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“To investigate Brand Awareness & Brand Image of KFC in Sweden”

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Abstract:

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Title: To investigate brand awareness and brand image of KFC in Sweden.

Purpose of the study: The prime purpose of this thesis is to investigate and analyze the brand awareness and brand image of KFC in Swedish market and public minds. Why Sweden is lagging behind this well-known brand and how people perceive the brand image of KFC is the question, which shall be answered through this research study.

Research question: What is the brand awareness and brand image of KFC in the minds of Swedish people?

Methodology: The primary data has been collected through questionnaires from the Swedes living in Vasteras and Eskilstuna. Moreover, books, articles and Internet are used as the secondary information.

Conceptual Framework: The knowledge’s model of Keller is used as a conceptual framework. Conceptual framework includes two aspects, which consist of brand awareness and brand image.

Conclusion: Conclusion drawn from the findings and analysis of brand awareness and image of KFC through our survey and empirical data is that the brand awareness and image of KFC in Sweden is positive as substantial figures i.e. 78% of the respondents are aware about KFC. Though KFC needs a substantial marketing campaign and awareness team to further influence and strengthen their consumer market in Sweden.
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1. Introduction:

1.1 Brand Image:
Branding is not a new phenomenon during the last hundred years a lot of work has been carried out to develop it considerably. Legal system identify that brand is also property in a very real sense. More than 160 countries have trademark laws, which allows owner of the brand to claim title in their brand names and logos through trademark. A brand conveys a specific set of features as benefits and services to buyers. The best brands, for example, often stand for quality, value and product satisfaction. A brand can deliver up to four types of meaning; attributes, benefits, values and personality. (Kotler, 1996)

In developed countries inhabitants are the major consumers of branded goods, and they have shown in the century an enormous, coming together of consumer tastes and expectations. Regional and local tastes, attitudes and preferences remain and these must be taken under consideration. Nonetheless brands, which are successful in one market, are increasingly likely to have appeal to consumers on an international basis. The Coca-Cola tastes as good to a teenager in Kowloon as in Chippewa Falls, Wisconsin, A couple in Tokyo take as much pleasure in looking at their Kodak wedding photographs as a couple in Nairobi. Where we live and whatever our background we will respond to sell produced, attractive branded products. Successful brands, whether they are national or international, offer consumers something of value which is different from that offered by competitive brands, and which they are prepared to purchase. (Murphy, 1992)

In the earliest times producers of goods have used their brands or marks to distinguish their products. Pride in their products has no doubt played a part in this. In particular, by identifying their products they have provided purchasers with a means of recognizing and specifying them should they wish to repurchase or recommend the products to others. (Murphy, 1992)
1.2 Background of the company:

Kentucky Fried Chicken (KFC) is a restaurant chain based in Louisville, Kentucky, United States. The owner of KFC was Yum! Brand incorporation. Yum is a corporation that operates or issues licenses to Taco Bell, Pizza Hut, KFC Long John Silver’s and A&W restaurants in worldwide.

The founder of KFC named Colonel Harland Sanders, who was born on 9th September, 1890. When the Colonel was six, his father died and his mother forced him to go for work, he had to take care of his three years old brother and baby sister. He had to cook a lot for his family and by the age of seven, he was expert in several regional dishes.

Colonel Harland Sanders founded the company as Kentucky Fried Chicken in 1952. He began actively franchising his chicken business when he reached the age of 65, and now currently KFC had become the largest quick service food service system in the world. More than one billion of the Colonels “finger licking good” chicken dinner is served every year and it is not only in America but also in more than 80 countries and territories around the world. KFC is a major competitor in the fast food industry and known for its fried chicken and other fast food offerings. It is interesting to mention that first fried chicken was offered in 1930 in the midst of Great depression at a gas station. (KFC, online)

KFC is a well-known restaurant and according to their annual report 2009 it has been rated as 60th well-known brand of the world. KFC is not only famous in North America but also very popular in Australia, New Zealand, Puerto Rico and China, and now has become the most popular fast food chain of the world. KFC is a brand of Yum Restaurant International (YRI) with more than 12,500 restaurants in 110 countries and different regions of the world. YRI’s operational profit in the end of 2008 was more than $528 million and opened 928 new restaurants across six countries in 2008. (KFC, 2009)
1.3 **Brand image of KFC:**

Many people throughout the world are influenced by the brand name of KFC and it is a good opportunity for KFC to gain more customers by using their logo and brand name.

According to Yum chairman and chief executive David Novak "A brand's heritage can either take you forward or it can hold you back," he continued. "What we don't want to do is live in the past at KFC."

"People are looking for a reason to give KFC another try," said Tre Musco, chief creative officer and chief executive of San Francisco-based Tesser Inc, KFC's brand-imaging agency. But the current image is a little dated and does not have a feeling and a contemporary image that relates to younger consumers or consumers who are looking for a healthier lifestyle." (KFC, online)

KFC always take care of their customers with the best food and dining experience in the quick service restaurant business. KFC offers a variety of menu items with low fat, low calorie choices, which is appropriate exercise and best solution for a healthy lifestyle. (KFC Brand, online)

1.4 **Motivation of the study:**

Authors have taken interest while interacting with Swedish people and experiencing the Swedish culture, behavior, attitude and lifestyle. We have also studied the concepts of international marketing and thorough discussions in university with our program fellows and teachers; we gained more awareness regarding marketing concepts. After analyzing all the interesting factors discussed above we chose “Brand awareness and brand image of Kentucky Fried Chicken (KFC) among the Swedish people”.

