Stealth Marketing
The art of deceiving consumers

Bachelor Thesis in Marketing, 2FE07E

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Abstract

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Background: Ethical aspects in promoting products are a concern when new methods are developed in order to reach consumers with marketing messages. Stealth marketing is one method developed and is based on not disclosing or revealing the true relationship to a marketing message. Furthermore, what impacts stealth marketing can have on brand image is questioned.

Purpose: Create an understanding for the importance of ethical considerations when using stealth marketing; furthermore determine if that could affect the brand image.

Delimitation: This thesis is focusing on the ethical aspects of stealth marketing, the legal aspects are not being considered.

Method: A quantitative research method was used in form of a survey with 249 respondents. The questions in the survey were based on theory and the results from the survey were analyzed in a program called SPSS. This was analyzed through three propositions and then compared to theory. The conclusion is answering the propositions, and either accepted or falsified.

Results, conclusions: It has been identified that consumers’ consider business ethics to be important. However, it did not have enough impact to make consumers’ boycott the products. It is also concluded that stealth marketing methods have a small negative impact on the brand image.

Suggestion for further research: A recommendation is to determine which techniques that are considered to be unethical business behaviour. Recommendations for further research are to focus on where the business ethical boarders are trespassed, and when a boycott of products occurs. Another interesting aspect for further research would be to examine if there is ethical differences and acceptable behaviour by a company, between an older and younger generation.
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1. Introduction

This chapter will present the reason behind the research, the choice of subject and a discussion of the problem. The purpose of this research will be stated and start the beginning of an interesting journey with stealth marketing strategies.

1.1 Background

As the number of marketing messages increases, the more difficult it is to reach out with the intended marketing message. The cluttered marketing environment and the continuous exposure of marketing communication are challenging for marketers. (Rosengren, 2008) It is especially hard for marketers to reach out to consumers of the X and Y generation, since they are considered to be more resistant against advertising efforts (Wolburg & Pokrywczynski, 2001). These generations are defined by the year they were born. Generation X consists of people born between 1965 and 1978 (Mitchell et.al, 2005), and generation Y from 1978 to 1994 (Marconi, 2000). Marketers are aware that this huge segment is future consumers and will have an impact on retailers for a long time (Wolburg & Pokrywczynski, 2001). To succeed in marketing, knowledge of the market and its concerns are of great importance to put together a good marketing mix (Marconi, 2000). Different target groups have different needs and wants, which makes the marketing efforts dependent on the target group (Mitchell et.al, 2005). The media landscape is changing, giving marketers new opportunities to bombard the consumers with marketing clutter. This makes it more difficult for consumers to associate the message to the right brand. Consumers’ cognitive resources do not have the possibility to process all the marketing information. (Rosengren, 2008) The aim with marketing communication is to create brand awareness, brand knowledge and affecting the consumer to commit to the brand. The message should trigger the consumers to perceive and evaluate the brand; get consumers to process the marketing information. Speck and Elliot (1997) claims, that consumer’s attitude towards ads are mostly depending on the information and entertainment ads produce.

Marketers compete for consumers’ attention through television commercial, billboards and other types of advertising (Solomon et.al, 2006). When the stream of marketing messages increases, the consumers seem to be more resilient and suspicious against marketing messages. Consumers are creating ad-avoiding behaviour when exposed to advertising that is of no interest, and tend to avoid it. To catch the attention, new and more aggressive tactics are developed to penetrate and stand out in the marketing environment (Speck & Elliot, 1997).
However, generation X and Y are according to Mitchell et.al, (2005) not interested in the hype of products, and they prefer the straight talk technique. Generation Y is also sceptical towards the advertising and they must believe a message to be sincere, or non-manipulative to be persuaded (Bennett et.al, 2006). Furthermore, green consumption, ethical consumption, and social responsible consumption is gaining ground in today’s society. Consumers are getting more socially aware of companies manufacturing processes, there dealing with labour, and advertising ethics. (Nelson & Paek, 2009) This makes it important for marketers to refine old marketing activities and create new ways to reach consumers (Mitchell et.al, 2005). One marketing strategy that has been getting attention during the last few years is stealth marketing. It is often referred to as covert marketing, undercover marketing, or under-the-radar marketing. (Roy & Chattopadhyay, 2010) The definition of stealth marketing is; “the use of surreptitious marketing practices that fail to disclose or reveal the true relationship with the company that produces or sponsors the marketing message” (Martin & Smith, 2008, pp.45). In other words stealth marketing is trying to reach consumers without their knowledge of being persuaded, and aims to plant marketing information in consumers minds in order to avoid consumers tendency of ad-avoidance.

1.2 Problem discussion

In response to the challenging marketing environment that marketers encounter companies have engaged in developing stealth marketing as a marketing strategy. (Sprott, 2008) Furthermore, companies require a better understanding of what the consumers consider being ethical and unethical behaviour when it comes to marketing strategies. Understanding ethical issues towards different marketing techniques is crucial for the brand image. Consumers’ perception of brand image is important when it comes to choosing between brands. (Brunk, 2010)

According to Schlegelmilch and Öberseder (2010) the interest of ethical issues in marketing has increased with the development of stealth marketing strategies. It can be questioned if stealth marketing is a good way of conducting business. The definition of business ethics is; “the application of our understanding of what is good and right to the assortment of institutions, technologies, transactions, activities and pursuits which we call business” (Velasquez, 1988, pp 1). Since, a contradiction between the definition of stealth marketing and business ethics can be seen. This can question if stealth marketing is a good or right way in a business ethical perspective, since they are not disclosing or revealing the true relationship
with the sponsor? This problem is reinforced by a quote from Sprott (2008, pp. 5) where it is claimed that; “There are ethical dilemmas and potential public policy concerns with marketers who fail to disclose their company as being responsible for the marketing of the goods and services.”

As an example of companies that are using stealth marketing strategy is Wal-Mart. They conducted the following marketing campaign towards American consumers; where two Americans made a journey across America, while blogging about their positive experiences at different Wal-Marts. They were perceived by consumers to be neutral but were actually paid by Wal-Mart. (Roy & Chattopadhyay, 2010) Is it really business ethical pretending to be an objective consumer when actually being paid to promote certain brand or products?

Another example is the ice-cream manufacture Carte d’or. They started a marketing campaign in over 50 grocery stores in United Kingdom, targeting 25-40 year old females. The purpose with the campaign was to create awareness of different Carte d’or flavours and high-light the price reduction; Carte d’or hired two actresses that where charismatic and appealing. The actresses where acting as ordinary customers and had a shopping trolley filled with carte d’or ice-cream boxes. They also had a shopping list with oversized letters showing all the carte d’ors flavours. They spent hours in the grocery store connecting face-to-face with other shoppers. The actresses where telling customers that they where going to have a girls night that evening, and neither of them could cook. Because of the discount on Carte d’or they decided to have a ice crème party. (Kirby & Marsden, 2006) Is it really business ethical by a company to hire an actress that are interacting with people and promoting the company brand and products, without revealing their true intentions for consumers?

Even though stealth marketing activities may be legally acceptable, are they ethically acceptable? What is the general attitude towards marketing strategies that does not disclose the companies connection to the campaign? It is interesting for a company to know the risks and consequences when using stealth marketing. For instance Nestlé’s promoted infant formula products in Africa, but in combination with non-purified water it could be life-threatening for infants. When this was noticed, the public opinion was aggressive and consumers in United Kingdom initiated a boycott of Nestlé’s products. (Brunk, 2010) Can the same consequences appear if stealth marketing strategies are revealed? The example with Nestlé is extreme, but there is a possiblity that the same consequences can occur when using
unethical marketing strategies, such as stealth marketing. If so, will it change consumers’ brand perception or brand image? According to Kapferer (1995) the most precious capital companies have is their brand image. It is therefore, important for companies to know what the consumer believes is ethical to realize what consequences stealth marketing may have on the brand image. (Brunk, 2010) Furthermore, consumers wants to identify themselves with products and services they buy. If a company or brand is seen as unethical or bad in consumers minds, will the consumers still identify themselves with that brand and still buy their products?

1.3 Purpose
Create an understanding for the importance of ethical considerations when using stealth marketing; furthermore determine if that could affect the brand image.

1.3.1 Propositions

Proposition 1: We believe that using stealth marketing strategies is perceived by consumers to be unethical business behaviour.

Proposition 2: We believe that marketing campaigns have an impact on brand image and that using stealth marketing campaigns lead to a negative impact on the brand image.

Proposition 3: We believe that if consumers see a brand or company as unethical the consumers will not buy the product. Hence, they are not willing to identify themselves with the product or brand.

1.4 Delimitations
The legal aspects of stealth marketing is not being investigated in this research, only the general ethical attitudes towards stealth marketing strategies that do not disclose companies connection to the campaign.

There is one definition of business ethics used in the research and other definitions will be disregarded.

The definitions of stealth marketing are many, however, other definitions and classifications of stealth marketing techniques are not considered for this research. They are disregarded to get a deeper knowledge of the ethical aspects regarding chosen concepts.
In stealth marketing there are several techniques that can be used, all with the same philosophy and intention to deceive consumers’. However, in this research the focus will be on the following three techniques: fake-blogs, product placement and live-buzz marketing.
2. Method

In this chapter a discussion of research methods are presented. Each part of the method is followed by a reasoning and discussion of how these methods were used in this research.

2.1 Epistemological position

In the discussion of research and science there are two different views of knowledge, positivisms and interpretivism. Even though they are different they have some resemblens, in some situations the different views of knowledge can be considered radical. (Patel & Davidson, 2007)

Positivism

Positivism is grounded in a historical philosophy that knowledge should be generated for improving and developing the society. The focus is to develop new knowledge through the laws of physics and generated knowledge should be real and obtainable for the human senses. (Patel & Davidson, 2007) Positivism is focusing in the physics thoughts of science, with the perspective that physical and social phenomena are equally (Andersson, 1982).

According to Bryman and Bell (2005) the purpose of the philosophy are to generate hypotheses that can be used to determine new knowledge. To obtain knowledge the data must be gathered with regularity. According to Patel and Davidson (2007) knowledge is developed through hypotheses that are tested through observations and generating new theories. In order to determine legitimacy of the science, a research must be able to replicate. Positivism is built on the philosophy that all science should build on monism; science should describe general laws of causal nature. The laws should be presented in an objective, formal and logical manner. With the stances of being objective, formal and logic are the hypotheses that are often presented as equations. By being objective and having an external perspective to the research object, the philosophies are that the scientist can be exchanged and the same research result should be obtained. (Patel & Davidson, 2007)

Hermeneutic

Hermeneutic is the contrary to positivism, and is grounded in a philosophy where interpretation and understanding of the human existence are central (Patel & Davidson, 2007). Andersson (1978, pp.13) defines the term hermeneutic as: “the science of interpretation”. Scholars of hermeneutics claims, that it is possible to interpret the human existence through the language. That it is possible to interpret human actions, as it is possible to interpret
literature. The philosophy of hermeneutic has often been closely connected with qualitative research methods and for the qualitative understanding as an open and subjective research method. However, hermeneutic is not a standardized method it is continuously changing to adapt to the social situation of a specific period of time (Andersson, 1982).

The researcher’s role is to understand other human actions and their ways of living, by interpreting the way they express themselves. In contrary to the positivism, hermeneutic researchers consider thoughts, impressions and feelings to be assets and not obstacles in understanding the research object. The philosophy is to concentrate and understand the whole context and work iterative with the problem by dividing it into tangible levels, without losing the whole context. The aim is to receive a holistic view. (Patel & Davidson, 2007)

2.1.1 Selected stance for research
The research has a hermeneutic stance as the result which was obtained through interpretation and analysis of empirical and theoretical information. As the research intention was to enlighten consumers’ perspective and ethical stances of stealth marketing, and the authors own experiences and observations were of interest for the result, the positivism perspective was not included. Another reason to chose a hermeneutic stance was because of the interest in presenting a holistic view of consumers’ ethical perspective.

