Factors affecting attitudes
– A study of immigrants' attitude towards the brochures and website of Växjö Kommun

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Abstract

**Background**—The consumer is a major actor in the market place, it is very important for a company to observe, identify and understand fully the attitudes of consumers before and after launching services and products. So it becomes obvious for marketers to know the factors which cause to affect the consumer’s attitude and then response.

**Purpose**—This thesis is to analyze the procedures of affecting consumers’ attitudes towards the brochures and website by visual perception, learning and group influence.

**Theory**—Attitude, visual perception, classical conditioning, instrumental conditioning, cognitive learning, reference groups, the Word-of Mouth communication, opinion leaders

**Methodology**—This research was used by two focus groups to collect the empirical data. Qualitative approach was used to analyze the data with combination of theoretical framework.

**Findings**—The attitudes of immigrants were influenced first by group influence and cognitive learning, and then they had visual perception when reading the brochures and websites. After that classical conditioning and instrumental conditioning reinforced immigrants’ attitudes towards the brochures and websites. The combination of visual perception, learning and group influence had effect on immigrants forming attitudes towards the brochures and websites.

**Key words:**

Attitudes, visual perception, learning, group influence, Växjö Kommun, Immigrants
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1. Introduction

1.1 Background

Sweden has 290 Kommun. Kommun are local self-governments which comply with the limits of parliament and the government decided, but in addition which have their own right to make independent decisions and to collect taxes from residents to properly perform their duties. The state will review and support Kommun by the state regulators. And the local operations are also examined by the Kommun auditors. (Växjö Kommun, accessed on 2011-3-29)

The income tax of each Kommun accounts for a large share of its revenue. Since the state just determines what Kommun may levy taxes on, each Kommun has its own right to decide for what its local tax rates is and how the money is distributed. Each Kommun can also get government grants from the state. Some government grants are public; others may be used only in specific areas that the state points out. (Växjö Kommun, accessed on 2011-3-29)

Växjö Kommun is one of Sweden Kommun. Växjö Kommun is responsible for most of the utilities in Växjö which is an exciting combination of idyllic small town, university town and centre of entertainment - a strong regional centre in the middle of the south of Sweden. Preschools and schools, social services and elderly care are the most important service provided by Kommun. Kommun also supply with various permits, such as building permits and licenses, and working on streets, traffic and sanitation. Working with tourism, culture and entrepreneurship are also the activities of Kommun. In some areas, it may be Kommun’s responsibilities for supervision, such as fire safety and waste management in its area. (Växjö Kommun, accessed on 2011-3-29)

The city council is the highest governing body of Växjö Kommun. And the city council decides on the objectives and guidelines for activities, on budget and tax rate, on which committees should exist. (Växjö Kommun, accessed on 2011-3-29)
With an increasing competitive economy, advertising has already been an important and efficient marketing tool which is used by companies to persuade them to buy their products or services. Växjö Kommun also has its own advertisements and mainly focuses on brochures and website to promote its service. Each month it is stated that informative advertising can stimulate consumers’ demand in a product category (Hamilton, 2008). And Davis, Kay and Star (1991) claimed that if advertising process is a constructive process, then which can be seen to provide consumers with information about the quality, market position and basic features of products. Since it is really helpful to use advertisements to make products or service known within consumers and improve the brand image, it is also important of Växjö Kommun to look at the advertisements from a consumer perspective and understand consumers’ attitudes toward their advertisements.

Many researchers have been interested in studying the consumers’ attitudes toward advertisements these years, like TV commercial advertisements, internet advertisements, and mobile advertisements. From the early survey, consumers had positive attitudes toward advertisements, like consumers regarded the internet advertising informative and entertaining (Schlosser et al., 1999 cited in Tsang et al., 2004). But the some recent researches presented that consumers have negative attitudes to advertisements (Zanot, 1984; 1988 cited in Tsang et al., 2004).

1.2 Problem Discussion

The consumer is a major actor in the market place, and the consumer’s approach of behaving, thinking and reacting towards product and service affect company in various ways. And it is very important for a company to observe, identify and understand fully the attitudes of consumers before and after launching services and products. So it becomes obvious for marketers to know the factors which cause to affect the consumer’s attitude and then response. Consumer behaviour is an on-going process that comes with experience, feelings as well as beliefs and may change the mind any time (Mowen, 1995; Solomon et al., 2010). The consumers’ attitudes
towards advertisement eventually guide to the formation of attitudes towards the products/service featured in the advertisements, because consumers use advertisement claims to make evaluations about product/service benefits (Kim, Park and Kim, 2001; Mostafa, 2005). Seeking to the best quality of the services and to make residents satisfied, the necessity to understand attitude process of formation is required.

Attitudes towards the advertisement can be affected by many different ways. It can be influenced through consumers’ visual perception governed by specific perceived physical advertisement attributed referring to ad layout, type and size of illustration, color (Kastner et al., 1998). In addition, learning can also lead to the formation of the attitudes by classical conditioning, instrumental conditioning and cognitive process (Solomon et al., 2010). The repeated pairing of the potential attitude object with negatively or positively valenced stimuli would make consumers produce negative or positive towards the attitude object (Olson and Fazio, 2001). A research conducted by Razran (1938 cited in Olson and Fazio, 2001) in which he introduced political slogans to people while giving some of them with a free meal, and found that greater agreement with slogans was make by those people who received the free meal approved that instrumental conditioning can make people have positive attitudes towards attitude object. Consumers can also generate their own attitudes by cognitive learning of observing others or keep uniformity among their thoughts, feeling of related objects. Further, consumers can have a positive or negative attitude toward the advertisement because of group influence through the Word- of-Mouth communication and opinion leaders (Solomon et al., 2010).

Kommun are municipalities to provide immigrants and Swedish with service and tips of how to live in Sweden through the official website and the brochures. As the Sweden is the third most attractive country in Europe for the asylum seeker and Sweden is integrating the huge quantity of immigrants (ICG, accessed on 2011-3-29). Växjö Kommun takes 300 or 400 immigrants a year and provides service to them, while other Kommun don’t take many immigrants as their consumers (Nilsson, 2011-4-25). With this increasing population of immigrants in Växjö, there is a lack of
understanding for Växjö Kommun to know how immigrants form their attitudes towards the brochures and website of Växjö Kommun. In addition, attitudes can be affected by different factors; it was interesting for Växjö Kommun to know the steps of those factors impact on immigrants’ attitudes towards the brochures and website.

1.3 Purpose

It leads to analyze the procedures of affecting consumers’ attitudes towards the brochures and website by visual perception, learning and group influence.

1.4 Research question

1. How does visual perception, learning, group influence affect attitude of immigrants toward Växjö Kommun’s brochures and website?

