Cell Phone Carriers, TV-Commercials &

Branding

A study of cell phone carriers TV- commercials, branding and its affect on young people

Master thesis in Business and Administration

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Abstract

Problem: As almost everyone has a cell phone today, keeping your customers is very important. An important group for cell phone carriers is young people. This is a group that uses cell phones more and more. However, attracting these people could be hard. One of the most common strategies to attract customers today is promotion through TV-commercials. Another strategy that has gained popularity is branding. We therefore asked ourselves how these strategies could affect each other and eventually young peoples’ choice of cell phone carrier.

Purpose: Our purpose is to investigate how branding and communication strategies are best used in cell phone carriers TV- commercials, and how they affect young peoples’ consumer behavioral processes.

Method: To solve the purpose of this thesis we have used an inductive approach. We have gathered both quantitative and qualitative data. Quantitative data have been collected from a questionnaire filled out by students from Jönköpings University and qualitative data from a focus group we have held. The results were analyzed with help from theories about communication strategies and branding.

Conclusion: Branding has a strong influence on young peoples’ view on cell phone carriers TV- commercials. However cell phone carriers TV-commercial have no direct effect on young peoples’ choice of cell phone carrier. It just has an indirect effect since; TV-commercial can be considered a source of information or a way of forming attitudes.
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1 Introduction

In this chapter an introduction to our study is given. The chapter starts with a short background to our study. The problem is discussed leading to our research questions and purpose. Further our delimitations and a disposition of our thesis is presented.

1.1 Background

In many industries competition is getting tighter as products and services are getting more similar to each other. One of the industries that are typically connected to competition is the telecommunication industry. Today there are four big players in the telecommunication industry in Sweden Telia, Tele2, Telenor and Hi3G Access (3) (PTS, 2008).

Today’s telecommunication companies offer services very similar to each other, it is therefore very important to try to be different when possible and to make your brand strong in the minds of consumers (Aitchinson, 1999). One of the most common ways to make your brand stronger is through advertising. By exposing potential customers repeatedly with your brand, the awareness of your brand will increase, leading to a stronger brand name which will eventually result in more customers getting interested in your products (Peter & Olson, 2008).

To increase brand awareness it is important to reach a big audience, one of the most common ways to do that is through TV advertising. TV advertising was first introduced in USA in 1941, where the TV channel NBC started to air TV- commercials between TV-shows. In Sweden TV- commercials were not allowed until the early 90s, however Swedes were exposed to TV- commercials already in the late 80s, as TV3 which broadcasted via satellite showed TV- commercials for the Swedish audience. The first channel which legally aired TV- commercials in the Swedish terrestrial network was TV 4 (Persson, 1993). Today TV advertising reach everyone, watching TV is one of the most common leisure activities and most people have several TV channels where they are exposed to advertising regularly. TV advertising plays a big role in today’s society and can therefore not be underestimated (Grusell, 2008).

TV advertising is a medium that combines pictures, movements and sounds, and this combination has a strong influence power when used as a communication channel for advertising (Jobber, 2001).

Advertisers usually want people to interpret ads in a certain way. One of the basics might be that they want us to understand the purpose of the ad, i.e. what they are promoting. This may not always be that easy. People are different; they have different values and backgrounds and can therefore interpret ads very differently. This is why TV advertising is a good media for promotion and especially for getting brand awareness; you do not need to direct the advisement to specific individuals. Even though people interpret media in different ways they catch interests, needs and wishes, regardless of what demographic group they belong to (Jefkins, & Yadin, 2000).
As people are different a set of different communication strategies are used in TV – commercials today to reach everyone. The four main strategies used today are rational, repetitive, emotional and social. These strategies can be used in many ways. However a clear trend can be seen in advertising and especially in advertising where the main purpose is to increase brand awareness. It is now common that companies are trying to make TV- commercials with a special theme and with recurring characters, by doing that almost all communication strategies can be used in companies set of TV- commercials (Dahlqvist & Linde, 2005). This strategy is applied by almost all of the major cell phone carriers. Telia has a family who take advantage of all their services, Telenor has advertising involving a business man who travels around the world and Tele2s latest advertising campaign which can be seen in Figure 1 involve a sheep to point out the cheap price of their services.

| 1. | CHEAP: I NEVER WANNA DIE! BOOORN TO BE SHEEEP! |
| 2. | MAN: SHUT UP! CHEAP: SORRY, JUST BATHING! |
| 3. | BRAND IMGAGE | 4. | CHEAP: BOOORN TO BE SHEEEP! MAN: SHUT UP! CHEAP: HEY YOU SHUT UP! |

Figure 1 Tele2 Born to be Sheep

Thanks to the technical development more innovative ways of branding can be used, like the ad campaign described earlier for instance. Even if branding getting more and more innovative, branding is nothing new, companies have used it for many years (Fan, 2005). A strong brand is one of the most important assets for a company today. One way of seeing this importance is by looking at the value of today’s biggest brands. Strong brands like Coca Cola and Nike are worth hundreds of millions of dollars today. But getting a brand of these strengths does not happen overnight. To build a strong brand it is important to know how the brand can be used (Melin, 1999). As the Swedish Internet magazine E24 says, branding for cell phone carriers is getting more and more important. Earlier phone carriers tried to attract customers with new technology and low prices. Today the story is different, now it is about selling a feeling, a lifestyle and this feeling and lifestyle, which is usually associated with a brand (E24, 2009).

During the last decade a change of the use of brands can be seen. Earlier, brands were only used by companies selling consumer products to gain competitive advantage, now brands are used by everyone, both service and manufacturing companies using branding as a competitive tool (Melin, 1999). Now service companies, like cell phone carriers are successfully using branding to compete in the market place, and by using communication strategies for TV- commercials in a more creative way, they can increase their brand equity to new levels. With these facts in mind we thought it would
be interesting in investigating how branding and communication strategies are best used in cell phone carriers TV-commercials, and how they affect students consumer behavioral processes today.

1.2 Problem discussion

When looking into previous research in the area of branding and TV advertising we found some interesting studies. Grusell, 2008 in her book “*Reklam – En Objuden Gäst*” talks about how we interpret commercials in media. She discusses what we think about commercials, how we judge the content and how it affects us. Melin, 1999 describes in his book “*Varumärkesstrategi – Om konsten att utveckla Starka varumärken*” how effective a brand can be and how it has changed during the years, and he also discuss how to make the most out of your brand. In addition to these books we have also been inspired to write this thesis by reading other students theses such as “*En klädkedjas TV-reklam*” by Lennström, Håkansson, 2008. This thesis is about what feelings and expectations you get, from watching clothing TV-commercials. Further it tells you what people think about TV-commercials and how they interpret them. Another thesis that has inspired us is “*Med musik som försäljningsredskap*” by Asmudsson, 2008 which is a thesis about how music affects TV-commercials, and what effect the music has on viewers.

As stated earlier we have found various studies related to branding and TV-commercials. Some of the studies found are in small niche areas in the field, like clothing and music. However we have not found any studies about branding and advertising in the telecommunication industry. We therefore thought it would be interesting to look into this area since the telecommunication industry is an industry where branding has become very important during the last years. This may be due to the fact that the services in the communication industry are now very similar to each other. In a market where the product offered are very similar to each other it is important to try to be different and one way of doing that is to create a strong brand in the minds of consumers (Aitchinson, 1999).

If you cannot reach your customers and make them aware of your brands you are out of business. One of the most common ways to spread the word about a business to the people is through advertising and one of the biggest media channels for advertising today is television (Peter & Olson, 2008). Through TV-commercials you can easily reach out to a big audience by using different communication strategies (Dahlqvist & Linde, 2005). TV is a crucial media channel if you want to increase your brand awareness and get the people to know what you are offering (Peter & Olson, 2008).

By using TV-commercials, companies can increase the awareness of their products and services. Furthermore TV-commercials can be used to create a good image and to get an advantage over your competitors (Thomas, 1997). However this is always not that easy. When creating a TV-commercial, the TV-commercial may not be that successful in the eyes of the viewer as you thought it would be. Your viewers may not interpret your communication as you intended. Even if you are using an emotional communication strategy and you want it to be perceived funny, your audience may
think differently, leading to that your message not going through, and or are interpreted differently than the original intention (Skapa, 2009).

As of today (Spring 2009) we are in the middle of one of the biggest economic downturns in history and many companies have realized that something needs to be done. During poor economic conditions like this reaching out to customers is very important. For example during the IT- crises in 2001, many companies said, we need to do something, what many did was that they started to put more of the marketing budget on search engine marketing (Skapa, 2009). Just as companies realized that something needed to be done during the IT- crises, companies today have to rethink their marketing strategies since we are in an economic downturn again, the marketing needs to be more efficient (Skapa, 2009).

Spreading the word about your business is more important in all businesses during bad times, but one business which it is extra important is in the telecommunication industry. As almost everyone has a cell phone today, keeping your customers is very important. Further, getting new customers will not only increase your market share but you will decrease your competitors’ market share as well.

Due to the big user base and competition in the telecommunication industry, it is hard to get new customers, the cell phone carriers in the market place today offer services very similar to each other, the only way to compete is therefore basically through price and branding. Many people just want the cheapest plan but others might chose their cell phone carrier based on the brand as well. People chose brands they can associate themselves with, they may pick it because they trust it, thinks it is cool, is business oriented etc.

An important group for cell phone carriers is young people as these people have knowledge about the different cell phone carriers available on the market. This is also a group of people that use the cell phones more and more, 92 % of people between 18 and 24 have a cell phone today, and the trend is that they spend more and more money on their cell phone (Nilsson, 2008). This group has also replaced other products with their cell phone, for example many do not carry a wrist watch anymore, as they check the time on their cell phones instead (Flashback, 2009). Young people also use the cell more and more as an entertainment product today (Nilsson, 2008). This group of people is in essence important to reach out to, because of two reasons. First they are spending more and more money on cell phones, which means that they are a big income source. Secondly this is a group that does not use the normal telephone; they only use their cell phones (Sydsvenskan, 2005).

The reasoning mentioned earlier about the importance of branding and reaching out to customers while they are young through media channels like television, lead us to the research questions stated in section 1.2.1.
1.2.1 Research questions

How does branding affect young people’s interpretation of cell phone carriers’ TV-commercials, and their consumer behavioral process?

Which communication strategies are best to use in cell phone carriers’ TV-commercials to attract young people?

How do cell phone carriers’ TV-commercials with its applied communication strategies affect young people’s consumer behavioral process?

1.3 Purpose

Our purpose is to investigate how branding and communication strategies are best used in cell phone carriers’ TV-commercials, and how they affect young peoples’ consumer behavioral processes.

1.4 Delimitation

As of convince, this study is based on opinions of students from Jönköping University. Thus young people and students are used as synonyms in this thesis. Students and young people are defined as people who are between 18 and 30 years old and are attending at Jönköping University.
1.5 Disposition

Chapter 1 – Introduction

In this chapter an introduction to our study is given. The chapter starts with a short background to our study. The problem is discussed leading to our research questions and purpose. Further our delimitations and a disposition of our thesis is presented.

Chapter 2 - Frame of reference

In this chapter important concepts and theories related to our research questions and purpose will be discussed.

Chapter 3 – Method

In this chapter, our choice of the research method will be presented. Further on, our method for collecting and analyzing data will be presented.

Chapter 4 - Empirical findings

In this chapter the result from the questionnaire and the focus group are presented. The questionnaire result is presented in a logical order with our research questions and the structure of our questionnaire in mind. The focus group result are presented after the result from the questionnaire.

Chapter 5 – Analysis

In this chapter our result is analyzed with our research questions and presented theories in mind. The result from the questionnaire and focus group are analyzed together and presented in relation to our research questions.

Chapter 6 – Conclusion

In this concluding chapter we answering our research questions according to our result, analysis and theories used. Further we present criticism against our study and give tips for further studies.
2 Frame of reference

In this chapter important concepts and theories related to our research questions and purpose will be discussed.

2.1 Branding

A brand is according to the American Marketing Association (2009) “a name, term, sign or design or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of a competitor”.

2.1.1 Brand value

David A. Aaeker, (1991) a professor in the area of branding states that brand equity is a number of brand assets and liabilities connected to a brand. It is the name or symbol that gives or takes away value from a product or service to a company or its customers. As the value of a brand is related to the brands symbol and name, if it is changed, the value of the brand might be affected. Sometimes the entire value disappears but usually some of the value is transferred to the new name or symbol (Aaker, 1991).

The assets and liabilities that builds up a brand usually differs in different situations but in general they can be divided into five different categories; brand loyalty, name awareness, perceived quality, brand associations, other proprietary (brand assets – patents, trademarks, channel relationships, etc). In this thesis the focus will be on brand awareness and brand loyalty (Aaker, 1991).

A brand creates value both for the brand holders and its customers. For customers a brand can give value by providing confidence for a purchase decision, a customer might feel more confident and satisfied after buying a product with a high quality brand than after buying a product with a brand of low quality. Brands can also create value for customers by helping the customer to interpret, process and store large quantities of information. If someone mentions Google for instance most people would directly associate it with internet and online searching. Hence by just hearing the brand Google, a person can quickly process what he or she just have heard and can directly come up with related information (Aaker, 1991).

If a brand create value for the customers it will eventually lead to value creations for the company or brand holder as well. A good brand will also make it easier to recruit new customers; promotion of products of familiar brands is usually easier, as less people tend to be skeptical about the brand or product quality if the brand is well recognized. A good brand can also increase brand loyalty among customers, if the customer is satisfied with the company’s products and its brands it is less likely they will try products from competitors. Brand loyalty is both seen as a dimension of brand equity and affecting brand equity (Aaker, 1991).

High brand equity usually allow extra margins as it might allow premium prices and reduced dependence on promotion campaigns. Another advantage for the company is that brand equity can act as a base for making brand extensions. High brand equity can
also give benefits in distributions, just as customers middlemen feels more comfortable when dealing with brands with good reputation than when dealing with less known brands. High valued brands also give a competitive advantage for the company since competitors might feel the high valued brand as a barrier in the market place (Aaker, 1991).

The above reasoning can be summed up in a model made by David A. Aaker (See Appendix 1 for the detailed model), this model is according to Melin (1999) one of the most common models to describe brand equity today. Many branding processors either have similar reasoning about brand equity like Aaker or they simply cite Aaker's work in their research. However some authors like Melin (1999) and Randall (2001) criticize Aaker's brand equity model and reasoning since the factors listed in the model are hard measure. Most people could agree that factors such as brand awareness and brand loyalty are important for a company, but how important they are and to what degree do they have an impact on brand equity is hard to know. Aaker just state these factor have an impact on a company's brand equity he does not say if the factors are equally important or if they should be weighted in a certain way (Randall, 2001).

2.1.1.1 Brand equity building

There are three ways for a company to gain brand equity, “build it, borrow it or buy it”. Brand equity can be built through repeated advertising and by making the brand resulting in positive experiences. Brand equity can be acquired by borrowing brand names from other products with high brand equity i.e. extending a positive brand name to other products. Finally brand equity can be acquired by buying brands that already have high brand equity (Melin, 1999).

