



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Master Degree Project in Marketing and Consumption

Swedish Consumers' Trust in Beef
-Implications for sustainable beef on the Swedish market

Hugo Tengå and Linus Carlen

Supervisor: Cecilia Solér
Master Degree Project No. 2013:63
Graduate School

Abstract

Swedish organic beef is the most environmentally and animal friendly meat a consumer can purchase today. Despite this fact, consumption of beef can be divided into two groups. The first group is price oriented, and the other group focus on sustainable consumption. What underlying factors drive the two groups to consumption on the Swedish beef market today? Our early beliefs were that different factors, and not only price were to be considered.

The aim of this article was to gain understanding of how consumer routines, marketing efforts, price of beef, and consumer awareness of the KRAV organisation affect consumer perceptions of different types of beef.

The study is qualitative and exploratory. The empirical data was conducted with semi-structured interviews. The data found in interviews was analysed with Grounded theory, in order to fulfil the purpose mentioned above. The result states that Swedish consumers have a strong confidence in the Swedish farmers and supermarkets. Trust is the main single attribute uncovered by this study that affects consumers' perception of beef, and beef consumption.

Authors:

Hugo Tengå: Ba (hons) Business, Marketing and Economics, University of Worcester, United Kingdom, 2010. MSc Marketing and Consumption, University of Gothenburg, School of Business, Economics and Law, 2013.

Linus Carlén: Bs Business and Economics University of Karlstad, Sweden, 2011. MSc Marketing and Consumption, University of Gothenburg School of Business, Economics and Law, 2013.

Introduction

The organic food consumption can contribute for about 5% of the total food consumption in Sweden (KRAV, 2013a). Swedish organic beef is the most environmentally and animal friendly meat a consumer can purchase today (KRAV, 2013b). It is therefore important to understand what would

make consumers increase their intake and purchase of organic beef, and to do that we need to understand the link between what consumers value and their attitudes towards organic beef. What the consumer value is inflicted on their behaviour when they decide to make a purchase (Aertens et al, 2009). If the consumer value low-price the chance that they will purchase organic beef is slim, and there is a high possibility that they do not consider the organic food products at all. However, for consumers who actually value other categories than price and do shop organic, credence qualities such as health, animal welfare and social factors are important (Hoffman, 2000; Grunert et al, 2004). The consumption process is however bound by strong, almost unbreakable, routines and habits (Røpke, 2009). These routines are developed to make life easier for the consumer and to avoid making hard decisions (Warde et al, 2007; Hjelmer, 2011). Consumers who are

used to a certain brand of beef are more unwilling to switch to another brand since they have not experienced the brand before (Hoffman, 2000). Do customers trust packaging and labels? Do customers care about organic beef? The questions that arise from this section are central throughout this article, developing the research question for the project presented in the end of this chapter.

The History and Development of Meat

After the Second World War, meat became a more affordable product; the consumption of meat has ever since then increased in volume while the price has decreased year after year (UR, 2013). This rapid expansion of meat production has led to unwelcome diseases among the animals that forced the meat industry to use antibiotics, even though antibiotics may not be needed it is used as a safety net to ensure that the animals do not catch a disease (UR, 2013; Olofsson and Öhman, 2011). The excessive consumption of meat in today's Western society is directly related to the issues within animal welfare and the global environmental problems that the production of meat causes (Olofsson and Öhman, 2011). Beef has several negative characteristics when it is produced, methane gas is one issue that contributes to global warming, the manure from the cattle are used on the fields to produce wheat, barley and other crops but are also used in excessive forms which pollute the groundwater and in the end contributes to the acidification of lakes and forests (Naturvårdsverket, 2011; Ur, 2013). Consumers seem to be unwilling to change their habits and routines to consume more organic food and we wonder why. The perception of beef seems to be shifting among consumers. On one side the consumers argue for

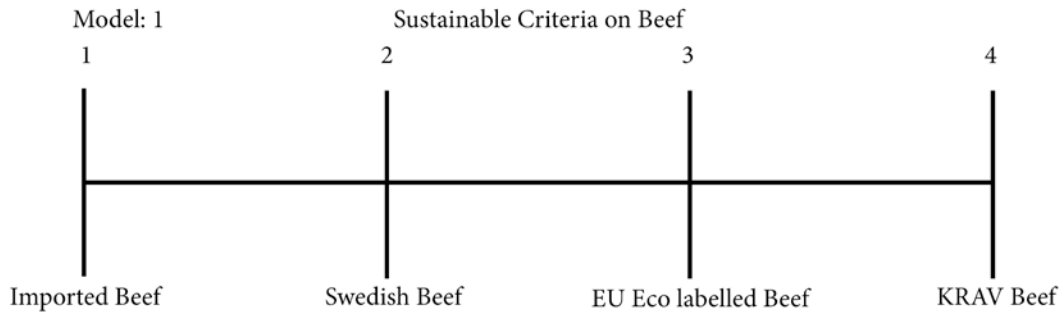
the treatment of the animals and other credence qualities, for example where the beef is produced. On the other hand consumers are often not willing or cannot afford to pay the higher price for ecologic beef.

The Swedish Association for Organic Farmers (KRAV)

It is important for this study to note that in Sweden a non-profit organisation, Swedish Association for Organic Farmers (KRAV), has a strong position on the Swedish market. Beef, labelled KRAV, undergoes strict routines from breeding to transports to the butchers. KRAV originates from the European Union regulations of organic farming, but with KRAV the rules have become stricter and harder with an improved view of animal welfare (KRAV, 2013c). The KRAV label signals that the products are produced with care for the animals and environment (Boström and Klintman, 2006) and are monitored by the organisation KRAV that constantly develops the regulations to become even more sustainable (KRAV, 2013c).

Different types of Beef

Model 1 below gives a clear sight of the different types of beef discussed in this article. We will discuss four different types of produced beef that we discovered during our study. The types of beef distinguished in this study are the imported beef, Swedish beef (not ecological), EU eco labelled beef and KRAV-labelled beef (Swedish ecological beef) (see model 1 below). There are significant differences between how these types of beef are being produced and thereby we aimed to set a sustainability measure 1 to 4 (discussed below) on the different types of beef discussed in this study. The imported beef often comes from countries outside of EU



(e.g. Brazil and Argentina) or, it might be produced inside EU by countries that are exporting both eco labelled and non-eco labelled (e.g. Ireland and Denmark). The Swedish beef is not ecologically produced but Sweden does have one of the toughest animal welfare laws in the world (LRF, 2013). The EU eco labelled beef is beef produced within the European Union from countries such as Ireland and Denmark. The KRAV labelled beef is a development from the EU eco label. KRAV, is, as stated above, an organisation that has increased demands regarding, e.g. animal welfare, fodder, transportation and pollution. More differences between the different types of beef are explained below.

The range (1 to 4) in Model 1 shows how sustainable the different types of beef are perceived to be, were 1 is the least sustainable and 4 is the most sustainable beef. The difference between KRAV and EU ecological beef is far greater than the general consumer believe. KRAV has more stringent demands on the organic farmers than the EU counterpart in that, the KRAV organisation has in their rules that the animals should have a wide field were they can go outside and eat, for EU ecological produce beef it is enough that animals has a small courtyard. More important notions between the two different ecological labels are the transportation

to the butcher, the total transportation time is not allowed to exceed 8 hours, and that the established group of animals should not be divided, which is allowed for the EU ecological transportation (KRAV, 2013c). Since the EU-labelled beef is produced with higher demands than the foreign imported and the Swedish non-KRAV beef, these two sorts are produced with less control, and would therefore logically be ranked lower than both the KRAV-labelled beef and the EU-labelled beef (KRAV, 2013b).

Secondly, we want to know what, the consumers actually know about the KRAV organisation, since that idea initiated the study from the early start. How does the marketing from KRAV affect consumers? Do consumers know and trust what this organisation stands for, how they work and why consumption of KRAV would be desirable? Are the consumers willing to only purchase ecological KRAV beef in the future?

