as anger/ delight and pleasant/ unpleasant.

4.4   MEASURES USED

Data collection was undertaken with the help of a questionnaire. The questionnaire consists of different parts. Every part measures a different variable. The Questionnaire is available in Appendix.

First part of the questionnaire measures the frequency of consumption of light food products. Four possible answers (Never/ rarely/ Sometimes/ Very often) indicate the degree of use.

Second part deals with all possible categories of light food products. This part focuses on understanding and distinguishing the most popular categories of light food products.

4.4.1 DEPENDENT VARIABLES

4.4.1.1 Satisfaction

Third part of the questionnaire , refers to consumer's satisfaction. Satisfaction is measured with a 16-items measure from Joon-Wuk Kwun David (2011), using a 7-point scale from '1=Completely dissatisfied' to '7=Copletely satisfied'. This set of items, measuring consumer's satisfaction deals with all aspects of view like, appearance, price, brand familiarity, e.t.c. Cronbach's alpha, α=0.9 indicates a respectively measure.

4.4.1.2 Intention to buy

Intention to buy is measured on a set of 6 items. The first 3 items are proposed by Bao et al (2011) with Cronbach's alpha α= 0.98 and the other 2 items are proposed by Mai Fang Chen (2007) with Cronbach's alpha α=0.88 on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree'.

47

4.4.2 INDEPENDENT VARIABLES

4.4.2.1 Value for money

Next variable measured is value for money. A set of 4-items, measured on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree' is proposed by Sweeney and Soutar (2001) with Cronbach's alpha, α=0.80.

4.4.2.2 Perceived quality

Perceived quality is measured on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree' with 4 items proposed by Bao et al (2011) with Cronbach's apla, α= 0.95.

4.4.2.3 Psychological benefits

Next variable measured is Psychological benefits. This variable is measured with 6 items proposed by Mei Fang Chen (2007) with Cronbach's alpha, α=0.91 again on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree'.

4.4.2.4 Time/ effort benefit

Time/Effort benefit, as proposed by Mei Fang Chen (2007), is measured with 3 items, where Cronbach's alpha is α=0.87 on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree'.

4.4.2.5 Product Core benefit

Product Core benefit is measured by 4 items. The first 2 items proposed by Mei Fang Chen (2007) with Cronbach's alpha α=0.88, next 1 item proposed again by Mei Fang Chen (2007) with Cronbach's alpha α=0.87 and last item proposed again by Mei Fang Chen (2007) with Cronbach's alpha α=0.90 on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree'.

4.4.2.6 Product Content

Product content is measured by 6 items. 4 items proposed by Mei Fang Chen (2007) with Cronbach's alpha α=0.88 and 2 items again proposed by Mei

Fang Chen (2007) with Cronbach's alpha α=0.71 on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree'.

4.4.2.7 Familiarity

Familiarity was measured with 3 items, proposed by Mai Fang Chen (2007). Cronbach's alpha in this case is α=0.87 on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree'.

4.4.2.8 Sensory appeal

Sensory appeal is measured by 4 items which have been included in the measure of Satisfaction (first 4 items concerning appearance, aroma, texture, taste) with Cronbach's alpha α=0.87 on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree'.

Brand awareness, although is not considered to be an independent variable, it was measures in the questionnaire, for further research due to the relationship of brand awareness to familiarity. Brand awareness is measured by 4 items. 2 items proposed by Delvechio with Cronbach's alpha α=0.88 and 2 items proposed by Nguyen (2009) with Cronbach's alpha α=0.86 on a 7-point scale from '1=Strongly disagree' to '7=Strongly Agree'.

Last part of the questionnaire deals with demographic characteristics (see Appendix).

Last but not least at this part has to be mentioned that due to the fact that the research refers to Greek consumers, the questionnaire was translated in Greek. Also, individuals that participated in the survey, were asked to rate the questionnaire. Primary reason for that is that the survey takes place online, through social networks. This method is considered innovative and hasn't been quite tested yet. Thus, failure probability is higher than other already tested methods. Evaluating the questionnaire, can determine whether the failure is due to the research method or due to the questionnaire used. Part of the evaluation of the questionnaire consists also, the pilot test. According to pilot test, the questionnaire is send to certain individuals, usually persons

49

close to the researcher or the supervisor of the thesis that mention malfunctions of the study.