2.1.2 Brand loyalty

Brand loyal customers are one of the most important assets for a company; it is often referred as the core of brands equity. If a customer do not care about the brand name and instead base purchase decisions on features, price and convenience, these customers are not brand loyal, hence they do not add any extra equity to the brand. If the opposite occurs, they keep buying the brand regardless of features, price and the convenience of buying other brands. The customers can be referred as brand loyalists and they add extra equity to the brand. This means the customers gets extra value true the brand as itself or through symbols or slogans related to the brands. Brand loyalty can be measured as customers' attachment to a brand.

Brand loyalty mirrors the likelihood of a customer to switch to another brand, especially when changes occur to the brand, like change in price or product features. The more brand loyal customers a company have, the less vulnerable it is to competitive actions. Brand loyalty can therefore be seen linked to future profits, since many brand loyal customers means many future sales can be expected. (Aaker, 1991).

Brand loyalists are people loyal to a specific brand; they have special ties to it and buy it on a regular basis. A brand loyalist usually feels affection to a specific brand and has deep knowledge about the brand and the product category. This leads to these people experience a high involvement during decision making to get the best brands for their
needs. Products and services with high brand loyalty could for example be cloths, sports equipment and cars (Peter & Olson, 2008).

To refer a consumer as brand loyal they do not only need to buy a product on a regular basis. They also need to have a cognitive commitment to the brand. The brand must have meaning for the consumer; they are not buying the product repeatedly because of convenience or low prices. They buy the brand because the brand represents important benefits or values to them.

Brand loyalty can be defined as “an intrinsic commitment to repeatedly purchase a particular brand” (Peter & Olson, 2008). Brand loyalty can easily be confused with repeated purchase behavior. The main difference between brand loyalty and repeated purchase behavior is that brand loyalty focuses on commitment to the brand while repeated purchase behavior focuses on the behavioral action where no concern is given to the underlying reasons for the consumer behavior. The opposite to the brand loyalists are variety seekers or brand switchers, these people are instead of being committed to one particular brand constantly trying different brands and by that they are getting cognitive stimulation. These people are curious novelists and are getting bored by sticking to the same brand (Peter & Olson, 2008).

It is very valuable for a firm if they are able to attract brand loyal people that are also heavy users. In order to be able to attract these customers a good strategy is to use comparative advertising, in this kind of advertising you show the heavy users the advantages of switching to your product and by that hopefully make them do that (Peter & Olson, 2008).

If a company has many brand loyal light-users, the company should focus on increasing their use of the brand (Peter & Olson, 2008).

2.2 Reference group influence

Reference groups are usually referred to a group of people which having influence over an individual’s purchase decision. A reference group can be of any size, just from one person to more than 100. Important reference groups are usually families, close friends, co-workers, formal social groups, leisure and hobby groups and neighbors (Peter & Olson, 2008).

Reference groups can influence consumers in two main dimensions. First to which degree a product or service is considered as a necessity or luxury. Necessity is goods owned by almost everyone i.e. a cell phone/cell phone plan, a luxury good is a good only own by a small group of people. The second dimension describes the degree in which a product is known by other people. This dimension is usually divided into two types, public or private. A public good is a good in your possession that everyone easily can see, like a watch. A private good on the other hand is a good usually used home or in private, which very few are aware of that you posses. A combination of the two dimensions produces a matrix where one degree of reference influence is associated with each dimension combination in the matrix (Peter & Olson, 2008).
2.2.1 Reference Groups and Marketing Strategy

Taking advantage of reference groups is common in marketing and usually a good marketing strategy. In this strategy marketers try to stimulate group influence, and this strategy is therefore usually used by firms who come to gatherings to sell products. In this type of events it is likely if you chose to buy a few items your friends will feel group pressure to do the same. This strategy can also be used in other circumstances like, phone carriers usually offers discounts when calling people with the same carrier, and this may result to that social groups use the same phone carrier (Peter & Olson, 2008).

2.3 Consumer Behavioral Processes

2.3.1 AIDA

One of the most common ways to describe the consumer behavioral processes is through the AIDA model, developed already in 1898 by a businessman called St. Elmo Lewis. St. Elmo Lewis findings act as foundation for the today’s consumer behavior research. According to the AIDA model consumers are rational and behave according to a certain framework (Dahlqvist & Linde, 2005). It is important for marketers to be aware of this since one good way for creating a good message in a commercial is to follow the AIDA framework. When creating a commercial after the AIDA framework the message should first get the viewers attention, then create an interest in the product/service promoted, then create a desire to buy the product or service, and at last it should obtain action meaning the customer will buy the actual product or service. (Kotler et al, 2004)

2.3.2 Knowledge Attitude and Action model

The AIDA model shows a simplified picture of the consumer behavioral process. In reality the consumer behavioral process is much more complicated. The AIDA model assuming that people are rational and always are searching for information before making a purchase decision, this is not always true in reality. Researchers has taken this in consideration and come up with a new model describing the consumer behavioral process. This model involves three elements: Knowledge, Attitude (feelings), and action. This model can in addition to the rational behavioral process described in the AIDA model also describe unconscious behavior, learned behavior, and social behavior by reordering the elements. In the rational behavior form the elements are ordered in its standard order (Knowledge – Attitude – Action). The customer starts out the purchasing process by looking for information (Knowledge). After the information has been gathered, the consumer process the information and then create an attitude towards the product based on factors such as price and quality. This type of consumer behavior is usually used when buying luxury items such as cars, computers and home electronics (Dahlqvist & Linde, 2005).

In the unconscious consumer behavioral process the elements are reordered in the following order: Attitude – Knowledge – Action. In this behavioral process feelings and attitudes plays a crucial role and act as a foundation for the purchasing process. This type of process is common in elections (Dahlqvist & Linde, 2005).
In the learned consumer behavioral process the consumer act on signals based on previous experiences and therefore the consumer take action first and then later evaluate the decision. In this process the elements are ordered in the following order: Action – Knowledge – Attitude. This type of consumer behavior is common when picking brands among consumer goods. Like you might always pick the same brand of coffee, toothpaste, soft drinks etc. (Dahlqvist & Linde, 2005).

The last behavioral process that can be described in the model is the social behavioral process. This behavioral process is similar to the learned consumer behavioral process, but instead of basing purchase decisions on previous experiences, consumer decisions are based on what type of social environment the consumers are part of. In this process action comes first just like in the learned behavioral process, but after action the consumer take attitude and feelings into consideration, which is based on the social environment they are part of, and at last knowledge about the product is taken into consideration. This type of behavior is common when buying fashion related products, when buying these kinds of products people tend to base their purchase decision on lifestyle, prestige, and social pressure, all these factors are part of social behavior. You follow a specific purchase pattern based on the social group you belong to (Dahlqvist & Linde, 2005).

2.4 Communication strategies

There are two main commercial strategies, personal sales and mechanic sales. Personal sales are when you have personal contact to the customer either by eye to eye or mouth to mouth. The pros with this method are that you can get a personal contact but the cons are that it is very expensive. Mechanic sales are when you take help of mass media to reach a big audience. This method is very cost effective, but as you can hear from the name it is mechanic and impersonal. Hence TV- commercials for instance are based on the mechanic method. (Bergström, 2008)

When it comes to mechanic sales, there are many different communication strategies that can be used for delivering a message, and make consumers think and react in a certain way (Kotler et al, 2004). Communication strategies it is about thinking before acting. What is important is to act from a pre stated structure where knowledge about the market and the target group is important. If you know where you are positioned in the market it is easier to know which way to take. If you know who you are talking to and how motivated the targeting group are, it can give you a clue on what communication strategy is suitable to use (Bergström, 2008).

Dahlqvist & Linde (2005) describes four types of strategies that can be used to reach different types of target groups. These are the rational strategy, the emotional strategy, the repetitive strategy and the social strategy. These strategies can be described in Figure 2.
2.4.1 Rational strategy

The rational communication strategy is playing with the viewers’ self-interest. This strategy shows that the product or service promoted will produce a desired benefit. Messages where this strategy is used usually highlights the quality, value or performance of a product or service (Kotler et al, 2004). This strategy is good to use when the target group is highly motivated and acts rational to a promotional message. The rational strategy has been a common used marketing method for promoting infrequently bought goods like cars, insurances, kitchen appliances and other luxury items. This type of communication should consist of arguments that are built on logic and can many times be rather complex information but this is possible due to the high motivation among the target audience (Dahlqvist & Linde, 2005).

In the rational strategy it is common that the functions of the product's are in focus, meaning that the product works as a base in the communication. Furthermore there are several ways to strengthen rational arguments; partly you can show more in depth how the product works. You can also take the use of a person that has used the product, as the person can witness about the products features. When doing that it is useful to show before and after pictures as it will enrich the promotion message (Lundgren, 1999). Furthermore strengthen your arguments can be done by taking use of an expert and his recommendations about the product. This type of strategy is often used in TV commercials regarding hygiene articles and medicines (Leiss et al, 1986). Commercials promoting these types of products fit best on places where it can reach consumers having special interests in these kinds of products. Therefore it is common to see these types of commercials in special interest magazines and on specialized
television channel, for example hygiene articles is very common in magazines targeting women. The risk with the rational strategy is that the motivation among the target group can be overestimated. If that is the case the message is lost and the message will not reach the recipient (Dahlqvist & Linde, 2005).

2.4.2 Emotional strategy

Emotional strategy is something that you should be familiar to, as you are exposed to this type of advertisement every day, you see it on TV, in magazines, and when walking around in the city. What really stands for emotions loaded marketing is that through these kind advertisements you put the viewer in a positive emotional state. This is done by showing beautiful and happy people, sex, humor our surprising elements in the commercial (Söderlund, 2003).

The emotional communication strategy is playing with viewer’s emotions by generating positive or negative emotions in the minds of the viewers. Messages where this strategy is used usually cause positive emotions such as love, humor, pride, promise of success and joy or negative emotions such as fear, guilt and shame. An example of commercials involving positive emotions could be phone commercials where someone happily talks to someone else through a phone. Negative emotions are usually used in commercials where the purpose is to make people do things they should like brush their teeth or invest in a pension plan. Negative emotions could also be used in commercials where the purpose is to prevent people from doing things, stop people from smoking, drinking or eat fat food (Kotler et al, 2004).

Emotional loaded strategy is often used when the target group is highly motivated and takes decisions that are based on feelings. Help organizations often use this type of strategy, but during the last years it has become more common when it comes to marketing of other types of products and marketing campaigns aimed for branding as well. The strategy is good for TV- commercials aimed for brand building, as the goal with this type of communication is to give the customers a relationship and a feeling for the brand. So this type of communication strategy is usually not used in order to market a specific product, instead it is used in order to get company associated with positive contexts to increase brand awareness and brand value. This can be done by highlighting charity activates done by the company within the society (Söderlund, 2003).

However the emotional strategy is not always good, sometimes it can be seen as a negative strategy, since it can be considered to be a bit unclear. This can have a negative impact, people can get the impression that the company or the product as non-serious. Another risk with the emotional strategy which is shared with the rational strategy is that the messages can be complicated; leading to that everyone does not understand it (Dahlqvist & Linde, 2005).

2.4.3 Repetitive strategy

When a student are studying for an exam, they are often very motivated to rehearse there notes. They are unlikely to do so when watching TV- commercials. Usually our thoughts linger on the commercial for no longer than the time it appears on the screen.
in front of us. It is only when the information is relevant for us that we take the time to rehearse it. Then to overcome this problem you can show the commercial repeatedly. This leads to that the audience are forced to rehearse the commercial leading to that it will be built in the long term memory (Söderlund 2003).

For marketing cheap products the repetitive communication strategy is recommended. This strategy implies that you repeat the message several times, either in a TV-commercial or in, what it is more common, in a series of TV-commercials. The message should be uniform, clear, simple and it is common to use a slogan (Dahlqvist & Linde, 2005). There are several similarities between the repetitive and the rationalized strategy but within the repetitive strategy the arguments are less complicated and are more frequently repeated. TV-commercials of this type are often built simple and the product's functions and qualities are usually not included in the commercial clip. Instead the focus is on the brand and the product's name and design (Leiss, 1986).

Big companies that have large budgets for marketing are more frequently using this strategy. In many cases the effect of the repetitive strategy leads to that the consumers both aware and unaware, are choosing precisely that product when they are in a store. This is because they are being exposed several times to the message and therefore they know it by heart. The repetitive strategy is therefore an effective strategy to use when the target group is lowly motivated, but nevertheless rationalized in its decision making. It is common that the repetitive strategy is used when marketing products like toothpaste, shampoo and others necessities. (Dahlqvist & Linde, 2005).

2.4.4 Social strategy

The social communication strategy is good to use when the target group have low motivation and their decision making are based on feelings and intuitions. In this communication strategy the marketer is trying to associate the product with a lifestyle. This is done by giving the viewers a feeling that they are part of the lifestyle shown in the commercial. This will eventually make people feel strong associations to that lifestyle, leading to future purchase of the products promoted (Dahlqvist & Linde, 2005).

When trying to associate the product to a specific lifestyle you can use a specific environment for example an office. In those cases were a particular environment is not used, the person itself has to illustrate the lifestyle. Unlike in the rational strategy where an expert is used, the social strategy uses a person to be seen as idol or role model, for example having a celebrity in such commercials is common. The added value created by a lifestyle or person creates a need among consumer. The need can take form in a way that consumers can feel alienation, if not using a particular product. Because of underling messages saying you need to buy the products if you want to belong to the group. Furthermore in order to create a feeling of fellowship it is common to have the product in a social context where the product is the focus, and persons gather and socializing because of the product (Grusell, 2008).
A very common argument when it comes to the social strategy is “buy to join”, and it has been used in commercial targeting a younger generation. One example of this is Coca-Cola's brand Fanta, where the argument is to share the fun, “Fanta, share the fun” (Dahlqvist & Linde, 2005).

2.4.5 IQ - EQ

As a marketer it is also important to know that the consumers think in different ways, if they are controlled by IQ-acting or EQ-acting. By knowing which of these two ways of acting that control your target group, the company can design the commercial in the right way. IQ and EQ can be explained by our brain which consists of two halves, which have different strengths. The left side of the brain controls logical thinking which is important in understanding math and languages for instance. The right side of the brain is instead controlling emotions like music, colors and shapes. Commercials can then be designed after what type of individuals you are targeting. Even though individuals are controlled by both sides it is common that one side is more dominant than the other (Dahlqvist & Linde, 2005).