Aim & Research Question

Based on the introductory themes of perceptions, we developed the research question: “How do consumers perceive the different types of beef?” Based on the question the aim of this article was to gain an understanding of how consumer routines, marketing efforts, price of beef, and the consumer

awareness of the KRAV organisation affect consumer perceptions of different types of beef.

The next chapter discuss the literature connected to the previous explained aims, while the methodology chapter explains how we did the interviews and how we analysed our data using grounded theory as an analytical tool. Next, the result chapter brings up the main findings and the discussion chapter summarises the findings with regards to literature. Finally, the conclusion is presented with limitations and a suggestion for further research that could be done within the area of understanding consumer perception and changing consumer values.

Literature Review

Given our research question and purpose of study, the area of how consumers consume food is important to our research. Within the area of consumption of food, other theories such as: green consumption of food, socio-economic behaviour, attitudes and values, perception of beef, routines and habits, and the importance of choice, are vital to consider, because these theories are used to explain consumers perception of different types of beef.

Consumption of food

Studies have shown that consumers do want to be sustainable and that they want to do good when they purchase beef (Hjelmer, 2011; Tobler et al, 2011a; Chen, 2010) but have also expressed a philosophy of “doing what feels natural” (Schösler et al, 2012; 10). Consumers who feel a connection to nature are also more aware of where their food is produced. These consumers are also more aware of who the farmers are, they eat more seasonal

groceries and also have a reduced meat consumption (Schösler et al, 2012), a reduced meat consumption has also shown in previous studies to be closely linked to organic food purchases and also that consumers tend to express a concern over animal welfare (Hjelmer, 2011; Troy and Kerry, 2010; Shaw and Riach, 2011). Even though the package carries an organic label, consumers think that it is hard to trust if the animal has been treated correctly and that the beef is safe to eat (Verbeke et al, 2010). Despite that, many consumers are in general positive towards eco-labelled food and may be willing to pay some extra to make a purchase, at the same time they can have a distinct distrust towards the organic labels because it may look or feel different from other types of non-organic products (Bougherara and Combris, 2009). Hjelmer (2011) showed that consumers could feel that they are being punished for trying to consume organic products. That the organic product they want to purchase has been transported a longer distance, than the non organic product, and therefore they express that it feels odd to actually purchase organic product, because in their mind it is not as environmentally friendly as it could be (Hjelmer, 2011;339 and Tobler et al, 2011b), another study showed that consumers thought that the actual consumption of organic foods was not environmentally friendly and expressed a distrust of organic labels (Tobler et al, 2011a). Supermarkets have an interest of selling as much products as possible to gain economies of scale. That statement should not come as a surprise to anyone who has an idea of marketing activities of today. Supermarkets do tend to aim their marketing efforts to attract more consumers inside their stores with a discounted price for a series of groceries (Jones et al, 2009) this

activity decreases the emotional commitment and brand loyalty among consumers (Gronow and Warde, 2001). They also know that often consumers tend to purchase more than only the discounted groceries and thereby make a profit (Jones et al, 2009). It can then be argued that companies have a responsibility to ease the choice for their customers. But ease the choice can also mean bringing forward the products that are not green. Customers need to trust that the companies are not only trying to make as much money as possible, but are also showing the customers what green products they could purchase instead (Chen, 2010). However, their mind-set are difficult to understand and consumers have different knowledge and meanings of what is green and ethical within the category of food as seen in the study by Hjelmer (2011) but also in the studies made by Young et al, (2010) and Wheale and Hinton (2007) which are discussed next. Young et al, discuss the attitude-behaviour gap amongst consumers, and argues that the purchasing decisions made by green consumers switch from time to time (Young et al, 2010).

Green Consumption of food

Ethical and green consumers consider consumer goods differently when they decide to make a purchase. Within the category of food, the ethical/green consumers thought that the environmental issues, human rights, animal welfare issues, in this ranking order, were very important factors to consider before a purchase (Wheale and Hinton, 2007). If the ethical/green consumer is then forced to purchase a food product that does not meet their quality standards, that is a food product that is not as ecological satisfactory, consumers often feel guilty that they have not found the food product that they were after, important to notice is

that they may actually purchase the product but that will also influence the next purchase (Young et al, 2010). Consumers in general mistrust the organic labels, they are unsure who are actually stating that a food product is organic (Tobler et al, 2011a), but when food is purchased directly from the farmers, even though they are not organic they are seemed to be more acceptable (Press and Arnould, 2011). Animals that are genetically enhanced to grow faster are seen by the consumers to be very harmful for the environment (Tobler et al, 2011a; Troy and Kerry, 2010), however, there are also studies that show that it can be environmentally friendly to genetically enhance food, regardless of what the consumers believe there are beneficial effects that helps the environment to recuperate (see Batista and Oliveira, 2009).

Socio-economic behaviour

The sustainable consumer has three variables that classify them as sustainable consumers or green consumers. These variables are environmental and social values, socio-demographics and psychological factors (Gilg et al, 2005). Gilg et al (2005) found that the typical sustainable or green consumer is older man and women who own their own home, lived in a house, highly educated and have middle to high-income level. In contrast, the unsustainable consumer is a young male with low income with less formal education with no really political views. However, Vermier and Verbeke, (2006), found that younger consumers are in general more involved with ethical and organic consumption, they also have a more positive attitude towards the purchase of sustainable products.

Attitudes and Values

The general public believe that sustainable products are hard or nearly impossible to find in normal supermarket (Vermier and Verbeke, 2006), and Shaw and Riach, (2011) discovered that even though the consumers are sustainable they might have a fear of expressing their true opinions. The sustainable consumer tends to hold more environmental and social values and is also committed to a certain lifestyle (Gilg et al, 2005), in other words, it means that the sustainable consumer do not purchase products, which are harmful for the environment and society (Harper and Makatouni, 2002). The psychological factors in sustainable consumption are also important. If consumers perceive that the organic beef they are buying actually has a positive impact on the environment they are more likely to make a purchase (Gilg et al, 2005).

Autio et al, (2009), found that young consumers in Scandinavia have been grown up with the sustainability labels and even if they do not know exactly what they stand for they do have a large amount of trust towards the labels and are purchasing the products with sustainability and/or organic labels. They found that young consumers consider sustainable consumption as a long-term activity, and that sustainable consumption has become the educated and the conscious peoples way of living their life (Autio et al, 2009). Hjelmmer, (2011), found that sustainable consumers purchase organic food not solely based on selfish motives, but also dependently on their family dynamics, they have a developed trust towards organic food since it contains less antibiotics and does not have the negative effect on the environment. While Harper and Makatouni, (2002), found that sustainable consumers more often try

to purchase organic food, in particular beef, because of the animal welfare issues, while non-organic buyers did not think as much of animal welfare at all.

Perceptions of beef

Consumers perceive beef differently, whether it is organic or not organic. The quality of the beef is hard for the consumers to measure (Grunert et al, 2004) but it starts as a search quality (appearance at the beef counter), continuous to the experience quality (how the beef tastes) which can only happen after purchase, and ends with a credence quality (how healthy the beef is, animal welfare) which is impossible for consumers to evaluate on their own (Hoffman, 2000). This is why information and trust are key issues for perception of beef (Grunert et al, 2004; Hoffman 2000). When new technology and processes are introduced in the food industry they need to be trusted by the consumers (Yee et al, 2005). Without a clear explanation of the credence qualities, benefits, risk assessments and communication (Hoffman, 2000), the consumers will not participate in the purchase process and choose other products that provides the transparency that the customers seeks (Troy and Kerry, 2011; Yee et al, 2005). Country of origin is also important in how the consumers perceive beef. Swedish consumers perceive that Swedish beef are of a higher quality (Hoffman, 2000), however, Hoffman, (2000), argues that Swedish consumers use country of origin as a quality cue, which does not seem to have changed during the years looking at Hjelmmer, (2011), study of Danish consumers they also believe that Danish beef are of a higher quality than imported beef as well (Hjelmmer, 2011). Grunert, (2005), found that consumers perceive price differently when it comes to beef,

that as long as they perceive the quality of the beef high enough, they are willing to pay a higher price. Despite that, Grunert, (2005), argues that consumers in general always want to have the best quality to the lowest price, quality is however a factor that the consumers do have problem to investigate properly, as mentioned above. Grunert et al, (2004), found that consumers read a lot of positive inferences into the organic labels, even though it might not generate a purchase. Further, Grunert et al, find that the consumers associate organic beef production with not only credence qualities such as animal welfare and concern for the environment, but also experience qualities such as good taste which only can be determined after the purchase (Grunert et al, 2004).

