EXPLORING VIVONLINE'S BRAND RESONANCE POTENTIAL:
- A CASE STUDY

BY

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Viva Vitality

MANAGEMENT SUMMARY

The main goal of this graduation assignment is to provide the client organization Vivonline with strategic advice in order to outline a better and accurate profile of their existing audience, and how to strengthen their brand resonance with the current online followers of their website. This is achieved through the use of the most prominent strategic brand management theories and models, and more specifically, with the use of the Customer-Based Brand Equity model, which comprises of the six brand-building blocks of Keller. This suggests that the essence of this research is to offer a potential path of brand building and growth for Vivonline.

The Customer-Based Brand Equity model consists of the four main stages of (a) brand identity (who are you?); (b) brand meaning (what are you?); (c) brand responses (what about you?); and (d) brand relationships (what about you and me?). These four stages of building strong brand equity with the target consumer will ultimately lead to the answer of the policy question "*How could Vivonline create brand resonance with the existing audience?".* Another important theory used to enable the researcher to answer the main research question is the consumer target segmentation theory by which the current online followers of Vivonline were segmented in terms of demographic, behavioral and psychographic bases.

In order to arrive to a final conclusion and answer, thorough research was conducted, which consisted of two stages: preliminary and main research. The preliminary research stage consisted of literature and desk analysis, which enabled obtaining a better understanding and in-depth insight of the overall topic of this graduation assignment. The main research stage was the most crucial for obtaining the necessary data in order to answer the research question "*What is the profile of the existing audience of Vivonline and how to strengthen brand resonance?"*of this graduation assignment. In order to achieve this, a mixed-methods approach was used, which involved the use of quantitative techniques (online survey) and qualitative techniques (focus groups).

Based on the results from the main research stage, the first conclusion was related to outlining an accurate profile of the current online followers of Vivonline. This was achieved by both presenting statistical data, but also by outlying two personas representing the current consumer of the company.

The second outcome of the research was presenting all the findings in the form of the six brand-building blocks by Keller, which will further enable the client organization Vivonline to create better brand resonance with their followers. Every stage was described in a way that the company can be able to build consistent and strategically-

proven-to-work brand equity. Since these results are quite detailed and thorough, they will not be directly presented in this management summary.

A highly important outcome of the research was that the current online followers of the client organization do not purchase a lot of their products. In order to boost up sales, this research suggested a well-defined and tailored brand positioning strategy, which includes the four steps of (a) outlining the target consumer market; (b) outlining the main competitors; (c) defining the Points-Of-Parity with competition; and (d) defining the Points-Of-Difference with competition. In order to avoid consumers associating Vivonline with "expensive products", a specific for the purpose of marketing approach was suggested. The goal of this approach was to address the negative relationship between the expensive products and the company in such a way, that they would mutually reinforce one another. This can be achieved by providing the current online followers of Vivonline with a different perspective to look at things, which will make them focus on certain factors, and considerations, which they might have been overlooking or ignoring.

To my family

all the beautiful teachers and beings in my life

who have been teaching me everything I know

who allow me to believe in myself

who allow me to love them in return

There is no greater bliss than this

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1 INTRODUCTION

1.1 General introduction

The essence of this dissertation is to highlight the importance of costumer-based brand equity for any small scale company; the definitions and meanings of the concept of brand equity; the main brand building techniques available and in line with this view; and, the central issues and elements in strategic brand management. These different aspects of branding are revealed by a rapidly growing company, namely Viva Vitality, referred to as Vivonline. The intention of this dissertation is to provide the client organization with competent and appropriate advice of how to strategically build their brand while Vivonline is still in the premature phase of branding. In other words, this research will offer a potential path of brand building and growth; a direction for the company.

1.2 Justification of the subject from a theoretical perspective

According to Keller's (2001), *Building Customer-based brand equity: a blueprint for creating strong brands,* building a strong brand has been proven to give various (financial) rewards to organizations. Building brands according to the perspective of customer-based brand equity (CBBE) means viewing from the perspective of the consumer. That is creating (brand) value in the eyes and mind of the consumer. The CBBE model guides one through the building process of branding based on the several building blocks. It offers a means to assess the current situation, to strategically manage and create the brand and to measure. It helps to set a direction.

Keller (2001) explains, "The basic principle of the model is that the power of a brand lies in what customers have learned, felt, seen and heard about the brand over time. In other words, the power of a brand resides in the minds of consumers."

The challenge of this process is to ensure that customers have the appropriate experience with the brand that is created. The experience should be in line with the promise the brand is communicating. All the concepts to be explained further in chapter 2 of this research, are connected to this perspective.

1.3 Justification of the subject from an organizational perspective

Vivonline is a young company that is experiencing rapid growth. However, the company has yet to establish a clear direction for the future. The company does not have the ability to define and profile their existing audience and build their brand into the minds of their current target audience. Vivonline is in a premature phase of branding because it is not yet clear what the perceptions and experiences, of the existing audience are. This dissertation will research, analyze and play into the results of this information. The results of this research will help to identify what is shared amongst the respondents, who are members of this existing audience. This commonness can be translated, in a further stage of the branding process, into 'symbolic representation' of Vivonline which people see as a brand. This dissertation is about collecting data to establish the brand in the future.

Vivonline has the desire to deepen their relationship with their existing audience. In order to achieve this, it is necessary to first profile their audience. While following the steps of the CBBE model, to be explained in depth later in this dissertation, the company is eventually able to do so with applying the perspective of this brand building model.

1.4 Problem definition

The theoretical and organizational perspectives reveal a deeper insight into the problem situation, namely: Vivonline does not know who their existing audience is. The company wants to get to know the existing audience and eventually deepen their relationship. Therefore, Vivonline has yet to define a clear and systematic direction and strategy for the future. The company does have plans, ambitions and resources and so, the potential for growth. Without a clear strategy in today's demanding business world it is difficult to create a clear competitive advantage.

The CBBE perspective will provide the company with a guide as to how they could build their future, their brand and eventually relationships with the members of their existing audience. Therefore the following policy question is formulated:

How could Vivonline create brand resonance with the existing audience?

In order to appropriately answer the policy question in this research, the following main research question is defined:

What is the profile of the existing audience of Vivonline and how to strengthen brand resonance?

The problem related to this question falls within several main areas to be divided further into the following sub research questions. Together taken these sub questions will allow for the research question, and eventually the policy question, to be answered.

1. What is Vivonline's existing audience and what are their characteristics and needs?
2. How to segment the existing audience demographically?
3. How to segment the existing audience psycho-graphically?
4. How to segment the existing audience behaviorally?
5. What is Vivonline's brand identity?
6. What is Vivonline's brand meaning?
7. What is the response of the existing audience towards Vivonline?
8. What is the relation and connection between Vivonline and the existing audience?

1.5 Operative definition of the problem

Brand resonance: The extent to which the response to the brand can be converted into a relationship between Vivonline and the existing audience. ″Responses cannot occur unless the right brand meaning has been developed; and a relationship cannot be forged unless proper responses have been elicited'' (Keller, 2001).

Strengthen resonance: The extent to which the response to Vivonline can be transformed into a relationship with the existing audience.

Existing audience: In this research the existing audience of Vivonline in The Netherlands is being analyzed, meaning the current followers of Vivonline. This excludes potential target consumers.

Profiling: This refers to segmenting the existing audience demographically, behaviorally and psycho-graphically to understand their characteristics and needs.

Brand: In this research, Vivonline is seen as a brand. According to Keller (2001), a brand is at the heart of the company's relationship with the consumers. For that brands portray the perceptions and feelings consumers have. In line with the Customer-based brand equity perspective, brand arise in the minds of consumers. This is the red threat throughout this research.

Vivonline: The client organization Viva Vitality to be referred to as Vivonline and to be described further in section 1.8.

1.6 Restrictions to this research

The research is restricted to the perceptions of solely one group of stakeholders, namely the existing audience. The strategic reason being that the company wants to align their actions with the current Vivonline followers. Therefore, the customer-based brand equity concept is appropriate since it places great value on the experience of the consumer. Due to time limitations and restraints, this research focuses mainly on applying the brand resonance model created by Keller. This excludes potential consumers and positioning from this research.

The current target audience of Vivonline is limited to The Netherlands since this is where the majority of the followers are located.

Understanding and defining the restrictions to this research presents a solid base for future research possibilities, such as (a) potential target audience research, (b) positioning possibilities and strategy to eventually refine the business model of the client organization.

1.7 General structure

This research contains six main chapters which frame the following:

Chapter 1 specifies the problem to be addressed in this research, justification of this problem based on the theoretical as well as the organizational perspective, the limitations of this research, the structure of this graduation assignment and background information about the client organization Vivonline.

Chapter 2 presents the theoretical framework on which this research is built. The theoretical foundation consisting of the academic concepts and models applied throughout this research in order to find an answer and solution to the main problem statement.

Chapter 3 outlines all research methods and techniques applied throughout this research to answer the main research question and all sub questions.

Chapter 4 reveals an analysis of the results and findings obtained from the research methods and techniques used.

Chapter 5 presents the conclusions formed through the evaluation and interpretation of the research findings in chapter 4.

Chapter 6 addresses the possible recommendations and advice for the client organization intended to provide the solution for the policy question.

To conclude, the general structure of all the chapters in this graduation assignment is as follows:

1. Introduction
2. Theorethical framework
3. Methodology
4. Data Analysis and conclusions
5. Recommendations
6. Bibliography
7. Appendices

1.8 Background information on Vivonline

Vivonline is a young, growing company that offers services as well as products. Vivonline is an online health (media) platform that aims to offer its followers honest, credible, accessible and trustworthy information concerning health. The media platform offers its followers information about the following topics: Food, Body, Mind and Beauty. Vivonline mainly focuses on women in The Netherlands and helping them to live a more conscious lifestyle. "We offer a way of living, a change of lifestyle, in an easy to digest way'' says Jitte Milder–Sorber, Founder/Partner Vivonline (Marketing & Sales).

The main service Vivonline offers is informing followers about health with themes based on a few core values. As a company Vivonline strives to be open, to function in the form of a partnership 'doing it together'. This refers to working together with other companies who have the same goal and share similar values. The goal they share with those other companies is the change of lifestyle, consciously treating personal health. They try to create partnerships with other companies with this goal to complement each other in the future.

According to founder Jitte Milder–Sorber, the mission of Vivonline is to help and inspire women in creating and maintaining a healthy lifestyle in a simple but diverse way.

The desired state of Vivonline is to be the biggest health platform of The Netherlands and Belgium, which could be stated as the vision of Vivonline.

2 THEORETHICAL FRAMEWORK

In order to analyze the main problem explained in chapter one, several concepts and theoretical models are used throughout this graduation assignment. This framework forms the foundation upon which this graduation assignment is built. The concepts and models defined here are relevant to the research methods applied, the analysis, and the conclusions and advices to be drawn later. The main purpose of the theoretical framework is to enable the researcher to answer the overall policy question, namely *'How could Vivonline create brand resonance with the existing audience?',* as well as all the corresponding sub questions, which will be further elaborated on.

2.1 Branding

The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol or design or a combination of them, indented to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition". According to Keller (2013,), a distinction could be made between the AMA definition of a brand and the industry's concept of a Brand. Keller reveals that "many practicing managers refer to a brand as more than that; as something that has actually created a certain amount of awareness, reputation, prominence and so on in the marketplace,''(Keller, 2013, p. 30). However, the AMA also defines a brand as "a customer experience represented by a collection of images and ideas". (AMA)

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. (Godin, 2009).

