ARLA
UNIKA
NYE HØJDER

Identity of a foodie and a company's ability to brand themselves

Written by: Supervisor:
Natasa Milosevic   Birthe Mousten,
2014-1624   Institute for Culture
Culture, Communication, and Globalisation   and Global Studies
Keystrokes: 189.933 (79,1 pages)

Abstract

The aim of this project was to investigate how foodies create their identity through food consumption and how a niche company like Arla Unika, which is a sub brand to the big dairy cooperative Arla, can brand themselves towards these foodies. Arla Unika has two stores and does not use commercials as a marketing strategy, furthermore, they cater to a small crowd, making it a niche brand. This project found that a foodie is someone how is very interest in food and cooking. Furthermore, I investigated 8 new food tendencies in Denmark conducted by the Danish Agriculture and Food Council, these 8 new food tendencies were as listed 1: more people are becoming foodies, 2: clean eating – clean and real food, 3: convenience – easier to be healthy, 4: be the change – responsible consumption, 5: less is more, 6: location, location, location, 7: protein – still going strong, and 8: free from. In this project, the method used was qualitative research with a social constructivistic stance. I interviewed 10 persons, in the ages from 21-47, 3 men and 7 women. My respondents were selected, using the snowball method, on the premises that they had a big interest in food and cooking, and that they knew the brand Arla Unika. To find how the foodies created their identity through food consumption, I used the theories from Anthony Giddens, Zygmunt Bauman, Don Slater, and Yiannis Gabriel and Tim Lang. They all state that identity is no longer a given, but something the individual has to create on its own by telling a life story, furthermore, Slater, and Gabriel and Lang state that identity can be created through consumption and that the individual can buy its own identity. To investigate how a niche brand like Arla Unika can brand themselves, I used the Brand Equity theory from David Aaker, who state that there are four assets to achieve brand equity – brand awareness, brand loyalty, perceived quality, and brand association. Brand association was, however, not included, as it is a category of its own and intertwined with brand identity.

The 8 new food tendencies were a ground pillar to my foodie approach because of the tendency; more people are becoming foodies. Through my interviews, I tried to confirm or disconfirm these 8 new tendencies.

Thus, the main topics in this project were identity-creation, branding, and 8 new food tendencies.

The project concludes that three of the 8 new food tendencies can be confirmed and one to a lesser degree, that foodies do indeed create their identity through food consumption, by wishing to be a person that is known for their cooking skills and food interest, and that Arla Unika can use brand awerness, brand loyalty and perceived quality to brand themselves to foodies.

Introduction

Today people do not have to worry so much on how to get ends meet, which means that they have time for various after work and after school activities. One of the popular trends is concentrated on food and there is a growing interest in food by both men and women, which is shown through the numerous television shows like Master Chef[1] and Den Store Bagedyst[2], by the growing number of magazines like Gastro and Spis Bedre, and in social media where food blogs are at their highest.

The Danish Agriculture and Food Council made an analysis of 8 coming food tendencies in 2016, those food tendencies can be cited as (1) a growing number of foodies[3], (2) a growing demand for high quality food, (3) the desire to be healthier, (4) human and animal welfare, (5) sustainability, (6) the desire for transparency, (7) protein content, and (8) that the products are clean, meaning that they do not content artificial ingredients (L&F 28/12 2015, p. 1-3). The 8 tendencies will be an important factor in this project, and they will be outlined later, but they are already seen in the development and change in the Danes' habits when grocery shopping.

For Danes price was a deciding factor when buying groceries, meaning that they did not value taste and quality as high, but that has changed. According to The Danish Agriculture and Food Council in 2011 approximately 27% of the Danish population chose price as the deciding factor when grocery shopping, in 2015 the percentage fell to 19%, meaning that the number of Danish people choosing price over anything else dropped with 8 percentage points (L&F 16/03 2016, p. 1). Instead of pricing the Danish population are now choosing their groceries through factors like animal welfare, whether the products are organic, and if they are locally produced (L&F 16/03 2016, p. 2). Especially the demand for organic products have risen, it is now the second biggest priority when choosing food products. In 2015 14% of the Danish population cited that organic products were the biggest factor when choosing products

---

[1] A British competitive cooking show, where different amateur chefs compete in becoming the best amateur cook

[2] A popular British baking show where amateur bakers compete in being crowned as the best amateur baker

[3] Foodie is a word used to describe people who are very interested in food (dsn.dk 01.12.2016)

whereas it was only 8% in 2011 (L&F 16/03 2016, p. 2). Local production is now on third place with 12% of the population choosing locally produced food over anything else and the same with animal welfare, 11% are now choosing that as their priority where in 2011 only 3% were concerned with animal welfare (L&F 16/03 2016, p. 3).

Another analysis made by The Danish Agriculture and Food Council shows that a circa 12% of Danes prioritise taste when they are choosing their beef (L&F 18/05 2016, p. 1), and circa 16% prioritise whether it is locally produced or not (L&F 18/05 2016, p.2). In general quality, taste, and production are now becoming a bigger factor and the priority in food prices is declining (ibid.).

The abovementioned analyses can be seen as that there is a much bigger interest in food in general, because even though there is smaller percentage that concentrates on price it is still a smaller part of the population, the smaller part might be known as the foodies. It is interesting for me to explore these foodies and find how they create their identity through consumption and to find how a company sells food to these foodies that want locally healthy and organic produced products. A company that meets some of the foodie criteria like taste, quality, and local production is Arla Unika, which is a sub brand of Arla, and besides concentrating on the consumer identity of a foodie in my project, I will also explore how a food company like Arla Unika can brand themselves to the Danish foodies, I have chosen Arla Unika because, as it is explained further in the section about Arla and Arla Unika, it is a delicacy brand that concentrates on a small consumer segment specially interested in cheese. I find that it is a niche product and that it will be a good case for my project.

Problem formulation

The focus in this project is consumer identity regarding food consumers and company branding. I will focus on how food consumers, foodies, identify themselves and how a food company can brand itself to these types of consumers. In addition to find how foodies create their identity through food, I will use Arla Unika as a case study as to how a food company can brand themselves to these foodies and thereby sell their products to them.

Using theory on self-identity and self-creation in modernity and within product branding, I will try to answer my research question:

How do Danish foodies create their identity through their interest in food?

How can Arla Unika brand themselves to these foodies?

8 new food tendencies in Denmark in 2016

1: More people are becoming "foodies"

In Denmark, there is a growing number of foodies, people who are more and more conscious about their food choices whether it comes to buying, eating or cooking food. Consumers are now demanding higher food quality and the need to know the specifics about what the products are made of and where they stem from. But the interest in food does not stop with higher demands regarding food safety and quality, food consumers today want to challenge themselves and their skills in a kitchen by cooking high-level dishes, and to evolve their sense of taste. Furthermore, there is bigger focus on taste compositions and inspiration from dishes and traditions from all over the world (L&F 28/12 2015, p. 1).

2: Clean Eating – clean and real food

The demand for high quality food will entail a growing interest for "the real deal", which will manifest itself as a search for products that are less processed and thereby closer to their natural origin. The suspicion for E-numbers and process techniques will only grow, as real food becomes healthier, more filling and more nutritious, for example, natural fat content will be preferred over light products, which are deemed more unnatural. In the retail business, it is important to accommodate the consumer's need for transparency through honesty about the content and how the products are produced – preferably through personal contact between the consumer and the store in which they shop just like in farmers' markets and delis (L&F 28/12 2015, p. 1).

3: Convenience – Easier to be healthy

We want to be healthy, be more attentive regarding food than before, we want products to be natural and the producers to be more transparent. There will be a rise in demand for products that save time and makes it easier to be healthy. We expect easy healthy to-go meals, already prepared fresh vegetables for cooking, healthy and fresh precooked dinners, inspiring food isles that can bring inspiration to the consumer, and so forth. A deli can be the solution in the sense that it can help the consumers to get inspired and at the same time buy fresh product that can satisfy todays foodies (L&F 28/12 2015, p. 1).

4: Be the change – responsible consumption

Respect and thoughtfulness to humans, animals and the nature in general is a higher and higher leading factor for the future consumers. Especially with trendsetters there is a bigger consciousness about under which conditions the food is produced – and concerns about aspects of unfair production conditions, inexpedient environmental impact, and the lack of animal welfare will be a bigger and bigger influencer. Especially the red "Ø", which is the Danish label for certified organic and which signals both clean food and good for the nature and the animals. Over a third of the Danish population bought only organic or almost only organic groceries (L&F 28/12 2015, pp. 1-2).

5: Less is more

In direct continuation of the trend for responsible consumption, we see a growing awareness of sustainability. There will be a greater focus on enjoying good – healthy food just in smaller quantities. At the same time, there will be more consumers who occasionally opt out of meat out of a desire to protect the environment and live healthier. When meat is selected the quality and good animal welfare weigh heavily in the selection by the cold counter. Moderation will also be reflected in a greater focus on food waste. The consumer has become more aware of not only economic, but also environmental impacts of food waste and they want more strategies and actions to prevent this. Based on these factors, we expect that Danish food consumption will decline ((L&F 28/12 2015, p. 2).

6: Location, location, location

The demand for food, the desire for transparency and a growing awareness of sustainability is reflected in a preference for locally produced products. Danish products are preferred since it is perceived as being of a particularly good quality. Origin labelling and local food is seen everywhere in the retail industry. At the same time, a reduction of transportation increasingly becomes part of the sustainability agenda. This can expose an interesting dilemma for the future of consumer, when choosing within a food category: Foreign organically - or Danish conventionally? (L&F 28/12 2015, p. 2)

7: Protein – still going strong

We have already in 2014 proclaimed protein to be one of the greatest trends and it will continue to assert itself in 2016. The Danes are very positive towards protein, they regard it as the most important nutrient, followed by carbohydrates and fats, and it is also what most of the population think about eating more of. Within particularly dairy category and vegetables we'll see more products make claim of high protein - something that will challenge fresh meat, which traditionally is associated with high protein content (L&F 28/12 2015, p. 2).

8: Free from

Finally, we see an exciting trend in the increasing interest for products that clearly indicates that they are 'free' from various types of content that consumers can consider harmful. The trend reflects the desire to live healthy and eat clean food - free of for example, GMO ingredients, sugar, antibiotics, additives, gluten or lactose. The latter involves an interesting compromise: Natural lactose in milk - or the more processed lactose-free version? If you, however, have that the lactose gives less well-being or is decidedly unhealthy (because lactose is milk sugar), then the consumer will occasionally cancel this (L&F 28/12 2015, p. 2).

Arla and Arla Unika

Arla Foods is an international dairy cooperative and the largest producer of dairy products in Northern Europe, the seventh largest dairy company in the world and the third largest dairy cooperative. The cooperative started in 2000 as a merger between the Swedish dairy cooperative Arla and the Danish dairy cooperative MD foods (arla.com, 21.12.2016).

Arla and Production quality

Arla is very concerned about quality and responsibility. Arla farmers manage their farms and milk production according to a common farm quality assurance programme called Arlagården. This way, the farmers and Arla ensure that their milk is of the best quality and produced in a responsible manner.

If a farmer unexpectedly should commit a major violation of the programme, the cooperative will not accept his or her milk until the issue has been addressed (arla.com, 21.12.2016)

Arla and sustainability

Sustainability is high on the agenda at Arla. Arla is dedicated to reducing the impact of their production for example, Arla farmers aim to reduce the climate impact per kilo of milk leaving the farm by 30% by 2020 compared to 1990 and only sustainable soy is used in cow feed.

The aim is to reduce the cooperative's total greenhouse gas emissions by one quarter in 2020, compared to 2005. So far, Arla has reduced its total climate impact by 16% – despite a significant increase in production (arla.com, 21.12.2016).

Furthermore, they concentrate on animal welfare therefore, they want to ensure that their animals are looked after properly and that their needs are met. (arla.com, 21.12.2016).

Arla is also concerned with the aspect of food waste. They want to help consumers reduce their food waste by 50%, by helping them to better plan food purchases and to make full use of products.

Arla and Health

Arla strives to make milk's nutrient available in a variety of tasty products that make it easier for the consumer to live a healthy life. Arla strives to make healthy products that can help the consumer in the busy and demanding everyday life. They maintain most of the vitamins, minerals and bioactive components in the milk, furthermore, they select their ingredients and additives carefully. They try to make their milk better to match specific everyday life needs, by for example, adding protein, probiotics, vitamins or fibres or reducing lactose (arla.com, 21.12.2016).

The majority of Arla's products are free of artificial ingredients and additives, but some ingredients and additives are difficult to avoid, however, Arla is constantly trying to keep the products as natural as possible.

Arla Unika

Arla is known around the world for their major brands like Arla, the butterbrand Lurpak and Castello cheeses, however, Arla has 29 sub brands in total, one of them being Arla Unika (arla.com, 21.12.2016)

Arla Unika is a Danish delicacy brand that primarily produces cheese, but also beer, wine, coffee and tea (arla.com, 21.12.2016) The word unika is Danish for unique products.
In 2002, Danish chefs complained that Arla lacked diversity and that they were ruining the little diversity there was in Danish dairy products. Arla then joined together with cheese connoisseurs to create a cheese brand with inspiration from the new Nordic cuisine. The cheeses are still produced together with some of the best chefs, cheese connoisseurs, and dairy technicians to create special high-end, locally produced, delicacy cheeses (arla.com, 21.12.2016). The unique thing about Arla Unika is that there is a constant and ongoing process with some of the best Danish chefs, their needs for what they want to serve in their

restaurants are met, and even though the chefs are not dairy technicians, they are still developing the cheeses (euroman.dk 21.12.2016). The cheeses are handmade and take inspiration from the French cheese production. The cheeses are branded as local cheeses with inspiration from all over Denmark, but most of their cheeses are produced in a Danish city called Troldhede. Arla Unika is not only a cheese label it is also an innovation project for Arla and it is in constant development from what type of milk is the best to develop new flavour and tastes that fits in to the new Nordic cuisine.

In the beginning Arla Unika was only available in high-end restaurants, to a small and special crowd. Today, Arla Unika has shifted their strategy a bit and are now big enough to sell the products to everyday consumers, it is still only a niche product, however, it is available outside of the restaurants. Arla Unika has a web shop, their own delicacy stores, and it is also available in selected supermarkets and other delicacy stores (euroman.dk, 21.12.2016).

Arla has made little effort to use traditional marketing strategies for Arla Unika, since it is a niche product they have kept the marketing to a minimal, they do not print the traditional adds, and in stores the counters with Arla Unika products is very modest.

Philosophical considerations and paradigms

Paradigms are: "a basic set of beliefs that guides action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry" (Guba 1990, p. 17). The paradigms are categorised by the way their interpreter reacts to the ontological, epistemological, and methodological question on a philosophical spectrum that runs from the positivistic stance to the constructivist stance (ibid.).

Ontology is concerned with what the nature of reality is, epistemology is concerned with the relationship between the inquirer and the knowable, and lastly methodology is concerned with "how the inquirer should go about finding out knowledge" (Guba 1990, p. 18).

As my research question seeks to understand a social phenomenon and clarify social relations my philosophical stance is social constructivism or just constructivism (videnskab.dk 19.01.2017) as I need to understand why foodies interact with the world and how this affects them.

According to Carson (2006) from a constructivist's perspective "truth is a construction that refers to a particular belief system held in a particular context" (Carson 2006, p. 16). Rasborg states that constructivism emphasizes that reality is influenced or shaped by our recognition of it. Constructivism points out that social phenomena are not eternal and unchangeable, they are created through historical and social processes (Rasborg 2004, p. 349).

Constructivism is the knowledge of the outcome or consequence of human activity, "knowledge is a human construction, never certifiable as ultimately true, but problematic and ever changing" (Guba 1990, p. 26).

The constructivist's ontological stance is relativism, here reality exists in the form of several mental constructions. Relativism is fundamental to openness and the on-going search for ever more informed and sophisticated constructions. In relativism "realities are multiple, and they exist in people's minds" (Guba 1990, p. 26).

Epistemologically the constructivist takes a subjectivist position, subjectivity is the only means of unlocking the construction held by individuals, subjective interaction is the only way to access the realities that only exist in the respondent's minds (ibid.).

As constructivism aims to identify the constructions that exists and bring them into as much consensus as possible, the methodology has two aspects – hermeneutics and dialects. The

hermeneutic aspect consists in describing individual constructions as correctly as possible, and the dialectic aspects consists of comparing these constructions so that each individual confronts the constructions of others and comes to terms with them (Guba 1990, p. 26). Thus, constructivism does not intend to predict or control the real world and neither transform it, instead it wishes to reconstruct the world "at the only point in which it exists: in the minds of constructors. It is the mind that is to be transformed, not the "real" world" (Guba 1990, p. 27).

My theoretician, especially Anthony Giddens and Zygmunt Bauman cannot be defined purely as constructivists, however, since my theoretician in general concern themselves with social phenomena and how people act in a socially constructed world, I will in this project use them from a constructivist view.

Method

This analysis model gives me an overview of the project itself, my project is build up in that way that I use thematic analysis, an analysis of the 8 new food tendencies in Denmark, and a brand equity analysis to analyse the identity of a foodie and to analyse the branding aspect of it all to answer my research question.
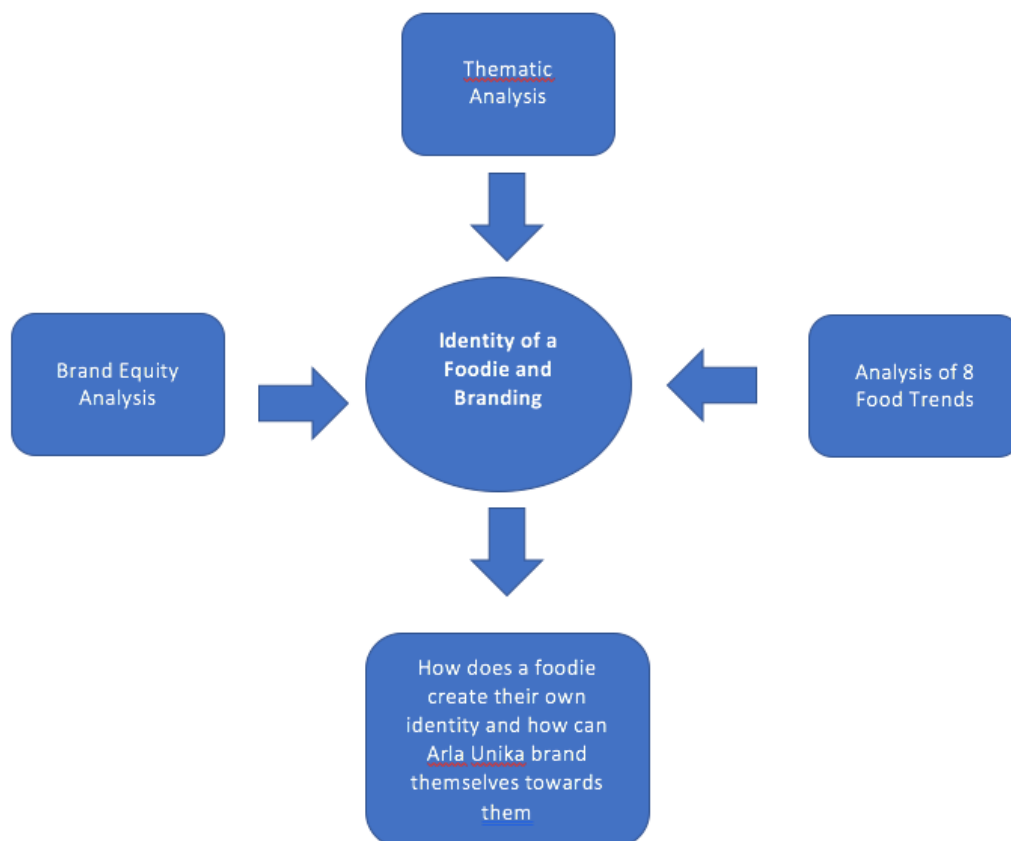
First, I wish to examine foodies' thoughts and behaviour towards identity creation and second I want to examine how a food company like Arla Unika can brand themselves towards foodies by examining their thoughts and behaviours on Arla Unika and food consumption. I have chosen to use qualitative research, which tends to be concerned with words instead of numbers in the collection and analysis of data (Bryman 2012, p. 36). Qualitative research is concerned with understanding the social world through an examination of the participants and their interaction in a given context. Furthermore, in qualitative research, social properties are results of the interaction between individuals (Bryman 2012, p. 380). In my work, I have combined pre-existing data, which are the 8 food tendencies mentioned in the previous

section and my own primary data, which is interviews of respondents, to view questions on food consumption, identity, life style, and branding. The interviews have been coded and thematic topics have been extracted, this will be explained further.