<table>
<thead>
<tr>
<th>Left – IQ (Intelligence Quota)</th>
<th>Right – EQ (Emotional Quota)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logic</td>
<td>Fantasy</td>
</tr>
<tr>
<td>Analyze</td>
<td>Music</td>
</tr>
<tr>
<td>Math</td>
<td>Daydreaming</td>
</tr>
<tr>
<td>Language</td>
<td>Colors</td>
</tr>
<tr>
<td>Words</td>
<td>Rhythm</td>
</tr>
</tbody>
</table>

Table 1 IQ - EQ

It can often be hard to know if the target group has an IQ or an EQ dominate side. To find this out you can use demographic and psychographic variables to analyze your target group (Dahlqvist & Linde, 2005).
Figure 3 Argument Matrix Model (Dahlqvist & Linde, 2005)

This model can be seen as a summary of all the communication strategies. It shows the different types of arguments, thus ways of communicating. Further it shows how the arguments can look like, ranging from basic arguments to deep arguments and from rational (IQ) to emotional (EQ) arguments (Dahlqvist & Linde, 2005).

To be able to choose the right argument type and communication strategy, you need to know which group of people you are targeting. You have to know if they are emotional or rational and if they prefer deep or basic arguments. Thus the more knowledge you have about your target group, the greater is the chance that your message will reach through (Dahlqvist & Linde, 2005).

2.5 Music and sound

Music contributes to give TV commercials an additional dimension and creates an atmosphere in TV commercials (Lundgren, 1999). Music and sound can be used in commercial to create a spirit and experience. Sound can give a better perspective, and create closeness, deepness in a commercial. Further it can create a room felling towards otherwise flat images and boring pictures. There are three main sound types used in commercials:

- Voice over: Instead of having written information you have a person reading the message. This type of method often give a strong impact. It becomes realistic, professional, verified and suggestive; this method can take form in form example a dialog or interview in a TV-commercial.
- Effects: Sound effects can be realistic our designed to create an experience.
• Music: Music creates an atmosphere. The power of music is that the audience often has a strong relationship towards certain music.

A famous researcher about the effects of music in commercials is Gorn. According to him, music that addresses the viewer, will lead to that the viewer generate more positive thought about the product. He also says that music affect the viewer more, than giving relevant information about the product (Gorn, 1982). However there are also people saying that music can distract the viewer from embracing information about a product. However if the music fits the product it will have a boosting effect for the ad (Brown & Volgsten, 2006).

2.6 Young People’s views on TV- commercials

In 2000, at Örebro's University, a study was made about young people’s attitude towards TV- commercials. The results were that most young people said that they were negative to TV- commercials. However one thing that the young people were positive towards were when humor was included in the TV- commercial, but those commercials not including humor and also were repeated many times were seen as negative (Mral & Larsson, 2004). A previous study from 1994 made by Konsumentverket regarding the same subject, showed that a part of young people were positive to TV- commercials, but they were more and more negative to TV-commercial that were more frequently showed (Jarlbro, 1994). Further the research from Örebro showed that TV- commercials that consisted of a lot of information were not in general liked by the young audience. Examples on such TV- commercial were household articles, as detergents and similar products. These type of commercial is usually built on pure information about the product and shows repeatedly, this is something not liked by the young audience, as they instead prefer commercials they find entertaining. Young people also liked when the message were built on feelings and to be able to get tough the right feeling in the TV- commercial, music were the most important part (Mral and Larsson, 2004).

Further this is explained by Hedlund and Johannesson, (1993), they say that one reason to why young people think feelings play a big role in TV- commercial, could be that young people are scared of being outsiders. This is something TV- commercial takes advantage of, and it aims on that sensible community through a product, for example you have to purchases these jeans in order to belong to this group. The trick of making hints to feelings is one of the most powerful rhetoric tricks within commercial (Hedlund & Johannesson, 1993).

Young people also said that TV- commercial that contains feelings and entertainment also gave trustworthiness to the message. (Dahlqvist & Linde, 2005).
2.7 Summary

Here is our concluding model where you can see that branding and TV commercials communication strategies affects each other and the consumer behavioral process that eventually leads to a purchase decision.

Branding affects how you interpret commercials. If you like a specific brand you are more open towards commercials from that brand, and if you dislike a brand you are more negative towards commercials from that brand. Hence all knowledge and experiences you have of a specific brand affects your interpretation of commercials form that brand.

Looking on the other way around, commercials with its communication strategies affects your view on brands. For example annoying commercials (repetitive) or happy commercials (emotional) can affect your view of brands promoted either positively or negatively.

In conclusion both branding and commercials forms your attitude towards different brands and through commercials you enrich yourselves with knowledge about the brands promoted and their products. All this will have influence on your consumer behavioral process and eventually lead to a purchase decision.
3 Method

In this chapter, our choice of the research method will be presented. Further on, our method for collecting and analyzing data will be presented along.

3.1 Research Process

The section below describes how the data in this thesis has been collected and what type of methodology we have used. Questions answered in this method section are, what sort of data was needed, how data was collected and how it was analyzed. Further how big sample was required and how we did select the sample is discussed in this section. In this section we also discuss what questions have been included in the questionnaire and the focus group and how they have been analyzed and presented.

3.2 Research Approach

When conducting this research we had two different approaches to choose from, an inductive approach and a deductive approach. The type of approach that you are going to take depends on what your purpose is. With a deductive approach, you have to develop a theory and a hypothesis and then test it by designing a research strategy. If taking an inductive approach you would first collect data and then develop a theory from the data analysis (Saunders, Lewis & Thornhill, 2003).

The choice of approach can best be made from the purpose, and with our purpose in mind an inductive approach fits best. The reason for choosing this approach was that we were planning to understand a phenomenon and develop a theory and hypotheses that were related to the literature, instead of explaining what happened (Saunders, Lewis & Thornhill, 2003). Our intentions were to move from theories towards empirical findings, and develop new theories. We used general theories from the areas like communication strategies and branding. The theories were collected from articles and literature, and worked as a framework for our study. The empirical data was collected through a questionnaire and through a focus group. The empirical findings were then in the end of the study analyzed with our own summarizing model in mind, which lead to creation of new knowledge, and new theories.

3.3 Research strategy

We have chosen to use a survey strategy as our main strategy and we had a mini case study strategy as part of our survey strategy. Surveys are popular since it allows you to collect data from a large amount of people in a highly economical way. This strategy is most frequently used to answer questions like who, what, where, how much and how many. Using a survey strategy should also give you more control over the research process, and when sampling is used it is many times possible to generalize to the whole population, however the important thing to remember then is that your sample must be representative for the whole population. The data that you have collected is often quantitative data and you can analyze it quantitatively using descriptive and inferential statistics. In addition you can have reasoning for particular relationships between variables. However there is one big drawback with conducting a
questionnaire, if your questionnaire is poorly made it might have big impact on your findings (Saunders et al, 2007).

We used the survey method since we liked to ask the questions who, what, where, how much and how many. Further since we aimed for a sample size of 500-600 this is clearly one of the best method to use. Then the drawback with conducting it poorly we minimized with conducting a pre test.

3.3.1 Case study

When we write case study we mean mini case study, and this means that you do a case study but in a smaller scale (ICRM Center for Management Research, 2009).

According to Robson, a case study is; “a strategy for doing research which involves an empirical investigation of a particular phenomenon within its real life context using multiple sources of evidence” (Saunders et al, 2007). The phenomenon that we were to investigate was how branding and communication strategies are best used in cell phone carriers TV-commercials, and how they affect young people consumer behavioral processes.

This was done by using multiple sources, by having TV-commercials from the main cell phone carrier. This approach is most suitable when you are searching for a rich understanding of a phenomenon within a specific context. Therefore, the strategy is most appropriate when doing exploratory or explanatory research. When it comes to the exploratory study there are three principles for conducting research; we can make a search of the literature, interviewing “experts” in the subject our conducting focus group interviews (Saunders et al, 2007).

Yin (2003), distinguishes between four different case study strategies based on two dimensions; Single case vs. Multiple case and Holistic case vs. Embedded case (Yin, 2003). Since we were going to take a look at the four major telephone companies in Sweden and their TV-commercials, we chose a multiple case strategy. We have the holistic case approach since both the data from the questionnaire and focus group is collected from the same source.

This study aimed to investigate how branding and communication strategies are best used in cell phone carriers TV-commercials, and how they affect young peoples’ consumer behavioral processes. Since the purpose is to investigate the relationship between branding and TV-commercial and how this in the end affects students in a decision of choosing cell phone carrier, we choose to have an explanatory study. The emphasis here is to study a situation or a problem and then analyze the relationship between different variables. Since there have been no research done on the specific population of this study, the results were to explore the phenomenon of how TV-commercials were interpreted and how it affected consumer behavior for telecommunication services among young people, and therefore it would be of the exploratory kind.
3.4 Data collection

When it comes to data collection you can choose between two different methods and they are quantitative or qualitative. Quantitative research is used when data is put into numbers, in some cases you can investigate entire populations through quantitative research, but usually just a sample of the population is analyzed (Davidsson, 1997). In qualitative research the researcher tries to find a deeper knowledge within the research area with help of theories and other phenomena where the main focus is emphasized on attitudes and opinions (Svenning, 2003).

When the purpose is to answer questions like “what”, “where” and “when”, quantitative data collection is suitable and gives a good view of a general opinion. However if the questions to be answered are “why” or “how”, qualitative data collection is more appropriate, and can be conducted through a case study for instance (Saunders et al, 2007).

The choice of method you are going to use depends on what problem you have. When conducting our study we were to use a combination of both a quantitative and a qualitative research method. This because having both quantitative and qualitative data make the trustworthiness higher in the study. We were first to collect quantitative data through a survey, including a small questionnaire on student’s attitudes towards TV-commercials. The survey was to be passed out to a large sample of students in Jönköping.

To get a more in-depth understanding of young people attitudes to brands in the telecommunication industry, we also created a focus group with ten students, where this topic was discussed. The people in the focus group were selected from those students who previously have answered the small questionnaire that were sent out earlier, and they were randomly selected to participate in a one hour-long discussion. The discussion was to be focused on the selected phone carriers TV-commercials and how the students interpret them.

### 3.4.1 Primary and secondary data

The next step was to collect all the necessary data in order to fulfill our purpose and to answer our research questions. When it comes to collecting data, there are two different types of data and they can either be primary or secondary data.

### 3.4.2 Primary Data

Primary data can be defined as information that has been collected directly from the source and have not been analyzed by anyone before. There are many different methods to use when collecting data like this and there are pros and cons with each method (Saunders et al, 2003).

Primary data can be collected by using methods such as interviews and questionnaires. Then with primary data you mean data that is unique, for both you and your research, this is also the purpose with collecting this type of data, due to it is unique. Further most researches require primary data, when conducting a research, regardless on what level you are on (Saunders et al, 2007).
The primary data in this study was collected in two different ways, first in from of a questionnaire and secondly in form of a focus group. First the questionnaire was analyzed and with the results we prepared the focus group. The results from the questionnaire helped us to see with questions to include in the focus group, meaning that those questions that needed more clarifications could be brought up. The primary data that was collected is reliable data, first since the large sample of 1115 on the questionnaire, and second since the ten people in the focus group could randomly be selected from 108 people from the questionnaire that were positive to be included in a focus group. Further since they by themselves said yes to be included in a focus group means that they are positive to the discussion, and that were to give a more reliable data.

3.4.3 Secondary Data

Secondary data is data already collected by someone else, for a different purpose. As it is already collected and analyzed, the data has to be reanalyzed to be connected to your problem to give more insight. Secondary data can be both qualitative and quantitative and can consist of documentary secondary data, including written materials, such as books, journals, newspapers and academic articles (Saunders et al, 2003).

There is a lot of secondary data that we have used, both from books and articles, and we have carefully decided which theories that fit the purpose and the research questions. Many articles have been found on Google scholar, Scopus, books from the school library have been of great help, and also e-books found on internet.

3.5 Sampling

When choosing your respondents there are in many cases impossible to include the whole population. This is the case in or study and therefore we had to choose a sample from the population for our study. When defining your sample frame you need to know, who to select, how many you need to select, and how you will select them (Denscombe, 2003).

For our study we used students from Jönköping University to represent our target population. This is because the university has a high concentration of people between 18 and 30 years old which was our target group.

Our attentions were not to generalize our findings to a larger population, anyway the process of selecting a good proportion of elements from the entire population was important. So first we had to find the population and according to Saunders et al, (2007) a population is a complete set of cases or group. Then this would be all students in Sweden between 18 and 30 years old.

To get reliable data from our sample we aimed for a bigger sample, about 500-600. To be able to reach out to our sample we used an electronic questionnaire. Using an electronic questionnaire makes it a lot easier to reach a bigger audience but not only that it is faster and to a lower cost. Then using the mass e-mail function on the Jönköping University we would reach around 9500 students giving us a good sample
frame. The questionnaires were open for one week and the response rate at that time were around 14%, meaning that we had a sample size of 1328, which can be considered as a satisfactionary result. For example in Great Britain when doing an opinion poll, a sample over 1000 people are satisfied (Denscombe, 2003). It can be considered as a representative sample of students view in Jönköping, however not more since our sample does not represent students in Stockholm for example. Then after removing the respondents that were not within our target group we had a sample size of 1115. Those that were removed were either below 18 or above 30 or not students, removing these respondents were necessary due to it would give a misleading data otherwise.

3.6 Non Responses

According to Sounders et al, 2007 there are four main reasons for non-responses in a survey: refusal to respond, ineligibility to respond, inability to locate respondents, and respondent located but unable to make contact. As we sent out an internet questionnaire the reasons for non-responses in our case are limited to refusal to respond and inability to locate respondents. People who got the email with our questionnaire might have ignored it, hence they refused to respond, or they might have received it but missed it for some reason, hence we were unable to locate these respondents. As we got more than 1000 responses which is more than enough to get a reliable result for our study we decided to ignore the non-responses and the impact they could have had on our result.

3.6.1 Delimitation of population

The purpose of the thesis was to investigate how branding and communication strategies are best used in cell phone carriers TV commercials, and how they affect young peoples’ consumer behavioral processes. According to us young people are between 18 and 30. Since the access to a large amount of young people on the Jönköping University we have decided to pick the students at Jönköping University as our target population. At Jönköping University there are four different schools, Jönköping International Business School (JIBS) and Jönköping School of Engineering (JTH), School of Health Science (HHJ) and School of Education and Communication (HLK). In total there are around 9500 students in our target population (School of Education and Communication, 2008).

3.7 Questionnaire

Questionnaires are one of the most widely used social research techniques. The idea with having a questionnaire is that you formulate precise written questions, regarding those opinions or experience that you are interested in (Blaxter, Hughes, Tight, 2006).

We decided to conduct a questionnaire, as written earlier. This was to be done in order to get some primary data. One good thing with using questionnaire is that it is easier to reach a larger number of respondents, which was or goal (Saunders et al, 2003).
The questions in the questionnaires were built upon the research questions but also on the frame of references, meaning that we tried to cover each area with one our several questions. The small questionnaire was also developed from previous questionnaires dealing with this subject, doing like this added trustworthiness to our research.