Our main reason behind selection of KFC is that this fast food restaurant does not exist in Sweden like other fast food restaurants; McDonald, Berger King, Subway and Pizza Hut etc. These restaurants are running their business since long time and have a good brand image in customer minds. Keeping under consideration the above issues, we intend to find out and to investigate brand awareness and brand image of KFC in customer’s minds in Sweden.
1.5 Target Group:

Our thesis and research analysis would be of great help for KFC to manage brand management strategy in Sweden. Moreover this report will assist KFC Company to explore the opportunities in Swedish market and improve their brand awareness and brand image among Swedish people.

1.6 Purpose of the Study:

The prime purpose of this thesis is to investigate and analyze the brand image of KFC in Swedish market and public minds. KFC is a well-known brand and has outlets in many European countries except Sweden. Why Sweden is lagging behind this well-known brand and how people perceive the brand image of KFC is the question, which shall be answered through this research study. Research on fast food and particularly fried chicken has been fragmented and rare in Swedish market. Though there is a substantial demand for fast foods in Sweden, MacDonald’s, Burger King and Pizza Hut are few examples of international fast food brands running businesses in Sweden. They are earning profit from this market, hence we believe Swedish market has the potential for KFC provided the brand is properly communicated and tested in this market.

1.7 Research Question:

What is the brand awareness and brand image of KFC in the minds of Swedish people?
2. Review of Relevant Literature:

2.1 Brand knowledge:

As the level of education rises, the consumers become knowledgeable about different cultures, and have capable to bear things that are not same. (Al-Suliti and Baker, 1998; Festervand et al., 1985; Audhesh and Sharma, 2004, p. 146)

From the perspective of the customers base brand equity framework, brand knowledge is the key to create brand equity. What marketers need, then, is an insightful way to represent how brand knowledge exists in consumer memory. (Keller, 1998, p. 46)

Brand can be defined as “a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of seller and to differentiate them from those of competitors” (Keller, 1998, p.2 & Kotler, 1991, p. 442). According to Keller’s brand knowledge model, brand awareness (brand recall and brand recognition) is concerned to the strength of brand trace in consumer memory, as reflected by consumer ability to identify the brand under different sort of conditions and situations. (Keller, 1998, p. 87)

The Keller’s knowledge model consists of those dimensions, which change consumer behavior, favor ability of brand associations, strength of brand associations, uniqueness of brand and uniqueness of brand associations.
2.2 Brand awareness:

The more consumers have experience of brand by hearing it, seeing it and thinking about it, the more brands has strong place in consumer memory. (Keller, 1998, p. 92)

Brand awareness is concerned about the strength of brand node or trace in memory, as reflected by consumer ability to recognize the brand. (Keller, 1998, p. 87; Rossiter and Percy, 1987) Brand awareness consists of brand recognition and brand recall performance. Brand recognition is the consumer ability to identify and exposure to the brand when brand is given as a cue and brand recall is the consumer ability to recover or the possibility to recovery of the brand when the product category is given. (Keller, 1998, p. 88). The importance of brand recall and brand recognitions depend on the consumer decision making within or outside the stores, where they can better expose them self for the brand. (Keller, 1991; Bettman, 1997; Rossiter and Percy, 1987) Brand awareness plays a vital role in
consumer decision making for three main reasons. First, it is important that consumer think of the brand when they think about the product category. Raising brand awareness enhance the brand image (Keller, 1991; Baker et al., 1986; Nedungdi, 1990), those bunch of brands that receive serious purchase consideration. Second, brand awareness and familiarity can affect consumer’s decision regarding brand, even if there is no other absolute brand. Consumers have been shown to adopt a decisive role to purchase a familiar, well set up brands. (Jacoby et al., 1977; Roselius, 1971) If there is low involvement in decision making to buy a brand then a low level of awareness regarding brand may be enough for product choice. (Battsman and Park, 1980; Hoyer and Brown, 1990; Park and Lessig, 1981) and the final and third one affect consumer decision making by influencing the formation and strength of brand associations in brand image. For creating a brand image it is very important that the brand node has been established in memory and the nature of that brand node affect how easily different kinds of information can become attached to the brand in memory (Keller, 1998, p. 88).

2.3 Brand Image:

Brand image has long been considered as a very important concept in marketing (Grandner and levy, 1955; Keller, 1998, p.92). Brand image research has long been recognized as one of the central area of the marketing research field not only because it serves as a foundation for tactical marketing-mix issues but also because it plays an integral role in building long-term brand equity. (Keller, 1993; Koubaa, 2008, p.139) Brand image refers the receivers to translate and conceptualize interpretation of the message. Brand image is built by the customer rather than the product itself and it is considered as the property of the consumer. (Uggla, 2000)

Brand image is a perception of consumers about a brand as reflected by brand association that consumers keep in their memory. Brand associations are those informational nodes connected to the brand node in memory and contain meaning that brands have for consumers. (Keller, 1998, p.93) According to Melin (1997) “The study of image has traditionally been a concern of consumer behaviorist”. (Uggal, 2000; Melin, 1997) Brand image is set of perceptions regarding brand as reflected by brand associations, which keep in consumer mind or memory. (Koubaa, 2007)
2.3.1 Types of brand associations:
Brand association consists of three categories of scope enhancement; attributes, benefits and attitudes. (Keller, 1998, p. 93) The types of brand association include product category, usage situation, product attribute, and customer benefits. (Chen and Chen, 2001; Farquhar and Herr, 1933) Aaker asserted that the underlying value of a brand name often is the set of associations-its meaning to people. (Cheng & Chen, 2001; Aaker, 1991) Associations represent the basis for buying decision and for brand loyalty. Brand associations are the other informational nodes linked to node in memory and contained the meaning of the brand for consumers. (Cheng & Chen, 2001; Keller, 1993) Krishnan (1996) suggested that in general term association could be used to represent a link between any two nodes, which suggests an association in the consumer’s mind. Associations come in all forms and may reflect characteristics of the product or aspects independent of the product itself.