As mentioned, I have chosen to do qualitative research, more precisely qualitative interviews. My research design is a case study. The case study allows me to study a real-world phenomenon in depth, and qualitative interviews give me the possibility to consider the topic from the viewpoint of the people studied. Qualitative research is more explanatory, therefore I can better explain how or if Danish foodies reflect their identity through their interest in food. Furthermore, I can also use it to explain how and why these foodies choose a particular brand.

Research Design - Case Study Research.

Case study research is one of the numerous forms of social science research. Case study research is the preferred method when (1) the main research questions are "how" or "why" questions; (2) a researcher has little or no control over behavioural events; and (3) the focus of a study is contemporary (as opposed to an entirely historical) phenomenon.

The case study's unique strength is its ability to deal with a full variety of evidence – documents, artefacts, interviews, and observations (Yin 2014, p. 12). The case study is used in many situations, to contribute to our knowledge of an individual group, an organisation or a social, political, or related phenomenon (Yin 2014, p. 4).

There is a two-fold definition of case study according to Yin; the first part is *the scope of a case study*.

> "*A case study is an empirical inquiry that investigates a contemporary phenomenon (the case) in depth and within its real-world context, especially when the boundaries between phenomenon and context may not be clearly evident*" (Yin 2014, p. 16).

The second part of the definition of case is the f*eatures of a case study* – studies arise because phenomenon and context are not always sharply distinguishable in real-world situations. Therefore, other methodological characteristics become relevant.

Yin states that:

> "*a case study inquiry copes with the technically distinctive situation in which there will be many more variables of interest than data points, and as a result relies on multiple sources of evidence, with data needing to converge in a triangulating fashion, and as another result benefits from the prior development of theoretical propositions to guide data collection and analysis*" (Yin 2014, p. 17).

So, the two-fold definition covers the scope and features of a case study – shows how case study research contains an all-encompassing method, covers the logic of design, data collection techniques, and specific approaches to data analysis (Yin 2014, p. 17).

Qualitative Interview

The interview is the most widely employed method in qualitative research (Bryman 2012, p. 469), and this is also the data collection method I have used in this project.

I will focus on semi-structured interviews as this is my chosen form of interview.

I have chosen the semi-structured interview as it gives me insight into the participants' point-of-view, and how they interpret the world (Bryman 2012, p. 471).

The qualitative interview is relevant as it tries to understand the world from the respondent's perspective, explain meaning that relates to the respondent's experiences and, to establish the respondent's life and not provide systematically descriptions (Kvale and Brinkman 2009, p. 17). In qualitative interviews and research in general, there is much larger interest in the respondent's point of view (Bryman 2012, p. 470).

Research interviews are not a conversation between equals, because the researcher defines and controls the situation. The researcher presents the topic of the interview and follows up with critical question to the respondent's answers to the questions being asked. A semi-structured interview is an interview that aims to obtain descriptions of the respondent's world to interpret the meaning of the phenomena being described (Kvale and Brinkmann 2009, p. 19).

According to Bryman (2012) the researcher has an interview guide in a semi-structured interview. The interview guide is a less structured list of questions than a question scheme, it can also vary from a simple memory list used in unstructured interviews or a structured list of questions for a semi-structured interview (Bryman 2012, p. 473). The questions in the interview guide need to be covered, but the respondent has a great deal of freedom in how to reply to the question. Furthermore, questions may not follow exactly how it is outlined in an interview guide, as questions that are not included in the guide may be asked if the interviewer picks up on something said by the respondent (Bryman 2012, p. 471). However, most of the questions will be asked and a similar wording will be used (ibid.).

The kinds of questions being asked in qualitative interviews are very adaptable.

I will explain how I have used qualitative interview and my interview guide in the sections "Interview Guide" and "Interview Method".

Validity and Reliability

When doing social research it is important to know whether ones observations are valid and reliable (Mariampolski 2006, p. 193).

Mariampolski describes validity as "an agreement between two efforts to measure the same thing with different methods", and "accuracy" (Mariampolski 2006, p. 193). To say that a research is valid is to say that they are true and certain. True means that my findings correctly characterise the phenomenon referred to and that they are backed by evidence (Eriksson and Kovalainen 2008, p. 292). Validity can be ensured trough different methods and to ensure the validity in this project I have chosen to use individual qualitative interviews. Because of the time frame and the extent of this project I have chosen not to use other methods. I realise that this can be risky, however, I believe that it is enough. In further or future research it would be suitable to ad focus groups, especially in regard to Arla Unika as a brand, here the respondents would be able to supplement each other, which would allow for an even more in-depth study.

According to Mariampolski reliability is "an agreement between two efforts to measure the same thing with the same method" or "a measure of how *replicable* any set of findings may be" (Mariampolski 2006, p. 193). Reliability is connected to the degree of consistency in a project meaning that another researcher can replicate my research and come up with similar findings (Eriksson and Kovalainen 2008, p. 292). To ensure the same result I have chosen to use a qualitative semi-structured interview with an interview guide. The semi-structured interview has given me the possibility to modify my interview to adjust to any given situation in the interview and even though the questions can vary in a semi-structured interview, my interview guide makes sure that the core questions are asked and thereby they provide the needed answers and can therefore be replicated.

Ethics in interviews

Interview research is imbued with ethical problems. Ethical problems in interview research arises because of the complexities associated with exploring people's private lives and making descriptions public (Kvale & Brinkmann 2009, p. 80). Ethical issues influence the entire course of an interview and one should take into account possible ethical problems from the outset of an investigation to the final report (Kvale & Brinkmann 2009, p. 81).

The knowledge depends on the social relationship between the interviewer and the respondent, which then depends on the interviewer's ability to create a scene in which the respondent freely and safely can talk about private matters recorded for future public use. This in turn requires a fine balance between the interviewer's quest to obtain interesting knowledge and his ethical respect for the respondent's integrity (Kvale & Brinkmann 2009, p. 32).

The relationship between the interviewer and the respondent can according to Päivi Eriksson and Anne Kovalaunen (2008) vary in three different ways and this variation gives three differing perspectives (Eriksson & Kovalaunen 2008, p. 65); 1) the researcher can be disconnected and remain distant to the research object where the researched are subjects, data sources, and respondents in a research setting; 2) The researcher can be slightly participant (participant-observer) in the research; and 3) the researcher can actively participate in activities and permit changes to take place and maybe also make changes as an organiser, change agent or enabler, here those who are being researched are collaborators in research (ibid.).

In the first relationship the researcher often contemplates of the possible ethical responsibilities as contractual ones, here a written agreement is needed between the researcher and the one being researched that explains the purpose of the research, the involvement, treatment of subjects, details in the relationship, publications and different question about for example, confidentiality (Eriksson & Kovalaunen 2008, pp. 65-66).

In the two latter relationships, the conditions in the first relationship are still relevant, but here the researcher becomes friends with their subjects, in these types of research it is important to pay attention to guard the anonymity of the subjects and to create a trusting relationship, which will not be violated during the research process (Eriksson & Kovalaunen 2008, p. 66).

According to Eriksson and Kovalaunen (2008) there are some good practices, rules and ethical codes when doing research. 1) voluntary participation – people who participate in research need to be there on voluntary basis, they should not believe that they are required to participate in a study; 2) informed consent – this is related to voluntary participation, here the basics of the study is presented to the participant including facts about the research and the purpose of the research, the identity of the researcher etc.; 3) research should not bring any harm to participants; 4) anonymity, privacy and confidentiality – personal information should be kept confidential if the participants wish so (Eriksson and Kovalaunen 2008, pp. 70-74). The participants in my research are kept anonymous allowing them to speak freely about how they perceive themselves. They knew the overview of the research, but I didn't give them the specifics until after the interview as I didn't want bias answers. I asked for their consent in regards to audio recording, however, it was not a contractual agreement.

Recruiting respondents

I have had access to 10 persons who have a high interest in cooking and food in general, also interpreted by me as foodies, because I want to find if these foodies use their food interest to create their identity, furthermore, these 10 persons needed to know the brand Arla Unika as I believe that foodies know a niche food brand like Arla Unika and I need to know how a food brand can brand themselves towards these foodies. These interviews will then be interpreted and analysed further in this project. 10 respondents might be considered a small number, but Arla Unika is a niche product, so these 10 respondents were the ones I could track. Moreover, my unstructured interview approach should give me enough insight into the world of a foodie because of the scope of the project. Originally, I only conducted 5 interviews, but when I started my analysis I found that it was necessary to collect more interviews as the answers were not satisfying.

Originally, I wanted to recruit respondents by asking random people in a supermarket or the Arla Unika store to get a more nuanced group of respondents. However, this failed as it was hard to get random people to commit for 30 minutes and it was hard randomly to find anyone who knew Arla Unika, therefore, I used the snowball method. In using the snowball method, the researcher makes initial contact with a respondent or a group and then uses this contact to get in contact with others (Bryman 2012, p. 202). The advantage with the snowball method

is that it is a quick and easy way to find respondents. However, the problem with the snowball method is that the respondents are often similar in age, occupation and place of residence.

Respondents

My respondents were men and women in the ages of 21-47, they all lived in Aarhus, except one who lived in Randers, which is close to Aarhus. The fact that most of them lived in Aarhus did not surprise me as the only Arla Unika store is in Aarhus.

My respondents were as followed; Sara, 28, just finished her Cand. Mag, resides in Aarhus N, and is single. Tina, 27, just finished her Cand. Mag, resides in Aarhus C, she has a boyfriend. Maria, 28, resides in Aarhus N, just finished her Cand. Mag., she has a boyfriend. Lars, 21, studies Medicine at Aarhus University, resides in Aarhus C, he is single. Christina, 30, a teacher, resides in Aarhus C, she is single. Lea, 29, studies Culture, Communication and Globalization at Aalborg University, resides in Aarhus C, married with one child. Thomas, 26, studies Theology, resides in Aarhus C, single. Mette, 26, studies Arts at Aarhus University, resides in Aarhus C and has a boyfriend. Jesper, 47, he is a principle at an elementary school, resides in Randers, married with 3 children, and Pernille, 22, studies architecture at Aarhus School of Architecture, resides in Aarhus C, single.

Interview guide

For my project I devised an interview guide, this interview guide was a part of my semi-structured interview to help me gather relevant data. My interview guide is made up of four categories, this helps me and the respondent to get an overview of the interview and it also prevents it from being messy. The first questions in my interview guides are basic questions about age, residency and occupation, I also have a question regarding the participant's gender, I will, however, not ask this question. My first theme is regarding the participant's cooking and eating habits, I will inform the participant about this theme, the questions in this theme are about how big of an interest they have in food, whether they like to challenge themselves in a kitchen, and how much they think about what to cook for others. These questions will be asked to establish whether the participant is actually a foodie and how big a part of their identity and everyday life food is. The next questions are about what the participant weigh the most when cooking food and how important health is when preparing food. These questions

are developed in accordance to the 8 food tendencies, to figure whether health is important to the participant.

The next category is regarding the participants buying habits, I will ask question regarding where they prefer to shop and what the reason for this is to see if they prefer some special stores, this is important because many niche products are in delicacy stores. Next I will ask which values are important when they shop, this is to see if they prefer price over quality etc. I will also ask what is normally in their basket and if they notice what is in others basket, these questions are important as I wish to establish whether they are conscience about the environment by buying organic and environment friendly products, and how much they notice if others are or are not, this is also important in regard to the 8 food tendencies, which I will use in my analysis.

The third category is regarding Arla Unika, I will ask how much they know about Arla Unika, whether they buy their products, and what Arla Unika can improve to keep them as customers or attract them as new customers. This is important in regard to my research question on how a company like Arla Unika can brand themselves to foodies.

The last category is about the choice of food brands, this category consists of questions like what captures their attention when they must choose a food product, where they get inspiration to buy products, and what makes them choose a food product over another. These questions also help me figure what is important to consumers and thereby uncover how a company can brand their products to foodies.

The advantage of having an interview guide is to make sure that I get the answers I need, but that at the same time it is possible to add to the questions.

Interview method

To create a safe environment for the participants where they can answer freely and honestly, I have chosen to make the respondents anonymous, and I have therefore created an alias for the participants. I will still need to know their gender, age, occupation and place of residence to establish the demographics. The interviews were conducted in my home to create a relaxed and informal environment. The interviews were conducted face to face and through phone interviews. Phone interviews was a necessity for me as there were some logistical challenges and therefore the respondents asked if it could be done through the phone. The disadvantage

with the phone interview was that I couldn't read the respondents' facial expression creating a risk that some of the meaning from the answers got lost. Another option would be if they send me their answer through email, however, in that situation it would be impossible for me to do a semi-structured interview. My interviews were conducted in Danish in consideration for my respondents as not everybody was comfortable speaking English.

My questions were mostly open as I did not wish to lead the respondent to an answer, but rather give them the opportunity to give me their own opinion, I also made the conscious choice to not inform them in detail what the project was about so they did not try to answer the questions according to what they thought would fit with the project.

Recording and Transcription

I chose to record the interviews instead of taking notes as it ensured that the interview had an ongoing flow and allowed for more elaborate answers because the respondent could talk freely without me stopping the interview to write the answers down, it also prevented the risk of the answers losing their meaning if everything was not written down or that some of the answers would get lost entirely.

After the interviews were conducted I transcribed them. For me to be able to colour code and derive my empirical data, this was necessary. I transcribed almost every word, except if it was redundant or if it was sounds. In Denmark the sound "Øh" is used a lot before answering a question, I chose not to write that down, as I did not see a point in me using it for the deriving of empirical data. An issue with my transcription is that it is in Danish because the interviews were conducted in Danish, however, for my analysis I need the answers in English, therefore, there is a risk that the answers will lose some of their meaning when translated from Danish to English.

Thematic analysis

Thematic analysis is not a research method, but an analytical approach used in many methods for example, in case study (Lapadat 2010, p. 2).

Thematic analysis is a method used to identify, analyse, and interpret patterns of meaning, also called themes, within qualitative data (Clarke and Braun 2016, p. 1).

Lapadat (2010) states that "thematic analysis is widely used as an analytic approach across methods and paradigms by case study research, qualitative researches in general, and scholars of humanities because of its power to yield insightful interpretations that are contextually grounded" (Lapadat 2010, p. 3).

According to Clarke and Braun (2016) thematic analysis provides available and systematic processes for generating codes and themes from qualitative data (Clarke and Braun 2016, p. 1).

Lapadat states that thematic analysis has five purposes, it is a means of 1: seeing, 2: finding relationships, 3: analysing, 4: systematically observing a case study, and 4: quantifying qualitative data (ibid.). Thematic analysis can, furthermore, be used to reduce and manage a large volume of data without losing the context. An extensive range of data source can be used in thematic analysis, among other things my choice of data collection, qualitative interview (Lapadat 2010, p. 2).

The main strategy used in thematic analysis is coding (ibid.). This will be underlined in the section below.

Coding

Codes are concepts that are identified through explicit criteria, in qualitative research coding is the search for concepts, themes or categories, which help the researcher to organise and interpret data (Benaquisto 2008, p. 2). Furthermore, coding is the process where the researcher extracts these themes and concept from raw data such as interviews. The themes are then further distinguished or integrated so they may be rewritten into smaller numbers of categories (ibid.).

It is argued that the coding process should begin without the influence of existing idea and concepts, however, this may not be possible because of most researchers' knowledge on the area they are researching (Benaquisto 2008, p. 3). I have chosen to colour code my themes meaning that I will highlight the coherent themes from the interviews, which I have collected, these themes will then be divided into subcategories. This gives me a structure of the extensive data and makes it easier for me to then analyse this data.

Theory:

The aim of this project is to shed light on how foodies express themselves through their food consumption by using Arla Unika consumers as an example, furthermore, I want to discover how a company like Arla Unika can brand themselves to this type of consumer. I want to demonstrate if and how foodies as consumers create their self-identity through their cooking and consumption of food making consumer identity and identity creation one of two main focuses in this project. To explain consumer culture in the modern-day world I see it fitting to use Zygmunt Bauman's (2000) theory on consumer culture today including his theory on modernity where he states that we live in a fluid modernity and a consumer society. In addition, I have used Don Slater's (1997) theory about modernity and consumer culture to highlight how the consumption landscape is in the modern society. Regarding consumer identity-creation I have included Anthony Giddens (1991) to explain the subject of self-creation because his theory about modernity and self-identity is concerned with how the individual creates their own identity in today's modern world through a continuous narrative. I wish to analyse and examine if his theory on self-creation fits with the foodies' possible identity-creation. Furthermore, I have included Yiannis Gabriel and Tim Lang's (2006) theory on the consumer as an identity-seeker. They explain how the consumer today has become an identity seeker and that they can buy new identities through products and brands.

The second focus in this project is branding and how companies like Arla Unika can brand themselves to foodies. My main theory in analysing what companies can do to increase their brand value is David Aaker's Brand Equity Model (1996) where he explains exactly that. To explain the definition of what branding is I have primarily used Kevin Land Keller (2013) explanatory theory on branding.

Modernity and Consumer Culture

Today we are living in a liquid modern society (Bauman 2012, p. 2). The liquid or fluid is a metaphor for the modern world as it does not have a fixed shape, furthermore, fluids are constantly ready to change (Bauman 2012, p. 4).