Kotler (2010) defines brands to be more than names and symbols, "they are a key element in the company's relationships with consumers. Brands represent consumers' perceptions and feelings about a product and its performance – everything that the product or service means to consumers'', (p.260). This is the most relevant definition to this graduation assignment due to the fact that this research' main focus is the relationship with the current online followers of Vivonline. Therefore, the concept branding in this graduation assignment is referred to this definition of Philip Kotler.

2.1.1 Strategic brand management

Keller (2013) specifies strategic brand management as "the design and implementation of marketing programs and activities to build measure and manage brand equity. '' The first step of the process is to identify and develop brand plans, which is at the heart of this graduation assignment. The most relevant brand-building, management and measuring techniques to be used are as follows: the customer-based brand equity and the brand resonance model, which both are part of the overall brand planning system.

2.1.2 Customer-Based Brand Equity

This view conceptualizes brand equity from the perspective of the individual consumer. According to Keller (2013) and Kotler (2010) a brand ultimately abides in the minds of consumers. Keller (2013) states "the power of a brand lies in what resides in the minds and hearts of the customers.''

The differential effect of the brand knowledge on consumer response to the marketing of the brand (Keller, 1993) appears when the consumers are familiar with the brand and

have some favorable, strong and unique brand associations in their memory. This definition refers to brand knowledge with 'familiarity' of consumers with the brand.

Keller (2013) views brand equity as a strategic bridge from past to future, which enables marketers to manage the brand. According to the same research, brand knowledge is the driver of the differences that manifest themselves in terms of brand equity. Therefore, creating the differential affect that drives brand equity strongly depends on brand knowledge, which suggests that brand knowledge is the primary ingredient for brand equity.

This model of Dimensions of Brand Knowledge is relevant for the research, because it explains the foundation of what influences consumers' perceptions about the brand. Once this is foundation is applied and understood, the researcher will be able to answer the main research question of this graduation assignment, and more specifically the second part of it, which is about how to strengthen the resonance of the current online followers of Vivonline with the brand.

The following figure illustrates more in-depth the dimensions of brand knowledge:

Figure 1. Dimensions of Brand Knowledge
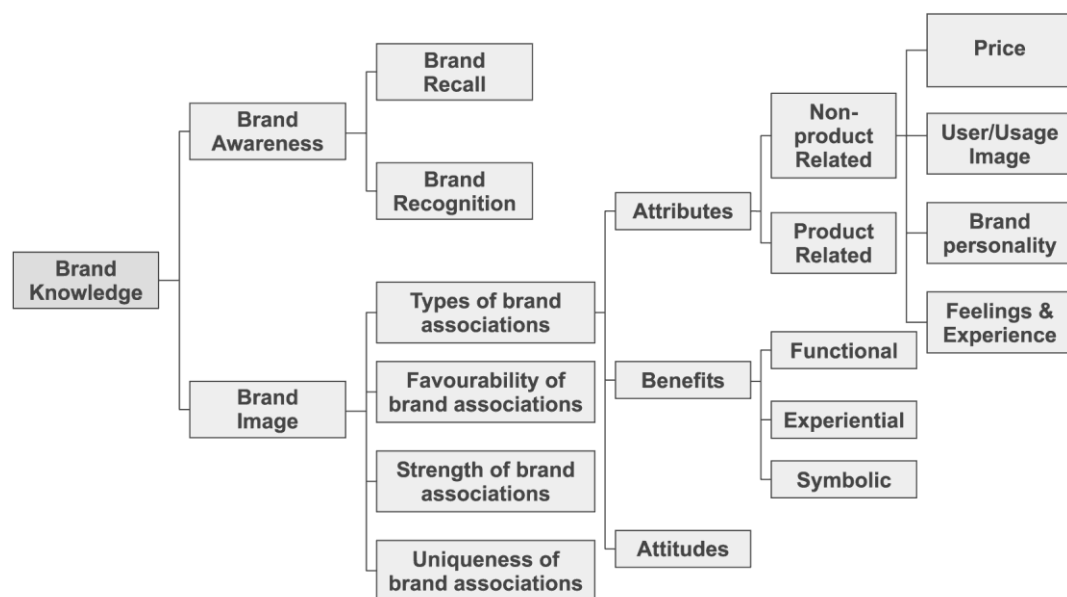
Source: Keller (1998, p. 94)

2.1.2.1 Brand knowledge
Keller (2013) and Kotler (2010) refer to the knowledge that has been formed in customers' mind about the brand is the firms asset to improve marketing productivity. This knowledge is formed in the previous investment in marketing actions. The associative network model enables to understand how brand knowledge lives in the minds' of consumers.

2.1.2.1.1 Brand awareness
The first sub-dimension of brand knowledge is *brand awareness*. In line with *Strategic Brand Management* by Keller, brand awareness is related to the strength of the brand

node in memory, which can be measured as the consumers' ability to identify the brand under a variety of different circumstances. A collection of associations are linked to this brand node. Brand awareness can be measured by *brand recognition* and *brand recall*, which are the two sub-dimensions of brand awareness:

Brand recognition occurs when consumers recognize the brand as having been seen or heard previously.

Brand recall involves retrieving the brand when being given the product category or other usage situations.

Brand awareness influences the decision making of the consumers by affecting the creation and strength of brand associations in the *brand image*. This is the second sub-dimension of brand knowledge, as outlined in Figure 1.

2.1.2.1.2 Brand image

Brand image is the second sub-dimension of brand knowledge. As stated in *Strategic Brand Management* by Keller, "consumers' perceptions about a brand, as reflected by the brand associations held in consumers' memory. It contains the meaning of the brand for consumers." Brand associations may be related to the characteristics or aspects of the product, service or company.

2.1.3 Brand Resonance Model

As previously outlined, the Brand Resonance Model altogether with the Customer-Based Brand Equity forms the brand planning system (Keller, 2013). The Brand Resonance Model describes how to create "intense, active loyalty relationships with customers" (Keller, 2013, p. 107). This exactly is the center of this research and will enable the researcher to answer the overall policy question of '*How could Vivonline create brand resonance with the existing audience?* '

The following figure outlines the structure and building blocks of the model:

Figure 2. Brand Resonance Model
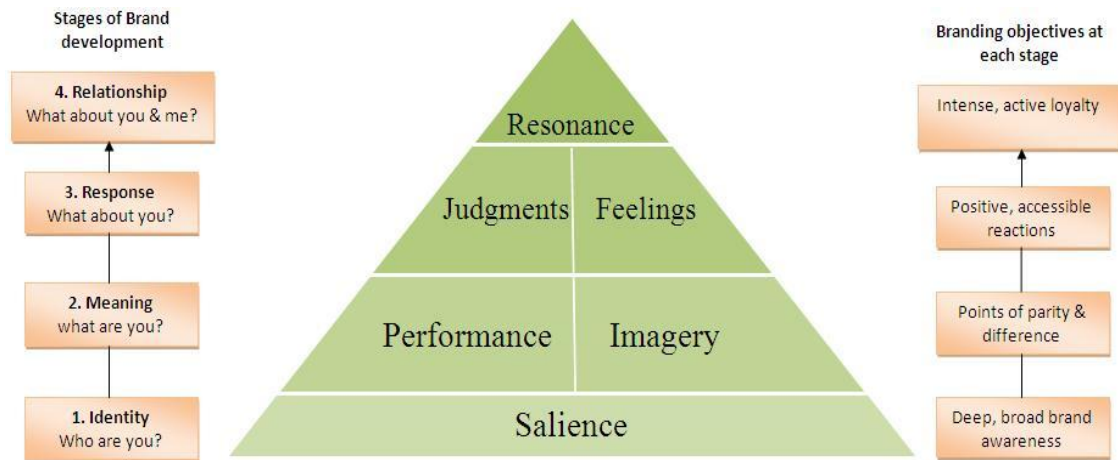
Source: Keller (2013, p. 108)

According to the brand resonance model, building a brand is a process which can be fulfilled by taking the four steps and striving for the branding objectives:

Step 1: Brand identity (Who are you?): Create identification and association with a product class, benefit or customer need to establish deep and broad brand awareness. The brand identity stage consists of the building block of brand salience, which encompasses *breadth* and *depth of awareness* as well as *product category structure*.

This stage is relevant for this graduation assignment, because it will enable the researcher to answer the following sub-question: *What is Vivonline's brand identity?*

a) Breadth and depth of awareness: According to Keller (2013), the breadth of brand awareness measures the range of usage and purchase situations in which the brand element comes to mind, whereas the depth of awareness measures how likely and easy it is for a brand element to come to mind.

b) Product category structure: As revealed by Keller (2013), product category structure is about how product categories are organized in memory.

Step 2: Brand meaning (What are you?): Firmly position the totality of the brand meaning in the customers' minds by linking a several tangible and intangible brand associations. What is similar to the competitors, points-of-parity (POPs)? What differs from the competitors, points-of-difference (PODs)?

This stage is relevant for the graduation assignment, because it will enable the researcher to answer the following sub-question: W*hat is Vivonline's brand meaning?*.
This stage consists of the building blocks of *brand performance* and *brand imagery*.

a) Brand performance: According to Keller (2013), the brand performance outlines to what extent a certain product or service meets customers' more functional needs, such as aesthetic and economic needs.

b) Brand imagery: This describes the more intangible aspects of the brand, such as user profiles, purchase and usage situations, personality and values as well as history, heritage and experiences. Consumers can form brand imagery associations both directly through their own experiences and indirectly through word of mouth and advertising.

One of the sub-dimensions of brand imagery, which is very relevant for the purposes of this research, is the *user imagery* dimension.

User imagery is all about the specific "type of person or organization who uses the brand" (Keller, 2013, p. 113).

In the case of this graduation assignment, the researcher will further outline the image of the actual users of Vivonline, using descriptive demographic, psychographic and behavioral factors, such as gender, age, income, attitudes towards life, and careers. The result of the user imagery profiles will be two personas, which portray the actual users of the company, as discovered after conducting the main research. This is very necessary in useful in order to better visualize and understand the current online followers of Vivonline and further be able to create strong relationships with them.

Step 3: Brand response: Evoke the proper customer responses to the brand, striving for positive and accessible reactions.

This stage is relevant for this graduation assignment, because it will enable the researcher to answer the following sub-question: *What is the response of the existing audience towards Vivonline?.*
This stage consists of the building blocks of *brand feelings* and *brand judgments*.

a) Brand judgments: These are customers' personal opinions about a brand; personal evaluations of the brand with respect to quality, credibility, consideration and superiority (Keller, 2013).

b) Brand feelings: These are "customer's emotional responses and reactions to the brand" (Keller, 2013, p. 118). The six most important types of brand –building feelings are fun, warmth, excitement, security, social approval and self-respect.

Step 4: Brand relationship: transform the brand responses to create resonance and eventually strive for an intense, active loyalty relationship with a sense of community. The final step of the model describes the level of identification that customers have with one's brand, the nature of their relationship and "the extent to which customers feel they are "in sync" with the brand" (Keller, 2013, p. 120).

This step is very important, because it will enable the researcher to further answer the following sub-question: *What is the relation and connection between Vivonline and the existing audience?*

The brand resonance consists of four categories:

a) Behavioral loyalty: This category concerns how often customers purchase a brand and how much they purchase of it.

b) Attitudinal attachment: Even though it is necessary, attitudinal attachment is not enough for brand resonance to occur, as suggested by Keller (2013). This category is about customers having a very positive attitude towards one's brand, viewing it as something special in a broader context.

c) Sense of community: This category describes a state in which one's brand has taken on a broader meaning to customers by conveying a sense of community (Keller, 2013). This means that customers feel affiliation with other people who are associated with the brand, doesn't matter if they are employees, fellow users or representatives of the company.

d) Active engagement: This category reveals the strongest affirmation of brand loyalty, which occurs when customers are engaged with one's brand. Engagement means that they are willing to invest energy, time, money or other resources in the brand, far beyond those necessary for the purchase or consumption of the brand (Keller, 2013).