2.3.2 Attributes:
Keller (1998) mentions that attributes are those descriptive features that characterize a product or service, for example what the consumer thinks about the product and services is or has what is involved with its while purchasing or consumption. Attributes can be classified in different categories in a variety of ways, as product related attributes, non-product related attributes. Product related attributes are defined as the ingredients necessary for performing the product or service function and non product related attributes are defined as external aspects of the product or service that relate to its purchase or consumption. Furthermore in knowledge model of Keller product related attributes consists of price, user and usage imagery, brand personality and feelings and experiences. (Keller, 1998, p. 93)

Product price represents a necessary step in the purchase process but typically does not directly relate to the product performance or service function. Price is a particularly important attribute association because consumers often have strong beliefs about the price and value of a brand (Keller, 1998, p. 95). Price is only one of the marketing mix tools that a company uses to accomplish its objectives. (Kotler, 1996, p. 645)

User and usage imagery attributes can be formed directly from consumer’s own experiences and contact with brand users or indirectly through the depiction of the target market and
usage situation as communicated in brand advertising or by some other source of information associations of a typical brand user may be based on descriptive demographic factors or more abstract psychographics factors as gender, age, race and income. (Keller, 1998, p. 95)

According to Mc-queen, emotions help by giving a meaning to products and increase product usage satisfaction and also potentially enhance product perceptions. The feeling associated with a brand and the emotions they evoke can become so strongly associated that they are accessible during product consumption or use (Keller, 1998, p. 96)

Brand may also take on personality traits similar to people. (Keller, 1998; Joseph, 1984) A brand, like a person can be characterized as being “modern” “old fashioned,” “lively, 2 or exotic”. Brand personality reflects how people feel about a brand rather than what they think the brand is or does (Keller, 1998; Bill, 1981). A brand with the right personality can result in a consumer feeling that the brand is relevant and “my kind of product.” (Keller, 1998, p. 97)

2.3.3 Benefits:

According to Keller (1998) Benefits are the personal meaning and value of product or service, which a consumer attaches to the product and service attributes. The consumers think what the product and service does for them. Benefits are further divided into three categories as functional benefits, symbolic benefits, and experiential benefits.

2.3.4 Functional Benefits:

Functional benefits are more intrinsic advantages of product or service consumption and usually correspond to the product-related attributes. These benefit are often linked to fairly basic motivations, e.g., physiological and safety needs (Kotler, 1996, p. 283) and involve a desire to satisfy problem removal or avoidance. (Keller, 1991: Fennell, 1978; Rossiter and Percy, 1987)
2.3.5 Experiential Benefits:

An Experiential benefits relate to what it feels like to use the product or service and also usually correspond to the non-product-related attributes. These benefits satisfy experiential needs such as sensory pleasure, variety, and cognitive stimulation. (Keller, 1998, p. 100)

2.3.6 Symbolic Benefits:

Symbolic benefits are the more extrinsic advantages of product or service consumption and usually correspond to non-product related attributes and relate to underlying needs for social approval or personal expression and outer-directed self-esteem. (Keller, 1998, p. 99)

2.3.7 Brand Attitudes:

Brand attitudes is the consumer overall evaluation of brand (Wilkie, 1986). According to Keller (1998) brand attitudes are very important because they form basis for consumer action. Different models of brand attitudes have been proposed, one widely accepted approach is based on a multi attribute formulation, in which brand attitudes are a function of all of the associated attributes and benefits that are salient for the brand. (Keller, 1991) brand attitudes will be related to beliefs about product related attributes and the functional and experiential benefits, consistent with work on perceived quality. (Keller 1991; Zeithamal, 1998) Brand attitudes will also be related to beliefs about non-product-related attributes and symbolic benefits. (Keller, 1991; Rossiter and Percy, 1987) This maintains that attitudes can serve a “value-expressive” function by allowing individuals to express their self-images.

2.3.8 Favorability of brand associations:

The success of a marketing program is reflected in the creation of favorable brand associations i.e. when consumers believe that the brand possesses attributes and benefits that satisfy their needs and wants so that they form positive overall brand attitudes. (Keller, 1991) Consumers often have an association in memory about the color of a product or package. Although this association may facilitate brand recognition or awareness and lead to inferences about product quality, it may not always be considered a meaningful factor in a purchase decision. The evaluations of brand associations may be situational or context dependent and varies according to the particular goals that consumers have in their purchase or consumption decision. (Keller, 1991; Day et and Ginter, 1979) For example,
speed and efficiency of service may be more important when consumer is in a rush but may have little impact when a consumer is less hurried.

At last, Mackenzie (1986) summarizes research evidence suggesting that attribute importance is both conceptually and empirically related to the “evaluative judgment” component of expectancy-value models of attitude. He notes that attribute importance has been equated with polarity of evaluation (Keller, 1991; Fishbein and Ajzen, 1975): attributes judged to be extremely good or extremely bad across brand are also considered more important, but attributes judged to be only slightly good or slightly bad across brands are viewed as only slightly important, it will be difficult to create a very favorable association for an unimportant attribute.