4.5   SAMPLING PROCEDURE

The current research took place online, through social network. More specifically, facebook was used in order the sample to be gathered. Facebook is 'A social utility that enables people to understand the world around them.' (facebook, 2010). Also, unusually large groups of people meet and discuss specific topics and interests (Wright,, 2005). The sample used is considered to be convenience. 'Convenience sampling is a non-probability sampling where subjects are selected because of their convenient accessibility and proximity to the researcher' (Castillo, 2009), (see section 4.2, p.39). In fact, an event was created through facebook pages in order the online questionnaire (hosted on www.gizmo.com) to be promoted. Practically, this event motivated guests to answer the questionnaire. Totally, 1,200 individuals were invited. The people invited were already connected on facebook with the researcher (marked as friends with common interests). All the above minimized the time needed in gathering the desired data.

4.6   QUESTION ADMINISTRATION AND DATA COLLECTION

As mentioned above, the survey took place online, through facebook (section 4.5). It was also mentioned that the sample was gathered through special event invitation (section 4.5.). This invitation encouraged guest to follow a link, in which the questionnaire was posted. More specifically, www.surveygizmo.com, was used to host the questionnaire and gather the responses. The invitation was send to guests though facebook pages and was established for 5 days. The first three days, there was no reminder or

follow up, while the third day a reminder was posted. The responses gathered the first 24 hours overcame the 100 and until the fifth (last day), 210 responses were finally gathered. Calculating the response rate, 1,200 individuals were invited to answer the questionnaire and finally the research gathered 210 completed responses. So, the response rate is 17.5. The response rate is considered low, compared to online surveys data, which usually are about to 25% (Hamilton,2009) . At this point it has to be mentioned that despite the 210 completed responses, there were another 100 questionnaires that were discarded during the answering process. This could be due to the subject of survey, which might not interest the participants or due to operational difficulties. Nevertheless, the large amount (totally 310) of people that entered www.gizmo.com and checked on the questionnaire indicates the success of online surveys through social networks.

51

CHAPTER 5: DATA ANALYSIS AND RESEARCH FINDINGS

5 DATA ANALYSIS AND RESEARCH FINDINGS

5.1 INTRODUCTION

This part presents the research findings of the study conducted through an online survey in a social network (facebook). Microsoft Excel program and the Statistical Package for the Social Science (SPSS) were used in order to carry out the analysis of the data collected. At first, the measures were examined in terms of internal consistency reliability with Cronbach's alpha coefficients (Cronbac and Meehl, 1955). Then, Descriptive statistics was used next in order all data to be summarized. Descriptive statistics were used for demographic characteristics, the dependent and the independent variables, too. Then, multivariate regression analysis was used to investigate combined impact of perceived value and product-related characteristics on satisfaction and intention to buy light food products. This study's hypotheses (see Figure 4) were tested with the use of regression analysis as explained in 5.4.1 & 5.4.2 below.

5.2 RELIABILITY ANALYSIS

Reynaldo and Santos (1999), mention that in cases where variables are measured with the help of combined multi-item scales, which are frequently used in objective models, then measure reliability issues arise. It is very important to understand whether the same set of items will extract the same responses if those items were re-organized and given to the same

53

respondents to fulfill them again. Stability of responses to a repeated use of the same items indicates high reliability. Cronbach's alpha is a numeric coefficient of reliability. (Cronbach, 1955). The computation is based on using similar sets of items and getting the same results. Cronbach's alphas reliability coefficient is depicted in Table 2. Most of the measures (except from Familiarity and Time/Effort benefit) are found to be highly reliable (Cronbach's alpha above 0.70).

