

CONSUMER BEHAVIOR OF DANES TOWARDS FOREIGN FOODS

Consumer Behavior of Danes Towards Foreign Foods

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Abstract

The foreign foods are getting increasingly more in Copenhagen and various parts of Denmark. This thesis focused on the consumer behavior of Danish people towards foreign foods in Copenhagen. The setting of the research was narrowed down to Stroget, which is a pedestrian and car free shopping in Copenhagen. The Danish frequently visit this street to purchase foreign foods. Using a sample of Danish 400 respondents, they were issued with questionnaires that focused on three key areas. The first area was to find out the factors that affect their purchase decisions for major categories of foreign foods in Copenhagen. The second area was finding out their perception towards the quality of foreign foods. Between 2009 and 2016, thousands of the Danish people moved to and from Copenhagen, Odense, Triangle Region, Aarhus and Aalborg. Of these regions, Copenhagen experienced that highest positive number of domestic migrants into the city. Thus, the third area was finding out changes in purchase decisions and food consumption habits of the Danes who migrated to Copenhagen.

The findings indicated that the Danish were more concerned about cleanliness, free from pesticides, freshness, good for health and the cleanliness of place of sale of foreign foods. For those who migrated to Copenhagen, they in some way changed their purchase decisions and consumption habits. This supports the notion that shifting to new cities affect the food habits. The respondents had varied perceptions towards certain types of foreign foods considering other foods to be of high quality thus safe for consumption while other foods to be unsafe.

Keywords: Foreign foods, Copenhagen, Danes, Danish, Stroget, restaurants, hotels, consumption habits, purchase decisions, perception

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CHAPTER ONE: INTRODUCTION

1.1 Background

The foreign foods are getting increasingly more in Copenhagen and various parts of Denmark. Copenhagen has a wide range of international restaurants that provide foreign foods to the Danish people. Some of these restaurants include the Olive Kitchen & Bar, the Frederiks Have, Pate Pate and BrewPub (Blanshard & Mitchell, 2016). The entry of foreign foods in Denmark has made its markets more complex and competitive. As the number of different varieties of foreign foods continue to increase in Denmark, this has resulted to increased interest in the food industry among businesses and researchers in the country. The prevalence of foreign foods in Copenhagen is making the Danish people change their lifestyles, their spending powers and their tastes; the food market in Copenhagen is getting a new look.

According to Islam & Valdes (2015), the central pillar to eating well is to enjoy different varieties of nutritious foods from the five categories of food every day. The classification of foods into different categories is based on the kind of nutrients provided by each group. The five food categories include;

- Vegetables and legumes
- Fruits
- Grain foods
- Lean meats, poultry and poultry products, nuts and seeds and beans
- Foods with low fat content (milk, yoghurt and cheese)

To purchase any category of food, there are some factors a customer considers such as value for money, cleanliness and freshness of the food. Foreign foods just like any other food fall into the above categories. To explore the behavior of Danish consumers to these foods, it could be imperative to investigate factors they take into account to buy food from a certain category.

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The Danish at Copenhagen are the affluent consumers who set trends in Denmark. Their attitudes and consumption behaviors make Copenhagen market significantly different from markets in other parts of Denmark. The Danish are increasingly interested in a wide range of foreign foods as long as they have superior taste, are safer, nutritious and are offered at reasonable prices than their traditional foods (Nielsen, 2014). The Danish consumers demand and are ready to pay for high quality food products provided that the food products exceed their expectations.

While the average age of Denmark's population living in rural areas continues to increase, the average age of the Danish people living in Copenhagen continues to steadily fall. The average age in Copenhagen is 35.6 which are the lowest in Denmark. The average number of people residing in Copenhagen who fall within the age bracket 18+ to 70 is approximately 459,360 (statbank.dk, 2016). This study finds this age important since this is the group with a source of income either from jobs, pensions or any other sources. Additionally, this is the most socializing group and the busiest group with their life. As a result, they prefer eating or taking food at home. Denmark is a giant when it comes to international trade. Its trade partners are both inside and outside European Union (EU). Denmark trades both goods and services with its trade partners. The biggest trading partners of Denmark include Germany, Sweden and Great Britain. Outside EU, Denmark trades with United States (U.S) and China. Among the traded products, is food (International Monetary Fund. Statistics Dept, 2016). This thesis will be prepared using multiple, credible sources. Through the study, readers will comprehensively understand who a Danish consumer is and the factors that influence their foreign food purchasing decisions. Understanding the relationship between consumer behaviors and foreign products is essential in designing a good marketing strategy to enter in new international markets.

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Copenhagen is considered as the happiest city in the world. This is attributed to a wide range of foods in the area. Once a veritable culinary Siberia, Copenhagen has experienced growth to become a true gastronomic metropolis in Denmark. Being a capital city of Denmark, Copenhagen's new innovation has continued to add flair to the capital city's ever-revolving menu of flavors. Some of foods offered in Copenhagen include organic hotdogs, porridge, artisanal cheese, smoked fish and Craft beers. The national food of Denes is Smorrebrod (Nielsen, 2014). With the presence of foreign foods, the Danish people have an option of selecting the kind of food they want to eat ranging from their traditional foods to foreign foods. According to Schroeder (2014), in the next decade, the food market for Denmark is likely to significantly grow. This means that if foreign food businesses venture into Denmark's food market, the businesses are likely to materialize.

1.2 Problem Statement

As the foreign foods continue to flock in Copenhagen, this has led to an increase in competition for domestic food sellers. Now, the Danish people have a wide range of food products to choose. It is imperative knowing how the presence of foreign foods has changed the food purchase decisions of the Danish people. How do they perceive these changes? What are the main factors that impact the main categories of foreign foods in Copenhagen? Over the years, there has been a futile debate in Denmark regarding the quality of safety of foreign foods in the country. How important are these issues for the Danish consumers in their buying criteria? How do the Danish perceive the quality of their domestic and foreign foods?

Domestic migration is the movement of people within a country. This can be rural to rural, rural to urban, urban to urban or urban to rural. Between 2009 and 2016, thousands of the Danish people moved to and from Copenhagen, Odense, Triangle Region, Aarhus and Aalborg. Of these

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regions, Copenhagen experienced that highest positive number of domestic migrants into the city, while in other cities the number of migrants reduced or did not merely change (Council of Europe, 2016). The high number of the Danish people who moved to Copenhagen region can be attributed to fact that this is the capital city of Denmark with a wide variety of job opportunities. Based on this, this study will explore whether the consumption habit of the Danish people who moved to Copenhagen changed. Foreign foods are common in urban areas and big cities since it is unlikely for foreigners to live in rural areas. By the Danish people moving to Copenhagen and encountering a variety of foreign foods, did this change their consumption behavior? Did their buying decisions change in the new socio-economic environment or they had to maintain their original food habits?

1.3 Research Questions

This study will seek to find out the consumer behavior of Danish people towards foreign foods in Copenhagen. So far, there is no study that has been conducted on this topic. In particular, this study will attempt to find answers to the following research questions;

- What are the factors that affect the purchase decisions for the Danish people for major categories of foreign foods in Copenhagen?
- With the presence of foreign foods in Copenhagen, has this affected the food consumption habits and purchase decisions of the Danish people after their movement to Copenhagen? If their food consumption and purchase decisions have been affected, what are the factors behind these changes?
- What is the perception of the Danish about the quality of foreign foods?

1.4 Thesis Organization

The thesis is structured into seven main sections. The next chapter will cover Literature review.

In this chapter, the general factors that affect consumers to buy foreign foods will be covered.

The literature will also cover perceptions of people towards foreign products. It will in detailed

cover domestic migration in Denmark to big cities such as Copenhagen. After this, the food

consumption habits of these migrants will be covered evaluating whether their consumption

habits have changed. Chapter three will present methodology of the study. This chapter will

present the research design, research population, sample design, data collection methods and data

analysis methods. Chapter four will cover the findings and analysis of the research. Chapter five

will cover the theoretical and conceptual implications of the findings. Chapter six and seven will

present the conclusions and reflections of the study respectively.

CHAPTER TWO: LITERATURE REVIEW

2.1 Theoretical Review

For the Danish people to consumer the foreign foods, then businesses providing foreign foods must develop creative expression marketing campaigns that catch the eyes of the Danish consumers and capture their imagination. However, behind successful marketing strategies are theories that are based on psychology, economics and studies in human behavior. The following are consumer behavior theories relevant to this study.

2.1.1 Reasoned Action Theory

Created by Martin Fishbein and Icek Ajzen, the theory analyses the importance of pre-existing attitudes of consumers to make decisions. The theory argues that consumers act on a behavior on their intention of creating or receiving certain outcomes. In this theory, a consumer is a rationale actor who chooses to act in his/her best interests (Angeline, 2012). In line with this theory, specificity is vital in the process of decision-making. Consumers only take specific actions when they expect equally specific results. From the time consumers decided to act to the time the action ends, consumers retain the ability of changing their minds and decide on different course of action (Angeline, 2012).

Businesses providing foreign foods can learn several lessons from this theory. First, when they market their food products to the Danish people, they should associate purchase with positive results and the results should be specific. The businesses should also understand that long lags between the times a consumer decides to act and the time action is completed allows a consumer a lot of time to talk to himself/herself out of a purchase or question the benefits of buying such foods.

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2.1.2 Motivation Need Theory

This theory was developed in 1943 by Abraham Maslow. According to this theory, people act for the purpose of fulfilling their needs based on a five-part priority system. Maslow's needs include physiological, safety, love, esteem and self-actualization (Larson, 2013). Food falls under physiological need (need for survival) and irrespective of the kind of food to eat, people should eat to survive. This theory has been included in this study as a factor that can affect the Danish to consume foreign foods, since they do not have to eat foreign foods, but eat any food to survive.