2.3.9 Strength of brand association:

The strength of brand associations depends on how the information enters consumers’ memory (encoding) and how it is maintained as part of the brand image (strong). (Keller, 1991) The strength of an association depends on how information is initially processed as it enters consumer’s memory and where it is actually located as a result. Psychologists refer these two processes as memory encoding and storage. Encoding processes can be characterized according to the amount of processing that information receives at encoding (how much a person thinks about the information) and the quality of the processing that information receives at encoding (the manner in which a person think about the information) (Keller, 1998, p. 104). Consumer beliefs about brand attributes and benefits can be formed in three main ways. (1) On the basis of direct experience of consumer with the brand; (2) on the basis of some form of communication of the brand; (3) on the basis of some inferences or assumptions made from some other brand-related information. (Keller, 1996, p. 103) According to depth of processing approach, the basic notions are that the episodic memory trace may be thought of as rather automatic by product of operations carried out by the cognitive system and that the durability of the trace is a positive function of “depth” of processing, where the depth refers to greater degrees of semantic involvement. The more the meaning of information is attended during encoding, the stronger will be the resulting associations in memory (Criak & Tulving, 1975, p. 268) thus when consumer actively thinks about and “elaborates” on the significance of product or service information, stronger associations are created in memory, this strength in turn, increases both the likelihood that
information will be accessible and the ease with which it can be called by “spreading activation.” (Keller, 1991)

2.3.10 Uniqueness of brand associations:

The essence of brand positioning is that, brand has some sustainable competitive advantage or “unique selling propositions” that gives consumers a compelling reason why they should buy the particular brand (Keller, 1998, p. 108). A firm can position its goods or services in a unique fashion, distinguishing from those of its competitors; its brand distinctiveness provides firms with a marketing edge to excel against competitors. (Wong 2005) The existence of strongly held, favorably evaluated associations that are unique to the brand and imply superiority over other brands is critical to brand’s success. Yet, unless the brand faces no competitors, it is likely that the brand will share some associations with other brand (Keller 1998, p. 108). Brand is linked to the product category, some category associations may also become linked to the brand, either in terms of specific beliefs or overall attitudes. Product category attitude can be a particularly important determinant of consumer response. (Keller, 1998, p. 109)

3. Research model:

Our research model is based on Keller’s knowledge model; the research is primary based on questionnaires. In this research model we focused on brand awareness (brand recall and brand recognition) and brand image (types of brand association and further there sub parts). Favorability of brand associations, strength of brand associations and uniqueness of brand associations are not the part of our research model though review and finding shall cover it partially but not in depth, because According to Keller (1998) when consumers believe that brand possesses attributes and benefits that satisfy their needs and wants so that they form a positive overall brand attitude which means that the favorability of brand associations will be positive too. As far as the strength of brand associations is concerned, it refers to the strength of their connections to the brand node that how the information enters consumer memory and how it is maintained as part of brand image. In the findings if the results of our questions are positive then it will show that the strength of brand association will be in favor of KFC’s brand. The third one is uniqueness, when the existence of strongly held, favorably evaluated associations that are unique to the brand and imply superiority over other brands.
If the results of the designed questions are positive, the strength, favor ability and uniqueness will be positive too which means that there is strong brand image and brand awareness among Swedish people.

In research model, types of brand association consist of attributes, benefits and attitudes. Attribute has further sub parts as non-product-related and product-related attribute and non-product-related attributes have three sub parts (price, uses and usage imagery). Benefits have also sub parts as functional, experiential and symbolic benefits.

Brand recall and brand recognition are sub part of brand awareness in research model. According to Keller (1998) brand recall is the consumer ability to retrieve the brand by giving the product category. Brand recognition is the consumer’s ability to confirm prior exposure to the brand when retrieve the brand as a cue. These two-sub part of brand awareness have important role to investigate brand image and brand awareness of KFC.

We made some necessary changes in model by deletion of brand strength, brand uniqueness and brand favorability association as discussed in the above paragraph. We also deleted sub heading of non-product-related attributes as packaging, because packaging does not directly relate to the necessary ingredients for product performance.
Research Model for Brand Image
4. Methodology:

4.1 Selection of Topic and Company:

During our short stay in Sweden we, both authors have gained information about Swedish culture, behavior, attitude and life style while interaction with the Swedish people in the university, restaurants, shopping centers and during travelling. During this short span of time we have studied many concepts of international marketing and gained related experience while discussing these during our seminars in the university. We both authors discussed many topics and finally selected “Brand awareness and brand image of Kentucky Fried Chicken (KFC) among the Swedish people”.

In accordance with Fisher “A research is a special document that highlights certain issues as, what the research or study is about, how it is be carried out and why it is important.” (Fisher, 2007, p. 2)

The reason behind selection of KFC is that it does not exist in Sweden like other fast food restaurants for example Mc Donald, Burger King and Subway. International fast food restaurants are earning a remarkable profit in Sweden, while KFC is lagging behind. In this regard we decided to analyze and investigate the brand image and brand awareness of KFC in customer’s minds in Sweden.

Being students of International marketing in Mälardalens University, Västeras, we chose Västeras for collecting valuable data and credible information from different target groups of people.