Table 2: Reliability analysis

Variable	Cronbach's alpha
Satisfaction	0.906
Value for money	0.904
Perceived quality	0.883
Time/ Effort benefit	0.580
Psychological benefit	0.906
Intention to buy	0.802
Familiarity	0.625
Product content	0.878
Product Core benefit	0.841
Questionnaire validity	0.812

5.3 PROFILE OF THE SAMPLE

Descriptive statistics on demographic characteristics

Table 3, summarizes some descriptive statistics regarding the sample employed. The sample consists of 210 individuals and the response rate is 17.5%

1. Females constitute 71.3% of the sample, while the rest, 28.7% of the sample consists of male responders.
2. Most of the responders belong in the age category of 17-29 (76.6%), while 13.8% are between 30-39 years old, 7.1% are 40-49 and only 1.4% are

54

between 50-59 years old. The fact that most of the respondents belong in the first age category is due to the method of online survey used in this research. This constitutes a limitation of the study. Nevertheless indicates the ages of internet users providing information for future researches.

3. 80.9% of the sample are single, while 17.7% are married and only 1.4% belong in the divorced category. This constitutes also a limitation of the study, as the sample has certain characteristics.

4. The majority of the sample (86.5%) has no children, 13% have until 3 and only 0.5% of the responders have more than 3 children. This is another limitation of the sample for the same reason as above.

5. Last but not least, as far as the monthly income is concerned , 63.1% of the sample belong in the first category (500-1000 euro per month), 23.1% get 1001-1300 salary, while smaller percentages (5.6%, 3.6% and 4.6%) belong in higher paid categories (1301- 1600, 1601- 2000, >2000 euro respectively).

Most of the respondents mention that they try sometimes light food products (40.9%), 31.5% of them are considered heavy users and they consume light food products very often while 24.1% try light food products rarely. A very small percentage (only 3.4%) are considered as non-users and answered that they have never tried light food products. Charts indicating the above percentages can be found in the appendixes.

Table 3: The profile of the sample

Variable		Frequency (n=210)	Percentage (%)
Gender	Male	60	28.7%
	Female	149	71.3%
Age	17-29	163	76.6%
	30-39	29	13.8%
	40-49	15	7.1%
	50-59	3	1.4%
Family situation	Unmarried	169	80.9%
	Married	37	17.7%
	Divorced	3	1.4%
Number of children	None	180	86.5%
	Until 3	27	13%
	>3	1	0.5%
Education	High school	21	10.1%

55

	Tei	21	10.1%
	University	108	51.9%
	Postgraduate	53	25.5%
	Phd	5	2.4%
Monthly income	500-1000	123	63.1%
	1001-1300	45	23.1%
	1301-1600	11	5.6%
	1601-2000	7	3.6%
	>2000	9	4.6%

5.4 FACTORS INFLUENCING CONSUMER'S ATTITUDES

It was mentioned above that during this survey eight hypotheses are going to be tested, linking two dependent variables (satisfaction, intention to buy) while the independent variables (value for money, perceived quality, psychological benefit, time/ effort benefit, familiarity, product core benefit, product content and familiarity). Multiple regression was used in order to test those hypotheses (see Table 6).

5.4.1 Determinant factors influencing satisfaction with light food products

Beginning with satisfaction, the variables that are considered to affect this dependent variable are shown on Figure 5.