A questionnaire can consist of both open and closed questions. With closed questions you have already some pre-stated answers presented and the respondent can only answer one or more answers from the presented once, depending on the question is designed. The pros with having this type of questions are that it is fast, an easy way of collect the data and to analyze it. However the cons are that in questionnaires thoughts from the respondents are being summarized as single words. Furthermore there is a possible to have open-ended questions as said before, and an open-ended question is where the respondent has the ability to answer in any possible way. The advantage here is that you will get a more unique answer, what the respondent really think. Then the cons with this type of question are that you can easily misinterpret what the respondent really thinks and it is also a time-consuming method (Bradley, 2007). However we decided to use both open- ended and closed questions since it would give a better results, regardless of the pros and cons. The questionnaire was in the beginning only to be used as a tool for collecting the right respondents to the focus group. However during the process of making the questionnaire we decided to include a bit more questions and when receiving the results we saw that the results were better than we had thought. Therefore we decided to have the results from the questionnaire in the results part.

The questionnaire was made through an online software called vizzualforms and it was sent out to all students on Jönköping University. We got 1328 responses for the survey which can be considered as a satisfactionary result. As expected most of the people who answered the survey was between 18 and 30 years which are our target group. Unfortunately slightly more women than men were represented. This is probably due to a majority of the respondents are studying at HLK or HHJ where most students are women. Even through the majority of responders was part of our target group we decided to drop the few that were not, in order to make our study as representative as possible. When dropping the respondents not part of our target group, 1115 answers were left to be included in the study. After this point we closed the survey, meaning all responses after this point where ignored and not added to the study. This was done because we felt that we did not need more responses, 1115 responses is more than enough to get a reliable result, adding the new responses that keeps coming in would only be time consuming and would not add more creditability to our report.

3.7.1 Questionnaire design

Included in the questionnaire we had 16 questions and to get a more professional look we have used a questionnaire software provided on internet called vizzualforms.com, we have not only used this software to be able to get a good layout but also due to it provided us with a easy and fast solution for the distribution of the questionnaire and also when analyzing it. The design of the questionnaire was that people in their e-mail got a link were they would get access to the questionnaire, and then by them self with
little instruction fill it in. We had multiple choice, likely scale, open-ended questions in
the questionnaire. When designing the questions we browsed the web looking for
previous questionnaires dealing with the same subject and also so they were to fit the
research questions. Those questions being of multiple choices style, we randomly put
the questions in different order so the results would be more trustworthy. On the
likert scale the respondents were asked to determine how well they agree to a
statement. Likert scale is a method that used in questionnaires, and here the
respondent can state how well he or she agrees to a statement, for example strongly
agree or strongly disagree (Oxford Reference Online, 2008a). We used a four likert
scale, where the respondents were to have an opinion, one side to agree and another
side to not agree, meaning that they all need to take one side. Then one question
asking, what is the first thing that you think of when you hear the word cell phone
carrier? This question we had in the beginning, so the respondents won’t be affected
by what is included latter on in the questionnaire. Then the following questions was
getting more and more advanced and the last question was about if they want to
participate in our focus group.

3.7.2 Pre Test
The last step when it came to the questionnaire design was to test the questionnaire
with a small number of people before conducting the main survey. The ideal thing to
do is to test the survey on the same kind of people that you will include in your main
survey. The idea of having these types of tests is that it can reveal unanticipated
problems about for example with questions, words and instructions. It can help you to
see if the respondents understand your questions and if they can give useful answers.
One important thing to keep in mind is that if you change any questions after a pre-
test, you should not combine the results from the pre-test with the results from the
post-test interviews (Colorado State University's, 2009).

3.8 Focus Group
A focus group can be defined as “a group of people assembled to participate in a
discussion about a product before it is launched, or to provide feedback on a political
campaign, television series, etc” (Oxford Reference Online. (2008b). A focus group is a
method that is good to use when doing a quantitative research and the purpose is to
look for the attitudes and views regarding the topic in question (Barbour, 2007). When
doing a quantitative research, questionnaires are often used, and it also very suitable
to use, while a focus group provides a more in-depth study. According to research a
combination of these two methods has shown to be highly productive. Due to this we
decided to combine these two methods, beginning with conducting a survey in a form
of a questionnaire then going further with conducting a focus group (Saunders et al,
2007). The focus group is built upon the creation of a discussion, and the proper
question to have, is open ended questions, which will give room for a discussion
(Stewart, 2007). During the focus group there were more focus on students’,
regarding the statement how they interpret and reasoning around the TV-
commercials from the phone carriers. The focus group created an opportunity to
observe a large amount of interaction on a topic in a limited period of time based on
our ability to assemble and direct the focus group sessions. The three major
advantages of conducting a focus group are; the possibility of collecting data from a wider range of behaviors, a closer study of the interactions among the members in the group, a focus group will give a broader and more open discussion of the topic of interest (Morgan, 1997).

The most efficient way of collecting the data from a focus group is to record the discussion, either you can record the sound or sound and picture, depending on the purpose. When the focus group is done you then analyze the data (Stewart, 2007). What we did was that we recorded the discussion only with voice, and to be sure of the quality we had to different source from where the sound was recorded from.

Since we got many respondents, in total 1328 answered the questionnaire and after deleting those that did not fit within the target population we ended up with 1115 respondents, due to this large sample we decided to only conduct one focus group. Here we went more in-depth to get a greater understanding in those questions that were not answered from the questionnaire or were not clear.

The focus group was conducted on the 22nd of April between 18:00 and 19:00. The location was the living room in the student corridor where both of us lives. This is a more relaxed environment like in your own living room were you watch your own TV. So the environment will be as in real world, and therefore be more reliable. Furthermore we had three different screens where the members could see the TV-commercials on. Before we started to see the TV- commercials we gave some pre information of why we were conducting this focus group, and then we started to show all the nine TV- commercials in a row, the order of the TV- commercials have also been randomly selected. Watching the TV- commercials in one row will symbolize a TV-commercial break on TV. The total length of the TV- commercials was 5:12 minutes and that will symbolize a normal TV- commercial brake on TV. The reason why we had nine TV- commercials were that we aimed for the length around five minutes (has been approximated).

The questions asked during the focus group were based on the questionnaire, meaning that they represent the problem and purpose since the questionnaire is based on that.

After seeing all the TV- commercials we asked the questions; what TV- commercial did you like best and why. Then what TV- commercial did you not like, and why. The questions were asked directly to some of the members and then the discussion started. Then those members that were not as active, we directly asked questions to them so we also got their opinions. The first discussion where not that in-depth, the purpose was instead to get a fast answer with a smaller discussion. This is due to we would like to have a scenario as in real life were you watch TV, you do not have that much time to think of the TV- commercial, before something else disturbs you, for example, friends, family, the TV program starts.

The second part of the focus group were to get more in-depth data, and here we showed the TV- commercial one by one, and in between we had a deeper discussion about the TV- commercial. There is one exception where we showed both the Telenor TV- commercials after each other due to illustrate the repetitive strategy. Before we showed them the TV- commercial we also gave them a small paper with information
about TV-commercial, what strategies that TV-commercial may have. Furthermore there were some bullet points to keep in mind when discussing the TV-commercial. The reason for giving them this small paper with information was to keep them with the topic and also to bring up discussion regarding what data we were looking for, this will also enhance the validity. After the focus group was done we gave them some coffee and some cakes.

3.9 Data analysis

When analyzing data there are several methods on you can use. There are also differences ways of analyzing quantitative or qualitative data (Saunders et al, 2007).

3.9.1 Analyses of the Quantitative Data

When it comes to the quantitative data there are different methods of how to analyze the data, but there are four main ways, and they are descriptive statistics, inferential statistics, simple inter-relationships and multivariate analysis. Descriptive statistics can be defined as describe the basic features of the data in a study. The data is showed as simple summary about the sample and the measures. Showed with simple graphics analysis, variable frequency, average, and ranges (Blaxter, Hughes, Tight 2006).

The data collected from the questionnaire and the focus group has been analyzed by using different strategies. The data from the questionnaire where first analyzed directly by the survey software, after that we exported the data in to Microsoft Excel after that to make the analysis even easier we exported the data to Microsoft Access, to easier compare the result from different questions. The data was then showed in graphs to see the relationships between different questions. The results here then worked as a base for the questions in the focus group.

3.9.2 Analyses of the Qualitative Data

Qualitative data refers to non-numeric or data that have not been quantified (Saunders et al, 2007). The data from the focus group was first transcribed two times, one time each and then we compared the two texts with the notes we took during the focus group. During the focus group many things were said, some parts that were of no interest some that were more important for our study. The question is then, what is important, so there are four key points when looking for the important data, frequency, specificity, emotion, extensiveness and big ideas. Frequency means that comments that more frequently discussed is more important data, but you cannot forget opinions said once or twice. Specificity means that you should give more attention to comments with more details. With emotion means that comments with strong emotions, is given more weight. Extensiveness can be defined as how many people say the same thing, and those comments said by one person is not given that same weight. Big ideas refer to bring up the big ideas (Rabiee, 2004).

3.10 Generalization

Generalization of a research is an important aspect (Daymon, 2002). Generalization occurs when knowledge generated by a researcher for a specific context also can be
used in other contexts or for the whole population which the sample represents (Lewin, 2004).

Generalization from quantitative data is possible, but it is important to carefully select your sample in order to be possible to generalize to the whole population (Sigismund, 2009). However in our study we do not have a representative sample from the population since we only have students from Jönköping University and therefor we cannot generalize.

Case studies have been criticized that it is not a good method when it comes to generalizing ability (Daymon, 2002). So when choosing a case study approach it may therefore be a good idea to look in forehand on what possible criticism you might get for generalization upon your research. By knowing this you can easily maximize the creditability of your generalization. The most common critique against case studies is that they instead of giving a clear description of the situation they often gives biased analyses and evaluations (Denscombe, 2003). Some says that generalizations drawn from case studies have lack incredible due to the use of small samples which also generate biases. Therefore it is so important that we have to explain more specifically why and which parts that can be generalized in the research (Daymon, 2002).

What you are interested in when doing a case study is to make a deeper research in a specific case, meaning your study will be unique comparing to existing once. Due to this, it may be hard for the readers to compare your findings with others. Meaning that if you want people to find your findings interesting and bring value for the readers, your study should be able to be generalized.

Case studies cannot be generalized in the same way as quantitative research. Furthermore qualitative research is usually not based on statistic when representing larger populations. For example when analyzing middle managers you do not choose them because of they are “middle”, meaning that they should be between all the employers, representing the whole company, this is not true. You choose them because you are interested in just this population, the middle managers, no one else (Daymon, 2002).

When dealing with problems related to generalization, you have to identify and clearly explain what features are similar between your research and others research in the same area. Meaning that you have to tell how your findings fit to the overall picture and how your research can be compared to others (Denscombe, 2003).

### 3.11 Validity

Validity has to do with whether your methods, approaches and techniques actually relate to, or measure, the issues you have been exploring (Blaxter, Hughes, Tight, 2006). With validity in our thesis we mean, the measure techniques to measure what we were intended to measure (Zikmund, 2000). To be able to strengthen the validity in a qualitative data collection you need essential empirical findings and as well as a suitable respondents (Svenning, 2003). Furthermore there are three approaches to validity; face validity, criterion validity and content validity. Face validity refers to whether the test appears to measure what was intended to be examined, and this is
the case in our thesis since we can easily connect the results to the purpose and research questions. Face validity is dependent on the judgment by us. Content validity is a non-statistical type of validity and it about the ability to be able to give an overall view of the sample. Criterion validity refers to the measures used for prediction or estimation. Criterion validity can be divided in two ways, concurrent validity or predictive validity (Zikmund, 2000).

The first data collection in this study of primary data was collected by using a questionnaire and the validity of the results are of important because the intention is to investigate how TV commercials affect consumer behavior for telecommunication services among students and to find out what impact branding have. Pre testing the questionnaire adds reliability and validity (Colorado State University's, 2008) and this is something that we have done. When working on the design and the layout of the questionnaire we used many sources to support us making the right decision, this have lead to a greater face validity, to ensure that right questions were included in the questionnaire. Sources that we have used are scientific articles, previous questionnaires dealing with the same subject and finally see a related they are to our purpose. Once again using many sources adds to content validity both to the study in terms of validity in the results and in the questionnaire. Furthermore we conducted a focus group to collect more in depth data, people included in the focus group were randomly picked from those how responded on the questionnaire, having randomly picked the members in the focus group adds as well to more validity. Before the focus group we had made predetermined questions that were based on scientific articles and on what the results on the questionnaire, when having predetermined questions leads to that you actually measure what were intended to measure. Something that can affect the validity in a negative way is that both the questionnaire and the focus group were conducted in Swedish and during the process of translating Swedish to English could lead to translation error and data lose.

Moving over to the content in the thesis, frame of references, this part is collected from different sources, and the collection were thought articles, books and databases, then using our own knowledge when deciding on how relevant different sources are and how you can connect them to the purpose and the research questions. Using many sources adds to the validity.

Then when it comes to the validity in the measurement techniques that we have used, we have used Microsoft Access to sort and extract data and Microsoft Excel in order to analyze the data. The measurement process have been look thought twice in order to make sure that there is no errors.

3.12 Reliability

With Reliability means how accurate and consistent a measurement or instrument is. Meaning that if you conduct a test several times and the findings are the same every time, it means that you have good reliability. If another researcher were to look into the same questions having the same settings and they would come up with the same results, if so, your work might be judged reliable (Blaxter, Hughes, Tight 2006). This will lead to an accurate results and conclusions, and that the results and conclusions is no
coincides. However there are four main threats to reliability, subject or participant error, subject or participant bias, observer error and observer bias (Saunders et al, 2007).

Subject or participant error means that depending on when you for example conduct a questionnaire you may get a different result. For example if you hand a questionnaire to a person on a Monday morning, the person may fill it in different, then he would have done on a Friday afternoon. However this can be easily controlled by conducting you data collation on a more neutral day and time (Saunders et al, 2007).

Subject or participant bias means that the participants included in your sample may not be truthfully when it comes to their opinions concerning the topic in question. Instead they have answered in a way that is expected or wanted by someone else, for example the manager. It is good to be aware of this problem, and when analyzing the data you have to make sure that the data is telling you what you think they are telling you (Saunders et al, 2007).

With observer error means that the numbers of observers our researchers can affect the results, due to people may have different ways of asking questions to get their answers. So when people ask questions in different ways the respondents may interpret it different, and this affects the results so it may be deceptive (Saunders et al, 2007).

Observer bias means that the interpretation of the collected data may differ between the researchers (Saunders et al, 2007).

When it comes to the data collection we have both primary and secondary data. The secondary data were collected from books and articles. These sources can be seen to have high reliability since they have been rewired before they were published by different people before.

Regarding our primary data, that was collected by conducting an online questionnaire and a focus group. To minimize the threat of low reliability during the data collection we have taken different actions. When it comes to the questionnaire and the problem reliability we have done the questionnaire online and the questionnaire were sent out on a Tuesday and were accessible for one week. This means that we have minimized the errors when it comes subject or participant error, even though the bigger part of responses came during the first two days the questionnaire were accessible, we still received many answers the last 5 days as well. This means that we have received answers during all days during different times. This will add to reliability in subject or participant error.