4.2 Research Design:

4.2.1 Questionnaire:

The purpose of this questionnaire method is to find out the tastes and image of KFC from local Swedes. In this research the questionnaire has provided the first hand data, which enabled us to deeply analyze the public opinion. Questionnaire is the better way to judge the opinion of the public; the researcher directly interacts with the respondent. On the other hand, methods like interview, needs more time and it’s not easy to manage the interviews of different demography at the same time.
4.2.2 Selection of Respondent:
Since this research focuses on fast food image and in particular KFC therefore the questionnaires have been filled from respondents in Mc Donalds, Subway and University Library. Our target customers were found in international fast food restaurants and university library. These respondents were very meaningful for our research because they already knew the taste of fast food and they could easily judge the awareness and the image of KFC. 150 questionnaires have been filled to get sufficient amount of data in order to identify and analyze the brand awareness and image of KFC.

4.2.3 Questionnaire structure and design:
Fisher has suggested some important points while designing questionnaires i.e. questionnaires are required to be short, easy questions are to be asked in the beginning and hard in the last.

It is important to divide the questions in different parts that cover the various issues and questionnaires should be sequential to make it easy for the respondents to follow the theme. (Fisher 2007, p. 192)

Questionnaires have been structured according to the Keller model (1991) because this model covers all the aspects of brand image and awareness; every question is related to depth of brand awareness and brand image. According to Fisher (2007) it is important to divide the questionnaire into different parts, that is why we have divided the questionnaire into three different parts brand awareness, Brand image, statistical or demographic questions.

According to Keller model (1991) and Fisher (2007), we have arranged the three questions according to Brand awareness theories because the first dimension of brand knowledge is Brand awareness and it is associated with the brand recognition and recall of the memory. (Rossiter, 1987; Keller 1991, P. 5)

Furthermore, following the Keller model (1991), we have arranged next nine questions according to brand image theories as Keller says that brand image is the consumer perception about the company as reflected with brand associations in the customer’s mind. (Keller 1991 P.7)
According to Fisher (2007), we have managed statistical or demographical questions at the end of the questionnaire because people are likely to answer the personal questions at the end (Fisher 2007, p.192).

4.2.4 Elaboration of questions:
Total 15 questions have been designed that cover the whole research model regarding brand awareness and brand image of KFC. The questions are designed in such a way that the respondent understand and fill it easily. Each question consists of subheadings of brand image and brand awareness. According to fisher (2007), while designing a project one should know what major decisions are going to be taken.

The first question is related to brand recall, which is subheading of brand awareness. In this question the respondent has been asked to name those four fast food brand that come first in his/her mind. The aim of the question was to check the respondent ability whether he/she can recall and retrieve KFC brand or not.

The second question is related to brand recognitions, which is the 2nd sub part of Brand awareness. In this question respondent has been asked about brand recognition. Four brands logo (McDonald, KFC, Pizza Hut and Burger King) were given in a cue to respondent and asked to recognize the name. Here our main aim was to check the respondent ability that he could recognize the KFC brand logo.

The third question is general and straightforward and the respondent has been asked whether he/she knows about KFC. Here we wanted to check the brand awareness of KFC as reflected to the strength of the brand trace in memory by the respondent’s ability to identify the KFC brand. The first, second and third questions are related to each other. If the respondent does not know about KFC then he/she can skip question 4 to 12 and move to question 13, 14 and 15, which is related to his/her age, gender and occupation.

The forth question is more general then the third one. In this question respondents have been asked whether they have visited KFC before or not. If the respondent visited KFC then it means that he/she has experienced it and could answer the remaining questions.

Question 5 is about product benefits, which is sub part of types of associations. In this question the respondent has been asked about his/her satisfaction level with KFC fast food
as compared to other fast food brand, as according to Keller (1991) that product benefits are the personal value that consumers attach to the product or service attributes. Here the respondent is asked whether he/she is satisfied from the benefits gained from KFC fast food brand or not.

Question 6 is related to functional benefit of KFC and the respondent has been asked about his/her satisfaction level from KFC’s service as compared to other fast food services. As functional benefits, are the more intrinsic averages of service consumption and usually it correspond to product-related attributes (Keller, 1991). In this question we wanted to know that how the respondent is satisfy from the services offered by KFC.

Question 7 is about quality of KFC product and related to symbolic benefits. The respondent has been asked to what extent he corresponds to KFC’s brand quality. Symbolic benefits are the more extrinsic advantages of product or service consumption and usually correspond to non-product related-attributes (Keller, 1991). The focus of the question is to find out that to what extent the respondent relates KFC’s brand to his/her self image.

Question 8 is about the behavior of KFC’s staff with customers while interacting with them. This question is related to attitude. The respondents have been asked, about behavior of KFC’s staff and their satisfaction level. Attitude is the overall evaluation of brand because they often form the basis for consumer action. (Wilkie, 1986)

Question 9 is designed on the base of non-product-related attributes that is related to hygienic (cleanliness) condition of KFC. The respondents have been asked to whet extent they were satisfied from the KFC hygiene condition.

Question no 10 is regarding food quality of KFC. In this research model it is related to non-product-related attributes because it is the external aspects of the product that relates to its purchase or consumptions. Respondent has been asked about food quality, external factors as appearance of food (flavor and standards). The aim of the question is to investigate that the KFC’s food quality is acceptable for the respondent or not.