Don Slater states that modernity establishes itself around a sense of the world as experienced by a social actor who is believed to be individually free and rational, but ruled by a fluidity and a world that is produced throughout rational organisation and scientific know-how, in this the consumer and consumerism is both representative of the new world and crucial to its creation (Slater 1997, p. 9).

The transition from solid to liquid modernity also marks a transition from a producer to a consumer society, where our identity now lies as consumers and not producers (Petersen 2011, p. 153).

A life organised around the producer's role is regulated in the normative sense. There is a lower limit to what one needs to stay alive and do what the producer's role may require, but there is also an upper limit to what one can hope for, covet and strive for, without jeopardising the societal acceptance of these ambitions for example, without fear of being reprimanded. Everything that exceeds this upper threshold is a kind of luxury and it is sinful to covet luxury (Bauman 2006, p. 101).

A life in the consumer society must handle itself without limits, it is no longer controlled by normative regulation, but by seduction, fleeting desires, and an increasingly intense desire (ibid).

It is now the consumer society that handles the tasks with social integrity, systematic reproduction, and individual identity creation. What most people in the liquid modernity strive for is now more freedom to consume (Petersen 2011, p. 153).

According to Slater, consumer culture today is the culture of the modern west, it is central in the everyday practice of the modern world. In general, it is tied up with the central practices, the central values, and institutions, which define the western modernity, such as free choice, individualism, and market relations (Slater 1997, p. 8).

It signifies a social arrangement in which the relation between lived culture and social resources are amongst expressive ways of life and the symbolic and material resources on

which these depend is mediated through markets. (Slater 1997, p. 8). Consumer culture is about continuous self- creation through the availability of things, which are presented as new, fancy or fashionable, always improved and improving (Slater 1997, pp. 9-10). "To be a consumer is to make choices: to decide what you want, to consider how to spend your money to get it" (Slater 1997, p. 27). Slater explains that in consumer culture the constant desire for more and the constant production of more desires is not only normal for its desire, but fundamental for socio-economic order and progress (Slater 1997, pp. 28-29).

Life is now described as endless consumption, we are all considered both as consumers and consumer objects for other consumers. What characterises consumerism is its constant self-enforced character. Bauman describes this as one sentence: lust, lust, lust (Petersen 2011, p. 154).

Today's consumerism is no longer about satisfying the needs - even the more exalted and objective needs for identification or self-affirmation - but desire. Desire is much more volatile and unpredictable than the need, it is a self-created, self-sustaining motivation that needs no further justification or reason (Bauman 2006, p. 99).

When the consuming spiral is started, it is no longer to be stopped (Petersen 2011, p. 154). Consumerism is created to create an instant satisfaction. The consumer society is thereby a waste society, nothing is more important than consumer value (ibid.).

Slater states that the freedom of consumer culture is described in a specific way that is vital to modernity, especially its liberal version; consumer choice is a private act, it is private as it happens inside an area of the private for example, in the individual, the household or a group of friends, and therefore it is out of limits to public intervention. The relation between freedom and privacy is fundamental to the idea of the modern individual (Slater 1997, p. 28). In the liquid modernity private agendas and dreams and an increased focus on the individuals own need and interests now undermines society critiques and in the last, the society as we know (Petersen 2011, p. 155).

There is also a rising focus on the body; bodily pleasure, bodily self-presentation, bodily security, and bodily survival. The body is thereby the centre of attention for the consumer society, which cultivates youth, fitness, and looks (Petersen 2011, p. 155).

It is now the private life, identity changes, consumer wishes, and self-presentation that colonise the public space (ibid.).

However, the superficial, individualistic and inane consumer freedom undermines an interest in society and for the political, because it for example - through the advertisement industry – ends up being as manipulative as the pasts forms of control, even though consumer freedom often is tempting (Petersen 2011, p. 153.).

Modernity and Individuality

We are living in an individualised and privatised version of modernity where the individual needs to create its own patterns and carry the full responsibility for possible failure (Bauman 2006, p. 15).

Identity is no longer a given to everyone rather it is actively created by humans who pursue a specific identity. Identity reveals itself as something that needs to be invented and not something that is discovered (Petersen 2011, p. 150).

Bauman further points out that identity – which used to be embedded in what Ricoeur referred to as a collective or community – now is about something that needs to be created as a unique work of art (ibid).

The pre-modern world used to be embedded in old traditions, the local community, and so forth, it did not really make sense to ask questions regarding who we are as individuals and if things could be different than they already were. Then in what Bauman describe as the solid modern world there was still a focus on family and workplace that again obviated the question about who we are and where do I belong and if there is remotely a change for the situation as it is to be changed. The collective identity secured that these questions emerged and thereby created an identity crisis (Petersen 2011, p. 150).

The increased geographical mobility in the globalised late modernity, however, means that the identity creation no longer is bound to the community; the interest in identity was created by a crisis in a sense of belonging (Petersen 2011, 150-151).

Identity in the liquid modern world is now much more diffuse and formed by varied impact, it is also in constant change, which dissident from the solid modernity. Identity is thereby – in the liquid modernity – a continued project, which the individual needs to work on and that in principle is an unfinished process with no end goal (Petersen 2011, p. 151).

Making citizens into individuals is the modern society's trademark. This "transformation" is not just a one-time act, but an action that must be repeated every day. Modern society exists by the power of its action of never-ending individualisation, as well as individuals' actions consists in a daily conversion and adjustment of the network of mutual relations, or what we also call society (Bauman 2006, p. 44). Individualisation now means something very different than one hundred years ago and from the former modernity era – in that period in which the human being is "liberated" from the local dependency's constraints, from the monitoring and coercion (Bauman 2006, p. 44).

The liquid modernity is characteristic by the fact that all past elements of security, predictabilities, embedded habits, traditions, etc. are to a degree replaced by uprising and more fragmentary life stories (Petersen 2011, p. 152).

The transition from a solid to a liquid modernity marks the transition from one type of social control to another (Petersen 2011, p. 153).

People in the liquid modernity do not socialise as in the past, which was only with overall moral codes or social norms, now they reflect themselves in the lifestyle of celebrities and successful people, who are now seen as guiding for their own life (Petersen 2011, p. 153).

Individualisation is here to stay and any attempt to limit its effect on our everyday life must be grounded on this fact. Individualisation bestows an increasing number of people, an unprecedented freedom to experiment, but it requires a task to deal with the impact of these experiments (Bauman 2006, p. 53). The wide gap between the right to self-assertion and the ability to control the societal framework that makes such self-assertion to be either feasible or unrealistic, seems to be the liquid modernity principal contradiction which we conjointly - by trial and error, by simulating critical reflections, and make bold experiments – must learn to deal with collectively (ibid.).

Identity and Self Creation

According to Gabriel and Lang, modernity conspires against fixed identities. In late modernity, the media mass communication has unexpected significance in shaping our observations of

the world, filling our physical and mental spaces with images, yet also producing a massive emptiness to the individual's question "who am I"? (Gabriel and Lang 2006, p. 82).

> "The self is not a passive object that is determined by external influences. When individuals are forging their self-identity, no matter how local their specific contexts of action, they contribute to and promote social influences, which are global in their consequences and implications" (Giddens 1991, p. 2).

We can only understand self-identity if we relate it to Giddens' way of viewing structures. In Giddens' optics a structure is not a fixed, material and stable size. On the contrary, structures are created by the language, thus, we are working with regulations and movements in time and space, which engages and supports the human narrative project (Petersen 2011, p. 209). The central viewpoint in structure theory is that people act out of motive, intention, and so forth, which means that the they can describe the rationality they act upon (Petersen 2011, p. 195). Not said that they are free and not effected by their surroundings, on the contrary, people are intertwined and pervaded by the societal and cultural context in which they find themselves. Human action and not least the consequences of human action can only be understood as a vast number of action and intention, which are chained together and thereby extent in time and space (Petersen 2011, p. 195).

According to Giddens the structures are double acting as they involve both limitation and opportunities. Structures are something that ties together forms and connect a chain of individual social actions (Petersen 2011, p. 196).
A great part of the social life demands no direct reflection. It just floats away and constitutes the foundation for a well-functioning life (Petersen 2011, p. 197).
It is through structures that reflexivity as one might say "leaks into" the self-identity. Identity is thus movable, flexible, changeable, and difficult to maintain. If we compare with structuralism's favourite concept, "role", there is a big difference. The fixed and finished manuscripts that governed the role, has been replaced by flexible, dynamic, and process-oriented manuscripts (Petersen 2011, p. 209.).

The modern everyday life is characterised by that humans, in the light of the modern society's colossal flow of knowledge and information scrutinise, relate to, and revises their action possibilities (Petersen 2011, p. 199). In modernity self-identity is described as a cognitive, lingual, and unfinished narrative of who we are and where we are going (ibid.). Self-identity becomes one reflexively organised endeavour. Self-reflexive project, which is to maintain consistent, but constantly revised biographical narratives, takes place in a context of diverse options that is filtered through abstract systems (Giddens 1994, p. 14).

A person's identity should not be found in action or other's reactions – no matter how important these are – but in the ability to keep a certain narrative going (Petersen 2011, p. 198).

The self is not a passive object that is determined by external influences; individuals contribute to and directly promote global social influences (Giddens 1991, p. 2).

We are used to telling a story about who we are and how we perceive our role in everyday life (Petersen 2011, p. 199).

Giddens balances between different perceptions of identity of the self, which results in a picture of the self-identity as a process, a continued narrative where it continuously carries out revisions of the complex narrative, which is considered as an individual's self-identity (Petersen 2011, p. 200).

According to Giddens, the self is regarded as a reflexive project, which the individual is responsible for. We are not what we are, but what we make of our selves. Psychological self-formation, process, and psychological needs exist and they are providing the necessary parameters for the reorganisation of the self. What the individual becomes is dependent on the reconstructed endeavour, which he or she engages themselves in. Self-knowledge is subordinate to the more complete and essential objective to build or rebuild a comprehensible and rewarding sense of identity (Giddens 1994, p. 94). Thus, the self is reflexively understood by the person in terms of his or her biography. The self is an ongoing narrative that is created through storytelling (Giddens 1991, p. 53). This narrative is connected and embedded in society and culture. It is partially a historical, partially a personal narrative. As Giddens states: "A person's identity is not to be found in behaviour, nor –

important though this is – in reactions of others, but in the capacity *to keep a particular narrative going*" (Giddens 1991, p. 54).

Another expression of identity is linked to the rational, active and reflexive agent, namely an information-gathering, informed, and active individual, who can and will affect his life and now and then also engage in social and political life. Contrary to what applies to the poststructuralist theory, we are facing a more centred and active individual. (Petersen 2011, p. 200).

Consumers as Identity-seekers

Consumers are, above all, frequently presented as thirsting for identity and using products to satisfy this thirst (Gabriel and Lang 2006, p. 79). Western consumers are gladly transforming into identity-seekers (ibid.).

Gabriel and Lang explain that what answers the questions of what is then written in the individuals' life-stories that constitute their identities, how they construct their self-hood, and what are the identity structures that distinguish late modernity from earlier periods, can be found in that consumption at the expense of personal and family histories, membership of work-related and professional groups, work and personal achievement, character, and temperament, is the terrain in which identities are sought (Gabriel and Lang 2006, p. 84).

Social identity must be created by individuals in the post-traditional society, as it is no longer given or ascribed to the individual, but in the most confusing of circumstances, not only is one's position in the status order no longer fixed, but the order itself is unbalanced and changing and is characterised through ever altering products and images. Products can always indicate the social identity, but in the fluid post-traditional society, identity appears to be more a function of consumption than the traditional way around according to Slater. (Slater 1997, p. 30).

Access to products is regulated merely by money, but they still suggest social position (ibid.). Therefore, appearances – the images we construct about ourselves – become a fundamental way of knowing and identifying ourselves and each other (ibid.).

Slater continues by saying that consumer culture is essentially about the co-operation between identity and status and under these conditions they are the practice and communication of social position. Therefore, these traditional issues are replaced by co-operation and construction, and, furthermore, consumer products are crucial to the way in which we make up our social appearance. (Slater 1997, p. 30.).

Slater further explains, that not only do these products and actions of consumption become more important in signalling status – they have in fact always been crucial – but the structure of status and the structure of meaning al of a sudden becomes unbalanced, flexible, and highly accessible. Appearance then becomes an advantaged position of strategic action in unexpected ways. (Slater 1997, p. 31).

According to Gabriel and Lang, multiple product choices have created new possibilities in creating identity, but at the same time it has created new burdens. The material culture both supports and challenges the efforts to create and preserve identities. Many branded and unbranded products become, at least temporarily, parts of an extended self, and temporarily increasing identity, self-image, and self-esteem (Gabriel and Lang 2006, p. 78).

Individuals can buy identities, just as companies can buy themselves new images, new brands and new identities by implementing new symbols, signs, and so forth. Shopping is not just the acquisition of things; it is rather the buying of identity (Gabriel and Lang 2006, p. 84).

The identity of the consumer is entwined with the identity not only of the brand, but of the company that produces it. Images and qualities of products are transferred onto consumer, either singly or in combinations. Identity is essentially a self-image resulting from the endless displacements and reductions of product images (ibid.).

The consumers' main obsession then is being able to afford those products that they require to withstand their identities. This approach, however, disregards the reflexive qualities underlined earlier and only transposes the question "who am I?".

Gabriel and Lang explain further that our identity has become synonymous with the patterns of consumption, which are then determined elsewhere. Some material objects can become central characters of our personal histories, without which our histories would be unimaginable. The quest for an object may be an important part of a persons' life-story. In this way, the search for items, the adventures encountered along the way, the glory and fame achieved by its discovery, these can all become part of an individual's identity (Gabriel and Lang 2006, p. 86).

Western consumption is unique in that identity becomes extremely and self-consciously entwined in stories that are read by consumers into countless, relatively every-day, mass-produced objects that they buy, use, or own. These undistinguished items are not so much carriers of meaning, as carriers of intense and powerful images, permitting us to choose them consciously from among many similar ones, promising to act as the raw material out of which our individual identities may be produced (ibid.).

According to Gabriel and Lang, in early stages of life the creation of identity is simply not; children spontaneously like certain things and dislike other; they do not construct identities around them (Gabriel and Lang 2006, p. 86).

For young people today, consumption appears as the key to enduring adulthood. Young people will experiment with different identities, by ignoring the way in which class, gender, and race construct the boundaries of identity (ibid.)

Consumption thus becomes the core element in the rite of passage from to adulthood. It is not enough for young people today to be seen spending their own money on cigarettes, clothes, and so forth, although this is not unimportant. What is more important is that they construct, out of these objects, an individual style, a convincing image of their identity. Identity, then, does not mean the creation and projection of any image, but of one that commands respect and self-respect (Gabriel and Lang 2006, p. 87).

Images of the consumer as identity-seeker are convincing and feature centrally in postmodern theory. They account for the obsession with brands, the willingness to read stories into impersonal products, the fascination with difference, the preoccupation with signs, and above all the obsession of images (Gabriel and Lang 2006, p. 88).

Today's consumers may be willing to adopt multiple personas in different circumstances. Gabriel and Lang use Giddens theory as an example again and state that lifestyles, are "more or less integrated" sets of practices through which self-identities are constituted. Cohesiveness cannot be wished away from identity just because it has become problematical (Gabriel and Lang 2006, p. 90).

What is a brand?

According to the American Marketing Association a brand is a "Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." (ama.org). Kevin Lane Keller adds to this definition and states that a brand is more than that, it is something that has created a certain amount of awareness, reputation, prominence, and so forth in the marketplace (Keller 2013, p. 30).

According to Heidi Hansen, branding is about the type of universe that can be built around a product and which adds a unique value that distinguishes that product from other competitors (Hansen 2016, p. 29).

The key to creating a brand is then to be able to choose brand elements to identify a product and distinguish it from other products, these elements could be a name, a logo, a symbol, package design, and more (Keller 2013, p. 30).

The difference between a brand and a product is that a product is anything that can be offered to the market for attention, acquisition, use, or consumption, and which can satisfy a need or want. Products can be a physical good, a service, a retail outlet, an organisation, a person, and an idea like a social cause (Keller 2013, p. 31).

Keller uses Ted Levitt as an example who stated that the market competition was no longer what companies produced, but rather related to their factory output like for example, in the packaging (ibid.). Keller states "A brand is therefore more than a product, because it can have dimensions that differentiate it in some way from other products designed to satisfy the same need" (Keller 2013, p. 31). The differences that Keller mentions can beside being tangible be intangible, which is related to what the brands represent.

Branded products can like a regular product be; a physical product, a service, a store, a person, an organisation, or an idea, but also a place (Keller 2013, p. 31).

Brands can create competitive advantage for their products through product performance through for example, continual innovation, or they can create competitive advantage through non-product related means. Keller uses Coca-Cola as an example and states that they have been leaders in their product category because they understand what motivates consumers and their desires and thereby they have created relevant and appealing images surrounding their products. These intangible associations are often the way to distinguish different brands in a product category (Keller 2013, p. 32). Strong brands carry several different types of associations and there are many different means to create them (Keller 2013, pp. 32-33). "By creating perceived differences among products through branding and by developing a loyal consumer franchise,

marketers create value that can translate into financial profits for the firm" (Keller 2013, p. 33). The valuable assets for most firms have not been tangible, but intangible assets such as management, skills, marketing, and so forth, but the most important is the brands themselves (ibid.).

Brands are equally important to consumers as they can easily identify products and producers through the brands and thereby change their experience and perception with a product, but most importantly they take on a special meaning to the consumer (Keller 2013, p. 34). Through usage and marketing programs consumers can easily find out which brands satisfy their needs and which brands do not and thereby help them decide which product to buy and which not to buy (ibid.).

Furthermore, brands offer symbolic meaning, which allows the consumer to project their self-image. Keller states that "Certain brands are associated with certain types of people and thus reflect different values or traits. Consuming such products is a mean by which consumers can communicate to others – or even themselves – the type of person they are or would like to be" (Keller 2013, p. 34).

Keller states that "… a brand is something that resides in the mind of the consumer" (Keller 2013, p. 36). Therefore, for a company to brand a product means to communicate to the consumer "who" the product is by providing the product with a name and other brand elements and thereby help the consumer to identify the product (ibid.). Marketers must give the consumer a label for the product they purchase and provide meaning for the brand (ibid.).

"The key to branding is that consumers perceive difference among brands in a product category" (Keller 2013, p. 36).

According to Keller brands are important to companies because the brand serves as an identification factor and the brand name can be trademarked, it can also offer patents on manufacturing processes, and packages can be protected through copyrights and design, thereby securing intellectual and legal property (Keller 2013, p. 35). Brands can, furthermore, influence consumer behaviour as they can signal some sort of quality so that consumers, if they are satisfied, will buy the product again. This type of brand loyalty provides "…predictability and security of demand for the firm and creates barriers of entry that make it difficult for other firms to enter the market" (Keller 2013, p. 35).