2.2 Ontological position
This is about objectivism and constructionist approaches to social entities. These approaches are discussing if social entities can and should be viewed as having an objective reality to social actors (objectivism), or if social entities are built from perceptions and actions of social actors (constructionist). (Bryman & Bell, 2005)

Objectivism
As mentioned, objectivism is based on the approach that social entities are independent of how each individual is interpreting them. Bryman and Bell (2005) exemplify this by how an organisation is viewed as the reality of the organization, and that people in it are only following the organization’s guidelines and rules. (Bryman & Bell, 2005)

Constructionist
This approach means that social entities and phenomena are produced by social interaction and that they are in constant state of revision. Therefore, researchers have to present a version
of the social reality at a given time, rather than regard the social reality as definitive. (Bryman & Bell, 2005)

2.2.1 Selecting ontological position
A position was taken in this research where social entities and phenomena are in constant revision. This view is taken considering the fact that the research was focusing on people’s attitudes and ethical stance towards certain stealth marketing activities. In order to gather all views from respondents and getting a comprehensive view, a constructionsimisic position was chosen.

2.3 Scientific approach
Patel & Davidson (2007) claims that the scientific approach is how scientists are relating theory to reality through empirical findings.

Deductive theory
Research performed in a deductive manner is grounded from theory, conclusions can be made through general principles and theories. From already known theory, hypotheses are derived and tested empirically. With a deductive way of making research, the process is considered to be objective when the theory tested is already an existing theory. It makes the research less effected by the researchers own opinion. (Patel & Davidson, 2007)

Inductive theory
In the contrary to deduction, new theories are developed from an emiprical stance. The theories that are grounded and developed from empirical observations are difficult to evaluate. The reason is that new theory, only based on empirical observation do not have any theoretical affiliation, and it is hard to determine the posibillity of generalization. (Patel & Davidson, 2007)

Abductive theory
Abductive theory is a combination of both deductive and inductive theory perspective of creating research. The primary hypotheses in this case can be used in more general perspective. Abductive theory can make it easier for the researcher to conduct the research and focus the process in a certain perspective as induction and deduction. A criticism against abduction research is that it is subjective; normally the researchers have conducted previous research and are not objective enough. The result can be that alternative interpretation can be neglected. (Patel & Davidson, 2007)
2.3.1 Selected Stance for research
The purpose of this research was to understand consumers’ attitudes and ethical stances of stealth marketing. Empirical framework was gathered through surveys of real case scenarios. These scenarios were developed from the theoretical background of stealth marketing techniques. The research is not developing new theory within stealth marketing therefore the research had a deductive stance.

2.4 Research strategy
There are two main research strategies a quantitative and a qualitative strategy. These techniques are two different ways of defining approaches and procedures for a scientific study. In contrast to this many scientists still claim that the two techniques can be combined in a general science study. (Bryman & Bell, 2005)

Quantitative strategy
The quantitative strategy is considering the gathering and analyzing of data to rely on a deductive view between theory and practical science. It is also focusing on the positivism of norms and procedures. Furthermore, quantitative strategy considers objectivism to interpret the social reality. Models explaining the quantitative strategy are usually claiming that a hypothesis is formed from the theory and is then tested. However, it is not always that a quantitative research has a hypothesis; instead the theory works as alignment for the gathering of data. Furthermore, choosing a research design and place to observe the research is decided. These decisions influence the research results validity and generalization. (Bryman & Bell, 2005)

Qualitative strategy
In contrast to the quantitative strategy and following the earlier discussed methods the qualitative strategy is considering words to be the manner of gathering and analysing data. Compared to more number and statistical views that the quantitative strategy applies. Inductive views and hermeneutic stances are considered in the qualitative strategy. Within this strategy the constructionism is the view of the social reality. In general, qualitative strategies are focusing on generating new theories and not in reviewing theories. This is not always true, and some qualitative research has been aimed to review theories and not generating new theories. (Bryman & Bell, 2005)
2.4.1 Selecting research strategy
For both the quantitative and qualitative strategy there are basic assumptions, but as discussed both strategies can be handled differently from these assumptions. Also as mentioned, one certain strategy does not have to be chosen, and a combination of both can be used. The deductive way of considering the connection between theory and research was chosen as a foundation. Followed by a hermeneutic stance regarded acceptable knowledge together with a constructionistc view of considering social entities. This stance becomes a mix of quantitative and qualitative strategies, with a quantitative strategic process of doing the research from theory to result.

2.5 Research design
Research design is easily mistaken or confused with the research method. However, there is an important difference where a research design is a framework for collecting, analysing and interpretation of data, while research method is only focusing on the technique of how to collect data. One technique is cross-sectional design and aims to gain knowledge by either quantitative or qualitative data collection methods, in order to reveal patterns and correlations. With this design relations between variables are studied. (Bryman & Bell, 2005) (Yin, 2007)

2.5.1 Selecting research design
This research is aiming to get knowledge of what consumers’ ethical stances are towards stealth marketing techniques. Therefore, this research is based on the cross-sectional design, where a deeper knowledge of what consumer’s attitudes are can be collected. The empirical data was gathered at one point in time as the cross-sectional design remarks. Since all data is gathered at the same time there is no possibility to manipulate any variables, and this makes finding the cause of something harder. Furthermore, through analyzing the data gathered, a presentation of the result is made. Other research designs are not considered since the purpose of this research is best suited with the cross-sectional design. (Bryman & Bell, 2005)

2.6 Operationalization
Primary data
A primary source of data is new data collected by the researchers. It can be useful if the previous research made in the area is not that prevalent. Processes to collect primary data can be through interviews, surveys or observations. Primary data can also be useful as a complement to secondary data, to emphasize a research’s credibility. (Bryman & Bell, 2005)
**Method**

**Procedure for collecting empirical data**

The empirical framework is consists of primary data as its source. For the gathering of the empirical data a non-profitability sampling method was used. From this category the convenience sampling was chosen. The data was collected through a survey of 250 participants. The intention was to gather the general opinion of their attitude and ethical stance towards stealth marketing techniques. This empirical material was gathered through the convenience sampling method. The respondents were students at Linneaus University, friends and family. This method of using surveys and convenience sampling were selected because of the time and cost affiance. The choice of convenience sampling is making it more difficult to generalize the results. The selection however, is a good base for the further semi-structured interviews in order to gather deeper knowledge about attitudes and ethical stances (Bryman & Bell, 2005).

The survey is based upon vignette questions; this means that the questions are closed questions that are usually used in order to gain knowledge of people’s norms and values. A vignette question presents situations and scenarios for the respondent and examines how a person would react in that given situation. The questionnaire form of vignette questions makes the attitude of a respondent more reliable since their answers connect to a real situation. One problem with vignette questionnaires is that people may answer differently from what they would have done in a certain situation. (Bryman & Bell, 2005) However, according to Bryman and Bell (2005) this questioning technique is still realistic as the research is focusing on norms and values of the respondents.

**Surveys**

Surveys and structured interviews are the main method of collecting empirical data in a quantitative research. The two methods are almost similar and consist of closed or open questions. What’s separating these two methods is that the person conducting the interview might influence the respondent. In surveys it is not possible to influence the respondent in any way and the administration of the collected data is less time consuming. However, it can take time to receive the answers. (Bryman & Bell, 2005)

An important aspect when developing surveys is the evaluation if it should consist of open or closed questions. The differences are that in open questions the respondents can answer the questions with there own words and describe their own opinion. In closed questions they only have different alternatives to choose from, and it is the researcher that designs these
alternatives. In open questions the respondent can contribute with unpredicted answers or reactions and it can be reactions that the researcher had not assumed. The usage of open questions does not lead the respondent in a certain direction and therefore, the respondents’ level of knowledge can be interpreted. However, usage of open questions makes the survey difficult to code and is therefore more time consuming. In contrary, closed questions are easier to code and evaluate but it is important to realize that the respondents not always understand the true meaning of the question. Other benefits with closed questions include making it easier to compare data and obtained answers. (Bryman & Bell, 2005)

Surveys can consist of various types of questions depending on what data will be interesting for the research. These types of questions can focus on personal information, attitude, opinions, norms and values, or knowledge level. A survey can have several different types of questions but it is important to understand that they cannot be answered in same way. For instance, attitude questions and knowledge questions cannot be answered equally. That is why there are different variables that can be used in order to make analysis easier. These variables are interval, ordinal, nominal and dichotomous variables. These are combined with questions to trigger the respondent to give more thorough information. (Bryman & Bell, 2005)

2.6.1 Choice of survey
The reason was that the research sought to present a holistic view of how consumers’ ethical opinions towards stealth marketing are. In that case, surveys reach a wider spectrum of people and were, therefore, chosen. The survey questions were based on vignette questions in order to provide the respondents an understanding of stealth marketing methods. To better code and compare the results of the respondents’ answers, closed questions were used. Question types used in the survey were personal, attitude and knowledge questions, in order to determine what the consumer thinks about stealth marketing.

Analyzing the empirical findings
In analyzing the results from the empirical findings, a number of questions were selected in order to answer the three propositions. For analyzing the results from proposition 1 and 2 the Pearson correlation test was made since it was two interval variables that were analyzed. For proposition 3 a chi-square test and Cramér’s v test was made since it was a nominal and interval variable that were analyzed.
2.7 Criteria for research

Reliability
The term reliability concerns the matter if a research result is possible to repeat or not, and the issues of having consistency in the research measurements. Reliability is divided into three factors stability, internal reliability and inter-observer consistency. The stability factor is whether or not the measurements are repeatable and stable overtime. That means that the research is possible to repeat, and that the result shows low variety. Internal reliability is how the indicators that are collected from scale answers in surveys are credible and possible to relate to other indicators. Inter-observer consistency determines if the collected data is too subjective or not. That might be a problem when several individuals are evaluating the data and if these individuals are objective in their interpretation of the data. (Bryman & Bell, 2005)

Validity
With validity it is possible to determine if there is any connection between conclusions that have been generated from the research. Factors that determine the validity are measurement validity, internal validity, external validity and ecological validity. Measurement validity concerns the question if the chosen indicators really are measuring the concept and are reflecting the purpose of the concept. Internal validity is concerning the causality issues in the research. For instance, if one variable is affecting another variable and identify their relationship. External validity refers to the ability of the research to be used in other situations or environments and if the results are possible to generalize. The ecological validity determines if the research findings are possible to apply in people’s everyday life. (Bryman & Bell, 2005)

2.7.1 Reliability and Validity in this research
The research is reliable in the matter that the empirical study is easy to repeat. The research also shows internal credibility since the survey showed correlations between the questions. The inter-observer consistency is also reliable since the empirical material is made and analyzed by only two persons. The external validity of this research is that the ethical aspects and respondents ethical stances can be used for other marketing techniques when creating marketing messages, not only for stealth marketing techniques. The questions in the survey are put in a way that analyzes both how people consider business ethics and how they perceive stealth marketing as a technique. They are answering questions after reading a scenario, which makes the answers valid for each question.
3. Theoretical framework

This part is presenting the theoretical framework that is involved in this research, stealth marketing, business ethics, and brand image. This is followed by a discussion on ethical dilemmas and consequences.