2.2 Empirical Review

2.2.1 Factors that affect the purchase decisions for the Danish people for major categories of foreign foods in Copenhagen

According to Nielsen (2014), the Danish want everything they have traditionally demanded of their foods and meals; taste enjoyment, freshness, nutrition and value. Except for today, they want food in a fast and easy way, with little to no preparation and virtually no clean up. The introduction of packaging has played a crucial role in the food industry by ensuring the food is portable, is well stored, well heated and preserved. Ensuring there is precise formulation is a key to achieving consistency of food quality. The Danish believe that foreign fruits have higher content of pesticides than the Danish fruits and the fruits contain high amounts of pesticides than the vegetables and this has raised fears on safety of foreign fruits. Asprey (2016) mentions that consuming 600 grams of fruits and vegetables each day do not have any harm to one's health. In a risk assessment conducted by Asprey (2016), the findings indicated that the Danes have no risk of adverse health effects by consuming fruits and vegetables with pesticides even following consumption of the recommended 600g of fruits and vegetables every day. According to Asprey (2016), the pesticide residues in foods circulating in Copenhagen does not constitute a health

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risk. Of the five categories of food, fruits and vegetables, the Danes are more concerned on the amount of pesticides in such foods. Therefore, their decision to buy such food is determined by pesticide residues.

According to Blanshard & Mitchell (2016), freshness is the most important characteristic to consumers in Copenhagen. This characteristic becomes more important in fruits and vegetables, milk and milk products. Although not important, freshness is also taken into consideration during purchase of food grains and pulses. The element of freshness extends to influential consumer segments (for instance millennials) making the element the core of culinary trends.

Various kinds of cocktails are made in Copenhagen, although the Danes are increasingly interested in fresh, local ingredients as well as foreign inspired beverages. Focusing beverage menus on farm-to-glass offerings appeals to the Danes and can boost alcohol sales. Copenhagen has top-class bars, brewpubs and excellent specialist beer shops. As wine and beer drinking joints continue growing in the city, cocktail culture is becoming more influential. This has provided an opportunity for fruits of all types to get in on the party. One of the common foreign fruits in Copenhagen is strawberries, which are imported from Croatia and sold in the Danish open air fruit shops. A study by Cowin (2016) among the Dane consumers of strawberries indicated that their decision to buy the fruit was influenced by the phrase “fresh strawberries.” This indicates that the Danes rank freshness as an important factor in their decision of purchasing strawberries. To obtain such fresh products, the Danes prefer buying direct-market strawberries that are sold at Copenhagen’s largest shopping street; Stroget.

Schroeder (2014) explains that the place of sale matters during purchase of foods. According to this author, consumers are likely to buy food from those places that are deemed to be clean. Street food usually means some vendors selling questionable foods from stands. However,

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Copenhagen is a whole different game. When entering Copenhagen, one may take few laps around the city until the person decides which restaurant to go. Foreign foods such as American burgers, middle Easter Falafel and Mexican Fajitas, Cubano sandwiches and Korean BBQ are served in the restaurants that are the cleanest in Denmark.

Stroget is Europe's longest pedestrian street and one of Copenhagen's longest streets. The street is known to be a wealth of shops. International brands such as Prada, Gucci and Mulberry are represented at the street. This has contributed to the establishment of expensive hotels along the street such as Skt Petri, Ascot and Copenhagen Admiral Hotels. As the places are clean, most consumers' Danish people have found these places best when looking for a clean place to eat traditional foods and foreign foods (Nielsen, 2014).

The other factor that affects the purchase decisions for consumers is value for money.

Abbreviated as VFM, value for money is the perception of buyers to goods or services they receive. Consumers may attest to value for money when they feel that they have received a product that is worth the price they paid to get the product. Some of the factors that go into the consumer's decisions include the price, quality, and the products or the suitability of service.

When a customer receives the best value for the amount of money he/she paid for, he/she feels that he got the money's worth or good value for his money (Badiru, 2014).

Customers have a tendency of expecting more value when they pay more for products or services. A Danish consumer purchasing a strawberry juice at \$5 at an open street may be satisfied with a standard customer overall experience. If the same consumer purchased the same juice at \$50, the customer will expect an above standard customer overall experience.

While higher prices are associated with more value for money, businesses raise prices of food to make customers like their food. A 2014 study conducted by Copenhagen University indicated

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customers who paid more for their food enjoyed their food substantially more than those customers who paid less. In this study, the researchers offered the Danish consumers an all-you-can-eat foreign food (Italian buffet in particular) for either \$5 or \$9. As much as food and the restaurant remained constant, those customers who paid \$9 enjoyed their food 11% more than their colleagues who ate a \$5 buffet.

According to Badiru (2014), a customer will always put importance on the value for money irrespective the price of the product. That means whether the product is high-priced or low-priced, value for money is important to customers. Based on this argument, this study hopes the value for money to be nearly equal for all categories of foreign foods and in case of any differences, the differences will be small.

2.2.2 Effect of foreign foods on food consumption habits and purchase decisions of the Danish people after their movement to Copenhagen

Since 2007, Denmark has been experiencing internal migration of its population within its municipalities and between the municipalities. Statistics provided by stabank.dk, (2016) indicate from that between 2012 and 2016, a total of 2,750,909 Danish people migrated within Denmark's municipalities. 555,837, 548,665, 542,996, 559,873 and 547,538 Danes migrated within Denmark's municipalities for 2012, 2013, 2014, 2015 and 2016 respectively (stabank.dk, 2016). Since the last century, internal migration within municipalities has been increasing piling population pressures in certain municipalities while decongesting others.

A total of 1,524,733 Danish migrated between municipalities between 2012 and 2016. Going by year, these statistics are 287,271 in 2012, 293,855 in 2013, 302,271 in 2014, 320,360 in 2015 and 320,976 in 2016 (stabank.dk, 2016). The statistics clearly indicate that since the last five years, internal migration between municipalities has been increasing. An example of "within

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municipality” migration is migrating from one region in Copenhagen city to another region although within the same city. Migrating from and to areas such as Copenhagen, Odense, Triangle Region, Aarhus is considered to be migration between municipalities. Between 2009 and 2016, thousands of the Danes moved to and from Copenhagen, Odense, Triangle Region, Aarhus and Aalborg. Of these five areas, Copenhagen had the highest positive number of domestic migrants into the city, while in other cities the number of migrants reduced or did not merely change (Council of Europe, 2016). Figure 4 shows domestic net migration for the cities Copenhagen, Odense, Triangle Region, Aarhus and Aalborg.

Being the capital city of Denmark, a number of international companies have opened branches at Copenhagen. Some of such companies include Prada, Max Mara, Gucci and Mulberry. The city is considered the happiest place in the world by having a wide range of foods (Shurtleff & Aoyagi, 2016). By being flooded with foreign foods, have been foreign foods changed the purchase decisions and consumption habits of the Danes who migrated to the city?

According to Larson (2013), it is difficult knowing customers by taking a surface look or by using descriptors such as male/female, age and ethnic group. For better understanding about the needs of customers, it is vital to understand the lifestyles, opinions and attitudes of customers. For many foreign foods, the Danish frequently have several choices as to where they can obtain such foods. 10-20 years ago, most Danes had access only to supermarkets for most foreign foods. Gradually in cities, such as Copenhagen, restaurants and hotels have become most suitable places for obtaining foreign foods. Today, the Danes may generally opt purchasing foreign foods either at relatively high price, frequently with a significant amount of service in foreign hotels and restaurants or with lower service at open shopping streets such as Stroget.

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Ferrell (2013) points that in many purchases of products; price is not as important as convenience, availability, and service and timesaving. In a study conducted by Ferrell (2013), in Irma City supermarkets, findings indicated that high quality, reasonable prices, provision of friendly services and convenient location were the most essential factors behind selection of primary store for marketing. The findings also indicated that the composition of a family and cultural segmentation had on marketing behaviors.

A number of studies have been conducted to find out effects of migration on consumer behavior. Some of such studies include Dustmann, 2003 and Jamal, 2003. According to Levitt 1983, there are no cultures that are truly isolated. Levitt (1983) argues that changes in personal, social and consumption behaviors arise due to movement of people across cultures and migration plays an essential role in this process. Stephanidis (2014) terms acculturation as the practice of changing those consumption behavior patterns that relate to a range of consumption such as the kind of food eaten and the kind of goods the migrants purchase. Even though the Danes readily use foreign foods, they are careful enough to maintain their traditional foods. As Copenhagen is rich of foreign foods, it becomes easy for the Danes migrating to this city to change their purchase decisions and consumption habits.

In the words of Pfoertsch (2014), the presence of foreigners who have established their food businesses at Copenhagen has been the heart of economic development. Migration is the principle mechanism through which businesses in countries that are less developed get an opportunity of being inserted into international economy. As the Danish migrate to Copenhagen, they access markets flooded with foreign foods, interact with foreigners and this directly affects their consumption behaviors. Through market interactions, the foreigners transmit effects of their

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presence to the Danish. Over time, the Danish start to accept foreign foods and willingly learn how to cook and eat foreign foods.

Through an empirical study investigating the relationship between migration and consumer behavior, Belk (2012) found out that the variables that characterize households, for instance, the place of location and the number of family members have an effect on consumer behavior. For some families, the decision of deciding the kind of foods to purchase depends on the decisions of the family. The place of location a migrant decides to live will impact his/her consumption behaviors. Those migrating from other municipalities and settling at city apartments in Copenhagen near Stroget are likely to change their consumption behaviors due to a wide range of foods in the area both traditional and foreign. With a mix of foreign and traditional foods, this forces them to look for more number of food products options than they did before (Nielsen, 2014).

The need to understand consumers in terms of their national background is not a new field of research. For the last 20 years, this field has attracted growing interest due to more globalization of marketing activities. The country of origin to some extent has an impact on the consumption of its products such as foods by other countries. For instance, as much as Denmark producing strawberries, the Danes believe that strawberries from Croatia are better than the Danish strawberries (Nielsen, 2014). Thus, it is not unusual for them to rate foreign foods higher than their traditional foods. While they believe that foreign foods are slightly costly than their traditional foods, they prefer foreign foods.

2.2.3 Perception of the Danish about the quality of foreign foods

The food market in Denmark and majority of the countries in the world are becoming more complex and competitive. It is due to rapid rise of globalization, increased entry of both domestic

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and international food companies, intra-regional movement of people and large working population in the food industry. The rising variety of food products across borders have initiated rapid social-economic changes among people resulting to increased concerns in the food sector. Major parties involved include in the food sectors include the researchers, business practitioners, government agencies and the consumers (Stephanidis, 2014).