Question no 11 is very effective question which is regarding price, here the respondents were asked to what extent they were satisfied from the food price offered by KFC. As Keller (1998) said that price always represent necessary step in the purchase process. Price is a
particularly important attribute association because consumers often have strong beliefs about the price and value of a brand and organize their product category knowledge in terms of price tiers of different brand. (Blattberg & Wisniewski, 1989)

Question no 12 is about brand personality, the respondents have been asked to mention the first thing comes in their mind regarding KFC. We wanted to find out that what thoughts the respondents have in their minds regarding KFC. This question is related to user and usage image attributes because it can also produce brand personality attributes. According to Plummer (1985) one component of brand image is the personality or character of the brand itself.

Question no 13, 14 and 15 are demographic questions i.e. age, gender and occupation. The respondents have been asked to mention thier age, gender and occupation while filling the questionnaires.

4.3 Limitations:
While carrying out this research study the authors have tried to access the Swedish people engaged in fast food restaurants (Mc Donalds Vasteras and Subway Vasteras) but some of them refused to fill in the questionnaires. We do not claim that the information gained through public is hundred percent reliable and valid and we also do not claim that a comprehensive study and research has been carried out. Time limitation has been faced during this study, two months duration was not sufficient to carry out this research in detail and in depth. Due to which further acquisition of knowledge could not be included.
5. Findings:
In this chapter, we have discussed the empirical data, which was collected through a survey based on semi-structured questionnaire.

Question number 1: *Which fast food brands you can recall?*

Our first question was regarding brands recall. In this question our aim was to check that how many respondents recall KFC brand in their mind. We asked from 150 respondents to name any those four fast food brands that come first in their mind. We came to know that first 148 respondents recall McDonalds, 112 respondents recall Subway, 111 respondents recall Burger King, 86 respondents recall Max, 64 recall Pizza Hut, 40 respondent recall others brands and only 39 respondents recall KFC in their mind.

The values are illustrated in below figure 5.1

![Figure 5.1](image-url)
Question number 2: Please name the brands you recognize out of the following:

In question no 2 we mentioned four logos of brands (McDonalds, KFC, Pizza Hut and Burger King) to respondents and asked to recognize it. Here our aim was to check that the respondents have the capability to recognize KFC logo or not. 78% respondents recognized KFC logo and only 22% respondents did not recognize it. The remaining three logos McDonalds, Pizza Hut and Burger King, are recognized 100% by respondents. The reason behind is that these fast food brands are already available in Sweden but KFC is not in this market. Values are shown in percentage in below figure 5.2

![Figure 5.2](image-url)
Question number 3: *Do you know about KFC? (If no then please go to question no 13, 14 and 15)*

Question no three is straight forward and related to awareness of KFC brand. 78% respondents said that it is a fast food restaurant and they knew about it, but only 22% respondents do not know it. The values are shown in below pie chart figure 5.3 in percentage.

![Figure 5.3](image)

**Figure 5.3**

Question number 4: *Have you ever been in (visited to) KFC?*

In the above question we wanted to check out that how many respondents visited KFC. The numbers of visitors are 84 (56%) out of 150 respondents and non-visitor to KFC are 66 (44%) out of 150 respondents. The values (in percentage) in below pie chart 5.4
Question number 5: *As compared to other fast food brands how much were you satisfied with KFC’s products? (As 1 means very satisfied and 5 mean very unsatisfied)*

Question no five is designed in such a way, by giving free hand to respondents, to compare KFC brand with others fast food brand in respective of your satisfaction level. 50% respondent said that their satisfaction level is neutral about KFC’ products and only 2% respondent were very unsatisfied. The results that we got about satisfaction level of respondent are below; the values are illustrated too in below graph 5.5

<table>
<thead>
<tr>
<th>Respondents %age</th>
<th>Level of satisfaction as compare to other fast food brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>Very satisfied</td>
</tr>
<tr>
<td>14%</td>
<td>Satisfied</td>
</tr>
<tr>
<td>50%</td>
<td>Neutral</td>
</tr>
<tr>
<td>4%</td>
<td>Unsatisfied</td>
</tr>
</tbody>
</table>
Question number 6: As compared to other fast food services how much were you satisfied with KFC's service? (As 1 means very satisfied and 5 means Very unsatisfied)

In question 6 the respondents were asked that how much they were satisfied with service offered by KFC as compared to others fast food restaurants. Only 4% said that they are very satisfied by offering services of KFC, 16% respondents said satisfied, 52% said neutral, 6% were unsatisfied and 22% did not know about KFC. The values are mentioned in figure 5.6 below.
Question number 7: To what extent KFC brand corresponds to Quality? (As 1 means best quality and 5 means very least quality)

According to this question 2% were in favor of KFC that KFC brand corresponds to best quality, 8% least quality, 56% said that KFC’s brand correspond to normal quality and only 12% said good quality. The values are illustrated in below pie chart;
Question number 8: *What is your satisfaction level about the behavior of KFC staff with you? (As 1 means very satisfied and 5 mean very unsatisfied)*

Question eight is about the behavior of KFC staff with respondents. From the results we came to know that 6% respondents think that they are very satisfied from KFC’s staff behavior, 10% said that they are only satisfied, while 60% respondents are neutral and only 2% were unsatisfied. The values are illustrated in below figure 5.8

![Figure 5.8](image_url)

Question number 9: *How much you were satisfied from hygiene (cleanliness) condition? (As 1 means very satisfied and 5 mean very unsatisfied)*