Because of these attributes companies invest huge sums into brand development and creation and maintaining of these brands (ibid).

Brand Equity

David Aaker states that Brand equity is "a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and or that firm's customers" (Aaker 2010, pp. 7-8). These asset categories are: brand name awareness, brand loyalty, perceived quality and brand association (Aaker 2010, pp. 7-8).

According to Aaker brand equity is a set of assets, therefore, the management of brand equity contains investment to create and enhance these assets (Aaker 2010, p. 8)
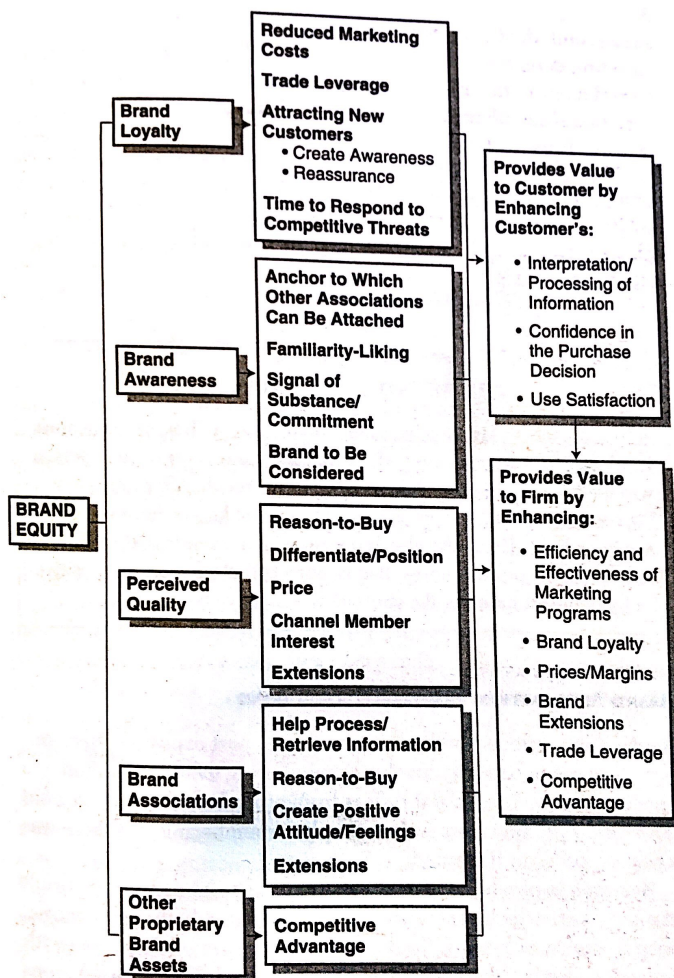
The Brand Equity Model (Aaker 2010, p. 9).

Aaker's brand equity model provides an overview of how brand equity generates value. Each brand equity asset creates value in a variety of very different ways which are listed in the model. It is important to be sensitive to the ways in which strong brands create value to manage brand equity effectively and to make informed decisions about brand-building

activities (ibid.). Brand value equity also creates value for both the consumers and the companies. Consumer describes both the end user as well as those in the infrastructure level. "For assets or liabilities to underlie brand equity, they must be linked to the name and symbol of the brand" (Aaker 2010, p. 8). Therefore, if the brand's symbol or name changes these assets or liabilities could be affected or lost and some might be shifted to the new name and symbol (ibid.).

Brand Awareness

According to Aaker brand awareness refers to "the strength of a brand's presence in the consumer's mind" (Aaker 2010, p. 10). Brand awareness is measured in the different ways in which the consumers remember the brand: recognition, which is whether the consumers has seen the product before; recall, which is what type of brands in this type of product class does the consumer recall; top of mind, which is the first brand that is recalled in the product class; and dominant, which is the only brand recalled (ibid.).

Brand recognition suggests the familiarity gained from past exposure to the product. It does not necessarily encompass where the consumer has encountered the product before, why it is different products, and not even what the brand's product category is, it is purely remembering the brand from previous exposure (Aaker 2010, p. 10).
Recognition alone can result in more positive feelings toward almost anything whether it be brands, products, companies, people, music, and so forth. Furthermore, consumers prefer a product they have previously encountered then a new one, the familiar brand just has a competitive advantage (ibid.).
Aaker explains that when a consumer sees a brand and recognises it from somewhere they realise that the company is spending money to endorse this brand, it is generally believed that companies do not invest in brands with poor performance, therefore consumer can interpret that this product might then be good (Aaker 2010, p. 11).

According to Aaker a brand is recalled when it comes to the consumers' mind when the products category is mentioned. It can be a deciding factor, if a consumer recalls a brand, when the consumer is considering purchases (Aaker 2010, p. 11).

Recognition Versus Recall: The Graveyard Model
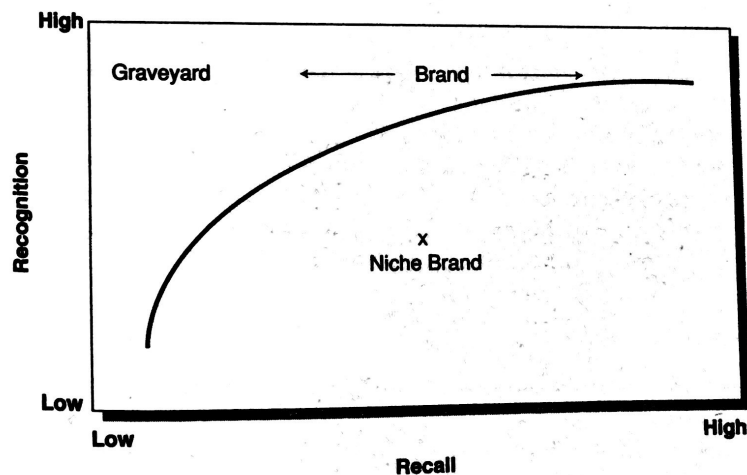
The Graveyard Model (Aaker 2010, p. 15)

David Aaker uses the "graveyard model" developed by Young and Rubicam Europe to show the relative power of recall versus recognition (Aaker 2010, p. 11). The brands in this model are plotted on a recognition versus recall graph where brands tend to follow the curved graph. There are, however, two exceptions: niche products and graveyard. Healthy niche products, which fall below the line or curve, are only known to a small group of consumers and they have therefor an overall low recognition with an extensive group of consumers, but high recall among their loyal customer group, this means that their low recognition is not necessarily an indication of poor performance (Aaker 2010, pp. 12-13). The second exception – the graveyard can be deadly, here customers know about the brand, but the brand does not come to mind when the consumer considers a purchase. Aaker states that "breaking out from the graveyard can actually be hindered by high recognition, because there is little reason for people to listen to a story (however new) about a familiar brand" (Aaker 2010, p. 15). The upper-middle and upper-right parts of the graveyard model are good indicators as to where the brand is going. Movement towards the graveyard can be decrease in sales, just as well an indicator that the company or brand is moving away from the graveyard is increase in sale and a higher market share (ibid.).

Aaker states that brand dominance is the ultimate awareness level, here the consumer can mostly just recall one name in the product category. This can, however, be disastrous if the brand name becomes a common label for the product and thereby not legally protectable and

lost (Aaker 2010, p. 15). "In order to avoid losing a trademark, a firm should begin protecting it early in its life, starting with the selection of the name itself" (Aaker 2010, p. 16). However, a company needs to be aware of descriptive name as they become harder to distinguish from the generic products and therefor harder to protect (ibid.).

Consumers are showered with more and more marketing messages every day and the challenge of creating recall and recognition is extensive. Companies that have a broad sales base have an enormous asset in creating healthy awareness. It is, however, very expensive and almost impossible to support brands that have relatively small unit sales and that are relatively young (Aaker 2010, p. 16). For this reason, corporate brands that have multiple other businesses supporting them, have a huge advantage in creating awareness and building presence. Companies are therefore attempting to reduce the number of their brands to provide focus on brand-building efforts instead (Aaker 2010, p. 16).

Aaker states, furthermore, that companies today that have become more skilled at operating outside normal media channels by using other promotion strategies like events, sponsorships, promotions, and so forth, will be the most successful in building brand awareness (ibid.). Aaker states that "Getting consumers to recognize and recall your brand thus can considerably enhance brand equity" (Aaker 2010, p. 17). This, however, is only a part of the awareness challenge; the strongest brands are managed not only for general awareness, but for strategic awareness. "It is one thing to be remembered; it is quite another to be remembered for the right reasons (and to avoid being remembered for the wrong reasons)" (Aaker 2010, p. 17).

Perceived Quality

The second brand asset in Aaker brand equity model is perceived quality. Aaker proclaims that perceived quality is a brand asset because it is the only asset that; has shown to drive financial performance, is often a major if not fundamental strategic thrust of a business, and is linked to and drives other aspects of how a brand is perceived (Aaker 2010, p. 17).

Perceived quality is a significant strategic variable for many companies. Aaker states "Many firms explicitly consider quality to be one of their primary values and include it in their mission statement" (Aaker 2010, p. 19).

Perceived quality is often the main positioning dimension for corporate brands, and because these brands cross different product categories they are less likely to be motivated by functional benefits and therefore perceived quality is likely to play a greater role (ibid.). In addition, for many brands perceived quality expresses the competitive environment and the companies own position in that environment. Some brands focus on price whereas others are premium or prestige brand and within these categories the position of perceived quality is an essential point of differentiation (Aaker 2010, p. 19). Perceived quality is fundamentally the measure of the influence of brand identity because it is usually at the heart of what consumers are purchasing. Furthermore, perceived quality reflects and measures how good all the elements of the brand are. "When perceived quality improves, so generally do other elements of customers' perception of the brand." (Aaker 2010, p. 19).

It is virtually impossible for companies to achieve perception of quality unless the claim of quality has matter. A company needs to understand what quality means to consumer segments, furthermore, to produce quality the company needs a supportive culture and a quality improvement process, which will allow the firm to deliver quality products and services, lastly, the company needs to create perception (Aaker 2010, p. 20). Aaker explains that there are four challenges in creating perceived quality.

Firstly, it is critical to protect a brand from gaining a negative reputation regarding quality, as it is very difficult or almost impossible to recover from this. Consumers may be excessively influenced by previous images and even though the company improves their products, the consumers might be averse to buy the product (Aaker 2010, p. 20).

Second, it is important to make sure that investments in quality happens in parts that will reverberate with consumers, meaning that a company might invest in quality in areas that the consumer does not care about or that is irrelevant to them (ibid.).

Thirdly, the company needs to understand what the consumers use as the basis for making a judgement of quality. The consumers do not always have all the information to make a rational judgement on quality, instead they often rely on small indications of what they associate with quality. Therefore, the company must understand these small indications and manage them accordingly. "If consumers kick a car's tires to judge its sturdiness, then the tires had better be sturdy" (Aaker 2010, p. 20).

Lastly, because the consumers do not know the best way to judge quality, they might be using the wrong indications. A company that caters to first-time buyers might need to educate the

buyers what the real indications are. "A metaphor or visual image can help consumers see the context in the right way" Aaker 2010, p. 20).

Brand Loyalty

The third brand asset, which Aaker uses in his model, is brand loyalty. This asset is important since a company's value often is created by customer loyalty and if brand loyalty is considered as an asset it can help create and enhance brand equity as it encourages and justifies loyalty-building programs (Aaker 2010, p. 21).

Highly loyal consumers can generate very predictable sales and profits. Brands who do not have loyal customers can often be very vulnerable or only have value in the potential to generate these loyal customers (Aaker 2010, p. 21). Furthermore, it is far less expensive to preserve old customers than to attract new ones. It is a common and costly mistake for companies to neglect existing customers and instead attain new ones, in addition, customer loyalty can cause a considerable entry barrier to competitors because of the cost of appealing to customers to change their loyalty often is, as mentioned, an excessively expensive affair (Aaker 2010, pp. 21-22).

Aaker divides the market into five different categories; noncustomers who typically buy other brands or do not use the product category, price switchers who are price-sensitive, the passively loyal who buy out of habit and not reason, fence sitters who are indifferent between brands, and the committed (Aaker 2010, p. 22).

To improve brand loyalty the company needs to increase the number of customers who are not price switchers, strength the fence sitters' and the committed's (sic.) loyalty to the brand, while increasing the numbers of customers who are willing to pay more. However, companies tend to underinvest in the passively loyal and the committed segment (ibid.).

To maintain the passively loyal customers the companies need to avoid distribution gaps or out-of-stock, which might drive the customer to another brand, this needs to be avoided even though providing a wide line might be economically unappealing (Aaker 2010, pp. 22-23).

Furthermore, companies tend to neglect the committed consumers, however, the committed consumers have potential to get even more loyal and use more service or products from the given brand, also, highly loyal customers can be lured away to a competitive brand, if the

selected brand does not improve their service or product. "For these reasons, firms should avoid diverting resources from the loyal core to the non-customers and price switchers" (Aaker 2010, p. 23).

Besides using brand awareness, perceived quality, and brand identity to enhance the loyalty of the committed consumers and the passively loyal consumers, Aaker highlights three different programs; frequent-buyer programs, customer clubs, and database marketing (Aaker 2010, p. 23).

The first program Aaker proposes is the frequent-buyer program, which was first used by airlines, but has now spread to all kinds of brands in a variety of product categories like books and hotels. The frequent buyer program provides direct and concrete strengthening for loyal behaviour. These programs do not only increase the value proposition of a brand, they also confirm the brands loyalty to its customers. "It is clear that their loyalty is not taken for granted" (Aaker 2010, pp. 23-24).

The second program is the customer club program. Customer clubs can create more intense loyalty. Aaker uses Nintendo Fun Club as an example, Kids, who joined the members club received newsletters and access to on-call advisers, were rapid Nintendo user and the heart of the company's early success (Aaker 2010, p. 24). Customer clubs provide tangible evidence that the company cares about their customers. Furthermore, customer clubs are involving, they provide a channel where the customer can identify with the brand, express their feelings and perception of the brand, "and experience the sharing of brand relationship with like-minded people" (Aaker 2010, p. 24).

Lastly, there is the database marketing, which is a by-product of the frequent-buyer program and the customer club. The customer data from the two can be used in databased marketing and thereby target a narrow and focused segment. Databased marketing can be news about promotions and new products, which are tailored to the most responsive segments. The consumers in these segments will feel a connection with the company and thereby the brand-customer relationship will get stronger (Aaker 2010, pp. 24-25). Furthermore, customers will receive notification about events and special purchases that are relevant to them, the matching of products to the consumers will indicate that the company cares individually

about the consumer, which will also enhance the customer-brand relationship (Aaker 2010, p. 25).

Brand Association

The last asset is, according to Aaker, brand association. Brand equity is supported by the association the consumer creates with a brand, these might include product characteristics, a special spokesperson or a unique symbol. "Brand associations are driven by the brand identity – what the organization wants the brand to stand for in the customer's mind" (Aaker 2010, p. 25). Thus, implementation and developed of a brand identity is the key to a strong brand (ibid.).

Theory recapitulation and discussion

To answer my first research question I have used Bauman (2006), Slater (1997), Gabriel and Lang (2006) and Giddens (1991) who all address the issue of identity creation, Giddens focuses on identity creation in modernity whereas Bauman, Slater and Gabriel and Lang address both the issue of modernity, identity creation, and consumption, however, they all have very different starting points and focuses, which I will address, furthermore, in this section, I will recapitulate their theories and discuss them accordingly. I will also include David Aaker's theory on brand equity to answer my second research question.

Don Slater states that modernity establishes itself around a sense of the world as experienced by a social actor and that that social actor is individually free and rational, but at the same time ruled by fluidity (Slater 1997, p. 9). In the post-modern society, social identity must be created by individuals, as it is no longer given or ascribed to the individual and one's position in the status order is no longer fixed (Slater 1997, p. 30).

This is similar with what Bauman explains as modernity – he states that we live in a liquid modernity and that the liquid or fluid is a metaphor for the modern world where nothing is fixed and everything is in constant change or ready to change, contrary to the solid modernity where everything was fixed (Bauman 2012, pp. 2-4). According to Bauman the liquid or fluid modernity is characterised by the fact that identity no longer is a given rather it is something that is being pursued by people who want a specific identity (Petersen 2011, p. 150). Gabriel and Lang agree with Bauman and Slater in that identity in modernity is not something fixed, but something that is pursued by the individual (Gabriel and Lang 2006, p. 82).

Giddens has a similar viewpoint to this liquid or fluid modernity and the identity aspect. As mentioned in the paragraph about Giddens, one cannot understand his theory about identity without understanding his structure theory, just as Slater and Bauman states that we live in a modernity that is fluid and thereby not fixed Giddens explain how structures themselves are not fixed, but rather something that is created for example, by language, these structures help support what Giddens states as the human narrative project, which we will get back to (Petersen 2011, p. 209). According to Giddens in structure theory people act out of motive amongst other things and thereby they can rationally describe their actions, however, they are still effected by their surroundings, as they are intertwined and permeated by their cultural and social context (Petersen 2011, p. 195). Structures, according to Giddens are

something that ties together forms and connect a chain of individual social actions (Petersen 2011, p. 196). The structure theory is then consistent with Slaters views on modernity where the social actor might be free and rational, but is ruled by the world and context they find themselves or as he states the *social* actor ... is ruled by fluidity (Slater 1997, p. 9).

The modernity in which we find ourselves is, as mentioned above and according to Slater, Giddens and Bauman, centred around the social actor and their identity. The identity or self-identity is according to all three theorists not a given any longer, it is not something fixed, but something that is created. According to Slater and Bauman it is also created by consumption, but this will be discussed later in this section.

Bauman states that in the liquid modernity identity is much more diffuse, it is in constant change contrary from the solid modernity where the identity was a given. Identity has become a continued project, something the individual needs to continually work on, it is an unfinished process, which has no set end goal (Petersen 2011, p. 151). He further explains that in liquid modernity the predictabilities are replaced by more fragmentary life stories (Petersen 2011, p. 152). Just like Bauman, Giddens explains that self-identity becomes a reflexive endeavour. Thereby the self-identity or the self-reflexive project, as he describes it, is to remain a consistent, but constant biographical narrative going (Giddens 1994, p. 14). The reflexive self is according to Giddens understood by a person's biography; it is an ongoing narrative created through storytelling and it is embedded in society and culture (Giddens 1991, p. 153). Gabriel and Lang agree that identity becomes a major and continuous obsession for the individual, they even use Giddens' theory on the reflexive self, pointing out that identity can indeed be seen as an ongoing story that a person writes and rewrites and that the end is only reached when that individual dies (Gabriel and Lang 2006, p. 84) However, Gabriel and Lang wish to take Giddens idea of a life story further and state that the life story is not only the story of who we are, but the fantasy of who we want to be (Gabriel and Lang 2006, p. 90). Thus, Giddens, Bauman and Gabriel and Lang, agree that in modernity identity is a process – a narrative that the individual creates and which is embedded in society.