3.1 Stealth Marketing

Stealth marketing strategies are developed to efficiently break through the consumers advertising shield. The intention of stealth marketing is to reach out with marketing product messages. The goal is to plant the marketing message without consumers realizing that the messages are company sponsored, and thereby generate positive attitudes toward the product. (Kaikati & Kaikati, 2004) As mentioned earlier, the definition of stealth marketing is; “the use of surreptitious marketing practices that fail to disclose or reveal the true relationship with the company that produces or sponsors the marketing message” (Martin & Smith, 2008.pp.45).

With the knowledge that consumers are sceptical towards marketing messages, stealth marketing techniques are an effort from marketers to disguise these messages (Rotfeld, 2008). The concept with stealth marketing as a strategy is to sell products by deceiving consumers’ minds and avoid their advertising shield (Kaikati & Kaikati, 2004). Within the stealth marketing strategy there are a couple techniques that can be determined and discussed (figure 1); fake-blogs, product placement and live buzz marketing (Roy & Chattopadhyay, 2010)(Kirby & Marsden, 2006).

![Stealth marketing techniques](image)

Figure 1. Stealth marketing techniques. Self illustrated.

These concepts are explained as following;

Fake-blogs; Blogs that are sponsored by a company and are pretending to be an objective source is referred to as fake-blogs. The goal with fake-blogs is to communicate positive publicity that would be hard through traditional marketing methods. (Roy & Chattopadhyay, 2010)
Theoretical Framework

Product Placement; To show the product in certain preferred situations to endorse the product. (Martin & Smith, 2008) An example of this is when product manufacturers pay to get their products displayed or significantly used in movies (Businessdictionary.com, 2010).

Live buzz marketing; A buzz is created with information about a brand, product, service, or message in a way that makes people talk about it. However, it is created so that no one knows where it originated from. This technique makes the consumer unaware that they have been targeted by a marketing campaign. (Kirby & Marsden, 2006)

3.1.1 Fake-blogs
Blogs are a communication method frequently used by individuals to spread information. Recently, the business world has noticed opportunities to exploit blog communities to spread marketing information. A motivator for using blogs as a marketing channel is the possibility to reach out to consumers globally. According to research made on adults internet usage, more than 27% read blogs on a daily basis and 12% have posted comments of others material in blogs. Companies that pursue marketing activities through blogs, have the opportunity to build customer relationships, take the pulse of consumer trends by letting them interact in the conversation. However, as a consumer it is hard to determine if the information published in personal blogs really are objective information, or if it is a planned marketing attempt. Blogs that are pretending to be published by ordinary customers but actually are not, are termed fake-blogs or flogs. (Dearstyne, 2005) The intention is to create a positive impression and publicity that can be difficult to achieve through traditional marketing methods. (Roy & Chattopadhyay, 2010)

The debate about fake-blogs was initiated after Wal-Mart was exposed as the true sponsor of the blog Wal-Marting across America; where two freelance writers, Laura and Jim, were hired to drive around and blog about the experiences at different Wal-Mart stores, pretending to be ordinary customers. They interacted with employees and customers, and even camped at the Wal-Mart parking lots. During their journey they had all the expenses paid for by Wal-Mart. The blog had high publicity until it was exposed by Businessweek, and the marketing attempt was heavily criticized for not revealing the true relationship between the sponsor and the bloggers. (Martin & Smith, 2008)

Another example is RCA records that promoted the famous American music artist Cristina Arguilera. They hired a team of young people to write about her on different blogs and
forums to create buzz. They were not revealing that they were paid by RCA records, only posing as fans. Therefore, it was no coincidence that Christian Arguilera released her new album just a couple weeks later and her album went straight up to first place on the chart. (Solomon et.al 2006)

Furthermore, the pharmaceutical industry has identified a distinct trend, that people in the United States are looking for medical advice on blogs and forums. The pharmaceutical industry is trying to capitalize on this trend by sponsoring the blogers, in an attempt to encourage them to promote their medical products as a solution for people’s medical issues. (Alkhateeb et.al, 2008)

3.1.2 Product Placement

One of the most common stealth marketing strategies is product placement. In the late 80’s the product placement was not widespread and a rather new technique of promotion. It was only used as an marketing activity by a few companies, for instance brands like Kellogg’s in Seinfeld and Reeses Pieces in the movie E.T. Between 1999 and 2004 the increase of using product placement in United States TV was 21% a year. (Goodman, 2006) In most cases the audience is aware they are exposed to promotional activities, and that the intention is to create brand awareness through product placement. These types of activities that reveal the true sponsor are not considered stealth marketing. However, there is another aspect of product placement, where it is not obvious who the true sponsor is. A more frequently used approach of delivering product messages through entertainment industry is through silent messages. Companies are developing cooperation with producers to link their product messages with the script of the television program or movie. (Goodman, 2006) According to Smit et.al (2009) reasons of product placement in television and movies can be to develop a reality in a scene. However, this is rare and normally the product or message has a promotional purpose. This way the products get more convincing and are not perceived to be advertising. The reasons are to develop trend effects of certain products and deliver a message. Product placement has been used both in scripted and unscripted television programs. (Goodman, 2006)

Product placement is not only concentrated to the entertainment industry, it is also expanding through new media. In the video game industry the development of product placement has been intense. A reason is that the target group often is young males and that the gaming industry is acting globally. Another attractive media is the publishing of videos on websites
such as YouTube. An example of this is videos that do not obviously disclose the true sponsor of the video but in turn they have many viewers and create word-of-mouth advertising. (Smit et al, 2009)

3.1.3 Live buzz marketing
The definition of live buzz marketing is; “a marketing technique that makes use of an actual event or performance to create an echo” (Kirby & Marsden, 2006, pp. 26). Live buzz marketing is created through spreading of positive information about a brand, product, service, or message in a marketplace in a way that make people talk about it. The created echo is called a buzz, and is made so that no one knows where it originated from, in order to make the distributed message trustworthy. (Kirby & Marsden, 2006) The primary purpose with the creation of these messages is to persuade consumers to consider or actually purchase products or services (Ahuja et al, 2007). Performers often create the echoes; it can be actors and actresses but could also include regular consumers that are willing to talk about products, brands, or services. The provided message is created from a company through these performers with the intentions of being spread by anyone who hears the message. (Kirby & Marsden, 2006)

Sony Ericsson promoted one of their combined cellphones and digital cameras by using live buzz marketing in 2002. They hired actors who pretended to be a couple, and visited tourist hotspots. The hired actors then asked real tourists to take a photo of them with the Sony Ericsson cellphone camera. Their objective was to let potential consumers use the cellphone on their own. In this situation the actors were also interacting with the tourists about the product in a manner that was not perceived as obvious product promotion. Sony Ericsson anticipate tourists to tell their friends about the product and in that way create a positive buzz about the product. (Kaikati & Kaikati, 2004) The connection between this live buzz marketing example and stealth marketing can be seen in how the actors are failing to reveal their connection to the real sponsor.

Messages delivered through live buzz marketing are difficult for consumers to ignore, since they are created in a creative and appealing way. Live buzz marketing is effective in creating a positive attitude towards a brand, product or service, but if people understand that it is planted they can feel duped. (Kirby & Marsden, 2006)
3.2 Brand image

A consumer’s associations to a brand’s products or services are referred to as brand image. According to Grönroos (2007) consumers relate to brand messages at all times and either consciously or unconsciously create or shape brand images in their minds. Therefore, every message is perceived and then added up to the brand image by consumers. (Grönroos, 2007)

According to Meenaghan (1995, pp.26) “brands are part of ourselves and we are part of our brands”. Following this expression by Meenaghan, Solomon et al (2006) also claim that people want their own personality to correspond with a product or “brand personality” that they buy. In the consumption society today, people buy products for what they mean and not for what they do. This does not mean that products or services primary function is unimportant it rather means that products have a meaning beyond the primary function. People will therefore choose a product that consists with their own underlying ideas. (Solomon et al, 2006) When a consumer buys a product they are also paying for a set of values that the consumer believes the brand consists of. The individual brand image has made consumers expect the product or service to be of a certain quality. If a company has a positive brand image they gain competitive advantage against other companies. (Da Silva & Alwi, 2008) Companies want consumers to get perceptions that differentiate their products positively compared to other similar products and services. This will in turn lead to consumption of this brands product instead of any other brands product. (Angelopulo, 2009)

Research has shown that consumers that are willing to boycott a brand are considering advertising ethics to play a big role in brand image. Boycotting consumers are still receivable for advertising campaigns and the brand value they deliver. (Nelson & Paek, 2009) According to Kapferer (1995) the most precious capital companies have is their brand image.

The Importance of Brand image

Grönroos (2007) claims that there are four main impacts that brand image have on companies.

- Brand image communicate expectations – both positive and negative expectations. However, it is important for companies to communicate a positive image about the company, in order to be considered as a favourable brand. Companies can, for example, help consumers create positive expectations through advertising.

- Brand image is a filter influencing perceptions – brand image can protect companies from minor problems of functional and technical quality during short periods. If a company struggles with quality for a long time the brand image will change.
Theoretical Framework

- Brand image is a function of experiences as well as of expectations – if the service and quality of a product exceeds or matches the expectations the positive image is reinforced. In contrast, if the company fails to meet the expectations, the brand image and expectations will decline.
- Brand image has an internal impact on employees as well as an external impact on customers – if a company has a positive image about services and communicate clear values to their employees, the employees will express the same positive image towards customers. However, if there is a bad image within the company the employees are likely to have negative impact on customer relationships and quality. (Grönroos, 2007)

3.3 Business ethics

“Ethics relates to a set of standards by which human actions are determined to be right or wrong” (Owen, 1978, pp 27).

Following the definition of ethics, as mentioned business ethics is defined; “the application of our understanding of what is good and right to the assortment of institutions, technologies, transactions, activities and pursuits which we call business” (Velasquez, 1988, pp 1). The definition of business ethics is however, not always a choice between good or bad. In many situations there is a choice between more or less of either option. It is in this grey area between what is legal and illegal where ethical dilemmas appear. (McDonald, 2007) Ethical demands are higher than the law and it is often leading to future regulations. Therefore, what is considered to be unethical today but still within the law might be embodied in the law in the future. (Laczniai & Murphy, 2006) The scandal involving Enron is an example of a company with unethical behavior, which led to stricter regulations (wsws.org, 2010).

The reasons of why ethics are considered in businesses according to Laczniai and Murphy (1985) is that people want a good or fair society. Another reason is because in order for a business environment to function, there has to be some legitimacy and moral involved. (Laczniai & Murphy, 1985) However, it can be discussed where the ethics and good of society is when a smoking company is supporting a non-smoking campaign in United States, while at the same time distributing free cigarettes for 13 and 14 year old children in parts of Asia and Africa. Moreover, it can also be questioned when products that have been banned in western countries are distributed in underdeveloped countries. (Nantel & Weeks, 1996).
Business ethics is interesting to develop for a company in order to strengthen their reputation and its brand equity. This could in turn lead to sustainable growth for the company. (Seshadri et al, 2007) The business environment is more competitive now than ever before, therefore, companies want to differentiate themselves. The companies Body Shop and Coop Bank have done this by placing ethics as a core value in their business. They expect to gain customer value by their philosophy of being ethical in all stages of their business process. (Dennis & Harris, 2006) Furthermore, if companies succeed in offering customer value together with following ethical codes and norms they will be rewarded by customers. (Carrigan et al, 2005)

3.3.1 Marketing ethics
In a business firm the functional area that is communicating with customers is the one most exposed by the societal analysis and scrutiny. Therefore, the marketing function of a business is targeted to analysis of their ethical behavior in advertising, personal selling, pricing, and international operations. The ethical concern is based on an established issue that refers to people in positions of responsibility show a lack of ethical behavior. It is referring to the decisions of product managers, sales representatives, and market research managers. (Laczniak & Murphy, 1985) Furthermore, Laczniak and Murphy (2006, pp.159) define marketing ethics as; “societal and professional standards of right and fair practices that are expected of marketing managers in their oversight of strategy formulations, implementation and control”.