1.5 Delimitations

This thesis has several delimitations and it will give more specified and interesting areas that can be discussed in-depth to focus on and to find the most suitable answer for the research question. Firstly, as Sweden has 290 Kommun. Växjö Kommun takes 300 or 400 immigrants a year and provides service to them, while other Kommun don’t take many immigrants as their consumers (Nilsson, 2011-4-25). So Växjö Kommun will be chose as our research. The research in the Växjö Kommun will also be helpful to be an example for other Kommun. Secondly, the theories of factors affecting attitudes were delimitated to three factors, visual perception, learning, and group influence. Thirdly, the advertisement of Växjö Kommun mainly focuses on the brochures and website to promote their service. Thus, the thesis just focused on factors affecting consumers’ attitudes toward the brochures and website of Växjö Kommun which were the attitude objects of the thesis. Fourth, since the thesis mainly concentrates on investigating factors affecting consumers’ attitudes toward the advertisements of Växjö Kommun from a consumer perspective, the thesis is delimitated to research the attitudes of immigrants towards brochures and websites who reside in Växjö. Because Sweden is integrating the huge quantity of immigrants,
so it becomes meaningful to consider the immigrants as an important part of consumers in Sweden (ICG, accessed on 2011-3-29). Fifth, the research was conducted though two focus groups to collect the primary data and then make a comparison in the analysis with the combination of the theoretical framework.
2. Theoretical framework

2.1 Attitude

According to Solomon et al. (2010, p.275), an attitude is ‘a lasting, general evaluation of people, objects, advertisements or issues’. And anything towards which one has an attitude is called an attitude object. An attitude consists of three parts: affect, behavior and cognition. Affect refers to the way a consumer feels about an attitude object. Behavior involves the person’s aims to do something related to an attitude object. Cognition refers to a consumer’s belief holding towards an attitude object (Solomon et al., 2010).

According to Robertson (1973), attitude reflects the relationship between a consumer and an object. However, it is difficult to explain the object, as scientists Solomon, Bamossy and Askegaard (2002) assess everything that can impact the attitude towards something as the object of attitude. Attitude can be described as a particular evaluation of an object, which could affect emotions, knowledge or behavior with regard to the object.

Consumers’ reactions to a product and brand attitudes are influenced by their evaluations of its advertisements. The attitude towards the advertisement is defined as a positive or negative evaluation of a particular advertising stimulus during a particular exposure occasion (Solomon et al., 2010).

2.2 Factors of affecting consumers’ attitudes

2.2.1 Visual perception

Visual perception is the process to interpret information and surroundings from the effects of visible limit within the range of sight. The visual system in humans allows individuals to digest information from the environment (Solomon et al., 2010).

Colors are rich in symbolic value and cultural meanings. Such powerful cultural meanings make color a central aspect of many marketing strategies. Meanings are
communicated on the visual channel through a product’s size, styling, brightness and distinctiveness compared with competitors (Solomon et al., 2010).

Color choices are made with regard to packaging, advertising, and even shop fittings. Indeed, there is evidence to suggest that some colors (particularly red) are arousing while others (such as blue) are relaxing. The power of colors to evoke positive and negative feelings makes this an important consideration in advertising design. The ability of colors to ‘color’ our expectations is frequently exploited by marketers. Green has been gaining in popularity as consumers’ ecological consciousness has grown. Today color is a key issue in package design. But the choice used to be made casually. Now color is a serious business, and companies frequently employ consultants to assist in these decisions. Some color combinations come to be so strongly associated with a particular corporation that they become known as the company’s livery, and the company may even be granted exclusive use of the colors. Color can be a critical spur to sales (Solomon et al., 2010).

2.2.2 Learning

An attitude can form in several different ways, depending on the particular hierarchy of effects in operation. It can be formed because of classical conditioning, instrumental conditioning and a complex cognitive process (Solomon et al., 2010).

2.2.2.1 Classical conditioning

Classical conditioning has been generally accepted in consumer behavior literature and widely used in commercial advertisements to form associations (Allen and Madden, 1985). Fishbein and Ajzen (1975, cited in Allen and Madden, 1985) claimed that classical conditioning is one of the few frameworks that can potentially accommodate the notion that preference or attitudes may develop through some automatic, non-cognitive system. While Brewer (1974 cited in Allen and Madden, 1985) argued that there is none and never have any evidence to prove unconscious, automatic mechanisms in the conditioning of adult human beings after his review of
classical conditioning studies with humans. In spite of much discussion of the role of classical conditioning, a research conducted by Gorn (1982) approved to be more supportive to the view by arguing that consumer attitudes are susceptible to classical conditioning.

In classical conditioning, unconditioned stimuli (UCSs) can elicit a unconditioned response (UCR) naturally, while conditioned stimuli (CSs) does not elicit a unconditioned response naturally (Solomon et al., 2010). According to the statement of Olson and Fazio (2001), attitudes are thought to develop through classical conditioning in which repeated pairing of potential attitude objects (CSs) with positively and negatively valenced stimuli (UCSs) enable consumers to have positive or negative evaluation to the potential attitude objects. Solomon et al. (2010) further suggested attitudes can be formed by classical conditioning and repeated exposures increase the strength of stimulus-response associations and prevent the decay of these associations in memory.

When doing the classical conditioning research, the “awareness” issue has been the central concern. The Staatses (1957, 1958 cited in Allen and Madden, 1985) claimed that an associative bond between the US and CS was influenced mildly, without participants’ awareness. However, the research of Page (1969, cited in Olson and Fazio, 2001) found that classical conditioning effects occurred based on the participants’ awareness regarding the experimenter’s hypothesis. Olson and Fazio (2001) also conducted a further research which developed a paradigm in which attitudes are formed implicitly, with no accompanying explicit memory for the CS-US pairings. The debate of the awareness issue in classical conditioning still draws the attentions of researchers. Stuart, Shimp and Engle (1987) proposed several requirements for the empirical questions from the perspective of number of trial, contingency, providing product information.
2.2.2.2 Instrumental conditioning

According to Solomon et al. (2010), an attitude also can be formed through instrumental conditioning, in which consumption of the attitude object is reinforced. Instrumental conditioning occurs as behavior is reinforced when providing positive results or be avoided when generating negative outcomes (Solomon et al., 2010, p.248). Rapanelli, Frick and Zanutto (2010) claimed that reinforcement is the consequence of the operant behavior which is influenced by the action performed to act on the environment. Three ways of instrumental conditioning are proposed by Solomon et al. (2010). Positive reinforcement in which the response is strengthened and appropriate behavior is learned occurs when individuals are provided in the form of a reward. In contrast to situations, individuals learn to do certain things in order to avoid unpleasantness. Punishment happens where a response is followed by unpleasant events. Through these behavioral learning, individuals also have a positive attitudes toward the object when they are provided a reward or hold a negative attitude when confronting an unpleasant event. Razran (1938 cited in Olson and Fazio, 2001) conducted a research in which he introduced various political slogans to people while giving some of them with a free meal, and found that greater agreement with slogans was made when people received the free meal than when they did not.

2.2.2.3 Cognitive learning

An attitude can be generated as the outcome of a complex cognitive learning process. Cognitive learning occurs as a result of mental processes, which views people as problem-solvers who make use of information around them to master their environment. For example, an adolescent may begin to model the behavior of friends, who drink Pepsi because they think this will make them to keep with the desirable lifestyle Pepsi commercials image of teenagers (Solomon et al, 2010). Unlike consumers form their attitudes from knowing others’ attitudes by watching what they do, self-perception theory give another explanation that consumers use observations of their own behavior to decide what their attitudes should be (Solomon et al., 2010).
In addition, attitudes also can be produced through the process of cognitive consistency, which refers to people prefer consonant evaluation within an attitude structure consisting of values and expectancies of related objects or events (Rudman, 2004). Solomon et al. (2010) also viewed cognitive consistency as consumers hold harmony among their thoughts, feelings and behaviors, and they are motivated to keep uniformity among these elements. A cognitive consistency attitude is one who follows logically the view of related attitude objects (Rudman, 2004). Structural consistency was also proposed by Maio, Esses, and Bell (2000 cited in Zhou et al., 2009), which was defined as the extent of an individual’s attitude is consistent with overall attitude toward the object or the other aspect of the attitude. This means that the attitude toward the object will be evaluated to fit in with other related attitudes already held by the individual. While cognitive dissonance theory was proposed since people are often confronted with situations in which there is some conflict between attitudes and behaviors. The theory also focuses on situation where two cognitive elements are inconsistent with one another (Solomon et al., 2010).