2.1.4 Consumer segmentation

It is very important to identify consumer target, because "the different consumers may have different brand knowledge structures and thus different perceptions and preferences for the brand" (Keller, 2013, p. 79). Dividing the market into distinct groups of homogenous consumers who have very similar behavior and needs is what described the term of *market segmentation*. The consumer segmentation bases are usually divided in terms of:

a) Behavioral segmentation: According to Keller (2013), it includes aspects such as user status, usage rate, usage occasion, brand loyalty and benefits sought.

b) Demographic segmentation: According to Keller (2013), it includes aspects such as age, income, sex, race, family.

c) Psychographic segmentation: According to Keller (2013), it includes aspects such as opinions and attitudes towards life, activities and lifestyle, values.

d) Geographic segmentation: According to Keller (2013), it includes aspects such as the location of the customers in terms of country and region. It is important to note, that this segmentation base will not be emphasized in the course of this research, because the online followers of Vivonline come from the Netherlands only, therefore no segmentation of their country of origin is necessary.

The consumer segmentation bases are relevant for this graduation assignment, because they altogether will provide a foundation to answer the following sub-questions:

1. What is Vivonline's existing audience and what are their characteristics and needs?

2. How to segment the existing audience demographically?

3. How to segment the existing audience psycho-graphically?

4. How to segment the existing audience behaviorally?

3 METHODOLOGY

In order to answer the main research question and sub questions outlined in the Introduction chapter of this graduation assignment, thorough research has been conducted. It falls within two research stages, namely preliminary and main research. The methods used in these stages are explained in this chapter.

3.1 Preliminary research

The purpose of the preliminary research stage was to facilitate the main research stage by providing a solid foundation of information about the company itself, but also providing more insight into previous and existing academic research and theories conducted by scholars in the past. This stage consisted of desk research and literature research.

3.1.1 Desk research

The desk research consisted of researching existing information and documents provided by the client organization, Vivonline, in order to better understand the essence of the company and its current operations. This research stage also consisted of internal qualitative research, including in-depth interviews with the client organization. And more specifically, with its founders Vivian Reijs and Jitte Milder-Sorber as well as the other two employees working for Vivonline. The reason being to provide more insight into the problem and main research question: " *What is the profile of the existing audience of Vivonline and how to strengthen brand resonance?"*

3.1.2 Literature research

The literature research stage consisted of getting familiar with existent academic research, relevant for the purposes of this graduation assignment, such as theories related to building and sustaining brand equity as well as segmenting the audience. Some of the most significant and useful academic sources used were academic books in the fields of applied and academic research, branding, marketing and communication. These books used written by experts in these fields such as Keller, Kotler, Gilbert, Hollensen, Green et al, Krippendorff, Armstrong, Bryman and Bell are to be found in the Bibliography section of this graduation assignment. Complementary to these books, academic articles and reports have been used to create a deeper insight into how to apply the theory. In addition, similar research into these fields have been analyzed in order to reveal the necessary steps to be undertaken to answer the main research question. Examples of types of research are target group segmentation, brand building, customer-based brand equity, brand resonance and Intercoder reliability researches. The information offered by the University of Applied Sciences Utrecht in the case of the subjects statistics, branding, communication and marketing has been used. This information was offered in the form of academic articles, PowerPoint presentations made by teachers, assignments, videos and study guides. The main function of this information was to serve as a guide. The websites used for the literature research were mainly used to function as a means to search, such as the HU library and databases such as Lucas.

Websites have been used to clarify certain statements and definitions. An example of such is the website of the AMA, The American Marketing Association. The Bibliography chapter of this graduation assignment offers a complete insight into the literature research conducted to answer the main research question.

3.2 Main research

The purpose of the main research stage was to enable the researcher to answer the policy question of this graduation assignment: "*How could Vivonline create brand resonance with the existing audience?''* This stage consisted of a mixed-methods research. According to Gilbert (2008) the term mixed-methods research can refer to different methods for collecting and/or analyzing data and/or to using different techniques. It appears that the definition of mixed-methods is discussed widely and experts in the field differ in their opinion as to what this exactly stands for. A lot of authors, including Gilbert (2008), define the term of "mixed methods" as a research technique which incorporates both quantitative and qualitative methods. This is also the case of this graduation assignment, since both qualitative and quantitative research techniques were used. According to Gilbert (2008), the main advantages of using such approach is to increase the accuracy of the research findings as well as the level of confidence in them, to bring into play multiples constructions of a phenomenon as well as to reflect the complexity of a phenomenon, and to generate new knowledge through a synthesis of findings from using the two different research approaches.

The use of multiple research methods in this case consists of combining quantitative and qualitative techniques for collecting data. As mentioned in the desk research section, during this stage of the research qualitative in-depth interviews were undertaken. However, during the main research stage multiple research methods have been applied. Firstly, a quantitative technique of an online survey has been conducted within the current existing audience of client organization Vivonline. The purpose was to be able to answer the first four sub questions and reveal brand associations the existing audience has with Vivonline. To clarify the sub questions will be repeated below:

1. What is Vivonline's existing audience and what are their characteristics and needs?
2. How to segment the existing audience demographically?
3. How to segment the existing audience psycho-graphically?
4. How to segment the existing audience behaviorally?

Secondly, a qualitative technique of focus groups has been conducted to obtain more in depth information which was explanatory in relation to the qualitative data obtained from the survey. In addition, the focus groups were explorative to be able to eventually answer the main research question.

According to Gilbert (2008) similar reasons apply for choosing to conduct in-depth interviews and focus groups. However, it is important to note that data obtained from focus groups could possibly lack the depth of information that could be collected from in-depth interviews. The reason for choosing focus groups over in-depth interviews is that it offers a broader content. Taking into account time restrictions and the amount of necessary information to answer the main research question: " *What is the profile of the existing audience of Vivonline and how to strengthen brand resonance?*" This is the most appropriate method. In addition, Gilbert (2008) states that when focus groups are conducted in the main research stage, which is the case in this graduation assignment, they can be used to gain feedback and deeper insight into the findings obtained through other methods. The focus groups in this research have multiple functions, namely to

indeed gain feedback and deeper insight into the findings of the online survey. And so, they serve an explanatory purpose. Gilbert (2008) reveals that focus groups are useful "to extend knowledge about the dimensions and experiences of a particular process or phenomenon which respondents are familiar with but the researcher is not''. Due to the necessity of understanding the experiences and dimensions of Vivonline as perceived by the existing audience, it was in this case useful.

The other relevant arguments for the use of focus groups in this research are in line with Gilbert (2008). Focus groups can be used to encourage participants to develop their own views about the chosen topic, in this case Vivonline, and share these. To be able to answer the main research question the following sub questions, as stated in the Introduction chapter, need to be answered:

5. What is Vivonline's brand identity?
6. What is Vivonline's brand meaning?
7. What is the response of the existing audience towards Vivonline?
8. What is the relation and connection between Vivonline and the existing audience?

The above sub questions require the personal perceptions, experiences, associations, judgments and feelings shared by the existing audience of Vivonline. The focus groups are aimed at finding trends in the qualitative data which will be translated into themes and coded by keywords. Simultaneously, there has been no previous research undertaken for Vivonline. Gilbert (2008) states that exploring a subject where little to no research has been conducted in, is one of the functions of a focus group. He also claims that focus groups allow for understanding the knowledge of participants and the sources for this. In this case related to the sources of brand equity such as brand knowledge. And so, the focus groups have been applied to serve an explanatory as well as explorative function.

The reason behind choosing to conduct both the quantitative technique of the survey and the qualitative technique of focus groups online, is for that Vivonline is an online media platform. The client organization exists online and communicates with the existing audience online. For this reason, it is not logical to conduct a questionnaire by phone or in person. The data Vivonline needs is about the current online followers. This research targets an online group, and so naturally the survey is undertaken online. Strategically this decision has been made to make participation more accessible and to preserve the feeling of privacy of the participants. This might allow them to feel safer to reveal what they really experience without being afraid to be judged by the researcher, and so this is expected to lead to a more honest response.

Additionally, it appears as if the existing audience is a busy working audience. Offering both the survey and focus group online, allowed the existing audience to participate when it suited their personal schedule. Considering the limited amount of time to collect the data, this was an efficient method to do so. By using online survey software, in this case SurveyMonkey, the data will immediately go into a certain online database which enables to analyze while the data is being collected. Since this research is not a social life research it was not necessary to observe the gestures and body language of the existing audience and so it was not necessary to conduct the focus groups in real life.

The disadvantage of online research methods is the possibility of a low response. This could be caused by the large amount of online surveys conducted these days. For this reason, respondents are able to win a little Vivonline teaser if they participated in the questionnaire. Taking into account the risk of biased answers when offering big prices, the decision to offer just a simple teaser has been made to decrease this risk.

A test has been undertaken to reveal the possible response of social media followers. The action was more accessible because participants just had to like and share a Facebook post and explain why they deserved to win the products. The products were not branded Vivonline products, so this is slightly different considering the survey. However, this social media test revealed that more than 100 people participated with an action solely promoted through Facebook. Since Facebook is the channel that reveals the most response towards actions undertaken by Vivonline, the survey and focus groups have been promoted by the Vivonline Facebook page. It is therefore expected to generate a sufficient amount of respondents.

Both the survey and focus groups will include an introduction of why it is undertaken. The reason is to align Vivonline with the needs and wishes of the current target audience and create better relationships with them. This is for ethical reasons and transparency so that respondents feel safe to answer honestly.

3.2.1 Quantitative research: Online survey

According to Gilbert (2008), surveys are a very valuable source to collect data about values, personal experiences, attitudes and behavior. There are different types of surveys, but the one used in the course of this research is an online survey. According to Verhoeven (2011), online surveys are the most popular type of surveys nowadays. The advantage of this research is the ability to use a specifically-tailored survey for the current Vivonline community.

3.2.1.1 Design of the online survey

The questions of the online survey were designed in a specific manner to enable collecting data in order to answer the main research and sub questions. The online survey consisted of 23 questions, which were of diverse origin. All the questions were closed-ended, consisting of multiple-choice questions, rating scales questions and more specifically, 4-point Likert-scale questions and demographic questions. The reason for choosing 4-point Likert scales over the usual 5-point Likert scales, is to ensure an even number of options. The respondents are forced to one side of the scale so that they were less likely to simply choose the middle answer. Please note that this did not exclude a neutral answer. Aspects were offered asking respondents to rank them to their opinion choosing from: least favorable, most favorable or neutral. However, it ensured that the respondents had to actually read the question and think about their answer instead of just choosing the middle without attention. Nowadays many surveys are conducted and this was chosen to avoid the respondents to not pay attention to the actual question. In other words, this led to the decision of an even number of options, instead of an uneven number with a middle.