Palmer et al (2001) discuss the ethics of a company in the following situation; When a credit card firm aggressively markets credit cards and easy-to-get financial credit on a college campus. Their marketing message is aiming towards students, which might not be mature enough to handle debt or responsible enough to resist temptations. In contrast to this example, the fact that marketing strategies work best when having the support of society can be mentioned. Marketers who ignore public opinions of a company, jeopardize the company both ethically and financially. A firm should put “people first” as a motto in marketing activities if they want to succeed in the long run. Their is also responsibilities for a manager to consider when making marketing decisions about involving employees so that they do not disadvantage society. Consumers should not be seen only as a way to make profit, instead they should be considered to be the core component in the success of the business. (Laczniak & Murphy, 2006)
Businesses in international dealings and especially the marketing activities have been accused of unethical behavior (Laczniak & Murphy, 1985). Underdeveloped countries are exposed to unethical marketing because of their lack of legal framework to protect consumers and society. Therefore, an issue occurs when a company wants to put ethical and social behavior before self-interest. (Carrigan et al, 2005)

3.3.2 Advertising ethics
Advertising ethics is not a new phenomenon, it has been argued and discussed for decades. The discussion has been focused on the ethical concerns and criticisms for the advertiser’s misleading and immorality of encouraging consumers to consumption. Another criticism is when an advertiser uses persuasive techniques, with the intention of tricking the human intellect and the rational actions concerning consumption. (Drumwright & Murphy, 2009)

The definition of advertising ethics is; ”What is right and good in the conduct of the advertising function. It is concerned with the question of what ought to be done, not just what legally must be done” (Drumwright & Murphy, 2009.pp.83). Currently the research done in advertising ethics is mainly divided into two perspectives. The first one has focused in understanding the consumers perceptions of advertising, for instance their perception of advertising directly to children or advertising dangerous products. The second perspective is more focused on understanding ethics in general, not in the extreme sense like advertising for children. Researchers are trying to understand the general ethical issues of advertising and the consumers perceptions. (Drumwright & Murphy, 2009)

According to Drumwright and Murphy (2009) companies that are developing new promotion campaigns are suffering of “moral myopia”. What “moral myopia” means is that company employees have a distorted view that prevents them from seeing moral issues. They are not focusing on the ethical dilemmas that can occur in promotion. When accurate content in a message is twisted, moral dilemmas can occur. (Drumwright & Murphy, 2009) However, Laczniak and Murphy (1985) claim that people have different perceptions about what is ethical or unethical advertising. For instance, some people can understand the logical approach of showing clothes on models, when other believe it to be provocative or sexist. As people’s perceptions are largely different it is difficult to evaluate what is ethical or not.
Laczniak and Murphy (1985) claim there are two ways of determining how an ethical advertising campaign should be conducted. It is through ethical relativism, that all ethical decisions involving advertising should be evaluated on moral standards. Applying the knowledge that people have different value systems and analysis of the moral consequences that advertising can create. In these cases the use of models in promotion of clothes are typical. There are people that dislike this way of promotion, but the clothes are showned in the natural context. Companies have to evaluate these situations carefully and with companies objectives make the right decision. Another way of handling ethical issues with advertising is through absolutism, a policy code that help to evaluate if the advertising is ethical or not. Company should develop a protocol of how to react and take actions to avoid ethical advertising dilemmas. The evaluation of the advertising is ethical or not is made without exploring the economical benefits with the campaign. (Laczniak & Murphy, 1985)

Companies that formulate a marketing campaign are responsible for the campaigns intent, means and outcomes. The intentions of the campaign are normally, what the company wants to happen, for instance awoken brand-awareness or improve sales. It is difficult to evaluate ethical issues and require internal evaluations to judge if it comes in line with the company policy. The marketing campaign can be a complete legal way of conducting advertising, but it is important to predict the consumer reaction and possible setbacks with a doubtful marketing strategy. (Laczniak & Murphy, 2006)

The means are how the method of advertising is executed and involves necessary judgement. For instance, TV advertising illustrates that submissive women are available for those men that drink a certain beer brand. Another method is large discount campaigns where it is nearly impossible to return the product, due to invalid proof of purchase refered to as a discount product. These methods or means of marketing strategy need thorough judgement if it is ethical or not. (Laczniak & Murphy, 2006)

The outcomes of marketing are probably the easiest for the companies to judge. The outcomes refer to the consequences that advertising causes. For instance, a company in United States who sold jet skis, had a high-rate of injured kids that used the jet skis without supervision of their parents. When it came to the public attention the sales rate decreased. Even though the product had passed the industry safety standards and it had a label prohibiting kids younger then 12 to operate the jet ski. In this situation the company probably had to low age limit and
thereby suffered from the negative consequences the outcomes can cause. The outcomes of an advertising campaign are easy to identify but difficult to predict, so it is important to judge the advertisement before publishing it, in order to limit the possible risk and consequences. (Laczniak & Murphy, 2006)

### 3.3.3 Ethical dilemmas and consequences

According to Boulstridge and Carrigan, (2000) consumers are expecting that companies have high ethical behaviour and are willing to pay more for products produced by companies with high ethical behaviour. However, products produced from companies that are unethical are still bought, but they are expected to be cheap. The consumers’ way of retribution against unethical companies are through decreased willingness to pay high prices. Another aspect is how the business ethics affect business relationships. According to Zineldin (2000) long-term relationships are built on ethical and moral understanding which is crucial for mutual benefits and a rewarding relationship. Furthermore, the importance of business ethics is determined by consumers interest in a just and good society.
4. Empirical framework

The result of this research will first be presented in general, and then the empirical findings will be structured according to the three propositions. It will be presented through tables and by expository writings.

As mentioned earlier the survey was based on scenarios. Questions R7A-D and R8 was about a cellphone company, R9A-D and R10 a TV-show, R11A-D and R12 about a blog. Each scenario can be studied in appendix 2. First, different background variables were used in order to get a better knowledge of the participants’. The number of participants that attended the survey was 249, and consisted of 147 females and 102 males. As a result the percent distribution was 59 % females and 41 % males (appendix.1, table 17). For table 1, variable n represents the number of participants that answered the specific question. Furthermore, the value factor is an encoded answer and represents what respondents answered in the survey (appendix 4, Encoder). In this survey the participants were of young population with an average age between 18-29 years old. On average, they are attending or have finished University studies. Additionally their previous working experience was on average between 0-1 years.

<table>
<thead>
<tr>
<th>Table 1 descriptive analysis</th>
<th>Descriptive</th>
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<tbody>
<tr>
<td></td>
<td>n</td>
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<tr>
<td>Age (R2)</td>
<td>247</td>
</tr>
<tr>
<td>Education (R3)</td>
<td>247</td>
</tr>
<tr>
<td>Work experience (R4)</td>
<td>248</td>
</tr>
<tr>
<td>Companies have an ethical and moral responsibility against society? (R5A)</td>
<td>247</td>
</tr>
<tr>
<td>Companies have an ethical and moral responsibility in the making of advertising and its message? (R5B)</td>
<td>247</td>
</tr>
<tr>
<td>Would you buy products that are marketed in an unethical way, if you can identify yourself with the product? (R15)</td>
<td>246</td>
</tr>
<tr>
<td>Does marketing campaigns influence your attitude towards brands? (R19)</td>
<td>243</td>
</tr>
</tbody>
</table>

To get a better understanding of respondents’ general attitudes towards business ethics and their thoughts of marketing ethics, the following two questions R5A and R5B were asked. The result of R5A, what the respondents thoughts are about companies ethical and moral responsibility towards the society, the respondents average answer 0.89 on a scale from 0-4 where 0 stands for totally agree and 4 is for totally disagree and alternatives 1, 2, and 3 are a grade scale between either option.
Question R5B was asking if companies have an ethical and moral responsibility in the development of advertising and the message it sends. The general attitude was similar as in question R5A and the mean value was 0.84. In this question the scale also was 0-4 where 0, represent totally agree and 4, totally disagree. Question R15 and R19 was asked in order to understand how unethical business and marketing behavior can affect the companies brand image. In question R15 the focus was the acceptance of unethically marketed products and if the respondents could identify themselves with unethical products. Furthermore it was examined if they would buy unethical marketed products. The average result was 1.2, and is closest related to the answer; *Yes, but I would consider it one more time*. In R19 the result was that marketing campaigns do have a small impact of how the attitude is towards the brands. The general tendency was that unethical business behavior and marketing methods do have an impact on the company and its brand image.

### 4.1 Proposition 1

*We believe that using stealth marketing strategies is perceived by consumers to be unethical business behavior.*

In a attempt to understand the respondents business ethical attitudes towards stealth marketing, question R17, table 2; *How do you perceive marketing campaigns that do not reveal that you are targeted by marketing* and the questions R7A, R9A, R11A; *I think this is good way of conducting marketing towards consumers* were asked. The questions R7A, R9A and R11A were applied on three different stealth marketing scenarios. In order to place the question in context with stealth marketing strategies, and examine if consumers consider it to be a good way of conducting marketing.

In R17 the scale was 0-6, were 0 stands for ethical behavior and 6 for unethical behavior. The result was that 30.4 % of the respondents have answered 3, which is neutral. However, the mean value 3.46 confirms that R17 have a tendency to be leaning more towards unethical business behavior than ethical.

For question R7A, the cellphone example, the mean value was 2.15 and the scale was 0, totally agree and 4, totally disagree. Most respondents do not take any stance and answered 2 and the standard deviation was 1.186. Question R9A, the TV-show
example, the mean value was 1.98 and the standard deviation 1.266. Question R11A, the blog example, the mean value was 2.15 and standard deviation of 1.165. There was a small tendency that the respondents do not think it is a good way of conducting marketing.
<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>0 (%)</th>
<th>1 (%)</th>
<th>2 (%)</th>
<th>3 (%)</th>
<th>4 (%)</th>
<th>5 (%)</th>
<th>6 (%)</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Median</th>
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<tr>
<td>How do you perceive marketing campaigns that do not reveal that you are targeted by marketing?</td>
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<td>8</td>
<td>16</td>
<td>27</td>
<td>73</td>
<td>59</td>
<td>36</td>
<td>21</td>
<td>3.46</td>
<td>1.452</td>
<td>3.0</td>
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<td></td>
<td></td>
<td>(0.033)</td>
<td>(0.067)</td>
<td>(0.113)</td>
<td>(0.304)</td>
<td>(0.246)</td>
<td>(0.150)</td>
<td>(0.088)</td>
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<tr>
<td>I think this is a good way of conducting marketing towards consumers? (Cell phone example) (R7A)</td>
<td>248</td>
<td>24</td>
<td>50</td>
<td>76</td>
<td>62</td>
<td>36</td>
<td></td>
<td></td>
<td>2.15</td>
<td>1.186</td>
<td>2.0</td>
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<td></td>
<td></td>
<td>(0.097)</td>
<td>(0.202)</td>
<td>(0.306)</td>
<td>(0.250)</td>
<td>(0.145)</td>
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<tr>
<td>I think this is a good way of conducting marketing towards consumers? (TV-show example) (R9A)</td>
<td>248</td>
<td>36</td>
<td>58</td>
<td>65</td>
<td>54</td>
<td>35</td>
<td></td>
<td></td>
<td>1.98</td>
<td>1.266</td>
<td>2.0</td>
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<tr>
<td></td>
<td></td>
<td>(0.145)</td>
<td>(0.234)</td>
<td>(0.262)</td>
<td>(0.218)</td>
<td>(0.141)</td>
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<tr>
<td>I think this is a good way of conducting marketing towards consumers? (Blog example) (R11A)</td>
<td>246</td>
<td>21</td>
<td>50</td>
<td>85</td>
<td>52</td>
<td>38</td>
<td></td>
<td></td>
<td>2.15</td>
<td>1.165</td>
<td>2.0</td>
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<td></td>
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<td>(0.085)</td>
<td>(0.203)</td>
<td>(0.346)</td>
<td>(0.211)</td>
<td>(0.154)</td>
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</table>
Questions R7A, R9A, R11A, and R17 were analyzed through three correlation tests, to determine if there were any statistic relationships between the variables. In order to analyze two interval questions Pearson’s Correlation was chosen. The statistical correlation coefficient between R17 and R7A, table 3, was 0.480 which was a positive remote to intermediate correlation. However, a value of 0.5-1 is considered to be a strong positive correlation, so R17 and R7A are close to having a strong positive correlation. The statistical significance in table 3 was 0.000. Since 0.05 is considered to be a limit where variables are accepted to have a relationship, this significance shows that the chance that there is no relationship between the two variables is low.