In question 9 the respondents were asked about the hygiene condition of KFC. Here our aim was to check that what is the image of KFC regarding hygiene condition among Swedish people? 6% respondent were very satisfied from the hygiene conditions of KFC, 16% were
only satisfied, 46% neutral, 8% unsatisfied and only 2% were very unsatisfied from the hygiene condition of KFC. The hygiene condition of KFC in respect to satisfaction level are illustrated in below figure 5.9

![Figure 5.9](image)

**Figure 5.9**

Question number 10: To what extent you were satisfied with the food quality? (As 1 means very satisfied and 5 means very unsatisfied)

Question no ten is about the food quality of KFC. The respondents were asked that up to what level they are satisfied from food quality of KFC. 10% respondents answered that they are very satisfied from KFC’s quality food. 22% were only satisfied, 40% were neutral, 6% were unsatisfied and 22% were not aware from KFC’s brand.
Question number 11: To what extent you were satisfied with the price offered by KFC? (As 1 means very satisfied and 5 means very unsatisfied)

In question no 11 we asked from the respondents that how much were they satisfied from the price offered by KFC. 6% respondents were very satisfied with the price offered by KFC, 28% only satisfied, 42% neutral, 2% respondents were unsatisfied. The values illustrated in figure 5.11.
Question number 12: What first thing comes in your mind when you think of KFC?

Question no 12 is open ended question, in this question we gave blank space to respondents to write whatever comes in their mind about KFC. Most of the respondents wrote chicken wings, fried chicken, chicken breast etc.

Question number 13: What is your age group?

Question no 13 is related to age’s group. We made five classes for different age group. First age group is 10 to 20, second age group is 21 to 30, third age group is 31 to 40 and final one is above 50 years. 60% answers were received from the age class 21 to 30 years old respondents. Age classes and number of answers (in percentage) that we received from respondents are illustrated in below figure 5.12
Question number 14: The gender.

Question number fourteen is about gender (male and female). 42% answers were received from males and the remaining 58% respondents were females who answered our questions. As shown in pie chart below 5.13.
The final question was regarding occupation of respondents. Most of the respondents were students and self-employed.
6. Analysis:

6.1 Analysis of Brand Awareness:
According to Keller, Brand recognition is the consumer ability to identify and an exposure to the brand when brand is given as a cue and brand recall is the consumer ability to recover or the possibility brand recovery when the product category is given. The first question was open question regarding brand recall. The main aim of this question was to come to know that how many respondents recall KFC when cues regarding fast food were given to them.

39 respondents recalled KFC, but on the other hand McDonalds was recalled by 148 respondents, burger king by 111 and Subway by 112 respondents respectively. It means that KFC is relatively behind as compared to other fast food brands. We conclude that there is no KFC fast food restaurant in Sweden but instead of this, 39 respondents recalled KFC, which shows that the KFC has positive awareness in respondent’s minds.

It is important that consumer think of the brand when they think about the product category (Keller, 1991; Baker et al., 1986; Nedungdi, 1990).

Furthermore, 39% respondents recalled KFC and it’s a considerable figure in lack of KFC restaurant in Sweden. Consumers adopt a decisive role to purchase familiar and well-known brands like KFC. It is also evident that consumer decision making is also influenced by the formation and strength of brand associations in brand image and in this regard, some logos of international brands category were given to respondents in cue to check that the respondents capability for recognizing the logo of KFC. 78% respondents recognized the logo of KFC and only 22% respondents failed to recognize it. If we compare KFC with McDonalds brand then we could find that 100% respondents recall and recognized McDonald. Our main area of research was Vasteras and there are five restaurants of international brand of McDonalds and the people living here have greater brand familiarity to McDonalds, therefore brand awareness of McDonald is more than KFC. But its evident that there is no restaurant of KFC and no advertisements, no billboards but instead of this most of the Swedish people know about KFC brand and have greater awareness and familiarity with the brand. On the bases of brand recall and brand recognitions we believe that KFC brand have accessibility in respondent’s memory and the Swedes knew about it in great extent. We
found that 56% respondent visited to KFC once or more than once and remaining 44% did not visit.

6.2 Analysis of Brand Image:
According to Keller (1991), benefit is the personal value that consumers attach to the product or service attributes, what consumers think the product or service can do for them. On the bases of functional, experiential and symbolic benefit questions, first we asked about the functional benefits, the respondents were asked to what extent they are satisfied from the KFC’s products, quality and services. Most of the respondent’s satisfaction levels were neutral. Only 2% respondents were very unsatisfied and 4% are unsatisfied. It shows that the respondent’s motivational and physiological needs are satisfied by KFC and have done a lot to manage and offered quality product to their customers as compared to other fast food restaurants.

About the experiential benefits we found that the respondents like to use the KFC products and services. KFC’s management knew that how to improve product quality and this is the reason that KFC did advertisements and made their product and environment in others countries in such a way that bring experiential benefits to satisfy feelings, pleasures, variety, and cognitive stimulation. Therefore, only 6% respondents were not satisfied from the KFC’s experiential benefits. About the symbolic benefits we found that KFC is trying to bring dreams true for the young customers make their life adventurous and always favor to personal expression and outer- directed self-estees.

The overall perception of respondents about KFC is positive. We found that KFC product brand image regarding association of benefits is satisfactory in Sweden; the overall image of KFC is neutral.

To analyze the questionnaires regarding attitude of staff towards customers, we found that the behavior of staff is neutral to their customers. Brand attitude is on the bases of respondent actions or the consumers think that the brand possesses certain attributes or benefits, but in this context the staff actions are not in favor of consumers.