Then when it comes to subject or participant bias, where it is hard to know whether the respondents are affected or not, maybe two friends did the questionnaire together and there for been affected. Observer error and bias is dealt with that, since the questionnaire is conducted online, all the respondents have received the same information and there for not affected by the researchers in any way and the results will be consistent, this will add reliability in subject or participant bias. Observer bias is handled by letting the survey software collecting and bringing the data together.
Therefore the data have been interpreted in the same way and we have not been able to affect it, resulting in high reliability.

Moving over to the focus group and how we dealt with reliability. Before conducting the focus group we had made predetermined questions in the goal of minimizing the observer error we knew what questions to ask during the focus group. To minimize subject or participant bias we directly ask questions to members in the group in the goal to minimize the answers being affected by others. Then when it comes to observer bias we recorded the discussion so when analyzing the results we could listen once more to make sure the results were correct.

Then when it comes to data analyze method by us, we have analyzed the data together so there is no difference in how the data is interpreted and analyzed, resulting in high reliability.

3.13 Trustworthiness

“Why should the reader of an inquiry report believe what is said there?” Lincoln & Guba (1985) pp11. This means that you need to show that the results that you have can be trusted. There are different strategies when dealing with this problem and they are prolonged engagement, triangulation, peer debriefing, audit trail and reflexivity using one of these methods will enhance the trustworthiness in the study (Lincoln & Guba, 1985).

To increase the trustworthiness in this report we have used audit trail and triangulation. Audit trail is something that the reader can look back on if he or she will make sure that the researchers have done a good job. Audit trails are recorded data like for example documents, computer files, voice records and other records (Lincoln & Guba, 1985).

The data from the questionnaire is saved in a excel file without any changes after that we have put it in to Microsoft Access, a data base were you can follow all steps that is taken to be able to analyze the data. Then when it comes to the focus group we both recorded the discussion and took notes, after that both of us transcribed the text to get a more accurate result.

To enhance the trustworthiness even further, we used the triangulation method. Triangulation method is that you compare your finding with previous research within the same area (Lincoln & Guba, 1985). Here we compared our findings with previous research both one made from Konsumentverket and one from Örebro University the results have been the same. Then we also have compared our two methods of collection the primary data, and the results from the questionnaire and the focus group are the same.

The trustworthiness in our thesis is high, due to we have used audit trail and triangulation. This means that the results can be followed in every step, as we have saved all data from the analysis so the reader can follow all the steps in the analyze process. Furthermore we have also compared our results with previous studies within
the same are done during the 90s and the results is the same, meaning that our research have a high trustworthiness.

3.14 Limitations

The purpose of the thesis was not to generalize to the whole population due to the focus only have been on students between 18 and 30 at Jönköping University. However our intention were not generalize to the whole population, the focus have in this thesis has been to investigate a specific generation as a critical case. So in the end the findings cannot be generalized, but used as a benchmark to a smaller population within the age of 18-30.
4 Empirical Findings

In this chapter the result from the questionnaire and the focus group are presented. The questionnaire result is presented in a logical order with our research questions and the structure of our questionnaire in mind. The focus group result are presented after the result from the questionnaire.

4.1 Data from the questionnaire

As mentioned earlier we have chosen to include 1115 answers, all answers are from people between 18 and 30 years old. Of the included subjects 68% were woman and 32% were men. When looking at the answers from these people we could find some interesting result.

The first question on the survey was designed in order to find out how big role TV plays in the life of our target group. We therefore simply asked them how many hours per week they are watching TV and for that question we got the following result:

<table>
<thead>
<tr>
<th>How many hours per week are you watching TV (excluding SVT)?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 h</td>
<td>601</td>
</tr>
<tr>
<td>11-20 h</td>
<td>401</td>
</tr>
<tr>
<td>21-30 h</td>
<td>99</td>
</tr>
<tr>
<td>&gt;30 h</td>
<td>11</td>
</tr>
<tr>
<td>Unanswered</td>
<td>3</td>
</tr>
</tbody>
</table>

Most people answered this question; only 3 people chose to not respond. When looking at the responses we can see that most people are not TV enthusiasts, 54% state they are watching TV 0-10 hours a week, 36% say they are watching TV 11-20 hours a week, 9% say they are watching TV 21-30 hours a week, and only 1% are watching TV more than 30 hours a week.

After the introduction question, questions mainly related to branding, TV commercials and consumer behavior were given in the questionnaire. The questions were somewhat mixed in order to get as reliable result as possible, but the result will here be presented in a logical order based on our research questions, starting with branding.

4.1.1 Branding

One of the most crucial factors in branding is brand awareness. To find out the level of brand awareness for cell phone carriers among young people we asked the surveyed the following in an open end question: When you are hearing the word cell phone carrier which one comes first to your mind? By asking that we got the following result:
When you hear the word cell phone carrier which is the first one that comes to your mind?

<table>
<thead>
<tr>
<th>Carrier</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telia</td>
<td>327</td>
</tr>
<tr>
<td>Telenor</td>
<td>132</td>
</tr>
<tr>
<td>Tele2</td>
<td>270</td>
</tr>
<tr>
<td>Comviq - 85</td>
<td></td>
</tr>
<tr>
<td>Tele2 /Comviq - 15</td>
<td></td>
</tr>
<tr>
<td>Tele2 - 170</td>
<td></td>
</tr>
<tr>
<td>3 (Tre)</td>
<td>264</td>
</tr>
<tr>
<td>Halebop</td>
<td>32</td>
</tr>
<tr>
<td>Other</td>
<td>55</td>
</tr>
<tr>
<td>Unanswered</td>
<td>35</td>
</tr>
</tbody>
</table>

Figure 6 Brand Awareness

For this question we got a little bit lower response rate then for the other questions in the questionnaire, 35 people chose to not answer the question. This is probably due to it is an open end question, which means a little bit more effort is expected from the respondents which unfortunately can result in lower response rates.

By looking at the result for this question we could find out that Telia has the strongest brand awareness among the respondents, followed by Tre, Tele2, and Telenor. In addition to the big 4 telecommunication companies Halebop is represented with 3% of the respondents’ votes. Worth noticing is that Tele2 owns the Comviq brand, meaning this together with a combinations of the two brands are represented in Tele2’s 25% in the stats. Of the 25% who wrote Tele2 or related brands 85 people (31%) wrote Comviq, 15 people (5.6%) wrote Tele2/Comviq and 170 people (63%) wrote Tele2.

Brand awareness among customers is important, but it is also important to have knowledge about customers’ level of brand loyalty. If customers keep switching cell phone carriers when new deals show up, having a high level of brand awareness might not matter that much. To find out the level of brand loyalty among students we asked them the simple question: How many cell phone carriers have you had in your life? The respondents’ answers for that question can be found in Figure 7:

<table>
<thead>
<tr>
<th>Carriers</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>287</td>
</tr>
<tr>
<td>2</td>
<td>501</td>
</tr>
<tr>
<td>3</td>
<td>240</td>
</tr>
<tr>
<td>4</td>
<td>60</td>
</tr>
<tr>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td>&gt;5</td>
<td>1</td>
</tr>
<tr>
<td>Unanswered</td>
<td>8</td>
</tr>
</tbody>
</table>

Figure 7 Brand Loyalty - Number of Cell Phone Carriers Had

Most people answered this question; only 8 people chose to not do so. Figure 7 shows that most people are somewhat brand loyal. 26% of the respondents say they have only had one cell phone carrier in their life and 45% say they have had 2 cell phone
carriers. However 30% say they have had 3 or more cell phone carriers, meaning even if the majority (71% have had just 1 or 2 cell phone carriers in their life) of students are brand loyal, there is a small segment of brand switchers among students.

To find out which cell phone carrier that has the most brand loyal customers we first asked the surveyed what cell phone carriers they have had in their life. The result for that question can be found in Figure 8:

<table>
<thead>
<tr>
<th>What cell phone carriers have you had in your life</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3 (Tre)</td>
<td>329</td>
</tr>
<tr>
<td>Halebop</td>
<td>187</td>
</tr>
<tr>
<td>Telenor/ Vodafone / Europolitan</td>
<td>395</td>
</tr>
<tr>
<td>Parlino</td>
<td>20</td>
</tr>
<tr>
<td>Telia</td>
<td>579</td>
</tr>
<tr>
<td>Tele2 / Comviq</td>
<td>702</td>
</tr>
<tr>
<td>Glocalnet</td>
<td>31</td>
</tr>
<tr>
<td>Other</td>
<td>67</td>
</tr>
<tr>
<td>Unanswered</td>
<td>7</td>
</tr>
</tbody>
</table>

Figure 8 Brand Loyalty - Brands Had

7 people chose to not answer this question. The result shows that most people have at some time had Tele2/Comviq or Telia as their cell phone carrier. Among the big four brands Tre is the brand which fewest people have tried out. Among the smaller cell phone carriers Halebop is the one most people have tried out at some time. Only 67 people or 6% of the respondents have owned phones with other cell phone carriers then the one stated in the multiple choice alternatives.

To find out further about which cell phone carriers that has the most brand loyal customers and the level of brand loyalty among young people we asked the surveyed what cell phone carrier they have right now. The result for this question can also be compared with the result from various other questions in the questionnaire to find out if there is a relation between the cell phone carriers the respondents have and their brand awareness and their preference of cell phone carrier TV- commercials for instance. The result for this question can be found in Figure 9.
When looking at the result of what cell phone carriers the respondents currently have you can see that the result is similar to the previous question (see Figure 8) which asked what cell phone carriers the respondents have had. Just as in the previous question the biggest proportion of the respondents’ answers end up at Telia and Tele2. The only differences are that Tre and Telenor are switching places and less people are using smaller cell phone carriers.

To find out what have influence on peoples’ choice of cell phone carriers and to get a deeper understanding of people’s level of brand loyalty we asked them this question: What had the greatest impact of your choice of cell phone carrier? The result can be found in Figure 10.

When looking at the result we can see that not surprisingly price is the most important factor when choosing cell phone carrier, on second place people state that they feel friends and acquaintances have had the greatest impact of choice of cell phone carrier. Status size and reputation which can be associated to brand loyalty got 11%. Even though it is hard to know peoples honesty when answering this question very few
people admit that TV-commercials were the reason for their choice of cell phone carrier. Only 10 people said TV-commercials were what had the greatest impact on their choice of cell phone carrier. As much as 12% state other reasons than the alternatives stated in the question as reasons for their choice of cell phone carrier. Among the other reasons the most popular answers were signal, nice offers, parents and the company they work for. Signal got as much as 28 votes, which can be seen as an indicator that we should have had included it as a pre stated option in the question.

4.1.2 TV-Commercials and Communication Strategies

Even though most people claimed that TV-commercials were not the biggest factor to their choice of cell phone carrier we can still assume it have some influence. Otherwise cell phone carriers would not keep exposing us with TV-commercials where they promote their brands or the new deals they offer. To find out what cell phone carrier’s young people think has the best TV-commercials we simply asked them that question. The result for the question can be found in Figure 11.

| What cell phone carrier do you think in general has the best TV-commercials? |
|-----------------------------|-----|
| Halebop                    | 22  |
| 3 (Tre)                    | 136 |
| Glocalnet                  | 37  |
| Telia                      | 414 |
| Telenor                    | 154 |
| Parlino                    | 16  |
| Tele2 / Comviq             | 233 |
| Other                      | 71  |
| Unanswered                 | 32  |

The result shows that most people prefer Telia’s TV-commercials, 38% or 414 people consider Telia to have the best TV-commercials. The cell phone carrier with the second best cell phone TV-commercials according to the respondents was Tele 2 with 22% or 233 votes. Telenor come on third place with 14% or 154 votes. The cell phone carrier among the big four with the worst result was 3 which only got 136 votes or 13%.

32 people chose to not answer this question, the reason why so many chose to not answer this question is hard to know, but one reason might be that some people do not find any TV-commercials to be good.

The result from this question can be enhanced by comparing it to other related questions in the survey. The answer to what cell phone carrier’s TV-commercials you prefer might be influenced by what cell phone carriers you own or have had owned, and it might also be influenced by which communication strategies that affect you.

To find out what communication strategies that works for young people we asked them about what kind of TV-commercials they like and what TV-commercials they
find easiest to remember. In both these questions the respondents had the opportunity to choose many different alternatives, these means the total sum of the answers exceed 100%, and thus a pie chart is not applicable to demonstrate the result as done for most of the other questions. The result for the questions can be found in Figure 12 and Figure 13.

**What kind of TV- commercials do you think is best?**

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
<th>Repetitive commercials</th>
<th>Funny commercials</th>
<th>Informative commercials</th>
<th>TV commercials with a story like ICA and Telia</th>
<th>TV commercials that shows belonging</th>
<th>Other kind of TV commercials</th>
<th>Unanswered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repetitive TV-commercial</td>
<td>11</td>
<td>76%</td>
<td>62%</td>
<td>1%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
<td>6</td>
</tr>
<tr>
<td>Funny TV-commercial</td>
<td>841</td>
<td>1%</td>
<td>76%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>51</td>
</tr>
<tr>
<td>Informative TV-commercial</td>
<td>168</td>
<td>1%</td>
<td>62%</td>
<td>5%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
<td>67</td>
</tr>
<tr>
<td>TV commercials with a story like ICA and Telia</td>
<td>684</td>
<td>15%</td>
<td>62%</td>
<td>5%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
<td>67</td>
</tr>
<tr>
<td>TV commercials that shows belonging</td>
<td>54</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6</td>
</tr>
<tr>
<td>Other kind of TV-commercial</td>
<td>51</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6</td>
</tr>
<tr>
<td>Unanswered</td>
<td>6</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6</td>
</tr>
</tbody>
</table>

**Figure 12 Best TV- Commercials - Types**

**What kind of TV- commercials do you find easiest to remember?**

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
<th>Repetitive commercials</th>
<th>Funny commercials</th>
<th>Informative commercials</th>
<th>TV commercials with a story like ICA and Telia</th>
<th>TV commercials that shows belonging</th>
<th>Other kind of TV commercials</th>
<th>Unanswered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repetitive TV-commercial</td>
<td>298</td>
<td>27%</td>
<td>6%</td>
<td>6%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>Funny TV-commercial</td>
<td>785</td>
<td>71%</td>
<td>49%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>Informative TV-commercial</td>
<td>68</td>
<td>6%</td>
<td>49%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>TV commercials with a story like ICA and Telia</td>
<td>538</td>
<td>6%</td>
<td>49%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>TV commercials that shows belonging</td>
<td>20</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>Other kind of TV-commercial</td>
<td>67</td>
<td>6%</td>
<td>49%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>Unanswered</td>
<td>12</td>
<td>6%</td>
<td>49%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>12</td>
</tr>
</tbody>
</table>

**Figure 13 TV- Commercials - Easiest to Remember**

Most people answered the first question asking what kind of TV- commercials you think is best, only 6 chose to not answer. When looking at the result we can see that most people are appealed to funny TV- commercials or TV- commercials with a story. 76% find funny TV- commercials appealing and 62% like TV- commercials with a story. Just 15% prefer informative TV- commercials, 5% like TV- commercials that shows belonging and less than 1% (11/1109 people) like repetitive TV- commercials.
The second question (see Figure 12) was focusing on what type of TV-commercials which are easiest to remember instead of what type of TV-commercials are best. The response rate for that question was a little bit worse than the other question, but still good, only 12/1115 chose to not answer this question. When looking at the result we can see that the top responses are similar to the question where we asked which type of TV-commercial they like. People both prefer and find funny TV-commercials and TV-commercials with a story easiest to remember. Regarding the alternative responses we can see some differences though, few people like repetitive TV-commercials but many people find them easy to remember, 298 people or 27% say that they find this kind of TV-commercials easy to remember. The kind of TV-commercials people find hardest to remember are informative TV-commercials (6%) and TV-commercials that shows belonging (2%).