Despite the strong food culture in Denmark, the food production and importation sector has been increasing in the last decade with opportunities increasing due to large investments in the food industry, rise in food processing technologies, dairy and food processing, skills and equipment, specialty processing, packaging, thermos processing and frozen food/refrigeration. The level of foreign food and importation of processed products has been major concern in the local market. Other significant sub-sector food industries include fisheries, meat and poultry, milk and milk products, alcohol beverages, soft drinks and packages/convenient foods. However, the rising segments in the industry are raising concern issues regarding the quality of the foods towards the health of the consumers. Consumers have different perspectives concerning the quality of the foods that are processed and produced within the restaurants (Schroeder, 2014).

The rising number of coffee joints and fast food restaurants has been a considerable investment to food industries and besides the cultural acknowledges foods like pork and fried beef, other types of fast food products are being imported to the market. Domestic and global players in the industry are identifying the Danish market as the best location for investment due to the big size, growth, level of organization and penetration. The food processing sector is becoming a major player in the development of the industry and it has played a major role in creation of food industry infrastructure, research initiation, and the development of human resources (Rajagopal & Castano, 2015). Also, consumers have been active in providing guideline to ensure the foreign

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foods consumed in the local market meet the set standard with the EU legislation and providing protection to the next generation. Various theories provide an extensive explanation about the attitude, behavior and perspective of the consumers concerning the food products that are consumed in the Danish market (Pfoertsch, 2014).

In the customer behavior theory, the attitude towards purchase of goods and especially foods are regarded as habitual behavior, whereby customers are able to buy foods in a specific set that is accepted by majority of the customers. The perception of the customers towards foods is dependent on the extent of the enrichment and the composition of the evoked set of the customers that nevertheless depends on the significance of the attached enrichment. The foreign foods and products that attribute higher enrichment will be favored compared to other foods that are produced and processed locally (Lantos, 2015).

The theoretical basis of the attitude towards foreign foods is associated with the behavioral model and cognitive paradigm that were established in Fishbein and Aizen's attitudinal model referred to as the Theory of Reasoned Action. The theory describes and explains the attitude and perception of individuals towards a particular intention and behavior on the experienced consequences of the practice. The attitude of an individual will be guided by the experience of other customers that purchase the kind of product he/she intends to buy. For instance, the Danish community is guided by the government and other stakeholders that evaluate the kind and type of foods that are imported to its market. The reports produced by the agencies are used to guide the quality of locally-produced and foreign foods inhibiting rejection from majority of the population in Denmark (Larson, 2013).

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Regulation and Evaluation

The Danish government provides the necessary guideline and regulation to the type of foreign foods that are imported to its market especially in Copenhagen that constitute up to half a million of active adults. The Danish Veterinary and Food Administration, DVFA and the National Board of Health, NBA provide guidelines, regulations and inspection of the foreign foods that are consumed by its population. The legislation in Denmark is among the most restrictive in the European Union regarding the importation of foods in its market. The government is highly concerned with the quality of food products are imported and consumed by the Danish people. Lack of harmonization in the EU level has made it possible for the Danish to set their regulation rules and administration process (Ferrell, 2013).

In Demark, both the local and foreign companies are prohibited from advertising the wholesomeness of their products regarding the components or certain ingredients that health benefits or cure diseases. Compared to other EU countries, the approval process by the DVFA in Denmark is slow and restrictive; only granting approval to foreign companies that comply with their regulations and prove viable to providing the necessary nutrients to foods that consumed within the Danish market. For instance, majority of the population in Denmark is iodine deficient and therefore, the legislation and the population prefer foods with higher content of iodine in the salt (Nielsen, 2014). Nevertheless, given that salt is major factor in the Danish diet, other products that are enriched with iodine are excluded in the Danish market resulting to much higher regulations regarding the quality of foreign foods that are consumed in the Danish market. The EU forced the government of Denmark to change the process of approval of foreign foods to enhance importation to the Danish market unless the products proved to pose danger to the health status of the population. Risk assessments are conducted by the DVFA for every foreign

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food that require approval to ensure the population receive quality foods from the foreign markets. Also, ensure the intake of nutrients don't bypass the set records (Blanshard & Mitchell, 2016). Nevertheless, a common set of rules are applied in the wider region of the EU concerning the quality of food that is imported to respective nations. Despite the harmonization of the free movement of goods and products in the EU, Denmark is strict in ensuring addition of nutrients and high quality foods are controlled and established respectively in its market (Penny Hill Press, 2015).

The DVFA is responsible in the provision of the 'positive list' that entail the pre-approved minerals and vitamins that can be added in specific food products that don't necessary need direct approval of the legislature. The foods include vegetables and fruits and juices that may include up to 40mg per 100ml of vitamin C, 1.8g of phosphor per kilo, oatmeal added with 2.3g of calcium per kilo, cereals with vitamin B and D, iron and niacin. The Danish population is dependent on the regulatory boards to ensure quality food products circulate within major town including Copenhagen. Despite the consideration of healthy food among people in big cities, the Denmark and EU legislation prohibit any form of advertisement from companies that proclaim their products can prevent certain diseases or are recommended by doctors for treatment. However, the population prefers foreign foods that contain minerals and low-fat specifications (Cowin, 2016).

Danish Food Culture

The culinary heritage and food culture in Denmark has been improved and cultivated for many years whose roots emerge from the old country kitchen. The kitchen constituted of the ancient food recipes from the Danish Kingdom that was established to provide necessary protection for the Danes against the cold weather conditions in the Kingdom. The diet of the Danes mainly

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entails lot of meat especially pork and beef together with plenty of vegetables and potatoes. The second choice in the diet is fish and poultry (Nielsen, 2014). The cold and wet climate in Denmark requires food with high nutritional values that contain many minerals, vitamins and proteins that have the ability to mobilize high levels of energy that is a vital source required for work, sports and other daily activities. Denmark is a modern and dynamic society that requires individuals to have plenty of energy and human resources to encounter the daily activities. The ingredients and natural content of food culture in Denmark have been flavored and built up for centuries and the taste of the food products have been flavored to match the traditional eating habits of the Danes from various regions up to the current century. In the olden days, food such as meat items, fish and fruits were salted, smoked or brine-pickled respectively to ensure they lasted for a longer time. In modern times, old recipes are still preferred and enjoyed in the dinner tables among the Danish population (Penny Hill Press, 2015).

Every year, it is estimated that each Dane consumes up to 80 kg of pork, 30 kg of beef and almost 25 kg of fish and poultry meat. Moreover, there exist nearly 6 000 pig farms in Denmark with a population of 14 million pigs, and 14,000 people employed in the initial stages of production and slaughtering of the pigs. Up to 20 million pigs are slaughtered yearly whilst 3 million pigs are slaughtered in private farms. There are many pigs in Denmark compared to the population of people, and pork ribs, Danish Bacon and other pork products are major Danish characteristics in the diet of the people of Denmark. Regarding the consumption of vegetables and fruits, each citizen in Denmark eats up to 90 kg of green foodstuff yearly and the popular greens are made up of tomato; lettuce and cucumber, and apples, pears and banana. Banana is the highly-consumed fruit with over 400 million bananas sold every year in Denmark (Nielsen, 2014).

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Perceptions and Attitude towards Foreign Foods

The quality of foreign foods in Denmark passes through extensive check-ups to ensure they comply with the rules and regulations set by the governing bodies. Some food products are imported if only a company or an individual is given a special permission to import them. Special rules apply to all kinds of foods that are consumed by the public and individuals. They food types include meat, eggs, cheese, eggs, narcotics and other related products, fast food products and many other types of food that are within the import list deployed by the EU legislation. Imported functional foods must also comply with the set regulation by the Danish Veterinary and Food Administration. The population is advised towards consumption of functional foods that are developed to prevent diseases and promote health. The various categories of foreign functional foods are categorized in terms of their upgrades, substitution, elimination, enrichment and modification (Shurtleff & Aoyagi, 2016).

In upgrading of foreign foods entail addition of existing nutrients in the products such as vitamin A and C to juices and other drinking products. Substitution includes partial or whole replacement of ingredients in a particular meal with a healthier one such as replacement of saturated fat with fish oil. Elimination refers to elimination of ingredients that are undesirable to the consumers like fats and sugar. Enrichment is the addition of desirable nutrients in a product that lacked the nutrients while modification is the psychical or chemical treatment of products. Nevertheless, the common ingredients that are highly accepted by the authorities in Denmark are dietary fibres, omega-3, vitamins, prebiotics, minerals and fat replacements (Blanshard & Mitchell, 2016).