Figure 5: The hypotheses concerning satisfaction with light food products

56
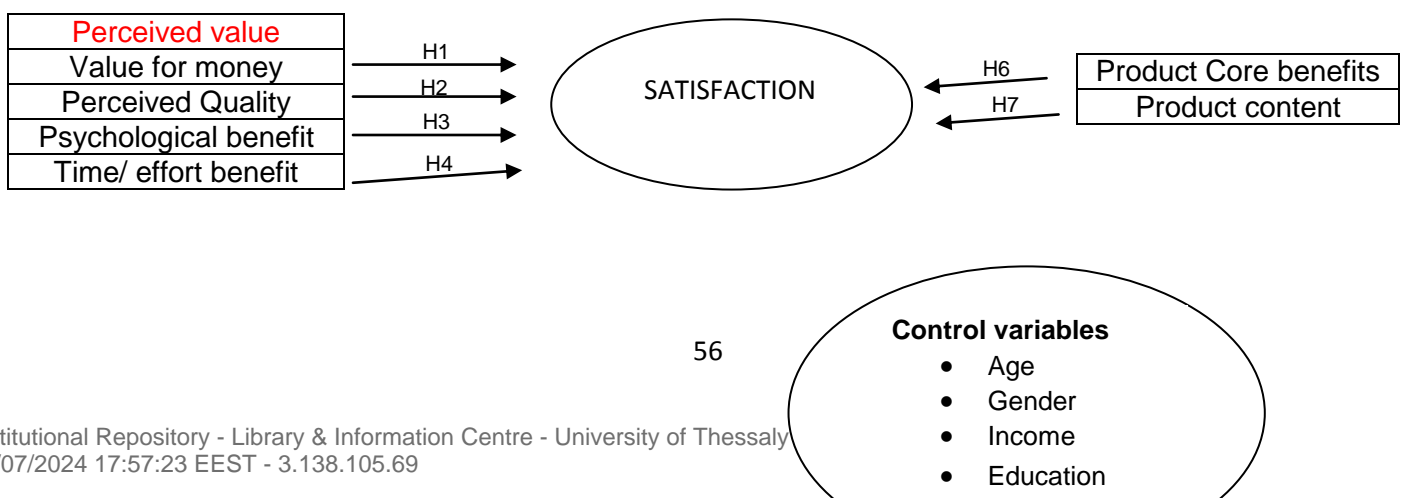
With the use of multiple regression analysis (which also includes the above control variables), the following tables appear contained in the output for the satisfaction with light food products. Table 4: The model summary, Table 5: ANOVA and Table 6: Coefficients. According to Sauders et al (2009), R square (see Table 4), indicates the degree to which the independent variables explain the variance of the dependent variable. In the case of satisfaction, R square is 0.215 or 21.5%. In addition, Table 5 shows the significance level regarding to the model fit (see Figure 5). Indeed, the significance level for the F-statistics is lower than 0.05, so it is considered that the results didn't occur out of chance. At this point it has to be mentioned that control variables were added in Regression analysis, in order their relationship with satisfaction to be tested.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,464[a]	,215	,171	1,084

a. Predictors: (Constant), core_benefit, Age_A, Sex_A, education,
time_effort, quality, psychological, monthly_income, valueformoney,
content

Table 5: ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,714	10	5,771	4,910	,000[a]
	Residual	210,405	179	1,175		

57

Total	268,119	189				

a. Predictors: (Constant), core_benefit, Age_A, Sex_A, education, time_effort, quality, psychological, monthly_income, valueformoney, content

b. Dependent Variable: satisfaction

Table 6 included the coefficients of the drivers that affect dependent variable namely satisfaction with light food products. In order for a variable to be considered an important enough driver of loyalty, the significance level has to be lower than 0.05 (Sauders et al, 2009). More specifically, value for money (beta=0.201, p<0.16), perceived quality (b= 0.187, p<0.013) and time/ effort benefit (b=0.147, p<0.051).

Table 6: Coefficients of the determinants factors influencing satisfaction with light food products

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,830	,605		3,026	,003
	Sex	,157	,182	,060	,861	,390
	Age	-6,701E26	1,301E27	-,039	-,515	,607
	Education	-,004	,088	-,003	-,042	,966
	Monthly income	-,088	,089	-,077	-,987	,325
	Value for money	,197	,081	**,201**	2,432	**,016**
	Quality	,190	,076	**,187**	2,514	**,013**
	Time effort	,155	,079	**,147**	1,968	**,051**
	Psychological	,040	,067	,048	,608	,544
	Content	,004	,087	,005	,049	,961
	Core benefit	,060	,086	,069	,697	,487

a. Dependent Variable: satisfaction

Findings indicate a significant link between Value for money and satisfaction, Quality and satisfaction and Time/effort benefit and satisfaction. Beginning

with value for money,H1, as was mentioned in literature (Munnukka, 2008), there is recorded a positive relationship between consumer's price perceptions and satisfaction. Sig. parameter (0.016), lower that 0.05 and Beta=0.201 are in consistent with this. Concluding, this hypothesis is accepted.

Continuing with perceived quality, in literature a lot of researchers reported and analyzed the relationship between those two variables. Dbholkar (1993), Oliver (1997), Parasuraman (1988) and Iacobuccy et al (1995) are some of them. Sig. parameter (0.013) and Beta=0.187 indicate a positive correlation. Summarizing, H2 is supported.

Regarding the Time/ Effort benefit. As Luqmani et al (1984) and Steptoe et al (1995) approaching time/ effort benefit from the convenience point of view argued that there is a strong positive correlation between time/ effort benefit and satisfaction, are in agreement with H4. Summarizing, H4 is accepted as well.