The questions of the survey fall within four general groups which are as follows:

a) **Demographic segmentation of the target group**: The purpose of this question group is to segment the target consumers based on factors such as gender, age, family and income. This information is relevant to answer the main research question. The reason being that to create resonance with the existing audience, the client organization must know the details about this audience. The demographical segmentation contributes to this research information that allows Vivonline to align their actions with the average age, income, family size and gender. These details reveal possibilities for the client organization in terms of what they have to spend and what their possible interests are. To illustrate, Vivonline could allow their content to be more or less focused on family matters such as children and it offers insight in how products and services could be priced and distributed.

b) **Behavioral segmentation of the target group**: The purpose of this question group is to segment the target consumers based on factors such as user status, usage rate, usage occasion, and so on. This segmentation is relevant to this research since it ultimately aims to create a deeper connection between the existing audience and Vivonline. This means that it is necessary to know what the existing audience uses Vivonline for, how much and how long they are using it and when it comes to mind. The reason being that this information serves to give the client organization insight in when they should take which actions to connect the existing audience to their brand.

c) **Psychographic segmentation of the target group:** The purpose of this question group is to segment the target consumers based on factors such as attitudes towards life, social issues, careers, and so on. Relevant to this dissertation, is the attitude towards online shopping and their attitude towards Vivonline as a brand. This is relevant to this research to reveal whether the existing audience values where Vivonline stands for and if it is possible to create a deeper connection based on this information. To illustrate, as stated in the Introduction chapter, Vivonline promotes a natural lifestyle such as organic food consumption. It is relevant to research whether the existing audience in this case values organic food purchase.

d) **Brand associations:** The purpose of this question group is to identify the overall brand characteristics of Vivonline in the minds of the current target audience. As outlined in the Theoretical Framework chapter, this research applies the Customer-based brand equity perspective, in which the brand ultimately resides in the minds of the consumers. And so, it is necessary to research the associations the existing audience has with Vivonline as a brand.

3.2.1.2 Distribution and sample size
The online survey was distributed on 12 April 2014 using SurveyMonkey. The target group of the online survey were the members of the Vivonline community; people from the Netherlands interested in information, products and services covering healthy, organic, fair traded as far as possible, sugar-free products against affordable price levels.

The survey was sent out through Vivonline's Facebook page. All the followers of the company could decide whether or not they wish to fill it in. In order to motivate the target audience to participate in the online survey, 10 VIVA VITALITY teasers were

divided over the respondents. However, the price was not the only reason why people would participate in the research, since it was not that significant.

Due to a technical error the first version of the survey was published, but included the option to skip questions. This was corrected immediately after discovery, but caused an amount of incomplete responses. The decision to exclude these responses is based on the argument that respondents skipping questions are not motivated enough to give serious responses. This means that only the 108 complete responses, out of 227 responses, were taken into account and further analyzed.

The sifting of data was performed on multiple responses from a single respondent. This was done by sorting the responses on Respondent ID. There were no double ID's found. Secondly, the sifting of data was completed by checking the e-mail addresses of the respondents. No repeating email addresses were found within the 108 complete responses.

In this data analysis IP address filtering was not applied, because only one respondent could use the same computer to complete the survey. In addition, IP addresses continuously change because these addresses are subject to change in many cases, for example leased IP addresses. This resulted in the 108 complete responses to be used for further analysis. This suggests that according to the standards set in this research, the Net sample size of the online survey to be further analyzed and taken into account for the final conclusions of this dissertation is 108 responses.

A careful statistical analysis in conducted in the next chapter of Data Analysis and Conclusions, that examines the reliability of this research. Due to the fact that this needs analysis and explanation, the complete reliability check in terms of the amount of respondents is addressed there.

The results of the survey are first of all analyzed using the option of analysis of Surveymonkey. Secondly, the results are converted into Excel to further use statistical manners to review percentages and create charts and averages.

Table.1

Distribution of complete responses per day, response trend

DATE	COMPLETED DAILY RESPONSES
04-18-2014	65
04-19-2014	20
04-20-2014	5
04-21-2014	6
04-22-2014	8
04-23-2014	1
04-25-2014	1
04-28-2014	2
TOTAL	**108**

3.2.2 Qualitative research: Focus groups

According to Morgan (1997), a focus group is a discussion or a group interview, consisting of a small group of individuals usually between six and ten people. The purpose of it is that these people meet together to express their opinions and views on a specific topic defined by a researcher. According to Gilbert (2008), some of the main uses of focus groups are to understand more about where people's knowledge has come from, to encourage people to develop their own views on a specific subject as well as to discuss their knowledge on the topic, and to extend knowledge about the dimensions of a particular process and/or phenomenon which the respondents are familiar with, but the researcher has little knowledge of.

The purpose of conducting focus groups in this research was to identify possible brand associations, brand personality and sources of brand equity (brand awareness, attitude, and attachment). The great advantage of conducting such qualitative research is first of all, the more in-depth information provided by the participants, secondly, the possibility to collect different interpretations and opinions by the participants.

Gilbert (2008) discusses the issue in a multiple method research as is the case, whether one method influences the operationalization of the other methods used. This is influenced by whether the different methods used run simultaneously or sequentially. This could relate to the survey being conducted before the focus group in this research. It is not clear whether the participants of the focus group have participated in the survey too. The risk is that they might be influenced by the survey as they might have assumptions of what the researcher wants to know. It is not expected to create biased outcomes from the focus groups since the focus groups are not solely explanatory but explorative as well. This means that some the focus group questions were similar to those in the survey, whereas other questions were entirely different. This limits the risk of biased outcomes of the focus groups.

3.2.2.1 Design of the focus group

The focus groups complement the survey and dive deeper into how the current target group perceives Vivonline. As previously explained, they serve an explanatory and explorative function. Some of the techniques used during the focus groups were as follows:

a) Free association techniques: Subjects were asked what comes to mind when they think of the brand. A logical step after this technique were follow-up questions such as "What do you like least/the most about this brand?" and so on. This technique is relevant to reveal the associations the existing audience has with Vivonline.

b) Projective techniques: Subjects were asked to convey their impressions of a brand by comparing the brand to people, countries, animals, activities, nationalities and so on. Another projective technique used was archetypes, which s a fundamental psychological association, shared by the members of the culture, with a given cultural object. The purpose of using archetypes is to uncover subconscious motivation for deeply held consumer attitudes and feelings. This technique was used to uncover deeply held judgments, feelings and associations with Vivonline which is a necessary step one and three in the brand building resonance model outlined in the Theoretical Framework

chapter. This is necessary to answer the following two sub questions which need to be answered to solve the main research question:

"What is Vivonline's brand identity?

What is the response of the existing audience towards Vivonline"

c) Brand personality and values: Subjects were asked to imagine that the brand has come to life as a person and to attribute traits to the brand (e.g. attributes such as Sincerity, Excitement, Competence, Sophistication, and Ruggedness etc.). This is related to the brand building resonance model, namely to step two as outlined in the Theoretical Framework chapter. This is necessary to answer the sub question: *"What is Vivonline's brand meaning?''*

3.2.2.2 Sample size, target group and analysis of the results

This section reveals a unique approach to collecting the qualitative data with focus groups. The next section will elaborate further on to the reasons behind choosing this unique approach while this section reveals the steps and decisions taken. This means that this section is more practical, whereas the next section focuses on the theory and motivation behind this approach.

The focus group was organized using Facebook Groups. This approach was chosen, because most of Vivonline's interaction with customers happens on Facebook, therefore this ensures the highest response rate possible. Every morning during four working days a positive and happy message with a link leading to the qualitative questions was posted in these groups. Participants could decide themselves which time of the day is suitable for them to complete the questions. All participants received a tasting package with super foods and chocolate from the Vivonline web shop to thank them for their participation in the focus groups.

Participants of the focus groups were chosen randomly from the current target group of Vivonline and were divided into three different age groups:

a) Age group one: Two female participants of the age in between 45 - 60 years old (the oldest age-group)

b) Age group two: four female participants of the age in between 31 – 44 years old (second oldest age-group)

c) Age group three: four female participants of the age in between 20 – 30 years old (the youngest age-group)

These three age groups participated in all the four days of the focus group discussion. There are two reasons for these different age groups. First of all, to reveal if there are differences in outcomes related to age. Second of all, to enable the researcher to compare the qualitative data to the quantitative data. The age group that was most similar to the outcomes of the survey was compared to the survey. This is outlined in the next chapter, Data Analysis and Conclusions. Each of the four days had a different focus:

a) Day One: Focusing on the brand associations and brand personality according to the current target group of Vivonline.

b) Day Two: Focusing on the behavioral and psychological segmentation of the target audience of Vivonline

c) Day Three: Focusing on questions related to the Brand Resonance Model by Keller and how to deepen the relationship with the current target audience

d) Day Four: Focusing on defining brand associations as well as outlining the personas of the target consumer of Vivonline

The main focus of the further analysis of the qualitative research will be placed on the results collected during Day Three, since the data obtained during this day is the most relevant and useful one for answering the main research question of this dissertation. Day 1 of the focus groups will be used complementary to the survey and to reveal the brand associations and brand personality as seen through the eyes of the current target consumer in line with the customer based brand equity perspective.

Firstly, an overall analysis of the qualitative data is undertaken to determine sufficient keywords to code the qualitative data and enable a quantitative analysis to be undertaken. A limited amount of keywords will be used. However, the keywords must be chosen carefully so that the overall message of the qualitative responses remains. The results collected during the four days of the focus groups were analyzed using the Krippendorff's alpha coefficient, which is a "statistical measure of the extent of agreement among coders, and is regularly used by researchers in the area of content analysis" (Gwet, 2011, p. 1). Krippendorff's alpha is a coefficient that assesses the reliability of data making processes, using coding text, transcripting interviews or categorizing observations into analyzable terms (Krippendorff, 2011, p. 1). To clarify, after coding the qualitative data with keywords and analyzing them a second round of coding using different key words will be conducted on a sample of the outcomes. This is undertaken to boost the research and assess the reliability of the data analysis.

3.2.2.3 A unique focus group approach
As the previous section reveals, a unique approach has been undertaken in this graduation assignment. This section will elaborate further on this approach in terms of the motivation behind choosing this and how this contributed to answering the main research question.

As explained in this chapter, the focus groups have been undertaken online. Regardless of the medium used, focus groups enable in-depth exploration of views and experiences of the participants. The explorative function of the focus groups in this research lead to this unique approach. According to Gilbert (2008) and many other experts in the field such as Morgan (1997), focus groups are usually organized during a specific timeslot likely during one day. Very often they require all participants to meet, in this case online, at the same time. However, in this research the focus groups were organized over the course of four working days. Every morning a positive message was posted, similar in all three Facebook groups, including a link leading to the questions of that day. This allowed participants to interact and decide for themselves which time of the day they wanted to respond. The reason being that the existing audience of the client organization appears to

be busy. This cultivated the response to be of more quality since participants actually had the opportunity to take the time to respond, whenever suited them.

As stated by Gilbert (2008) "the level of interaction which ultimately has a bearing on the type of data produced, is largely dependent on the role taken by the group facilitator'' (in this case the same person as the researcher). In line with the advice about focus groups by many experts in the field including Gilbert (2008), the following actions have been undertaken. Sincere interest in all participants by posting a positive message every morning in the tone of voice the client organization uses to its existing audience. Additionally, the facilitator invited the participants to share unpleasant views as a means of improving points for the client organization. In other words, so that the client organization could learn and grow from these views. Apart from this, the facilitator is ought to take the role of moderator instead of participant. This leads to the level of moderation to be examined and elaborated on. According to Gilbert (2008) most facilitators aim for a medium-level of moderation, as is applied in this research. To specify, guiding the participants by asking specific questions. The reason being that very specific information was needed to sufficiently answer the main research questions and sub questions, as explained previously in this chapter. However, after posting these specific questions to ensure the usability of the qualitative responses, the researcher took a step back and left the group during the course of the day. Please note that the researcher did assist when asked by the participants for assistance in terms of clarification. This allowed the response and interaction to naturally evolve over the course of the day and evening. The next morning a happy positive message accompanied the introduction to the questions of that specific day.

