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# BUSINESS OPPORTUNITY IDENTIFICATION: INTRODUCING YERBA MATE IN FINLAND.

CASE BASED ON THE UNIVERSITY AREA OF TURKU

**AUTHOR:**

MARA PAYÀ VIDAL

**DIRECTOR:**

JOSEP DOMÈNECH I DE SORIA



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Mara Payà Vidal

## **BUSINESS OPPORTUNITY IDENTIFICATION: INTRODUCING YERBA MATE IN FINLAND. CASE BASED ON THE UNIVERSITY AREA OF TURKU**

Yerba Mate is a hot beverage coming from the Northern part of Argentina. Constituted by branches and herbs, it provides health benefits such as reducing cholesterol or weight loss among others. As one of the most popular products in South America and sign of the Argentinian culture since long time ago, Yerba Mate is presented in the Finnish market such as a possible substitute or complementary product of coffee and tea.

The aim of the thesis is to explore the feasibility of introducing Yerba Mate in the hot beverages sector in Finland. For reaching this purpose, the research is divided in two phases, the presentation of the product and then the study of the consumer behaviour.

Due to the difficulty of obtaining information around all the country, the author considered to reduce the area of study to Turku, more concretely to Universities. Using sequential exploratory methodology, the primary data is collected through a questionnaire. The research gather information of 71 respondents that are coffee/tea consumers living in the Turku university area, aged between 19 to 40 and working or studying in the universities. Most relevant findings show how respondents would be prone to consume Yerba Mate if someone recommends to them, because its good health properties or for trying something new. Furthermore, quality is set by the respondents as the principal requirement at the time of buying a new product but price is also considered at the time of selecting one or another brand. Concluding, most of the consumers studied argue that the best way of introducing the product is tea-bag shape and with a price between 2.41 to 4 euros per pack.

Limitations of the study are mainly found when speaking about the possibility of the results being biased and the unlikelihood of extrapolating the findings to the whole population of Turku.

### **KEYWORDS:**

Yerba Mate, coffee, tea, Business Opportunity, Consumer Behaviour, Importation, Finnish market



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## LIST OF ABBREVIATIONS (OR) SYMBOLS

CMC	Charlottelund Medical Centre of Denmark
USA	United States of America
USP	University of Sao Paolo
UN	United Nations
WTO	World Trade Organization
WOM	Word-of- Mouth Marketing
WHO	World Health Organization
Yerba Mate	Ilex Paraguariensis plant

# 1 INTRODUCTION

*“Yerba Mate awakes the sleepy, motivates the laziest and make strangers  
siblings”*

(Galeano, 1982)

## 1.1 Background

Ilex Paraguariensis is a native tree from Paranaense forest in South America, mainly located in regions with tropical weather, high humidity and continuous periods of rain (El liberal, 2016). Considered at the beginning of the 20th century as a product for the poor people and shame for rich, through the years this vision changed and became one of the Argentinian signs of pride.

From the own experience of the author, she found extraordinary how a beverage can deal with the improvement of relationships while it is consumed. For this reason, she started asking people in Argentina how do they feel with the product and it was such as surprise that most of them told me that they cannot live without consuming it.

When the author was travelling different countries in South America, she realised that not only Argentina but Uruguay, Chile, Brazil, Peru and Bolivia, are heavy drinkers of Mate. As part of their daily lives, they cannot conceive waking up without a mate by their sides. Quite shocking for someone that has not experienced this before, her personal motivation is to introduce this kind of product with its emotional feeling and health properties.

Yerba Mate is not derived from a tea plant but it does not mean that both have not some similar characteristics. Actually, some of the properties found in the green tea have been seen in Yerba Mate. Mate contains 11 polyphenols, a group of phytochemicals that has been recently discovered such some powerful antioxidants (Pure Leaf Naturals Company, 2014). Moreover, they exhibit anticancer effects in mammals by strengthening and organism's natural defences and protecting against cellular destruction. In the same way, Mate contains saponins, another kind of phytochemicals that have been found as a good stimulation of the immune system and aid of body protecting against diseases.

As most of the experts such as the research team of the CMC<sup>1</sup> of Denmark, the researchers at Swiss University and investigators at USP<sup>2</sup> have pointed out, Yerba mate is used for weight loss, physical and mental fatigue, nervous depression, rheumatic pains and psychogenic- and fatigue related headaches. The caffeine content, by the way, is like coffee (around a 0.7 to 2% in a 6 oz. beverage), introducing like this the same capacity of stimulation as coffee has (Taylor, 2003).

Among the years, the value chain of the product has been increasing and there are evidences in how between the period from 2003 to 2012 its value chain in Argentina changed from around 19 million USD to almost 68 (Ministerio de Agricultura, Pesca y Ganadería Argentina, 2013). Similarly, the price of the product has raised during 2016 a 15.1% in comparison with 2015 and around a 640% more regarding 2010 (El liberal, 2016). As a matter of fact, the last market price investigation at the end of March has set that the current price of Yerba Mate is around \$5.10/kg (Instituto de Yerba Mate, 2017). This changes are closely related with the evolution of the Argentinian economy and its ups and downs.

Argentina produces per year around 260 million of tons of Yerba Mate in the North-Eastern and provinces of Misiones (Yerba Mate Argentina, 2015). Considered as an oligopoly industry, 12 companies own the 90% of the market and inside this, 5 of them have the 50% of all the sales (Gotari, 2007). According to the Ministry of Agriculture (2013), at the beginning of 2013 the penetration of the product in the country reached around 98% of the households and 78% of individuals.

Among all the Mate produced in the country, 85 % is consumed inside Argentina while the rest is exported to countries such as USA, Germany or Syria (Ministerio de Agricultura, Pesca y Ganadería Argentina, 2013). As a result of this, Argentina is considered one of the largest producing and exporting countries around the globe with a 29% of the world production just after Brazil (61%) and followed by Paraguay (10%) (Ministerio de Hacienda y Finanzas Públicas-Presidencia de la nación, 2016) .

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<sup>1</sup> Cherlottenlund Medical Center of Denmark

<sup>2</sup> University of Sao Paolo

## 1.2 Objectives of the research

The main objective of the Thesis is to determine the possibility of introducing Yerba Mate in Finland and basically focusing in the question how to do it. Admittedly, the product tried to enter in the Finnish market in small quantities during 2014 and 2015 (Market Data Base, European Union, 2016), so looking the possibility if it is feasible to keep introducing it will be analysed.

Although the first purpose was to study all the city, the reality is that the project will be more focused in the university area of Turku due to geographical constraints at the time of investigating the whole city.

Additionally, consumer behaviour is going to be taken into account. Due to the fact that the product will be nearly new, the opportunities and barriers that the target market set should be analysed to estimate the feasibility of the project in the country.

Research questions:

- How can be Yerba Mate introduced in Finland- university area of Turku?
- Expectations and barriers of the launching, which can be the challenges?
- How can be the consumer behaviour at the time of buying a product?

In the first question is intended to know about the shape, price and way consumers prefer the product to be introduced in the country. Second question aims to discover which are the opportunities and barriers Yerba Mate must face at the time of entering the market. Finally, last question tries to find out which can be the reaction of the consumer when buying Yerba mate basing on the consumer behaviour theory.

## 1.3 Thesis structure

This thesis is divided in five sections. The first part introduces the background based on the experience of the researcher and the general information about Yerba Mate to give the lector the basic knowledge. The objectives and structure of the research are also shown on it.

Secondly, the literature review is divided in two parts. The first one provides information about Yerba Mate, the regulations to follow at the time of importing the product to Finland, the barriers, macro and micro environment that can be found in the scenario and the main characteristics of the product. On the other hand, the consumers are studied in a general-theoretical framework of the consumer behaviour aspects, the Finnish consumers and their patterns of consuming.

In the third point, the research methodology is highlighted with the objective of studying in deep of the questionnaires, interviews and methods used. Consequently, in the fourth point is introduced the data analysis where data found on the final questionnaire is presented. In the fifth point, findings and numbers of the previous points are analysed carefully to obtain the conclusions. Finally, the last point shows the limitations that the researcher has to face at the time of studying the project.

Additionally, the Annex shows the tables, data, responses and numbers obtained during all the collection process to give reliability to the Thesis.

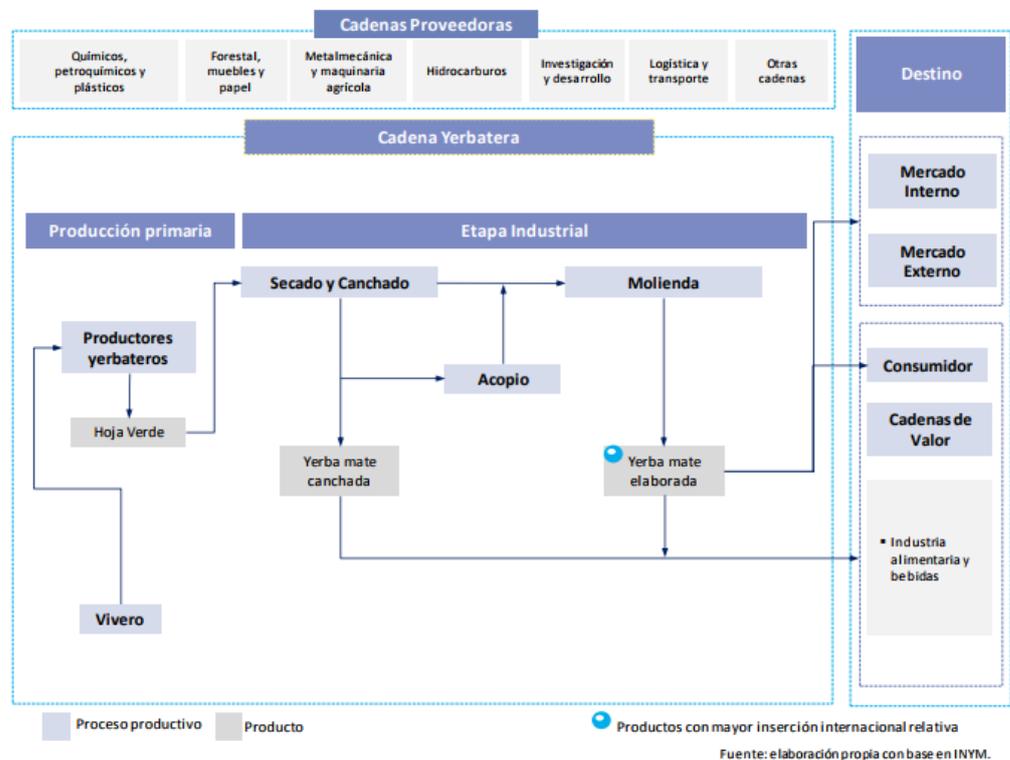
## 2 LITERATURE REVIEW

### 2.1 Yerba Mate as a new experience

Regarding the Federación de Cooperativas Agrícolas de Misiones (2014), the aim of the Yerba Mate industry in Argentina is to penetrate in the global market. Meaningfully, 98.4% of the hot beverages consumers recognize tea but only a 1.6% does with Mate. Therefore, it presents a big opportunity to take the product as part of this big sector and develop all its benefits.

Green-browened coloured, yerba mate is the mix of small branches and herbs carefully grown and blended (Cuelho, 2015). As it can be observed on the graphic (Instituto de Yerba Mate, 2017), the process of production is quite large and is mainly divided in three steps. The first one is fully agricultural where the product is called "green leaf". The collection of the best leaves is done manually and the plants normally grow till 3 meters tall.

#### Esquema de la Cadena



The second step is industrial and the yerba mate is first called "canchada" and then "elaborada". Once the collection is ready, the plant is introduced in a dryer machine

for reducing its humidity. After this, the granulometry machines select the combination between herbs and branches to obtain the best result in the packs (Yerba Mate Argentina, 2015). At this point, it is when the Yerba Mate starts being called "elaborada" and is ready for its distribution internally and externally of Argentina.

Thanks to the fact of having different ways of consuming the product, Yerba Mate is considered more accessible to people. Nowadays, mate can be drunk in the form of tea bags or in the traditional way with the recipient (called Mate too) and the straw (called Bombilla) (Taragüi, 2014). Alternatively, some companies are trying to create new products to adapt to the increasing needs of the Argentinian population such as a quick preparation pack with all the ingredients and tools required included on it (Mate Listo Taragüi).

## 2.2 Business Opportunity

When referring to a business opportunity identification, it means about the chance of selling something and starting a new business. Mate has the same caffeine content as coffee and a little bit more than tea (Taylor, 2003). As a matter of fact, it is presented such as one of its potential substitute/complementary product. For this reason, the Business Opportunity this thesis explores is going to be based on the feasibility of introducing the product in Finland based on consumer's reactions to the product and the process of entering in the Finnish market itself.