**Table 3 Correlation R17 and R7A**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>How do you perceive marketing campaigns that are not revealing that you are targeted by marketing? (R17)</th>
<th>I think this is a good way of conducting marketing towards consumers? (Cellphone example) (R7A)</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you perceive marketing campaigns that are not revealing that you are targeted by marketing? (R17)</td>
<td>Pearson Correlation 1</td>
<td>.480 **</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>240</td>
<td>240</td>
</tr>
<tr>
<td>I think this is a good way of conducting marketing towards consumers? (Cellphone example) (R7A)</td>
<td>Pearson Correlation .480</td>
<td>1 **</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>240</td>
<td>248</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

In Table 4, the statistical correlation coefficient was 0.208 and had a positive remote to intermediate correlation. The statistical significance is 0.001.

**Table 4 Correlation R17 and R9A**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>How do you perceive marketing campaigns that are not revealing that you are targeted by marketing? (R17)</th>
<th>I think this is a good way of conducting marketing towards consumers' (TV-show example) (R9A)</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you perceive marketing campaigns that are not revealing that you are targeted by marketing? (R17)</td>
<td>Pearson Correlation 1</td>
<td>.208 **</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.001</td>
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<tr>
<td>N</td>
<td>240</td>
<td>240</td>
</tr>
<tr>
<td>I think this is a good way of conducting marketing towards consumers' (TV-show example) (R9A)</td>
<td>Pearson Correlation .208</td>
<td>1 **</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.001</td>
<td></td>
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<tr>
<td>N</td>
<td>240</td>
<td>248</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

In Table 5, the statistical correlation coefficient is 0.401 and had a positive remote to intermediate correlation. The statistical significance is 0.000.
**4.2 Proposition 2**

*We believe that marketing campaigns have an impact on brand image and that using stealth marketing campaigns lead to a negative impact on the brand image.*

In order to answer proposition 2 the following questions will be studied; R5C; Companies marketing methods can influence on my attitude towards the company negatively? R7D, R9D, and R11D are asked through the same question following different stealth marketing scenarios. The question for those was *my view of a company would change positively if they use this kind of hidden marketing?* In table 6 there is a scale from 0-4 where 0 stands for totally agree and 4 is for totally disagree, this grade scale were the alternatives the respondents had in order to choose their opinions in the given questions. According to table 6, question R5C shows that over 50.6 % totally agreed and another 32 % agreed that companies marketing methods could influence negatively on consumers attitude towards a company. 1.2 % of the respondents claimed that companies marketing methods can not affect their attitudes towards companies. The mean value for question R5C was on 0.71 with a standard deviation on 0.871.

Following the cellphone scenario (table 6; R7D) the mean value was 2.67, the standard deviation 1.143 and median answer 3. Furthermore, on question R7D, 28% did not take a stance and 57.3% answered towards the more disagreeing way. For question R9D (table 6) the mean value was 2.43, the standard deviation 1.159, and median answer was 2. On question R9D 34.8% did not take a stance towards either totally agree or disagree, 46.3% considered the more disagreeing opinion. However, for this question it can also be seen that 20.7% are agreeing. Question R11D show a mean value on 2.66, a standard deviation on 1.078 and median on 3.0. It can be seen from table 6, that 55 % in some way are disagreeing with this question and that 32.4% chose a neutral answer.
Table 6  Frequency table with answers from question 5C, 7D, 9D, 11D

<table>
<thead>
<tr>
<th>N</th>
<th>0 (%)</th>
<th>1 (%)</th>
<th>2 (%)</th>
<th>3 (%)</th>
<th>4 (%)</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Median</th>
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<tr>
<td>247</td>
<td>125</td>
<td>79</td>
<td>35</td>
<td>5</td>
<td>3</td>
<td>0,71</td>
<td>0,871</td>
<td>0</td>
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<td></td>
<td>(0,506)</td>
<td>(0,320)</td>
<td>(0,142)</td>
<td>(0,020)</td>
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<td>246</td>
<td>12</td>
<td>24</td>
<td>69</td>
<td>68</td>
<td>73</td>
<td>2,67</td>
<td>1,143</td>
<td>3,0</td>
</tr>
<tr>
<td></td>
<td>(0,049)</td>
<td>(0,098)</td>
<td>(0,280)</td>
<td>(0,276)</td>
<td>(0,297)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>247</td>
<td>12</td>
<td>39</td>
<td>86</td>
<td>50</td>
<td>60</td>
<td>2,43</td>
<td>1,159</td>
<td>2,0</td>
</tr>
<tr>
<td></td>
<td>(0,049)</td>
<td>(0,158)</td>
<td>(0,348)</td>
<td>(0,220)</td>
<td>(0,243)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>244</td>
<td>8</td>
<td>23</td>
<td>79</td>
<td>67</td>
<td>67</td>
<td>2,66</td>
<td>1,078</td>
<td>3,0</td>
</tr>
<tr>
<td></td>
<td>(0,033)</td>
<td>(0,094)</td>
<td>(0,324)</td>
<td>(0,275)</td>
<td>(0,275)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Correlations tables (tables 7, 8, 9), with R5C as a dependent variable and R7D, R9D, and R11D as independent variables, is presented to see if there is a further relation between variables. In table 7 it can be seen that there is significance between the two variables. The correlation between the variables is -0.175 and means that there is a remote to intermediate negatively correlation between them. The variables are relating in an opposite way, so when the value on R5C is raising the value of R7D is declining and vice versa.

**Table 7 Correlations R5C and R7D**

<table>
<thead>
<tr>
<th>Companies marketing methods can influence on my attitude towards the company negatively? (R5C)</th>
<th>My view of a company would change positively if they use this kind of hidden marketing? (Cellphone example) (R7D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies marketing methods can influence on my attitude towards the company negatively? (R5C)</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.006</td>
</tr>
<tr>
<td>N</td>
<td>247</td>
</tr>
<tr>
<td>My view of a company would change positively if they use this kind of hidden marketing? (Cellphone example) (R7D)</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.006</td>
</tr>
<tr>
<td>N</td>
<td>245</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

From table 8 it can be seen that there is no significance between the R5C and R9D variables. The relation is -0.096 and indicates that there is a remote correlation between the two variables. This means that respondents answered these questions in a way conveying that companies marketing methods can influence negatively. They also thought that a company using hidden marketing techniques would change their attitudes towards companies negatively. However, since correlations only can be distinguished when there is significance no correlations can be examined.

**Table 8 Correlations R5C and R9D**

<table>
<thead>
<tr>
<th>Companies marketing methods can influence on my attitude towards the company negatively? (R5C)</th>
<th>My view of a company would change positively if they use this kind of hidden marketing? (TV-show example) (R9D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies marketing methods can influence on my attitude towards the company negatively? (R5C)</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.133</td>
</tr>
<tr>
<td>N</td>
<td>247</td>
</tr>
<tr>
<td>My view of a company would change positively if they use this kind of hidden marketing? (TV-show example) (R9D)</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.133</td>
</tr>
<tr>
<td>N</td>
<td>246</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

Between the R5C and R11D variables there is significance, as can be seen in table 9. The Pearson correlation was on -0.178, and this means that there was a remote to intermediate negatively correlation between the variables.
### Table 9 Correlations R5C and R11D

<table>
<thead>
<tr>
<th>Companies marketing methods can influence on my attitude towards the company negatively? (R5C)</th>
<th>My view of a company would change positively if they use this kind of hidden marketing? (Blog example) (R11D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>-1.178**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.005</td>
</tr>
<tr>
<td>N</td>
<td>247</td>
</tr>
<tr>
<td>N</td>
<td>244</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed).**

#### 4.3 Proposition 3

We believe that if consumers see a brand or company as unethical the consumers will not buy the product. Hence, they are not willing to identify themselves with the product or brand.

For proposition 3 the questions R7C, R9C, and R11C were respectively put in opposition to R8, R10 and R12. The questions were; *I think this is an ethical correct way of promoting products?* and *Would you avoid buying products from companies that use this kind of marketing?* In table 10 the numbers 0-4 have partly different meanings. For R8, R10, and R12 0 stands for *Yes, would avoid at all costs*, 1 stands for *Yes, possibly. Would check for other options*, 2 stands for *No, would continue as usual*, and the 4 stands for *No, would buy more*. For the other three questions 0 stands for totally agree and 4 is for totally disagree and alternatives 1, 2, and 3 are a grade scale of either option. Through R7C, R9C, and R11C knowledge of how respondents think of each stealth marketing scenario will be collected. Questions R8, R10, and R12 will answer the question regarding if the respondent will keep buying products from companies using stealth marketing campaigns.

In studying table 10, it can be seen that the three scenarios R8, R10, and R12 are resulting in nearly the same results. The answer 1 is slightly more frequently answered than 2, except in R10 were they are the exact same (116 answers each). Furthermore, R7C, R9C, and R11C are also showing the same patterns. There is no clear answer and the opinions are widely spread. However, there are slightly more respondents that disagree than totally agree, if it is an ethical way of promoting products. For the last scenario R11C, the mean value was higher than for the two others and the respondents are more disagreeing on this scenario.
Table 10  Frequency table with answers from question R8, R10, R12, R7C, R9C, R11C

<table>
<thead>
<tr>
<th>Question</th>
<th>N</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would you avoid buying products from companies that use this kind of marketing? (Cellphone example) (R8)</td>
<td>248</td>
<td>12</td>
<td>122</td>
<td>104</td>
<td>10</td>
<td></td>
<td>1.46</td>
<td>0.666</td>
<td>1.0</td>
</tr>
<tr>
<td>Would you avoid buying products from companies that use this kind of marketing? (TV-show example) (R10)</td>
<td>246</td>
<td>6</td>
<td>116</td>
<td>116</td>
<td>8</td>
<td></td>
<td>1.51</td>
<td>0.604</td>
<td>2.0</td>
</tr>
<tr>
<td>Would you avoid buying products from companies that use this kind of marketing? (Blog example) (R12)</td>
<td>244</td>
<td>9</td>
<td>124</td>
<td>106</td>
<td>5</td>
<td></td>
<td>1.44</td>
<td>0.602</td>
<td>1.0</td>
</tr>
<tr>
<td>I think this is an ethical correct way of promoting products? (Cellphone example) (R7C)</td>
<td>248</td>
<td>14</td>
<td>44</td>
<td>65</td>
<td>73</td>
<td>52</td>
<td>2.42</td>
<td>1.167</td>
<td>3.0</td>
</tr>
<tr>
<td>I think this is an ethical correct way of promoting products? (TV-show example) (R9C)</td>
<td>247</td>
<td>18</td>
<td>38</td>
<td>72</td>
<td>68</td>
<td>51</td>
<td>2.39</td>
<td>1.184</td>
<td>2.0</td>
</tr>
<tr>
<td>I think this is an ethical correct way of promoting products? (Blog example) (R11C)</td>
<td>246</td>
<td>9</td>
<td>26</td>
<td>69</td>
<td>83</td>
<td>59</td>
<td>2.64</td>
<td>1.071</td>
<td>3.0</td>
</tr>
</tbody>
</table>
To analyze these variables a crosstabulation was made with each scenario looking for any relationships, R7C against R8, R9C against R10, and finally R11C against R12. The crosstabulation (appendix 1, table 18, 19, 20) shows how respondents answered on the given questions in relation to each other. Furthermore, a chi-square test was also made on each pair of variables, in order to decide the significance and correlation between them. In table 11, 12, and 13 it can be seen that there is a statistic relation, since the significance is 0.000. Additionally a Cramér’s V test table 14, 15, 16 was conducted to further examine the relationship between the variables and it can be seen that there is a relationship between all of them.