A social judgment theory is proposed to assume consumers assimilate the new information about attitude objects in accordance with what they already know (Solomon et al., 2010).

### 2.2.3 Group influence

Group influence has the power in persuasion and makes people’s blindness to it (Cohen, 2003). Solomon et al. (2010) also stated that group influence can shape consumers preferences and attitudes by their group memberships, their desire to please or be accepted by others, even by the actions of famous people whom they’ve never met. Group influence impacts on consumers through three types, reference groups, and the Word-of-Mouth Communication and Opinion leaders.
2.2.3.1 Reference groups

People's behaviors and attitudes are decisively affected and shaped by the groups in which they participate, which is a long-accepted premise (Cochran and Beeghley, 1991). A reference group refers to an actual or imaginary individual or group which has relevance upon an individual’s evaluations, aspirations, or behavior (Solomon et al., 2010). According to Cochran and Beeghley (1991, p.46) individuals refer to such groups ‘both for an evaluation of their past action or behavior (comparative reference groups) and for directives to current or future behavior (normative reference groups)’. Merton and Rossi (1968 cited in Cochran and Beeghley, 1991) have argued that after perceiving they share the same common of status attributes with the group, people will make a comparison between themselves and others or regard a group’s values and norms as a point of reference for their own attitudes or behaviors. In addition, individuals do not need actually belong to or participate in these groups for them to affect behavior and attitudes (Cochran and Beeghley, 1991).

Reference groups also have been used by marketers in their efforts to make consumers have positive and satisfied attitudes towards the advertisements and the products, thus persuading them to purchase products and brands. For example, using obvious group members as spokespersons in advertisements is the evidence that advertisers make use of the influence of potential reference group influence on consumer behavior as a communication way. Through engaging in direct, verbal interaction, individuals determine the reference group's evaluation as well as observe the behavior of reference group members in regard to specific or general attitudes toward an object or the purchasing decision under consideration. (Bearden and Etzel, 1982). It can also be stated that reference group expose people to behavior and lifestyles, contribute to self-concept development, result in the formation of values and attitudes, and produce pressure for uniformity to group norms (Bearden and Etzel, 1982).
2.2.3.2 The Word-of-Mouth Communication

Word-of-mouth communications (WOM) refer to interpersonal communications in which none of the participants are promotion sources, which is regarded as both an input into consumer decision-making and an outcome of the purchase process (Bone, 1995). The effect of WOM may well be increasing, at least partially due to the growth in electronic communication via the internet (Liu et al., 2000 cited in Babin et al., 2005).

In this process of communications, the attitudes towards a product or an object can be affected by friends, family members or co-workers and so on. Because consumers tend to consider the information obtained from those they know or talk to directly is more trustworthy and reliable than those received from other channels (Solomon et al, 2010). Take for an instance, when their friends or family talk with them that a certain product is worthy buying or the advertisement is informative and helpful, then the consumers will also believe these thoughts at a larger extent. As Solomon et al. (2010) suggested consumers are more likely to adopt a product when they are provided more positive information of the product by peers and sometimes the influence of others’ opinion is more powerful that one’s own perception. Mangold, Miller and Brockway (1999) also claimed the influence of WOM on the attitudes by viewing that a single, favorable WOM can lead to the formation of Favorable brand attitudes, even when extensive, diagnostic attribute information was also available. As it can be seen positive WOM is related to satisfaction and can generate positive attitude toward the object.

Negative WOM was positively related to the level of dissatisfaction. So when it comes to negative WOM, it is really easy to contribute to the other participants having a negative attitude. Furthermore, consumers stress more importance of negative word-of-mouth than they do positive comments. Negative WOM has been shown to reduce the credibility of a firm’s advertising and to influence consumers’ attitudes toward a product or object as well as their intention to buy it (Solomon et al., 2010).
2.2.3.3 Opinion leaders

Opinion leaders refer to people who are knowledgeable about products and whose advice is taken seriously by others. And an opinion leader can be able to influence others’ attitudes or behaviors. It is assumed that certain influential people in a community would exert an overall impact on group members’ attitudes (Solomon et al., 2010). Wadhwa, Ford-Jone and Lingard (2005) also stressed the importance of opinion leaders in disseminating knowledge and improving professional practice. Opinion leaders absorb information from the mass media and in turn transmit data to opinion receivers. Through the interactive communication, opinion leaders also can be influenced by the responses of their followers (Solomon et al., 2010).

2.2.4 A summary of factors affecting attitude

According to the discussion of factors affecting consumer’s attitudes mentioned before, it can be divided into internal factors and external factors. Because consumers perceive the visual things of the attitude object by themselves and according to their own experience and preference like preferring red color (Solomon et al, 2010), they form the positive or negative attitude toward the attitude object, so visual perception can be an internal factor. In addition, attitude is influenced through classical conditioning by repeated pairing CSs and positively and negatively UCSs (Olson and Fazio, 2001), which can be regarded as external stimulus. Instrumental conditioning through rewards or punishment (external stimulus) can lead to shaping attitudes of consumers. Regarding to cognitive learning, consumers can observe others’ attitude or behavior and uniform with their own previous attitudes, beliefs, and thoughts to have the attitudes toward the attitude object (Solomon et al, 2010). Thus cognitive learning can be the internal and external factors. As for group influence, consumers’ attitudes, instead are influenced by themselves, are influenced by reference group, WOM and opinion leaders but not by themselves, which are considered as the external factors.
Thus, as a summary, visual perception is the internal factor. External factors include classical conditioning, instrumental conditioning, and group influence. Cognitive learning can be the internal and external factor.
3. Methodology

3.1 Research strategy

Yin (2009) proposed five research strategies in doing social science research. There are experiment, survey, archival analysis, history, and case study. Using which research strategies is based on what kind of research question that the researchers are interested in and whether requires over control on behavioral events and whether focuses on contemporary events.

Each strategy has its unique characteristics. Experiment is suitable for few variables being studied, which can be made under a certain controlled situation in the laboratory. Survey is related to research phenomena and context, which can be done through interview, questionnaire, focus group and archival analysis. History does not deal with controlling over behavioral events and concentrating on contemporary events. Case study focuses on detailed and intensive understanding contemporary phenomenon within single setting (Yin, 2009).