Routines and Habits

Consumers develop routines because it ease the everyday life (Røpke, 2009), reduce complex decision-making and save energy, creates a safe world and a feeling of normality, but also makes our behaviour predictable (Gronow and Warde, 2001). However, routines also have implications environmentally, and often consumers are not aware that their routine behaviour creates issues for the environment and risks the welfare of animals (Røpke, 2009), that is because routines have resistance to rapid change (Warde et al, 2007), and dependently on how strong the emotions attached to the routine are they may be hard to brake (Spaargaren, 2003). To change the routine the consumer need to have information about the organic beef, the organisation behind the organic label, and they need to know the difference between organic beef and non-organic beef. Before this occur, it is impossible to change a routine behaviour (Hjelmer, 2011).

The importance of Choice

Choice is thus an important aspect to consider when consumers purchase beef or any other product or service (Warde, 2005). Hjelmer, (2011), found that consumers like to have a choice, whether they are purchasing ecologic beef or normal beef. Consumers are thus making several different trade-offs when they decide to purchase a product (Bettman et al, 1998). Consumers adore having the possibility to make a choice, the possibility to have a choice can be interpreted as having the freedom to choose whatever you want to purchase (Gabriel and Lang, 2006), however, not all consumers are fond of having a choice, and are rather happy to be told what to purchase by the stores and supermarkets, these consumers may be afraid of trying a different type of beef than they normal purchase (Hjelmer, 2011). To have a choice can also be described as to be free of making your own choice, the possibility to exercise the consumers right to choose what they want to eat at the dinner table (Gabriel and Lang, 2006). The freedom of choice dates back to our western cultural identity and to some extent dictates what we consume and how we should look at the consumption process (Gabriel and Lang, 2006, Arnould and Thompson, 2005). However, to have too much choice can also be unpleasant for consumers, the different choices we have today makes it more difficult to make the right choice, so consumers have a tendency to give up, trying a new type of beef, and grab what is next to them (Hjelmer, 2011). Routines can then help the consumer to overcome the uncertainty when the amount of choices becomes a burden, routines does help the consumer to make choice that they are comfortable with (Gronow and Warde, 2001).

Method

This study is an exploratory and qualitative study. These kinds of studies are certainly designed for gaining relevant information, and are especially suitable when studying phenomenon and searching for finding a deeper understanding about these concepts (Eriksson & Kovalainen, 2008). The word “explore” identifies the main argument for this study to actually come true in the first place. To explore can also mean to find new insights (Saunders et al, 2007). These insights are often gained by using semi-structured interviews.

Semi-structured interviews

Semi-structured interviews were the best choice for this study since the aim was to explore consumers’ perceptions. Several authors (Saunders et al, 2007; Eriksson and Kovalainen, 2008; Collis and Hussey, 2009) describe semi-structured interviews as a non-standardised, often, one to one interview technique. Semi-structured interviews have a theme and pre-set questions that, to some extent, can be changed dependent on how the conversation is flowing (Saunders et al, 2007), it opens up for probing to gain more in-depth answers (Eriksson and Kovalainen, 2008), and turn answers to new questions (Collis and Hussey, 2009) which is preferable when searching for new insights among consumers.

This type of interview technique turned out to be very successful though the study received the answers that were needed to answer the research question. In order to explain the interviews more in detail, the time slot we had was 30min to one hour and almost all interviews were primarily conducted during lunch time. Most of the interviews were conducted in a

café area, during calm circumstances and without any stress related factors. The interviews were conducted in two different cities in Sweden. Both cities are classified as small to middle-sized cities. When analysing the answers, it became obvious that all interviews were similar to each other, seen to the construction, with basic questions being answered and leading into new paths and new areas to discuss. Respondent 8 and 9 are a married couple and they were interviewed together, but answered individually. The rest of the interviews were made one to one, with individual persons.

Sampling and sampling technique

The data obtain were drawn from 11 interviews conducted during Mars and April 2013. The objective of the interviews was to gain in-depth knowledge of consumer habits, attitudes and values connected to the subject of beef consumption in Sweden. Semi-structured interviews were used to gain enough responses. This way was done in order to answer all potential questions linked to the aim of the study, which lead to an answer of the final answer to our research question: “How do consumers perceive the difference between different types of beef?”

Often, master theses are conducted with students as respondents. This study however decides to go beyond the boundaries and ask the consumers in an age span of 20-75 years old. There are several advantages and reasons for this selection. Consumers, who have middle to high disposable income, are more likely to purchase organic beef. Students are always focusing on price and will disregard the more pricy KRAV beef. Consumers with middle to high disposable income have the possibility to vary their purchases and think more

in terms of flavour than only price. The selection of interview persons was drafted from the city streets, this sampling technique self-selection sampling (Saunders et al, 2007). We also used convenience sampling to gain a broader spectrum of personal backgrounds, see table 1 of respondents above for more information. We decided to ask people

and why beef is important. The self-awareness part was included in order to see if there were any patterns in perception related to how the consumers, for example, put together the week's shopping list. Asking the interviewees of their knowledge about KRAV beef and the organisation KRAV ended the last step of the first part of the interview. As with all

#	Pseudonym	Age	Marital Status	Profession	Method
1	Gudrun	75	Widow	Pensioner	Interview
2	Malin	27	Living apart	Hairdresser	Interview
3	Karl	20	Single	Clerk	Interview
4	Patrik	25	Single	Carpenter	Interview
5	Christina	43	Married 3 children	Cemetery Manager	Interview
6	Sandra	38	Married 2 children	Nurse Assistent	Interview
7	Maria	47	Married 2 children	Childcare worker	Interview
8*	Johan	31	Married 2 children	Sales manager	Interview
9*	Hanna	34	Married 2 children	Lawyer	Interview
10	Anna	48	Cohabitation	Municipal Secretary	Interview
11	Christian	28	Cohabitation	Gyminstructor	Interview

*Married couple interviewed together

Table: 1 - Respondents

who were having their lunch break. The pre requirements of the interviewees were that they consumed both meat and beef on a regular basis.

Two-split interview technique

The starting point of every interview was to make sure that the respondent was a consumer of both meat and more specific also beef. After the initial questions, shopping habits, favourite piece of meat, consumption of beef, life without beef and how the respondents were affected by advertising were discussed. This was then connected to feelings towards beef; why they actually consume beef

interviews there is a risk that the answers that the person is giving us would not be what he or she truthfully believes to be correct (Eriksson and Kovalainen, 2008). We believe that the themes distinguished above helped to build a trust since it was clear to the interviewee that they were not judged in any way. While this first part was based on pre-knowledge and basic shopping experiences, the second part focus on reflections, but first we gave the interviewee information to analyse and take a stance for.

Next, we gave the interviewee information about differences between KRAV beef and the other types of beef

brought up in this study. This section gave us the opportunity to focus more on deeper knowledge about the differences between KRAV-beef and the three other types of beef. The information given in each and every interview was short and concise. It was all centralised around the work KRAV is doing and the differences. When talking about animal welfare and KRAV, we mentioned the fact that transportation must occur with special rules (e.g. the animals cannot stand too close to each other and there is a time limit). When talking about antibiotics, information was given that countries like Brazil are using antibiotics preventive and this is of course not legal in Sweden. Some of the largest beef exporters, for example Brazil still use pesticides that have been forbidden in Sweden for around 30 years now. Exact words and further information can be found in the appendix.