The Danish have a culture of consuming wide variety of drinks in their meal and the foreign food from the EU nations and other countries must limit their specifications within the policies of the Danes to ensure they remain viable in the highly competitive market. The huge variety of drinks

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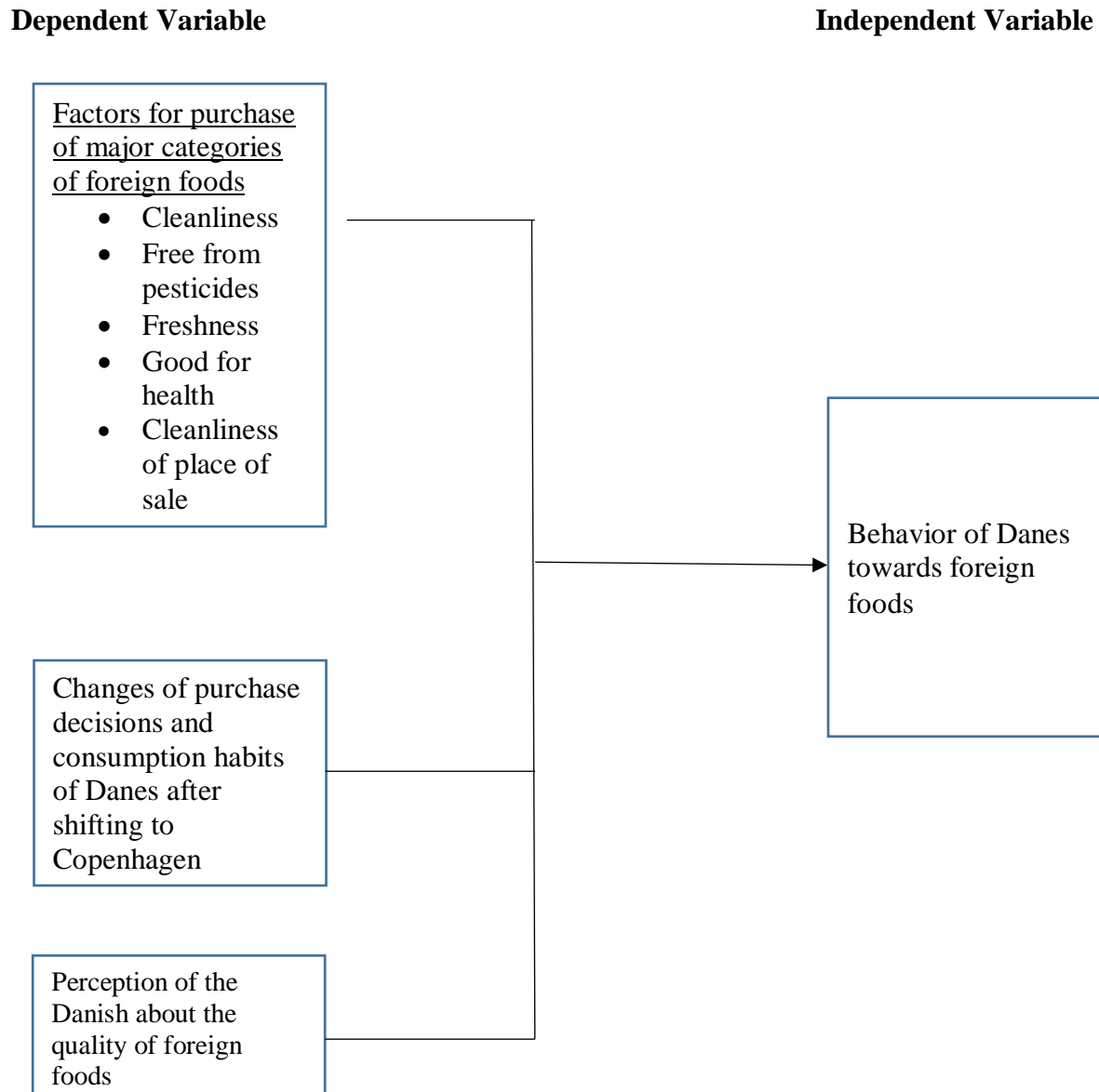
ranges from snaps, beers, wine, juices, soft drinks and milk products. Both in Copenhagen and other cities, fresh drinking water is readily available in all taps in the region. However, majority of the restaurants purchase clean and fresh drinking water at a cost of DDK 70 per can to guarantee safety of their customers (International Monetary Fund. Statistics Dept, 2016).

Theorists regard that there are various components that determine the attitude of the consumers towards foreign foods. They entail evaluators, attitude object and evaluation of the object.

Evaluators are the government authorities, the National Board of Health and the population of Denmark, the object is the quality of foreign foods while evaluation of the object is the perception of the population towards foreign foods. The components are the building blocks for the attitude of the consumers and are referred to as the ABC model. In the context, an affective component is the emotional evaluation of the foreign foods while the cognitive component is the evaluation that constitutes the perception, belief and the knowledge of the consumers regarding the quality of foreign foods (Belk, 2012).

2.3 Conceptual Framework

Figure 1: Conceptual framework



CHAPTER THREE: METHODOLOGY

This section presents the manner the research was conducted for the purpose of data collection and reaching of conclusions. The section also explains different types of methodology that were used in the research. The research was deductive in nature whose primary motive was collecting data and analyzing the collected data. By doing so, the researcher obtained data about the behavior of the Dane consumers towards foreign foods.

3.1 Choice of Methodology

The main purpose of this study was to explore the consumer behavior of Danish people towards foreign foods in Copenhagen. The purchase decisions of the Danes for certain foreign foods is affected by a number of factors such as cleanliness, value for money, good for health, taste, flavor and even free from pesticides. The Danes have varied ways they perceive foreign foods and for those who moved to Copenhagen, their consumption habits and purchase decisions for foreign foods many have changed in different ways after their regional shift (Penny Hill Press, 2015). In order to provide good piece of work and understand in this topic, the researcher first conducted an initial research in literature on consumer behavior towards foreign foods. The researcher reviewed theories and studies that were related to the topic.

For this study, the researcher decided to use questionnaires that the Danish people were required to fill in particular those who were from Copenhagen. The respondents were encouraged to respond on the questionnaires such that the response rate was increased.

The study was based on exploratory study although it was developed through exploratory study. That is the reason first the researcher covered literature review about the Danish consumers towards foreign foods to gain knowledge about the topic. After that, the researcher moved to

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conducting an actual study. With the help of information that was gathered in the literature review, the perception of the Danish people towards foreign foods was determined.

3.2 Research Design

This research will be quantitative in nature. This type of approach is associated with the positivist paradigm. In this approach, data is collected and then converted into numerical form so that the researcher can make statistical calculations and make conclusions. Two types of quantitative research designs exist; descriptive and experimental. In the descriptive type, the subjects are usually measured once while for the experimental, subjects are measured before and after treatment (Kara, 2015). Based on the aims of this study, a descriptive design will be used. The role of a descriptive research design is determining associations between two variables. The relationship between the consumer behavior of the Danish and the foreign foods would be best explored if a descriptive research design is used.

3.3 Research Philosophy

When starting a study, it is imperative to understand the way or an approach to carry out the study. The importance of established research philosophy is to assist in elaborating and explaining this approach during data collection, analysis and interpretation of data. There are three philosophies that dictate the research process; positivism, interpretivism and realism. The framework of positivism is understanding and studying human beings and their actions from the environment. For positivism, the researcher tries to explain the obtained results based on facts of other researchers. Realism lies between positivism and interpretivism (it is based on concepts from the two philosophies). The framework of interpretivism is based on anti-foundationalism ontology and argues that it is not possible for the world to exist without depending on facts and

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theories (Saris, 2012). This research is based on a positivistic approach and will explain the obtained results according to facts of other researchers.

3.4 Research Strategy

When collecting data for the purpose of the research, two main types of data exist; primary and secondary data. Secondary data is the type of data that the researcher collects from sources that have been published already irrespective of their form. Primary data, on the other hand, can be collected through interviews, observations, experiments and questionnaires (Kara, 2015). In this research, main focus was collecting primary data and analyzing questionnaires and respondents. Primary data was conducted in such a way that it was able to approach the research and aid in making conclusions in line with the research questions.

3.5 Sample

As of 2016, the total population of Copenhagen was 591,481 (statbank.dk, 2016). The research population was all people residing in Copenhagen from age group 18+ to 70, which are approximately 459,360. This age group was taken as research population because this group has a source of income either from job, pension or any other source. Also this group socializes the most and are busy with their life. As a result, they prefer eating or take food to home. A sample population of 400 was used in the study. To arrive at this sample, Fisher's formula was used as follows;

$$x = z^2 yq / d^2$$

In the above equation, the desired sample size is represented by letter x. Z denoted the standard deviation which was set at 1.96 (approximately 96% of confidence level). Out of the total 591,481 population of Copenhagen, it is a population of 459,360 who had the age between 18+

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to 70. Converting the target population as a fraction of the total population of Copenhagen we

$$\text{have; } \frac{459,360}{591,481} = 0.7766$$

This fraction is represented as letter “y” in the above Fisher’s equation.

$q=1-y$ and letter “d” represents the degree of sensitivity. For this research, it was set at 4% degree of error since the research was conducted at 96% level of confidence. Substituting these values in Fisher’s formula;

$$\begin{aligned} x &= z^2 y q / d^2 \\ &= \frac{1.96^2 * 0.7766 * 0.2234}{0.04^2} \\ &= 416 \end{aligned}$$

For easier working of figures, this value was rounded off to 400. Therefore, 400 customers were selected randomly in Stroget (walking street) that covers Radhuspladsen, Nyhavn and Køgens Nytorv. The reason for choosing Stroget street is because the area has every kind of restaurants, and maximum flow of people.

3.6 Research procedure

Since the questionnaires were written in English language, the questionnaires were distributed to the Danish who at least used English and confirmed to have purchased on used foreign foods. Three common ways that are used to disseminate questionnaires to respondents include by emails, through online links at Google docs or through hand delivery. In this research, hand delivery approach was used to allocate questionnaires. This was facilitated by research assistants

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who helped the researcher to administer questionnaires to the respondents and collected them once they had been filled.

3.7 Ethical considerations

The participation of respondents was based on their informed consent. The respondents were first explained what the process was all about. This was important owing that their participation was voluntary and could not be paid anything for taking part in the study. Instead of using their actual names on the questionnaires, codes were used. This was done for the purpose of achieving confidentiality and anonymity of the participants. Additionally, in spite of both male and female participants taking part in this study, all questionnaires were marked “male.”

3.8 Questionnaire format

The creation of questionnaires was based on the kind of variables that needed to be investigated.

These variables include;

General Variable:

- Demographics
- Personal information
- Social characteristics
- Attitudes towards foreign foods

Identified Variables:

1. The Danish behavior in buying process
 - Purchase idea
 - Pre purchase
 - Factors that influence consumer behavior of the Danish people for major categories of foreign foods

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2. The Danish concern for foreign goods

- Pricing
- Safety of the foods
- Availability
- Consciousness of the foreign foods and trust

3. Consumption habits and purchase decisions of the Danish people after their movement to Copenhagen

- Dimensions of the foreign food buying behavior
- Dimensions of consumption habits for foreign foods

Saris (2012) explain that a questionnaire should aim at fulfilling two main objectives; maximizing the response rate and obtaining accurate relevant information for a research. In this regard, the researcher included a personalized cover letter which explained to the respondents why they were to answer the asked questions and their importance for participating in the research, which was conducting the research and were guaranteed of confidentiality. The design of questionnaires was such that all questions were arranged in general to particular, easy to difficult and started with closed format. Additionally, it is only the relevant questions that were asked for the purpose of maximizing the response rate.