In order to accomplish the objective, consumption and relevance of coffee in Finland should be analysed. In 2012, while Spanish population only consumed 4,5 kg/people and Italians 5,7 kg/person of coffee, Finnish population consumed around 12,2 kg/people, positioning themselves as the main consumer in Europe (International Coffee Organization , 2017).

The relevance to coffee consumption should be interpreted in terms of its correlation with the income per capita on the Northern part of Europe. Considered still such a "luxury" product in some countries, the high incomes of the Northern part of Europe make them leading the path of coffee market. In Finland, most of the people associate the consumption of coffee with their need of keep warm (Curtet, 2015). Consequently, most of their memories with friends and family have a cup of coffee or tea involved.

The goals to reach when introducing Yerba Mate are fulfilling the needs of keeping warm and expand the varieties of hot beverages. Furthermore, globalization is based on "the myriad forms of connectivity and flows linking the local (and national) to the global" (Manfred, 2013); including Yerba Mate in Finland will help to go further in the process of globalization of the country, having a new and completely different product with all the aspects involved by itself .

### 2.3 Regulations in Finland

Nowadays, Finland is an open economy considered the 42nd largest import economy in the world and the 7th most complex according to the Economic Complexity Index (ECI, 2017). During year 2014, Finland exported around \$77B in goods and imported \$72B. Among this date, it can be found how the vegetable products importation section (where Mate is) represents \$1.51B (OEC, 2017).

Yerba Mate is introduced in the section II: Vegetable products, Section 9: Coffee, Tea, Mate and Spices, with the code 0903 in the general data base of International Trade. Looking in the past years' statistics, it can be found how during 2014 and 2015, Yerba Mate started to be introduced in Finland in small quantities with a 10% of VAT at the time of selling (Market Data Base, European Union, 2016).

<b>Trade Statistics (Imports - Exports)</b>				
<b>Reporter(s) / Partner(s): Finland / Argentina</b>				
<b>Product(s): 0903</b>				
Indicators	Import Value to the EU/MS (EURO)	Import Value to the EU/MS (EURO)	Import Qty to the EU/MS (Kg)	Import Qty to the EU/MS (Kg)
Partners	Argentina	Argentina	Argentina	Argentina
Years	2014	2015	2014	2015
Reporters				
Finland	124	4.433		1.000

Market Data Bas..e, European Union, 2016

In order to import this product, legislation and regulation, not only from Finland but EU should be considered. Accordingly with EU regulation, food law regulation EC/178/2002 (European Parliament, Council of the European Union, 2002) reclaims

that the requirement of having a high level of human life protection and health with due regard for animal health and welfare plant environment is essential. This point is mainly referred in some cases in which the importation of a kind of different product to another country can provoke a plague or sickness in their current animals or plants. For instance, introducing Yerba Mate in case the herbs contain some insects that are dangerous for some fields in Europe, can involve a high risk for the vegetal production in the country of the Yerba Mate destination .

Moreover, as long as Yerba Mate should be imported from a developing country like Argentina, there are special requirements at the time of exporting organic products mentioned in the regulation EC/1788/2001. Regarding the article 3, part 2 from the Framework Agreement for Trade and Economic Cooperation between the European Economic Community and the Argentine Republic (ECC, 1990) *“the contracting parties agree to study ways and means of eliminating barriers to trade between them, non-tariff and quasi- tariff barriers, considering the work carried out by international organizations in this field”*. The Decrees 133/2015 and 160/2015 of December 2015 revised almost all export taxes and eliminated or reduced export tariffs on agricultural and industrial products. These export taxes were a long-standing issue for the EU economy with regard to open and secure access to raw materials (European Commission, 2016). Additionally, Yerba Mate is notably affected by the article 5 regarding agricultural cooperation of Framework Agreement for Trade and Economic Cooperation between the European Economic Community and the Argentine Republic (ECC, 1990) where is set that both parts should look for the opportunities of increasing their trade in agricultural product and plant health and environmental measures should be taken into account. At the same time, the Community agrees to contribute to Argentinian’s effort to diversify its exports of agricultural products. As long as in some of the cases, brands of Yerba Mate are considered such a product of origin, the Government of Argentina should provide the proof of preferential origin in which is detailed the characteristics of the products and why it is considered such as an special one.

Some further documents that should be taken into consideration at the time of introducing an importation in Finland are ,regarding the Market Data Base of the European Commission (2016) ,the following ones:

- Cargo manifest: such as the document in which is notified to the authorities the arrival of a vessel or an aircraft with the goods located therein.

- Declaration of custom value: where it is specified all the information needed for the assessment of the dutiable value of the shipment.
- Commercial invoice and pro forma invoice: such as the document that proves the contractual agreement of buying-selling between two parties.
- Packing list: it is a document with the details of the shipment such as content of the packages, descriptions of the goods, marks and numbers.
- Finally, the bill of lading in which is specified the details of the international transportation of goods by the sea. Contract that obliges at the same time the carrier to deliver the goods to the consignee.

#### 2.4 Barriers of introducing Yerba Mate in Turku University area and Finnish Consumer patterns.

Based on the Santander Trade Portal (2016), the most important factors affecting Finnish consumer behaviour are quality, placement, safety and product origin. Furthermore, price and being a new product are presented as two of the barriers that Yerba Mate can focus at the time of entering in the Nordic country.

Retail market is considered as the part of the country's economy that is made up of businesses that sell goods through stores, internet or other platforms. The high influence of the Scandinavian patterns leads Finland to follow a quite typical retail market distribution with the presence of high shops concentration level and closed market conditions. Generally speaking, the country grocery retail sector is highly concentrated, as 3 large retail chain control more than the 80% of the market: S-group, K- Group and Soumen Lähikauppa (Swpboda, et al., 2009). After the globalization in Finland was more expanded, international chains such as German company Lidl penetrated the Finnish market. In this concrete case, the strategy was a price competition, threatening the Finnish firms in new ways of developing their price policies (Heikki, et al., 2006). Some reactions were selective price reductions and adjustments in product ranges by redefining current store concepts and developing new business models (Uusitalo & Rökman, 2007) or growing the number of private labels (Heikki, et al., 2006).

With this retail sector scene, the barrier for Yerba Mate is being introduced inside one of these chains and adequate its price to the requirements of the target market.

Similarly, taking into consideration the price of likely products such as coffee or tea in the competitive chains should be studied. Looking for the entrance of the product with an unknown brand coming from Argentina could mean a strong barrier at the time of entering the country. As it is mentioned before by Heikki et al. (2006), introducing in the supermarkets products with the private label of them has become more and more popular and represents for the consumers the image of a cheaper and renown brand. As a matter of fact, Yerba Mate importers should think about the possibilities it has when penetrating the supermarkets assortment of hot beverages.

Initially, placement issues are mainly related to the small Finnish retail sector that is more concentrated than in other places in Europe. Based on surveys carried out among the Finnish population (2015), grocery stores close to big population centres are likely to be preferred and primarily used than the others. However, not all the shops are the same for Nordic population. A large majority of the population prefers the shops they are used to buy in, doing a prioritize loyalty action every time they buy in them (for example using loyalty cards). Findings described the importance for consumers about having more range of products to choose instead of only having few brands. Equally important, consumers prefer particularly receiving standardized promotion material rather than personalized offers based on what they have previously purchased because for the Nordic population, in most of the cases it is seem as an intrusive policy (EY-Surveys, 2015).

Following the findings on this survey (2015), Finns are characterized by being normally open to changes but still high supportive to the national products. Even though Finnish people tend to take care about information and things coming from outside, once the new product is accepted, they make it their own (Morrison & Conaway, 2006). Brands are considered such a strong sign of quality and national products at this time are the ones that for Finns represent more quality (Santander Trade Portal, 2016). Consumption patterns have diversified, the significance of brand images has grown and they are how more widely used by Finnish consumers in the manifestation of a preferred lifestyle (Swpboda, et al., 2009).

In comparison with other countries in Europe, Finnish retail market is small, not only because of the dimensions of the population but for the purchase low expenditure culture of the citizens. Nevertheless, structural changes in demand have been done by consumers among the past years.

Considering researches done in terms of consumption in the new millennium (Wisika, 2016), Finnish consumers do not consciously think of consumption as very part of their identities. Moreover, consumption trends followed by Finnish population are mainly based on a modest consumption even there is an increasing pattern of hedonistic and materialistic needs (Wisika, 2016). Some of the causes of these changes were the ageing population, decreasing of the size of households (everyday, more people live alone or the families are decreasing the number of members), increase the number of households, regional development and internal migration (Swrboda, et al., 2009). Consequently, as Swrboda et al. mention (2009), new perspectives such as the relevance of individualism, the increasing in brand and self-image consciousness, pleasure and experience-orientations at the time of buying are some of the points more valuable by Finnish people.

Going further, the influence of timing, mobility and health interest is increasing among population. As an objective to reach by the Finnish government (Ministry of Social Affairs and Health, 2015), every day is more common to see healthy products or environmental friendly brands where the green-mind is highlighted to make clear the importance of taking care of the environment and having a healthy style of life. In this aspect, Yerba Mate should mention in its promotion the healthy qualities it has for achieving the trust of the Finnish consumers. In addition, taking care on the packaging and the labelling requirements with environmental-friendly products would avoid the population disagreement.

Paraphrasing the words of a Retailer Operations Manager "Finnish consumers are very price sensitive. They are certainly a nation of bargain hunters" (International Council of Shop Centers, 2016). As a matter of fact, some investigations have shown that for Finns, the price of the food is considered important because it is a big part of their household budget. They do an overlook about the products, prices and limits they have to establish for fit their expected budgets (Ollila, 2011). Not only price sensitive but also the fact of being sophisticated market with a high standard of living and well-educated workforce influences on the consumer profile created among the population. Finns tend to be simple at the time of purchasing, looking for the simple packaging as well as practical products and non-harmful for the environment (Santander Trade Portal, 2016).

## 2.5 Consumer Behaviour

Consumer behaviour refers to the processes involved when individuals or groups select, purchase, use or dispose products, services, ideas or experiences to satisfy their needs and desires. Inside these actions, every person acts in a role where every consumer behaves depending on the situation (Salomon M., et al, 2006). Hence, some consumers will act as employees during the purchasing process for satisfying the needs of their company but as head of family at the time of buying food in the supermarket.

Another point to analyse is segments. The process of segmentation involves dividing the potential markets into smaller, homogeneous segments for which they are able to design specific marketing strategies based on products, pricing, distribution and promotion (Schiffman, 2014). At the time of Yerba Mate entering in Turku university area, a process of segmentation should be done in terms of focusing the penetration campaign in a certain group of target people that will be prone to buy it. In the case of this study, the segment selected was the students and the workers of the universities that tend to go to the supermarkets placed nearby them.

One of the main problems consumers face at the time of purchase is the choice. Selecting the product or service to use implies risk and uncertainty, points that can only be solved while trying the product or service selected. As "*The role of Risk in consumer behaviour*" mentioned (Taylor, 1974), this uncertainty can be divided in two: uncertainty about the outcome and uncertainty about the consequences. The first uncertainty can be reduced by acquiring and "handling" information while the second uncertainty can be dealt with by reducing the consequences through reducing the amount at stake or putting off the choice. After this process, consumers feel more confident about the act of purchasing.

## 2.6 Decision Making Process

Consumer decision making is defined as a mental orientation characterizing a consumer's approach to making choices (Sprolles & Kendall, 1986). As two parts that cannot be understood separately, decision making process and purchase process are going to be studied consequently. At the time of purchasing, the process can be divided in three parts as it can be see in the next graphic



- **PRE-PURCHASING:** described as the process through which a consumer selects and compares the information obtained from various shopping platforms and channels (Sheth, J. N., et al., 2004). During the pre-purchase process, need recognition, information search and evaluation of alternatives are the parts in which the study should be focused.

Considering need recognition, it occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state (Salomon M., et al, 2006). From some years, marketers are trying to influence consumers what to buy, conducting like this the process of need recognition. The process of learning is explained by Salomon (2006) such as the permanent change in behaviour which comes with experience. This experience does not have to affect the learner directly because there is a way of learning through the observation of events that affect others. The role of learning is, at this point, a constant process that should be done by the consumer to understand better and in deep the product or service that is presented.

At the time of information search and evaluation of alternatives, social interaction and social commerce are two characteristics inside the decision-making process that affect directly and indirectly to the purchase process. Social interaction can be defined such as any action an individual engages in that affect other consumers' valuations or decisions regarding some products or services. It has been highlighted that nowadays there is a strong trend in which consumers can obtain more relevant product information and professional suggestions from other experiences through comments, ratings or recommendations (Godes, et al., 2005).