Part two of the interviews is based on reactions and reflections of the information given in the middle part, just described above. This part is providing the interview with more specific questions, such as the interviewees' perceptions about beef production linked to animal welfare and that revealed their level of knowledge regarding antibiotics, animal welfare, pesticides and environmental sustainability. The answers created an overall picture of KRAV beef and the perceptions among consumers, linked to the research question and purpose of the study. It became more tangible. Since the authors wanted to know more about perceptions regarding beef, and specially the KRAV-labelled one, this second part with more deep going questions was necessary to include in order to make the perceptions more understandable. Based on the interview

findings we were able to create the three models presented in this study.

Data Analysis

Grounded theory can be seen as an analytical tool and the definition by Collis & Hussey 2009 is that "Grounded theory is a methodology in which a systematic set of procedures is used to develop an inductively derived theory about phenomena". It is applicable to our study and our research question because of the connection between collecting data and from this data, deriving useful material that can explain the phenomena found, and it is also useful since it has been proved to work particularly well to predict and explain behaviour (Sunders et al, 2007). The empirical data collected in this study is analysed with Grounded theory (Eriksson and Kovalainen, 2008; Saunders et al, 2007) and we were following the steps of open coding, to discover categories by using line-by-line and code notes, together with the axial coding to develop subcategories (Strauss & Corbin, 1998). The open coding took the form of the category of trust. The axial coding process generated the other category dimension in the trust model explain above. By using axial coding we discovered a phenomenon, which according to Strauss & Corbin originates in the question "What is going on here?" The phenomenon we discovered was consumer perceptions of Swedish beef. According to Strauss & Corbin a phenomenon is looking for: "repeated patterns of happenings, events, or actions/interactions that represent what people do or say, alone or together, in response to the problems and situations on which they find themselves" (Strauss & Corbin, 1998; 130).

Validity

The findings in this study are appropriate to use for the intended research question. The results are also reflecting, to some extent, existing literature in that the theme of trust has been brought forward during the study as the main driver for how the respondents perceive beef as Hjelmer (2011); Hoffman (2000); Grunert (2005: 2004) found in their study. According to the above-mentioned authors the answers are then valid to use in this study since it both confirms and extends the concept of trust in beef.

The use of semi-structured interviews are approved and used by Hjelmer (2011) and were conducted after the rules from Eriksson and Kovalainen (2008) with the use of probing we gained extensive answers from the respondents. However, we also used a two-split interview technique that is not covered in any of the methodology books we have uncovered during this study. Since this type of interview technique has not been tested before it can be questioned if it is correct to actually give information during a interview session to gain extensive answers. We decided to do the interviews this way because of the time constrains situated for this study. Ultimately there could have been better to go back to the same respondents to see if they had changed their perceptions of beef.

We used non-probability sampling with a sample type called self-selection. The representative of population is likely to be low using this sampling type (Saunders et al, 2007) but we believe that we got a fair number of people to interview and reasonable good spread of ages, sex, income and consumption habits. Self-selection sampling is also useful to use

when conducting exploratory research in that the research can choose the interview subjects (Saunders et al, 2007), also used by Hjelmer (2011). We also conducted the interviews in two different cities in Sweden, which can generate bias in that the sample becomes skewed towards the perceptions of the consumers in one of the cities.

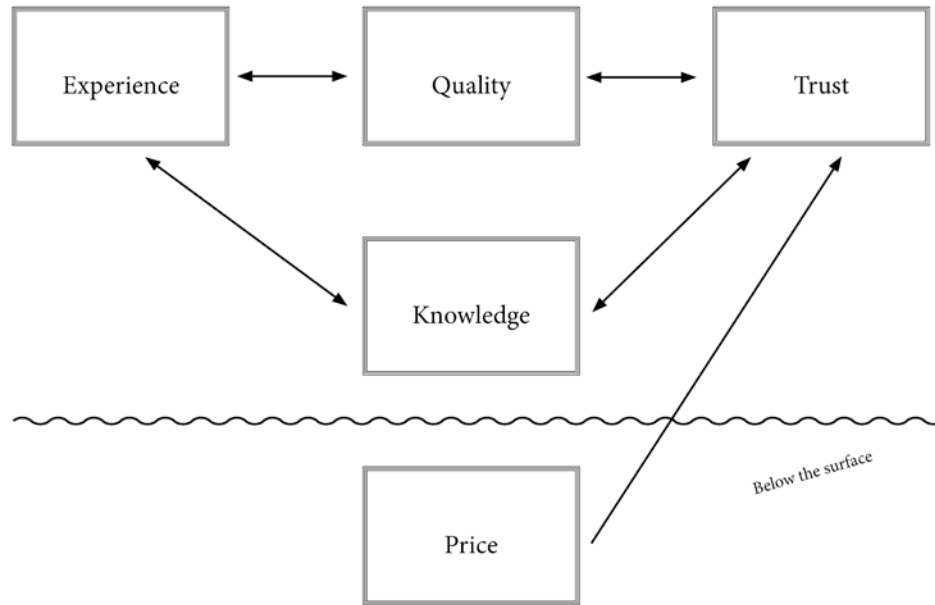
We used grounded theory as an analytical tool to analyse our data. First, we used open coding to analyse the phrases from our respondents to develop categories (Strauss and Corbin, 1998), Experience, Quality, Knowledge, Price, and Trust. After we had established these categories we used axial coding and thereby looking at what the respondents said and argued for but also monitoring their facial expressions and how their mood developed during the interviews. Finally, we used selective coding to transform data into theory (Strauss and Corbin, 1998), during this phase the content was developed for the main themes as well as the construct of our models were developed to ease the understanding of the result and discussion.

Result

This study aims to answer the research question: How do consumers perceive the difference between different types of beef? This chapter will disclose the interview findings from the perspective of the themes: Trust, Knowledge, Experience, Quality and Price. These themes were discovered during the analysis of the results.

The Trust Model

The Trust model below, gives a picture of how we have interpreted the respondents' answers from a set of themes, where Trust in beef is central.

The Trust Model:

Experience is something that consumers do, they either purchase beef that is branded as imported beef, Swedish beef, EU Eco labelled beef, or KRAV beef. Experience can also be how the respondents perceive the marketing activities from supermarkets and direct marketing and how they use this information. Experience lead to quality after the consumer has made a purchase; when the consumer consumes the beef, they will taste the beef and either have an increased or decreased trust towards that particular branded beef. Experience also leads to Knowledge, after a purchase, and dependent on the taste of the beef the consumer will perceive the beef differently and store the information in their mind to use next time they will make a purchase for beef. Price is a factor that often is important for the consumer, however, sometimes the consumer choose to disregard the price and purchase a more pricy beef.

Trust

Trust in beef was found important during the interview sessions, but under the synonym of confidence,

directed towards the specific label of the Swedish flag. The Swedish flag was appreciated to signal that the beef is of Swedish Origin, and 10 out of 11 respondents was determined that all beef they purchase should be Swedish. *"The most important factor for me is that the meat is of Swedish origin" (Respondent 6); "I really do like if it is Swedish beef" (Respondent 7). "Well, Swedish meat is always better than the imported meat, that is just how it is" (Respondent 1); "The meat has to be ecologic, without a doubt" (Respondent 9); "Ecological is number one and country of origin is number two" (Respondent 8).*

After this though, both respondents (8 and 9) change their mind and added another extra comment where they state: *"It has to be Swedish as number one and ecological as number two" (Respondent 8 & 9). "Yes, but if it is ecological, but not Swedish, I would not purchase it anyway" (Respondent 9).*

When the interview was directed towards animal treatment, the use of

pesticides and antibiotics, there was still a strong confidence belief for Swedish beef: *“the animals are being treated better in Sweden compared to other countries. There are not a lot of toxic and stuff in Swedish meat. I don’t believe so anyway”* (Respondent 1); *“I’m always looking for the Swedish flag!”* (Respondent 5); *“We only look for Swedish beef”* (Respondent 8).