Each strategy has its unique characteristics. Experiment is suitable for few variables being studied, which can be made under a certain controlled situation in the laboratory. Survey and archival analysis are advantageous when the research goal is to describe the incidence or prevalence of a phenomenon or when it is to be predictive about certain outcomes (Yin, 2009). A survey can be done through interview, questionnaire, and focus group. History does not deal with controlling over behavioral events and concentrating on contemporary events. Case study focuses on detailed and intensive understanding contemporary phenomenon within single setting (Yin, 2009). A table is presented situations for choosing different research strategies (See table 1 in the appendix).
Our purpose is to understand factors affecting attitudes of immigrants which is a complex and contemporary process and doesn’t require for controlling over the behavioral events of immigrants. In addition, one of our research questions focuses on “what” question, which is suitable to use survey and archival analysis. Although the other research question is “how” question, a survey can also provide the data to explain it. Furthermore, focus group of survey can provide evidence of how the participants typically talk about the topic in question (Morgan, 1988). The design we have chose is a survey. To be more specific, focus groups with qualitative questions was used in our research to collect empirical data to identify how these factors discussed in the theoretical framework affect the attitude of immigrants toward the ads of Växjö Kommun.

3.2 Scientific approach

3.2.1 Inductive, Deductive and Abductive research

According to Ghauri and Gronhaug (2005), there are two approaches to conduct research, deductive and inductive approach. Deductive approach starts with the existing theory and proposes a hypothesis or predisposition, and then through the empirical investigation to test it. While inductive approach generates a new theory as an outcome of working on new things, categories, models. While according to Gadde and Dubois (2005), a combination of deductive and inductive approach called abductive approach which is a systematic way of combining theory and empirical data for the analysis of research problem. And according to Kovacs and Spens (2005), the abductive approach is used mostly in case study research and action research. While Gummesson (2000) argued that it is misleading when the abductive approach is perceived as a third type of approach.

The thesis was concerned with understanding factors affecting the attitudes of immigrants towards Växjö Kommun. The thesis applied focus groups which belonged to a survey but not a case study, so the abductive approach was not concerned in this research. Besides we were not going to generate a new theory from the empirical data
of focus groups, an inductive approach was not suitable for our research. At the beginning, we read and studied the literature of consumers’ attitudes to have a general theory of factors affecting attitudes in order to do the research and figure out interview questions needed when doing focus groups. Although there was no a hypothesis that was tested, we still will applied a deductive approach in the research to understand how consumers’ attitudes were affected by the factors mentioned in the theoretical framework.

3.2.2 Qualitative versus quantitative approach

Research that involves the quantitative and qualitative research has become increasingly common in recent years. Quantitative research is a research strategy which entails the collection of numerical data and as a way of exhibiting the relationship between theory and research as deductive approach and holding a view of an objectivist conception of social reality (Bryman and Bell, 2007). Qualitative research is a research strategy that stresses more importance in words rather than quantification when collecting and analyzing data (Bryman and Bell, 2007).

The quantitative methods were dominantly used for the evaluation (Sandelowski et al., 1997). Quantitative studies also emphasize the measurement and analysis of causal relationships between variables, not processes (Denzin and Lincoln, 2005).

However, qualitative approaches highlight the importance of looking at issues in their usual setting and collecting comprehensive data through techniques such as case studies, participant observation, descriptive narratives, focus groups, and in-depth interviews (Ting-Toomey, 1984). The researchers search for an in depth, overall description of the subject and context in a qualitative study (Denzin and Lincoln, 1998; Greene, 1994, cited Denzin et al., 1995). It is also stated that the researchers of qualitative research seek answers to questions that stress how social experience is created and given meaning (Denzin and Lincoln, 2005). Qualitative methods may be favored when researchers are concerned with exploring people’s life histories or everyday behavior (Silverman, 2005).
We used the qualitative research method throughout our research. Because strengths of the quantitative studies can be disadvantages in social science research and can cause some weaknesses in the studies (Denzin et al., 1995), for instance; the issues such as perceptions, beliefs cannot be explained with numbers effectively or cannot be understood sufficiently since the context is not be described exactly. As our research was looking at how factors affect immigrants’ attitudes towards the brochures and website of Växjö Kommun under usual setting which were concerned with people’s every day behavior and collecting data through focus group, a qualitative method was suitable for us to seek for an overall description of the factors.

3.3 Data collection

3.3.1 Secondary data collection

According to Ghauri and Gronhaug (2005), secondary data refers to information collected by others for a different purpose. The main advantage of using secondary data is that these secondary data collection process is generally informed by expertise and professionalism that may not available to smaller research project (Boslaugh and Johnson, 2007). Secondary data can also be used to provide “triangulation”, increasing the credibility of research findings using primary data (Cowton, 1998; Insch et al., 1997 cited in Harris, 2001).

With regard to secondary data, books from the library of Linnaeus University and scientific articles from the University internet E-library, including ELIN and google scholar, were the secondary data source. The websites have been the most important secondary data sources and freely available. Thus, the information has been also collected from the website of Växjö Kommun.

3.3.2 Primary data collection

Stewart and Shamdasani (1990) stated a focus group as a way of collecting general information/feedback about a program, diagnosing problem areas in a program, obtaining consumers’ feelings about a program, and creating new program ideas for
testing and possible implementation. We used focus group which is a process involved from the focused interview to collect primary data.

According to O’Donnell (1988), focus group provides qualitatively different information from the ones obtained in individual interviews. Therefore focus group results in a greater range of information due to the social pressure, spontaneous and candid reactions.

Focus group method strives to produce good conversation on a given topic. Good conversation ebbs and flows. Individuals laugh, tell personal stories, revisit an earlier question, disagree, contradict themselves, and interrupt. However, the researcher must balance the needs of participants to ‘have their say’ against the need to stay focused (Shuck, et al., 2004). The group interview is conducted in an impartial way and with the minimum of interference by the group members. The participants are asked to answer direct, indirect and open questions while they motivate their answers. Some scenarios are also provided with the intention of provoking discussions.

Challenges of the focus group (Grudens-Schuck, Allen and Larson, 2004)

When conducting a focus group, some limitations can occur, such as:

• Opinion leader can influence the other participants;

Solution: After the identification of opinion leader, interview questions firstly can ask from other participants and lastly from the Opinion leader to reduce his influence.

• It is possible for some of the participants to talk more than others, thus some information could be lost;

Solution: The leader of the interview can use directed questions, to give opportunities to inactive participants.

• The social pressure could affect strongly, and participants can respond in the same way as the others.
Solution: The leader of the interview can ask the participant in question to encourage his/her answers.

• To get broader results, the focus group can only have few people; otherwise it becomes difficult to manage.

Solution: if desired, more focus groups could be held. Thereby, increasing the total number of participants in the research,

3.3.2.1 Interview questions in focus group

The main questions in focus group were based on the research questions and complemented with the theoretical framework. Relevant questions have been developed to motivate participants to discuss these topics and make them talk more about the details. The interview questions were designed by using a multiple-form technique to obtain more reliable data.

As the “awareness” issue has been the central concern when doing the classical conditioning research, Stuart, Shimp and Engle (1987) proposed several requirements for the empirical questions from the perspective of number of trial, contingency. Thus when designing the questions of classical conditioning, we designed three different questions to avoid participants’ awareness of classical conditioning when collecting the empirical data.

In this research, we also had operationalization when designing the interview questions which can be read in table 2 of appendix.

3.3.2.2 The chosen of focus group

Kitzinger (1995) suggested that focus group should be 4-8 individuals. As our research was conducted from a consumer perspective and aimed at investigating factors affecting of advertisements on immigrants’ attitudes.