Table 11: Chi-Square test on R7C-R8  
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>52,621*</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>53,296</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>35,417</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>248</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. 10 cells (50,0%) have expected count less than 5. The minimum expected count is .51.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 12: Chi-Square test on R9C-R10  
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>39,122*</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>42,769</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>23,481</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>245</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. 10 cells (50,0%) have expected count less than 5. The minimum expected count is .44.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 13: Chi-Square test on R11C-R12  
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>38,750*</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>42,284</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>24,033</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>244</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. 12 cells (60,0%) have expected count less than 5. The minimum expected count is .18.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 14: Cramér V test on R7C-R8  
<table>
<thead>
<tr>
<th>Symmetric Measures</th>
<th>Value</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal by Nominal</td>
<td>Phi</td>
<td>.461</td>
</tr>
<tr>
<td>Cramer’s V</td>
<td>.266</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>248</td>
<td></td>
</tr>
</tbody>
</table>

Table 15: Cramér V test on R9C-R10  
<table>
<thead>
<tr>
<th>Symmetric Measures</th>
<th>Value</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal by Nominal</td>
<td>Phi</td>
<td>.400</td>
</tr>
<tr>
<td>Cramer’s V</td>
<td>.231</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>245</td>
<td></td>
</tr>
</tbody>
</table>

Table 16: Cramér V test on R11C-R12  
<table>
<thead>
<tr>
<th>Symmetric Measures</th>
<th>Value</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal by Nominal</td>
<td>Phi</td>
<td>.399</td>
</tr>
<tr>
<td>Cramer’s V</td>
<td>.230</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>244</td>
<td></td>
</tr>
</tbody>
</table>
5. Analyze

In this chapter a developed analysis on the empirical findings and theory are conducted, with focus on the three propositions.

5.1 Proposition 1

We believe that using stealth marketing strategies is perceived by consumers to be unethical business behavior.

According to Laczinak and Murphy (1985) there is business ethics because people want a good and fair society. In table 1, question R5A and R5B results clearly indicate that people think companies have an ethical and moral responsibility towards society. Through question R17 a general knowledge of consumers’ attitudes towards disclosed marketing methods and business behaviour is gathered. Studying table 2 and question R17 it can be stated that most people do not have either an ethical or unethical opinion about this, and instead they are rather neutral. The largest group is answering a neutral 3 but a slight tendency for a more unethical behaviour can be identified. However, since it is such a small difference it is difficult to claim that either opinion is dominant. Question R7A, R9A, and R11A are answered after the respondents have read a stealth marketing scenario. These answers therefore, reflect respondents’ opinions on various stealth marketing methods and if they are a good way of conducting business towards consumers, and thereby society.

The results in table 2 show that consumers perceive these stealth marketing methods as neither ethical nor unethical. There is approximately a 10% difference between respondents’ answers either side of the neutral stance in R7A. There are a few more respondents’ which perceive this method not to be a good way of conducting marketing. In the R9A there is a 2% difference between people that believe that it is a good way of conducting marketing and disagree. From these results, it is impossible to determine whether or not this is a good way to conduct marketing. The result of question R11A is that 6% more respondents believe that it is not a good way of conducting marketing. All three scenarios have equal results and it is hard to see a tendency in either direction. However, as stated earlier in theory marketing strategies works best when having society’s support. It can be seen in table 2 that only 30% think it is a good way of conducting business. Lacziniak and Murphy (2006), claim that marketers jeopardize companies both ethically and financially when they do not have the support of society. It is also important to put society first in business in order to be successful in the long
run (Lacznia & Murphy, 2006). Furthermore, according to Zineldin (2000) long-term business relationships that are rewarding build on ethical and moral understanding.

By analyzing the results of table 3, 4, and 5 a relationship between business ethics and stealth marketing was found. Table 3 shows that there is significance between R7A and R17, this means that there is a statistic relationship between the two questions. It can also be emphasized that it is an intermediate correlation between them. Respondents, who think marketing campaigns that do not reveal the true relationship to the marketing message is unethical, also believe the following R7A scenario was not a good way of conducting marketing towards consumers and vice versa. Between scenario R9A and R17 there was a lower correlation (table 4). However, there was still a correlation between the two variables. Table 5, with the question R11A and R17, is similar to table 3. Therefore, it is confirmed through this research that there is a relationship between business ethics and stealth marketing as stated earlier.

5.2 Proposition 2
We believe that marketing campaigns have an impact on brand image and that using stealth marketing campaigns lead to a negative impact on the brand image.

Tables 6, 7, 8, and 9, examine if marketing campaigns can influence people’s brand image, and what people think of different stealth marketing scenarios. Grönroos (2007) claims that consumers interpret and evaluate brand messages at all time, both consciously and unconsciously. In this study, question R5C examined if the respondents believed that a marketing message could affect their opinions about a company in a negative way. The results in table 6 show that over 50.6% totally agreed, and another 32% were agreeing that the marketing message could have a negative impact on attitudes against companies. Therefore, companies have to be aware of how they create their marketing messages, since the respondents’ claim that it has an impact on the brand image. It can be concluded that consumers’ do not think it is a clear ethical way of sending out marketing messages. Therefore, it is important to remember that the most precious capital companies have is their brand image, as Kapfer (1995) stated. The brand image is communicating expectations, which makes it important to keep it high. It can also protect companies, for a short period, when having minor problems with functional and technological errors. (Grönroos, 2007) According
to Da Silva and Alwi (2008) if a company has a positive brand image, they have a competitive advantage against other companies.

For question R7D, R9D, and R11D the mean value was respectively 2.67, 2.43, and 2.66. A lot of responses are neutral in the given questions. Even though the mean values are close to neutral, 56.3% on R7D, 46.3% on R9D, and 55% on R11D answered that they are having opinions towards a more negative nature about these stealth marketing methods. Through analyzing respondents’ answers it can be seen that the three stealth marketing strategies used in the scenarios were not considered to be clearly ethical or unethical. The scenarios and opinions are in general the same about the different stealth marketing methods. However, a slightly less unethical opinion about the product placement scenario can be interpreted. As stated in theory, the research also indicates that consumers might be more knowledgeable about product placement, than other stealth marketing methods.

In table 7, 8, and 9, the relationship between what people thought about R5C towards R7D, R9D, and R11D was studied. By analyzing if there is a connection it can be stated if stealth marketing has a bad influence on brand image. In table 7, R5C is analyzed with R7D, and from this it can be seen that there is significance between the variables. The correlation that was remote to intermediate in a negative direction means that if people think they can be affected by marketing methods, they are also thinking stealth marketing methods are an unethical way of marketing. Table 8, with variables R5C and R9D, show that there is no statistical significance between the variables. The answer is over 0.05 and it can therefore not be claimed with credibility that there is a correlation between the R5C and R9D variables. The significance between R5C and R11D (table 9) is almost identical to the correlation between R5C and R7D (table 7), where respondents answered on how they get affected by marketing and how stealth marketing methods is considered unethical. This states once again that companies have to remember that it is important to judge advertisements before publishing it, in order to limit possible risk and consequences (Laczniak & Murphy, 2006).
5.3 Proposition 3

We believe that if consumers see a brand or company as unethical the consumers will not buy the product. Hence, they are not willing to identify themselves with the product or brand.

According to Boulstridge and Carrigan (2000) consumers are expecting high ethical behaviour from companies and are willing to pay a higher price towards companies who do this. Questions R7C, R9C, R11C address if consumers believe stealth marketing to be business ethical or not. R8, R10; R12 are asking the respondents if they would buy products that are marketed through stealth marketing. This gives a better understanding of how consumers buying behaviour and business ethical attitudes interact with each other.

In table 9, question R7C there is a tendency that people think it is an unethical way of promoting products. 50% viewed scenario 1 to be unethical behaviour, in contrary to 24% that though it was a completely correct way of conducting marketing. Additionally 26% did not have an opinion if it was ethical or not. However, according to R8 45% would buy the product anyway and 49% would try to avoid buying it, and look if there are other products in the market. Furthermore, in R9C 48% of the respondents thought that this way of promoting products was unethical and 22% that is ethical. Additionally 29% did not have an opinion in either direction. Compared to the results of question R10, where 50% would buy the product and 47% would avoid buying it, and look into other potential products in the market. In questions R11C and R12, 55% of the respondents think it is unethical and only 14% think it is ethical business behaviour. The question regarding if respondents would buy the products that were promoted through blogs 45% answered yes and 51% no if possible, would look into other options. A large number of the respondents thought that all three stealth marketing scenarios were an unethical way of promoting products. However, they would still consider buying the product but would check if there were other options. This is important for companies to be aware of since a competitor easily could take their customers as they are searching for other options. It is important to, once again, claim that a products positive brand image can give a competitive advantage. Furthermore, a positive perception of the brand leads to greater consumption. According to the empirical findings, 40-50 % of the respondents would look for other alternatives. Here there is a potential risk that the consumer will choose competitive products instead. Nelson and Paek (2009) claim that consumers that are willing to boycott brands, believe that ethics play a central role and the empirical findings confirm this theory. However, the majority of participants in the survey would not boycott the products.
that are unethically promoted. Another aspect is that the majorities in the surveys, in all three cases, consider the stealth marketing method to be unethical, but only a few percentages would not buy the product. In this case the ethical aspect does not play a significant role in how the people want their personality to correspond with the products they buy. Therefore, business ethics and consumers product identification do not have a strong connection. This leads to the conclusion that the empirical findings disagree with the theory that people buy products for what they mean, not for what they do.

For companies the intention with stealth marketing is to reach out with their marketing message without revealing the company relationship. The results of the empirical findings are that stealth marketing shows a tendency of being unethical, but the outcomes of reduced sales can not be detected. No clear distinctions between the scenarios can be identified. However, as mentioned some respondents should consider other products instead of unethically promoted products.
6 Conclusions

An answer on each proposition will be summarized and either falsified or accepted. After that some further research and complications is presented.

Since there was neither a tendency for or against stealth marketing business behaviour it can be stated that this is a grey area. Consumers think that companies should be ethical in their business behaviour towards society but do not express that stealth marketing is considered to be fully unethical. It is concluded that there is no distinctive difference between the three scenarios and different stealth marketing techniques. Therefore, it can be claimed that there is not a big difference between different stealth marketing techniques but rather the fact that they are not disclosing or revealing the true relationship to the marketing message. For proposition 1 it can be stated that the grey area is evident, and thereby proposition 1 is partly falsified.