4. ANALYSIS OF FINDINGS AND CONCLUSIONS

To sufficiently answer the problem statement and research question, the data which was obtained in the preliminary and main research stages was carefully analyzed. This provides conclusions.

4.1 Analysis of outcomes from the preliminary research stage

As defined in the methodology chapter, during the preliminary research stage the literature and desk research were conducted. The objective of the desk research was to assist the process of using concepts and models to provide insight and clarity into the problem statement and research question. The objective of the desk research was to analyze the client organization and its current stage and future objectives to ensure this research be aligned with Vivonline's future ambitions.

4.2 Analysis of outcomes from the main research stage

As explained in the methodology chapter, during the main research stage a mixed method was used of quantitative research complemented by qualitative research. The outcomes of both research methods are presented and analyzed in detail and integrated into the final conclusion of this research.

4.2.1 Analysis of the survey outcomes

As outlined in the methodology chapter, the quantitative research method used was a survey conducted with the current target audience of the client organization. The survey was aimed to (a) segment the current target audience of Vivonline and (b) reveal brand associations as perceived by the target audience.

4.2.1.1 Sample reliability Analysis

As outlined in the Methodology chapter, the sample reliability is analyzed further in this section.

To determine the reliability of the sample it is necessary to know the population. However, what can be understood as the population in this research needs more explanation. Vivonline is the website and its existing audience are under investigation during my quantitative as well as the qualitative research projects. As mentioned previously in this research, the Facebook page of the client organization generates the biggest amount of response from its existing audience. Additionally, this audience grows daily. Vivonline intensely uses Facebook for exposure.

The survey was corresponded through a post on the Vivonline Facebook page. The reach of this Facebook page is according to the official Facebook Stats literally derived on 07-06-2014 as follows: 30.700 visitors. This is the amount of people who have visited or liked this page. This number however doesn't represent the total population. The Vivonline Facebook page counts for approximately 9500 fans. However, this number cannot be stated as the population. In fact, the real population of people interested in topics covered by Vivonline is unknown. A rule of thumb in determining the sample size is the larger the sample size compared to the population the more reliable the statistic conclusions are.

It is however still possible to calculate reliability. All official reliability calculators allow a calculation using an unknown population. The formulas applied in these calculations

allow this. The minimal sample size is influenced by 2 main factors, taking a normal distribution as a starting point.

The confidence interval which indicates a margin of error meaning that an outcome of 55 percent in my dataset must be read as laying somewhere between 55 percent - reported confidence interval and 55 percent + reported confidence interval. The confidence level indicates how confident the reader can be that the above is true. Usually the confidence level is set by the researcher on 90%, 95% or 99%.

For this research data I calculated the following using an unknown population:

Based on a confidence level of 95% using an unknown population the calculated confidence level is 9.43 based on a sample of 108 complete responses. And so the conclusion is, that this research is reliable from a statistical perspective.

Table 2: Sample reliability summary

Amount of total responses	226
Amount of complete responses	108
Population	Unknown
Confidence interval	9.43%
Confidence level	95%

4.2.1.2 Integration quantitative and qualitative techniques

This section is about integrating and comparing Quantitative Survey data - Qualitative Focus group data.

The qualitative data was derived from the three focus groups with a difference in age. The purpose was to reveal a difference in responses in relation to the different age groups of the three focus groups. However, after a thorough analysis there were no differences in response between the three focus groups found. Therefore it was not relevant to compare the focus groups that included the median in age, with the quantitative data set of the survey. It is for this reason that the qualitative data from the focus groups was analyzed as 1 data set.

In order to compare the quantitative and qualitative data a clear relation had to be evident. Therefore this section examines the explanatory nature of the qualitative data in relation to the quantitative data. To clarify, this section excludes the explorative part of the focus groups that is analyzed in the previous sections.

The explanatory qualitative data was analyzed to reveal whether it supported and complemented the quantitative data. The following topics were of explanatory nature in the focus groups: psychographic factors, behavioral factors, demographic factors and brand associations. The overall conclusion is that the qualitative data explains, supports and complements the qualitative data. Section 1 of the Appendices presents this in depth analysis.

4.2.1.2 Demographic segmentation

While demographic segmentation is explained in the methodology chapter, this part of the research states the results. After analyzing the outcomes of the survey it became evident that 97,2 percent of the respondents consists of women, which means only 2,8 percent is male. The survey revealed that the majority of respondents have a HBO level of education, namely 50 percent. An amount of 31,5 percent has a MBO level of education. The rest of the respondents are too varied.

Findings from the survey revealed the marital status, which is as follows: 22,2 percent of the respondents are single, 42 percent are living together, whereas 33,3 percent are married. The majority of respondents do not have children, namely 59,8 percent. This means that 40,2 percent of the respondents have children.

The survey outcomes show that a majority of 41,7 percent have a net income between 2000 and 3000 Euros a month. A percentage of 25,9 has a net income of 4000 Euros or more a month.

The last demographic aspect revealed by the survey is that the mass of respondents are between 25 and 33 years old, namely 42 percent. A percentage of 26 is between 34 and 44 years old.

The following figure reveals the three provinces where most of the respondents are living.

Figure 3
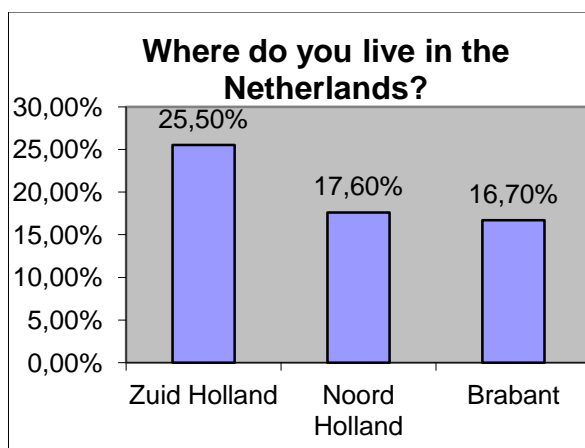
In order to sufficiently examine how the amount of respondents is related to the amount of inhabitants per province, statistics from the CBS (Centraal Plan Bureau) have been taken into account and compared to the outcomes of the survey. With calculating the Pearson correlation coefficient called 'r' that gives an outcome of 0,95, it statistically proves that the outcome has a strong relation to the amount of citizens living per province. It is a Pearson correlation 'r' due to the fact that two variables are compared, only when there are three or more variables taken into account, a Pearson correlation coefficient of 'R' is relevant. From a statistical perspective the conclusion can be drawn that the interest in Vivonline is evenly distributed between all provinces. The amount of correspondents correlates with r=0,95 with the amount of inhabitants per province, and so there is a strong correlation here. The nominal amount of target consumers per province shown in the previous graph is less reliable since the amount of inhabitants differ a lot per province. This is illustrated by the following figures.

Table 3

23. Whats your geographical location?		
Answer Options	Response Percent	Response Count
Drenthe	2,9%	3
Flevoland	3,9%	4
Friesland	3,9%	4
Gelderland	11,8%	12
Groningen	2,9%	3
Limburg	2,9%	3
Brabant	16,7%	17
Noord Holland	17,6%	18
Overrijssel	1,0%	1
Utrecht	10,8%	11
Zeeland	0,0%	0
Zuid-Holland	25,5%	26
answered question		102
skipped question		6
total responses		108

Table 4

Province	No. inhabitants	No respondents
Groningen	579 034	3
Friesland	647280	4
Drenthe	491342	3
Overijssel	1134434	1
Flevoland	391988	4
Gelderland	2005298	12
Utrecht	1228579	11
Noord-Holland	2691426	18
Zuid-Holland	3527449	26
Zeeland	381582	0
Noord-Brabant	2453936	17
Limburg	1122631	3
	Total	102
	Correlation r	**0,95**
Remark		
Formula used in cel showing r : = correlatie(H42:H53;I42:I		

Sub-conclusion: Respondents are equally divided over The Netherlands in terms of geographical location. And so from an equal response ratio per province, it appears that the interest in client organization Vivonline is equally divided from a geographical perspective. The statistics are to be found in the Appendices section 3.

4.2.1.3 Behavioral segmentation

As outlined in the methodology chapter, behavioral segmentation consists of profiling the existing audience based on factors such as user status, usage rate and usage occasion. The outcomes of the survey reveal that a majority of 55 percent has found Vivonline through Facebook. A percentage of 21,3 has found the website through publications in magazines and papers. Taking the difference between digital and traditional media into consideration leads to an outcome of 64,8 percent of respondents which have found Vivonline via digital media and 34,3 percent through traditional media. The following figures show a detailed analysis of the difference between digital and traditional media.

Table 5

1.How did you get to know Vivonline? Max 2 answers.		
Answer Options	Response Percent	Response Count
o Facebook	50,9%	55
o Instagram	11,1%	12
o Twitter	2,8%	3
o Showvandaag TV program	10,2%	11
o Papers / Magazines	21,3%	23
o Frends	15,7%	17
o Radio 10 Gold	2,8%	3
Other (please explain)	16,7%	18
answered question		
skipped question		
total responses		

Breakdown into categories DIGITAL / TRADITIONAL / OTHER		
Digital media		
o Facebook	50,9%	55
o Instagram	11,1%	12
o Twitter	2,8%	3
Total	64,8%	70

Traditional media		
o Showvandaag TV program	10,2%	11
o Papers / Magazines	21,3%	23
o Radio 10 Gold	2,8%	3
Total	34,3%	37

Other (please explain		
o Frends	15,7%	17
o Other (please explain)	16,7%	18
Total	32,4%	35

Breakdown of the 16,7% answers in Other		
o Other digital media,websites,search engines,links and blogs	9,3%	10
o Other traditional media, other TV and radio exposure	4,6%	5
o Mouth to mouth communications	1,9%	2
Total	16,7%	18

Digital media, response of the category OTHER coded and included into these categorie		
o Facebook	50,90%	55
o Instagram	11,10%	12
o Twitter	2,80%	3
o Other digital media	9,26%	10
Total	74,06%	80

Traditional media, response of the category OTHER coded and included into these categor		
o Showvandaag TV program	10,20%	11
o Papers / Magazines	21,30%	23
o Radio 10 Gold	2,80%	3
o Other traditional media	4,63%	5
Total	38,93%	42

The following figures represent when and how long the respondents are visiting the website.

Figure 4

When do you visit Vivonline's website?

Figure 5

What time of the day do you visit Vivonline's website?