Not only people but webpages and institutions such as WHO<sup>3</sup> are able to modify purchase decisions when they share their knowledge about some products and services of the companies: high product knowledge consumers are better able to benefit from expanded selection and additional information about product alternatives compared to low product knowledge consumers. Additionally, they are better able to comprehend product related messages, generate more accurate simplifications of technical information and infer the relationships between technical or attribute information and product benefits (Alba, 1987).

Nowadays, society's opinions and decisions are highly influenced by technologies. Consequently, most of the companies have been adapting themselves in order to introduce in their daily activities technological issues such as webpages, e-commerce or social networks. Distinctly, social online presence of a company makes the difference in today's audience introducing social commerce in their daily lives such as a new part of the purchase experience. Social commerce refers to an exchange among related activities that occur in or are influenced by an individual's social network in computer mediated social environments, where the activities correspond to the need recognition, pre-purchase and post purchase sites of a local exchange (Yadav, et al., 2013). Furthermore, social commerce enables consumers to digitize their purchase decision journey by stablishing two-way communications and sound collaborative relationships with other consumers (Huang, Z. et al, 2013).

Similarly to social commerce, word-of-mouth marketing is relevant at the time of spreading the opinions and knowledge about brands or new products. As the initial WOM theory assumes, it is an indispensable experienced source created by

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<sup>3</sup> World Health Organization

individuals or marketers, and it is then diffused by consumers or marketers to other consumers (Arndt, 1967); (Engel, et al., 1969). With this kind of actions, brands can expand their products in an easy and free way without the need of a marketing campaign related. Consumers are more likely to observe the actions and behaviours at the time of purchasing products or consume some services of other people. Differing from the good impact that a good WOM or marketing campaign can have for a brand, negative reviews tend to be more heavily weighted than positive reviews during purchase evaluation and decision making (Cheung & Thadani, 2012).

- PURCHASE: Consumers choose which product to buy and which retailer to purchase from when they buy something and the consumer may be concerned about the terms and conditions of purchase (Wang & Yu, 2015) . If the selling point is through a web page, shop or any other different platform, brands are every day more and more concerned about how they display their services and products. Physically speaking, in-store displays is the way used in order to attract the consumer to the brand environment. Not only the disposal of the products or services but the smell, light or music are highly valorised by consumers at the time of buying or trying one service. Some studies have concluded that in most of the cases, a good smell in the shop or a peaceful music leads easily the consumer to buy (Salomon M., 2006).

Another point is the way shopping aids are done. Regarding Payne et al. (1993), decisions can be improved by creating a better match between task demands and the information processing capabilities and preferences of the decision maker. Furthermore, additional characteristics included in a product are highly valued by consumers at the time of deciding between two brands. Understanding additional characteristics as extra information provided by the brand, usage suggestions, warranty information, operating instructions or product comparisons, consumers tend to like the most the products that have more specifications because it provides more reliability at the time of buying.

- POST- PURCHASE: Consumers may compare their current purchase experience with what they had anticipated before making a purchase. At the same time, they may share their consumer experience (Hennig-Thurau, et al., 2004). Post - purchasing is directly related with the satisfaction or dissatisfaction. Some of the

factors studied at the time of buying are consumers evaluate price, their estimations, the marketing campaigns done as well as quality expected. Among all of them, the consumers assume that for every decision made, a risk is implied and the real outcome only can be assured once bought the product or consumed the service. Regarding Salomon (2006), satisfaction and dissatisfaction is more than a reaction to the actual performance quality of a product or service. Satisfaction is not just a matter of function but also of the hedonic performance of the product, something which may be more difficult for the producer to be ensured beforehand just because it depends on the likes and tastes of everyone. On the contrary, dissatisfaction exists once the consumer forms beliefs about a product performance based on prior experience or about what others told him/her and then it defers from the reality (Salomon M., 2006).

## 3 RESEARCH METHODOLOGY

### 3.1 Research Methodology

Fundamentally, this research uses the sequential exploratory methodology design. This method implies collecting and analysing first quantitative and then qualitative data in two consecutive phases within one research (Ivankova, et al., 2006). Qualitative data methodologies are characterized by techniques that allow the researcher to provide elaborate interpretations of phenomena without depending on numerical measurements such as interviews (Zikmund, et al., 2013). Consequently, qualitative methodologies help to find some topics and issues the researcher may not anticipate to obtain a wider variety of answer to investigate in deep afterwards (Kuada, 2012). The qualitative methods used by the author were pilot questionnaires-interviews and the final questionnaire with the purpose of collecting why and how the decision making of the respondents is.

A pilot questionnaire is defined as a mini version of a full-scale study (also called 'feasibility' studies), as well as the specific pre-testing of a research instrument such as a questionnaire or interview schedule (Teijlingen & Hundley, 2001). They are useful because give the possibility of checking if the questions are correct, if the respondents understand them properly and if they would modify or add something else to obtain more information. For this, a pilot questionnaire was administered to Argentinian people with the objective of knowing for them the most relevant points to ask about Yerba Mate and Consumer Behaviour in the final questionnaire. What motivate them to buy Yerba Mate, which is their link and loyalty with the brands and product, which are the properties they understand as more important or which ways they consider more useful to expand the product to other countries were some of the questions the researcher asked to obtain information. Furthermore, once the final version of the questionnaire was created, it was sent to them for checking if they considered something missing or irrelevant.

In a similar way and with the same purpose, the researcher conducted as well an interview. 13 pilot interviews were performed in the period between the 23rd to the 31st of December of 2016. These interviews were done only to Argentinian to obtain as much information as possible and introduce this feedback in the final questionnaire.

The sample selected was non-random and based on the Argentinian friends of the researcher. The reason of selecting Argentinian people for answering the pilot questionnaire-interviews was basically the broad information of Yerba Mate they have: from the product itself to the consumer behaviour of the people at the time of selecting the one or another brand. Admittedly, obtaining the opinion of people that have been consuming the product since long time ago gave the author a wider view of its most interesting aspects to ask in the questionnaire. As some studies claim conducting a pilot study does not guarantee success in the main study, but it does increase the likelihood (Teijlingen & Hundley, 2001). The pilot questionnaire was sent to 20 people and 17 of them answered. At the end of the testing process, both, interviews and pilot questionnaires, helped the researcher to modify the final questionnaire, improve some questions and avoid some points that were not good explained or irrelevant for the posterior investigation. This final questionnaire, as it is going to be explained in the following points, was sent to Finnish population in the university area of Turku to gather the feasibility of introducing the product.

Contrary to this method, quantitative research focuses on empirical assessments that involve numerical measurements and analysis (Zikmund, et al., 2013). With this kind of data, the author is able to extrapolate the causal relationships between variables and the influences from one to another (Kuada, 2012). As a result of this, the researcher applied quantitative research to study the data gathered in the final questionnaires done in the university area of Turku with numbers and percentages.

### 3.2 Sampling

To conduct the research, the author looked for the best sampling method that covers the most required segments. Sampling is described such as the deliberate choice of a number of people to represent a greater population (Valerie, 2013). Inside the concept, it can be found two different types of sampling: probability and no-probability. In this case, researcher chose non-probability and more concretely the sampling methodology used was *accidental* sampling. This is described by Valerie (2013) such as the method that selects the sample in terms of convenience or practicability. Thanks to these two characteristics, the researcher had an easier way to select to who sending the questionnaire. The sample was chosen regarding the people she

considered more likely to answer and easier to share. At the same time, this group will follow the pattern of homogeneous sampling where the group of people has similar characteristics. It leads to the advantages of saving time at the time of thinking to who you have to ask and the disadvantage that the data may not be a representative of a wider range (Valerie, 2013).

The sample was based on people from the University of Turku, Abo Akademi University and Turku University of Applied Sciences. Considering students and professors such a potential segment where to place Yerba Mate because of their habit of going to the students' cafeterias and supermarkets placed nearby, the author found it such a huge opportunity for obtaining information easily. An advantage at this point is that different universities implies different kind of people and different trends and tastes. Furthermore, different backgrounds can be investigated and perceptions of diverse environments can be summarized through the results. Nevertheless, it implies also disadvantages. Having only students or professors and no other professions can be one of them. In addition, having people in cafeterias do not imply they consume normally hot beverages. Finally, reducing the sample only to Turku area and concretely to the university, represents a small sample for such a big country like Finland is eventhough its population is still small.

### 3.3 Data collection

The research is formed by theoretical and empirical studies that gather the information needed to obtain the explanations and basis of the product importation and consumer behaviour. About theoretical information, it is mainly secondary data obtained by other authors specialized on the fields. Secondary data is understood such as the resources gathered from other sources already available that help the current study (Saunders, et al., 2009). Thus, primary data become secondary data for future investigations. Some of the advantages of having this kind of data is the wide knowledge and availability it represents (Zikmund, 2013) and the concrete and reliable information about some geographical areas such as Argentina and Finland. In addition, normally it is cheaper than obtaining primary data, it covers some gaps or lacks of information researchers can have and it may serve for comparison and complementation of the primary data (Kumar, 2008).

In addition to this theory, primary data has been included. Primary data is the one obtained by the searcher herself and used subsequently for its own study (Saunders, et al., 2009). The advantages it represents are having data based on the current project to develop and the reliability this data has in terms the researcher is the same developing the project. Empirical studies such as interviews or questionnaires have been obtained to be gathered and assembled for the project at hand (Zikmund, et al., 2013)

The pilot questionnaire was designed in English and translated to Spanish in order Argentinians comprehend better the content. As soon as the final questionnaire was completed, it was translated to English. The reason of having it only in English and not in Finnish was because the potentials respondents can be from very different countries and English is well understood by the majority of University students/workers in Finland. Furthermore, taking into account researches done by the OECD (2003), Finland populations counts with a well-educated population and high level of proficiency in English, fact that makes them understand all the questionnaire without problem. In relation with that, the researcher tried to develop the questionnaire with an easy vocabulary and making clear every point that can confuse the respondent.

The platform in which the final questionnaire hanged out through E-Encuestas. With this, sending the questionnaire and the possibility of the respondents to answer was clear and easily. Delivering the questionnaire through WhatsApp groups, Facebook groups and emails made the researcher able to reach not only Finnish students but foreign ones stugying currently in Finland and professors, with the opportunity of having a higher rate of respondents. Contacting with known students and professors as well as with some university associations made the way of spreading it easier. In total, the final questionnaire was shared in 5 different Facebook groups (including the TUAS and UTU groups), the own profile of the researcher, 10 e-mails of professors and Turku student's groups on WhatsApp.

The final questionnaire was performed in the period from the 20th of February 2017 till the 5th of March 2017 so the respondents had a little bit more than two weeks for performing their answer. On it, 71 respondents in total answered the questionnaire and provided the information necessary for obtaining conclusions.

### 3.4 Questionnaire design

As it was mentioned before, the final questionnaire was administered like the pilot using E-Encuestas Surveys platform. As Plonsky (Plonsky & Gurzynski - Weiss, 2014) pointed out, distributing online surveys, questionnaires and interviews facilitate the efficient coding, immediate visualization of trends, and can be entered directly into software designed for qualitative and/or quantitative analysis. Furthermore, time is saved, the cost is almost inexistent and the capacity of achieving a huge quantity of different respondents is higher (Wright, 2005).

In order to divide it in different sections, the author created the questionnaire introducing four parts: Coffee/tea consumption, introduction of Yerba Mate, consumer behaviour and personal questions. In the first part the respondent is asked to provide information about its normal consumer behaviour of coffee/tea in order to obtain data about these products that are considered substitutes/ complements of the Yerba Mate. Secondly, knowledge about Yerba Mate from the part of the respondent at the same time as its possible introduction in the country is asked to the respondents. In third place, consumer behaviour is studied through some questions regarding the quality and healthiness of the products and brand awareness and marketing influence. Finally, some personal questions regarding age range or monetary range are studied in terms of knowing the potential respondents characteristics.

In total 18 questions, both open and closed ended questions were introduced. First of all, open questions provided the author a more realistic vision of the knowledge and the interests of the respondent. As Saunders (2009) mentioned, open questions are useful at the time of requiring a detailed answer or when you want to find out what is uppermost in the respondent's mind. In this sense, most of the questions included like " Would you buy preferably local or foreign brands? Why? " try to determine the concrete perception of the consumer daily purchase and their interests about the origin of the products. Secondly, open-ended questions where the respondent can choose more than one option but they were written beforehand by the author. In this way, the respondent can have different possibilities to answer (Saunders, et al., 2009). Some of them were like "If your answer in the previous question was yes, why would you try it? " were the researcher tried to find out more than one reason/answer to the questions about the possibility of introducing yerba mate.