To make more ease for the respondents, for questionnaires that were structured in a closed format, these questionnaires included checklist questions which had maximum extend asking participants to tick one or more choices in line with the type of question. The researcher avoided using terms that could make the questions ambiguous such as many, few, good, bad and even frequently. The problem with using such words in questionnaire is that response bias is introduced apart from making the statistical analysis of data difficult. In chapter four of this

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research, results are presented based on 400 Danish consumers who participated and filled the questionnaires.

CHAPTER FOUR: RESULTS AND ANALYSIS

4.1 Introduction

This chapter presents results of the research. This section is divided into two sections. The first section covers socio-demographic characteristics of the respondents and this includes their gender, age and level of education. The second section research findings based on the aims that were formulated in chapter one.

4.2 Section 1: Demographic characteristics

4.2.1 Response Rate

According to Mugenda (2003), a response rate of 50% in a research is adequate, 60% is good and above 70% is very good for analyzing and reporting the research findings. The study managed to collect data from 82% (328) of the sampled population which according to Mugenda (2003) was very good. This is graphically shown in Figure 2.

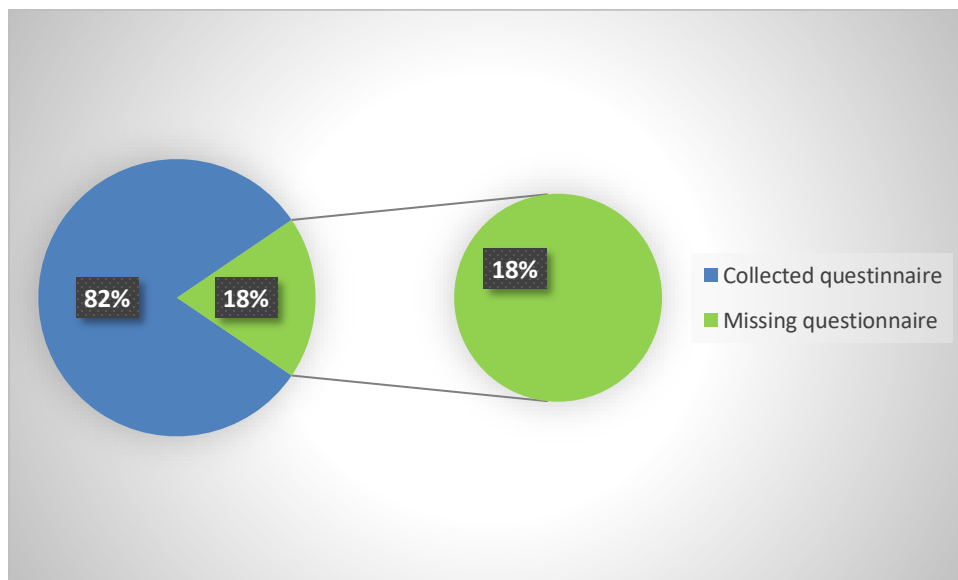


Figure 2: Response rate

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4.2.2 Gender

In any research, it is important ensuring that there is gender equality. Researchers should aim to foster gender balance in research participants to close the gaps in the participation of women.

Kara (2015) mentions that when gender dimension is integrated in a research, the move helps to improve scientific quality and societal relevance of produced knowledge. Questionnaires were issued to 200 female and 200 male respondents. However, only 127 females and 201 males returned filled questionnaires (see Figure 3).

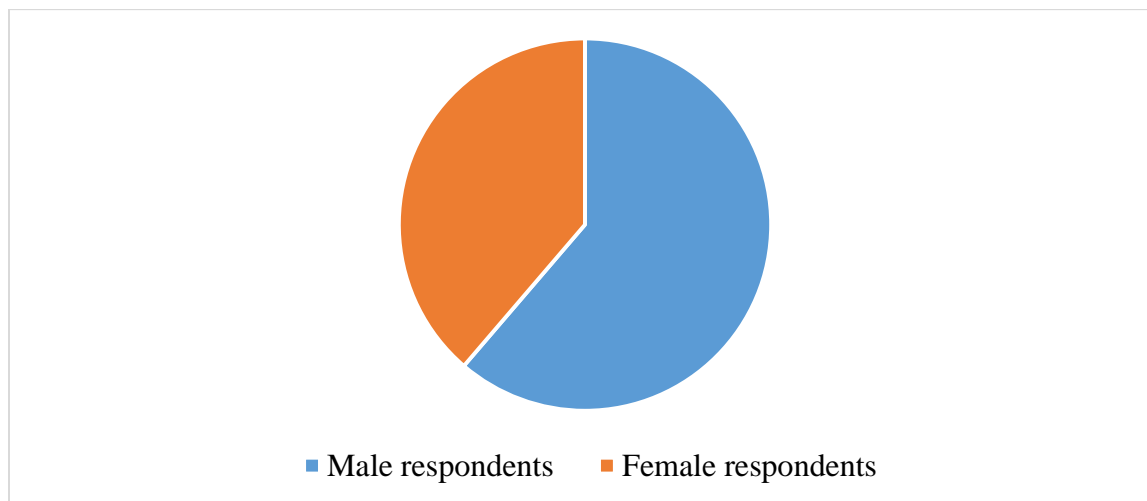


Figure 3: Gender Distribution

4.2.3 Age

The age of targeted respondents was $70 > X \geq 18$ where “x” represents the age of respondents.

The respondents were divided into three main groups based on year of movement from their native places. Majority of respondents were in the age group 28-37 and 38-47. The age distribution of participants is shown on Table 1

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Year moved to Copenhagen				Total
Age category	Did not move	Moved during the last 5 years	Moved during the last 5-10 years	
Total number of respondents	231	39	58	328
18-27	40	14	10	64
28-37	85	5	24	114
38-47	64	12	7	83
48-57	16	8	17	41
58-70	26	0	0	26

Table 1: Age distribution of respondents

4.2.4 Level of education

In this dissertation, we define education as the process by which the Danish population learn working of the marketplace so that they enhance their ability to act as purchasers or consumers of foreign foods. Level of education has an effect on consumer purchase behaviors. For instance, educated consumers will only buy products that are safe for their health and the health of others.

Table 2 shows level of education of respondents.

Year moved to Copenhagen				Total
Education level	Did not move	Moved during the last 5 years	Moved during the last 5-10 years	
Total number of respondents	231	39	58	328
Below metric	5	3	16	24
Metric	22	6	16	44
Intermediate	55	8	7	70
Graduate	82	10	13	105
Post graduate	67	12	6	85

Table 2: Level of education of participants

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To identify the effect of change in previous place of stay on consumption and purchase decisions, the Danish who did not change their native place during the last ten years were considered as the population belonging to “did not move” category. Around 70% of respondents were in this category. The researcher used a snowball method of sampling in picking respondents who had moved from their original places to Copenhagen. About 12% of respondents moved to Copenhagen during the last five years and about 18% moved to Copenhagen during the last 5-10 years.

4.3 Section 2: Research Findings

4.3.1 Factors that affect the purchase decisions for the Danish people for major categories of foreign foods

The researcher estimated relative importance of various food purchasing criteria by using four different categories of foreign foods. The first category composed of fruits. Second category was milk products that are imported to Denmark. Category three was food grains and pulses while the last category was processed food that are imported to Denmark. A scale of 1-5 was used. Table 3 shows the obtained results.

Based on the grand mean score, the researcher discovered that the Danish were more concerned about cleanliness, free from pesticides, freshness, good for health and the cleanliness of place of sale of foreign foods. These were parameters that the Danish most rated before buying any foreign food.

Value for money and taste of food were also rated highly by respondents. When the relative importance of different parameters was looked separately for different categories of foreign foods, an interesting pattern emerged. The degree of freshness, cleanliness and good for health were the most important parameters for foods that are relatively more perishable such as fruits. It

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seems like the Danish considered the degree of freshness as the prime concern before purchasing the food in fruits category.

On a global map, Denmark is known to be a giant based on its agriculture and food processing sector. In spite of this status, the country imports processed food. Some of these foods include soybean oilcake, wine, biscuits, fresh boneless beef and crackers (International Monetary Fund. Statistics Dept, 2016). For the processed food, apart from considering cleanliness and freshness of these foods, findings indicated that clean place of sale was also an important criterion for purchase and consumption of processed foods by the Danes. The Danes buy large amount of food grains-pulses in large amounts whether they are locally produced or are produced in other countries (Penny Hill Press, 2015). For food grains-pulses, respondents were only concerned with cleanliness (4.35) and free from pesticides (4.32). These two parameters had mean ratings more than 4. Value for money (3.68) was the third important criteria for purchasing food grains-pulses into the country. Unlike other food products that are perishable, the Danish were not concerned about health, and freshness of foreign food grain-pulses before purchasing such products.

	Fruits		Milk products		Food grains and pulses		Processed food		Grand mean
	Mean	Mode	Mean	Mode	Mean	Mode	Mean	Mode	
Cleanliness	4.57	5	4.49	5	4.35	4	4.56	5	4.50
Free from pesticides	4.25	5	4.38	5	4.32	5	4.31	5	4.32
Freshness	4.69	5	4.54	5	3.37	4	4.40	5	4.30
Good for health	4.50	4	4.50	5	3.60	4	4.20	5	4.22
Cleanliness of place of sale	4.01	4	4.46	5	3.62	4	4.31	5	4.13
Value for money	3.77	4	3.82	4	3.68	4	3.81	4	3.77
Taste	3.23	3	4.07	4	2.50	1	4.02	4	3.71

Table 3: Relative importance of purchasing decision criteria of Danish consumers for foreign foods (1 indicates “not at all important” while 5 indicates “extremely important”).