The packaging and the labels were found to be a source where the respondent could collect trust, certain labels were deemed to be more trustworthy than others: *“the label is very important when I shop for beef, so I know what I purchase”* (Respondent 1). However, packaging and labels were found to be deceptive and sometimes hard to understand: *“In general I do not trust the labels on the packages, I do want to have more information, a more clear information so I can trace the meat in a more simplified way. If it is a green spot on a beef package you can be made to believe that it is ecological and would thereby purchase it even if it is not ecological beef”* (Respondent 8). *“I always feels scammed when I purchase beef, I have a hard time to actually trust the label, the package and the content when I do the shopping”* (Respondent 9).

Even when information about how the industry operates in Sweden, Europe and South-America were disclosed for the respondents, there was little to no interest to think of purchasing more KRAV beef: *“I will still just purchase Swedish beef as usual. Perhaps a little bit more vigilant towards country origin and production”* (Respondent 4); *“No, I will not purchase KRAV I will stick with the Swedish beef”* (Respondent 1); *“No it will not affect my further beef consumption”* (Respondent 6); *“I don’t think that I*

will increase the KRAV consumption but I would probably purchase more Swedish meat than before, but I still believe that there is an overconfidence towards KRAV beef it is not always the best meat you can purchase” (Respondent 10).

Knowledge as Trust

The respondents had more trust in beef if they were less knowledgeable about the beef industry: *“Swedish beef is by far the best beef I can buy”* (Respondent 1). There was also evident that respondents who are, either passionate about food and/or KRAV food, have a deeper knowledge about what amount of choice they could have, if the supermarkets were willing to appreciate their needs: *“No, I believe that the amount of choice I have is extremely poor at the supermarket, there is only the normal pieces of beef such as fillet of beef, minced beef, minute steak, loin and stew beef, I miss many pieces such as prime rib and ox tail. I feel controlled by the owner and I do not like that”* (Respondent 10); *“No, there is not enough locally produced and ecological beef today at the supermarket”* (Respondent 8). The rest of the respondents, 9 out of 11, believed that their choice of beef was fulfilled: *“Yes, I believe that the choice is good, there is the minced beef, minute steak, that is mainly what I buy”* (Respondent 4).

Some respondents know that beef is healthy and contains much protein: *“beef is so good, and also, I feel that it is more healthy than other meat”* (Respondent 6); *“We need the protein and I don't think that my children would like to be without beef”* (Respondent 7).

All of the respondents said that they were not informed with what the

Swedish organisation KRAV really means and what they work for: *“I have to say that I know almost nothing at all about this subject”* (Respondent 2); *“Well... they are okay I guess, but I don’t have enough knowledge about the organisation”* (Respondent 6); *“No idea, I don’t really know so much about KRAV and I do not really trust them”* (Respondent 5); *“I know so little about KRAV so I have no idea, really, what they are doing inside the organisation”* (Respondent 10); *“I don’t really know what it is, but I think there is something about the animals are suppose to go freely”* (Respondent 7). Even the sustainable respondent had little knowledge about KRAV: *“I have very little knowledge of what the KRAV organisation actually do”* (Respondent 8). Many of the respondents also said that they have a trust in KRAV knowing that they do good: *“What I know about ecological beef my opinion is that it is good for us humans to consume and also I like the feeling that the animals are treated more tolerable”* (Respondent 8). However, not all respondents were assured that KRAV beef are produced in sustainable matter: *“I don't believe that KRAV would be better than normal Swedish beef, I have friends within the butchery sector so I know what I talk about* (Respondent 10).

The lack of knowledge makes the respondent to answer politically/ethically correct: *“I know it’s good to purchase ecologic beef... But... I have no relations to it so I cannot say why I think so”* (Respondent 11); others are more direct in their answers, *“I cannot answer how much ecological beef I consume... I simply don’t know. I’m just trying to look for what’s Swedish”* (Respondent 4).

Experience as Trust

The interviews with the respondents who almost only purchased KRAV beef, hence they do have a high experience with consuming KRAV beef, showed towards a high recognition and a high trust towards the KRAV beef, but also a distrust towards Swedish beef, imported beef and EU eco beef: *“Yes we do trust the KRAV beef as long as it is Swedish, we try to only buy KRAV beef and know that it is good to eat, tastes better than imported beef, and it is better for the environment”* (Respondent 8). Through the interviews there was brought to attention that many of the respondents did not have any real experience consuming KRAV beef: *“I cannot answer the question, since I don’t have any experiences at all with ecological beef”* (Respondent 6); *“I never buy KRAV beef, don't know if it as good as the marketing say it is”* (Respondent 10).

One thing that all respondents have in common is that they all decide their purchase based on the appearance of the beef: *“I believe that packaging is important, it has to look nice and tidy, the beef needs to look and feel fresh so it becomes more alluring, a nice cut is also preferable”* (Respondent 4); *“how it looks, it needs to be fresh, a darkened colour on the meat signals that the beef is unhealthy”* (Respondent 9).

Not only appearance affects the purchase decision. Discounts were frequently used during the respondents shopping tours by the price hunters: *“For me, the direct marketing is of highest importance since I always check it before I go to shop groceries. I can plan the meals for the rest of the week after the direct marketing material being mailed out to my household!”* (Respondent 7); *“I would say that I’m using the discounts*

around 70 % of the time I receive the direct marketing material” (Respondent 10). Respondents that state that they are sustainable said: “we’re not using the promotions anymore, we see this as a warning signal. A discounted price is not of any interest to us, and we have stopped with the bulk purchases” (Respondent 9).

Many respondents said that they were affected by the in-store advertisements, both those who actively search for discounts: *“I think I’m affected, especially with discounted prices” (Respondent 3); “yes, more than you actually think it does... You know in the subconscious so to speak... Later you can remember that you reacted to an advertising in-store and talks about that at the coffee breaks ” (Respondent 6, and respondents who actively search for ecological alternatives were affected, but in a different way: “yes we are affected by the in-store marketing since we actually looking for the special shelves consisting of eco-products, it is within this category we want to purchase our groceries” (Respondent 8 and 9).*

Experience of KRAV beef differs among the respondents. The ecological minded respondent can be frustrated when they do not find what they seek: *“Last time I was at Willys (supermarket chain in Sweden) they did not have the ecological minced beef as they normally have, so I purchased the normal minced beef but I was not happy about it” (Respondent 9), this eco consumer was asked to develop her feelings further, “Well it felt a bit disappointing I wanted the ecological minced beef. I stood there for a long time and begun to think if I should cook something else but it was Monday and I was supposed to cook spaghetti Bolognese (Respondent 9 has*

two children and is bound by routines) so I took the normal minced beef anyway... but then I got frustrated and irritated and tried to look for a worker so I could complain but no one were there so I was forced to purchase the normal minced beef, but I did not want to do that, I wanted the ecological minced beef, I remember that I thought that they should have eco beef at 10am in the morning it's their duty” (Respondent 9), while other respondent will not purchase KRAV beef at all: “I almost never purchase KRAV beef, only if the regular shelves are empty. Then I feel forced to purchase KRAV beef if that is my only option” (Respondent 3).

The general feeling towards the KRAV label among all respondents seems to be good: *“It is good but expensive, and it also feels good that it has stricter controls” (Respondent 11); “I think that it looks nice and I always get a positive feeling but at the same time I feel fooled when I purchases the KRAV beef because it is so expensive (Respondent 10).*

Packages also seemed to be a problem among some respondents: *“There is less choice and the small packages of beef is a problem, I almost become angry and irritated because of the small packages” (Respondent 10); “Often the packages are too small and that is an obstacle since prices are higher for KRAV beef than for normal beef” (Respondent 3).*

Quality as Trust

Quality always lies in the viewer's eyes. Though quality is a credence attribute it can only be assessed after a purchase, which may explain why the respondents believe that Swedish beef had the highest quality: *“Well, Swedish meat is always better than the imported meat, that is just how it is”*

(Respondent 1). That comment describes what 7 out of 11 respondents believe is true. There is also a connection to the recent beef scandals in Sweden: *“you do not dare to trust the foreign producers because of the recent scandals within the meat industry, so right now I target the Swedish meat more than ever”* (Respondent 3). The remaining three respondents argued for different aspects: *“I don't believe that Swedish beef is the absolute best beef I can purchase, Beef from Argentina can be just as good as the Swedish beef”* (Respondent 10); *“Normal Swedish beef is probably better than imported beef, but not as good as the KRAV beef”* (Respondent 8); *“yes, but the KRAV beef also has to be Swedish”* (Respondent 9).