Closed- questions were done for obtaining concrete data for the research and to confirm a fact or opinion (Saunders, et al., 2009). In this sense, most of them were developed to extrapolate for example the price target that the consumers are ready to pay, the consumption habits (i.e. Which brand of coffee/tea do you usually buy?) or Yes/No questions (i.e. Have you ever heard about Yerba Mate?) Finally, some Likert Scales such as "Do you consider the nutritional values of the products in your purchasing process? " or "How much do you trust in the products you purchase regarding its quality? " were performed to find out the perception of consumer behaviour at the time of the purchasing. Absolutely nothing was the lowest grade of respondent-question link and Too much (influenced/linked) the highest one. On these questions, the respondents had the possibility of ranking between 5 different grades their responses about their purchase process and perception.

## 4 DATA ANALYSIS

In order to collect all the information possible and to analyse the empirical data, the researcher used the software E-encuestas. The data shown at this point corresponds to the final questionnaire conducted from the 20th of February 2017 till the 5th of March 2017 where the researcher obtained 71 responses.

### 4.1 Consumers' patterns with hot beverages in Turku University area.

The first section of the questionnaire asked about the Coffee/Tea consumption of the respondents in Turku University area. In the first question "Do you usually drink coffee/tea?" 42.86% of the respondents stated that they usually drink between 2 to 3 cups per day, 22.86% stated more than 3 cups/day and 24.29% drank one cup per day. Only 10% of the respondents answered that they do not drink coffee/tea at all. The data shows a close link with the numbers obtained in the Literature Review. Noticeably, having a 42.86% of the respondents in a sample of 71 people that already consume from 2 to 3 cups of coffee/tea per day shows that the 12,1 kg/person in a year stated by the researches previously done (Yle, 2014) were not exaggerating the link between population in Finland and hot beverages. It can be observed how there is a pattern of consuming this kind of beverages in their day by day.

In addition to the previous point, as Curtet (2015) mentioned, having a cup of coffee/tea is normally involved in the traditional day of a Finn and, moreover, in their memories.

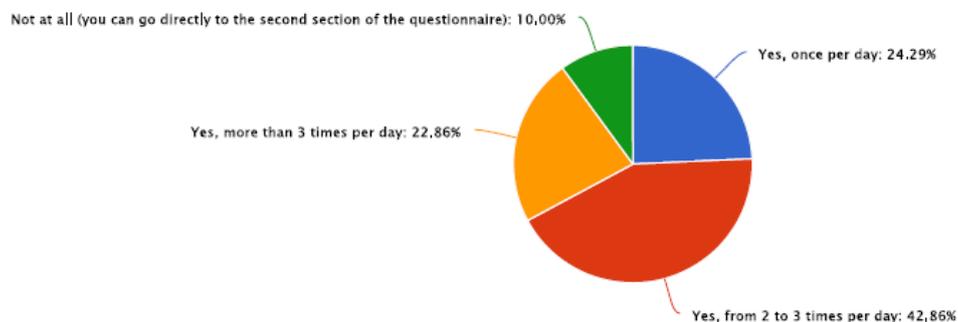
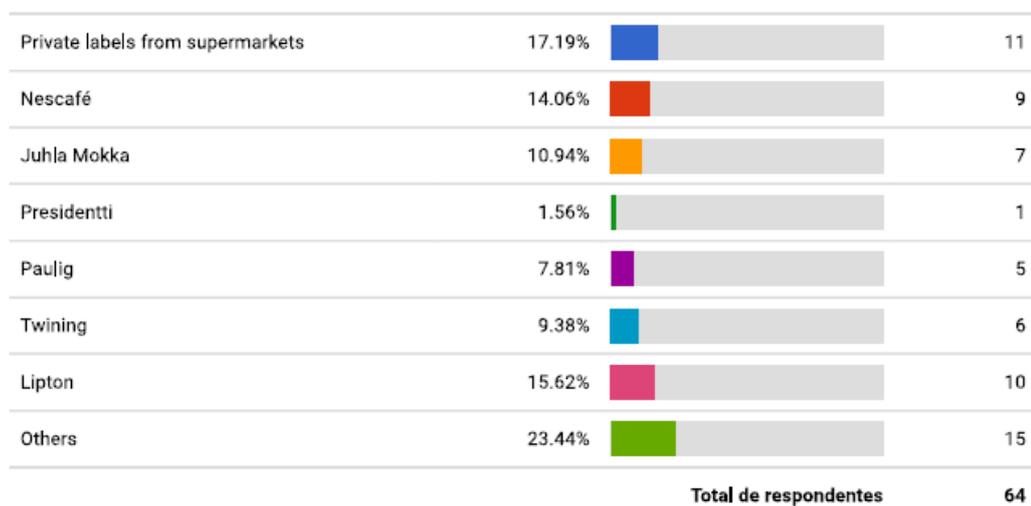


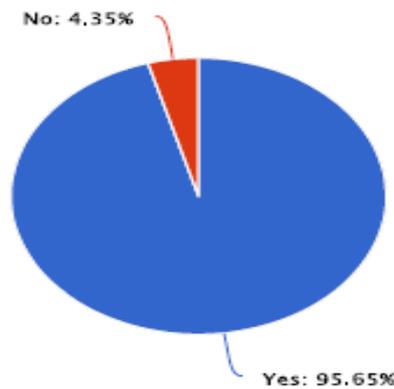
Figure 1: Do you usually drink coffee/tea?

The second question was "Which brand of coffee/tea do you usually buy? ". As it can be seen in the chart, among all the ones proposed by the researcher, Private labels such as R Market or Pirkka were the most consumed by the respondents (17.19%). Relation between private labels and consumers in the university area of Turku is presented therefore following the trends stated in the whole country as it was mentioned by Swpboda et al. (2009). Furthermore, Nescafé (14.06%) for coffee and Lipton (15.66%) for tea were set as well as important consumed brands. The lowest rate was for the brand Presidentti with only a 1.56% of the respondents; nevertheless, some of them had as brand preferred another one (23.44% of respondents).



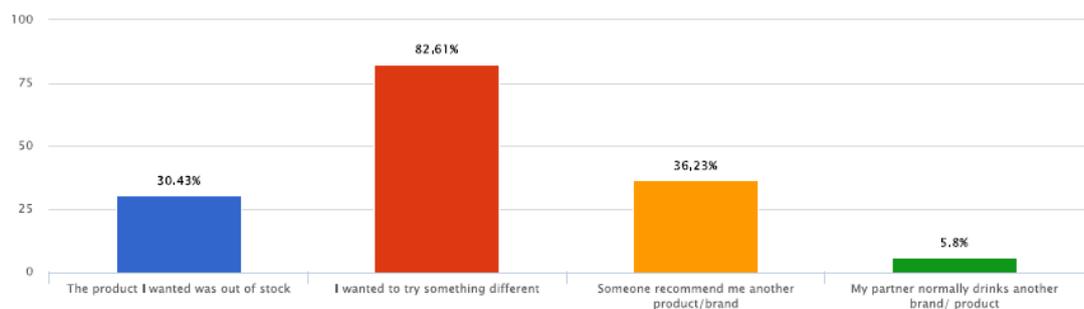
**Figure 2: Which brand of coffee/tea do you usually buy?**

Questions 3 and 4 (shown in figures 2 and 3 of Appendix 2) are closely related and refer to the substitution of coffee/tea by other products or for other brands. On them it was asked "Have you ever substituted different brands of coffee/tea? " and "Based on the previous answer, what were the situations that made you choose another brand/product? ". Referring to the first one, they answered yes in 95.65% of the occasions, being the others responses no. That is, almost a 96% of them said they substituted for another brand of coffee and tea their normal one. This data obtained is directly related with the researches found previously by EY-Surveys. As it was mentioned in the Literature review chapter, the Finnish population is open to changes, so diversify their brands of coffee/ tea is not a strange action for their normal consumption (EY-Surveys, 2015).



**Figure 3: Have you ever substituted different brands of coffee/tea?**

In the situations proposed by the researcher in the following question (4<sup>th</sup>), they could select more than one option. The data extrapolated at this point suggested that the most relevant reason for substituting their normal brand was for trying something new (82.61%), followed by recommendations from someone else (36.23%) and because the traditional used product was out of stock (30.43%). Only 5.8 % of the respondents answered that they change their traditional brand because they partner consume another one.



**Figure 4: Have you ever substituted different brands of coffee/tea?**

Moreover, in open question 5 the respondent was asked "Could you please describe a situation where you would consider buying another brand/product?". Some of the answers were "if the other product is on sales", "for trying new products, products with more benefits, more sustainable, lower price", "because the product looks good, interesting by the packing", "I try in some cafeteria and liked it". In most of the cases,

repetitive answers were because of the lower price and because of the possibility of trying something new.

Finally, the 6th question speaks about "At the time of buying coffee/tea packs, which of these aspects do you take into account. Rank them from the most important (5) to the least one (1)". The aspects set by the researchers were six: Price, quality, quantity, brand, recommendations and habits. As it can be seen in the chart below, Price is ranked in a mean as a 3.5 out of 5 of importance, Quality in a 4.5 out of 5, Quantity in a mean of 3.5 out of 5 by more than a 70 % of the respondents in every case. Brand was set in a mean of 3.5 such as Recommendations and Habits. It represents that, among the respondents, all of them valued highly the aspects that were given beforehand by the researcher. Not surprisingly, quality was already mentioned by Santander Trade Portal (2016) such as the most important point for Finnish population at the time of selecting a product but as it can be seen, some aspects such as price is quite relevant. Following the theory set by the International Council of Shopping Centres (2016), consumers in Finland are considered price sensitive so, independently the product they are buying, they feel influenced by the price they should pay and they tend to compare between their purchase process.

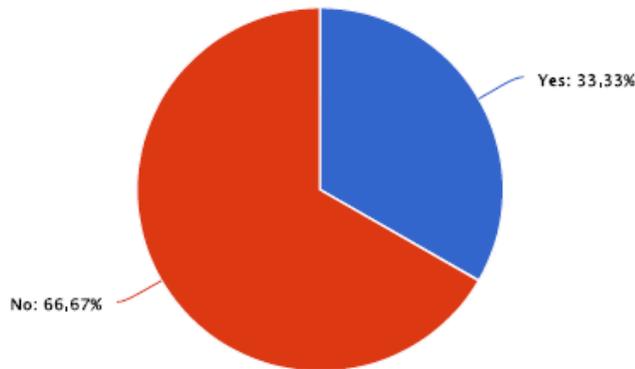
Aspects/Punctuation	1	2	3	4	5
Price	2.9%	7.25%	37.68%	36.23%	15.94%
Quality	5.8%	2.9%	17.39%	44.93%	28.99%
Quantity	10.14%	13.04%	36.23%	33.33%	7.25%
Brand	18.84%	21.74%	33.33%	18.84%	7.25%
Recommendations	4.35%	14.49%	33.33%	39.13%	8.70%
Habits	10.14%	7.25%	31.88%	31.88%	18.84%

**Figure 5: Aspects valued in the coffee/tea purchase process**

#### 4.2 Introducing Yerba Mate in Finland

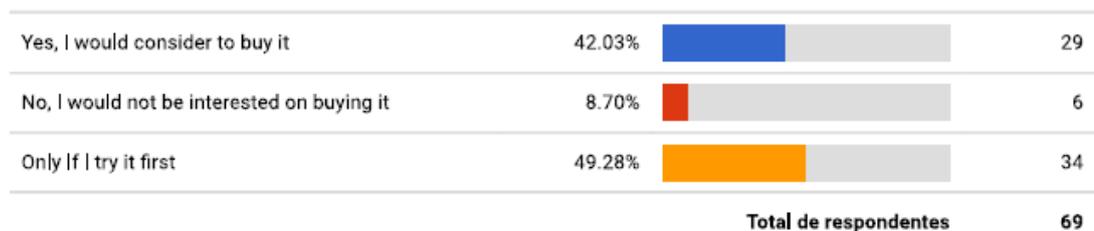
The Introduction of Yerba Mate in Finland was studied from question 7 to 11 in the questionnaire and the results are shown in figures from 5 to 9 in the Appendix 2. The question 7 asked "Have you ever heard before about Yerba Mate?". The results gathered that most of the respondents (66.67%) did not know what was Yerba Mate

while only a 33.33% of them knew about that. The provided link in this section of the questionnaire described the product to help answer the following questions.