Findings, presented on Table 6, show that Psychological benefit, Product content and Product Core benefit do not have significant relationship with satisfaction. H3, concerning Psychological benefit mentioned that, according to Sweeny and Soutar (2001), one of the reasons that people consume certain products is to enhance social self- concept. Data analysis (Sig.= 0.544 and Beta= 0.048), contradicts H3 , rejecting it.

Next hypothesis tested, H6, concerns Product Core benefit. Oliver (1997) mentioned that the Core benefits of a product define the satisfaction caused during and after the consumption. According to Table 6 (Sig. =0.487 and Beta= 0.069) H6 is rejected. Practically, this suggests that consumers don't seem to take into account that much Product Core benefits, when they have to decide about their eating habits.

Last but not least, H7 refers to the relationship between Product Content and Satisfaction. The additives, natural ingredients, artificial ingredients e.t.c. that

characterize a product, according to Kaszubowski (2004), are expected to cause different levels of satisfaction. Regression analysis (see table 6), (b= 0.005, p< 0.961)Sig=0.961 and Beta=0.005) rejects H7.

Control variables (age, gender, monthly income and education) (see Table 6) seem not to strongly affect relationships with satisfaction. Some findings of the research are irrelevant to literature. As mention before (see section 3.2.3.2, p.32) Cleveland et all (2011) findings regarding age and satisfaction, younger people appear to be more innovative, trying new products and appearing to be more satisfied. Wedel et al (1999), argued that the above demographic characteristics affect individual's choices, while Keillor et al (2001) connected education to consumer's preferences.

5.4.2 Determinant factors influencing intention to buy with light food products

Continuing the analysis with the factors that influence the intention to buy, the variables that affect this dependent variable are depicted on Figure 6.

Figure 6: The hypotheses concerning intention to buy with light food products

60
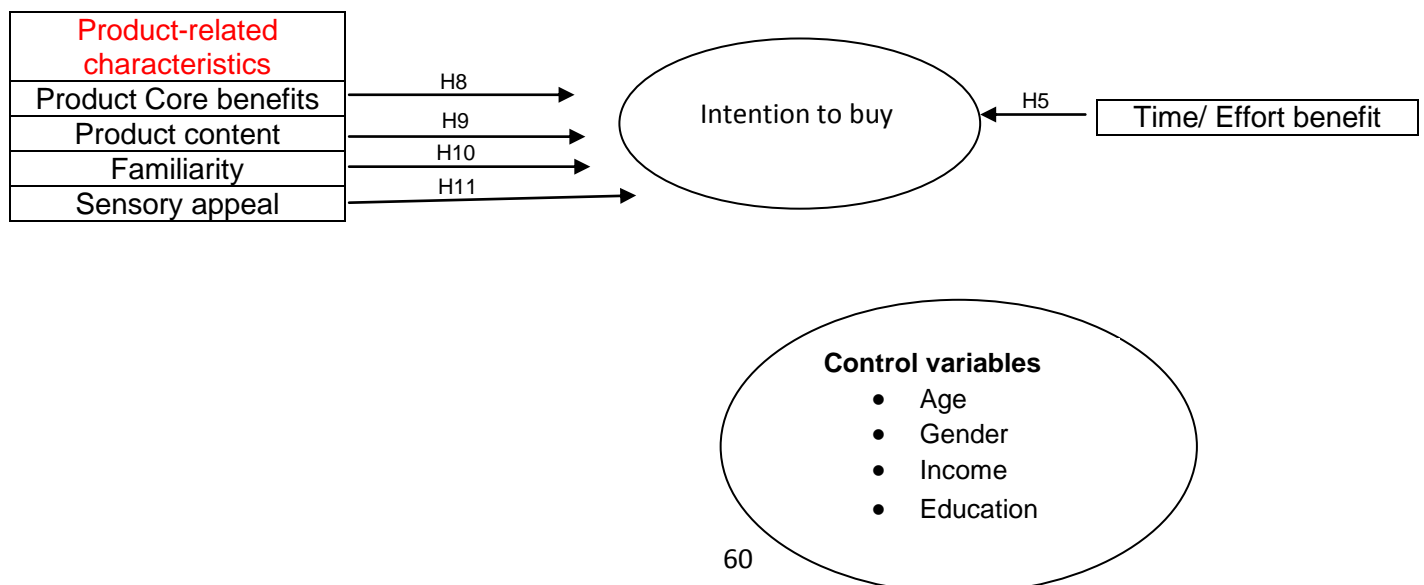
Using again, the method of multiple regression analysis, tables 7 (Model summary), 8(ANOVA) and 9(Coefficients) appear. R square in this case is 0.407 or 40.7%. This indicates that the chosen independent variables can explain the dependent variable on the percentage of 40.7%. On Table 8, the significance level, which is (0.000, lower that 0.05) confirms that the results didn't occur out of chance.