Figure 6

How long do you stay on the website?
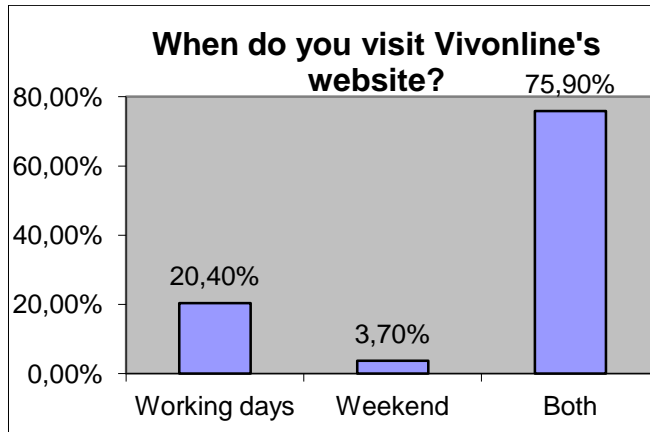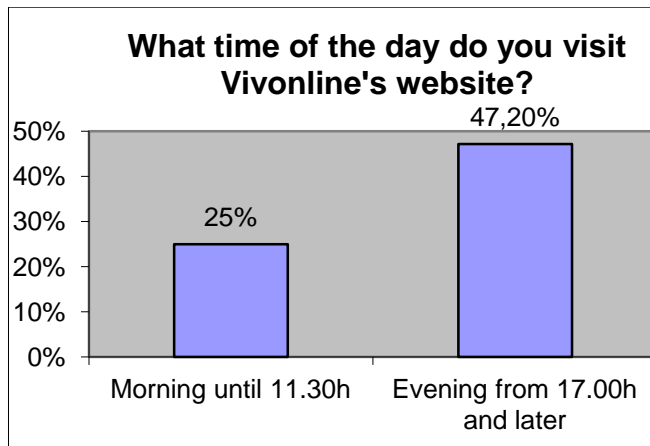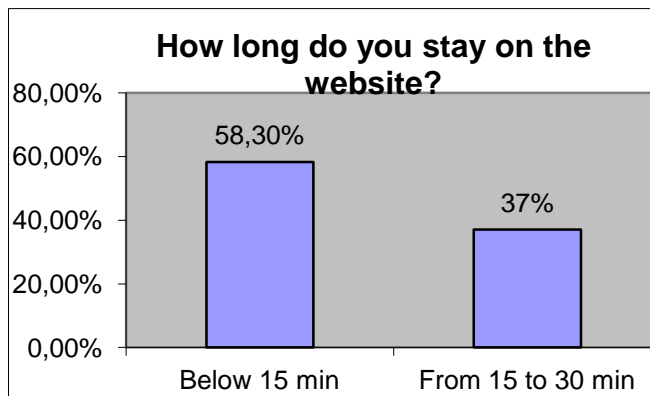
The findings on the reasons behind visiting the Vivonline website show that the mass of respondents visit to explore the website, namely 41,7 percent. A percentage of 35,2 visits the website for that they are interested in the news. The promotions and challenges attract 22,2 percent of the respondents to visit the website. Only 0.9 percent visits the website to purchase products offered in the web shop. The survey revealed that 76,9 percent of the respondents does not purchase any products offered in the web shop of Vivonline.

The following figure displays the respondents' organic food purchase.

Figure 7
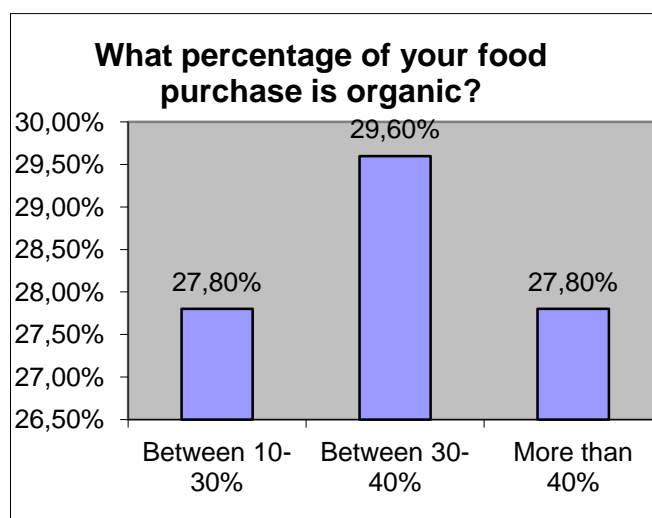
4.2.1.4 Psychographic segmentation
As outlined in the methodology chapter, the relevant part of psychographic segmentation in this thesis is profiling the existing audience based on attitudes and opinions towards Vivonline and online shopping in general. The results reveal that the following aspects have the highest average mean; that is they are valued the most while shopping online. The average mean of quality is the highest which is 3,87, followed by an average mean of 3,69 for assortment and an average mean of 3,67 for safety.

The question 'What is the most important aspect of Vivonline?' related to the content of the website, reveals that health tips are valued as most important with an average mean of 3,85, followed by recipes with an average mean of 3,75 and lifestyle with an average mean of 3,58.

Please note that, the question analyzed in the previous section: behavioral segmentation, about the organic food purchase percentage. It is as well behavioral as it is psychographic since it reveals if the existing audience values organic food. This is what Vivonline promotes, namely a natural organic lifestyle and so this information is relevant to analyze since it reveals a connection between Vivonline and the existing audience.

4.2.1.5 Brand judgments and associations

The following company values are placed in order of importance according to the respondents. Vivonline is valued mostly for the passion the company presents itself with an average mean of 3.58. Sympathy has an average mean of 3.42, followed by accessibility with an average mean of 3.33 and honesty with an average mean of 3.31.

The brand associations resulting from the survey will be complemented by the outcomes of the qualitative research method of focus groups later in this chapter. The survey question 'What associations do you have regarding Vivonline?' where participants could fill in multiple answers, reveals that 64,8 percent of respondents associates Vivonline with a lifestyle, 58,3 percent with an informative source and 53,7 percent with Vivian Reijs.

4.3 Analysis of results from the focus groups

As outlined in the Methodology chapter, the main focus of the data analysis was placed on the results collected during Day Three of the focus groups. Since there was no significant difference between the answers of the respondents per age group, all the responses were taken into account without noting age as a variable. The results obtained during that day were specifically aimed to outline a company profile of Vivonline according to the six building blocks of the Brand Resonance model by Keller. These blocks, as outlined in the Theoretical Framework chapter, further form the four branding objectives of the model, namely (a) Brand identity, (b) Brand meaning, (c) Brand response, and (d) Brand relationships. The results will be presented accordingly, following these four objectives.

4.3.1 Brand Identity

Brand resonance model step 1: Who are you?

The results obtained during the focus group were evident that in terms of *breadth of brand awareness*, the usage situations in which Vivonline comes to mind were (a) food preparation and (b) doing groceries. These two usage situations were mentioned by the highest percent of focus group participants.

In terms of *product category structure*, the product category of "organic" was the dominant one among the responses of the women during Day Three.

4.3.2 Brand Meaning

Brand resonance model step 2: What are you?

Two questions asked during the focus group were aimed to outline the *brand imagery* block of the brand meaning stage. The results from these are revealed in the two figures below:

Figure 8

What does Vivonline mean to you?

80,00%
70,00%   66,70%
60,00%
50,00%
44,40%
40,00%   33,30%
30,00%
20,00%
10,00%
0,00%
         Inspiring   Vivian Reijs   Informative

Figure 9

What is the image of Vivonline?

35,00%
30,00%   28,60%
25,00%   23,80%
20,00%   19,50%
15,00%
10,00%
5,00%
0,00%
         Positive   Sincerity   Friendly
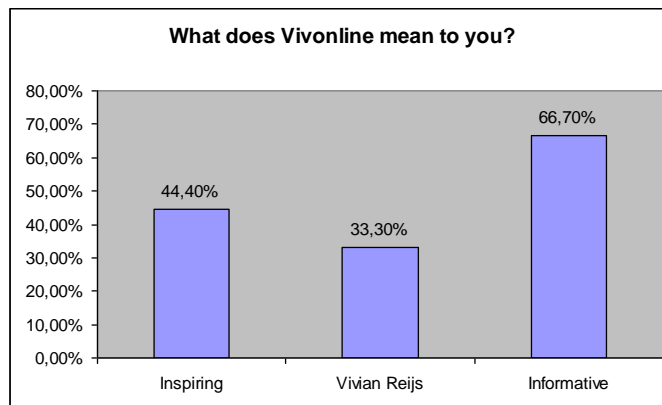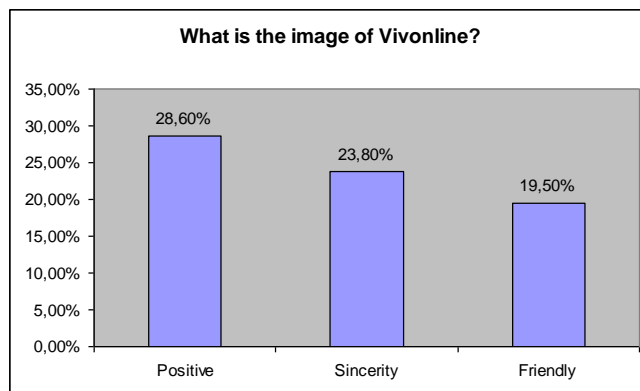
As discussed in the Theoretical Framework chapter, a part of brand meaning is imagery which consists of brand personality and values. The results from the focus group of Day one revealed that according to the existing audience, Vivonline is perceived to have the following brand values shown in the following figure.

Figure 10

Brand values

	Clarity /fresh	Colorful / Diverse	Playful / energetic
	40,00%	40,00%	20,00%
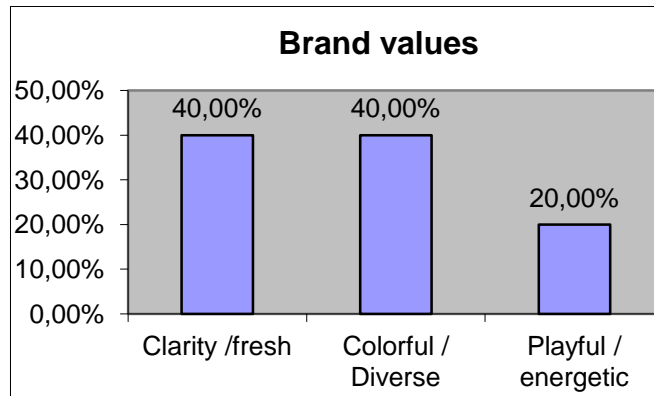
As previously mentioned in the Theoretical Framework chapter, brand personality is attributing human traits to a brand. In branding the following human traits are commonly used, namely; competence, excitement, ruggedness and sincerity. The outcomes of the focus groups of day one acknowledge that Vivonline is mainly perceived to have the human traits of excitement and sincerity as illustrated by the following figure.

Figure 11

Brand personality

Competence	Excitement	Ruggedness	Sincerity
21,43%	35,71%	7,14%	35,71%
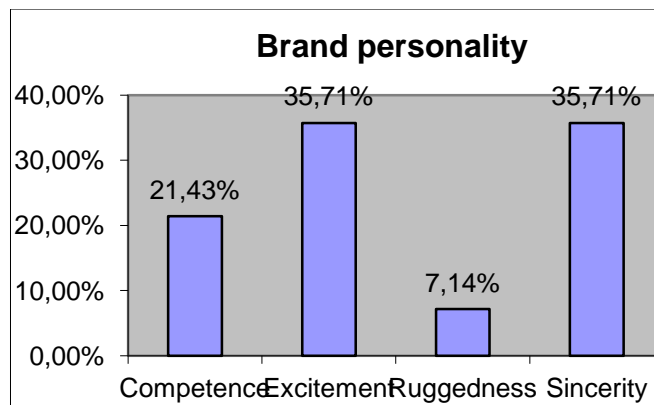
As explained in the Theoretical Framework chapter, brand performance is part of brand meaning. The outcomes of the survey related to the question 'Please state at least one issue on which Vivonline can improve its performance' reveals that the majority of respondents would like more recipes posted on the website and/or Facebook. The second issue that could be improved according to the current target audience is the navigation on the website. Most respondents find the website not very well organized and find the navigation disordered and inconvenient. Thirdly, the existing audience perceives the prices of the products as too expensive. The following figure illustrates this.