As mentioned above Slater and Bauman state that identity is created amongst others through consumption. Slater explains that the freedom of consumer culture is vital to modernity (Slater 1997, p. 28). Bauman states that we live in a consumer society today where life is endless consumption. He continues saying that what characterises consumerism today is its

constant self-enforced character (Petersen 2011, p. 154). Slater links identity creation and consumerism together, he states that consumer culture is about continuous self-creation through the availability of things (Slater 1997, p. 9-10). Slater goes further to say that identity appears to be a function of consumption as products can always indicate one's social identity and social position. The image we create around ourselves through products thus become a fundamental way of knowing and identifying ourselves and each other according to Slater (Slater 1997, p. 30). Gabriel and Lang agree with Slater by saying that Western consumers are thirsting for identity and they are using products to satisfy this thirst (Gabriel and Lang 2006, p. 79). According to Gabriel and Lang individuals can buy identities, they can buy themselves new images and new identities just like companies can (Gabriel and Lang 2006, p. 84). They continue saying that identity has become synonymous with consumer behaviour and that some material objects can become central characters in our personal story (Gabriel and Lang 2006, p. 86).

To answer my other research question I have used theories from Keller (2013), Hansen (2016) and Aaker (2010) (original theory is from 1995), Keller explains how a brand is a name, term, design, symbol etc. it is something that has created a certain amount of awareness, reputation, prominence, and so forth in the marketplace (Keller 2013, p. 30). And Heidi Hansen states that branding is about the type of universe that can be built around a product and which adds a unique value that distinguishes that product from other competitors (Hansen 2016, p. 29).

Aaker concentrates on how to create brand equity through his brand equity model, which consists of four elements, brand loyalty, brand awareness, perceived quality, and brand associations, his last element is bound up on brand identity.

Analysis

In my analysis, I will analyse my primary data extracted from my interviews. My analysis will be divided into three parts, the first part of my analysis will be to analyse my primary data based on the 8 food tendencies, which I have described earlier in my project, the second part of my analysis will be executed according to a thematic analysis where I will colour code my data, the third part of my analysis will be based on Aaker's brand equity model.

New food tendencies in Denmark

In this section of the analysis I will focus on three of the 8 new food tendencies in Denmark, which the Danish Agriculture and Food Council have analysed. The 8 new tendencies are; 1: more people are becoming foodies, 2: clean eating – clean and real food, 3: convenience – easier to be healthy, 4: be the change – responsible consumption, 5: less is more, 6: location, location, location, 7: protein – still going strong, and 8: free from (L&F 28/12 2015, p. 1). However, from my gathering of data I found that only four are relevant for my project, those are tendency number 1, 2, 4 and 6. Be the change –responsible consumption and location, location, location are two categories that my respondents did not separate, they understood both categories under organics, which is a part of be the change – responsible consumption, therefore they will both be analysed under be the change – responsible consumption. I have chosen to analyse only those four because I want to show, which food tendencies are becoming bigger and bigger, but I also wanted to show what is important to these foodies when consuming food and from my data I have gathered that these following subjects are relevant in order to do so.

More People are Becoming Foodies

In this section I will analyse the category of more people are becoming foodies. The Danish Language Council have defined foodie as a person who is very interested in food (dsn.dk 01.12.2016). The Danish Agriculture and Food council state that there is a growing number of these foodies and that consumers are now demanding higher food quality, but also the desire to challenge themselves in a kitchen (L&F 28/12 2015, p. 1). This section will not be analysed through the theoretician I have chosen, but based on the Danish Agriculture and Food Council analysis. In my data, I found that my respondents are foodies.

Analysis of Primary Data:

"I think that from a scale of one to ten then my interest in cooking food is about an eight. Relatively a lot. I love food shows and I also like preparing food myself, and trying new things, also because I have friends and relatives who have an interest in food, then it becomes a thing. I am not totally fanatic and a ten, I do not need the newest equipment and I do not subscribe to different food magazines, but I would say that I am over average"
(Sara, 4-8)

"I like cooking probably more than the average person. I use a lot of my time on cooking food, typically, I always prepare a hot meal for dinner, it is very rarely that I eat a piece of rye bread, and if it is the weekend, then I like to use a fair amount of time on it and buy special groceries. I also really like kitchen equipment and I have my fair share of it, probably more than the average person, but I am not fanatic, I am probably over average"
(Lars, 4-9)

When I asked Sara how big of an interest she had in food she stated that she likes cooking, her interest on a scale from one to ten was an eight, she likes preparing it herself and she likes to cook new and different things. She states that she has an interest that is above average. Sara also stated that her interest in food comes from the fact that her friends and relatives have an interest in food and therefore it becomes something that they talk about, and when it is talked about she wants to be able to participate. Sara is, however, very clear on the fact that she is not fanatic, she does not have the newest kitchen equipment and this is what she believes a foodie has. I further asked how often she cooks meals and she stated that *"I live alone so maybe every second day, but my passion in food is not reflected in that. It reflects in the fact that when I cook food I like to take my time and experiment with new things, but I do not cook every day."* She clearly likes to cook, experiment and take her time in the kitchen, however, it is not something she does every day, she states, furthermore, that it has nothing to do with her interest in food.

When I asked Lars how big his interest in food was, Lars said that he had a huge interest in food as well, he states that it is probably more than the average person, however, compared to Sara, he cooks food every day both during weekdays, but especially in the weekends where he likes to use extra time on cooking and buy special groceries and experiment in that way. He seldom eats a cold meal like sandwiches for dinner, furthermore, unlike Sara, he has a lot of kitchen equipment also more than the average person, he likes to cook special dishes that need special equipment and thereby challenge himself. However, Lars, just like Sara, does not describe himself as a fanatic, but probably over average. It is interesting that both Sara and Lars do not describe themselves as fanatic and that it is important for them to highlight this fact.

"… A lot, I think it is very entertaining and I really like it … I like finding something interesting in the vegetable section, something that I am not familiar with or find new spices, it is something I enjoy. But it is probably because I also enjoy eating food, and therefore I do not mind cooking it"
(Maria, 13, 15-18)

Maria has a great interest in food and cooking food, she states she enjoys cooking very much because she also enjoys eating good and well-prepared food. Furthermore, she finds cooking very pleasurable. It peaks her interest when she finds something for example, in the vegetable section, that she has not seen before, this inspires her when preparing for and cooking meals. Maria, just like Lars, prepares food every day, when asked whether it is a big part of her everyday life she said *"Yes, I often feel cheated if I do not get a daily home cooked meal, I also know that it is my responsibility that the food is prepared, but I find it joyful"*. Maria prepares a home cooked meal every day, which is different from what Sara does.

"I do not have that much time to cook since I gave birth to my daughter. I used to work as an unskilled chef, and I have had dinner clubs where I was the only one cooking in order to satisfy my cooking needs ... We always cook at home and especially in the weekends where we take our time to cook a stock and things like that, the stove is always turned on, it is not even a joke"
(Lea, 4-7, 13-15)

Lea is a definite foodie. When asked how much she cooked, she answered that she and her husband cook every day, making time for it even though they are busy with their daughter. To satisfy Lea's need for cooking she had a dinner club where she was the only one who cooked. Her interest in food is great and she does not hide it and she never points out that she is not a fanatic. She enjoys making her food from scratch by cooking her own stock and other similar things. Lea cements her interest by saying that she and her husband cook every day, and that they especially take their time in the weekends, just like she says, the stove is always turned on at their home. Lea takes her interest in cooking outside the household, she has worked at Aarhus Food Festival, she stated *"... from the Food Festival, where I have worked"* and she has worked as an unskilled chef.

"One thing is to cook food another thing is to eat food, which I have done extensively. I am going to London next week only to eat food and go to restaurants, so I cook mostly to guests"
(Thomas, 8-10)

When asking Thomas how much he cooked he answered that he, unlike the others, mostly just cook for guests, however, even though he loves cooking for others, his passion is in eating food and going to restaurants. He invests quite a lot of time in doing so, he states that *"I often*

eat out, maybe once or twice a week, either because I am with someone and we cook together or I go to restaurants". Furthermore, he travels to different places to enjoy food and to try different cuisines, this only affirms his interest in food.

Convenience – Easier to be healthy

In this section is will analyse according to the category convenience – easier to be healthy. Today, we live a busy life with family, friends, exercise and other activities, according to the Danish Agriculture and Food Council, Danes want grocery shopping to be convenient so they can be healthy and balance their busy schedules and not spend too much time on shopping for groceries, furthermore, they want to be inspired in the supermarket. (L&F 28/12 2015, p. 1). This section will not be analysed through the theory I have chosen, but according to the analysis collected by the Danish Agriculture and Food Council. Through my data, I found that all my recipients valued convenience when shopping for groceries, most of them were also inspired by in the supermarket when buying food products, furthermore, it was important for them that the stores were clean and well-assorted.

Analysis of Primary Data:

"I must admit that it is often what is closest, it is Føtex or Lidl or something like that. I live near City Vest so I do groceries in Netto on the way home, but if I have guests coming I like to go out and buy something in special delis"
(Thomas, 79-83)

"I mainly shop in the store that is closest to me, where I live before there was a Føtex, which I was very content with, it was perfectly well-assorted, however, their cheese section could have been bigger. Now I live close to a small Rema 1000 and I can feel that I miss my Føtex more than I thought I would and therefore I think it is awesome that there is a Løvbjerg as well. I like that having access to discount options and basis products … I like a well-assorted supermarket"
(Sara, 85-89, 92)

When I asked Thomas where he usually does his groceries he stated that he did it in the store that was closest to him and most convenient, he did not have any preferences whether it was a Netto, Føtex or Lidl. Føtex is a well-assorted supermarket, Netto and Lidl are discount stores and therefore they do not have a wide product range of products, at least not as wide as a store like Føtex. He does not mention the need for a well-assorted supermarket, convenience is the most important thing for him. However, when he invites guest for dinner he likes to go

to special delicacies, when asked why, he stated *"there is another sense of nearness and happiness when buying at a small local butcher"*.

Sara, just like Thomas, does her groceries in the supermarket that is nearest to her meaning that convenience plays an important factor in her decision making, however, she points out that she lives near a small supermarket, which she did not seem pleased with. She is happy that there is a Løvbjerg close to where she lives as well so that she has a supermarket with a wide range of products near her, it is clearly important to her that the supermarket has discount products, basis products, and more special products. Sara used to live near a Føtex that had a huge variety of products, which she misses, even though they had a small cheese section it was a lot better than where she lives now, the supermarket was well-assorted and it was close to her home. When I asked her why she like the well-assorted supermarkets she said *"I think that it provides inspiration, it provides inspiration and it is just very awesome that if you want, you can try some new things and try something cool, you do not need to run around the city, you can just shop where you are used to. I think it is wonderful when there is a cheese section and there are 20 different cheeses to choose from".* She uses the supermarket as an inspiration for her grocery shopping and thereby the food she cooks. It is important for her that doing groceries is convenient, that the supermarket is well-assorted because she does not want to shop around in different stores, and that she is inspired by what she finds on the shelfs at the supermarket so that she does not have to make up several different dishes on her own, she can just do it quickly in the supermarket. Lastly, when talking about convenience she stated *"accessibility is important to me, if I decide that I want to treat myself I do not want to bicycle 20 minutes downhill to bicycle god knows how many hours uphill to buy one cheese, that is too much to ask of the consumer".*

Neither Sara nor Thomas mention the fact that convenience when buying grocery is closely linked with trying to be healthy, they do not mention that they want healthy ready-made dishes because it is easy in their busy everyday life. They only mention that they want their groceries to be easy accessible, additionally, Sara wants to be inspired when she is at the supermarket.

"I actually shop a lot in Føtex, as it is a good supermarket and it is fairly close by. I know what it stands for, so I use that a lot because they have it all, otherwise I, I think just like any other Dane, use discount supermarkets. When I am having guests, but also when I do regular grocery

shopping it makes sense to me to go to a discount supermarket, like Rema 1000, first and then drive to Føtex or Meny afterwards. I think that there are a lot of expensive stores"
(Christian, 103-108)

"Normally is shop at Rema 1000, I also use Føtex as it is on my way home fra school, it is more expensive so I only use it when I only need a few thing. If I need to a lot of groceries I shop at Rema 1000, but if I had money I would find my groceries in small local shops"
(Pernille, 84-87)

Christian also mentions Føtex as his primary supermarket. Christian says that he knows what Føtex stands for and that it is a good supermarket, furthermore, it is close to his home, which means that convenience is an important factor when he goes grocery shopping. Føtex is, as mentioned, a well-assorted supermarket, but it is also more expensive than discount supermarkets. However, even though Christian also values convenience and a well-sorted supermarket, he also values price. He mentions that he, like every other Dane, does some of his groceries at discount supermarkets as well and according to him it is common sense to start in a discount supermarket that is less well-assorted and buy all the basis goods and then go to a bigger supermarket to acquire the rest.

When asking Pernille, where she preferred to do her groceries she both mentioned Rema 1000 and Føtex. As mentioned Rema 1000 is a discount supermarket and Føtex is more expensive, but also more well-assorted. A lot of my respondents shop at Føtex because of convenience and the fact that it is well-assorted, but they obviously also value price as they supplement the bigger supermarket with smaller and cheaper discount supermarkets. Pernille, furthermore, highlights that she would shop at small local shops if she had the money, again highlighting the price issue, which is important to her, because she is a student.

"My mom owns a grocery store, so when I am home, I get to take some things with me, so I can say that my mom is my preferred purchasing source. In Aarhus it is very random where I end up doing my groceries, but there is one place, there is a Kvickly in Åbyhøj and grocer acquire lots of random things and they cost very little and I think it is great as it fits my, because I like to try new things … but now I have moved further away from it, so I know mostly shop on my way home from work, so it depends on what I pass on the way … there is a Netto and a Fakta close by my home"
(Christina, 106-114)

Christina is different from my other respondents, she can do most of her groceries when she is visiting her mother, she does not need to think about price or having a well-assorted

supermarket nearby, however, it seems like she still values convenience as it is easier to shop in her mother's supermarket. She also mentions that she shops in Netto and Fakta because it is close to her home and that she also chooses whichever supermarket she passes on her way home from work, emphasising how important convenience is to her.

Christina mentions, unlike Christian and Pernille, that she gets inspired in the supermarket. She mentions that she likes to shop in a special Kvickly because the grocer acquires all sorts of different, new, and exciting products, which inspires her to try to cook new and different dishes.

Convenience and inspiration are clearly the two biggest factors for Christina.

"If I stand in a supermarket I can get inspired, I used to live close to Bazaar Vest and I liked being there, especially if they had some good offers"
(Christina 124-125)

Be the Change – Responsible Consumption

In this section I will analyse the two tendencies Be the Change – Responsible Consumption and Location, Location, Location. Today there is a higher consciousness about in which conditions the food that we eat is produced. We are becoming more concerned with environmental impact and the lack of animal welfare. Organics is becoming more and more important for the average consumer, Denmark has the world record in consumption of organics, in 2014-2015, 8,4% of the total food products sold in the Danish detail sector were organics (L&F 19/4 2016, p. 1). This is mainly because Danish consumers want to avoid pesticides, help increase animal welfare, and preserve the nature (L&F 28/12 2015, pp. 1-2). Furthermore, there is growing awareness about quality and of sustainability and this is mirrored in a preference for locally produced products. Danish products are preferred since it is perceived as being of an exceptionally good quality. At the same time, a reduction of transportation is increasingly become part of the sustainability agenda and the need to be environmentally conscious is thereby creating a need for locally produced products. (L&F 28/12 2015, p. 2)

This section will not be analysed through the theoretician I have chosen, but on the basis of the Danish Agriculture and Food Council analysis. In my data, I found that my respondents to a smaller or larger degree buy organic produces, furthermore, some of them care about the

environment and it is important that their products are Danish, and lastly, some of them are concerned with animal welfare.

Analysis of primary data

"Organic products, definitely, and I will go far to get organic products, and if I cannot get what I want I will choose something else that I can get in an organic version, I do not trade in for a Danish conventional product, then I will not eat bananas, I will wait until I can get organic ones … and then I think that II do not always have to eat bananas and kiwis, if there are good apple and pears and berries that are produced nearby and, which are not flown across the world"
(Lea, 100-105)

"A lot of organics because it is rare that I buy a roast, a lot of the things I buy, if it is tomatoes, then the difference is 1 kr. I do not mind spending that extra when it is fruit and vegetables, if you find offers then the difference is not that big, so there is a lot of organics. I do it with dairy products and eggs, which was some of the first products, especially milk is the same price, so yes a lot of organics"
(Christina, 134-138)

When I asked Lea what type of products normally were in her shopping cart she stated determinately that it was definitely organic products. She is so concerned with organic products that she will go to different stores to buy organic products if she cannot get them in her regular store, furthermore, she will not trade her organic products to conventional products even if they are Danish. If she is looking for a particular product and she cannot find it, she will just find another product for example, if she cannot get organic bananas then she will not eat bananas, but rather something else and then wait for the organic bananas. However, even though she will not trade to Danish conventional products, she believes in eating seasonally and environmental friendly, she states that she does not have to eat bananas if there are equally as good pears, apples or berries, which are produced nearby instead of the other side of the world.

I asked Lea what she valued most when doing groceries and she stated that *"Organics and good ingredients, and that it is treated right, I would never buy conventional meat or dairy products",* Besides being concerned with the organic issue and the environment, Lea is also concerned with the products being treated as they should, she cares for animal welfare as she says that she would never by conventional meat or dairy products as the animals are treated much better at organic farms.

Christina, just like Lea, buys a lot of organic produces, most of the things she buys are actually organic products. Christina explains that if an organic product is a little more expensive or if the price difference is pretty much the same, she will definitely buy the organic product. She does not mind spending extra money on organic products either, especially if it is vegetables and fruit, so she has a lot of organic products in her shopping cart. Some of the things she buys that are always organic is dairy products and eggs, especially milk, which is the same price as conventional milk so she does not see the point in not buying the conventional milk. Christina cares about animal welfare since she does not buy eggs from caged chickens and because she buys organic dairy products, furthermore, when I asked Christina what she valued most when buying groceries, she was strongminded and immediately said *"Organics, definitely, both because of the environment, but also because of what I put in my body".* So, besides caring for animal welfare, Christina is concerned with the environment, and she is concerned with her own personal health as she is concerned about what she exposes her body to.