4.3.2 Changes of purchase and consumption decisions of the Danes after moving to Copenhagen

For the Danes who migrated to Copenhagen, the researcher sought to find out changes in their food purchase and consumption habits. This was done on a scale of 1-5. Table 4 shows results for the three groups of participants based on their regional movement. Respondents agreed that there is some change on the way they view their traditional foods (3.39). Respondents strongly felt that with a mix of foreign and traditional foods, they now look for more number of food products options than earlier (3.91). Respondents and their families take decisions on the type of food items to purchase (2.67) and this decision is influenced by children to a great extent (2.72). Respondents preferred shopping at Stroget street since they believe they could both foreign and traditional foods at this street. This could be the reason business at this street is booming with large international companies opening locations at this street.

Respondents agreed that their food purchase of foreign foods is heavily dependent on advertisements (3.60). They also somewhat agreed that they do not consider price an important criterion for buying foreign foods now compared to earlier period (3.12). In spite of these changes, respondents, however respondents disagreed that they less frequently visit local restaurants in Copenhagen to buy food items (2.78).

Comparing mean scores of different items for the three categories of respondents, it looks like there is no significance difference for a good number of items (based on a significance of 0.05). However, for items such as “We less frequently visit local restaurants in Copenhagen to buy food items” and “I do not consider price an important criterion for buying foreign foods now compared to earlier period” the mean score is significantly different for people who moved to Copenhagen compared to people who did not move to this city. For people who did not move to

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Copenhagen, they strongly disagreed with the statement they have reduced the number of times they local restaurants in Copenhagen. This is due to their old relationship with local restaurants. However, when people migrate to a different region, they are unlikely to remain purchasing food at old local restaurants. Therefore, regardless of price the food is sold, they will still buy (Angeline, 2012). That is reason respondents who moved to Copenhagen strongly agreed that they do not consider price an important criterion for buying foreign foods now compared to earlier period (3.25).

Dimensions of food buying behavior	Category of participants based on regional movement			Total	F	Sig
	Did not move	Moved during the last 5 years	Moved during the last 5-10 years			
With a wide range of foreign foods in Copenhagen, this has changed the way we view our traditional foods	3.36	3.34	3.51	3.39	0.62	0.54
We now eat more traditional foods than earlier	3.31	2.94	3.24	3.21	2.67	0.07
We frequently visit foreign hotels and restaurants to see the kind of foods they have	3.43	3.26	3.51	3.41	1.17	0.31
We less frequently visit local restaurants in Copenhagen to buy food	2.62	3.10	2.86	2.78	7.11	0.00

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items						
With a mix of foreign and traditional foods, this has made me to look for more number of food products options than earlier	3.87	3.95	3.97	3.91	0.35	0.70
I want to buy foods at Stroget street since I may get both foreign and traditional foods at this street	3.41	3.37	3.42	3.40	0.06	0.94
Now my purchase of foreign foods is heavily dependent on advertisements	3.57	3.65	3.70	3.60	0.19	0.83
I do not consider price an important criteria for buying foreign foods now compared to earlier period	3.25	2.87	3.05	3.12	4.00	0.02
Me and my family members take decisions about the type of food to purchase	2.75	2.62	2.54	2.67	1.38	0.25
Children have an impact on the kind of food to purchase to a great extent	2.78	2.65	2.66	2.72	0.58	0.56

Table 4: Changes in food buying behavior for different groups of Danes

(1 indicates strongly disagree. The value of 5 indicates strongly agree)

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The researched measured changes in consumption habits of Danish consumers on a scale of 1-5 (where 1 indicates strongly disagree while 5 indicates strongly agree). Table 5 shows the findings for different groups of Danes based on their shift to Copenhagen. When we look at total number of responses, it is evident that the Danes strongly agreed that moving to Copenhagen affected their food habit (mean score 3.45). They starting eating foreign foods (3.76) although before consuming these foods, they had to consider the safety and health implications of these foods (4.26). They agreed that after moving to Copenhagen, they started to learn how to cook and eat foreign foods (3.48). They also agreed that the kind of food they purchase is influenced by their children. Respondents disagreed that they now eat at foreign restaurants more frequently than before (2.62) and that they stopped to eat some of the traditional foods (2.66) after shifting to Copenhagen.

The three categories of respondents share most of the changes due to small differences in their mean scores (at 0.05 significance level). However, the Danish who moved to Copenhagen indicated to prefer less foreign foods and eat at foreign restaurants than those who did not move which is logical as the Danish settle in the city over time.

Dimensions of food consumption habits	Category of participants based on regional movement			Total	F	Sig
	Did not move	Moved during the last 5 years	Moved during the last 5-10 years			
Shifting to Copenhagen affected our food habit	3.46	3.42	3.45	3.45	0.05	0.95
We now eat at foreign	2.80	2.43	2.40	2.62	4.57	0.01

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restaurants more frequently than before						
After moving to Copenhagen, we learn how to cook and eat foreign foods	3.43	3.50	3.55	3.48	0.33	0.72
We have started eating foreign foods, something we did not do before	3.77	3.76	3.74	3.76	0.01	0.99
People stop to eat some of the traditional foods when they move to big cities such as Copenhagen	2.68	2.79	2.51	2.66	1.56	0.21
The kind of food we buy is determined mostly by what our children prefer	3.35	3.33	3.50	3.38	1.10	0.34
We consider the safety and health implications of foreign foods before eating them	4.19	4.33	4.35	4.26	1.17	0.31
Even though foreign foods are slightly expensive than our traditional foods, we prefer foreign foods	3.24	2.97	2.95	3.11	4.21	0.02

Table 5: Changes in food consumption habits for different groups of Danes

(1 indicates strongly disagree. The value of 5 indicates strongly agree)

4.3.3 Perception of the Danish about the quality of foreign foods

People in the restaurants along Stroget indicted varying perception regarding the quality of the foreign foods that were sold in the region. As shown in the parameters in table 6, majority of the respondents did not provide high opinions concerning their perception in the quality of the food products that were imported by the restaurants. Also, nearly 300 respondents showed their conservativeness due to their alienation towards their cultural foods.

Parameters	Rating
The taste and quality of foreign food	3.8
Reasonableness of food prices with regard to quality	4.3
Food safety	4.0
Health and nutritious food	3.1
Farming Method	3.5

Table 6: Perception about the quality of foreign food

(5 indicates 'strongly agree' and 1 indicates 'strongly disagree')

The process of import, production and distribution of the food products was a major concern to the Danes since it is important in maintaining the quality of the imported food. Individuals were asked to provide their own perspective concerning the responsibility of various stakeholders that are involved in the regulation, importation and consumption of the food. As shown in table 7, the respondents were keen to understand the role of the regulatory bodies and the efforts they make to ensure foreign foods maintain high quality. In general, the respondents supported the idea that consumers had the higher responsibility compared to the government in ensuring the foreign foods are safe to eat in the local restaurants. However, they acknowledged the effort of the Danish legislation in ensuring producers and farmers of the products are monitored to ensure the quality and taste of the foreign food is maintained.

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Various Responsibilities for Maintaining Food Quality	Rating
Regarding food quality and taste, retailers have a bigger responsibility than farmers	3.5
Consumers have more responsibility than the government in ensuring that food is safe to eat	4.5
Ensuring good nutrition is the responsibility of consumers rather than the food manufactures	2.5
Farmers have larger responsibility than the food manufactures in ensuring food quality and taste	3.2
Thinking about various food related disease, the retailers have a more important duty than food authorities	2.4
Promotion of healthy diets for consumers should be a public responsibility	4.0

Table 7: Perception regarding the responsibility of various stakeholders for maintaining high quality in foreign food

(5 indicates 'strongly agree' and 1 indicates 'strongly disagree')

Also, the purpose of the study was to identify the level of confidence of the Danish population towards foreign food, and the respondents were asked to indicate and consequently rate the various food products that are found in the restaurants regarding their quality and level of safety. Fresh vegetable and fruits were rated the safest food options with a rating of up to 4.7. However, the consumers perceived meat products, restaurant meals that entail fast foods and burgers made from foreign food products as relatively unsafe options.

Food Items	Rating
Eggs	4.0
Meat products	2.3
Fish products	3.6
Fresh fruits and vegetables	4.8
Fresh tomatoes	4.5
Burgers from a fast food outlet	2.1
Low fat products	3.6
Low calorie products	4.0
Restaurant meals	1.8

Table 8: Perception about the level of quality and safety for various foreign food products

Note: 5 indicates 'strongly agree' and 1 indicates 'strongly disagree'

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In relation to the quality of foreign food that are consumed in Copenhagen restaurants, the consumers were identify and indicate the seriousness of the major food related problems that are caused by imported food products. The respondents identified the major problems as food poisoning, food related diseases, pesticides, unreasonable food prices and additives as shown in the table 9.

Food Related Problems	Total
Food related diseases	4.5
Food poisoning	4.4
Genetically modified food	3.2
Animal welfare	3.7
Pesticides	4.5
Additives (Like preservatives, coloring)	4.3
Food allergies	3.4
Unhealthy eating	3.9
Unreasonable food prices	4.6

Table 9: Perception regarding Major Food Related Problems in Copenhagen

Note: 5 indicates a 'very serious problem' and 1 indicates 'not a major problem at all'

CHAPTER FIVE: DISCUSSION OF RESEARCH FINDINGS

This chapter reflects on conceptual implications of the research findings. The chapter uses some theories and concepts from other researchers to discuss the findings. All discussions are based on the aims of this study.

5.1 Factors that affect the purchase decisions for the Danish people for major categories of foreign foods

Abraham Maslow explored the factors behind human achievement and set out answers in form of hierarchy. He grouped needs into five hierarchical levels; physiological, safety, love, esteem and self-actualization. Doing business is all about meeting these needs and providing benefits. Thus, the task of businesses in the food industry should focus on providing products that meet demands of their target customers. It does not matter the kind of food customers may take, they could take either traditional foods or foreign foods to meet their physiological needs of hunger and thirst (Angeline, 2012). The findings indicated that the Danes are more concerned about cleanliness, free from pesticides, freshness, good for health and the cleanliness of place of sale of foreign foods. These factors become important for items such as fruits.

Blanshard & Mitchell (2016) mention that freshness is the most important characteristic to consumers in Copenhagen. In nearly all categories of food (fruits, milk products, food grains and processed foods, respondents rated freshness above 4. This shows how they regard this factor extremely important during purchase of foreign food items falling in these categories.