For proposition 2 it was concluded that marketing campaigns can have a negative impact on companies brand images. However, there was a small tendency that stealth marketing techniques leads to a negative impact on the brand image. Even though it was only a small tendency it can be concluded that it was not considered to give companies a positive brand image, which is important from a competitive point of view. Therefore, using stealth marketing campaigns will have an impact, and lead to a negative view on the brand image. This means that proposition 2 is accepted.

This study shows that consumers do not consider the ethical dilemmas in marketing methods to be that important, so that they will stop buying the product. Therefore, it can be concluded that consumers’ considerations towards business ethics do not influence on their buying behaviour. However, they would consider looking at other brands and products to possibly replace the unethically promoted ones. The result also indicates that unethical marketing behaviour, such as stealth marketing, has an impact on the brand image but does not result in decreasing sales. Proposition 3 is thereby falsified.

Furthermore, a conclusion about ethics in stealth marketing is that consumers think it is unethical business behaviour. It will have an impact on the brand image but not have the consequence of consumption of the product. From a company’s perspective, they have to
judge the possible risk of not reaching the consumers and the possibility of getting an unethical brand image.

6.1 Further research
This research is based upon the contradictions of the definitions of stealth marketing and business ethics. The research has discovered that disclosed marketing like stealth marketing was according to the survey unethical. However, when it was illustrated through live buzz marketing, product placement and fake-blogs it was difficult to determine whether it was unethical or not. A recommendation for future research can be to determine what techniques that are considered to be unethical business behaviour and what impact they have.

Furthermore, the research has determined that there is a relationship between business ethics and brand image. Business ethics have an affect on consumers’ perception of the brand image, but do not affect the consumers to the extension that they will not buy the products. Even though they should consider alternative products they will not definitely reject unethically promoted products. Recommendations for further research are to focus on where the business ethical boarders are trespassed and trigger for a boycott of products. Another interesting aspect for further research would be to examine if there are ethical differences between an older and younger generation and if work experience has an impact on where the ethical boarder is.

6.2 Complications
During the research some complications have intervened in the process. First of all, stealth marketing is not that well known as a marketing strategy, therefore it was difficult to find scientific articles that fully explored the theoretical area. Additionally, that made both stealth marketing and stealth marketing techniques hard to define.
References


Appendix
Appendix 1

Table 17 Gender distribution

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>147</td>
<td>59.0</td>
</tr>
<tr>
<td>Male</td>
<td>102</td>
<td>41.0</td>
</tr>
<tr>
<td>Total</td>
<td>249</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 18 Crosstabulation for R7C and R8

<table>
<thead>
<tr>
<th>Would you avoid products from companies that use this kind of marketing? (Cellphone example) (R8)</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>% within R8</td>
<td>8.3%</td>
<td>8.3%</td>
<td>16.7%</td>
<td>25.0%</td>
<td>41.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R7C</td>
<td>7.1%</td>
<td>2.3%</td>
<td>3.1%</td>
<td>4.1%</td>
<td>9.8%</td>
<td>4.8%</td>
</tr>
<tr>
<td>% within R7C (R8)</td>
<td>14.3%</td>
<td>20.5%</td>
<td>44.6%</td>
<td>63.0%</td>
<td>71.2%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Count</td>
<td>2</td>
<td>9</td>
<td>29</td>
<td>46</td>
<td>37</td>
<td>123</td>
</tr>
<tr>
<td>% within R8</td>
<td>8.7%</td>
<td>31.7%</td>
<td>28.8%</td>
<td>22.1%</td>
<td>8.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R7C</td>
<td>14.3%</td>
<td>20.5%</td>
<td>44.6%</td>
<td>63.0%</td>
<td>71.2%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Count</td>
<td>9</td>
<td>33</td>
<td>30</td>
<td>23</td>
<td>9</td>
<td>104</td>
</tr>
<tr>
<td>% within R8</td>
<td>1.6%</td>
<td>11.1%</td>
<td>44.4%</td>
<td>11.1%</td>
<td>11.1%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R7C</td>
<td>8.7%</td>
<td>2.3%</td>
<td>6.2%</td>
<td>1.4%</td>
<td>1.9%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Count</td>
<td>14</td>
<td>44</td>
<td>65</td>
<td>73</td>
<td>52</td>
<td>248</td>
</tr>
<tr>
<td>% of Total</td>
<td>5.6%</td>
<td>17.7%</td>
<td>26.2%</td>
<td>29.4%</td>
<td>21.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Table 19 Crosstabulation for R9C and R10

<table>
<thead>
<tr>
<th>Would you avoid products from companies that use this kind of marketing? (TV-show example) (R10)</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>% within R10</td>
<td>16.7%</td>
<td>6.2%</td>
<td>15.6%</td>
<td>25.0%</td>
<td>12.5%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R9C</td>
<td>5.6%</td>
<td>2.6%</td>
<td>4.3%</td>
<td>2.9%</td>
<td>2.0%</td>
<td>3.3%</td>
</tr>
<tr>
<td>% within R9C (R10)</td>
<td>22.2%</td>
<td>28.9%</td>
<td>37.1%</td>
<td>51.5%</td>
<td>76.5%</td>
<td>46.9%</td>
</tr>
<tr>
<td>Count</td>
<td>12</td>
<td>25</td>
<td>41</td>
<td>30</td>
<td>8</td>
<td>116</td>
</tr>
<tr>
<td>% within R10</td>
<td>10.3%</td>
<td>21.6%</td>
<td>35.3%</td>
<td>25.9%</td>
<td>6.9%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R9C</td>
<td>66.7%</td>
<td>65.8%</td>
<td>58.6%</td>
<td>44.1%</td>
<td>15.7%</td>
<td>47.3%</td>
</tr>
<tr>
<td>Count</td>
<td>18</td>
<td>38</td>
<td>70</td>
<td>68</td>
<td>51</td>
<td>245</td>
</tr>
<tr>
<td>% of Total</td>
<td>7.3%</td>
<td>15.5%</td>
<td>28.6%</td>
<td>27.8%</td>
<td>20.8%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
### Table 20 Crosstabulation for R11C and R12

**Crosstabulation R12 * R11C**

<table>
<thead>
<tr>
<th>Would you avoid products from companies that use this kind of marketing? (Blog example) (R12)</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>% within R12</td>
<td>11.1%</td>
<td>.0%</td>
<td>22.2%</td>
<td>11.1%</td>
<td>55.6%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R11C</td>
<td>11.1%</td>
<td>.0%</td>
<td>2.9%</td>
<td>1.2%</td>
<td>8.5%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Count</td>
<td>0</td>
<td>8</td>
<td>28</td>
<td>48</td>
<td>40</td>
<td>124</td>
</tr>
<tr>
<td>% within R12</td>
<td>.0%</td>
<td>6.5%</td>
<td>22.6%</td>
<td>38.7%</td>
<td>32.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R11C</td>
<td>.0%</td>
<td>30.8%</td>
<td>41.2%</td>
<td>58.5%</td>
<td>67.8%</td>
<td>50.8%</td>
</tr>
<tr>
<td>Count</td>
<td>7</td>
<td>18</td>
<td>36</td>
<td>32</td>
<td>13</td>
<td>106</td>
</tr>
<tr>
<td>% within R12</td>
<td>6.6%</td>
<td>17.0%</td>
<td>34.0%</td>
<td>30.2%</td>
<td>12.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R11C</td>
<td>77.8%</td>
<td>69.2%</td>
<td>52.9%</td>
<td>39.0%</td>
<td>22.0%</td>
<td>43.4%</td>
</tr>
<tr>
<td>Count</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>% within R12</td>
<td>20.0%</td>
<td>.0%</td>
<td>40.0%</td>
<td>20.0%</td>
<td>20.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% within R11C</td>
<td>11.1%</td>
<td>.0%</td>
<td>2.9%</td>
<td>1.2%</td>
<td>1.7%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Count</td>
<td>9</td>
<td>26</td>
<td>68</td>
<td>82</td>
<td>59</td>
<td>244</td>
</tr>
<tr>
<td>% of Total</td>
<td>3.7%</td>
<td>10.7%</td>
<td>27.9%</td>
<td>33.6%</td>
<td>24.2%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Appendix 2

Scenario 1: Live buzz marketing

In 2002, a mobile company implemented a marketing campaign that hired two actors to play the role of fake tourists. Their task was to make contact with real tourists in different tourist areas and ask if they could help them by taking a picture of the couple with their camera phone. After the picture was taken the actors asked what people thought about the mobile phone. The actors said that it was new, in an attempt to spark interest in the mobile phone. During contact the actors never stated that it was a marketing campaign, and that their purpose only was to create a buzz.

Scenario 2: Product placement

A program on TV where they decorate and renovate houses, the presenter showed a tool and describes how well that tool works. They also explain that it is worth spending a bit extra to buy this product. In fact, the construction program is sponsored by the tool manufacturer and gets paid to give positive feedback for their products during the program. What they do not talk about is that there are other tools as good, but this program only highlights this particular brand because of its economic connection.

Scenario 3: Fake-blogs

There was a couple that went through the country blogging about positive experiences at a major department store chain. They wrote about the department store, it’s services and about camping possibilities close by. They claim to be consumers who do so on their vacation. What is not revealed in their blog is that they actually are paid by the department store chain to write about their experiences at their stores on their journey across the country.
Undersökning inom marknadsföring!

Hejsan!
Vi skulle vilja låna 10 minuter av er för att fylla i en enkät angående marknadsföringsaktiviteter.

Vi som frågar är; Markus Svensson och Viktor Pettersson och studerar 3:e året på Ekonomihögskolan vid Linnéuniversitetet. Vi skriver just nu en C-upsats inom marknadsföring och behöver din hjälp. Enkätten är helt anonym, Tack på förhand!
1. Kön
   □ Kvinna  □ Man

2. Född År  19

3. Avslutad eller pågående utbildning (kryssa i senast påbörjade)
   □ Grundskola  □ Gymnasium  □ Folkhögskola  □ Högskola/Universitet

4. Arbetslivserfarenhet (antal år)  □ 0-1  □ 2-5  □ 6-9  □ 10-15  □ 16-

5. Ringa in den siffra som mest överensstämmer med hur du ställer dig till följande påståenden.

<table>
<thead>
<tr>
<th>Håller helt med</th>
<th>Håller inte med</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, Företag har ett etiskt och moraliskt ansvar gentemot samhället</td>
<td>5</td>
</tr>
<tr>
<td>b, Företag har ett etiskt och moraliskt ansvar i skapandet av reklam och dens budskap</td>
<td>5</td>
</tr>
<tr>
<td>c, Ett företags marknadsföringsmetoder kan påverka min inställning mot företaget negativt</td>
<td>5</td>
</tr>
</tbody>
</table>

6. Kan en marknadsföringskampanj få dig att ändra uppfattning om ett företags varumärke?
   □ Ja, absolut  □ Ja, till viss del  □ Nej, det tror jag inte  □ Nej, aldrig  □ Vet ej

Tänk på följande situation:

Vi ber dig nu fundera över denna situation och svara på nedanstående frågor;

7. Ringa in den siffra som mest överensstämmer med hur du ställer dig till följande påståenden.

<table>
<thead>
<tr>
<th>Håller helt med</th>
<th>Håller inte med</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, jag tycker att detta är ett bra tillvägagångssätt att bedriva marknadsföring gentemot konsumenter</td>
<td>5</td>
</tr>
<tr>
<td>b, jag tycker att detta är ett bra sätt att nå ut med marknadsföring</td>
<td>5</td>
</tr>
<tr>
<td>c, jag tycker att detta är ett etiskt korrekt sätt att promota sina produkter</td>
<td>5</td>
</tr>
<tr>
<td>d, min uppfattning av ett företag skulle förändras positivt om de unyttjar denna typ av dold marknadsföring</td>
<td>5</td>
</tr>
</tbody>
</table>

8. Skulle du undvika att köpa produkter från företag som använder denna typ av marknadsföring?
   □ Ja, skulle undvika till varje pris  □ Ja, möjligtvis. Skulle kolla upp andra alternativ
   □ Nej, skulle fortsätta som vanligt  □ Nej, skulle köpa fler
Tänk er nu in i följande situation;
Ett TV-program där de inredde och renovade hus, visar programledaren upp ett verktyg och besöker hur bra detta verktyg är. De förklarar också att det är värt att spendera lite extra pengar för att köpa denna produkt. I jämförelse verket är byggprogrammet sponsrat av verktygsslinverkaren och programmet får betalt för att ge positiv feedback till deras produkter. Vad de inte talar om är att det finns andra minst lika bra verktyg, men detta program framhvar endast detta speciella märke på grund av dess ekonomiska koppling.