Price as Trust

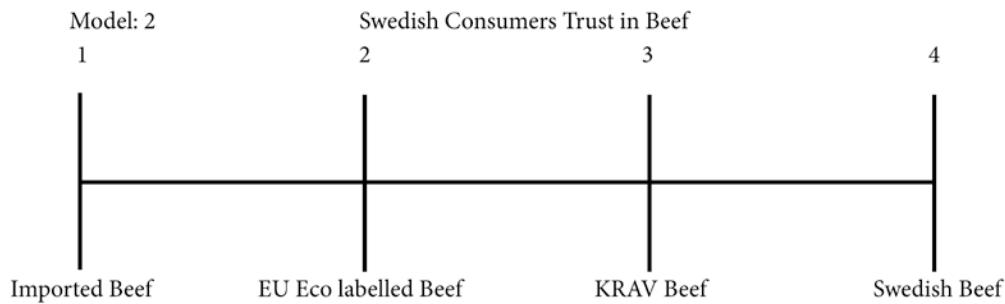
Price is a sensitive factor that can both generate trust in beef or take it away, and everything depends on how the consumer perceive the beef. The trust in the Swedish beef industry is so high-pitched that it is almost impossible to penetrate the consumers beliefs and give them incitements to purchase more KRAV beef, except, if the price were deemed to be lowered: *“Price is always an issue, if it was lower I would probably purchase more KRAV beef”* (Respondent 11), alternative, the consumer has to be a so called sustainable consumer that almost refuse to purchase any non ecological products *“It is astonishing how much it costs to eat sustainable, our costs have doubled lately, but we buy it consciously, and it is a choice we make”* (Respondent 9).

Many respondents also commented that their household economy was important and therefore the price for

beef was often important: *“I like discounted prices but if there is something that I really want, I'm not looking at the price at all, since I've decided to buy it. Then, I don't care about the price, it's insignificant important to me”* (Respondent 1). However, price can become a more important factor than trust shown by exceptions during the interview process: *“I have a weakness for discounted prices when it comes to beef. If I see that for example minute steak is discounted, I will bounce off and buy a whole lot of it!”* (Respondent 10); *“Price is always an issue, if the KRAV beef price was decreased I would probably purchase more KRAV beef”* (Respondent 11).

The sustainable ethical minded respondent expressed an understanding for a higher price: *“I would not like as a consumer that beef should be cheaper than it already is, because it has never been cheaper to consume beef than it is today. If I would like to consume more beef I would rather have to increase my disposable income”* (Respondent 8), They are also aware of the costs for being a sustainable consumer: *“yes, but it is amazing how much it costs to eat sustainable, our costs have doubled lately, but it is a conscious choice we make”* (Respondent 9).

Model 2, below, summarises how the respondents trust the different types of beef that has been presented in this chapter, and will be explained in the discussion.



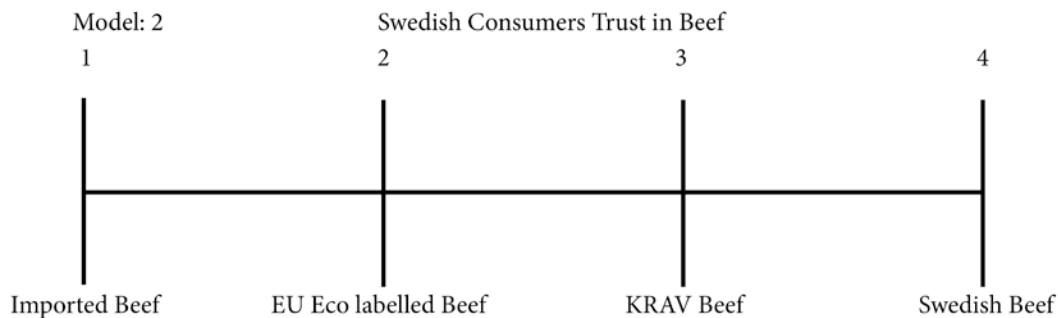
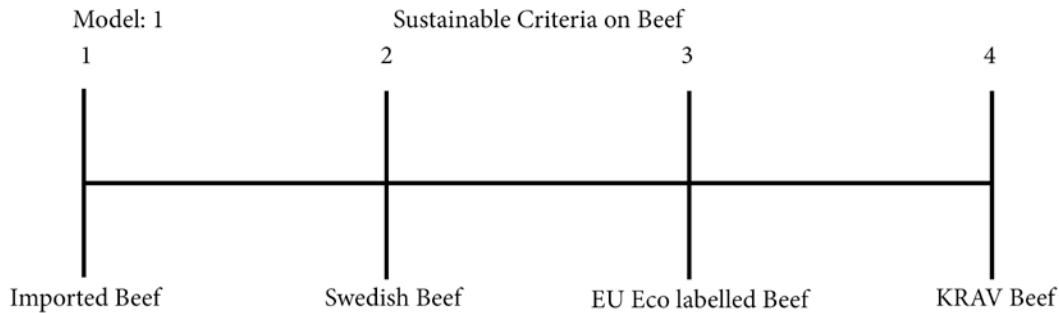
Discussion

Data shows that there is a number of factors that lead consumers to opt out the KRAV beef from their grocery shopping: routines, availability, lack of knowledge, trust towards normal Swedish beef, lack of experience with KRAV beef, quality trust issues, general trust issues, confidence in Swedish beef, and price issues. The only exception was for the sustainable consumers in this study, for them other factors are more important. The data answers the research question: How do consumer perceptions differentiate between different types of beef? Data also answers the more practical questions; do customers trust the organisation KRAV? In order to show that the data is accurate a model has been developed with a metric scale to ease the discussion.

We introduce model 2 (above): Swedish Consumers Trust in Beef, this model refers to how the respondents perceive the different ranges of beef that were brought up during the interview. The respondents perceive imported beef as one of the least desired beefs to purchase; hence we gave imported beef the number 1. The EU Eco labelled beef were not

common to see in the supermarkets and the interviewees had very little experience of this beef; hence we gave this type of beef the number 2. All interviewees had heard about KRAV beef before, but were also unsure about the legitimacy of the label KRAV on the beef, they did however trust KRAV beef more than the other two types of beef; hence KRAV beef was given the number 3. Finally, all interviewees stated that Swedish beef had the highest quality and always could be trusted, hence the number 4 on the scale in model 2.

KRAV beef was first anticipated to be one of the most desired beef, but fell short due to the lack of recognition from respondents who do not normally purchase KRAV beef but also because of the high price the KRAV beef is anticipated with.



The above models, 1 and 2, were introduced in previous chapters, but compared side by side it gives a clear picture of the perceived differences between the authors of this article (Model 1) and the perceptions of beef among the respondents (Model 2) and how the trust in beef is affecting the purchase decisions.

Trust and Knowledge

It is clear, through our data, that Swedish consumers have a strong belief towards Swedish produced beef. Model 2 shows how the Swedish consumers rank beef that they find at the supermarkets in Sweden. A high number indicates that the consumer prefer that type of beef to a lower number. Through the data it is evident that Swedish consumers perceive that Swedish beef is better than beef produced in other countries. In fact that is not so surprising since Danish consumers believe that Danish meat better than imported beef (Hjelmer, 2011). So even if Swedish consumers believe that (See model 2) Swedish beef (4) is better than Imported beef

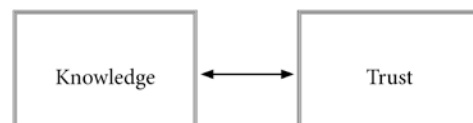
(1), which is true (see for instance Ur, 2013 or Olofsson and Öhman, 2011), why would they believe that it is also better than KRAV beef (3) or EU Eco labelled beef (2)?