"Organics and Danish produces. I love avocados even though they are not Danish at all, but I try to shop a little more CO2 neutral, as much as it is possible and I try to not eat meat on an everyday basis, I do not do that as it is not good for the environment, so the combination of environmental consciousness, quality, organics and Danish produces"
(Thomas, 90-94)

"I want all my things to be organic, but it is not because I believe that it makes that much of a difference in my body physically, but I think that it is a though that I like that my things are not filled with some weird ingredients, I think that it is something psychological"
(Pernille, 89-93)

Thomas both buys organic products and Danish products. He is very concerned with the environment and tries to buy as much CO2 neutral products as he can. Thomas does not eat meat on an everyday basis because he believes that it is bad for the environment, he knows that it is no good and therefore he is very conscious about what he buys. However, Thomas is not too big of an environmentalist, he has some products that he really like, which are not Danish, so even though some of the products he really need are not Danish, he will still buy them. When asked what values were important to him he said that it was environmental consciousness, quality, organics, and Danish products. Then, when I asked Thomas why it was important to him to be environmentally conscious he said: *"Because I have an idea that we need to take good care of the earth and then I know that organic products are one out many*

classification systems that are defined by others, who we do not even know, I believe that a conventional product can be just as good as an organic product, but there are systems and we must use them"

When I asked Pernille what she valued most when shopping for groceries she stated that she wants all her ingredients to be organic. However, Pernille does not express that she cares about animal welfare or the environment, Pernille is concerned with her personal health. She states that even though she does not believe that it makes that big of difference for her body, whether she buys organic products or not, she believed that it has something to do with her psychologically speaking, she does not want to fill her body with weird ingredients, whether it be perfumes or other chemicals.

"I do not buy the cheapest chicken, I believe that it is not possible to sell a chicken for 25 kr., I think it is impossible and by principle I refuse to buy those poor slave chickens … We do not eat pork, but if we did I would think about it. I think that it is because we know that it is animals who are mistreated. I am not sure that cows have it much better, but when we know it we do not buy it, we do not buy caged eggs, that is just a no-go"
(Maria, 79-84)

"We usually buy free-range pork, if it is possible, the same with eggs, but if it just processed food then I do not care about it that much, it is hard to know where it comes from, so I cannot care about it too much, but with meat and dairy products"
(Tina, 71-74)

When I asked Maria what she valued most when she went grocery shopping she answered that she wanted to buy organic, but she far from did. She did not mention that she cared for the environment nor did she go into details of why she wants to buy some organic products, she also did not mention personal health, however, she does explain that she would never buy the cheapest chicken, she does not believe that it is possible to sell a chicken for 25 kr. that has been treated right, she describes them as poor slave chickens and she does not want to support this kind of animal treatment. Maria further states how they do not eat pork, but if they did they would think about animal welfare because they know that chicken and pigs are mistreated. In addition, they also do not buy caged chicken eggs, she expresses strongly that that is a no-go. However, they do not consider it too much when it is beef, even though she does not think that cows are treated better, but she just explains that she is not as sure about that as she is with pigs and chickens.

Tina is concerned with animal welfare. She states that she buys free-range pork and free-range eggs when I asked her whether she bought environmental friendly products. However, she does not care about it too much when it is processed food because it is not as transparent as meat and dairy products, it is hard to find where the products come from so she does not care for it as much as she does with meat and dairy products. When I asked what she valued most when she does her groceries she stated, *"It is to support the small dairy farms, that means a lot to me that, and animal welfare, then it automatically happens to be organic, but it is not because I just want to buy organic products, but it is because of animal welfare, that means a lot to me"*. Tina is very concerned with small dairies, she grew up in one and therefore she wants to help other small farms, she also expresses that animal welfare is something very important to her. She does not necessary go for organic products, but if they are animal friendly products, most of the time they are automatically organic. Tina does not mention the environment or personal health when she chooses organic products, it is only because of animal welfare.

Thematic analysis

In this section I will use the thematic analysis to analyse my primary data to answer my research question. The themes are extracted by reading my interviews and thereby identifying the overall themes in the interviews. The extracted themes are as followed; identity and Arla Unika. These will be analysed in the sections below.

Identity

In this section I would like to analyse the thematic category of Identity in relation to being a foodie, which I have chosen in accordance to my primary data. The question of identity is very important when discussing foodies, as a foodie is described as a type of personality. According to Zygmunt Bauman Identity is no longer a given rather it is created by humans. Identity is something that needs to be invented and not discovered. Identity is in constant change, a continued project, which the individual needs to work on and it is an unfinished process with no end goal (Petersen 2011, p. 151).

Giddens states that the self is a reflexive project that the individual is responsible for, we are what we make of ourselves. The self is an ongoing narrative that is created through storytelling (Giddens 1991, p. 53). Identity in modernity is not something fixed, but something that is pursued by the individual (Gabriel and Lang 2006, p. 82).

Don slater explains how in the post-modern society, social identity must be created by individuals, because it is no longer given or ascribed to the individual (Slater 1997, p. 30).

In my data I found that most of my participants reflected on their motives for cooking for themselves and others to a higher or lesser degree, but they might not create identity directly. I did not ask my participants directly if they felt like they created their identity through cooking, however, I did ask them if they viewed cooking as a part of their personality and most of them did. I will divide my analysis of identity into two parts – own perception of identity and self-presentation.

Analysis of Primary Data – Own Perception of Identity

"Yes definitely, I definitely think so. And that I am a person that goes after some good ingredients and that what I serve has a good quality and that it is organic, that it is fresh ingredients and not just something out of a can. That is definitely how I picture myself, a quality conscious person"
(Lea, 52-55)

"A little maybe, being her that is a great cook, I am also often the one my friends, my sister and my dad call to hear "how would you do that and that, I am standing here with a pheasant how do I proceed" or whatever, then you call me and I like that. It is a sign that I am doing something right"
(Maria, 30-33)

"I do not know I would go that far, I will probably never not care about it, on one count I might say yes, but I think it is a little wild to say that cooking is a part of me"
(Lars, 47-49)

Lea sees cooking as a part of her identity, she states that very firmly. It is a big part of who she is, as she really enjoys cooking and knows a lot about it. She wants to be a person that is known for going after good ingredients and that what she serves is of good quality and that it is organic and fresh. It is how she pictures herself, furthermore, when I asked her directly if she saw cooking as a part of herself she answered: *"Yes definitely, I am a person that cares a lot about food and I do not doubt that my acquaintances know I care about food and that I always have fresh vegetables and herbs at home"*. Additionally, when I asked her if she wanted to be seen as the person who is known for cooking she said that she definitely wanted that as she thought that it was a nice role to have.

When I asked Maria whether she sees cooking as a part of her personality she answered that maybe a little, she saw herself being a good cook. She tells with pride that she is the one her family and friends call when they need help cooking something, so she definitely sees it as a part of her personality even though she says that it is only a little bit. When they call her she feels like she is getting some acknowledgment in that she is the one who is good at cooking, she feels that it is a sign that she is doing something right.

Lars is a little more sceptic than Lea and Maria, when I asked him if he saw cooking as a part of his personality he stated that he is not sure that he sees cooking as a part of himself, he thinks that it is going a step too far, nevertheless, he also states that he would never not care about food so in one way he sees it as a part of himself, but he still thinks it is a little wild to say so.

"Yes, I see it as a part of my personality, but it is rare that I think like that that I have to make this food otherwise I will decline in acknowledgement, I have never seen it that way, but I like to be a person where people say "you care about food and that is cool", it is kind of an expert role"
(Thomas, 55-58)

"I do not know if it is a part of my personality, but I think that it fills up a big part of my life, it is a thing that I care about and that I like to talk about and share that interest with other people. I think it is so much fun to learn new things and know some strange things about food "okay what is the name of a lot of different pastas", I think that it is about caring for one thing and then study it no matter what it is"
(Pernille, 34-37)

"No I do not think that it is something I could, I think that I could talk to people about it, if they also have an interest for it. It is something like that that I like. But it is not a part of my personality"
(Tina, 29-31)

Thomas believes that cooking is a part of his personality he is very firm about that, however, he does not believe that if he does not cook a special course that he falls in acknowledgement, he has never been a person that has heaved for someone's approval and that it is important to him to keep it as a part of his personality. However, he likes being the person that people acknowledge as being interested in food and who knows a lot about it. He likes being the food expert that knows about both food and wine and knows how to combine it, it is definitely a part of him and he is pleased with that.

When I asked Pernille whether she saw cooking as a part of her personality she stated that she did not know if she would go as far as calling it as part of her personality, but it definitely fills up a lot of her time, it is a part of her everyday life, she cares a lot about it and she likes to talk about it and share that interest with other people, that means a lot to her, so in that way it is a part of her personality. She takes it a step further and explains that she likes to learn new things and she likes to know strange things about food and maybe even becoming a food expert. She also feels that she cares about food a lot and if she cares about something she wants to study it and know as much about it as possible, so in that way it fills up a lot of her time and thereby becoming a part of her.

Tina differs from Thomas and also from Pernille, Tina was very firm when I asked her whether she saw food and cooking as a part of her personality. She did not believe that it was

and she could never think that it was. However, she really enjoys it and she likes to talk about it with other people, especially if they also have an interest in food, that is something she really enjoys, but she does definitely not see it as a part of her personality.

Analysis of Primary Data – Self-presentation

"I think that it is a care thing, to care about your guests. If you are invited for dinner at ours then there is taken care of everything, the whole meal in general. I think about what they like, what they would want to eat and how we can make it pleasant and create a pleasant setting. There are candles on the table, there is no kitchen towels, but actual napkins. It is a care thing, you take care of your guests"
(Lea, 30-36)

"I think primarily that it is because I think it is fun, it maybe is a little ego-ish to think that if you make something others think is great then I think that it is really fun and then I like to challenge myself and try new things … It is not because I think that I need to impress, but because I myself think it is fun and interesting, then if others like it that is just a bonus. If people do not care then it is not as fun, but it is not that they should say "wow, you are so good" I do not care about that"
(Lars, 22-24;26-27)

"Yes, I like that, basically it has not been what started it, it was many years ago, just an interest in food and to try some new things, and so it has just evolved over time, as an identity thing, there is something about when people go home, then they preferably have to express that it has been good, that is a goal in itself"
(Christian, 55-59)

When I asked Lea why she thought it was important to her to cook proper food for other people she said that it was a care thing, she wants to take care of her guests, she likes that she has taken care of everything and that everything is perfectly arranged that there are candles on the table and napkins on the table and not kitchen towels as that might look sloppy. She thinks about what to serve to her guests and to create a nice and pleasant ambience where her guests thrive. It is important for her to take care of her guests first and foremost and she does mention any other factor. Then when I asked her if there was an element of recognition that drove her to think about what to serve to her guests she stated: *"It is not where my primary focus is. I feel happy when people think it tastes good. I also think that it is the setting you create about the meal and that you share a delightful meal, that you have exert oneself … It is more the focus for me then I like having people think that what I created is exciting food".* So, recognition is not a primary focus for her, however, she feels happy when people likes the food she has made. She like to exert herself to create delicious food and a good atmosphere, but not that much for people to acknowledge her and her cooking.

Lars state that the reason that he thinks a lot about what to serve to his guests and why it is important to him to make something delicious for his guests is because he thinks that it is fun. However, he also explains how there is something egotistical about it as well because he likes when people like his food and, furthermore, he likes to challenge himself. His primary reason is not that he thinks that he needs to impress someone, but because he himself find it interesting and exciting. But if people do not care about what he makes and if they do not like what he makes then it is not fun for him, still, he does not need people to acknowledge that he is very good at cooking, he does not care that much about it.

I asked Christian if there was anything vain about him thinking about what to serve to his guests and if he wants to be known as the guy who is good at cooking and he stated that there is and that he likes being the guy who is good at cooking. Nevertheless, it was not what got him interested in food many years ago, it was just an interest in food and to try new things and then it developed over time to become an identity thing. He likes when people go home and they express that it has been a good evening with good food, he likes the acknowledgement.

"I do not know if it is important to me, but I think that it is something that I like and then I would like to show that, I think that I just want to give them and experience … No, I do not think so, if I was not good at cooking then I would probably not have that interest, but no, I do not think that I have ever thought about it being because I want to show that I am good at it"
(Pernille, 27-28; 30-32)

"I think that it is both that basically, without me thinking about it all the time, but if I need to be completely honest then it is because I want others to think that what I make is delicious food. It is also something I connect with a delicious meal, the social things"
(Christina, 50-52)

"I think it is a little transgressive to cook for people you do not know and spend their money on something they might not think is good … it becomes such a part of my identity, it's a part of me I serve to the people and perhaps I should probably relax a little once in a while. I think so much about it"
(Sara, 33-38)

When I asked Pernille if it was important to her that people thought that the food she cooked was good and whether it was about her showing her cooking skills, she stated that she did not know if it was important to her, she has not thought about it too much. Pernille likes to cook

and challenge herself and that is why she likes to show her abilities in the kitchen. She did not think that it was important for her to show her cooking skills to others, nevertheless if her cooking skills were bad or if she could not cook at all then she probably would not cook at all. Furthermore, she has never thought about her cooking being about showing her abilities in the kitchen. Pernille just prioritise to give her guests an experience and then the acknowledgement is not something that is important to her.

Christina explained that there are two reasons that she thinks a lot about what to serve to her guests and why that is important for her, even though she says that she does not think about it all the time there is a basic strive for other people's acknowledgement, that people think what she serves is delicious and thereby feed her ego. The other reason is that she connects the social aspect to a delicious meal, she likes that the meal is being talked about, but also the social interaction that comes with a sit-down meal. So, it is important for her to get acknowledgement for a delicious meal, but what also creates a delicious meal is the social part.

Sara thinks it is transgressive to cook for other people, I asked her how much she thought about what to cook when having people over and she answered that she thought about it a little too much. Sara fears that when she cooks for other people or when she spends their money on the food she cooks and then they do not like it. She also thinks it is transgressive because she gives a little bit of herself when cooking, she feels that it is a part of herself that she serves to other people.

Arla Unika

In this section I will analyse the theme Arla Unika. Arla Unika is my case focus in this project as I am using the company as an example of how a niche food company can brand themselves towards foodies. I will analyse what my respondents' impression of Arla Unika is and what they believe that Arla Unika could to better to caption their attention and to make them buy their products if they do not already do so.

Analysis of Primary Data – Perception of Arla Unika

"I think that it is an interesting project in the way that it is build up, I think that there is something interesting about making a whole project through Arla and they were criticised by the top chefs for not making proper cheeses and then a whole reverse production, but if we look past that I know the whole history behind the brand, then I, of course, think that flavour is paramount, that there is an entire universe around it … but flavour is actually on the agenda in the Danish dairy industry in some way, that is what has been missing …"
(Mette, 142-149)

"That it in general it is high quality and that you try to experiment and I like that, I think that it is interesting that you try to develop a Danish cheese production … but it is the perception that it is really good that there are large companies that cares about doing more special cheeses"
(Thomas, 134-138)

"Not that much, I do not think that I have ever tasted their products, but it radiates quality and it is a nice store, so really want to go in there and look around, you can see that they have cared about the quality, but yeah, I do not know much about it"
(Pernille, 123-125)

I asked Mette what she thought of Arla Unika and she said that she though it was a nice and interesting project. She mentions how she thinks that it is interesting that a big company like Arla created this brand and listened to them being criticised by Danish top chefs for not making proper cheese. Mette knows the story behind the brand, she has acquainted herself with the brand, showing interest in it. Looking past that she knows the story of the brand, Mette thinks that the taste of their products is paramount, she likes that there is an entire universe around the products and the taste combinations, she states that with Arla Unika, and their entire dairy production, flavour is on the agenda and she believes that that is what has been missing.

Thomas has the perception of Arla Unika that it is a high-quality brand. He has the impression that Arla Unika is a brand that likes to experiment and he likes that, he thinks that it is interesting that the Danish cheese production is developing in that sense. Furthermore, Thomas has the perception that it is really good that a large company like Arla cares about doing special cheeses and doing something so special. In addition, Thomas knows quite a lot about Arla Unika and he discovered the brand quite early on, when I asked him what he knew about the brand he stated that *"I encountered Arla Unika when it almost just came out, when there were only ten shops and restaurants and when they only had eight to nine cheeses back in 2011-2012 … I know that the brand came out because Arla needed to brand itself differently from being other than this large producer"*. So not only has Thomas encountered Arla Unika quite early and has had a large interest in the brand for some time now, he also knows what Arla wants to show with Arla Unika, meaning that he also knows something about their history.

When I asked Pernille how much she knew about Arla Unika and what her perception of the brand was, she stated that she did not know much about the brand and that she has not even tasted the products, unlike Thomas and Mette, however, she has the perception that the brand radiates quality. Furthermore, she thinks that their store in Aarhus looks very nice and that the ambience makes her want to go in and look around. As she says, she does not know much about the brand, but she can see that they have cared for the quality.

"That it is some delicious products and delicious things, I think that it is great that Arla that is such a big company are letting their dairy farmers create such a niche product … and create a way for a new culture of raw-milk cheeses in Denmark, which we only normally import from other countries … they are some prestige products and rightly so. They have really created unique cheese. The products are really tasty and they have really created a brand that is very attractive and I do not mine paying extra for their butter and cheeses to put on my table when I am having a cheese table"
(Lea, 145-153)

"I have tried their products a couple of times, it is a luxury brand within Arla. I know that they have different dairy products that they have some cheeses which I have tried … and then I know that they have a store in Aarhus … That it is of high quality and that they price is up there, you pay for it. Price and quality go along and it is something where you think it has to be extra nice that is my opinion about it"
(Lars, 127-139)

Lea's perception of Arla Unika is that they have delicious products. Lea thinks that it is great that a conglomerate like Arla is letting their dairy farmers create a niche product, which they have not done before. Lea knows a great deal about the dairy industry and food in general, she has read about Arla Unika's story and she believes that Arla through Arla Unika has created a new culture and way for raw-milk cheese in Denmark, which she believes has been missing, as there has not been a culture for raw-milk cheese before, it has only been through import, which she found unsatisfying. Furthermore, Lea thinks that Arla Unika is a prestige brand and rightfully so because they have created some very unique cheeses. Not only does Lea have a good perception of the brand and its story, she also believes that the products taste very well. In addition, Lea also believes that it is a very attractive brand, the products are visibly attractive and because of that, and the great taste, she does not mind paying extra for the products when she is hosting a party and has to have some nice products on the table.

When I asked Lars what he knows about Arla Unika, he stated that he had tasted the products a couple of times before, he knows that they have different dairy products and cheeses, which he has tried, and he knows that Arla Unika has a store in Aarhus. In addition to this, he says that Arla Unika is a luxury brand within Arla. Lars does not know the story about the brand like Lea, Thomas and Mette do, but he still knows a few things about the brand, like that it is a luxury niche brand. In addition, when I asked Lars what his perception of the brand was, he stated that the products seemed to be of high quality and that the price was up there with the quality, meaning that you also pay for the products. However, Lars also stated that quality and price go together and Arla Unika is something you buy when you want something to be extra nice and of good quality.