Among the other responses to the communication strategy questions the most popular answers to what kind of TV-commercials you think is best was TV-commercials with good music, TV-commercials that touch you, creative TV-commercials and TV-commercials where a lot of effort and money has been put into. For the question of what kind of TV-commercials you find easiest to remember the most popular answers among the other responses were TV-commercials with good music just as in the first question.

### 4.1.2.1 Opinions and attitudes towards TV-commercials

To find out further about young peoples’ opinions and attitudes to TV-commercials we asked the respondents some short questions designed in a likert scale where the respondents were given a statement and could then chose an alternative related to what degree they agree to the given statement. The result for the likert scaled questions can be found in Figure 14, Figure 15 and Figure 16.

The first question regarding attitude and opinions towards TV-commercials was designed to find out the degree of entertainment value TV-commercials have in the mind of young people. To find this out we simply asked the respondents to what degree they agree to the statement that TV-commercials can be entertaining. The result for this can be found in Figure 14.

<table>
<thead>
<tr>
<th>TV-commercials can be entertaining</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>72</td>
</tr>
<tr>
<td>Uncertain</td>
<td>246</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>552</td>
</tr>
<tr>
<td>Agree</td>
<td>238</td>
</tr>
<tr>
<td>Unanswered</td>
<td>7</td>
</tr>
</tbody>
</table>

![Figure 14 Likert Scale – Entertainment Value](image)
When looking at the answers to this statement it can be seen that the majority of the people surveyed actually see TV-commercials somewhat entertaining, 71% of the respondents agree or somewhat agree to the statement that TV-commercials can be entertaining.

To find out people's commitment to watching TV-commercials we asked the respondents to what degree they agree to the statement “During TV-commercial breaks I usually change the channel or do something else”. The result for this can be found in Figure 15.

| During TV-commercial breaks I usually change the channel or do something else |
|----------------------------------------|------|
| Disagree                               | 8    |
| Uncertain                              | 48   |
| Somewhat Agree                         | 443  |
| Agree                                  | 605  |
| Unanswered                             | 11   |

![Figure 15 Likert Scale – Commitment to Watching TV-Commercials](image)

The result to this question shows that people are not very committed to watch TV-commercials, 95% of the respondents agree or somewhat agree to the statement that they usually change the channel during TV-commercial breaks.

To get a vague understanding of the degree people are affected by TV-commercials we asked the respondents to what degree they agree to the following statement “I have at some time been affected by TV-commercials to make a purchase decision”. The result for this can be found in Figure 16.

| I have at some time been affected by TV-commercial to make a purchase decision |
|---------------------------------------------------------------------------------|------|
| Disagree                                                                       | 116  |
| Uncertain                                                                      | 358  |
| Somewhat Agree                                                                | 422  |
| Agree                                                                          | 209  |
| Unanswered                                                                    | 10   |

![Figure 16 Likert Scale - Affected by TV-Commercials](image)

The result shows that most people have at some point been affected by TV-commercials to make a purchase decision, 57% of the respondents say that they agree
or somewhat agree that they have been affected by TV commercials to make a purchase decision. 32% are uncertain and only 11% disagreeing to the statement.

### 4.1.3 Consumer Behavioral Process

As the main purpose of TV commercials is to directly or indirectly sell a product or service we found it interesting to enrich our study by asking the surveyed about their regular consumer behavioral process. To find this out we asked the surveyed to choose one of the alternatives in Figure 17 describing different consumer behavioral processes.

<table>
<thead>
<tr>
<th>What order does best describe your usual behavior when buying products and services?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Social Behavior - 1. Buy the product, 2. Form an attitude towards the product, 3. Look for information about the product</td>
<td>38</td>
</tr>
<tr>
<td>B. Rational Behavior - 1. Look for information about the product, 2. Form an attitude towards the product, 3. Buy the product</td>
<td>530</td>
</tr>
<tr>
<td>C. Unconscious behavior - 1. Has from the beginning an attitude towards the product, 2. Look for information about the product, 3. Buy the product</td>
<td>518</td>
</tr>
<tr>
<td>D. Learned Behavior - 1. Buy the product, 2. Look for information about the product, 3. Form an attitude towards the product</td>
<td>19</td>
</tr>
<tr>
<td>Unanswered</td>
<td>10</td>
</tr>
</tbody>
</table>

![Figure 17 Consumer Behavioral Process](image)

Most people answered this question; only 10 people chose to not do so. When looking at the answers we can see that most people consider themselves rational. 48% feels the rational behavioral process best describe their regular consumer behavior. The second most chosen behavioral process was the unconscious behavioral process which got 47% of the votes. This behavioral process is fairly rational as well but here attitude plays a bigger role. People applying this behavioral process usually have a predetermined attitude to the brand or the product which has a big implication on the purchase. After they have selected a number of products or brands to choose from, they act rationally in the rest of the consumer behavioral process. The most irrational behavioral processes where people act before they think got fewest votes, the social behavior process got only 38 votes representing 3%, and the learned behavioral process got 19 votes representing 2% of all responses.

### 4.2 Focus group

When we held the focus group we divided the session in two parts. First the participants were shown all our selected TV commercials in a row and then discussed what they had just seen. In the second part the participants were instead shown one TV commercial at a time to get a more in depth discussion. Detailed information about our selected TV commercials can be found in Appendix 3.
4.2.1  Focus group part 1

From the general discussion after showing the focus group participants our chosen TV-commercials we found the following:

Most of the participants in the focus group agreed that TV-commercials must be funny, some also pointed out that they should be exciting as well. Two in the group said that TV-commercials have to be different; they have to stick out among all the different TV-commercials we are exposed in order to get interested. This is what makes us stay and continue watching the TV-commercials.

One person in the group said that TV-commercial has to create interest, and that he found it tiring to watch TV-commercials, especially if they bombard you with information. Some in the group agreed that TV-commercials with a lot of information are tiring, and especially for cell phone carrier TV-commercials since all cell phone carriers are almost the same, when it comes to services, products and price. It is not a TV-commercial with a specific campaign with a good price that makes you buy the cell phone, the focus group participants instead found the reputation of the cell phone carrier as important when choosing cell phone carrier.

When asking which TV-commercials the focus group participants liked and why they liked them we found that most people liked the Tele2 TV-commercial where there is a man on a toilet who cannot resist dialing a number on the toilet door (See Appendix 3 for detailed info about the TV-commercial). The main reason why the focus group participants found this TV-commercial appealing were because it had funny elements, it made you excited, and it was not looking like other TV-commercials. One participant pointed out that it looked more like a scary movie parody than a TV-commercial. An important note to be made tough is that most people had not seen this TV-commercial before, which could have implication on the reason why they picked it as the best TV-commercial. The only negative point that was given about the TV-commercial was that they found it hard to remember what was advertised in the TV-commercial. However some pointed out that this might be because they have not seen the TV-commercial before, and if they were shown the TV-commercial again they would probably associate it with Tele2.

When asking the focus group participants what TV-commercials they disliked as mentioned earlier they do not like TV-commercials which bombard you with information. In addition to that the participants said that they do not like TV-commercials they find irritating as well. For example the cheap in Tele2s TV-commercial were seen as irritating. It becomes boring and you just want to do something else or switch channel when this TV-commercial shows up. The TV-commercial that most people in the group disliked were the Tre TV-commercial where the focus was on a specific cell phone sold for only 49 SEK/month. The people disliked this TV-commercial because it was boring; nothing really happened in the TV-commercial, it is just gave you information about the cell phone and the price of the cell phone plan. Some people in the group said that they simply do not like Tre as a company and of that reason they from the beginning have a negative attitude when they see a Tre TV-commercial.
4.2.2  Focus group part 2

In the second part of our focus group session the participants were shown the TV-
commercials again, but this time one at a time. This was made to get a better
understanding on their view on the respective type of TV- commercials and the cell
phone carriers covered in our study. Details about what each TV- commercial is about
can be found in Appendix 3.

4.2.2.1  TV- Commercial 1 – Tre (Wise lady)

All agree upon that the rational communication strategy is applied in this TV-
commercial. A lot of information about a specific cell phone promoted through Tre is
presented in this TV- commercial which indicating on a rational approach. Furthermore
the focus group participants agreed upon that they are trying to sell a product instead
of creating brand awareness in this TV- commercial. Another thing they pointed out
was that there was a special music in the TV- commercial which can be associated with
Tre, almost half of the group recognized this and directly understood that they were
shown a Tre TV- commercial.

Few liked this TV- commercial mainly due to the fact that too much information was
presented.

4.2.2.2  TV- Commercial 2 – Tele2 (Sheep)

The strategy that they used in this TV- commercial was not that easy for the group to
agree upon, some said repetitive but most people were unsure.

Regarding the message in this TV- commercial, the focus group participants were
divided into two halves. One half thought that it was hard to get the message due to it
is only a sheep screaming born to be sheep, but the other half said they directly get the
message which is that Tele2 is a cheap cell phone carrier. However they all agree upon
that the TV- commercial is irritating, it could be funny one or two times but after that it
just becomes irritating.

4.2.2.3  TV- Commercial 3 – Tre (Cheap deal)

Regarding the strategy used in this TV- commercial the group members agree on that it
is about highlighting a lifestyle and playing with emotions. The message in the TV-
commercial is clear, the message simply say buy this cell phone with this cheap
monthly plan at Tre. After seeing this TV- commercial one focus group participant
pointed out that Tre does not have a common theme right now like the other cell
phone carriers have. Every TV- commercial is different, and that makes it harder to
remember and connect them together; thus you get lost when seeing them.

4.2.2.4  TV- Commercial 4 – Tele2 (Toilet)

The whole group strongly agreed upon that this TV- commercial use an emotional
strategy, as it is both funny and exiting and you get curious about how it will end. The
focus group participants especially liked the sound effects in this TV- commercial, the
sound effects had a very big role in this TV- commercial and all agreed that without the
sound effects the TV- commercial would not have been good at all. As stated earlier
many people found it hard to know what was advertised in this TV- commercial.
However when the focus group participants had seen the TV-commercial a second time most people agreed upon that the message in this TV-commercial was made to create brand awareness. But some also thought it was to bring up that you can do cheap calls with Tele2.

**4.2.2.5 TV-Commercial 5, 6 – Telenor (For more ways to communicate)**

For these TV-commercials the focus group participants had a hard time on agreeing on what communication strategy was used. Some thought a social strategy was used, others thought the emotional strategy was used, and some other found these TV-commercial repetitive since both Telenor TV-commercials come with the message “for more ways to communicate”. The reasons why the TV-commercial would have used an emotional strategy is that they have funny elements, however the message is to communicate and that were seen to be social in addition to repetitive as mentioned earlier. The message is also more of a pull then push message according to one group member, as you can go to Telenor, when you need help with communications. Another thought about this TV-commercial was that they used a voiceover which talks throughout the TV-commercial. Some of the focus groups participants liked this and they said that this really strengthen the message in the TV-commercial.

**4.2.2.6 TV-Commercial 7 - Telia (Summer)**

For this TV-commercial most focus group participants agree upon that the strategy used is emotional and social. The TV-commercial make you come in a positive state of mind, and shows socialization between people. Some also point out that the music used in the TV-commercial gets you think about happy moments. Another point two focus participants made was that they thought this TV-commercial was aimed towards an older generation, and that they do not belong to our target group. Regarding the message in the TV-commercial the group agreed on that it was hard to get. There were no clear products in the TV-commercial and no text about a product or service was included. Therefore it can be assumed that the main purpose of the TV-commercial is to strengthen the Telia brand among the older generation.

**4.2.2.7 TV-Commercial 8 - Telia (Car)**

In this TV-commercial 2/3 of the focus group participants said that this TV-commercial have used an emotional and social communication strategy as the TV-commercial are creating belongingness with the family that is singing in the car. The TV-commercial make you feel what the family are feeling and the music has a strong impact. The rest of the focus group participants could not point out a specific strategy that was used in the TV-commercial. Just as in the other Telia TV-commercials many thought it was hard to understand what Telia really wanted to say with the TV-commercial.

**4.2.2.8 TV-Commercial 9 - Tre (Family/Bingo)**

Many in the group thought that this TV-commercial was sad, gray and depressing. It was only one in the group that thought that the family packet which is supposed to solve all your problems return you to a positive state of mind. Further most focus group participants thought the TV-commercial was too long; it took too long time to come to the point about the family packet which is supposed to be the solution to all your problems. It was also hard to understand the message in the TV-commercial; you
did not get it until the TV-commercial was almost over. The focus group participants could neither agree upon what communication strategy was used in the TV-commercial.

4.2.3 Argument Matrix

In the focus group after every TV-commercial, we asked the participants to decide where to place the TV-commercial in the matrix in Figure 18. As you can see most TV-commercials were but on the right side, meaning that the majority of the TV-commercials were seen as being emotional and the message was relative easy to understand in the TV-commercials.

Figure 18 Argument Matrix - Focus Group
5 Analysis

In this chapter our result is analyzed with our research questions and presented theories in mind. The result from the questionnaire and focus group are analyzed together and presented in relation to our research questions.

5.1 The survey

A majority of the respondents say that they are watching TV less than 10 hours per week; which might have had impact on the questions related to TV commercials. People not watching as much TV may be more open to TV-commercial, they may not find TV-commercials as irritating as people who watch TV a lot. TV-commercials may therefore have more effect on them. People watching TV all day long are exposed to that many TV-commercials that they may not remember any of them. The average time being consumed in front of the TV among people between 15 and 39 is 20.5 hours per week. The reason for our results shows a lower average could be that students have less free time, and when they have free time they do other activities such as hanging out with friends, get themselves involved in sports activities or working extra.

5.2 Branding

5.2.1 Brand awareness

To find out which brands has the strongest brand awareness among students we asked the surveyed to write down the cell phone carrier that first come to their mind (see Figure 6 Brand Awareness).