The data suggests that the Swedish beef industry has been very good attracting customers by using promotion of domestic beef. Sweden has one of the worlds most demanding animals laws, which has created a strong trustworthiness towards the beef industry in Sweden. The federation of Swedish farmers have successfully promoted that Swedish beef is the best beef in world, which have come from the rigid laws for animal protection and health and safety for the livestock (LRF, 2013). That is also one of the arguments made by the respondents to not purchase KRAV beef. We found that the label KRAV creates a positive feeling among the respondents and not mistrust as in the case with a study made by Tobler et al, (2011a), even though no one could explain what the KRAV organisations purpose was except that they were doing something good. As long as a consumer does not

make a commitment to only purchase sustainable food, they will still find that Swedish produced beef has a higher trustworthiness than Swedish produced KRAV beef. Younger consumers are believed to know more about KRAV beef than older consumers' (Vermier and Verbeke, 2006). However, that is not exactly the case this study has reached. Younger consumers tend to react more quickly to information and are more likely to search and gain access to new information to build knowledge. But there is also a chance that they do not care since they are young consumers and really do not know anything about Swedish beef or KRAV beef.

Price and knowledge do have a part in this argument. KRAV beef is pricy; you only need to go into any supermarket that has KRAV beef and normal beef to see that the price can sometimes be 3 to 5 times higher for the KRAV beef. But knowledge, or the willingness to know more about the differences between normal beef and KRAV beef, can have the effect to switch consumers perceptions and preferences (Vermier and Verbeke, 2006), as seen with the sustainable consumer couple in this study. Looking at model 1, at the beginning of this chapter, we find that they rank KRAV beef as their top category (4), not because they actually know that much more about the organisation KRAV or how the meat is produced. But they do know that KRAV beef is better to purchase because the animals have been treated better and are more "happy". That seems to be enough for the sustainable consumer in this study. They are however not as informed as the sustainable consumers in the Netherlands who were visiting the organic farmers to find out how their beef were produced (UR, 2013).

Trust is a complex feeling and it is hard to build but easy to destroy. Information needs then to be trustworthy for the consumers to develop a trust towards a product category (Yee et al, 2005). The respondents expressed mixed feelings towards KRAV, and some of those feeling, were actually quite alarming to find out since their non-existing knowledge about the organisation KRAV became clear. Competence, Credibility, Reliability, Integrity, Benevolence, and providing information are factors that are critical to build trust among consumers (Yee et al, 2005), and the organisation KRAV seems to be slow picking this up. All these factors create knowledge, and from the trust model introduced in the method chapter, we find that knowledge is a key attribute to create trust (see model below), as we can see in the simplified model below. Consumers need to trust the source of the information for KRAV beef in order to actively search for the products (Vermier and Verbeke, 2006). However, it is more accurate to say that consumers in this study trust their own routines more than the information that is easily accessed online.



Routines

The study found that all respondents have a set of routines that they follow when they purchase beef. Consumers develop these routines to shorten decision time and ease their everyday shopping (Røpke, 2009). Dependently of how they consume, their different routines might be hard to break (Holt, 2002; Warde et al, 2007). The consumers who stated that they only

purchases KRAV or ecological beef, that has to be Swedish as well, are also bound by routines but they differ from consumers who not actively searches for KRAV beef. According to the data the difference is how the routines are enacted. The sustainable consumer actively always search for the KRAV beef products and feel that the supermarket is betraying them if they cannot find what they are after. The consumer who does not actively search for KRAV beef has a different routine. The routine can express itself towards a discount hunt or towards a Swedish only search and purchase. In the end, the routines are held on to; in order to ease the shopping experience for both types of consumers, making the choice easier for the consumer and create a feeling that wraps the consumer into a safe and trustworthy environment (Gronow and Ward, 2001).

Freedom to choose

Choice is however also important for all our respondents, but in different ways. The sustainable consumer believes that there is not enough choice and they want to have the freedom to a choice (Gabriel and Lang, 2006). When it comes to ecological food products, a study performed in Denmark argued that the amount of choice for organic food products are not extensive enough and that the government need to introduce incentives to increase the amount of organic food products at the supermarkets (Hjelmer, 2011). Respondents with deep knowledge of cooking also expressed their irritation for the lack of alternatives at the beef counter. While respondents who actively pursue price bargains expressed a feeling that the amount of choice was more than enough, minced beef were the most preferable product for this category, as long as it is Swedish as seen in model 2. The

ethical and sustainable minded consumer can be argued to have knowledge about environmental sustainability, health and safety risks, animal welfare, labour conditions and human rights, and would not extradite any of these objects during their purchase process since this type of consumption is more a lifestyle than only a process (Barnett et al, 2005). These consumers are represented in model 1 and are clearly favouring a KRAV produced beef, as long as it is Swedish. The interview with the sustainable consumer found that they become irritated and even angry when they could not find KRAV beef. If they then were forced to purchase normal beef they felt deceived by the supermarket. However, they were bound by strong routines since they purchased the normal beef anyway because they needed it for dinner.

Knowledge of beef

Knowledge is one key characteristic to create trust for KRAV beef, and consumers gain knowledge through information qualities and experience qualities (Hoffman, 2000).



Increased knowledge about additives in food could have a positive effect on the organic beef consumption and break the routines and behavioural purchases made by consumers (Vermier and Verbeke, 2006). Our respondents cannot be said to be knowledgeable about the KRAV beef market, probably because they are not interested, or do not want think about, how animals are treated at farms in Sweden and other countries, but they are still interested to mainly purchase Swedish beef as indicated by Model 2 above. There is a need for the organisation KRAV to create an

interest for KRAV beef in Sweden. Effective communication should incorporate quality, versatility and nutritional benefits for organic beef. The beef that is produced at the KRAV farms needs to be controlled independently and with transparency, quality assurance schemes has been important to have since consumers value that type of information as long as it is trustworthy (Yee et al, 2005; Troy and Kerry, 2010). There is also considered that consumers with only a general knowledge about organic products do not consume them because they would like to have detailed information in order to differentiate the unique attributes of organic food products (Yiridoe et al, 2005).

Experience and Quality

All of our respondents know what the KRAV label looks like and they know that it is an organic label. However, when it comes to beef only the sustainable consumer had experience from buying and eating KRAV beef, and thereby have tasted the quality and built a trust towards KRAV beef, as shown by the model below.



But, even the sustainable consumer could not explain what the KRAV label meant. However, it is surprising to note that you do not need to know what a label stand for in order to appreciate the label's underlying assumption, it create a positive feeling and a sense of correctness. A certain amount of scepticism is shining through, and the respondents do not actively search for the KRAV label at supermarkets. This can be because of a general distrust towards organic labels in the western societies, because there is an uncertainty towards the true organic attributes and if the consumer

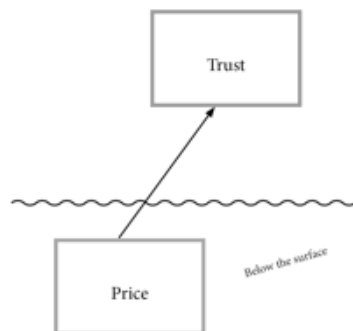
can trust a small label on a package (Yiridoe et al, 2005). That could explain why our respondent still believe that the Swedish origin label is more secure than the KRAV label when it comes to beef purchases (model 2). Packaging is equalled important to the consumers as the labels. To see if the beef has been discoloured when on display can have the effect to not generate a purchase. It is somewhat clear that sensitive products are scrutinised by the consumer before the purchase decision.