In agricultural goods such as fruits, grains and pulses the biggest concern is the content of pesticides in such foods. The Danes believe that some foreign agricultural goods such as fruits have higher content of pesticides than their locally produced fruits (Nielsen, 2014). This could be the reason the Danes considered “free from pesticides” a very essential criterion for purchasing

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foreign fruits. Overly, free from pesticides was extremely important for purchase of foreign foods in all categories.

Customer perception theory attempts to explain consumer behavior by evaluating what motivates a customer to buy or not buy particular items. One of the key areas of consumer perception theory is price perception. As most businesses emphasize low prices as an inherent virtue, focusing on value for money can be a great way of appealing to potential customers (Lantos, 2015). In this study, the grand mean for the factor “value for money” was 3.77, indicating that Danish consumers consider this factor very important when purchasing foreign foods.

5.2 Changes of purchase and consumption decisions of the Danes after moving to Copenhagen

In line with effects of migration on purchase decisions and consumption habits of those Danish people who moved to Copenhagen, the overall results support the notion that shifting to new cities affect the food habits. Migration to and from cities such as Copenhagen, Odense, Triangle Region, Aarhus and Aalborg can be explained by Denmark’s legal framework which has simplified for its citizens to live and work in other cities within the country. Additionally, internal migration has been facilitated by companies that require their employees to be more and more mobile (Council of Europe, 2016). Foreign foods are more common in big towns and cities. As individuals migrate from rural areas to urban areas, they easily change their consumer habits and purchase decisions by finding a mix of foreign foods they previously didn’t know. Living and working in Copenhagen has become more of a chosen way of life for many Danish people (Council of Europe, 2016). The findings of this study indicate that the Danes readily adopt new eating lifestyle and are ready to incorporate diet from foreign foods into their previous food habits. For instance, after moving to Copenhagen, respondents agreed that they have

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learned how to cook and eat foreign foods. As much they believe foreign foods are slightly expensive than our traditional foods, they prefer foreign foods. The data indicate that foreign foods influence consumption habits of those Danish migrating to cities.

Responses provided by Danish consumers indicate that there are similarities between migrants and non-migrants in the way they perceive foreign foods. For the three categories of respondents (did not move, moved during the last 5 years and moved during the last 5-10 years), they both prefer foreign foods and eating at foreign restaurants. Analysis of the findings indicate that the duration of residence appears to impact consumer behavior. As people associate with foreigners and have a taste of their foods for a period of time, they accept foreign foods and take them as substitutes to their traditional foods (Angeline, 2012). Results indicated that the Danish who moved to Copenhagen preferred less foreign foods and eating at foreign restaurants than those who did not move. This supports the notion that the period of residence has an impact on consumer behavior (Belk, 2012).

For the Danish living areas near Radhuspladsen, Nyhavn and Køgens Nytorv that are known for world class foreign restaurants and hotels, the findings indicate different integration with foreign cultures while maintaining the Danish food culture. As much respondents indicated to be consuming foreign foods, they disagreed with the statement that they stopped to eat some of the traditional foods after shifting to Copenhagen. This is suggestive that the Danish are still loyal to their Danish cuisine. The respondents have assimilated most of foreign foods although they endeavor maintaining the integrity of Danish food consumption habits. This behavior supports John Berry's integration strategy (Lantos, 2015).

5.3 Perception of the Danish about the quality of foreign foods

Health and food-related diseases are major challenges that are related to food consumption among consumers all over the world and people in Copenhagen are not exception. The problems have motivated the Danish population to choose the diet that will promote the well-being of their health. Research shows that healthiness is among the major dimensions that are considered by consumers in evaluation of food products both the ones that are produced locally or foreign food (White & Stallones, 2013). The quality of foreign food has been a major concern to consumers and they have been vigilant in understanding the food and drinks that are sold and processed within their restaurants. As a consequence, it is important to understand the perception and attitude of the consumers regarding the standard of imported food products and the healthy food that are sold in the restaurants (Badiru, 2014).

Considering the feedback of the respondents, the quality and success of foreign food in the restaurants is dependent on a number of inter-relating factors that entail food safety, health and nutritious food products, taste, pricing, benefits to one's own health and awareness of ingredients that are beneficial to the general society. The results reveal that the Danish population have a recommendable awareness concerning the link between healthiness of foreign food, food habits and personal health. Although, they are unwilling to forego their traditions, basic consumption norms and pleasures that are connected to consumption and continued preference to the food of their choices.

Findings suggest a strong concern on the nutritional aspects of foreign food and products that exhibit healthy image that are commonly found on organic and functional foods. However, during the analysis of the propensity of respondents in relation to various categories of food products, confusion persisted in the understanding of the characteristics of the products

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especially functional foods. On the other hand, the descriptive analysis provides details on the greater familiarity of the Danes on organic products that constitute fruits and vegetables.

Majority of the respondents as illustrated in the analysis prefer organic products compared to functional foods. Also, they prefer their cultural foods that include eggs, pork and fish over the foreign foods that are recommended by the regulatory bodies such as the DVFA. Specifically, literature reveal that health and food safety are still the dominant organic buying and importing motivations in Denmark.

The perception of the customers concerning foreign food is strictly linked to the its health benefits and improvement of both their social and family status (Cowin, 2016). The factors were the major motivation aspects about purchase of the food products in the restaurants. However, some consumers do not understand the difference of the local and foreign food since their blending was highly familiar and similar when compared. Also, the familiarity of the foreign food to the respondents manifested by analyzing the frequency of consumption within the restaurants since majority of the consumers in the streets were tourists and hence knew little regarding the types and nature of food produced in the restaurants.

Nevertheless, the respondents were keen to understand the kind of foreign food that was consumed in major restaurants. The pricing of the food products was average limiting the possibility of having preference in terms of food prices. However, they were highly concerned with the various problems that were related with imported foods, and the degree differed in terms of type, processing and ingredients in the foreign food. The major factors considered were food allergies, pesticides used in animal and crop treatment, food-related diseases, genetically modified food and food poisoning. The respondents rely on the regulatory bodies to provide the

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crucial information and the necessary restrictions to foreign foods that may endanger the lives and well-being of the consumers in Denmark.

Information concerning the imported foods is necessary to ensure consumers understand the kind of foods that they consume. Research shows that communication and information are key in providing solutions to problems that consumers face due to limited information and understanding concerning the effects of some foreign foods. White & Stallones (2013) mention it's important to initiate and implement a public education and information by government agencies and health professionals considering that majority of the consumers in European nations including Denmark trust the bodies for credible information.

CHAPTER SIX: CONCLUSIONS

This study explored the consumer behavior of Danish people towards foreign foods in Copenhagen. A sample of 400 respondents was used. The study investigated factors considered by Danes before purchasing major categories of foreign foods, their perception about the quality of foreign foods and changes in their consumption and purchase decisions after shifting to Copenhagen. The findings of the study suggest that respondents consider cleanliness, free from pesticides, freshness, good for health and the cleanliness of place of sale as key elements for purchase of foreign foods. There is willingness of the Danes to accept foreign foods although they endeavor to maintain their culture by consuming the Danish cuisine. There is a significant relationship in the sample of respondents between the duration of residence in Copenhagen and their willingness to accept foreign foods. This is somehow logical as the Danish settle in the city over time.

The practice of the Danes to assimilate foreign foods can be partly explained by the fact that the study was conducted at Strongest street, which is the largest shopping street in Copenhagen. The street has a wide range of foreign hotels and restaurants that influence the Danish's food consumption habits over time. There is also loyal support for local businesses that sell foreign foods to the Danish. Categories of food are the same regardless of the country of production. The five categories of food include vegetables and legumes, fruits, grain foods, lean meats and foods with low fat content (milk, yoghurt and cheese). While there is a certain tolerance of traditional foods, the overwhelming preference is for version that is "foreign." As the food categories are the same, the Danish may purchase foreign foods without realizing or they may purchase since they prefer these foods to their traditional foods.

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Looking at the shift of the Danes to Copenhagen, findings suggest that their consumption habits and purchase decisions changed thus supporting the notion that shifting to new cities affect the food habits. Copenhagen is deemed to be the happiest city in the world due its wide range of foods in the region. As individuals migrate from rural areas to this city, they easily change their consumer habits and purchase decisions by finding a mix of foreign foods they previously didn't know.

Living and working in Copenhagen has become more of a chosen way of life for many Danish people. New knowledge generated from the study findings suggest that the Danes readily adopt new eating lifestyle and are ready to incorporate diet from foreign foods into their previous food habits. For instance, after shifting to Copenhagen, respondents agreed that they have learned how to cook and eat foreign foods. As much they believe foreign foods are slightly expensive than our traditional foods, they prefer foreign foods. The data indicate that foreign foods influence consumption habits of those Danish migrating to cities.

One of the biggest limitations of this study is it was only conducted at Stroget street. Therefore, it does not represent the Danish population. In spite of this limitation, the study highlights interesting results, findings and implications. The research shows acceptance of foreign foods that provide beneficial nutrition to the Danes. Moreover, there is high consumption of foreign foods that provide solutions to specific health needs and there is a possibility of continued satisfaction in the growing market despite the changing demands. The consumers are motivated by the cleanliness of the foreign food products, freshness, clean place of sale and free from pesticides. The other factor motivating the Danes to purchase and use foreign foods is value for money which is the perception of buyers to goods or services they receive. In this study, the

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grand mean for the factor “value for money” was 3.77, indicating that Danish consumers consider this factor very important when purchasing foreign foods.

As much as quality of foreign foods is a significant parameter in the purchase of food products, consumers perceive that there is limited improvement in the usage and determination of suitable foreign food products. Consumers believe they have more responsibilities than farmers and the government agencies in ensuring they eat safe food. Despite the rising number of fast-food outlets and restaurants along Stroget street, people still perceive the foods as unsafe. It was acceptable among the consumers that food habits shift with new regions in terms of buying and consumption behaviors. Majority of the people in Copenhagen may accept the foreign foods but other cities may not due to the strong cultural background in their diet. However, majority tend to learn how to cook and eat the foreign food product due to increase in demand and acceptability by the government agencies in the continually growing market. Certainly, as shown in the findings, majority of the Danes appreciate the quality of foreign foods due to strict regulations and policies being implemented by the government agencies in ensuring consumer purchase and eat health meals that have been imported from foreign food companies.