Analysis of Primary Data – Improvement within Arla Unika

"I think it is the whole issue with getting it more widespread …I also think that it has something to with the fact that it becomes less special if there is a commercial between Dancing with the Stars and the news, that it is a niche thing … in that way I believe that it is a good thing that they do not move into that market, that it needs to be a thing that foodies discover and think that it is delicious ant their own little secret … I think that it makes good sense that they are in Føtex, which is a place where you go if you want to be sure that you get quality … In that way it makes good sense that it is places like that and not in Fakta for example"
(Christina, 179-196)

"I do not think that they are very visible … so they should push for more visibility so that it is more accessible for me when I am standing there on a Wednesday evening and want to spoil myself and that it is there then rather that I have to bicycle 20 min down hill and god knows how many hours up hill to buy that one cheese. I think that is too much to ask of the customer …"
(Sara, 189-197)

Christina thinks that the thing Arla Unika could improve is to be more widespread, however, there is an issue with that. Christina thinks that it is a problem that Arla Unika is not more available, but she states that if it gets more widespread it will become less special. She states that she does not have a TV and watches commercials, but if Arla Unika advertised for their products in prime-time TV, the product will become less special. Christina explains further that she believes that it is a good thing that Arla Unika does not move into that market, as the brand is supposed to be a niche brand that draws its attention toward people who are very interested in food, the brand needs to be a thing that foodies discover themselves and make them feel that they found this little secret, she believes that the consumer needs to search for the product instead of it being available to everyone. However, Christina believes that Arla Unika should be in places like føtex, a well-assorted supermarket, because it is a place you go to get good quality products and it is a place where you expect they have everything you need, therefore it would make sense for the products to be at a place like this, but she thinks that it is a good thing that they are not in discount stores, like Fakta, because then it would lose that special feel and exclusivity.

When I asked Sara what she thought that Arla Unika could improve so that she bought the products more frequently she stated that they should be more visible. She said that Arla Unika should push for more visibility and accessibility because it was not that accessible to her. Sara wants to be able to buy the products in her supermarket when she craves for it instead of going to their only store in Aarhus, which is far away from her home, she does not want to

have to bicycle several kilometres to only buy one cheese, she believes that that is to ask too much of the customer. Therefore, Sara believes that the biggest issue for her with Arla Unika is that the products need to be easier for her to get a hold of.

"Then they should spread it to more stores … they need to render visibility in some way or another, I do not how widespread it is between younger people and they could work on that and go a little lower age wise in their target audience, but I do not know how many younger people have an interest for it and have the money for it and who prioritise it and then it can be totally pointless"
(Pernille, 137-142)

"For me they have been opaque with how many of their products that are organic and I am still in doubt because I do not think that all their products are. I would wish that that was more clear because I think that that is a statement you take as a company. I know that Arla produces conventional products and organic products but compared to being a special niche product where the choice is so select, then I think that they lack in creating that line"
(Lea, 158-163)

Pernille believes that Arla Unika needs to be more widespread, as mentioned before, Pernille has never tasted their products, the products are not where she shops and that is why she does not buy them. However, Pernille explains further that she shops in Rema 1000 and she knows that that might not be the target group or store for Arla Unika. In addition, the problem with the brand is that it is not visible, so the brand needs to be both more accessible and more visible and Pernille suggests that they can be so by targeting young people more. She states that they do not focus enough on a younger crowd, they should maybe lower the age within their target audience, however, Pernille is aware that a younger audience might not be interested and that they do not have the money for the products and if that is the case it would all be for nothing, nevertheless, Pernille believes that if Arla Unika branched out to a younger audience and made it more available, she would buy it and buy it more frequently. Lea is not as concerned with visibility and accessibility, unlike Christina, Sara, and Pernille, when asked what she thought Arla Unika could do better in general, she stated that she feels like the products are not transparent enough. Lea thinks that Arla Unika are to opaque with which of their products are organic and which are not. Lea knows that not all of their products are organic, however, she is still in doubt as to which are and are not. She wishes that it was more clear because she believes that being organic is a statement a company takes. Lea knows that Arla in general makes both conventional products and organic products, but she feels

that since Arla Unika is such a niche product where the choice is limited, they are lacking in creating that strict line with which products are organic and which are not, as it should not be a problem to do with so few products.

Brand Equity

In this section of the analysis I will analyse my data according to the assets, which make up brand equity. As mentioned earlier in this project, brand equity is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and or that firm's customers" (Aaker 2010, pp. 7-8). The assets I will analyse from are brand awareness, perceived quality, brand loyalty, and brand association, I will, however, not be analysing the category brand association, because Aaker has not specified this asset and I also did not find any relevant data in my interviews.

1: Brand Awareness

Brand awareness refers to whether the consumer remembers or recognises the brand. It can be measured in different ways, through recognition, recall, top of mind and dominant. Aaker states that brand recognition or recall can considerably enhance brand equity. Brand recognition and recall is also very important when the consumer needs to choose a brand over another as the recognition often has positive impact, however, there is a risk that the brand is remembered for something negative

Analysis of Primary Data

"Yes I think so, if it is a brand that have good experience with or if it is a brand that I like. It differs, then I bought this brand of salami and I found that it was delicious and then I tried another salami from the same brand and that was delicious as well, then I can get this sense of trust and that helps me to choose when I am in the well-assorted supermarket and there are seven different salamis that all meet the same criteria, value for money, organic, same price etc. then it depends on the brand"
(Sara, 152-158)

"No, but it also depends on whether you buy vegetables or milk, then I could choose the milk from Naturmælk, which is organic than I would choose Arla, because then I support another dairy and not the big conglomerate, but then there is the whole thing with the screw top on the one from Arla and that makes the milk stay fresh for a longer period of time, then I will choose that out of practicality"
(Mette, 126-130)

When I asked Sara whether the brand had influence when she was grocery shopping, she stated that it had an importance. Sara states that if she has tried something from a particular

brand that she has enjoyed and then she again buys a different product from the same brand, which she also likes, then it is a positive indicator to whether she should choose the brand again. The recognition and recall of a brand name is then important because if she recognises the brand from earlier use and it was a positive experience then she will choose that brand over other brands when she has to decide which product to buy in the supermarket. When I asked Sara what drew her attention when she chose food products she said "*... that it has a nice layout, that means something when choosing a brand. Dr. Oetker is also a brand, I have a lot of things associated with Dr. Oetker, not only the packing that looks German Schlager, so how it looks and the story of the brand*". So, even though Dr. Oetker is a name she recognises and can recall, it has a negative association for her meaning that she would not choose their products because of the association it gives her.

Unlike Sara, Mette does not believe that the brand name has any value when she is grocery shopping and she needs to choose a product, but then again it depends on what she is buying. If she is buying vegetables then the brand does not matter, but if she is buying milk for example, then it has a different meaning. Mette states that she likes to support an independent label called Naturmælk, she likes the fact that she is supporting a small dairy and not a big conglomerate like Arla. The brand matters in the sense that it is not a big recognisable brand she is buying, therefore she is not buying because of brand recognition, her brand association in this situation is not necessarily positive when she is thinking of Arla as a brand. Nevertheless, she mentions that she sometimes chooses Arla anyway out of practical reasons meaning that Mette is not loyal to any label in particular, so in the end it does not matter much whether she can recognise the brand or not.

"It depends on what type of food it is, but typically it is the add-ons and not the actual brand, so if it Kellogg's or Änglamark then it would probably be Änglamark because it also has an organic brand and Kellogg's does not, again it has something to do with that the brand name does not have much say in it as the other labels do ... then I does not matter if it is from Royal Greenland or something else..."
(Christina, 225-231)

"The brand means something to a certain degree I think. You can do that that you turn the products around for example, private label products, then you can see where the product is produced and if I see that it is basically the same product where the one is just a brand and the other is a private label, then I do not mind taking the private label one. I fall for and I know that there is a signal value in nice brands that the producers are good at building..."

(Lea, 126-132)

When I asked Christina what made her choose one food brand over another, she stated that it depends on what type of food it is, just like Mette. However, the actual brand has not much to do with her choice of food product, rather it is far more important to her, which type of add-ons the brand offers. She cares more about the products being fair-trade or organic then it being the right brand, so if she stood with two household brand names she would not choose out of which brand was the biggest and most famous, she would choose the one with the best add-ons, thereby stating that the brand name is not the deciding factor. However, Christina states that: *"I might be a little frightened over Nestlé and Kraft, which are these big conglomerates in my mind that control everything in the food industry and in the production behind it … so you might say that I would probably not choose brands…"*, this means that Christina has negative associations to brands like Kraft and Nestlé who are these huge conglomerates and if she stood with two products and one of them was produced by either of the two companies, she would not choose it, as she states herself, she would not choose the brand name because she has negative associations with the brands.

Lea believes that the brand name has something to do with it when she must decide which food product to buy. However, Lea states that she does not mind, when standing with two similar products and one is a brand and the other is a private label, to turn the products around and see where it is produced and what it contains, and if it contains the same and is produced in the same place, she will not mind choosing the private label product instead of the strong brand. Nevertheless, Lea admits that she enjoys a nice brand and that she falls for the signal value a nice brand exudes. If Lea needs to choose between two brands then she will decide based on add-ons to these labels, just like Christina. When asked directly what makes her choose a brand over another she stated *"It is often add-ons… if the product is completely the same than it is the add-ons and then I also think that Urtekram has a better story and better brand"*, in addition to the add-ons she also likes the story that the brand tells. If she knows a brand and it brings her some good associations and the add-ons are good, she will then choose based on the brand.

2: Perceived Quality

Perceived quality is the consumer's view on the quality of the brand and its products. Quality is for many companies the primary value. It is basically impossible for companies to create perceived quality unless the claim of quality has matter. As mentioned earlier, a company needs to understand what quality means to consumers. There are four challenges in creating perceived quality and that is to protect the brand from negative reputation, make sure to invest in quality, understand what consumers use to make a judgement of quality, and help customers to find what indicates quality. In this section I will analyse what foodies find will give them a sense of quality and if their negative view on a product can be changed.

Analysis of Primary Data

"Yes, in some way, but it is always difficult, but yes, if it does not look like the cheapest clipart or Word-Art logo you just made, then you would think that there has been put more effort into it, that someone was in control of what they were doing then it being on a budget. It is on a minimum the lay-out. It is in some way nice to open up the refrigerator and that there is not just an orange budget logo everywhere"
(Maria, 207-212)

"One thing is the quality, which we have discussed, another thing is the packaging that has something to do with it, if people say "oh, I do not care" but I think it does mean something, if the packaging is too messy or there are too many bright colours, then it is a warning sign for me. The product needs to speak for itself with a simple nice text, so you show what the product is without making a graphic logo and overdone it. If the product is good, it can speak for itself"
(Lars, 168-172)

When I asked Maria whether she thought that if the packaging of a product was nice it had something to do with the quality of the product, she answered yes, in some way, but that it was difficult to know whether that was the case. Maria stated that if the logos and text on products were more professionally made and not just made from easy copy-past pictures or made in the program Word that it would look as if someone made an actual effort, that someone had cared about the products and that would automatically radiate quality, it would also mean that someone knew what they were doing, that they had control over the products so you would automatically trust the producers more and trust that the product was a quality product. She lastly states that a proper and clean lay-out is important to show that the company is not on a strict budget and that it is nice to open op the refrigerator and not only se

budget products staring back at her. Maria definitely believes that the presentation of a product is very important in order to determine whether a product is of good quality or not, it is important for her to see that the company has invested in quality through having a nice lay-out and not spare.

Lars, just like Maria, believes that there is a connection between packaging and quality, I asked him what caught his attention when choosing food products and he answered quality and packaging. He believes that the packaging means a lot, not only to him but to others as well even though they say differently. Lars explains that if a product's packaging is to loud, messy, and has too many bright colours it is automatically a warning sign for him. He believes that products with this type of logo or writing are of bad quality and he stays away from them. According to Lars a product needs to have a clean and nice packaging with a simple and nice text on it so that the product is in focus, he believes that it is easier then to see what the product is about than when it is plastered with colours and writing. Lars states that if a product is of good quality it can speak for itself.

"Well, I think that when you for example, look at cold cuts, then I would say that it is a lot about presentation, how it looks, that means very, very much. Discount cold cuts for example, presents itself like "I am cheap and you get more value for money, choose me". But they do not signal quality whatsoever, then it is just cheap as they should be so that concept goes quite well, where others more established butchers are different, they are good... so presentation means very, very much. But also that you in some way know that there is done something different and special, so that also means something"
(Christian, 166-175)

Just like Lars and Maria, Christian highlights the importance of presentation and packaging, when I asked him what would make him choose one food brand over another. Christian uses cold cuts as an example and states that the presentation of the product, how it looks, and how the lay-out is, is very, very significant. He states that discount cold cuts scream low quality and that they are cheap and that you get more value for money because they put a lot of low quality meat in the package. He states that it does not signal quality what so ever, but that if they just want to be cheap, as they should be, then the concept is executed very well. Christian states that there is an obvious difference between discount cold cuts and cold cuts from well-established butchers who focus on quality and who does not have a discount lay-out. To Christian lay-out means very much when choosing a food brand over another because it

exactly shows the quality, but it also shows that the products are different, that the producers have gone an extra mile and made the products special.

"No, is the short answer, of course if a product normally is how it is supposed to be but I found an extra cork in the wine then I could buy the product again, but if it is a product that is just not me, then I would not buy it again, even if it says new and improved, I would think "no, you cannot improve something that much", then I would not buy and maybe buy something else.
(Lars, 192-196)

"I am the type that addresses the producer for example, "Urtekram, your coconutchips are burnt" then you often get a package back with all these apology products and you do not have to do that when I write "hey, your products do not live up to my expectations" label on it and then the product might get the chance again, but if it happens twice then I will not choose it again"
(Lea, 203-206)

"I probably could, if it says new formula or new and improved taste, then I could reconsider. I have learnt that quality and price often go together, but if it says that now they have improved the flavour or something else, but I have never reached out to the producer if I was disappointed"
(Christina, 249-252)

When I asked Lars if he would give a product that had disappointed him in any way a second chance, his immediate answer was no. However, he explained that if it was a product that was usually okay but in some way had an unintentional defect, like a wine with cork in it, then he would buy the product again, the negative experience would not keep him from choosing the product. Nevertheless, if the product he bought turned out to not suit him for example, if a product tasted bad or it did not live up to his expectations he would not buy it again. Even if the company had proclaimed that it was a new and improved formula or that it was a new and improved taste, Lars does not believe that the company could improve their product enough to catch his attention again and make him choose it. It is very hard for Lars to change his mind if he has negative associations with a product, making it hard for the company to change their perceived quality with him.

Lea differs from Lars, when asked if she would give a product that had disappointed her once a second chance, Lea stated that if a company has failed to live up to her expectations, she is the type to contact the producers and demonstrate her discontentedness. She has experienced that she has written to a producer that the product has not lived up to her expectations and in return she got many products to show the company's regret, Lea, however, does not believe

or expect that a company does so when she expresses that she is unhappy with their product, however, it does help to change her negative association with the company and help them create perceived quality. Nevertheless, if Lea has another negative experience with the product she will then not give the product a second chance, she will choose another product instead, in that case the company cannot change her negative view to a positive one.

When I asked Christina if she could change her mind about a product that had disappointed her in any way or given her negative associations, she answered that if the producer proclaimed that their products had a new formula or a new and improved taste she would then reconsider, which differs from Lars who would not give the product a second chance. However, Christina has learned that quality and price often go together so she believes that a more expensive product is easier to give another chance than a cheaper one because the odds that it has improved are substantially higher. Christina is, however, not the type that would contact the producer like Lea is, Christina has never reached out to a producer if she was disappointed. A company has a chance to change Christina's perspective from a negative one to a positive perspective on a product.

3: Brand Loyalty

Brand loyalty is important since a company's value often is created by customer loyalty and it can help create and enhance brand equity as it encourages and justifies loyalty-building programs. Loyal customers can produce predictable sales and thereby profits. Brands who do not have loyal customers can suffer highly. It is also far less expensive to preserve old customers than to attract new ones. Loyal customers can be obtained through different programs; frequent buyer program, customer clubs, and database marketing. In this section of the analysis I will focus on Arla Unika and whether they should use programs to maintain their customer base.

Analysis of Primary Data

"You can say that that is a well-tried marketing strategy when people are getting a card and to get that card you need to give up your email address and then you get a newsletter and my impression is that that works really well, so you could consider that, but then you loose a bit of the charm, because then it is not a small crowd anymore ... it could probably work on me, I get inspired when I read a newsletter about a new cheese, it could inspire me to go down there more often, like a reminder"
(Thomas, 154-162)

"... I think that that could be really nice for the segment that they are in. Small events in their store, tasting events or the launch of new products, they could have these customer evenings, that would catch my attention if they had a customer club ... you could make some sort of voucher or something, that might help me to do more and seek it out myself"
(Christina, 198-204)

When I asked Thomas whether a customer club or special offers would help to keep him buying Arla Unika products, Thomas answered that it is a well-known marketing strategy that people get customer club cards in exchange for their email addresses and then you get a newsletter. He had an impression that it worked quite well so they should consider it. However, he also states that if Arla Unika does that, they would lose their charm as they would expand their customer base and therefore they would not cater to a smaller crowd. Thomas believes that that is unfortunate because he enjoys coming down to their little store and get samples and just walk around. Nevertheless, he also states that a customer club would work with him, he likes getting newsletters as he gets inspired by them, he enjoys reading

about a new cheese or another new product, it would also inspire him to go to the store more often, the newsletters would work as a little reminder for him.

Christina, just like Thomas, thinks that customer clubs are a great idea for Arla Unika, she believes that it is great for the segment they are in, the small niche segment. Christina states that small events in their store for members of the customer club could be a great idea, these events could be tasting events or the launch of new products. She believes that they could have these small customer evenings and still cater to a smaller crowd, and not necessarily ruin their wish to be a small niche brand that only attracts a certain group of customers, this however differs from Thomas' opinion. Christina also states that if they had a customer club and these sort of small events and exclusive customer evenings in their store it would crab her attention, she also thinks that they could make some sort of a voucher for example, buy 10 cheese and get the last one free or for half the price, a frequent buyer offer, that that might also help her to seek out the products herself and go more to their store. Customer clubs are therefore something that would make Christina a loyal customer.

"Special offers would definitely help, but I am not a fan of customer clubs. It is often something like you save 5% and then I would probably have bought it anyway, some think that customer clubs are a great thing and they might be sometimes, but sometimes they are just random and made just because. There has to be a meaning or else just do not do it. What is the point of becoming a member, to get newsletters, I do not read them anyway, you probably get 20-30 different ones ... they just drown in the crowd"
(Lars, 155-163)

"It would definitely be a huge advantage for them. Then you would want to buy something that was not on sale and I always think that customer clubs, it is an advantage for the store because then you also know that you get the discount or advantage you get, and then I think that as a main rule you would always go there if you need something or to see how much you can get of what you need"
(Pernille, 144-148)

When I asked Lars if he thought that customer clubs or special offers would help to make him a loyal customer he stated that special offers would definitely help, but that he is not a fan of customer clubs. He states that customer clubs most of the time have insignificant offers, like 5% off something and when it is such a small discount he would probably have bought it anyway. Lars explains that some people think that customer clubs are a great thing and sometimes they really are, but most of the time he believes that the store does not go whole-

heartily into the project just to have a customer club without any purpose, thereby the customer club becomes random and redundant. Lars believes that there must be a meaning with the customer clubs or else the store should just not do it. He states that there is no point in becoming a member of a customer club only to get newsletter he, unlike Thomas, does not read the newsletters anyway when he gets 20-30 different newsletters from different customer clubs they just drown in the crowd. A customer club does not necessarily make Lars a loyal customer, he will however respond to a customer club if it made sense and the offers you get in the customer club were significant, furthermore, Lars is not a fan of the database marketing program.