We had two focus groups, one man and one woman. We conducted the man and woman focus group separately, as we were going to conduct focus group with
immigrants who are living in Växjö. Mostly immigrants are from Arab and Somalia here in Växjö (Nilsson, 2011-4-25) and men are dominant in their society. So it could be a big problem to get information from women in presence of men as they won’t speak much. But it was comfortable for them when there was only women and women focus group. In focus group 1, there were 6 women in the age between 20-35 years, and there were 4 men in focus group 2. The participants in both two groups shared some similar characteristics. Because a group with dissimilar characteristics will decrease the quality of data gathered (information) (Shuck et al., 2004).

In our focus group, all participants studied in Komvux and they have been living in Växjö for 2-4 years. They also were literate so that they can read the brochures and website of Växjö Kommun to contribute to our research. Participants were also accessed through the help of an association called IIS (Integration in Sweden) which is working for the welfare of the immigrants in Växjö. As the participants were member of IIS so their response was serious and helping.

Before starting the focus groups, all participants were gave a general introduction of our research by the moderator. Focus group sessions were 60 to 70 minutes. During the sessions the moderator directed the questions and the other researchers noted down all necessary information although the whole sessions were recorded for later use.

3.4 Validity and reliability

Validity and reliability are generally used for testing the scientific quality of research. Although validity and reliability is used mostly in quantitative research, Bryman and Bell (2007) argued these can also be used for qualitative research. Validity refers to the degree of the results really measure what the researchers are aimed at measuring. Validity can be divided into internal validity and external validity (Bryman and Bell, 2007). Internal validity concerns with the creation of a sound causal relationship. When concerning internal validity, there is a need to confirm that the overall research plan or research strategy is really capable of detecting causal relationships when they exist (Ruane, 2004). In order to achieve internal validity in our research, a survey is
chose as our research strategy. Two focus groups were conducted separately to obtain empirical data. The questions in focus group were well constructed and based on the conceptualization of key theoretical concepts. In addition, the discussions of focus group were taped to assure recording accurate information what was being said.

External validity refers to the results of a study can be generalized beyond the specific research context in which it was conducted (Bryman and Bell, 2007). When doing the focus groups, data collected from them also be assessed for their generalizability. And sample generalizability, the ability to generalize from small to larger groups of similar elements, is important to be stressed. External validity can be achieved through selecting research participants strictly according to homogeneity of representative sample. Although complete homogeneous populations are relatively rare in the social world (Ruane, 2004), we tried the best to choose participants who are from the similar background and share common similarities like how many years do immigrants have been living in Växjö, which can be seen in the chapter of the chosen of focus group. We assume the result of this study could be a helpful example for other Kommun in Sweden.

Reliability refers to the degree of the research can produce the same results in other situations, which means how well the research is replicable. The aim of reliability is to reduce biases and errors (Bryman and Bell, 2007). Marshall and Rossman (1999) argued that qualitative research does not be replicable. Although our research use a qualitative research, it was still important to stress reliability in our research. According to Ruane (2004) statement, when researchers have only one-time access to respondents (likely doing a survey research), it must be considered using a multiple-forms method to check reliability. With multiple-forms method, two alternate versions of a measure are developed. For example, when asking a question for confirming age of respondents, researchers can devise a question and then devise another question that essentially asks for the same information (Ruane, 2004). In our research, focus groups (a kind of survey) were used, which meant we only had one chance to access respondents. Thus we applied multiple-forms technique to devise well
constructed questions in the focus groups in order to assure the reliability of our research.

3.5 Source of criticism

Source criticism refers to the degree of how far you trust a source when you want to use it. The website is considered to need extra attention when using as a source. Generally documents in the electronic form are the same reliable as the printed materials (Linnaeus library, accessed on 2011-4-30). With regard to the source criticism, a primary data source is more reliable than a secondary source (Ghauri and Gronhaug, 2005). Bazerman (1995) stated that the more you understand the subject from each source, the more precisely you are able to judge the usefulness and value of these sources.

In our thesis, the company website of Växjö Kommun was used to give a general introduction of Växjö Kommun. When using this website, we tried to avoid the subjective information. Before collecting the theories in the theoretical framework, we read the theories from these different sources and tried to judge the most useful sources and discussed the theories in our thesis to have a objective attitude. The empirical data was collected from the focus group for our specific purpose of investigating factors affecting consumers’ attitudes towards the brochures and website of Växjö Kommun. In addition, when doing focus group, the questions were designed by using a multiple-forms technique to get more reliable data.
4. Empirical data

4.1 Perception of color

4.1.1 Focus group 1

In this focus group, when they were asked about the first impression about the brochures and website of Växjö Kommun, all of them just said these were very normal advertisements which had nothing special. But when it came to the pictures, all of women agreed that the pictures in the brochures of Växjö Kommun were attractive and tended to be more appealing when there were more colors when they first time read the brochures. They also thought that more color were easier to see and notice. Regarding to the pictures in the website, they thought the website are less colorful than the brochures. All of women considered that green color in the website of Växjö Kommun looked perfect and was suitable to the image of green city. Besides, woman 5 stated that although these pictures looked interesting, some of these pictures were not real pictures.

4.1.2 Focus group 2

In men focus group, all of them regarded they enjoyed watching the pictures in the brochures and website of Växjö Kommun and were able to obtain the idea or information of what the brochures and website were presenting although they could not read Swedish. They also thought these pictures were reflective and they would like more lively and true pictures to show more information. In terms of colors, they stated they like the green color as the background color as Växjö was a green city. In addition, they suggested there would be better to have some short video show in the website of Växjö Kommun to get more attractive.
4.2 Perspective of the brochures and website of Växjö Kommun

4.2.1 Focus group 1

When they were asked about Växjö Kommun, they started to associate the financial help to Växjö Kommun as when immigrants are unemployed they would get financial help from Växjö Kommun. Women 4 also connect the business with the tax bureau to Växjö Kommun. When it came to the association to the brochures and website of Växjö Kommun, three of them said when they saw and hear the sentence of ‘Växjö is the greenest city in Europe’, they would remember the website of Växjö Kommun. All of participants also feel it was convenient to read the brochures of Växjö Kommun when the brochures appeared in news papers which were regarded to be handy and convenient to read. In addition, participants feel the brochures of Växjö Kommun were a good channel to help them have a meaningful life when they took part in the activities that were informed by the brochures.

4.2.2 Focus group 2

All of them liked the brochures and website as it was convenient for them to read. Brochures and websites had strong affect on the participants. They had associative bond with Växjö Kommun, Participants were well aware about Växjö Kommun and its brochures and website. Most of them told that Växjö have won the award to be the greenest city of Europe and they associated Växjö Kommun with the green color on brochures and website. When they saw the green color on brochures or website, they knew it was from Växjö Kommun’s brochures and website. Green color was the associative bond with Växjö Kommun for the participants. One participant said when he saw the logo of Växjö Kommun, and then image of Växjö Kommun automatically came in his mind as a welfare association because if they were unemployed and then they went to Växjö Kommun and applied for social aid. As Komvux( Language school) is a part of Växjö Kommun, they needed to contact the Växjö Kommun at various stages, so they also saw the brochures of Växjö Kommun containing Komvux information. So Komvux created a bond.
4.3 Response of instrumental conditioning

4.3.1 Focus group 1

In focus group 1, woman 1 said through reading the brochures and website, she acknowledged Växjö Kommun was a very active municipality which organized a lot of activities to help immigrants develop a rich life and know more about activity information as well as make them enjoy life in Växjö. The other two Women, women 2 and women 3, also agreed they enjoy these activities and regarded the brochures provided them really useful information about city life activities in Växjö after they had been participated in activities, like chatting together and having fun in coffee shop, which were held by Växjö Kommun after they read the brochures. In contrast, woman 4 did not participated in this kind of activities before. Woman 5 talked she found that some of these activities were not consistent with the pictures in the brochures and regarded the pictures were not real pictures after she participated some of activities informed by the brochures.