**Figure 6: Knowledge about Yerba Mate**

"Would you consider to buy Yerba Mate?" was asked in the 8th question. Looking at the chart, it can be seen that while a 42.03% said directly yes, most of them did not feel as much secure about the product and responded that they would try it first (49.28% of the respondents). Only an 8.7% will not consider to buy Yerba Mate in a future. This point is related with the fact that was mentioned before. The consumers in Finland are likely to be opened to changes and adapt themselves to the globalization process (Curtet, 2015); (Manfred, 2013).

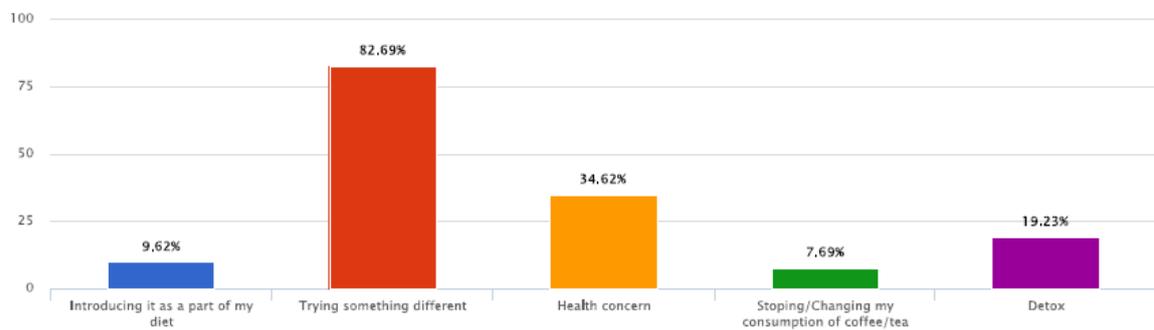


**Figure 7: Would you consider to buy Yerba Mate?**

Continuing with question 9, it was stated "If your answer to the previous question was yes, why would you try it?". As the chart shows, few answers were provided by the researcher, so the respondents could choose in between the options they had more than one option. The results were that most of them (82.69%) want to try it because of the difference the product represents. Following this reason, the health concern occupies the second position with a 34.62% of votes. Directly related, as it was

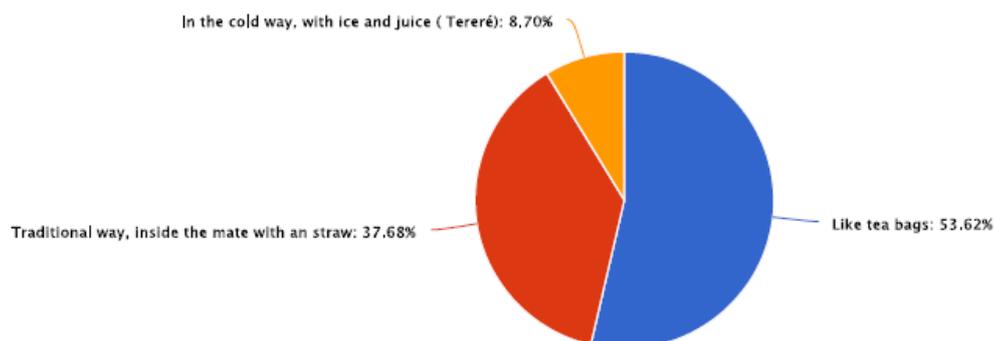
mentioned by the Ministry of Health, in Finland the policy of introducing a healthier way of life and a higher environmental concern is influencing every day more in the population (Ministry of Social Affairs and Health, 2015).

In third place, the respondents (19.23%) set the importance of detox the body from toxins. Very linked to this, in the fourth place, they stated the importance of introducing it as a part of their diet (9.62%). Finally, stopping or reducing their daily consumption of coffee or tea was the least favoured option by the respondents with only a support of 7.69% of them.



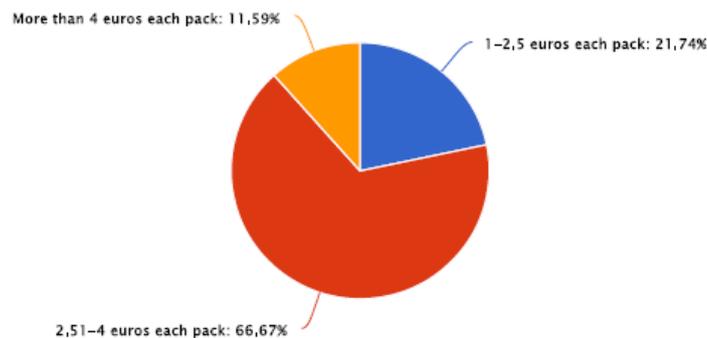
**Figure 8: Reasons for trying Mate**

Furthermore, question 10 asked "In case you see the product in the supermarket, how would you like it packaged? ". Majority of respondents (53.62%) suggested that the best form for introducing Yerba Mate in Finland is Tea bags while a 37,68% of them considered that the traditional way with the Bombilla and the Mate will be the best option. Only an 8.70% of them thought about introducing the product in the cold way with juice and ice.



**Figure 9: Packaging**

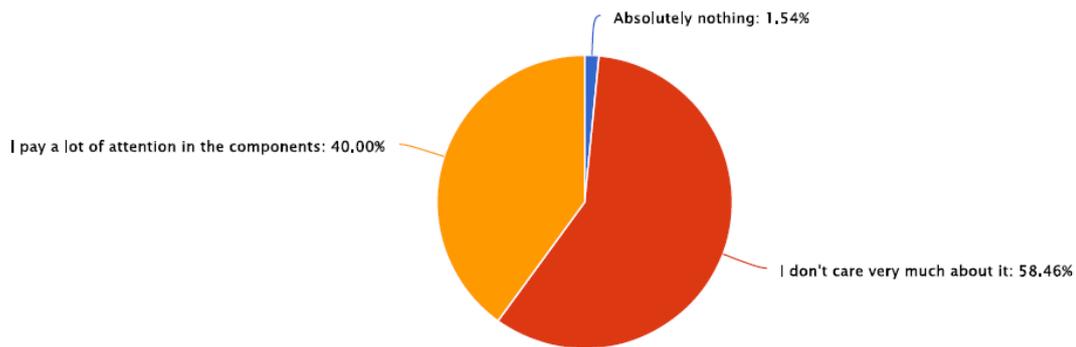
Finally, in the question 11, the respondents chose about the price they considered the product should have in the stores. The highest percentage, representing a 66,67% of the answers considered that Yerba Mated should have a price from 2.52 to 4 euros per pack of 500 g to 1 kg. The other options, from 1 to 2,5 euros/pack and more than 4 euros/pack had respectively a 21.74% and 11.59% of support. As it has been argued in previous points, the relation between the selection of the price with the product is basically done due to the sensitiveness of the Finnish population to the prices (International Council of Shop Centers, 2016). Furthermore, the social characteristics and background of the respondents (mainly students) set the path of obtaining this kind of price range, not so high because of their standard monthly income.



**Figure 10: Pricing**

#### 4.3 Consumer behaviour

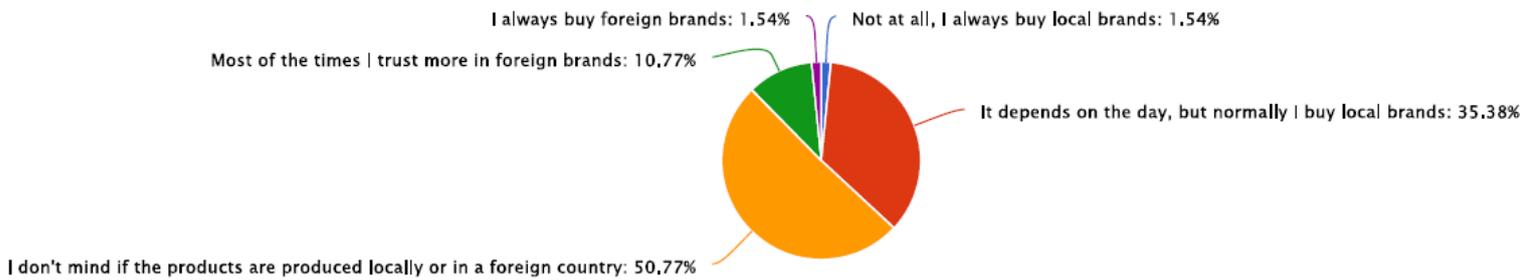
Consumer Behaviour was asked in the questionnaire from the question 12 to the 16. Focusing on the 12 "Do you consider the nutritional values of the products in your purchasing process?" (Figure 10, Appendix 2), the result withdrawn that the respondents divided themselves in two trends, the ones that care a lot about the nutritional values that includes a product (40% of the respondents) and the ones that do not care that much or are neutral in this point, being the highest percentage of answers at this point with a 58,46% of the respondents.



**Figure 11: Do you consider the nutritional values of the products in your purchasing process?**

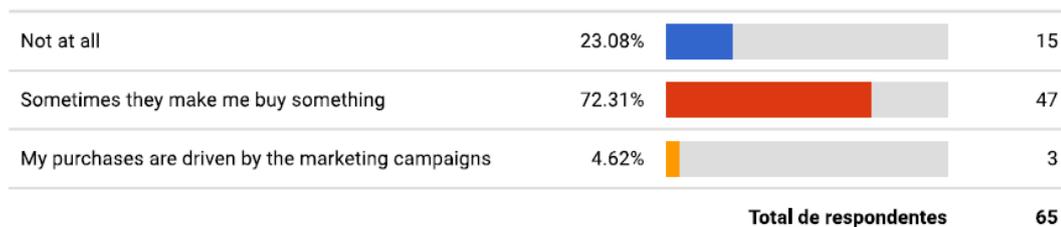
Moreover, the question 13 established "Do you prefer domestically produced or foreign brands when it comes of selecting hot beverages? ". As one can see on the Figure 11, Appendix 2, a 67.69% of the respondents prefer the domestically produced products rather than the foreign ones. Closely related, the question 14 asked them "How much do you trust foreign brands when buying hot beverages? ". The results illustrated that a 50.77% of the respondents do not care about if the hot beverage product is foreign or locally produced, but, contrarily, a 35.38% of the respondents argued that normally they prefer to buy locally produced brands in terms of hot beverages while the ones that prefer to buy normally foreign brands were only a 10.77% of the respondents.

At this point, the relation between selecting a product and the origin of it should be considered. As it was mentioned by Santander Trade Portal (2016) and corroborated by Swpoda (Swpboda, et al., 2009), consumers in Finland tend to link quality with local produced products. As quality is the first characteristic valued at the time of purchasing, they tend to buy local product or at least they prefer to buy them. Nevertheless, as it was mentioned by Morrison and Conaway (2006), once they know the product and its quality, they tend to accept it such as local.



**Figure 12: Do you prefer domestically produced or foreign brands when it comes of selecting hot beverages?**

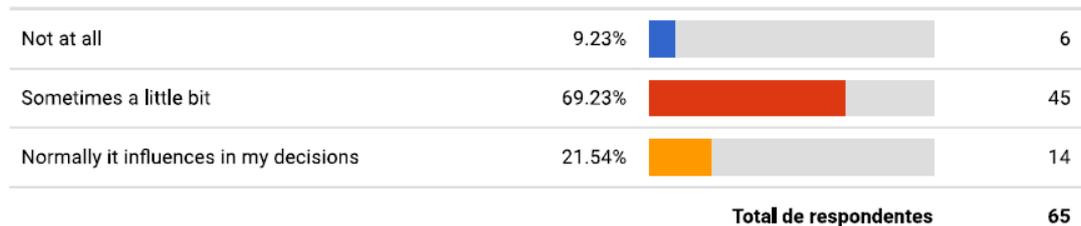
Going further, questions 15 and 16 (gathered on the Figures 12 and 13, Appendix 2) asked the respondents "How much do marketing campaigns influence you in your purchasing?" and "How much does brand awareness influence on your decisions?" respectively. In question 15, the data extracted shows how most of the respondents (72.31%) feel that marketing influences sometimes in their purchase while, on the contrary, a 23.08% of them thought that the marketing campaigns do not influence on them at all. Only a 4.62% of them assumed that the marketing campaigns drive their daily purchases.



**Figure 13: How much do marketing campaigns influence you in your purchasing? "**

Similarly, in the question 16, brand awareness results suggested that a 69.23% of the respondents decide which product to buy in relation with it. Differently from the previous case, the trend changes when a 21.59% of the respondents argued that brand awareness normally influences on their behaviour while only a 9.23% of them argued that it does not influence at all.