Pernille thinks that customer clubs would be a huge advantage for Arla Unika, when I asked her if a customer club or a frequent buyer program would help for her to become a loyal customer she answered that that would make her or any other customer buy something that was not on sale and to get some advantage out of it. Pernille believes that customer clubs are an advantage for a store because then the customer also knows what kind of discount or advantage they get, which would make the customer go to that particular first as a main rule when they need to buy something and then if they do not find what they are looking for there they would go to another store, but the store with the customer club or frequent buyer program is the first choice. Pernille is a fan of customer and frequent buyer programs, they would definitely make her a loyal customer.

Discussion

In this section I will discuss my explored data and discuss it accordingly to my theoreticians. My theoretical approach is discussed in the section, Theory recapitulation and Discussion. My discussion is made up of three parts: How does my findings fit according to the 8 new food tendencies? Foodies' identity and behaviour discussed through theory from Bauman, Giddens, Slater, and Gabriel and Lang's theory on self-creation? And how can Arla Unika brand themselves through the brand equity model to these foodies?

1: Can the 8 new food tendencies be confirmed?

The Danish Agriculture and Food Council state that there are 8 new food tendencies that would be relevant in 2016, these new food tendencies are as listed 1: more people are becoming foodies, 2: clean eating – clean and real food, 3: convenience – easier to be healthy, 4: be the change – responsible consumption, 5: less is more, 6: location, location, location, 7: protein – still going strong, and 8: free from. During my interviews I found that some of them were highly relevant and others not so much.

All my respondents had a high interest in food whether it was cooking food or eating food. They all stated that they cooked food almost every day, that their kitchens were well-equipped, that they had a higher interest in cooking than the average person, and that they valued quality high when cooking. This is consistent with the tendency about how more and more people are becoming foodies, The Danish Agriculture and Food Council state that more and more people are getting a bigger interest in food whether it is cooking, buying, or eating food, consumers demand higher quality, they want to challenge themselves, and evolve their cooking skills. It is thereby clear that the this is a tendency that is proving right, more people are indeed becoming foodies.

Another tendency is that consumers want convenience, people today are living busy lives and they want to be able to be healthy, eat good, but at the same time they want to save time. They demand well-assorted stores where they can buy everything they need and they want to be inspired in these stores, so that they do not need to spend much time debating what to cook. My respondents all stated that they did their groceries in stores that were close to them, so in

that way they prefer convenience, they also liked to do groceries in well-assorted supermarket as they met their demands. However, many of my respondents did not seem to mind going to more grocery stores than one, even though they liked the well-assorted stores, they wanted to find most of their things in discount stores and then go to well-assorted supermarkets. This shows that price is also a deciding factor for them when they do their groceries. My respondents did not express much that health and inspiration was important when they did their groceries, resulting in that this tendency is relevant in some aspects like convenience to a certain degree, but not so much in regard to health and inspiration.

Lastly, a great deal of my respondents bought or wanted to buy organic, they also wanted to buy animal friendly products and products that were environmentally good. This is consistent with the food tendency that more and more are thinking about responsible consumption. People today are getting more aware of the nature, animals, but also what they expose their own body to. However, a great deal of my respondents also expressed that they really wanted to buy organic and animal friendly products, but they thought it was too expensive. Thus, from my interviews I found that a great deal of people are interested in responsible consumption, making this tendency relevant, but only to a certain degree as a large group of people also choose to do without because of their economy.

The other tendencies did not seem to be relevant for my respondents, when I asked what they valued most when choosing their products none of my respondents expressed the desire for transparency, they did not state that they demanded clean and natural products, meaning that the tendency "clean eating" has not been confirmed through my interviews. The tendency "free from" has slightly been confirmed in the sense that some of my respondents mentioned that they bought organic and natural products because they were cautious as to what they exposed themselves too, however, this was a minor concern that only two respondents mentioned. When I asked how big of a deal health meant to them, most of them said it was not the biggest issue, they were not concerned as to whether they ate the right kind of food, this can be transferred to that the tendency "protein – still going strong" can be disconfirmed, however, this is not completely clear from my interviews. When I asked my respondents what they valued most when grocery shopping only some of them mentioned local produces as a factor which can confirm the tendency "location, location, location" however, this was not a

major concern for them and at it was only relevant to a few of my respondents, this tendency can only be confirmed to a slight degree. The last category "less is more" was not mentioned at all, food waste was not a subject any of them mentioned, which disconfirms this tendency. However, these findings might be biased to the questions I asked, they might be more relevant if the questions asked where more direct.

2: How can foodies' behaviour be analysed through Bauman, Giddens, Slater, and Gabriel and Lang's theories on self-creation

According to Bauman, Giddens, Slater, and Gabriel and Lang we need to create our own identity, this identity is created based on who we want to be and who we perceive ourselves to be. It is important that we create an identity because we now live in an individualised world where our identity is no longer embedded in society. But how can this be done? Is it even possible to do so out of for example, cooking like my respondents are trying to do? My respondents expressed in different ways how cooking was a part of themselves and that it was embedded in their personalities, but some of my respondents saw cooking as a smaller part of themselves.

Several of my respondents wanted to be known for their cooking skills and interest, in addition, they wanted to have an expert role, to be someone their acquaintances called for cooking advice, they wanted to create that image of themselves. Those of my respondents who were hesitant to state that cooking was a direct part of their identity still admitted that it had some effect on their personality. This is consistent with Giddens' theory on an ongoing self-narrative. Self-identity is according to Giddens a reflexive project. The fact that they wish to be seen as someone who loves to cook is not only consistent with Giddens' theory on a reflexive self but it is also consistent with Gabriel and Lang's theory that not only is the life story we create a part of ourselves, it is also a story of who we want to be.

If we see cooking as a form of consumption it can then be compared to Slater and Bauman's theory on that identity is a part of one's consumption. Bauman and Slater state that identity is a function of consumption and that the image we create around ourselves through products, thus, becomes a fundamental way of knowing and identifying ourselves, and that it is the individuals task to create oneself in today's modern world, consumption, thus, becomes a vital part of who we are and who we strive to become. But will the consumption ever end, will products continuously be used to create our own desirable identity? Gabriel and Lang furthermore explain that we create our own self-image and seek our identity through consumption. If we look at the physical products, many of my respondents used their kitchen equipment as an indicator to how big of a foodie they actually were. They used their lack of

equipment to show that they were not fanatics and some used them to describe that they had a bigger interest than others.

My respondents explained that they establish their social identities within a group of people by stating that they have an interest in cooking because their acquaintances also have that interest, so they want to be able to participate in conversation surrounding food and cooking. Furthermore, they want to establish their social roles, cooking has become an identity indicator because they, as mentioned, want to be seen as persons who are good at cooking within their social circle.

If we then look at the intangible aspect of cooking as consumption, we can look at Slater's theory on social identity, he states how our social identity also is not a given but something that is ever changing through consumption, consumption, thus, become an indicator of our social stance, Gabriel and Lang additionally state that identity is something that is created through others.

Will they however ever be satisfied with how their roles are or will they continuously strive to become that person in every situation, this is what Bauman states as endless consumption, it is a spiral that is never ending and we seek a fulfilment through consumption that is never achieved.

Thus, my respondents all are in some form or another creating their identity through cooking. They all want to create an identity of someone who loves to cook and someone who is good at cooking. Furthermore, they use consumption as a part of their identity-creation if we see cooking as what they consume, especially if we look at cooking as an intangible source of consumption.

3: How can a company like Arla Unika create brand equity towards foodies in the light of David Aaker's theory on brand equity?

David Aaker states that brand value or brand equity is a set of assets, which are: brand awareness, perceived quality, brand loyalty, and brand association.

My respondents all had different views on if brand mattered when choosing a product, some of them stated that it had either because they recognised the brand as something positive or because it had a negative association to them. This recognition or recall of a brand would then make my respondents to either buy the brand or steer clear from it creating either a positive value for the brand or negative value. This is consistent with what David Aaker describes as brand awareness, brand awareness refers to whether the consumer remembers or recognises a brand, this then has an influence on whether they would buy the product. A company like Arla Unika must then make sure that consumers have a positive view on the brand and remembers the brand as a good brand that they would choose again, as it is clear from my interviews that recognition and recall can have a crucial effect on whether my respondents would buy a product or not from a brand.

When talking about quality and products, my respondents all mentioned that the packing was important. They said that packing was an indicator of whether a product was high quality or not. Furthermore, most of them stated that if the product had disappointed them regarding quality they might choose it again if the producer stated that the product was improved, but to most of them this was unlikely. David Aaker explains this as perceived quality. If a company needs to succeed in creating brand equity then they need to make sure that the products exude quality, they need to find what indicates quality for the consumers and they need to protect their products from negative reputation, and what is clear from my findings is that packing is the most important indicator of quality, and that it is hard to turn a negative impression to a positive one.

David Aaker also mentions brand loyalty as an asset in creating brand equity, he states that is important to create loyalty among consumers as it will increase value to the brand and the way to do so is, amongst other things, through different customer programs. My respondents all expressed that it would be a positive thing for Arla Unika to have customer loyalty programs, it would make them buy their products to a higher degree and it would give them positive associations to their products, however, my respondents also mentioned that it was

important that a niche brand like Arla Unika had a well thought out plan so their brand did not become too expanded and lose their niche feeling. Thus, having customer loyalty programmes are a positive thing for a brand to have and it will generate customer loyalty. However, one programme that is not well-received with my respondents were database marketing, they did not want to receive a lot of vapid emails, but if the emails were relevant and they only received them occasionally, they would not mind. Therefore, a brand must consider their database marketing so that they do not shower their customers with vapid emails, but that they rather invest time in creating relevant and well thought out emails.

Limitations with the project

In this section I would like to focus on the limitation that I have met during this project. I will discuss the possibilities there is to do further research within this project and field.

I have interviewed 10 persons who all know Arla Unika to some extent and who all are very interested in cooking. In my analysis, it became clear that because of similar quotation many of my respondents' answers were similar and that many of my respondents had the same point of view in regard to the theme I was concerned with. To avoid this I could have asked more broad questions and tried to change my questions even more. I could also have chosen to do more interviews to get more different point of views, but because of the time frame and because of the extent of this project that was not possible, nonetheless, this would have been preferred. Furthermore, because of the snowball effect my respondents have similar age and background, which also made the answers very similar, this could have been avoided if I had additionally done a quantitative study in for example, a supermarket with a scheme to ask whether or not a person was interested in cooking and food and then randomly have selected a group of 10 or more persons who were interested to do an interview, then the respondents would not have been chosen through the snowball effect, thus, creating a variation in respondents. The reason for not doing so was again because of the time frame and extent of the project, but also because it would be very hard to do a 25-minute interview on the spot and it would be further challenging to get random people to schedule an interview at another time.

Another limitation in my project was to get enough information from Arla about Arla Unika, preferably I would have gotten information on their demographic and their marketing strategy to know who their customer segment is and to find what type of branding they are interested in doing. This information was not possible for me to retrieve from their website and unfortunately Arla Unika would not cooperate.

Lastly, it would have been ideal for me to have found more concrete numbers regarding the 8 food tendencies, to see how many people are becoming foodies and to find further information about the other categories, this, however, was not possible as I could not find any further information and I could not find the author of the article.

Conclusion

This project has shed light on the mind sets of foodies. It has explained that a foodie is a person who has a strong interest in food and cooking, furthermore, it has shed light on how a niche food company like Arla Unika can brand themselves towards foodies.

Bauman, Giddens, Gabriel and Lang, and Slater all state that we are living in a modern world where we are disembedded from the chains of society and therefore our identity is no longer a given but something that is created by our self and that our identity is created through our interaction with other people as we tell an ongoing narrative, a life story, of who we want to be. In addition, Slater, and Gabriel and Langs also states that our identity is created through consumption, Bauman adds to this and states that the modern society, in which we live, is a consumer society. By using these theories, I have tried to answer my research question *How do foodies create their identity through their interest in food?* My analysis shows that my respondents are clear foodies, they all expressed a high interest in food and cooking and they use it as an identity marker. Foodies create their identity through their interest in food by aiming to be a person that people around them see as a good cook and an expert when it comes to food, because they, themselves, identify as someone who is passionate about cooking and who is good at it, they create a narrative around themselves and that is how they create their identity through their interest in food.

To answer my second research question *How can Arla Unika brand themselves to these consumers?* I used David Aaker's theory on how to create brand equity because, at the end what a company wants to do is to create brand value by using the correct branding methods. David Aaker states that there are four assets to create brand equity, brand awareness, perceived quality, brand loyalty and brand association, and if Arla Unika were to use these, they would create a stronger brand. My respondents, who can be described as foodies, all agree that Arla Unika has some nice and attractive products, they look good and most important all my respondents had good associations with the brand and would buy it again. However, one of the things that Arla Unika must work on is their visibility, they need to make their products more available and visible for my respondents to buy them, however, they should be careful as to how they make themselves more visible because all my respondents agree that Arla Unika still needed to be a niche product that only cater to a small group, so

Arla Unika should consider expanding their products to more delicacy stores and special well-assorted supermarkets. Furthermore, my respondents all believed that Arla Unika was a good quality brand, so Arla Unika should continue with their high-quality production. Lastly, if Arla Unika was to have more loyal customers they should, besides being more visible and available, have customer clubs. All my respondents stated that if they made a well thought out customer club, it would help them to become loyal customers. Arla Unika should consider creating an exclusive customer club where they have special tasting events for their club members and where they send out inspiring e-mails, however, they need to be careful not to bombard their members with too many e-mails as this will have a negative effect.

Looking at the 8 new food tendencies, this project can confirm the tendencies; more people are becoming foodies, convenience – easier to be healthy, and be the change – responsible consumption, furthermore, the tendency; location, location, location can be confirmed to a lesser degree. However, some of the other food tendencies can, very small degree, also be seen as relevant.

Bibliography

Aaker, David A. (2010). *Building Strong Brands.* London: Pocket Books

Bauman, Z (2006). *Flydende Modernitet*. København: Hans Reitzels Forlag.

Bauman, Z (2012). *Liquid Modernity*. Cambridge UK: Polity Press,

Brinkmann, S and Kvale, S (2009). *Interview – introduktion til et håndværk*. København: Hans Reitzels Forlag.

Bryman, A. (2012). *Social research methods*. New York: 4th Ed. Oxford University Press inc.

Carson, D. and Gilmore, A. and Perry, C. and Gronhau, K. (2006). *"Qualitative Marketing Research"*. London: SAGE Publications Ltd.

Clarke, V. and Braun, V. (2016). *Thematic analysis* in The Journal of
Positive Psychology

Eriksson, P and Kovalainen, A (2008). *Qualitative Methods in Business Research*. London: SAGE Publications ltd.

Flyvbjerg, B (2006) *Five Misunderstandings about case-study research* in Qualitative Inquiry, vol. 12 (2), pp. 219-245. Sage Publications

Gabriel, Y. and Lang, T. (2006). *The Unmanageable Consumer*. London: Sage Publications

Giddens, A (1991). *Modernity and Self-identity*. Standford CA: Stanford University Press

Giddens , A (1994). *Modernitet og Selvidentitet.* København: København: Hans Reitzels Forlag.

Guba, Egon C., (1990). *The Paradigm Dialog*. Thousand Oaks, CA: SAGE Publications Inc.

Hansen, H. (2016). *Branding. Teori, Modeller, Analyse.* Samfundslitteratur

Keller, K. (2013). *Strategic Brand Management. Building, Measuring and Managing Brand Equity*. Essex: Pearson Education Ltd.

Lapadat, J. C. (2010). *Thematic Analysis*, in Encyclopedia of Case Study Research, Edited by Albert J. Mills, Gabrielle Durepos & Elden Wiebe, Thousand Oaks: Sage Publications, Inc.

Mariampolski, H. (2006). *Ethnography for marketers – A guide to consumer immersion*. Thousand Oak, CA: SAGE Publications

Rasborg, K (2004). *Socialkonstruktivisme I klassisk og moderne sociolog,* in Videnskabsteori på tværs af fagkulturer og paradigmer i samfundsvidenskaberne, Edited by Lars Fuglsang and Poul Bitsch Olesen, pp. 349-385, Roskilde: Roskilde Universitetsforlag

Petersen, A. (2011). *Selvet, Sociologiske perspektiver* (1st Ed). København: Hans Rietzels forlag

Slater, D. (1997). *Consumer Culture and Modernity*. Cambridge: Polity Press

Spencer, Renee and Pryce, Julia M., & Walsh, Jill (2014): *Philosophical Approaches to Qualitative Research*, in The Oxford Handbook of Qualitative Research, Edited by Patricia Leavy, pp. 79-191, Oxford: Oxford University Press

Yin, R. K. (2014). *Case Study Research – Design and Methods.* Thousand Oaks, California: SAGE Publishing Inc.,

American Marketing Association. Retrieved: December 28, 2016
https://www.ama.org/resources/pages/dictionary.aspx?dLetter=B

Arla. Retrieved: December 21, 2016

http://www.arla.com/company/responsibility/farm-quality

Arla. Retrieved: December 21, 2016

http://www.arla.com/company/responsibility/arla-and-eat/

Arla. Retrieved: December 21, 2016

http://www.arla.com/company/responsibility/nature-and-environment/

Arla. Retrieved: December 21, 2016

http://www.arla.com/company/responsibility/environmental-strategy/sustainable-farming/

Arla. Retrieved: December 21, 2016

http://www.arla.com/company/healthy-living/our-health-strategy/make-milk-even-better/

Arla Unika. Retrieved: December 28, 2016

http://www.arlaunika.dk/om-unika/

Arkin, M (2014, 08 January). *Historien om Arla Unika*. Retrieved: January 2, 2017

http://www.euroman.dk/gastro/historien-om-arla-unika

Epdrup, N (2011, 21 October). *Hvad er socialkonstruktivisme?* Retrieved: January 19, 2017

http://videnskab.dk/kultur-samfund/hvad-er-socialkonstruktivisme

Det Dansk Sprognævn. *Nye ord i Dansk fra 1955 til i dag.* Retrieved: December 1. 2016

https://dsn.dk/noid/?q=foodie

Landbrug og Fødevarer (2015, 28. December). *8 vigtige fødevaretrends i 2016*. Retrieved:
December 28, 2016

http://www.lf.dk/tal-og-analyser/forbrugere-og-trends/foedevareanalyser

Landbrug og Fødevarer (2016, 19. April). *Danskerne har ny verdensrekord i økologi-forbrug*.
Retrieved: Febuary 21, 2017

http://www.lf.dk/aktuelt/nyheder/2016/april/danskerne-har-ny-verdensrekord-i-oekologi-forbrug