4.3.2 Focus group 2

When asked about the importance about the website and brochures, it was beneficial for them because it was informative and helped for them to know what was going on around them. They liked the website more as they can read in English too. All the brochures are in Swedish, website can be translated in different language and it was more beneficial than the brochures and they gave importance to pictures. Pictures of different events attracted them and appealed them to be there. Even if they did not understand Swedish, they tried to see the pictures and then decide to participate in the event. Participants were attached with Växjö Kommun and had attraction with Växjö Kommun, one participant told that always when he attended the event organized by Växjö Kommun there was always some refreshment and gifts for the participants. After his statement, all of them agreed with him, they tried to keep update themselves.
with brochures and website about things going on around them, and even if something did not seem interesting at least they went and checked. Sometimes some sponsor companies there gave them discount vouchers or shopping coupons, competition to win some prize increased their interest to go. They always tried to check from website of Växjö Kommun about the latest news.

4.4 Response of cognitive learning

4.4.1 Focus group 1

In focus group 1, all of women said they didn’t have interest in advertisements very much as they are facing with a lot of advertisements during each day. Women 1 and women 4 believed that advertisements just like an attempt to reach people’s attention and persuade them to buy things that doesn’t exist, but they also told that sometimes they can find useful information on advertisements.

When it came to the visiting website of Växjö Kommun, Women 2 and women 3 said they never visit the website to search information, but they still believed the website of Växjö Kommun was a reliable channel to provide information. Other three women sometimes visited the website, about once a month. To be more specific, Women 1 visited the website of Växjö Kommun once a week and found that sometimes the website was difficult to operate and link as there were a lot of links in the website and she needed to click and click again to find the information that she wanted.

Regarding to the brochures and website of Växjö Kommun, expected woman 4, all participants thought these were good and provided them informal and credible information about how to live in Växjö and how to get information of participating activities. According to women 4, she could not read the brochures of Växjö Kommun and did not give much importance to the brochures.

4.4.2 Focus group 2

In focus group 2, when all of participants were asked about their general feeling of advertisement, they agreed that advertisement is a promotion way of introducing
products and service to them and motivating them to buy things. They would like to read advertisement to get information when they wanted to buy things. In terms of visiting to the website of Växjö Kommun, they visited each week when they first came here, but after several months they just visited about once a month. Men 1 stated that he still feel the website of Växjö Kommun was more reliable compared to the brochures, even though he did not visit very much.

And they all regarded the official website is the most reliable channel. When it came to the brochures and website of Växjö Kommun, they held the opinion that these brochures and website were all informative.

4.5 The effect of group influence

4.5.1 Focus group 1

In this focus group, five participants stated that they heard about the brochures and website of Växjö Kommun from Komvux. When they moved to Växjö and went to Komvux to learn Swedish, the managers in Komvux introduced Växjö Kommun and would gave the brochures as well as the website address to them saying that these can be really helpful guidance for them to live in Växjö. After they read these brochures and website, they agreed with the manager and found they would find useful information from the brochures when they had some problems, like finding a job in Växjö and how to get financial help from Växjö Kommun. When participants were learning Swedish in Komvux, sometimes other immigrants would tell them about some coming activities that were informed by the brochures. Only woman 4 knew Växjö Kommun from her husband, and she also agreed with her husband that the website of Växjö Kommun can provide really detail information.

4.5.2 Focus group 2

In men group, they heard about the brochures and website of Växjö Kommun first from the employees of Linnaeus University and then from Migration Board. Men 4 also mentioned that he knew also from his friends who said the brochures and website
of Växjö Kommun looked colorful and provided information about how to live and how to get a job in Växjö. They agreed what the employees of Linnaeus University and Migration Board as well as their friends said. They really obtained some useful information about how to live and how to take part in some activities in the Växjö from the brochures and website of Växjö Kommun.
5. Analysis

In this part, empirical data was combined with theoretical framework to find out the answers of the research questions.

5.1 Perception of color

According to Solomon et al. (2010), consumers can form their attitudes through visual perception which is a process to interpret information from visible things. Colors have symbolic meanings which can evoke positive and negative feelings. In this research, female and male immigrants regarded the pictures of the brochures and website of Växjö Kommun was very colorful and enjoyed the color of green as green represented Växjö was the greenest city in Euro. The immigrants also could obtain the information of what the brochures and website of Växjö Kommun were presenting through the different and lively pictures although some of them could not read Swedish in brochures of Växjö Kommun.

In this process, immigrants had positive attitudes toward the brochures and website of Växjö Kommun as they interpreted the colors and pictures in these brochures and website of Växjö Kommun were really attractive and appealing through perceiving the meaning. They also interpreted the green color in the brochures and website of Växjö Kommun as a special ecological symbolic meaning. And this ecological symbol can evoke the immigrants to have positive feeling to the brochures and website of Växjö Kommun.

5.2 Perspective of the brochures and website of Växjö Kommun

In the theoretical framework, consumers can form their attitudes through classical conditioning in which repeated pairing of potential attitude objects (CSs) with positively and negatively valenced stimuli (UCSs) enable consumers to have positive or negative evaluation to the potential attitude objects. In this research, participants form different associations to the brochures and website of Växjö Kommun. All of the participants associated green color to the brochures and website of Växjö Kommun.
During this process, participants’ attitudes were affected by the classical conditioning. Green color became an unconditioned stimulus (UCS) which can make participants pay attention and produce positive feeling of concerning environmental protection (UCR). The repeated pairing of the brochures and website of Växjö Kommun (CSs) with positively green color (UCS) would produce an unconditioned response (UCR) in which participants also paid attention and had positive attitude that the brochures and website of Växjö Kommun also focused on environmental issue. As a result, when participants read the brochures and website of Växjö Kommun without the green color, they still had positive attitudes that the brochures and website of Växjö Kommun provided information about the ecological issue and were worth to read. As the repetition of the brochures and website of Växjö Kommun shown, participants would have a deeper memory.

All of the participants also associated newspaper to the brochures of Växjö Kommun. Newspaper (UCS) could make participants think it convenient to read every day (UCR). When the brochures of Växjö Kommun (CS) appeared in the newspaper (UCS), participants also thought the brochures of Växjö Kommun were handy and convenient to read meaning that participants also held positive attitudes towards the brochures and website of Växjö Kommun. Besides, some of women associated the slogan ‘Växjö is the greenest city in Europe’ to the brochures and website of Växjö Kommun as they said when they saw or hear the slogan; they would remember the brochures and website of Växjö Kommun.