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,638[a]	,407	,378	1,252

a. Predictors: (Constant), sensory, Age_A, Sex_A, education,

core_benefit, time_effort, monthly_income, familiarity, content

Table 8:ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	194,890	9	21,654	13,815	,000[a]
	Residual	283,706	181	1,567		
	Total	478,596	190			

a. Predictors: (Constant), sensory, Age_A, Sex_A, education, core_benefit, time_effort,

monthly_income, familiarity, content

b. Dependent Variable: intention

On Table 9, the coefficients of the independent variables affecting the dependent variable are presented. All the variables, apart from the Product Content seem to influence the Intention to buy. More specifically, Sensory Appeal (b=0.224, p<0.001), Product Core benefit (b=0.297, p< 0.001),

61

Familiarity (b=0.254, p<0.001) and Time/ effort benefit (b=0.193, p<0.002). The only independent variable that doesn't seem to affect the intention to buy is the Product Content (b=-0.82, p<0.337).

Table 9: Coefficients of the determinants factors influencing intention to buy with light food products

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,125	,641		-,195	,846
	Sex	,185	,208	,053	,888	,376
	Age	1,111E27	1,495E27	,049	,743	,458
	Education	,001	,101	,001	,009	,993
	Monthly Income	,093	,103	,061	,900	,369
	Content	-,094	,098	-,082	-,962	,337
	Core benefit	,346	,100	**,297**	3,466	**,001**
	Time effort	,272	,087	**,193**	3,119	**,002**
	Familiarity	,319	,092	**,254**	3,484	**,001**
	Sensory	,306	,087	**,224**	3,508	**,001**

a. Dependent Variable: intention to buy

Findings are in line with the initial Hypotheses. More specifically, H5 concerning the relationship between Time/ Effort benefit and Intention to buy is supported (b=0.193, p<0.002). This is consistent with Berry, Seiders and Grewal's (2002) findings linking consumer's behavior with constantly trying to save time and effort, with buying habits. Thus, H5 is accepted.

Moreover, it was mentioned in literature that the more the core benefits of a product are the greater the intention to buy is (Bogue et al, 1999). Regression analysis findings support H8 (see Table 9) showing positive relashionship between Product Core benefits and Intention to buy (b=0.297, p<0.001). Thus H8 is supported.

62

With respect to Familiarity, as Laroche et al (1996) and Park and Stoel (2005) pointed out a positive correlation between Familiarity and Intention to buy is indicated by the findings (see Table 9). More specifically, higher levels of familiarity with a certain product are expected to be followed by higher intention to buy (b=0.254,p< 0.001) are in agreement with the above Hypothesis. Thus, H10 is supported.

Sensory appeal, including smell, look, texture, e.t.c. was studied in 2004 from Kazubowski, suggesting that external characteristics of a product tend to increase buyers interest, increasing the intention to buy. This positive relathionship can be identified also from Table 9, where Significance level for Sensory appeal is 0.001 and Beta= 0.224. Summarizing, Hypothesis eleven is accepted.

The results of the Regression analysis indicate that Product Content does not affect Intention to buy (see Table 9). H11 suggesting that the ingredients of the product motivate consumers in purchasing it is rejected. This may mean that different variables seem to be the first priority in buying behavior in the food sector. Such priority could be the price levels or the sensory appeal instead of the product content.