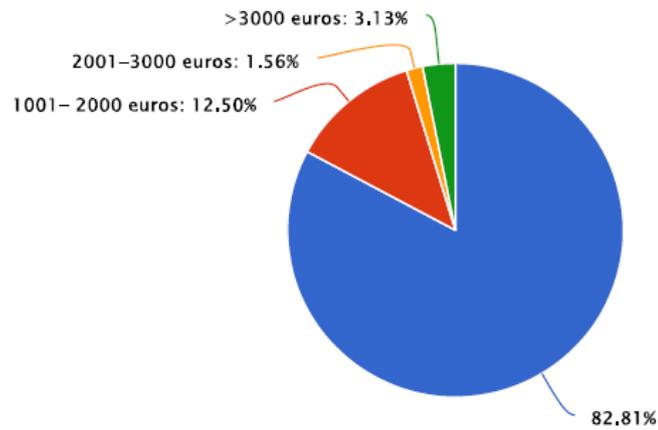
With these two points, it should be considered that for consumers a brand means a preferred life style they choose to follow (Swpboda, et al., 2009). For this reason, paying attention to what their most favoured brands promotion influences directly to their purchases. Furthermore, as long as they link a brand with its quality, their knowledge about a concrete brand and its awareness tends to influence in their final purchase decision.



**Figure 14: How much does brand awareness influence on your decisions?**

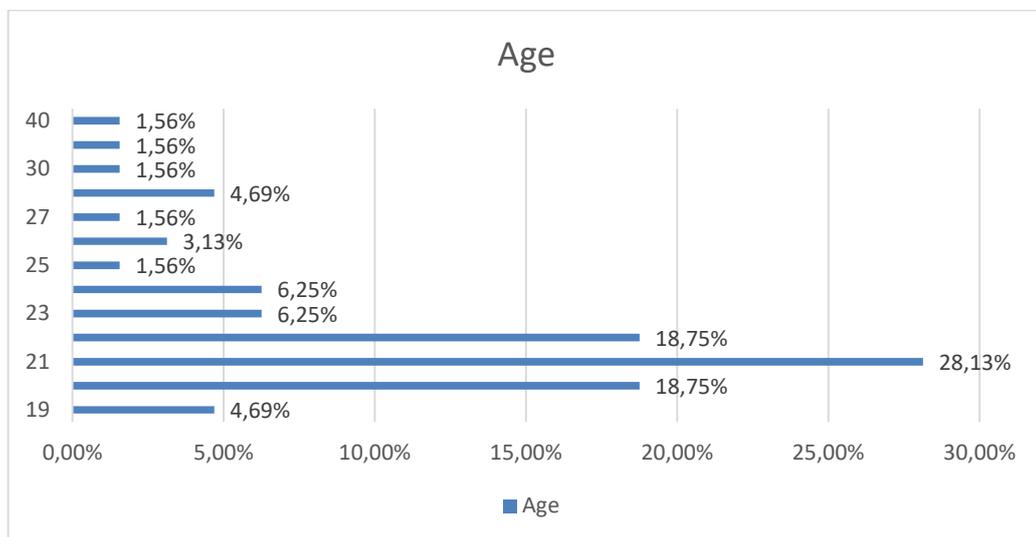
#### 4.4 Socio-demographic profile of respondents

The following pie chart gathers the information obtained regarding the income of the respondents. Collectively, around an 82.8% of respondents earn more than 1,000 euros/month while only a 3.12% of them earn more than 3,000 euros/month. The second biggest data in this point is 12.50% of the respondents that earn in between 1,001 and 2,000 euros/month. On the contrary, the smallest data on it is the 1.56% of respondents that earn between 2,001 and 3,000 euros per month.



**Figure 15: Income**

In the same way, the figure 16 from the Appendix 2 shows the most likely ages that answered the questionnaire. On it, it can be observed how in between the ages of 19 and 22 it is found the highest percentage, a 70.32% of the total. Inside this percentage, the most repetitive age is 21 years old with a 28.13% of the respondents. On the other hand, there is another group formed by respondents of 30 to 40 years old, representing around 5 % of the total.



**Figure 16: Age**

## 5 CONCLUSION

This study took a stab to understand the possibility of introducing Yerba Mate in Finland and how the consumer behaviour could affect on it. For this purpose, three research questions were set in order to accomplish with the answers the information enough for knowing in deep the availability of importation. As it was mentioned previously, the final research was done in the university area of Turku and not in the whole country, for reasons of convenience and practicability.

### 1. How can be Yerba Mate introduced in Finland – university area of Turku?

The study found that the best way to introduce the product and more likely to success in the Finnish market is in tea bag shape regarding 53.62% of the respondents. This way of presenting the product is common among tea consumers and at the same time provides an easier way to transport and consume the hot beverage in different places. Nevertheless, surprisingly some of them answered that the traditional way of consume Yerba Mate could be a good way of introducing the product in the country as well. At this point and regarding the regulations about packaging and food protection, the company exporting the product to Finland has to consider the way of designing the product and how to implement it in order to be spread as much as possible.

Additionally, the price of a pach of 500 g to establish is recommended to be between 2.50 and 4 euros considering the answer of 66.67% of the respondents. Taking into consideration the coffee and tea price in Finnish supermarkets the answer of the respondents follow the same trend, considering Yerba Mate as a substitute or complementary product to their daily diet. At this point, there is also a relation between the price and the average income the respondents have. It has to be highlighted that, as long as most of the respondents are students with an average income lower than 1,000 euros per month, the price they are looking for is one that can be affordable in their daily consumption. As a matter of fact, the price obtained cannot be extrapolated to the whole area of Turku or the whole country because not every person in the country counts with this low income and maybe people in the country are prone to buy the product in a higher range of price.

Finally, taking into consideration the responses on question 6 and 12 about quality and nutritional values, it can be seen how the consumers that answered the

questionnaire highly value both of them. For this reason, labelling the product with the properties and putting into context the product certificate origin are two important factors at the time of introducing Yerba Mate in Finland. In the same way, claiming in its presentation that the product follows all the health and food protection requirements of Finland and the EU would help the consumer to feel more confident about it. Supported by what was said by the FCAM (Federación de Cooperativas Agrícolas de Misiones, Coninagro, 2014), Yerba Mate can represent a big opportunity of success in markets thanks of its link with the qualities that a certificate of origin establishes.

## 2. Expectations and barriers of the launching, which can be the challenges?

First of all, this study found that most of the respondents have never heard about Yerba Mate. It can be conceived such a potential problem at the time of introducing the product but at the same time, a high number of the respondents argued that they would buy it directly (42.03%) or after trying it (49.28%). As it was mentioned in the Data Collection chapter, the reasons for that were basically trying something new, changing their normal habits or introducing in their diet a healthy product with detox properties. Following what was set by Salomon (2006), the learning process is important for the consumer at the time of knowing in deep about the product. Consequently, as Godes (2005) mentioned, the importance given to the product information would conditionate the future trends of purchasing.

For this reason, it was asked what is considered more important at the time of trying the product. Factor such as new products taste or the health concern were the most repetitive answers, fact that suggests and supports the idea of Finnish population being prone to change their habits, as it was mentioned by Morrison and Conaway (2006), but trying always to keep or improve their health. As the study suggest there are two different trends at the time of health concern, where most of the respondents do not care very much about it (58.46%) but a 40% remaining cares a lot. This is mainly due to the fact the Nordic populations are changing their basis regarding food concerns and new trends about environmental and healthy lifestyles are being introduced as it was mentioned by Spwboda et al (2009).

Regarding some of the surveys analysed beforehand (EY-Surveys, 2015), most of the consumers in Finland are able to be open to changes but still supportive to the products considered inside their habits. The research supports this idea with the fact

that most of the respondents do not mind to substitute their traditional consumption of coffee or tea for another product or brand if it is a recommendation, the normal consumed product is out of stock or they want to try something different as it was mentioned before. For this reason, establishing Yerba Mate inside Finland can be an opportunity as soon as the consumers perceive it such a potential way of vary their consumption of tea and coffee.

Similarly, being a foreign product represents a barrier at the time of entering in the Finnish market. Regarding 67.69% of the respondents of the survey, they prefer to consume in general local products instead of foreign ones. Despite this fact, a 50.77% of them argued that they do not care normally about the origin of the hot beverages. As Morrison and Conaway (2006) stated, the consumers in Finland tend to refuse at the beginning the foreign products but once adapted to their habits, they make them as "locals". The process of being accepted by Finnish consumers will be thus, the barrier to face by Yerba Mate.

### 3. How can be the consumer behaviour at the time of buying a product?

Respondents consider coffee and tea as an essential part of their lives which means a huge opportunity for Yerba Mate at the time of entering in the market. The results obtained support the theory set by Curtet (2015) who explained the Finnish tradition of drinking coffee and tea is linked with their daily memories and experiences or moments shared among the people they love. Consumers are highly influenced by marketing and brand awareness at the time of deciding which product to buy or which brand to select. Linking to pre-purchasing process, most of consumers' elections are done influenced by the ads, recommendations and the want of trying something new they see. Taking into consideration how to design the marketing campaign of the product in Finland would lead the path at the time of future success of the product. Moreover, at the time of purchasing, the placement of the product in the supermarket will be an important factor. As it is mentioned in the literature review (Salomon M., et al, 2006), where it is determined the capacity of the consumer of see the product easily; for this, some ads on the store can make the product more visible and the middle stands can establish a direct view from the consumer part. Similarly, as much description the product has and the most warranties it provides to the consumer will make the consumer feeling more confident to buy it.

Quality is considered the most important fact at the time of consuming a product in Finland. Considering the investigations done by Santander Trade Portal (2016) and supported by the results obtained in the research, consumers consider that this factor is more important than price or quantity for example. In addition, the close relationship among quality and national brands is highly perceived by consumers in Finland. Most of them linked the origin of the product with the quality it has, and in this concrete case, the respondents highly preferred to consume domestically produced goods instead of foreign ones. That is also for the lack of foreign product/brands knowledge. A lack of information on international products can imply, the fact of Finnish consumers do not purchase them but, as they mentioned by responses, the marketing and the brand awareness create in most of the cases a great impact in what to buy.

Directly related to the previous point and closely associated to the sentences set by Heikki et al. (2006), private labels are the ones preferred at the time of consuming hot beverages by the respondents. Despite some of them answered that some of their favourite brands were Nescafé, Paulig or Lipton, private labels brands have been introduced in a such a powerful way in the households. It can be supposed that, as most of the food and beverages sector in Finland is owned by three main supermarkets whose private labels have been developed in order to give lower prices, high product range or availability at any time and shop can be some of the circumstances of this election. In the authors' opinion doing a stunning marketing campaign can extremely influence on the Finland consumers as soon as they argued that in many cases they purchase regarding ads they have seen. Moreover, brands determine in more than a 60% of the respondents on their future purchases so the renown established at the time of entering the market should be highlighted for improving the possibilities of success. Finally, taking into consideration the previous point and the importance the consumers give to local brands, during the purchasing process, consumers will tend to look at private labels as soon as they know that they are produced by local supermarkets.

## **6 RESEARCH LIMITATION AND FUTURE STUDIES SUGGESTIONS**

At the time of conducting the research the author found some limitations that affected or could affect on the results such as the possibility of the sample studied being biased. First of all, some random or false answers can appear among the validity of the results and that cannot be controlled by the researcher. Secondly, people closely related to the researcher are more likely to respond than other potential respondents. Furthermore, respondents could be not the potential ones; they could come from other countries that are not Finland or living only temporally in Finland, distorting in this way the results and invalidating the extrapolation of the information to all the country. Nevertheless, among all the respondents it can be said that half of them were Finns.

Formerly, the author had the vision of gathering a wide sample for extrapolating easily all the data obtained to the whole population of Turku. The reality is that the number of responses obtained cannot be a picture of the real trend of the whole city because of its low number and also because almost all of them are placed only in the university. The limitation found at this point was basically geographical. Due to the foreign nature of the researcher, the capacity of achieving a huge sample was difficult in terms of expanding the questionnaire through different parts of the country. Despite the social networks such as Facebook represent nowadays the possibility to get quicker to more people, the researcher did not have the possibility to access groups of different geographical areas in Finland. For this reason, the way of applying most of the distribution of the questionnaires was through the Facebook pages and the e-mail system of the universities in Turku. Besides this previous point, the restriction of time was a limitation as well. Having only a few weeks to distribute the questionnaire provokes the researcher having less respondents than expected and reduces the possibility of going in deep with the population study.

Another limitation found by the author was the use of qualitative data collection to find the content needed in the questionnaire by interviews to the Argentinian researcher's friends. The questions done in the final questionnaire could be more closely related to the Argentinian respondents than to the Finnish ones that would come across if the author would interview them while they were trying the new product. In the same way, the pilot survey was send to Argentinian people or people that lived-in Argentina, all friends of the researcher, who had not a high knowledge about the Nordic countries

culture and way of life. In this sense, the answers provided could be more focused for a kind of society with the Latin stereotypes instead of the Nordic ones. For this reason, it is considered that future studies should take more into account in the pilot interviews and questionnaires the Finnish population to add questions that are more related with their way of thinking.