Figure 12
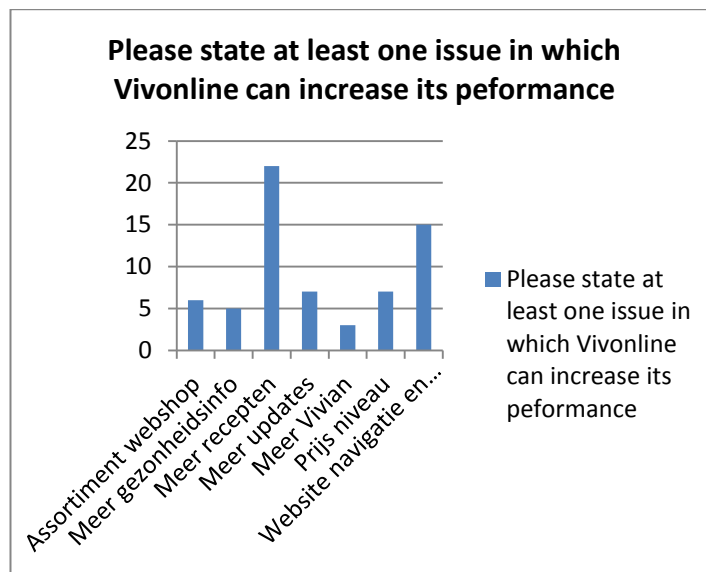
4.3.3 Brand Response

Brand resonance model step 3: What about you?

The brand response stage consists of the two building blocks of *judgments* and *feelings*, as outlined in the Theoretical Framework chapter.

In terms of *brand judgments*, three questions were asked during Day Three of the focus group. The results from the first one outlined that the current target audience of Vivonline described the company's behavior as "motivating". This was the response of 41, 2 % of the women who participated in the focus group. When asked the question "What is something that Vivonline does not do well?" the biggest percent of the same respondents stated "expensive products" and "more interaction". The results of the third question, related to the *brand judgments* block is revealed in the figure below:

Figure 13
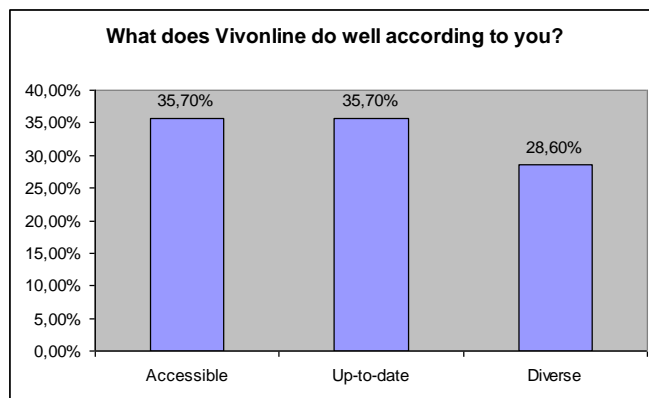
In terms of *brand feelings*, the results revealed that according to the current target audience of Vivonline, the company makes them feel "happy" (25%) and "inspired" (25%).

4.3.4 Brand Relationships

Brand resonance model step 4: What about you and me?

The last stage of the Brand Resonance model by Keller consists of the building block of *brand resonance*, as outlined in the Theoretical Framework chapter. When asked to describe the relationship they have with Vivonline, the highest percent (89%) of the respondents of Day Three of the focus group stated they perceive the company "as a friend".

4.4 Krippendorff intercoder reliability check

As outlined in the methodology chapter, to boost the reliability of the qualitative research in this graduation assignment, an extra test was applied. In conducting research, reliability is an important issue. For this reason the codification of the qualitative analysis is tested. The challenge lies within the classification of the qualitative answers of the focus groups. It is about how to interpret the piece of text given by the respondent.

The following method was applied to solve this potential problem. First of all, a manual text scan has been conducted on the answer of each respondent per qualitative question. General trends were found in the answers. Secondly, a limited amount of classifications were formulated for each specific question. Thirdly, a label was assigned to each answer without scrambling the answer itself. A risk here is the personal factor which plays a role in assigning a classification label. At the end of the day this classification is a human activity and therefore a bit questionable in terms of objectivity and interpretation. To minimize this risk the following steps are taken.

Step 1: To create more reliability in the process of classifying the qualitative answers, an independent classifier assigned the pre-defined set of classification labels to some of the qualitative questions.

Step 2: To test the reliability of the set of qualifications Krippendorff's Alpha test was applied. This test produces an inter-coder reliability coefficient also known as KALPHA and is an indicator giving more insight on the reliability of the classification process. Hayes & Krippendorff (2007) have made clear according to many sources that this is the basic measure and even is usable when some data is missing, which is the case with the responses in this dissertation.

Unfortunately, it was not possible to use applications like PRAM or SPSS. However, in this modern world there is always a solution. An online KALPHA calculator has been made available to the public called Recal. This calculator uses a .CSV file as input to calculate Krippendorff's Alpha.

Step 3: Therefore, a second classification process has been executed. All text labels assigned to the respondent's answers were translated into nominal values and saved the file as a .CSV file. The file was used as the input file into the online KALPHA calculator. To illustrate, the following figure reveals the first and second round of the classification process.

Table 6

Coder1		Coder2		Nominal Coder1		Nominal Coder2	
Answer1	Answer2	Answer1	Answer2	Answer1	Answer2	Anwer1	Answer2
Playful / energetic		Playful / energetic	Excitement (enthusiasm)	4	0	4	3
Competence	Sincerety	Competence	Sincerety	2	5	2	5
Sincerety	Clarity /fresh	Sincerety	Clarity /fresh	5	1	5	1
Excitement (enthusiasm)	Competence	Excitement (enthus	Competence	3	2	3	2
Excitement (enthusiasm)	Sincerety	Excitement (enthus	Sincerety	3	5	3	5
Playful / energetic	Competence	Playful / energetic	Competence	4	5	4	5
Sincerety	Clarity /fresh	Sincerety	Clarity /fresh	5	1	5	1
Playful / energetic	Excitement (enth	Playful / energetic	Excitement (enthusiasm)	4	3	4	3
Playful / energetic	Excitement (enth	Playful / energetic	Excitement (enthusiasm)	4	3	4	3

To offer insight into the CSV file based on the previous figure, which is the input file for the online KALPHA calculator the following figure. The two column's were swapped. The qualitative question in this example generated 2 answers per respondent. Please note the change in columns. Anwer1 codified by Coder1 has to be compared by Anwer1 of Coder2 in order to calculate Alpha.

Table 7

5	5	1	1
3	3	2	2
3	3	5	5
4	4	5	5
5	5	1	1
4	4	3	3
4	4	3	3

Example of the output results, generating Krippendorff's Alpha coefficient as illustrated by the following figure.

Table 8

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	100%	1	9	0	9	18
Variable 2 (cols 3 & 4)	88.9%	0.86	8	1	9	18

Rules of thumb interpreting Krippendorff's Alpha coefficient (Knut De Swert, University of Amsterdam, 2012)

Alfa = 1 means a 100% match of the classifications provided by both coders

Alfa = > 0,80 <1 means that the classifications can be read as within the norm for good reliability

Alfa=> 0,60 <0,80 means that the classification set is still reliable but may need some specific information on why this value is low and why it's still acceptable

Alfa < 0,60 means the classification is not very reliable, there's a need to look for an explanation.

The complete Krippendorff statistics and steps is to be found in the Appendices section: 2.

Please note that Krippendorff's Alpha test has been applied on some of the questions to investigate and test the reliability of both coders and will present the outcomes as an extra (additional/additional support) proof.

4.5 Conclusions

a) Demographic Conclusions
The following conclusions answer the sub question: "*How to segment the existing audience demographically?*"

To conclude, the existing audience consists of well-educated women, most likely with an educational level of HBO. The majority of the current target audience is either living together or married, and most of them do not have children. However, it needs to be taken into account that a percentage of 40,2 percent does have children. Only 22,2 percent of the existing audience is single.

From the respondents, 92, 6 percent has fulfilled a secondary education level or higher. More than half of the existing audience is higher educated, with a level of education of HBO or higher. This is in line with research conducted by researchers from the Departments of Social Research and Public Health of the University of Helsinki, and the Department of Chronic Disease Prevention of the Finnish National Institute for Health and Welfare. Their findings show that lower levels of education and income have a direct impact on healthy dietary habits, because lower educated people place higher priority on price and familiarity as opposed to health as a motive for food purchase (Konttinen H et al., 2012). This reveals that lower educated people are consuming less healthy food and have a lower level of interest in healthy ways of eating and living.

Although the average age of the existing audience is 33 years old, the spread reveals a broad distribution in age, namely 43 years. This is the difference between the youngest respondent of 18 and the eldest of 61. The majority of the existing audience is between 25 and 33 years old. And so, it can be said that the existing audience mainly consists of followers between 25 and 33 years old.

According to the CBS statistics of 2014, the net modal income is 1866 Euros per month. Thus, the conclusion can be drawn that 67,6 percent of the existing audience has an above modal net income. Since marital status and net income are related, the following conclusions can be drawn: the majority of respondents are married or living together and 82 percent of them have an above modal net income. The minority of single respondents with an net income below modal is 37,5 percent. A general conclusion is that the majority of the existing audience has a modal or above modal income. Geographically, the existing audience is equally divided over the provinces in The Netherlands.

Therefore the overall conclusion is that this sub question is sufficiently answered by the quantitative data obtained from the survey analysis.

b) Behavioral conclusions

The following conclusions answer the sub question: *"How to segment the existing audience behaviorally?"*

The conclusion drawn from the findings is that the most effective media channel for future actions, challenges and growth, is Facebook. However, traditional media should not be underestimated. The most effective medium in the traditional media are papers/magazines with 21,30 percent. This is important since it reveals the most efficient medium for potential growth in the future.

A majority of 75,9 percent represents a general visiting behavior. This percentage visits Vivonline during working days and the weekend. To conclude, there is a broad spread in which days the existing audience visits Vivonline. It is too varied to draw a specify. And so, the conclusion is that the client organization needs to take into account that there is no specific day of the week that all followers visit at the same time, it is divided over the course of the week. This means that there is no specified day that is most effective to post new products, actions and news. Another important aspect of this characteristic is that it is not clear when the server could experience an overload. There is no primary moment the limit of capacity was revealing itself.

The results are evident that the amount of visitors is the highest in the evening after 17:00 hours followed by the amount of visitors by the morning time prior to 11:30 hours. This means that the client organization should take into account that after 1700 is the most effective moment to post any new products, actions, challenges of news.

The majority of the existing audience visits Vivonline for a maximum of 15 minutes, namely 58,3 percent. There are quite some visitors who stay longer in between 15 and 30 minutes. To conclude, 95,3 percent of visits to the website are for less than 30 minutes. For this reason, it seems to be important that actions, promotions and new products appear on the screen immediately. During the time frame of 30 minutes the visitor must be exposed to the subject which client organization Vivonline wants to highlight.

A percentage of 41,7 visits the website to orientate themselves, 35,2 percent visits the website to read and view the content of the website. For actions and challenges, 22,2 percent finds their way to the website. Note that the majority of challenges and actions are undertaken through Facebook, which might reveal why this is a lower percentage compared to the previous reasons. The social media response analysis has shown that

response to challenges on Facebook is big and that it leads to a rapid growth in followers. Taken together this means the biggest driver for visits are news, promotions and challenges.

Currently, there appears to be little interest in the web shop. It seems to be necessary to attract visitors to the web shop by news, promotions, actions and challenges. The reason being that a percentage of 57,4 of visitors is driven by news, promotions, actions and challenges.

In line with the previous conclusion, the majority of 76,6 percent does not purchase any products offered by Vivonline. In general 4,2 percent purchases the two most important categories of products, namely super foods and chocolate. The chocolate has recently been promoted off- and online which explains why this is higher than the super foods.