5.3 Response of instrumental conditioning

An attitude can be formed through instrumental conditioning, in which consumption of the attitude object is reinforced. One kind of reinforcement is called positive reinforcement in which the response is strengthened and appropriate behavior is learned occurs when individuals are provided in the form of a reward. So the brochures and website of Växjö had the reinforcement for participants. Participants agreed that brochures and websites were useful and beneficial for them as they were
informative and provided them knowledge about events going to be happening around
them and it gave them feeling that Växjö Kommun is an active Växjö Kommun. Brochures and website were important to them because they contained the
information about the activities organized by Växjö Kommun which developed their
living style and is the source of enjoyment. In this research, tips and information
about the activities as well as obtaining enjoyment from these activities can be
regarded as a kind of reward for participants after they read the brochures and website
of Växjö Kommun.

All participants from man group told that they liked to go to the programs, concerts
and other events because they enjoyed the free food and coffee and snacks. They also
had chance to talk with other people from different groups. During our focus group
participants told that during the events there were always some sponsor companies
who gave them gifts, coupons or shopping vouchers. At this time, instrumental
conditioning occurred as these kind of rewards as a reinforcement made them held
positive attitudes that the brochures and website of Växjö Kommun were important
for them, and they tried to update themselves about the latest news. Participants
suggested, if Växjö Kommun use the most relevant, attractive and appealing pictures
then it would be good as many of immigrants cannot read Swedish well, An woman
also raise this issue, when she participate the events then she found them different as
claimed in brochures.

5.4 Response of cognitive learning

In the theoretical framework, it can be seen that there are several cognitive learning to
form attitudes, like self-perception theory, cognitive consistency and social judgement
theory.

Self-perception theory in the theoretical framework give another explanation that
consumers use observations of their own behavior to decide what their attitudes
should be. In terms of visiting the website of Växjö Kommun, except two women,
other participants kept on visiting the website of Växjö Kommun. Most of them
visited it once a month as they wanted to search some useful information. Integrated with they held positive attitudes of the website of Växjö Kommun could provide them credible and informative messages to them. In this research, it can be found that most of participants also used their own observations of their own behavior of keeping visiting the website of Växjö Kommun to hold their own positive attitudes toward the website of Växjö Kommun.

A social judgment theory in the theoretical framework is proposed that consumers assimilate the new information about attitude objects according to what they already know. In the empirical data part, two of women said they never visit the website of Växjö Kommun, but they still had positive attitudes towards the website of Växjö Kommun saying that they believed the information of the official website were reliable. In this process, the attitudes of two participants towards the website of Växjö Kommun were affected by what they already knew about the official website. The initial and positive attitudes towards the official website act as a frame of reference; then the new information about the website of Växjö Kommun is categorized in terms of this existing standard. Thus the two participants also had positive attitudes towards the website of Växjö Kommun.

Cognitive consistency in the theoretical framework suggested that consumers keep uniformity in which the attitude toward the object will be evaluated to fit in with other related attitudes already held by consumers. In this research, all participants held the general attitudes of advertisement can help them to find some useful information about the products and service. When concerning with the brochures of Växjö Kommun, the participants thought these were good and provided them credible information of how to live and how to take part in activities in Växjö. It can be seen that the participants also were influenced by cognitive consistency learning in which they harmony the attitudes toward the brochures of Växjö Kommun within the general attitudes towards advertisement.
5.5 The effect of group influence

In the theoretical framework, reference group refers to an actual or imaginary individual or group which has relevance upon an individual’s evaluations, aspirations, or behaviors. Through engaging in direct, verbal interaction, individuals make a comparison between themselves and others or regard a group’s values and norms by observing the behavior of reference group members as well as determining the reference group’s evaluation as a point of reference of their own attitudes. During this research, both women and men participants expressed they heard about the brochures and website of Växjö Kommun from Komvux which was a Swedish learning school. The managers in Komvux told the participants the brochures and website of Växjö Kommun can be helpful guidances for them to how to have a meaning life in Växjö when the participants first came here. When participants were learning Swedish in Komvux, sometimes other immigrants would tell them about some coming activities that were informed by the brochures. And the participants agreed with what the managers of Komvux and other immigrants said and also thought the brochures and website of Växjö Kommun provided them detail information of living in Växjö. As it can be noted that the Komvux acted as a reference group, and the participants were influenced by Komvux. During the conversations with the managers and other immigrants, the participants noticed that the managers and other immigrants held positive attitudes towards the brochures and website of Växjö Kommun. And the Komvux exposed participants to read the brochures and website of Växjö Kommun, which result in acting as a point of reference of participants’ positive attitudes towards the brochures and website of Växjö Kommun. Besides, for men group, they also heard from Migration Board and consented with what Migration Board said positively of the brochures and website of Växjö Kommun. In this situation, Migration Board was also regarded as a reference group and had effect on the men participants’ positive attitudes towards the brochures and website of Växjö Kommun.

The attitudes towards an object can be affected by friends, family members or co-workers through the WOM as consumers are more likely to consider the
information obtained from those they know or talk to directly is trustworthy and reliable than those received from other channels. In the empirical data part, all of participants knew the brochures and website of Växjö Kommun during the conversations with the managers and other immigrants. Furthermore, one participant also heard about these from his friends during conversations, and the other one participant heard from her family. In addition, the men group also heard from the employees of Linnaeus University. During these conversations, these participants were told the brochures and website of Växjö Kommun looked colorful and could provide useful information of living in Växjö. These participants also believed what other immigrants, their friends; family and employees of Linnaeus University said were trustworthy. During the conversations, positive WOM of the brochures and website of Växjö Kommun were produced, which led to these participants generating positive attitude toward the brochures and website of Växjö Kommun.

Opinion leaders can be able to influence others’ attitudes. Certain influential people in a community would exert an overall impact on group members’ attitudes. When the participants first came here, the managers of Komvux would introduced Växjö Kommun and suggested them the brochures and website of Växjö Kommun can provide the information concerning to how to live in Växjö. In this research, the managers of the Komvux can be regarded as opinion leaders as the managers had an influential status in Komvux. What the managers also had impact on the participants’ behavior leading them to read the brochures and search the website of Växjö Kommun as well as hold positive attitudes towards the brochures and website of Växjö Kommun.

Although not every participant was affected by reference group, WOM and opinion leaders separately, all of them were still influenced by group influence as a whole.
6. Conclusion and recommendations

6.1 Conclusion

As can be read in the analysis, these three factors, visual perception, learning, group influence had impact on forming immigrants’ attitude towards the brochures and website of Växjö Kommun. At first, the immigrants were influenced by group influence which is an external factor. During the research, the immigrants said they first heard about the brochures and website of Växjö Kommun during the conversations from the managers of Komvux, friends, family, Migration Board or other immigrants who told them the brochures and website of Växjö Kommun were really helpful and informative channels to enable them to have a meaningful life in Växjö. And then combining the internal factor of cognitive learning in which the immigrants held the positive attitudes towards the brochures and website of Växjö Kommun just according to information that they already knew about official website and positive feeling of other related advertisement, they began to read the brochures and website of Växjö Kommun. When they first read the brochures and website of Växjö Kommun, they had visual perception and perceived the pictures and colors were attractive and colorful by themselves according to their preference.