About the cleanliness (non product related attributes) condition of KFC, we found that hygiene condition of KFC is satisfactory, because KFC follow the strict rules of food Hygiene
laws under the Herefordshire Council’s Head of Environmental Health and Trading Standards. This is the reason that most of the respondents are satisfied from the hygiene condition of KFC.

We found that the price of fast food, Offered by KFC is reasonable. The respondents voted 28% to satisfactory level and 42% neutral, only 2% respondents were against it by expressing themselves that prices are very high.

The answer to question twelve reveals that most of the respondents realized the taste of KFC products specially fried chicken regardless of other KFC s burgers when they were asked about what comes in their mind when they think of KFC.

6.3 Demographic analysis:
The majority of the respondents were between the age 21 and 30, with 58% female and the rest males. While in contrast the numbers of respondents were between the ages 10 to 20 is 14%, between 21 to 30 is 60%, between the ages 31 to 40 is 16% and the age of 41 is 10%. More, the majority of the respondents were students (Swedish) and remaining were employed, as illustrated above 60% of the answers were collected from younger class between age 21 and 30.

7. Conclusion:
Conclusion drawn from the findings and analysis of brand awareness and image of KFC through our survey and empirical data is that the brand awareness of KFC in Sweden is positive as substantial figures i.e. 78% of the respondents are aware about KFC. Moreover, respondents are familiar with the logo of the company as well. Age groups between ages 21-30 are comparatively more aware and familiar with the brand name of KFC in contrast to other age groups, which signifies that KFC may have a good choice of youngsters in the Sweden. Majority of the respondents are neutral regarding the prices offered by KFC, while 28% are satisfied which means that price is reasonable. As far as the cleanliness, attitude of KFC staff, and product quality is concerned respondents are quite satisfied from the environment of KFC in their restaurants, their cleanliness and hygiene oriented service and quality of the food offered. Although in general physical environment and staff behavior has an important impact on customer loyalty and satisfaction level.
The study reveals that the overall result is positive, as majority of the customers are aware about KFC and its image, which means that the strength, favorability and uniqueness are also positive and there is influential brand image and brand awareness among Swedish people. Although KFC needs a substantial marketing campaign and awareness team to further influence their consumer market in Sweden. The core reason behind the broad focused answers from the respondents is lack of KFC in Sweden. It’s a common phenomenon unless and until one tastes the product; one can judge and argue about the quality of the product. Respondents who have visited other countries and tasted the KFC brand are quite satisfied, while other Swedes who have not visited i.e. mostly below 16 have answered neutral which signifies the lack of KFC in Sweden. The demographic analysis depicts a clear picture that young Swedes are quite interested in fast food, especially the international brands and we clearly analyze that young generation has a strong motivation for KFC.
8. References:


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  king-logo.jpg
9. Appendix:

9.1 Questionnaire:

1. Which fast food brands you can recall?(Please name any four)
   i. ___________________ ii. ___________________ iii. ___________________ iv. ___________________

2. Please name the brands you recognize out of the following:

   ![McDonald's](image1)
   ![KFC](image2)
   ![Pizza Hut](image3)
   ![Burger King](image4)

3. Do you know about KFC? (awareness) (if no then please go to question no 13, 14 and 15)
   Yes.            No.
   ☐            ☐

4. Have you ever been in (visited to) KFC?
   Yes            No
   ☐            ☐

5. As compared to other fast food brands how much were you satisfied with KFC’s products?
   (As 1 means very satisfied and 5 mean very unsatisfied) [product benefits]

   V Satisfied     Satisfied     Neutral    Unsatisfied    V Unsatisfied
   1               2             3           4             5

6. As compared to other fast food services how much were you satisfied with KFC’s service?
   (As 1 means very satisfied and 5 mean Very unsatisfied) (function benefits)

   V Satisfied     Satisfied     Neutral    Unsatisfied    V Unsatisfied
7. To what extend KFC brand corresponds to Quality? (As 1 means best quality and 5 means least quality) (symbolic benefit)

Best quality    Good quality    Normal quality    least quality    V least quality

1  2  3  4  5

8. What is your satisfaction level about the behavior of KFC staff with you? (As 1 means very satisfied and 5 mean very unsatisfied) (attitude)

V Satisfied    Satisfied    Neutral    Unsatisfied    V Unsatisfied

1  2  3  4  5

9. How much you were satisfied hygiene (cleanliness) condition? (As 1 means very satisfied and 5 mean very unsatisfied) (attribute, non product related)

V Satisfied    Satisfied    Neutral    Unsatisfied    V Unsatisfied

1  2  3  4  5

10. To what extent you were satisfied with the food quality? (As 1 means very satisfied and means very unsatisfied) (Attribute, product related)

V Satisfied    Satisfied    Neutral    Unsatisfied    V Unsatisfied

1  2  3  4  5

11. To what extent you were satisfied with the price offered by KFC? (As 1 means very satisfied and 5 means very unsatisfied) (Price oriented question)

V Satisfied    Satisfied    Neutral    Unsatisfied    V Unsatisfied

1  2  3  4  5

12. What first thing comes in your mind when you think of KFC? (brand personality)

___________________________________________________________________
13. What is your age group?

   a) 10–20 years  b) 21-30 years  c) 31-40 years  d) 41-50 years  e) above 50 years

14. The gender

   a) [ ] Male         b) [ ] Female

15. Occupation

   __________________________________________________________________________

   Thanks you very much for your contribution 😊