The cell phone carrier most people chose to write down, hence the brand with the strongest brand awareness was Telia, on second place came Tele2, Tre came on third place and the brand with the weakest brand awareness among the big four cell phone carriers in Sweden was Telenor. The reasons for this ranking may be many but one simple explanation could be that the ranking is related to the time the brands have been on the market. Telia is the oldest brand and it is the brand with the strongest brand awareness among the respondents, and Telenor is the youngest brand on the Swedish market and it is also the brand with the lowest brand awareness among the respondents. This could also been seen during our focus group where the members said that you can directly see when there is a Telia TV-commercial, as Telia is well known to them all.

The result for this question (Figure 6 Brand Awareness) can be compared with some of the other questions in the survey to see what relation brand awareness has to choice of cell phone carrier (Figure 9), preference of cell phone carrier TV-commercials (Figure 11) and preference of kind of TV-commercials (Figure 12) for instance.

When comparing the answers in the question about brand awareness (Figure 6) to the question asking what cell phone carrier the surveyed currently use (Figure 9) we can see a positive relation. This relation can be described in Figure 19.
This graph shows the relationship between brand awareness and the cell phone carriers owned, by first looking at what the respondents wrote down in the question related to brand awareness (Figure 6) and then check what cell phone carrier the respondents has (Figure 9).

**Explanation of the graph** - For example the graph shows that 50% of the people who wrote Telia as the cell phone carrier that first come to their mind, also have Telia as their cell phone carrier, only 8% of the people who wrote Telia as the first cell phone carrier that come to their mind has Telenor as their cell phone carrier. When looking at the ones who wrote down Telenor when they were asked what cell phone carrier that first come to their mind, 64% of them also have Telenor as their cell phone carrier, only 8% of the ones that wrote Telia on the brand awareness related question had Telenor.
This graph shows the relationship between the cell phone carriers owned and brand awareness; by first looking at what cell phone carrier the respondents have (Figure 9) and then look at what they wrote down in the question related to brand awareness (Figure 6).

**Explanation of the graph** - For example the graph shows that 65% of the respondents who have Telia also write Telia, when they were asked what cell phone carrier that first come to their mind when they hear the word cell phone carrier, only 4% of the Telia users wrote down that the first cell phone carrier that come to their mind was Telenor. However when looking at the Telenor users 49% say the first phone that come to their mind is Telenor, only 16% of the Telenor users say the first cell phone carrier that come to their mind was Telia.

Some interesting conclusions can be drawn from this comparison. When looking at Figure 19 we can see that Telia and Tre are the brands which got the lowest percentage of “votes” from their own users. This means Telia and Tre not only have strong brand awareness among its own customers, it has strong brand awareness among the rest of the young population as well. Figure 20 shows what brand the questionnaire respondents wrote down in the brand awareness question (Figure 6) depending on what cell phone carrier they have (Figure 9). Here Telia and Tre are the brands with the highest percentage of “votes”. This means that Telia and Tre also are the cell phone carriers where the users feel the strongest affection to their own brand, meaning that they have a strong brand loyalty among their customers.

By looking at the brand vs. cell phone carrier graphs (Figure 19, Figure 20), you can not only look at the numbers, you have to look at the underlying reasons for the numbers as well, to get the whole picture. In the brand ranking made earlier (see Figure 6) Tele2 got the second highest number of “votes”, which made us consider it as the second strongest brand; this may not be 100% correct. The reason why Tele2 got that many votes may simply be because most (64%) of the ones who wrote down Tele2 in the brand awareness question have Tele2 and Tele2 is the cell phone carrier which most of the respondents stated they have (30% have Tele2, 23% have Telia, 21% have Tre and 15% have Telenor). When looking at the underlying reasons why people wrote down a particular brand in the brand awareness question we can come up with a new brand awareness ranking where Tele2 and Tre changes places. The new ranking then becomes 1. Telia, 2. Tre, 3. Tele2, 4. Telenor. An important fact to keep in mind is that having high brand awareness may not always be good. During the focus group two people said that they thought Tre were irritating and they really did not like them. This could mean that when they answered about what they thought of when they heard the word cell phone carrier, they might have thought of Tre just because Tre irritates them. This could be a reason as well why Tre have high brand awareness; it is high because many find Tre and its TV- commercials annoying.

### 5.2.2 Brand loyalty

When looking at how many cell phone carriers the respondents have had in their life, we get a result indicating on high level of brand loyalty, since most people (71%) have only had 1 or 2 cell phone carriers in their life (see Figure 7). When looking deeper into
this and asking what cell phone carriers the respondents have and have had (Figure 8), not surprisingly Tele2/Comviq and Telia get most of the responses. They are the oldest cell phone carriers on the Swedish market today. This may strengthen the argument that students are brand loyal further as these cell phone carriers are still the most popular one. Here we can see that they have not been affected by the huge amount of TV- commercials that are on TV today. However this does not tell us why people have chosen to stay with these brands, it might not be that people feel associated to the brand they may just use these cell phone carriers because they have always done so.

To find out what have had influence on peoples’ choice of cell phone carriers we simply asked the respondents what had the greatest impact when they chose cell phone carrier (Figure 10). When looking at the result for that question we could see that not surprisingly price is the most important aspect when choosing cell phone carrier, on second place people state that they feel friends and acquaintances has had the greatest impact of choice of cell phone carrier. Status, size and reputation which can be associated to brand loyalty only got 11%. Even though only 11% chose their cell phone carriers because of size, status and reputation, we can conclude that there exists a certain level of brand loyalty among cell phone carrier users. When looking on which people picked their cell phone carrier because of the brand we can see that most of these people (60%) have Telia, (Figure 21). This justifies what we stated earlier that Telia is the brand with the highest brand awareness and the brand with the most loyal customers. When looking at Figure 21 we can also see that for example 30% of the people who have Telia chose it because of the brand.

![Choice of cell phone carrier because of brand](image)

![Choice of cell phone carrier because of brand looking at the different cell phone carriers](image)
5.3 TV- Commercials and Communication Strategies

5.3.1 TV- Commercials and Choice of Cell Phone Carrier

When we asked the surveyed what had the greatest impact on their choice of cell phone carrier, very few stated TV- commercials (Figure 10). Even though it is hard to know peoples honesty when answering this question very few people admit that TV-commercials were the reason to their choice of cell phone carrier. Only 10 people said TV-commercials were what had the greatest impact on their choice of cell phone carrier. This is a very low number as the sample size was 1115. Instead we think that TV-commercial could have an indirect impact on peoples’ choice of cell phone carrier.

When asking the respondents of the questionnaire what cell phone carrier’s TV-commercials they prefer (Figure 11) we found out that most people like Telia’s TV-commercials, Tele2 came on second place, Telenor on third and Tre was the one of the big four cell phone carriers that had the worst TV-commercials according to the people who filled in the questionnaire. When looking more in depth into this to get a better understanding on why the respondents prefer one company’s TV-commercials instead of the other we first found out if there is a relationship between what cell phone carrier’s TV-commercials you prefer (Figure 11) and what cell phone carrier you have (Figure 9). This relationship is explained in Figure 22.

As Figure 22 shows Telia has the best TV-commercials according to most users, but a small relationship between what cell phone carrier you have and what cell phone carrier’s TV-commercial you prefer can still be spotted. All respondents consider their own cell phone carrier have either the best or the second best TV-commercials. Telia has the TV-commercials which most people prefer regardless of what cell phone carrier they have. There might be many reasons for that. However, one might be related to brand awareness. As stated earlier Telia is the brand with the highest brand awareness among the people we surveyed. Because of the high brand awareness
people might find it easier to remember their TV commercials, and that might be the reason why most people prefer Telias TV commercials.

![TV Commercial Preference / Cell Phone Carrier](image)

The relationship described in Figure 22, can be spotted even easier when switching the variables. When looking at which the people are who like the respective cell phone carrier’s TV commercials we can see that all cell phone carrier’s TV commercials except Telenor has their fan base from their own users (Figure 23).

Telia which has the best TV commercials according to the questionnaire respondents (Figure 11), have good TV commercials according to our focus group because they are making their TV commercials look more like a TV-show which people find entertaining. Most of the people who responded to our survey actually say they find TV commercials entertaining or somewhat entertaining (Figure 14).

### 5.3.2 Communication Strategies used in TV commercials

Both the majority of the surveyed and the people who participated in our focus group found funny TV commercials and TV commercials with a story both best (Figure 12) and easiest to remember (Figure 13), this could justify why most people prefer Telias TV commercials as stated earlier (Figure 11). The kind of TV commercials people prefer can be connected to different communication strategies that companies can use in their TV commercials. Funny TV commercials can usually be placed under the emotional communication strategy, since this kind of TV commercial put the viewer in a positive state of mind. TV commercials with a story like Telia’s TV commercials can be made with many different communication strategies in mind. However according to our experiences we find it most common that they are using social or emotional strategies in these kinds of TV commercials. They usually appear funny to us and they also portrait relationships between individuals, which indicate on a use of emotional and social communication strategies.
Other types of TV commercials the surveyed liked and found easy to remember were TV commercials with good music, TV commercials that touch you, creative TV commercials and TV commercials where a lot of effort and money has been put into. TV commercials that touch you can be placed under the emotional communication strategy just as funny TV commercials; this further concludes that this communication strategy is one of the best strategies to use to appeal students. Music or sound effects usually have a crucial role in all TV commercials, and it can be used to enhance all communication strategies, even though just a few pointed out that good music appeals to them in TV commercials, we are certain that most other people do too, but they might not be aware of it. Neither funny TV commercials nor TV commercials with a story that most people liked would be that good if it was not for the music and sound effects. In our focus group for example we showed a TV commercial with many sound effects from Tele2 where a man was on the toilet dialing an unknown number. Most focus group participants liked this TV commercial and especially because of the great sound effects.

The kind of TV commercials people found least appealing and hardest to remember are TV commercials that shows belonging which represent the social communication strategy and informative TV commercials which represent the rational communication strategy. In our focus group 6/10 people found TV commercials with a lot of information to be the worst ones. One explanation for this might be that a lot of information needs to be processed in these kinds of TV commercials. Which might have influence on the ease of remembering them and if you cannot remember them it is hard to find them good.

When comparing the two questionnaire questions; which TV commercials you prefer (Figure 12) and which TV commercials you find easiest to remember (Figure 13) we can see one big difference. Very few people like repetitive TV commercials, only 1% of the questionnaire respondents find these kinds of TV commercials appealing (Figure 12). Many of our focus group participants also pointed out that they do not like these kinds of TV commercials since they find them irritating. However this strategy can still be useful because many people find these kinds of TV commercials easy to remember, 27% of the questionnaire respondents say that they find these kinds of TV commercials easy to remember (Figure 13). This is not surprising; it is the same when students study for an exam. The more times they read a text the more they will remember.

5.3.3 Attitudes and opinions towards TV commercials

Most people agree that TV commercials can be entertaining, but many people still prefer to switch channel or doing something else during TV commercial breaks. This makes it extra important to make the TV commercials in a way that catch the viewers’ interest. Some of the people in our focus group pointed out that they directly change the channel if the TV commercial does not catch their interest.

Even though most people prefer doing something else during TV commercial breaks, TV commercials still reach out to them. If that was not the case most people would have big problems filling out our questionnaire for instance. Further most people
admitted in the last question of our questionnaire that they had at some time been affected by TV commercials to make a purchase decision.

The fact that people admitted they are affected by TV commercials is extra interesting because very few said that TV commercials was what had the biggest influence on them when they chose cell phone carrier. It might be that simple that that the people who feel that they have been influenced to buy something because of TV commercials, have been affected to make other purchase decisions then choice of cell phone carrier. Another reason might be that people were dishonest in their answer for what influencing them to choose cell phone carrier. However what might be more logical is that TV commercials have influenced the surveyed to choose cell phone carrier, but it might not be what had the biggest influence which they were asked to state in the questionnaire.

5.4 Consumer behavioral process

When asking the surveyed about their regular consumer behavioral process we could find out that most people are rational according to themselves. The alternatives representing the rational and the unconscious behavioral processes got almost 100% of the responses in this question (Figure 17). In the rational process people act rational from the beginning to the end and process all available information before forming an attitude and eventually making a decision. In the unconscious behavioral process people act irrational in the beginning, they have from the beginning a predetermined attitude towards the brand or product which has a big implication on the purchase. Of that reason they exclude some bands and products before even investigating what they have to offer. After they have selected a number of products or brands to choose from, they act rationally in the rest of the consumer behavioral process. So here it is important to been seen, and that you brand have a high brand awareness and a good reputation. Having TV-commercial that consumer can remember and also to be able to associate to your brand is important.

It is hard to know peoples honesty when answering these questions, guess most people want to consider themselves rational even if they in real life are not. But if we assume the respondents answered honestly, and most people act rationally and make extensive search for information before making a purchase decision. Then TV commercials with a lot of information included should be effective, especially for people that are currently looking for the product or service promoted in the TV-commercial. As almost half (47%) of the people surveyed say they have a predetermined attitude that has implication on their purchase decision, branding should also be considered important since branding is a good way to forming attitudes.
6 Conclusion

In this concluding chapter we answering our research questions according to our result, analysis and theories used. Further we present criticism against our study and give tips for further studies.

Here follows the concluding answers to our research questions.

**How does branding affect young people interpretation of cell phone carriers TV commercials, and their consumer behavioral process?**

Branding has a huge impact in the interpretation of a TV-commercial. Young people prefer TV-commercials from the same cell phone carrier as they use by themselves, regardless of how good other TV-commercial are. Further young people also prefer TV-commercials from brands they have a positive attitude towards. This means that in order to make young people stay and continue watching a TV-commercial, and remember it, they have to either have a positive attitude towards the cell phone carrier or being a customer of that cell phone carrier.

Further the result shows that there is a correlation to what cell phone carrier TV-commercials young people like and what cell phone carrier they have. This means that they have a strong brand loyalty towards their cell phone carrier. The company that has the greatest brand loyal customers is Telia. Why Telia have such many high brand loyal customers is to a big degree due to they are the oldest cell phone carrier in Sweden. With this in mind TV-commercials that cell phone carriers have should be designed to increase their brand awareness, not to market specific products. Since brand has an impact it is therefore important to have high brand awareness. Looking at young peoples’ consumer behavioral process, almost 100 percent act more or less rationally when making a purchase decision. Almost 50 percent act accordingly to the rational consumer behavioral process, and almost 50 percent behave according to the unconscious behavioral processes. Both these behavioral processes can be considered rational; hence people search for information before they are making a purchase. However, in the unconscious behavioral process people have a predetermined attitude towards the products they are planning to buy. This means the brand plays a big role for these people. Thus if you want to sell your products to these people it is important that you have a strong brand.