After that, the repeated pairing of the brochures and website of Växjö Kommun with the positive green color and the slogan ‘Växjö is the greenest city in Europe’ enabled immigrants to continue to have positive attitudes that the brochures and website of Växjö Kommun concerned with ecological issues. Besides, the association of brochures and news paper made the immigrants feel the brochures were also very convenient and handy for them to read. In addition, immigrants were given the rewards of having happiness and other gifts from the activities to reinforce their positive attitudes that the brochures and website of Växjö Kommun provided them detail information about the coming activities in Växjö. So reinforcement was made that they kept visiting the website and read the brochures of Växjö Kommun. Thus, classical conditioning and instrumental conditioning acted as external factors to
strength immigrants’ positive attitudes towards the brochures and website of Växjö Kommun.

In conclusion, the attitudes of immigrants were influenced first by group influence and cognitive learning, and then they had visual perception when reading the brochures and websites. After that classical conditioning and instrumental conditioning reinforced immigrants’ attitudes towards the brochures and websites. Visual perception and cognitive learning acted as internal factors, while classical conditioning, instrumental conditioning and group influence acted as external factors. The combination of visual perception, learning and group influence had effect on immigrants forming attitudes towards the brochures and websites.

6.2 Recommendations

Based on our study we have several recommendations for Kommun to make their Websites and brochures attractive. Study showed the procedures of factors impacting on attitudes towards the websites and brochures.

It is good to identify the opinion leader and reference groups first in the society. Opinion leaders can influence others’ attitudes. Certain influential people in a community would exert an overall impact on group members’ attitudes. Sources and channels should use to create awareness in opinion leader and they will be helpful to form the immigrant’s positive attitude towards brochures and websites at the beginning.

In the website and brochures of Kommun should use the affective color which attracts the people; they should have unique design to differentiate their website and brochures. Pictures are good tools for communication, and many immigrants who come new, they do not understand Swedish and they try to interpret the pictures and create their own meaning. So Pictures should relate with the messages. It is recommended to use slogan with logo.
As the immigrants have associations with the color of brochures and websites, it would be better to use some music on the website as a conditioning tool. As the stimuli increase the association will be strong. Website should contain the enough information, as the people make their own observation after looking information on website. During the activities the brochures can also be given to them to read with providing rewards such as small gifts, free coffee or food to continue to reinforce their attitudes towards the brochures.

6.3 Limitations

Looking at our thesis it is difficult to say that we have carried out a complete and total diagnosis of the entire market. In this sub-chapter, we tried to describe the weakness and some reflections in this thesis.

The first thing is that we designed some common characteristics shared by immigrants and thought it would be easy to access to these immigrants who are living in Växjö. While asking the immigrants to participate our focus group, some of women immigrants refused because of their culture. Then it took us a lot of time to invite immigrants to participate in the focus group and make our thesis schedule a little bit tight. We should contact and ask immigrants immediately when we decided to use focus group in our research.

In addition, we should check and make sure whether participants can take part in the focus group again the day before focus group meeting, as some of men immigrants failed to come when conducting the men immigrants group the first time, which leaded to conduct the men focus group for second time.

During the women focus group, there were some of participants tended to talk more than others. It would be better for the moderator to notice this situation and then ask the participants questions specifically who tend to be less talkative.

Despite the weaknesses mentioned before, one thing we are sure of is that we had visibly expressed the views and desires of the chosen group, having brought together
and interviewed people from similar backgrounds. We hold the opinion that we carried out this assignment to the best of our ability, having referred to trusted works and literature when ever in doubt.

6.4 Suggestions for future studies

During the study of literature and analysis, a few researches are also interesting to be considered. As we knew the connection of visual perception, learning, group influence had impact on the attitudes of immigrants towards brochures and websites, one can do research which factor is most important for immigrants to form their attitudes. Furthermore, a study about how WOM is important for consumer’s behavior would also be interesting. The study of how to identify opinion leaders in a specific industry would be helpful as there are different opinion leaders in different industry.
7. Reference:

7.1 Books:


7.2 Scientific articles:


7.3 Websites:

ICG, http://www.migrationsverket.se, accessed on 2011-4-1

Växjö Kommun,

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Nilsson H., Head of Public Relations in Växjö Kommun, accessed on 2011-4-25
Appendix

Table 1

Situations for choosing different research strategies

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Form of research question</th>
<th>Requires control over behavioral events?</th>
<th>Focuses on contemporary events?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiment</td>
<td>How, Why</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Survey</td>
<td>Who, What, Where, How many, How much</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Archival analysis</td>
<td>Who, What, Where, How many, How much</td>
<td>No</td>
<td>Yes/No</td>
</tr>
<tr>
<td>History</td>
<td>How, Why</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Case study</td>
<td>How, Why</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Source: Yin (2009, p.8)
### Table 2

**Interview questions in focus groups**

<table>
<thead>
<tr>
<th>Interview questions</th>
<th>Related theories</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How the website and brochures look like without reading anything?</td>
<td>Visual perception</td>
</tr>
<tr>
<td>2. What do you think about the pictures in the website and brochures of Växjö Kommun?</td>
<td>Visual perception</td>
</tr>
<tr>
<td>3. When you read the brochures and website, what specific ideas or concept or symbols you connect to Växjö Kommun?</td>
<td>Visual perception and Classical conditioning</td>
</tr>
<tr>
<td>4. What do you think when you see the brochure of Växjö Kommun in newspaper?</td>
<td>Classical conditioning</td>
</tr>
<tr>
<td>5. What make you to attach deeply with services of Växjö Kommun? / is there any special things which increase your attachment with Växjö Kommun?</td>
<td>Instrumental conditioning</td>
</tr>
<tr>
<td>6. Have you participated the activities that informed by brochures of Växjö Kommun? Do you enjoy these activities?</td>
<td>Instrumental conditioning</td>
</tr>
<tr>
<td>7. After attending these activities, what do you feel about the brochures of Växjö Kommun?</td>
<td>Instrumental conditioning</td>
</tr>
<tr>
<td>8. How often do you visit the website of Växjö Kommun?</td>
<td>Cognitive learning</td>
</tr>
<tr>
<td>9. What do you think about the website and brochures of Växjö Kommun?</td>
<td>Cognitive learning</td>
</tr>
</tbody>
</table>
10. You have an image, an view and an idea (behavior) about brochures and website of Växjö Kommun, what are your consideration when you form it?

<table>
<thead>
<tr>
<th>Cognitive learning and group influence</th>
</tr>
</thead>
</table>

11. Is the appearance of professional or knowledgeable persons making website and brochures authentic?

<table>
<thead>
<tr>
<th>Opinion leaders</th>
</tr>
</thead>
</table>

12. Where have you heard about the brochures and website of Växjö Kommun?

<table>
<thead>
<tr>
<th>Group influence</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>A. Friends</th>
<th>B. Family</th>
<th>C. Migration board</th>
</tr>
</thead>
<tbody>
<tr>
<td>D. Post in mailbox</td>
<td>E. Komvux</td>
<td>F. Members in other communities</td>
</tr>
</tbody>
</table>
Linnaeus University – a firm focus on quality and competence

On 1 January 2010 Växjö University and the University of Kalmar merged to form Linnaeus University. This new university is the product of a will to improve the quality, enhance the appeal and boost the development potential of teaching and research, at the same time as it plays a prominent role in working closely together with local society. Linnaeus University offers an attractive knowledge environment characterised by high quality and a competitive portfolio of skills.

Linnaeus University is a modern, international university with the emphasis on the desire for knowledge, creative thinking and practical innovations. For us, the focus is on proximity to our students, but also on the world around us and the future ahead.