Vi ber dig nu fundera över denna situation och svara på nedanstående frågor;


<table>
<thead>
<tr>
<th>Håller helt med</th>
<th>Håller inte med</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, jag tycker att detta är ett bra tillväggångstätt att bedriva marknadsföring gemensamt konsumenter</td>
<td>5</td>
</tr>
<tr>
<td>b, jag tycker att detta är ett bra sätt att nå ut med marknadsföring</td>
<td>5</td>
</tr>
<tr>
<td>c, jag tycker att detta är ett etiskt korrekt sätt att promotera sina produkter</td>
<td>5</td>
</tr>
<tr>
<td>d, min uppfattning av ett företag skulle förändras positivt om de utnyttjar denna typ av dold marknadsföring</td>
<td>5</td>
</tr>
</tbody>
</table>

10. Skulle du undvika att köpa produkter från företag som använder denna typ av marknadsföring?

☐ Ja, skulle undvika till varje pris  ☐ Ja, möjligtvis. Skulle kolla upp andra alternativ
☐ Nej, skulle fortsätta som vanligt  ☐ Nej, skulle köpa fler

Läs igenom följande scenario;
Ett par som åker igenom USA, bloggar om positiva upplevelser vid en större varuhuskedja. De skriver om varuhusområdet, campingmöjligheter och varuhuservisen på de olika varhusen inom samma kedja. De utger sig för att vara konsumenter som gör detta på sin semester. Vad som inte avslöjas i deras blogg är att de i själva verket har betalt av varuhuskedjan för att skriva om upplevelser vid dessa butiker på resan genom landet.

Vi ber dig nu fundera över denna situation och svara på nedanstående frågor;


<table>
<thead>
<tr>
<th>Håller helt med</th>
<th>Håller inte med</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, jag tycker att detta är ett bra tillväggångstätt att bedriva marknadsföring gemensamt konsumenter</td>
<td>5</td>
</tr>
<tr>
<td>b, jag tycker att detta är ett bra sätt att nå ut med marknadsföring</td>
<td>5</td>
</tr>
<tr>
<td>c, jag tycker att detta är ett etiskt korrekt sätt att promotera sina produkter</td>
<td>5</td>
</tr>
<tr>
<td>d, min uppfattning av ett företag skulle förändras positivt om de utnyttjar denna typ av dold marknadsföring</td>
<td>5</td>
</tr>
</tbody>
</table>

12. Skulle du undvika att köpa produkter från företag som använder denna typ av marknadsföring?

☐ Ja, skulle undvika till varje pris  ☐ Ja, möjligtvis. Skulle kolla upp andra alternativ
☐ Nej, skulle fortsätta som vanligt  ☐ Nej, skulle köpa fler
13. Brukar du köpa produkter du kan identifiera dig själv med?
   (exempelvis att du köper nyttig mat för att du ser dig som en nyttig människa)
   □Ja □Nej □Ibland

14. Är det viktigt för dig att du kan identifiera dig med den produkten du köper?
   □Ja, väldigt viktigt □Ja, har viss betydelse □Nej, bryr mig inte □Ingen åsikt

15. Skulle du köpa produkter som marknadsför på ett oetiskt sätt, om du kan identifiera dig själv med produkten?
   □Ja, absolut □Ja, men skulle fundera en gång extra □Nej, kan inte identifiera mig med något oetiskt □Nej, skulle ha svårt att göra det

16. Om du tar avstånd från företag eller varumärken av etiska skäl, vilka möjliga aktioner hade du tagit till?
   (kryssa i ett eller flera alternativ)
   □Berätta för dina vänner □Ta kontakt med företaget och framföra dina åsikter
   □Sluta köpa produkter av företaget □Starta motståndskampanjer
   □Utrycka dina åsikter över Internet □Ingen aktion alls

17. Hur upplever du marknadsföringskampanjer där det inte framgår att man blir utsatt för marknadsföring?
   (ringa in det alternativ som mest överensstämmer med er åsikt)

   Etiikt korrekt 7 6 5 4 3 2 1 Oetiskt

18. Skulle du förvänta dig att betala ett lägre pris för en oetiskt tillverkad eller marknadsförd produkt?
   □Ja □Nej □Ingen åsikt

19. Påverkar marknadsföringskampanjer din inställning till varumärken?
   □Ja, stor inverkan □Ja, liten inverkan □Nej, ingen inverkan

20. Har du hört talas om Stealth marketing?
   □Ja, jag vet vad det är □Ja, jag har hört talas om det □Nej, jag har aldrig hört talas om det

Tack för hjälpen!! Ha en fortsatt bra dag!!
Appendix 4

Encoder

C-uppsats VT 2010

Kodningsmall för Undersökning inom marknadsföring

R0 [Enkätnummer]
enligt numrering av undersökning inom marknadsföringsenkätarna 1-150

R1 [Kön]
0 kvinna
1 man

R2 [Ålder]
1 1992-1987
2 1986-1981
3 1980-1975
4 1974-

R3 [Avslutad eller pågående utbildning]
0 Grundskola
1 Gymnasium
2 Folkhögskola
3 Högskola/universitet

R4 [Arbetslivserfarenhet]
0 0-1år
1 2-5år
2 6-9år
3 10-15år
4 16-

R5A [etiskt och moraliskt mot samhället]
0 5 Håller helt med
1 4
2 3
3 2
4 1 Håller inte med
R5B [etiskt och moraliskt mot reklam och budskap]
   0 5 Håller helt med
   1 4
   2 3
   3 2
   4 1 Håller inte med

R5C [marknadsföringsmetoder]
   0 5 Håller helt med
   1 4
   2 3
   3 2
   4 1 Håller inte med

R6 [ändra uppfattning om varumärken]
   0 Ja, absolut
   1 Ja, till en viss del
   2 Nej, det tror jag inte
   3 Nej, aldrig
   4 Vet ej

R7A [bra tillvägagångssätt, mobiltelefoner]
   0 5 Håller helt med
   1 4
   2 3
   3 2
   4 1 Håller inte med

R7B [bra sätt att nå ut, mobiltelefoner]
   0 5 Håller helt med
   1 4
   2 3
   3 2
   4 1 Håller inte med

R7C [etiskt korrekt, mobiltelefoner]
   0 5 Håller helt med
   1 4
   2 3
   3 2
   4 1 Håller inte med

R7D [uppfattning positivt av företag, mobiltelefoner]
   0 5 Håller helt med
   1 4
   2 3
   3 2
   4 1 Håller inte med
Appendix

R8 [undvika köpandet av produkter, mobiltelefoner]
0 Ja, skulle undvika till varje pris
1 Ja, möjligtvis. Skulle kolla upp andra alternativ
2 Nej, skulle fortsätta som vanligt
3 Nej, skulle köpa fler

R9A [bra tillvägagångssätt, byggprogram]
0 5 Håller helt med
1 4
2 3
3 2
4 1 Håller inte med

R9B [bra sätt att nå ut, byggprogram]
0 5 Håller helt med
1 4
2 3
3 2
4 1 Håller inte med

R9C [etiskt korrekt, byggprogram]
0 5 Håller helt med
1 4
2 3
3 2
4 1 Håller inte med

R9D [uppfattning positivt av företag, byggprogram]
0 5 Håller helt med
1 4
2 3
3 2
4 1 Håller inte med

R10 [undvika köpandet av produkter, byggprogram]
0 Ja, skulle undvika till varje pris
1 Ja, möjligtvis. Skulle kolla upp andra alternativ
2 Nej, skulle fortsätta som vanligt
3 Nej, skulle köpa fler

R11A [bra tillvägagångssätt, bloggar]
0 5 Håller helt med
1 4
2 3
3 2
4 1 Håller inte med
<table>
<thead>
<tr>
<th>R11B</th>
<th>[bra sätt att nå ut, bloggar]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Håller helt med</td>
</tr>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Håller inte med</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R11C</th>
<th>[etiskt korrekt, bloggar]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Håller helt med</td>
</tr>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Håller inte med</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R11D</th>
<th>[uppfattning positivt av företag, bloggar]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Håller helt med</td>
</tr>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Håller inte med</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R12</th>
<th>[undvika köpandet av produkter, bloggar]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Ja, skulle undvika till varje pris</td>
</tr>
<tr>
<td>1</td>
<td>Ja, möjligtvis. Skulle kolla upp andra alternativ</td>
</tr>
<tr>
<td>2</td>
<td>Nej, skulle fortsätta som vanligt</td>
</tr>
<tr>
<td>3</td>
<td>Nej, skulle köpa fler</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R13</th>
<th>[brukar du identifiera dig själv med produkter]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>ja</td>
</tr>
<tr>
<td>1</td>
<td>nej</td>
</tr>
<tr>
<td>2</td>
<td>ibland</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R14</th>
<th>[viktigt att identifiera sig med en produkt]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Ja, väldigt viktigt</td>
</tr>
<tr>
<td>1</td>
<td>Ja, har en viss betydelse</td>
</tr>
<tr>
<td>2</td>
<td>Nej, kan inte identifiera mig med något oetiskt</td>
</tr>
<tr>
<td>3</td>
<td>Nej, skulle ha svårt att göra det</td>
</tr>
<tr>
<td>4</td>
<td>Ingen åsikt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R15</th>
<th>[köpa produkter oetiskt, även om identifiera sig med en produkt]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Ja, absolut</td>
</tr>
<tr>
<td>1</td>
<td>Ja, men skulle fundera en gång extra</td>
</tr>
<tr>
<td>2</td>
<td>Nej, skulle ha svårt att göra det</td>
</tr>
<tr>
<td>3</td>
<td>Nej, kan inte identifiera mig med något oetiskt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R16A</th>
<th>[tar avstånd, genom att berätta för vänner]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Ja</td>
</tr>
<tr>
<td>1</td>
<td>Nej</td>
</tr>
</tbody>
</table>
R16B [tar avstånd, kontakta företag]
0 Ja
1 Nej

R16C [tar avstånd, sluta köpa]
0 Ja
1 Nej

R16D [tar avstånd, motståndskampanj]
0 Ja
1 Nej

R16E [tar avstånd, via Internet]
0 Ja
1 Nej

R16F [tar avstånd, ingenting]
0 Ja
1 Nej

R17 [upplever dold marknadsföring]
0 7 etiskt
1 6
2 5
3 4
4 3
5 2
6 1 oetiskt

R18 [betalta ett lägre pris]
0 Ja
1 Nej
2 Ingen åsikt

R19 [påverkar inställning mot varumärken]
0 Ja, stor inverkan
1 Ja, liten inverkan
2 Nej, ingen inverkan

R20 [Stealth marketing]
0 Ja, jag vet vad det är
1 Ja, jag har hört talas om det
2 Nej, jag har aldrig hört talas om det