To conclude, the results provided in this study should not be highly widespread. Some deeper researches among wider population in Turku are needed to understand better the possibility of introducing this product inside the city.

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## 8 APPENDICES

### Appendix 1: Questionnaire

Dear respondent, my name is Mara Payà and I am student of Turku University of Applied Sciences. I am currently writing my thesis on the topic "Business Opportunity Identification: Introducing Yerba Mate in Finland".

In order to lead this project, I would be really pleased if you fulfil this questionnaire that only takes around 5 minutes of your time. With all of this information, I will study in deep the viability of introducing the product in Finland. It must be highlight that all the information provided is confidential and anonymous, only used for the purpose of this thesis and not analysed individually. The last day for answering it is the 5<sup>th</sup> of March 2017.

Link of the questionnaire:

<http://www.e-encuesta.com/r/44uFgcteAwOVkVXiYPuk1w/>

At this point I only want to thank you in advance for spending your valuable time on the questionnaire.

Best Regards,

Mara Payà.

## INTRODUCING YERBA MATE IN FINLAND

### PART I- COFFEE/TEA CONSUMPTION

Do you usually drink coffee/tea?

- Yes, once per day
- Yes, from 2 to 3 times per day
- Yes, more than 3 times per day
- Not at all (you can go directly to the second section of the questionnaire)

Which brands of coffee/tea do you usually buy?

- Private labels from supermarkets
- Nescafé
- Juhla Mokka
- Presidentti
- Paulig
- Twinning
- Lipton
- Others \_\_\_\_\_

Have you ever substituted between different brands of coffee/tea?

- Yes
- No

Based on the previous answer, what were the situations that made you to choose a different brand/product?

- The product I wanted was out of stock
- I wanted to try something different
- Someone recommend me another product/brand
- My partner normally drinks another brand/ product

Could you please describe a situation where you would consider buying another brand/product?

At the time of buying coffee/tea packs, which of these aspects do you take into account? Rank them from the most important (5) to the least one (1).

	1	2	3	4	5
Price	<input type="radio"/>				
Quality	<input type="radio"/>				
Quantity	<input type="radio"/>				
Brand	<input type="radio"/>				
Recommendations	<input type="radio"/>				
Habits	<input type="radio"/>				

## PART II- INTRODUCTION OF YERBA MATE

Yerba Mate is named by many indigenous as "The Drink of the Gods". The product is a mix of herbs widely-cultivated. A small gourd cup and a metal drinking straw called bombilla are the components to drink this beverage. Yerba mate can potentially help to weight loss, mental clarity and improving of blood levels among others. Healthier than coffee, Yerba Mate has similarly to it caffeine thing that makes people being stimulate in the same way as coffee does. For more information about the product, check <http://yerbamateargentina.org.ar/en/yerba-mate/que-es-la-yerba-mate/>

Have you ever heard before about Yerba Mate?

- Yes
- No

Would you consider trying Yerba Mate?

- Yes, I would consider to buy it
- No, I would not be interested on buying it
- Only If I try it first

If your answer in the previous question was yes, why would you try it?

- Introducing it as a part of my diet
- Trying something different
- Health concern
- Stopping/Changing my consumption of coffee/tea
- Detox

In case you see the product in the supermarket, how would you like it packaged?

- Like tea bags
- Traditional way, inside the mate with an straw
- In the cold way, with ice and juice ( Tereré)

Which price do you consider Yerba Mate should have? (each pack has 500g or 1 kg)

- 1-2.5 euros each pack
- 2.51-4 euros each pack
- More than 4 euros each pack

### PART III- CONSUMER BEHAVIOUR

In terms of having more information about the purchasing process and the consumer behavior, some open and rank questions will be asked.

Do you consider the nutritional values of the products in your purchasing process?

Absolutely nothing   I don't care very much about it   I pay a lot of attention in the components

- 
- 
- 

Do you prefer domestically produced or foreign brands when it comes for selecting hot beverages?

- Domestic brands
- Foreign brands

How much do you trust foreign brands when buying hot beverages?

- Not at all, I always buy local brands
- It depends on the day, but normally I buy local brands
- I don't mind if the products are produced locally or in a foreign country
- Most of the times I trust more in foreign brands
- I always buy foreign brands

How much does brand awareness influence on your decisions?

- Not at all
- Sometimes a little bit
- Normally it influences in my decisions

#### PART IV- PERSONAL QUESTIONS

Age

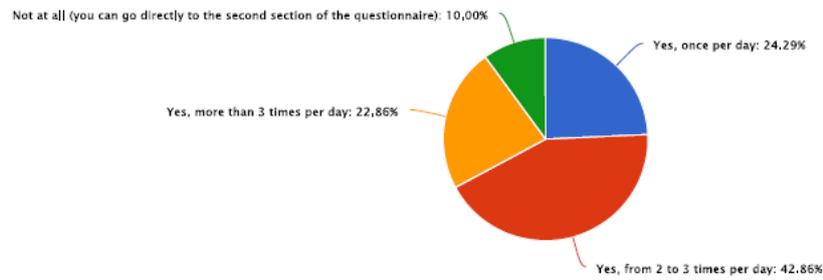
How much is your monthly net income?

- <1000 euros
- 1001- 2000 euros
- 2001-3000 euros
- >3000 euros

## Appendix 2: Tables

Figure 1: Normal consumption of coffee-tea

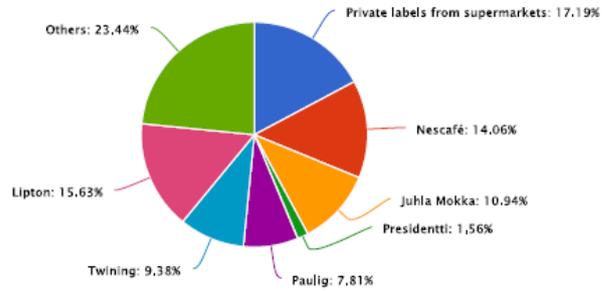
### 1 Do you usually drink coffee/tea?



Respuesta	Porcentaje	Cantidad	Estadísticas
Yes, once per day	24.29%	17	Total de respondentes 70
Yes, from 2 to 3 times per day	42.86%	30	Suma 0.00
Yes, more than 3 times per day	22.86%	16	Promedio 0.00
Not at all (you can go directly to the second section of the questionnaire)	10.00%	7	Desviación estándar 0.00
		<b>Total de respondentes 70</b>	Mínimo 0.00
			Máximo 0.00

Figure 2: Coffee/Tea brand preferences

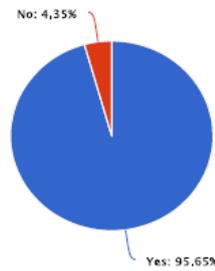
2 Which brand of coffee/tea do you usually buy?



Respuesta	Porcentaje	Cantidad	Estadísticas
Private labels from supermarkets	17.19%	11	Total de respondentes 64
Nescafé	14.06%	9	Suma 0.00
Juhla Mokka	10.94%	7	Promedio 0.00
Presidentti	1.56%	1	Desviación estándar 0.00
Paulig	7.81%	5	Mínimo 0.00
Twining	9.38%	6	Máximo 0.00
Lipton	15.62%	10	
Others	23.44%	15	
<b>Total de respondentes</b>			<b>64</b>

Figure 3: Substitutability of coffee/tea

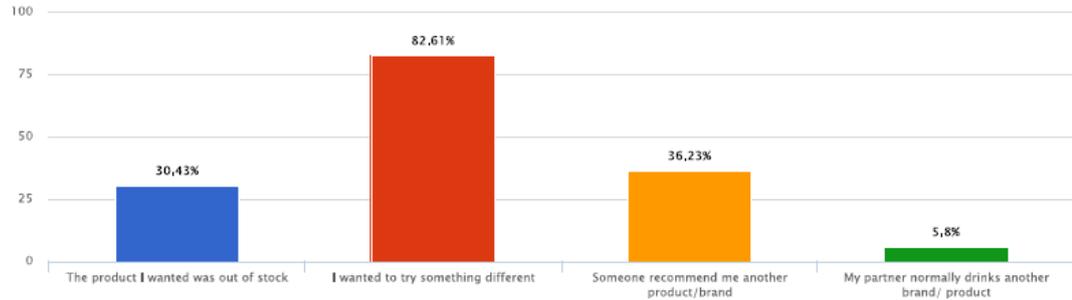
3 Have you ever substituted between different brands coffee/tea ?



Respuesta	Porcentaje	Cantidad	Estadísticas
Yes	95.65%	66	Total de respondentes 69
No	4.35%	3	Suma 0.00
<b>Total de respondentes</b>			<b>69</b>
			Promedio 0.00
			Desviación estándar 0.00
			Mínimo 0.00
			Máximo 0.00

Figure 4: Situations for changing the brand/product

4 Based on the previous answer, what were the situations that made you choose a different brand/product?

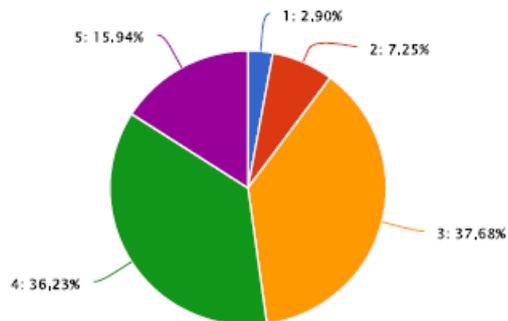


Respuesta	Porcentaje	Cantidad	Estadísticas
The product I wanted was out of stock	30.43%	21	Total de respondentes 69
I wanted to try something different	82.61%	57	Suma 0.00
Someone recommend me another product/brand	36.23%	25	Promedio 0.00
My partner normally drinks another brand/ product	5.80%	4	Desviación estándar 0.00
<b>Total de respondentes</b>		<b>69</b>	Mínimo 0.00
			Máximo 0.00

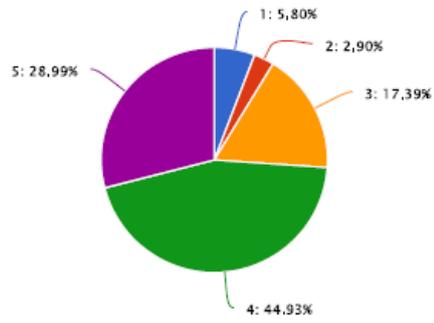
Figure 5: Aspects valued in the coffee/tea purchase process

6 At the time of buying coffee/tea packs, which of these aspects do you take into account ? Rank them from the most important(5) to the least one(1)

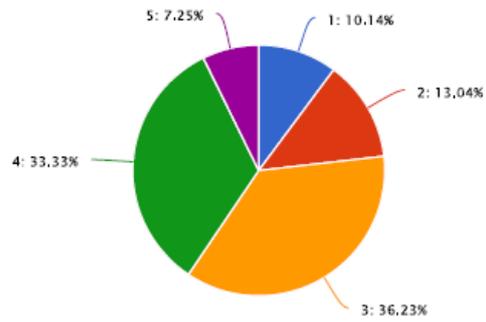
Price



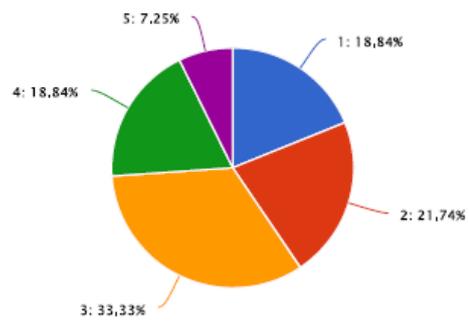
## Quality



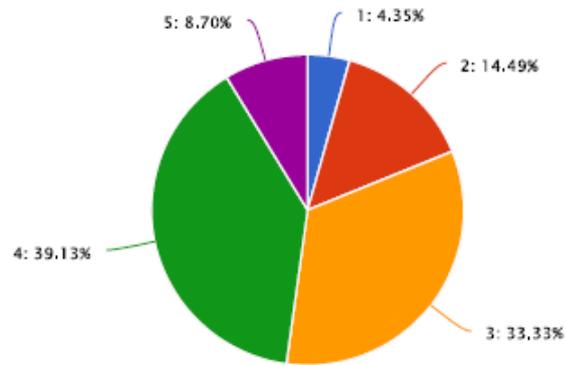
## Quantity



## Brand



## Recommendations



## Habits

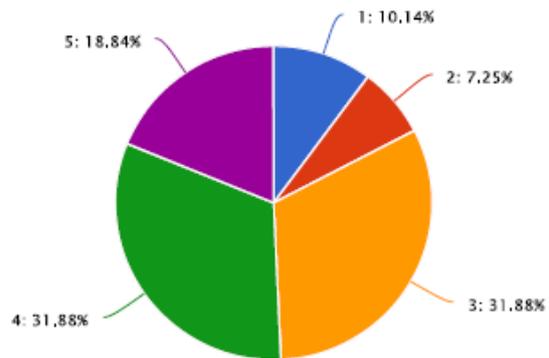
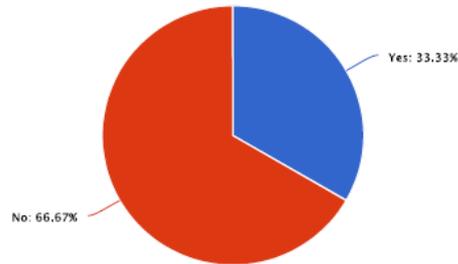


Figure 5: Knowledge of Yerba Mate

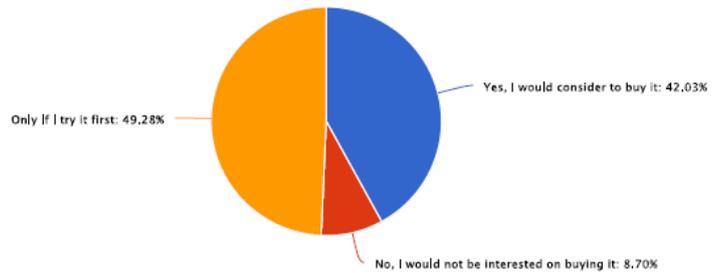
7 Have you ever heard before about Yerba Mate?