The respondents hinted that the different types of discounted advertisements they receive from direct marketing affected them. However, dependent on their knowledge and experience of the beef industry, they use the discounted advertisements differently. The sustainable consumer sees the discounts as a threat to their lifestyle, and is more willing to increase their costs for organic beef (Hjelmer, 2011), while the other respondents actively use the discounts to gain bargains and some even planning their grocery shopping from the discounts. Now this is of course the point with discounts, as supermarkets knows that they will sell other products as well as the discounted. Consumers are also affected by the in-store advertisements and the supermarkets are continuing to encourage consumers to consume with messages such as, "the cheapest grocery bag in town" sets the tone for consumer experience, supermarkets could instead spread the message to consume more organic groceries (Jones et al, 2009). The general benefits of sustainable products towards the consumer are in fact often very poorly communicated, and this makes it hard for the consumers to actually make clear decision (Vermier

and Verbeke, 2006) to purchase the KRAV beef.

Price

Price was anticipated in the beginning to be of very high importance for consumers, and sometimes it was. There is however special occasion when price is not the main factor for the consumers. The model below pictures how it works: sometimes price is extremely important for the respondents, at that time price crawls above the surface, however, sometimes the respondent finds that price is not the most important aspect hence price remains below the surface.



For the sustainable KRAV consumer, price is of less importance. More important is the feeling of purchasing a product that contributes positively to the society, which seems to be not for health reasons or taste but they pay the price premium for selfish reasons (Bougherara and Combris, 2009). The respondents who do not purchase KRAV beef tends to look at price more often than the sustainable consumer. These respondents are also searching more for the Swedish flag on the package than looking at price. If the consumer really does want a Swedish beef they purchase that, price is hence a subordinate factor that sometimes climbs above the surface but often remains below (see model below). Sustainable or not sustainable, no matter what, both categories of

respondents in this study aim to purchase Swedish beef. The sustainable respondents in this study believe that price for food already is low and that they would not like for the price to decrease further, especially for KRAV beef. They do have a point in their agreement; hence if the price for KRAV beef would decrease to the levels of "normal" beef people would probably question the legitimacy of KRAV. Price for organic and ecological food products are acceptable to have a higher price since the products are more healthy to consume and has a higher quality, both for people, animals and the planet (Tobler et al, 2011a).

Conclusion and Implications

Trust is the main single attribute uncovered by this study that affects the Swedish consumers perceptions of different types of beef. We found that Swedish consumers have developed a strong trust towards Swedish beef, and that they are not convinced about the benefits of purchasing KRAV beef. However, the sustainable consumer, presented in this study, expressed a very strong preference towards KRAV beef and would not purchase normal Swedish beef even though their knowledge of KRAV were low. The low knowledge of what the KRAV organisation does and work for was equal to all respondents in this study, sustainable as non-sustainable consumer. The sustainable beef consumer perceived KRAV beef as the only option and expressed anger when they did not find KRAV beef. The other consumers in this study perceive KRAV beef as something that is overpriced and have a low trust towards KRAV beef in general, while they perceive Swedish beef as trustworthy regardless of the price. The two other types of beef that were

introduced in this study, imported beef and EU ecological labelled beef, were in general not considered at all, because of the limited range and had in that sense a very low trustworthiness.

There was evident during this study that routines played an important role when consumers purchased beef. Even though they did not know that they were affected by routines and habits, through the interviews we uncovered that many respondents who do not purchase KRAV beef use discounts and often purchases the same type of beef when do their grocery shopping, which shows that these consumers have developed routines for their grocery shopping. External factors such as marketing material from supermarkets also increased the routinized behaviour; some consumers used the discount brochures to set up a shopping list that can be argued to decrease their perceptions of KRAV beef because this type of beef is never presented in a discount brochure.

Thereby the majority of the consumers in this study do trust the Swedish origin beef more than Swedish KRAV beef. The direction of trust is skewed towards Swedish beef and not towards KRAV beef, which argued by this study, is more sustainable than Swedish beef.

The models presented in this study are creations of the authors of this study. The model 1, shows clearly how the different types of beef are sustainable different on the Swedish market, model 2 shows how Swedish consumer trust different types of beef. The aim of model 2 were to develop an understanding of how Swedish consumers perceive different types of beef presented in this study. There is a possibility that a more extensive study that incorporates more households will have a different model 2 than this study present, it is also possible that model 2 could change, which would depend on where in Sweden the study would be conducted, bare in mind that this study was done in two middle sized Swedish cities.

The Swedish Organisation for Organic Farming (KRAV) does need to understand that the organisation has a responsibility to educate Swedish consumers regarding their rules and regulations towards animal welfare, transportation and production. The organisation KRAV has an opportunity to increase the trust in KRAV-labelled beef and thereby the consumption of KRAV beef would increase, in extension this could lead to an increase of KRAV farms across Sweden when more consumers gain the appropriate knowledge in order to make sound sustainable purchase decisions.

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Appendices

Interview guide

Part One

1. Are you a meat-eater?
2. Are you eating beef?

3. How often do you shop for meat (in general)?
4. Favourite piece of meat?
5. How often do you shop for beef?
6. What is important to you when consuming beef? *
7. How important is it to eat beef?
8. What factors do you believe affect you in the way you consume beef?
9. How important are marketing, offers and packaging? *
10. How do you think you are affected by the on-side marketing?*

11. How, as a consumer, would you describe yourself?
12. Do you associate beef with a special day, event or routine? *
13. Do you consider the alternatives of beef offered in store as enough? *

14. What do you think of KRAV-labelled meat?*

15. How much KRAV-beef do you consume?

16. Can you, and do you want to consume more KRAV-labelled beef?

17. What makes you NOT consume KRAV-labelled beef?*

18. What do you know about the organisation KRAV?*

Middle part – Information provided during interviews

“Now I will provide you with some information in order to take the interview deeper. It’s like this, that KRAV is an organisation working for better conditions within the food industry and agriculture industry. This includes animal welfare, production, logistics, and everything else that are connected to beef consumption. It is a type of labelling which shows that all steps in the production and selling have been completely ecologic and that all steps are strictly controlled by the organisation. The demands are very high to be KRAV-certificated in today’s Sweden.

The other sorts of beef, in other words, the imported beef, the Swedish beef without labels and the EU-ecological beef do not have the same regulations and the same control when it comes to for example animal welfare. KRAV’s got special rules about, for example, how the animals shall be transported and for how long time they can be transported. The other beef, often seen low priced in today’s Supermarkets have not the same regulation and demands. Other things that can differ between the sorts are the use of

antibiotics (in preventive purposes), and the use of pesticides, pesticides that have been forbidden in Sweden since the 80's but are still used in some countries today. Countries we import our low priced beef from. This beef has increased in popularity and many consumers striving after it, since the price is so much lower than what's normal. What many consumers don't know is that production can differ a lot between Sweden and other countries in the world. There might be a logic explanation of why the price really differs as much as it really does"

Part two

19. Based on this information, what kind of reactions do you get?
20. How much of the provided information did you know already?*
21. Do you think that this information will affect you? In what way?
22. Do you think that this information will affect your way of consuming beef?*
23. Do you think that Swedish beef, in general, is of higher quality than imported beef? (No matter what country the beef is produced in)
24. Do you have anything else that you would like to add or say? Thoughts or improvements?

* = Question that was followed up with at least one extra question

Examples of extra questions during the interviews:

What is important to you when consuming beef?

E.g. Why is it important that the beef is of Swedish origin?

How important are marketing, offers and packaging?

E.g. How do you use those low price offerings?

How do you think you are affected by the on-side marketing?

E.g. Are you looking for low price offerings in the shelves?

Do you associate beef with a special day, event or routine?

E.g. In what way do you associate the beef eating to Fridays?

Do you consider the alternatives of beef offered in store as enough?

E.g. Why and how are the offerings restricted?

What do you think of KRAV-labelled beef?

E.g. Why do you refer the KRAV-labelled meat as "good beef"?

What makes you NOT consume KRAV-labelled beef?

E.g. Would you consume more if there was possibilities to do so?

What do you know about the organisation KRAV?

E.g. How can KRAV reach out with more useful information to potential consumers?

How much of the provided information did you know already?*

E.g. So what did you know about the antibiotics in Sweden?

Do you think that this information will affect your way of consuming beef?*

E.g. Do you think that you will consider a purchase of KRAV-beef now?