Control variables seem not to be related with intention to buy light food products (see Table 9). This is not in line with the literature where studies have mentioned the relationship of intention to buy with age, gender, income and education. For example, Beharrel and McFie (1991) (cited in Essousi, Zahaf, 2008) noticed that intention to buy and purchase decisions differs among different ages. This is consistent with the finding of other studies like Battle et al (2004) and Krystallis and Chryssohoidis (2005). Last but not least, Daneshvary and Schwer (2000) pointed out that different level of monthly incomes leads in different purchase decisions. Nevertheless, the findings of the current survey don't seem to agree with the above literature. Age (b=0.049,p<0.458), Gender (b=0.053,p<0.376), Income (b=0.061, p<0.369) and Education (b=0.001, p<0.993). The reason on that could be the

63

convenience sample used, which referred to certain age categories (17-30) with specific demographic characteristics (monthly income, single, no children).

Table 10: A summary of Hypotheses tested

Hypotheses		Results
H1	Value for money- Satisfaction	**Supported**
H2	Perceived quality- Satisfaction	**Supported**
H3	Psychological benefit- Satisfaction	**Rejected**
H4	Time/ Effort benefit- Satisfaction	**Supported**
H5	Time/ Effort benefit- Intention to buy	**Supported**
H6	Product Core benefit- Satisfaction	**Rejected**
H7	Product Content- Satisfaction	**Rejected**
H8	Product Core benefit- Intention to buy	**Supported**
H9	Product Content- Intention to buy	**Rejected**
H10	Familiarity- Intention to buy	**Supported**
H11	Sensory appeal- Intention to buy	**Supported**

CHAPTER 6: DISCUSSION, CONCLUSIONS, RECOMMENTATIONS AND LIMITATIONS OF THE STUDY

6 DISCUSSION,CONCLUSIONS,RECOMMENDATION S AND LIMITATIONS OF THE STUDY

At this point of the study, the major findings are discussed along with some conclusions, recommendations and limitations.

6.1 DISCUSSION

Light food products consist one of the emerging categories on food sector. Customers increasing demands in conjunction to obesity rise have made light food products very popular the last decades. There are a lot of researches on light food products in countries like Ireland (Bogue,1999) , Belgium (Viaene 1997), Lithuania (Kriaucioniene et all, 2009) and Kosovo (Hysen et all, 2008). On the other hand, in Greece, despite the high obesity rates that have been observed lately (see sector 2.1 p.10) there no similar researches referring to light food products. This survey, aims in analyzing consumer's satisfaction and intention to buy characteristics on the sector of light food products.

Beginning with the objectives of this study (section 1.2 p.6), this survey aims in understanding:
  ❖ Whether perceived value(value for money, perceived quality, time/effort benefit, psychological benefit) affect satisfaction
  ❖ Whether product- related characteristics(product content, product core benefits) affect satisfaction
  ❖ Whether product-related characteristics(sensory appeal, product content, familiarity, product core benefit) affect intention to buy
  ❖ Whether perceived value (time/ effort benefits) affects intention to buy

66

In addition, this study uses demographic characteristics (age, gender, monthly income and family situation) as control variables, testing whether those variables (demographics) affect the relationships between dependent and independent variables.

Value for money, perceived quality and time/ effort benefit seem to be strongly positive correlated to satisfaction. This doesn't seem to be the case with psychological benefit. Regression analysis on SPSS indicated that there is no relationship between psychological benefit and satisfaction. Perceived quality (value for money, perceived quality, time/ effort benefit and psychological benefit) explain the 21.5% of the dependent variable satisfaction. As far as it concerns product- related characteristics, sensory appeal, familiarity and product core benefits have a strong positive relationship with intention to buy. On the other hand, product content doesn't seem to be related to intention to buy. The above product related characteristics (familiarity, product core benefit, sensory appeal and product content) seem to explain the dependent variable intention to buy by 40.7%. Last but not least, control variables, demographic characteristics (age, gender, income, family situation) don't seem to influence neither customer's satisfaction nor intention to buy.

As far as it concerns the methodological aspect of this study, the current survey took place through social network (facebook), aiming in adding some knowledge on the sector of online surveys. Despite the short time of the survey (5 days), there was a response rate of 17.5%. The total number of questionnaire answered was 210, most of the them were answered the first 24 hours, indicating the big response rate that online surveys can have.