CHAPTER SEVEN: REFLECTION

This section presents the reflection of the researcher upon the learning experience and critically analyzes the development of the researcher as a result of conducting this study. The content of this section is divided into two sections; development of secondary research skills and enhancement of time management skills of the researcher.

The study helps the researcher to develop his secondary research skills

Before conducting this study, the researcher had basic secondary research skills. However, after conducting this research, his secondary research skills increased greatly. Today's world has been characterized by intense international trade. There is no country that does not have an international trade partner. Denmark's biggest trading partners are Germany, Sweden and Great Britain, U.S and China. Among the traded products, is food. Apart from the imported foods, a number of restaurants and hotels have been established in Denmark that offer foreign foods. Conducting a study about consumer behavior towards foreign required the researcher to possess secondary research skills. By conducting this study, the researcher gained more secondary skills which hopefully will immensely contribute to his career progression in the future.

In particular, the researcher gained competency in prioritizing secondary data. To write the literature review, the researcher relied on secondary data covered in peer reviewed sources. The researcher found bulk of information that was essential in writing this thesis. The current research experience has taught the research that it is practically impossible analyzing available data related for the research questions for obvious reasons.

Accordingly, during writing of the literature review, the researcher learned to prioritize secondary data that seemed to perfectly relate to the research questions. This was done in

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accordance with a set of important criteria such as the authority and credentials of the authors, the date the source was published and the publisher's credentials.

Improvement of time management skills

In line with the personal level, the researcher has also significantly reaped the benefits of the research by enhancing his time-management skills. In particular, this thesis required adequate preparation and planning for every stage of the study. The researcher had to conduct each of these stages in an organized way from time perspectives.

At first, the researcher experienced challenges of time-management ensuring that the progress of the study was coherent with the timetable. These challenges particularly arose at the literature review stage of the research. The researcher didn't think that the time required to write the literature review was such a big deal and he underestimated it. In most of the days, he lagged behind the schedule in terms of number of literature he had reviewed. To deal with this challenge, the research had to re-adjust the study's time-plan. He also had to discipline himself by ensuring that the set plan was followed. In specific, the researcher had to avoid unnecessary activities during the research process. He set a daily target to do a certain proportion of the study each day. While trying to complete the thesis within the set timeframe, the researcher included occasional days off in the plan. This ensured that there was no pressure and burnout which could have negatively impacted the study. Overall, the research experience has contributed to enhancing the researcher's time-management skills which provides considerable benefits for the researcher in the personal levels.

APPENDIX

Questionnaire on consumer behavior of Danish people towards foreign foods in Copenhagen

SECTION A: DEMOGRAPHICS

1. What is your gender?

Male ☐ Female ☐

2. Please tick your age category in the boxes below

18-27 ☐

28-37 ☐

38-47 ☐

48-57 ☐

58-70 ☐

3. What is your highest level of education?

Below metric ☐ Metric ☐

Intermediate ☐ Graduate ☐

Post graduate ☐

Others (specify) _____

4. When did you move to Copenhagen?

I did not move ☐

Moved during the last 5 years ☐

Moved during the last 5-10 years ☐

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SECTION B: FACTORS THAT AFFECT THE PURCHASE DECISIONS FOR THE DANISH PEOPLE FOR MAJOR CATEGORIES OF FOREIGN FOODS

5. On a scale of 1 to 5, please indicate the extent to which you value the following factors important when purchasing foreign fruits, milk products, food grains and pulses and processed food.

Description		Response			
		Fruits	Milk Products	Food grains and pulses	Processed food
1	Cleanliness				
2	Free from pesticides				
3	Freshness				
4	Cleanliness of place of sale				
5	Value for money				
6	Taste				

N/B: 1 indicates “not at all important” while 5 indicates “extremely important”.

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SECTION C: CHANGES OF PURCHASE DECISIONS OF THE DANES AFTER MOVING TO COPENHAGEN

6. On a scale of 1 to 5, please indicate the extent to which you agree to the following information by ticking appropriately to how you have changed your food purchase decisions after shifting to Copenhagen

Description		Response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	With a wide range of foreign foods in Copenhagen, this has changed the way I view Danish traditional foods					
2	I now eat more traditional foods than earlier					
3	I frequently visit foreign hotels and restaurants to see the kind of foods they have					
4	I less frequently visit local restaurants in Copenhagen to buy food items					
5	With a mix of foreign and traditional foods, this has made me to look for more number of food products options than earlier					
6	I want to buy foods at Stroget street since I may get both foreign and traditional foods at this street					

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7	Now my purchase of foreign foods is heavily dependent on advertisements					
8	I do not consider price an important criteria for buying foreign foods now compared to earlier period					
9	Me and my family members take decisions about the type of food to purchase					
10	Children have an impact on the kind of food to purchase to a great extent					

N/B: 1 indicates strongly disagree. The value of 5 indicates strongly agree

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SECTION D: CHANGES OF FOOD CONSUMPTION HABITS OF THE DANES AFTER MOVING TO COPENHAGEN

7. On a scale of 1 to 5, please indicate the extent to which you agree to the following information by ticking appropriately to how you have changed your food consumption behavior after shifting to Copenhagen

Description		Response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Shifting to Copenhagen affected my food habit					
2	I now eat at foreign restaurants more frequently than before					
3	After moving to Copenhagen, I have learned how to cook and eat foreign foods					
4	I have started eating foreign foods, something I did not do before					
5	People stop to eat some of the traditional foods when they move to big cities such as Copenhagen					
6	The kind of food I buy is determined mostly by what my children prefer					
7	I consider the safety and health implications of foreign foods before eating them					
8	Even though foreign foods are slightly expensive than the Danish					

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	traditional foods, I prefer foreign foods					
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N/B: 1 indicates strongly disagree. The value of 5 indicates strongly agree

SECTION D: PERCEPTION OF THE DANISH ABOUT THE QUALITY OF FOREIGN FOODS

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8. In a scale of 1 to 5, indicate the extent to which you agree to the following information by ticking appropriately in the boxes

Description		Response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Foreign foods taste good and are of high quality					
2	Foreign foods are safe for eating					
3	Foreign foods are healthy and nutritious					
4	The quality of foreign foods imported to Denmark depends on the farming method that was used to produce such foods					
5	Prices of foreign foods are determined by their quality					
6	Retailers have a bigger responsibility to play in ensuring quality and taste of foreign foods is high than farmers who produce such foods					
7	I have a more responsibility than my government in ensuring the foreign foods I consumer are safe					
8	I have a responsibility of ensuring the foreign foods are of good nutrition than manufacturers producing such foods					

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9	Farmers producing foreign foods have a more responsibility than manufacturers producing such foods to ensure that the food is of high taste and quality					
10	Eggs, meat products, fruits, burgers, low fat products and low calories products from other countries to Denmark are unsafe for eating					
11	Foreign foods pose poisoning risks, allergic problems, diseases and health complications to the Danes who consume such foods					

N/B: 1 indicates strongly disagree. The value of 5 indicates strongly agree

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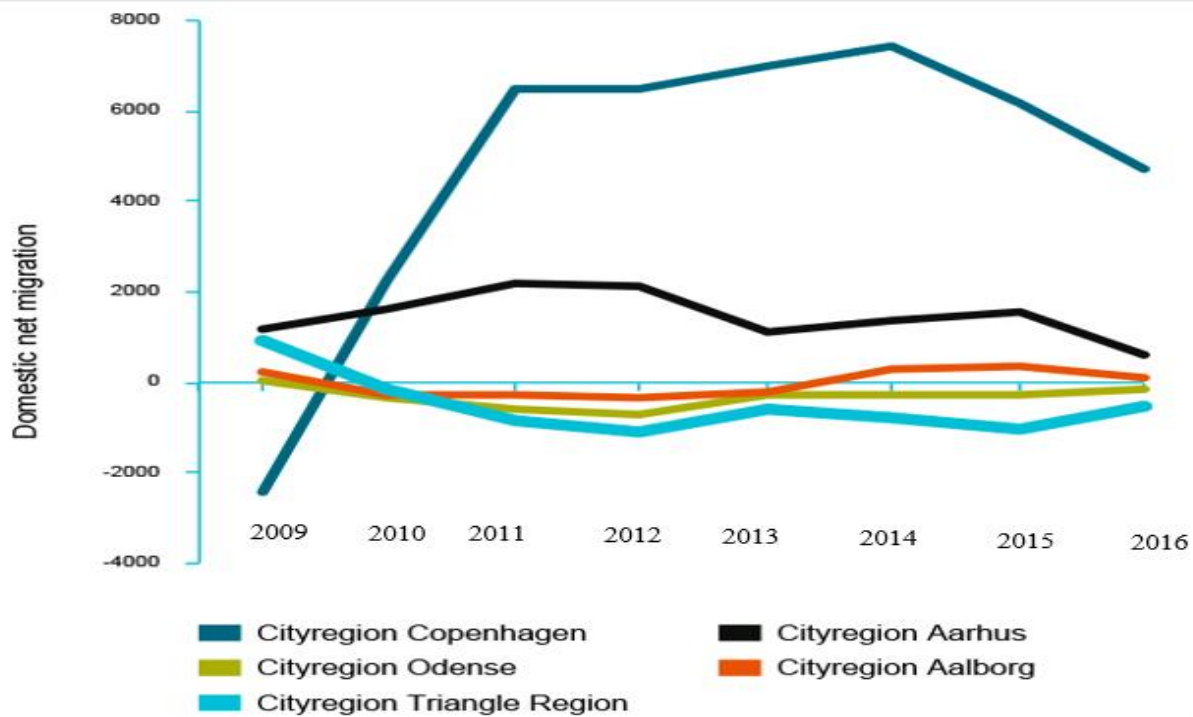


Figure 4: Domestic migration to and from Copenhagen, Odense, Triangle Region, Aarhus and Aalborg between 2009 and 2016

Source: newsgeography.com

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