**Which communication strategies are best to use in cell phone carriers TV-commercials to attract young people?**

The conclusion here is easy to draw; the best TV-commercial to use when attracting young people is funny TV-commercial and TV-commercial with a story. This is showed both in the questionnaire and in the focus group discussion. If you look at the results from the questionnaire on funny TV-commercial and TV-commercials with story, 72 percent said they liked funny TV-commercials and 62 percent said they liked TV-commercials with a story. A majority also said that they remember these TV-commercials more easily. Further, this was also something that was brought up in the focus group. The main part of the participants in the focus group said that funny TV-commercials are what they like best and on second place, TV-commercials with a
story. Both the people in the focus group and the people in the questionnaire also pointed out that if TV-commercial doses not attract you, you do something else during the TV-commercial breaks.

These statements are also confirmed in previous studies related our study done in the 90s, where they also said that funny TV-commercial are seen as the best TV-commercial among young people. This means that young peoples’ attitude towards TV-commercials has not changed during the last 10 to 15 years.

**How do cell phone carriers TV-commercial with its applied communication strategies affect young people consumer behavioral process?**

Few people admitted that TV-commercial had the biggest impact when deciding their cell phone carrier. However, when looking on the question asked “Have you ever been affected by TV-commercial to make a purchase?”. Many people agreed that TV-commercials have affected them. However, very few admitted that TV-commercials was what had the biggest influence on them when they chose cell phone carrier. The conclusion that can be drawn is then, that TV-commercials have a more indirect effect on the young peoples’ choice of cell phone carrier, without them knowing it. However since the choice of a cell phone carrier is not a daily purchase you have a longer purchase process. You have many different sources affecting your purchase decision, both consciously and unconsciously. TV-commercials can affect you on both levels. As stated earlier most people are somewhat rational in their consumer behavioral process. About 50 percent of the questionnaire respondents said they usually act according to the rational consumer behavioral process and about 50 percent said they act according to the unconscious consumer behavioral process. This makes TV-commercials a source of information for most people, and a way for forming attitudes among people acting according to the unconscious consumer behavioral process.
6.1 Further studies

First if further studies were made on this topic the emphasis should be put on having a representative sample representing a bigger population. This could be done by making the same study at different schools in Sweden. Furthermore you can make the study represent an even bigger population by including young people of various backgrounds, not only students.

Another thing that could be done in a future related study is making more advanced focus group. This could be done in terms of deeper discussions and also investigating the long term affects from TV- commercials. If doing all this, the results may be applicable for not only cell phone carriers TV- commercials but also TV- commercials for other companies, or at least work as a foundation.

6.2 Criticism against our study

One critique against our study is that we only have included students from Jönköping University in our study. However adding more respondents in our sample is not necessary. Instead it would have been advisable to have a more representative sample, meaning you include students or young people from different parts of Sweden.

Furthermore, conducting interviews with the people behind the used TV- commercials used in the focus group would have been good. This in order to get more knowledge about how the TV- commercial was built, what communication strategies that were used, and what message the TV- commercial want to send. Instead we have analyzed the TV- commercials and our opinion may not be the right, however we have showed the TV- commercials to other people before conducting the focus group, in order to get more feedback.
7 References


och masskommunikation.
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8 Appendices

8.1 Appendix 1 - David Aaker's Brand Equity Model

Brand Equity

Brand Loyalty
- Reduced Marketing Costs
- Trade leverage
- Attracting New Customers
  - Create Awareness
  - Reassurance
- Time to respond to Competitive Threats

Brand Awareness
- Anchor to Which Other Associations Can be Attached
- Familiarity - Linking
- Signal of Substance/Commitment
- Brand to Be Considered

Perceived Quality
- Differentiate/Position
- Price
- Channel Member Interest
- Help Process/Retrieve Information
- Differentiate/Position
- Reason-to-Buy

Brand Associations
- Create Positive Attitude/Feelings
- Extensions

Other Proprietary Brand Assets
- Competitive Advantage

Customer by Enhancing Customer's
- Interpretation/Processing of Information
- Confidence in the Purchase Decision

- Efficiency and Effectiveness of Marketing Programs
- Brand Loyalty
- Prices / Margins
- Brand Extensions
- Trade leverage
- Competitive
Appendix 2 - The questionnaire

Undersökning om mobiloperatorers TV-reklam

Den här undersökningen är gjord av studenter från Jönköpings Internationella Handelshögskola som del i en magisteruppsats om mobiloperatorers TV-reklam. Deltagand i undersökningen är anonymt.

Var vänlig att svara på frågorna nedan

Kön *
- Man
- Kvinna

Ålder *
- < 18
- 18-30
- 31-40
- > 40

Vilken färgboksko kollar du på *
- FFH
- JTH
- HLK
- HHU

Hur många timmar per vecka ser du på TV (exkluderat SVT)
- 0-10 h
- 11-20 h
- 21-30 h
- > 30 h

När du hör ordet mobiloperator vilken kommer du först att tänka på?

Vilken typ av TV-reklam tycker du är bäst? (Du kan välja mer än ett alternativ)
- Tjäst reklam
- Rolig reklam
- Informationssk reklam
- Reklam med en story tex, ICA, Telia
- Reklam som visar gemenskap
- Annan typ av reklam

Vilken typ av TV-reklam kommer du lättaft ihåg? (Du kan välja mer än ett alternativ)
- Tjäst reklam
- Rolig reklam
- Informationssk reklam
- Reklam med en story tex, ICA, Telia
- Reklam som visar gemenskap
- Annan typ av reklam

Hur många olika mobiloperatorer har du haft?
- 1
- 2
- 3
- 4
- 5
- > 5
Vilka mobiloperatörer har du haft
- 3 (Tre)
- Hallbop
- Telenor/Vodafone/Europolitan
- Parlino
- Telia
- Tele2 / Comviq
- Giocalnet
- Annan

Vilken mobiloperatör har du nu
- Parlino
- Tele2 / Comviq
- Telenor
- Hallbop
- 3 (Tre)
- Telia
- Giocalnet
- Annan

Vad hade störst påverkan på dig i ditt val av mobiloperatör?
- TV-reklam
- Annan reklam
- Vänner / Bekanta
- Mobiloperatörens rykte, status, storlek
- Pris
- Bindningstid
- Annat

Vilken ordningsföljd stämmer bäst överens med ditt beteende när du köper varor och tjänster?
- 1. Köper varan, 2. Söker information om varan, 3. Bildar dig en åsikt om varan,

Vilken mobiloperatör tycker du generellt har bäst TV-reklam?
- Hallbop
- 3 (Tre)
- Giocalnet
- Telia
- Telenor
- Parlino
- Tele2 / Comviq
- Annan

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8.3 Appendix 3 – Focus Group - TV- commercials Shown

Rational strategy Film 1,2. Emotional strategy Film 3,4. Repetitive strategy Film 5,6,7. Social strategy Film 8,9.

8.3.1 TV-commercial 1 – Tre’s first TV-commercial (Wise lady)

The TV-commercial starts with showing the cell phone K800 I and it is shown in different angles, thought the first half of the TV-commercial. During this time and thought out the TV-commercial there is a woman speaking that you can buy this cell phone for a special price. Furthermore they also play a happy music in the background thought out the hole TV-commercial. The design of the TV-commercial is modern and there are strong colors.

8.3.2 TV-commercial 2 – Tele2’s first TV-commercial (Sheep)

The TV-commercial starts with filming a cell phone store from the sky, moving over to be inside the store. Here there is a girl talking to the clerk how a man is. The clerk are trying to sell Samsung Omnia, the girl then takes over and talk about all the feature the cell phone has. During this time they zoom in on and out of phone, back to the discussion between the girl and the clerk. Then a picture of free internet surf in the cell phone. Then in the end they show three different phones next to the text that says that you get free surf in your phone, after that they change the text to, were you can buy these phones. Then there is the same background music thought out the TV-commercial.

8.3.3 TV-commercial 3 – Tre’s second TV-commercial (Cheap deal)

The TV-commercial starts with a man shooting with a air gun on a Tivoli with his girl friend in the back. He wins a cuddly animal that is pink big. Then there is a person taking a photo of and the pig. Moving over to the couple waking in the park taking a
photo of them self, after that there is a part were the girl takes a photo of the man having monkeys on his shoulders. The suddenly they are on the beach, the man is shooting with a water gun on his girlfriend and taking a photo on the same time. After that they are sitting on an outdoor ice cream bar and once again they are taking a photo of them self. Then in the end there is a text in front of the couple eating ice cream saying that you can save you memories in Telias media library, then ending with showing the Telia logo. Then thought out the TV- commercial they play happy music.

8.3.4 TV-commercial 4 – Tele2’s second TV-commercial (Toilet)
The TV-commercial starts with a man walking on an industrial area and he need to go to the toilet, he sees a toilet sign and goes in. once he is sitting on the toilet he sees a telephone number on the inside of the door, saying call me. He calls the number and its starts ring on another phone in the toilet rum, he then hangs up. Then he sees don’t call me, and an arrow pointing on call me. Then his phones starts ringing, he answers but hangs up directly. You then here a toilet being flushed, the man on the toilet then sees a picture of a ugly man on the wall inside the toilet. A toilet door is then being opened and you here someone walking to the man’s toilet. The man sees a pair of feet’s by the bottom of the door and then the toilets walls starts shaking. The TV-commercial ends with a text saying “cheap calls are hard to resist, after that you see the tele 2 logo. There is no music in the TV-commercial instead they use different sound effects, for example when the phones starts ringing, toilet being flushed.

8.3.5 TV-commercial 5 – Telenor (For more ways to communicate)
The TV-commercial starts with a black cheap taking a shower singing I never wanna die! boorn to be sheeep! the you hear the neighbor screaming shut up! the cheap then says sorry, just bathing! the you can see the tele2 logo and with the text born to be cheap underneath. After that they are moving over to the cheap, and e sings again boorn to be sheeep! The neighbor once again screams shut up! The cheap replies hey you shut up!
This TV-commercial is using sound effects example you can hear the shower.

8.3.6 TV-commercial 6 – Telenor (For more ways to communicate)
The TV-commercial starts with the text Telenor love body language communication. After that there is a voice over that talks thought out the hole TV-commercial describing the different body languages that is showed in the film. The different body language that is showed is nervousness, if you are felling threatened, if you are attracted to someone and also when you are lying. Then in the end they show the text Telnor and there logo and the voice over say’s, for more ways of communications, you are welcome to us at Telenor. When it comes to sound and music, they only use sound effects.

8.3.7 TV-commercial 7 - Telia (Summer)
This is a TV-commercial for Telenor, and it starts with a text Telenor love family communication. After that there is a voice over that talks thought out the hole TV-
commercial describing the most commend fraises between kids and their parents. In different locations and languages they say, come in the food is ready. Then in the end they show the text Telnor and there logo and the voice over say’s, for more ways of communications, you are welcome to us at Telenor. When it comes to sound and music, they only use sound effects.

8.3.8 TV- commercial 8 - Telia (Car)
The TV- commercial starts with a photo shot of two middle age standing outside a cell phone store during the evening, they are talking about how fast the kids are growing, that time just flies away. One of them sais that her husband is always working late, and here you also see a photo shoot of a man and women in a copy room starting to have something intimate moment. After that she is wondering what the girls in high school did after graduating, and here we see a shoot from Bingo Rimér sitting in a car with one girl on each side, looking like they just got married. Then she says that it seems that she is not talking to people any more. After that we see four phone next to each other, with the text next to them saying, Family packet were four phones is included, here they also use a voice over reading the text. The voice over says in the end welcome in to the store our call us. Thought out the TV- commercial they use different sound effects.

8.3.9 TV- commercial 9 - Tre (Family/Bingo)
His is a Telia TV- commercial and it starts with a family is sitting in a car driving on the country side. The boy in the back seat says, now I the download is finished, and he buts on a song. The dad in the family starts singing along, and it does not take long until they all sing. The song is happy and creates a happy feeling and belongings. In the end you see the text that you can browse the web wireless with the best coverage in Sweden for only 199/kr month.

8.4 Appendix 4 – Focus Group Hand Out
Kommunikationsstrategier
Det finns fyra olika typer av kommunikationsstrategier:

- Rationell strategi: När man använder den här strategin är produktenr ofta i fokus och man visar vanligtvis produktens funktioner och vad som är bra med den.
- Känslomässig strategi: Genom denna strategi vill man sätta tittarna i ett positiv känslomässig tillstånd, eller andra frambringa andra känslor hos tittarna.
- Repetitiv strategi: Denna strategi, som man hör på namnet, handlar om att vissa budskapet flera gånger.
- Social strategi: Denna strategin kan hänvisas till livsstil eller gruppkänsla.

Musik och ljudeffekter
Musik och ljud används framförallt genom tre olika sätt i reklam:
• Voice over: Istället för text så har man en person som läser upp budskapet.
• Effekter: Olika typer av ljudeffekter
• Musik: Musik i reklamen som skapar en viss känsla.

**Budskap och information**

• Vad är budskapet i reklamen, är det lätt att förstå?
• Hur ges budskapet i reklamen?
  • Med grunda argument
  • Med djupa argument
  • Med mycket info i form av text och eller siffror
  • Med bilder och musik
  • Med en kombination av ovanstående
• Vilken typ av information ges i reklamen, vad är syftet med reklamen?
• Är reklamen trovärdig?
• Försöker reklamen sälja dig en produkt eller ett varumärke?

**Musik och ljud effekter**

• Vilken typ av musik och ljudeffekter fanns med i reklamen?
• Vad föredrar du och varför?
8.5 Appendix 5 - Focus Group – Best and Worst TV- commercials

<table>
<thead>
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<tbody>
<tr>
<td>TV- commercial 4 – Tele2’s second TV- commercial (Toilet)</td>
<td>6</td>
</tr>
<tr>
<td>TV- commercial 1 – Tre’s first TV- commercial (Wise lady)</td>
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</tr>
<tr>
<td>TV- commercial 5, 6 – Telenor (For more ways to communicate)</td>
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</tr>
<tr>
<td>Undecided</td>
<td>1</td>
</tr>
</tbody>
</table>

Best Commercial

- Commercial 4 – Tele2’s second commercial (Toilet)
- Commercial 1 – Tre’s first commercial (Wise lady)
- Commercial 5, 6 – Telenor (For more ways to communicate)
- Undecided

Worst

<table>
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<th>Worst TV- commercial</th>
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<tbody>
<tr>
<td>TV- commercial 2 – Tele2’s first TV- commercial (Sheep)</td>
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</tr>
<tr>
<td>TV- commercial 3 – Tre’s second TV- commercial (Cheap deal)</td>
<td>6</td>
</tr>
<tr>
<td>TV- commercial 4 – Tele2’s second TV- commercial (Toilet)</td>
<td>1</td>
</tr>
<tr>
<td>Undecided</td>
<td>1</td>
</tr>
</tbody>
</table>

Worst Commercial

- Commercial 2 – Tele2’s first commercial (Sheep)
- Commercial 3 – Tre’s second commercial (Cheap deal)
- Commercial 4 – Tele2’s second commercial (Toilet)
- Undecided