6.2CONCLUSIONS, RECOMMENDATIONS AND CONTRIBUTION OF THE STUDY

Conclusions:

1. Analyzing the data, with the use of regression analysis:

    *   Value for money (b=0.201, p<0.016), Perceived quality (b=0.187,p<0.013) and Time/ effort benefit (b=0.147,p<0.051) seem to have the stronger positive correlation with satisfaction.

    *   Familiarity (b=0.254,p<0.001), Product core benefit (b=0.297, p<0.001), sensory appeal (b=0.224, p<0.001) and time/ effort benefit (b=0.193, p<0.002) seem to have the stronger positive correlation with intention to buy.

2. The use of the online survey through social network (facebook), proved to be reliable and time saving. The duration of the survey was only 5 days and the response rate was 17.5%. The big response rate is very promising, suggesting that a lot researches referring to different kinds of consuming products could be conducted that way. Online markets already include the 35% of retailing transaction, with more than 10 million consumers exchanging online (Zeithamlet al. 2000). In addition, social networks, considering the great variety of topics referring to products and services can influence the consuming behavior of the users. Companies, taking advantage of social networks, in combination to the growing online markets can promote their products and influence intention to buy (Muniz and O' Guinn, 2001).

3. One thing that deserves to be mentioned is that the findings of this study indicated that internet users consist of certain age categories

68

(mostly 17-30). This could be very useful for the companies, organizing online marketing campaigns.

Contribution of the study:

1. Managerial:

The purpose of this study is to examine which variables affect consumer's satisfaction and intention to buy. The data collected and analyzed could provide some knowledge to retailers and marketers in placing and promoting their products. Consumers buying priorities determine their purchasing and consumption habits (Oliver, 1997), thus companies should be constantly informed.

2. Methodological:

The online questionnaire, that was used (hosted on www.gizmo.com), aimed in examining the proportion of consumers in participating to online researches. The big response rate (17.5%) in a very short time (5 days) is very promising and indicates that more researches referring to consuming products could be conducted reliably that way.

3. Theoretical:

It was mentioned before (see section 2.1, p.10) that although a lot of researches have taken place in different countries, in Greece something like this doesn't seem to be the case despite the hight obesity rates that have been recorded lately (Mari, 2007). Thus, this study aims in adding some knowledge on the field of light food products in Greece.

6.3 LIMITATION OF THE STUDY

The current study maintains the following limitations:

- ❖ This survey took place through social networks (facebook) allowing that way the participation of Internet users only. Non- users were excluded. Thus the results might not be representative.

- ❖ Due to time constrains, the sample is small compared to the population that this research refers to, not allowing the generalization of the findings (Sauders et al, 2009). Also, the Hypotheses tested of the relationships between dependent variables (satisfaction, intention to buy) and the independent ones are limited.

- ❖ Also, the structure of study, in addition to the limited time offered does not allow the separation and examination of users and non users of light food products. Moreover, the examination of all given categories of light food products (mention in the questionnaire, see Appendix 1) are not examined separately.

- ❖ This study analyses the relationship of perceived value (value for money, perceived quality, time/ effort benefit and psychological benefit) with satisfaction. It, also, analyses the relationship of product related characteristics (product content, product core benefit, familiarity and sensory appeal) with intention to buy). Nevertheless, the relationship between satisfaction and intention to buy is not examined, reducing the validity of the finding and suggesting further research.

- ❖ Another relationship that is not analyzed in the current study, is the one between quality and satisfaction. Although a lot of researchers e.g. (Oliver, 1997), (Day, 1994) have correlated consumers satisfaction with product quality, there is not a commonly accepted relationship between them (Oliver, 1997).

- ❖ The use of online survey (questionnaire hosted on www.gizmo.com) could be considered not reliable from the participants. Apart from some

technological difficulties that user could face, lack of anonymity is another limitation faced (Zeithaml et al., 2000).

7 REFLECTION ON LEARNING

The current study has provided the author with many benefits. Although the time pressure was quite stressful and time management was considered necessary, the outcome is considered satisfying. The unusual method of research that was used (through social network, Facebook) can provide knowledge on the field of online marketing research. Despite the fact that the author did not posed any experience on the field of online marketing researcher, her background, on studying marketing and communication, contributed on succeeding the study.

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72

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