Respuesta	Porcentaje	Cantidad	Estadísticas
Yes	33.33%	23	Total de respondentes 69
No	66.67%	46	Suma 0.00
<b>Total de respondentes</b>			Promedio 0.00
			Desviación estándar 0.00
			Mínimo 0.00
			Máximo 0.00

Figure 6: Likeness of trying Yerba Mate

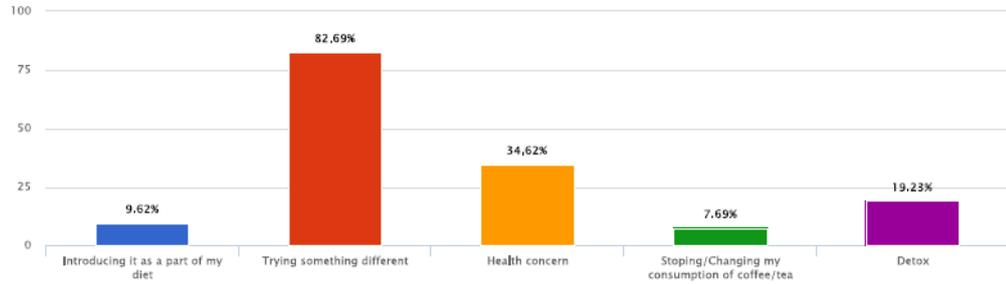
8 Would you consider trying Yerba Mate?



Respuesta	Porcentaje	Cantidad	Estadísticas
Yes, I would consider to buy it	42.03%	29	Total de respondentes 69
No, I would not be interested on buying it	8.70%	6	Suma 0.00
Only if I try it first	49.28%	34	Promedio 0.00
<b>Total de respondentes</b>			Desviación estándar 0.00
			Mínimo 0.00
			Máximo 0.00

Figure 7: Reasons for trying Yerba Mate

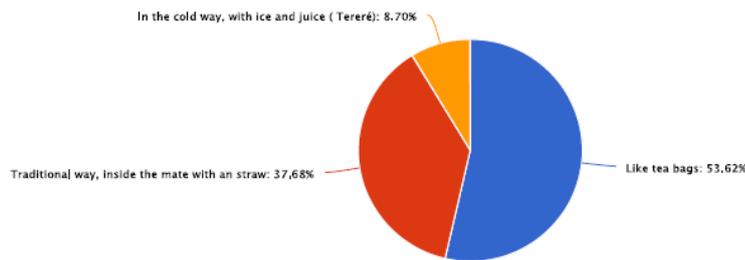
9 If your answer in the previous question was yes, why would you try it?



Respuesta	Porcentaje	Cantidad	Estadísticas
Introducing it as a part of my diet	9.62%	5	Total de respondentes 52
Trying something different	82.69%	43	Suma 0.00
Health concern	34.62%	18	Promedio 0.00
Stopping/Changing my consumption of coffee/tea	7.69%	4	Desviación estándar 0.00
Detox	19.23%	10	Mínimo 0.00
<b>Total de respondentes</b>			<b>Máximo 0.00</b>

Figure 8: Packaging

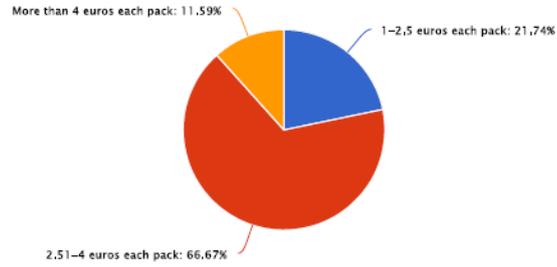
10 In case you see the product in the supermarket, how would you like it packaged?



Respuesta	Porcentaje	Cantidad	Estadísticas
Like tea bags	53.62%	37	Total de respondentes 69
Traditional way, inside the mate with an straw	37.68%	26	Suma 0.00
In the cold way, with ice and juice ( Tereré)	8.70%	6	Promedio 0.00
<b>Total de respondentes</b>			<b>Desviación estándar 0.00</b>
			<b>Mínimo 0.00</b>
			<b>Máximo 0.00</b>

Figure 9: Pricing

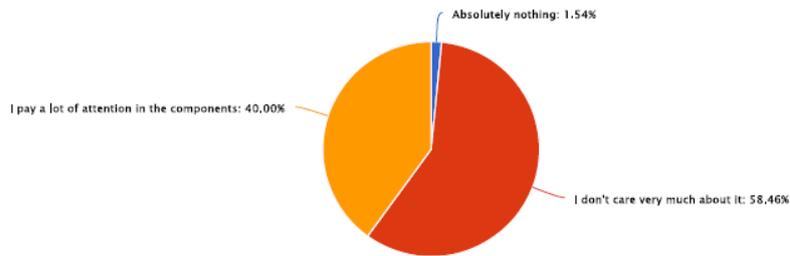
11 Which price do you consider Yerba Mate should have? ( each pack has 500g or 1 kg)



Respuesta	Porcentaje	Cantidad	Estadísticas
1-2.5 euros each pack	21.74%	15	Total de respondentes 69
2.51-4 euros each pack	66.67%	46	Suma 0.00
More than 4 euros each pack	11.59%	8	Promedio 0.00
<b>Total de respondentes</b>			Desviación estándar 0.00
			Mínimo 0.00
			Máximo 0.00

Figure 10: Health concern

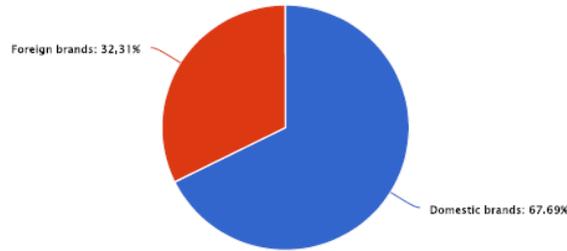
12 Do you consider the nutritional values of the products in your purchasing process?



Respuesta	Porcentaje	Cantidad	Estadísticas
Absolutely nothing	1.54%	1	Total de respondentes 65
I don't care very much about it	58.46%	38	Suma 0.00
I pay a lot of attention in the components	40.00%	26	Promedio 0.00
<b>Total de respondentes</b>			Desviación estándar 0.00
			Mínimo 0.00
			Máximo 0.00

Figure 11: Product origin

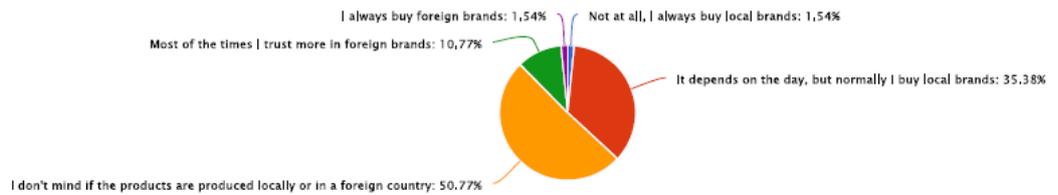
13 Do you prefer domestically produced or foreign brands when it comes of selecting hot beverages?



Respuesta	Porcentaje	Cantidad	Estadísticas
Domestic brands	67.69%	44	Total de respondentes 65
Foreign brands	32.31%	21	Suma 0.00
<b>Total de respondentes</b>			Promedio 0.00
			Desviación estándar 0.00
			Mínimo 0.00
			Máximo 0.00

Figure 12: Foreign Brands- Hot Beverage Purchasing

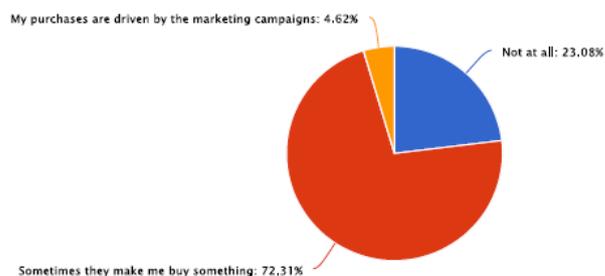
14 How much do you trust foreign brands when buying hot beverages?



Respuesta	Porcentaje	Cantidad	Estadísticas
Not at all, I always buy local brands	1.54%	1	Total de respondentes 65
It depends on the day, but normally I buy local brands	35.38%	23	Suma 0.00
I don't mind if the products are produced locally or in a foreign country	50.77%	33	Promedio 0.00
Most of the times I trust more in foreign brands	10.77%	7	Desviación estándar 0.00
I always buy foreign brands	1.54%	1	Mínimo 0.00
<b>Total de respondentes</b>			Máximo 0.00

Figure 13: Marketing influence

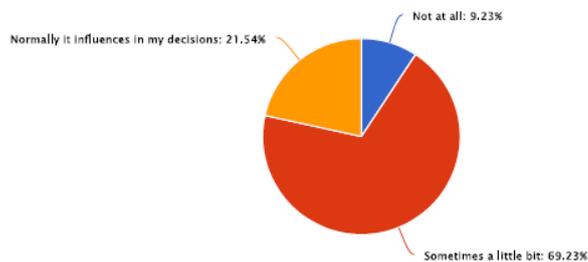
15 How much do marketing campaigns influence you in your purchasing?



Respuesta	Porcentaje	Cantidad	Estadísticas
Not at all	23.08%	15	Total de respondentes 65
Sometimes they make me buy something	72.31%	47	Suma 0.00
My purchases are driven by the marketing campaigns	4.62%	3	Promedio 0.00
<b>Total de respondentes</b>		<b>65</b>	Desviación estándar 0.00
			Mínimo 0.00
			Máximo 0.00

Figure 14: Brand awareness

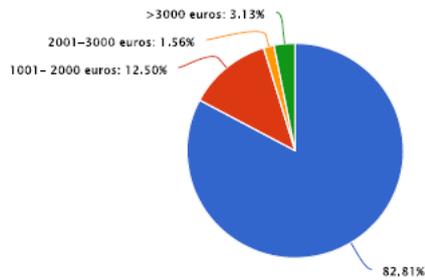
16 How much does brand awareness influence on your decisions?



Respuesta	Porcentaje	Cantidad	Estadísticas
Not at all	9.23%	6	Total de respondentes 65
Sometimes a little bit	69.23%	45	Suma 0.00
Normally it influences in my decisions	21.54%	14	Promedio 0.00
<b>Total de respondentes</b>		<b>65</b>	Desviación estándar 0.00
			Mínimo 0.00
			Máximo 0.00

Figure 15: Income

19 How much is your monthly net income?



Respuesta	Porcentaje	Cantidad	Estadísticas
<1000 euros	82.81%	53	Total de respondentes 64
1001-2000 euros	12.50%	8	Suma 0.00
2001-3000 euros	1.56%	1	Promedio 0.00
>3000 euros	3.12%	2	Desviación estándar 0.00
<b>Total de respondentes</b>			Mínimo 0.00
			Máximo 0.00

Figure 16: Age