It appears evident that 22,2 percent of all followers seems to be willing to buy. Solely 8,3 percent of the visitors are currently buying products in the web shop. This means there is a potential of 20 percent which is willing to buy. Assuming that 15 percent is actually going to buy, this means that there is a potential of 23,3 percent of visitors is to be an actual buyer. And so, estimated is that a quarter of the visitors is to be a potential or actual buyer. Therefore, it is estimated that a quarter of the visitors is a potential or actual buyer.

The visitors are interested in organic products since 85,2 percent purchases 10 percent of their total amount of food consumption. And so members of the existing audience reveal quite a focus on organic products. From this it can be said that Vivonline has quite a good reach concerning this topic, as they promote a natural and organic lifestyle.

And so the overall conclusion is that this sub question is sufficiently answered by the quantitative data obtained from the survey analysis.

C) Psycho-graphical conclusions
 The following conclusions are ought to answer the sub question: "*How to segment the existing audience psycho-graphically?*"

The existing audience of Vivonline values quality to be the most important when shopping online in general, followed by assortment and safety.

The existing audience values Vivonline's content related to health tips, recipes and body the most and in order of importance. Remarkably low are beauty and mind which is supported by the qualitative data of the focus groups.

In line with the Customer-based brand equity perspective applied throughout this entire research, as seen through the eyes of the existing audience, Vivonline is valued for their passion and sympathy. Easy to use and reliability are valued quite a lot, however they have a relatively low score. The conclusion to be drawn here is, that Vivonline could improve on reliability and website usability. This is supported by the qualitative data

from the focus groups that reveals that the points of improvement are as follows: website and navigation are unclear and unordered and the price of the products is expensive. In addition, the existing audience wants more recipes by Vivonline. These points are mentioned very often during the focus groups, which suggests these are interesting points as they are shared by members of the existing audience of the client organization.

As mentioned in the behavioral conclusions, the existing audience is interested in organic food, this is partly a psychographic conclusion and therefore repeated here.

Therefore the overall conclusion is that this sub question is partly answered by the quantitative data obtained from the survey analysis supported by the qualitative data from the focus groups. Taking into account that this research views from the Costumer-based brand equity perspective, the attitudes of the existing audience towards Vivonline are relevant. Due to the fact that they provide answers to the brand resonance steps applied in this graduation assignment, they are discussed in the conclusions below. Please note that they are related to the psychographic segmentation conclusions.

d) Brand identity conclusions
The following conclusions are ought to answer the sub question: "*What is Vivonline's brand identity?*"

In terms of *breadth of brand awareness*, the usage situations in which Vivonline comes to mind were (a) food preparation and (b) doing groceries. In terms of *product category structure*, the product category of "organic" was the dominant one among the responses of the women during Day Three.

e) Brand meaning conclusions
The following conclusions are ought to answer the sub question: "*What is Vivonline's brand meaning?*"
As seen from the Customer-based brand equity perspective, the meaning of a brand is created in the minds of the consumers. And so, the following brand meaning conclusions are according to the existing audience. As previously explained, brand performance and brand imagery define brand meaning. Brand performance is according to the existing audience defined as motivating. Imagery consists of brand personality, image and values. Vivonline's personality is perceived to be Excitement and Sincerity, where Vivonline's image is experienced to be positive, sincere and friendly. The brand values are perceived to be Clarity/fresh and Colorful/Diverse. Vivonline is associated with informative, founder Vivian Reijs and inspiring.

f) Brand response conclusions:
The following conclusions are ought to answer the sub question: "*What is the response of the existing audience towards Vivonline?*"
As previously outlined, brand response consists of judgments and feelings of the existing audience in relation to Vivonline. The conclusion to be drawn from the focus group findings is that judgments of Vivonline according to the existing audience are,

motivating. The existing audience finds that Vivonline can improve the perceived expensive pricing of products, they want more interaction, a more ordered website and navigation and more recipes. The existing audience judges Vivonline well in terms of being accessible, up-to-date and diverse. The brand feelings the existing audience has with Vivonline are 'happy' and 'inspired'.

g) Brand resonance conclusions

The following conclusions are ought to examine the sub question: "*What is the relation and connection between Vivonline and the existing audience?*" Since this research aims to create resonance with the existing audience, this question is part of the recommendations.

The conclusion that can be drawn is that currently the majority of the existing audience feels that the relationship they have with Vivonline is best described as a friend. The other connection to be found here is that the audience has an interest in organic food, which Vivonline promotes.

h) Overall conclusion

The overall conclusion is that hereby the main research question and all sub questions are answered by the research. *What is the profile of the existing audience of Vivonline and how to strengthen brand resonance?* The profile of the existing target audience is now clear and all the data obtained reveals potential for growth which will be addressed in the next chapter Recommendations.

5. RECOMMENDATIONS

The findings from the preliminary and main research stages, as well as the conclusions presented in the previous chapter, form the foundation on which this chapter is based. This chapter cites the following identified recommendations on how client organization Vivonline should reach its potential brand resonance with the existing audience.

5.1 Recommendations related to the existing audience

In order to create a deeper connection with the existing audience it is necessary to align all actions undertaken by Vivonline with their existing audience. After obtaining the results from the main research stage, two personas of the existing consumer of Vivonline have been drawn. This information belongs to the *user imagery* sub-dimension of the Brand Imagery. The profile of the existing consumer is important for Vivonline to be able to visualize with what type of consumers they currently deal with. This is also essential for any future brand positioning strategies the company might want to design. The two personas of the current target consumer of Vivonline are as follows:

a) Profile one

Name: Joyce Winterberg

Age: 25

Occupation: Corporate Communications specialist

Education: HBO

Marital status: In a relationship

Net income: €2000-3000 per month

Location: Delft, Zuid Holland

Joyce is currently 25 years old, originally from Delft. She has been in a relationship for the past two years, which has led to her moving in with her boyfriend. At the moment they live a small and cozy apartment in the heart of Delft.

Joyce graduated Haagse Hogeschool last year, majoring in Communication Management. Since, she has been working as a Corporate Communications specialist at Exact, a business solutions software company based in Delft. Her net income falls within the category of €2000-3000 per month.

Joyce is very passionate about dancing and every time she has a spare moment, she goes to modern ballet classes. She enjoys being physically active and wants to be fit, so she often ends up in the yoga studio or the gym. Despite of her busy and dynamic lifestyle, she often browses through the internet, looking for inspiration for healthy recipes. Apart from recipes, Joyce is also interested in finding information about how to cook quick, but

healthy and nutritional meals, as well as which essential ingredients need to be stored in her pantry.

Joyce is not vegetarian nor vegan, but she is considerably conscious about what goes into her body. She usually avoids processed and high-in-fat foods and tries to incorporate a large and healthy dose of fruit and vegetables into her daily meals. Joyce often purchases her groceries from organic stores and markets.

b) Profile two

Name: Nienke Veen

Age: 35

Occupation: Management Assistant

Education: HBO

Marital status: Married (with children)

Net income: €2000-3000 per month

Location: Haarlem, Noord Holland

Nienke is 35 years old, and married with two children. She was born and raised in Amersfoort. Currently, she lives with her husband and daughters in Haarlem, Noord Holland. Nienke graduated 10 years ago in Psychology from Hogeschool van Amsterdam. At the moment, she works as a management assistant in a large company in Amsterdam. Her net income falls within the category of €2000-3000 per month.

Nienke is very devoted to her family, saying that her children mean the world to her. She is often very busy being a working mom, but she tries to spend as much time as possible together with her husband and children. Some of the activities that she enjoys doing with her family are outdoor activities such as cycling, taking long walks on the beach and barbecuing or picnicking when the weather is warm. Apart from being with her family, Nienke enjoys going to the spa with her girlfriends or watching a movie together.

As a loving and responsible mom, she wants the best lifestyle for her children and husband. For her it is important that they all have healthy eating habits, enough movement and a good amount of sun and fresh air. Therefore, Nienke is interested in getting to know more about a healthy lifestyle; health tips and healthy recipes for children. She usually seeks such information from lifestyle magazines and blogs.

5.2 Brand resonance model recommendations

Based on the theory, findings and conclusions as outlined in the previous chapters, the brand resonance model by Keller (2011) is applied. A brand resonance pyramid has been designed containing all the brand building blocks for Vivonline. The following figure provides the client organization with a solid foundation to focus their future brand strategy on. The following section functions as a guide through the brand building process with the steps to be undertaken to achieve Vivonline's brand resonance potential.

Figure 14

Brand Relationships

Brand Resonance: Vivonline is perceived by their current online followers as a "*friend*"

Brand Response

Brand Feelings*: Happy* and *Inspired*

Brand Judgements (Positive): Seen as *Motivating; Accessible; Up-To-Date;* and *Diverse*

Brand Judgements (Negative): *Expensive products; More interaction with online followers necessary; There should be more recipes on the Website; Better navigation and usability of the Website is necessary*

Brand Meaning

Brand Imagery:

(a) Brand Personality: *Excitement* and *Sincerity* types

(b) Brand Values: *Clarity/Fresh* and *Colorful/Diverse*

(c) Brand associations: *Informative, Vivian Reijs, Inspiring*

Brand Performance: Motivating

Brand Identity

Breadth of brand awareness:

(a) Food preparation

(b) Doing groceries

Product Category Structure: Organic (food, products)

Step 1: Vivonline's Brand Identity

According to Keller (2011), the first step contains the brand building block of brand salience, which includes breadth and depth of brand awareness as well as product category structure. The objectives of this step are firstly to cultivate deep and broad brand awareness. Secondly, to create identification and association within this case the product category of organic food and products.

To achieve the appropriate brand identity Vivonline must create brand salience. This is related to the brand awareness in the minds of the current followers. The existing audience must be able to recognize and recall the brand. Keller (2011) argues however that this also involves linking Vivonline – brand name, logo, symbol, and so forth – to certain associations held in the memory of the current followers. It is therefore necessary that the existing audience understands Vivonline to be competing in the product category of organic products and foods.

Although the findings of this research reveal that they associate it with this category, it is important that when they are exposed to, and/or think of this product category, they immediately think of Vivonline and its products. In addition, the existing audience must clearly know which needs Vivonline is ought to satisfy. It is therefore recommended that Vivonline communicates what basic functions its brand provides to existing audience.

Keller (2011) explains that "salience influences the formation of the strength of brand associations that make up brand image and gives the brand meaning. Second, creating a high level of brand salience in terms of category identification and needs satisfied is of crucial importance during possible purchase and consumption opportunities." It is strongly recommended that Vivonline creates brand salience since the existing audience does not purchase the branded Vivonline products in the web shop. This step increases the likelihood that branded Vivonline products become a member of the consideration sets of the existing audience. This consideration set is a handful of brands that receive a solid consideration for purchase, and so Vivonline should intensify the identification with the product category and needs satisfied.

Key criteria step 1

First of all, Vivonline should create deep brand awareness in which the brand is easily recognized and recalled. Secondly, Vivonline is advised to create breadth of brand awareness by linking the brand to a range of purchase and consumption situations. So that in the case of Vivonline, the brand comes to mind when doing groceries, preparing food or the product category of organic products and foods. Therefore, the advice is that Vivonline identifies more with the product category and usage situations. For example, by aligning its communication and content to this by revealing usage situations.

Step 2: Vivonline's Brand Meaning

Generating brand meaning requires establishing the brand image based on Vivonline's characteristics and what it represents in the minds of the existing audience. As previously outlined, brand meaning consists of functional, performance-related associations and abstract, imagery-related associations. These brand associations exist in the minds of the current followers and are formed by the direct experience they have with Vivonline. Indirectly, they are formed by advertising and word-of-mouth.

On the level of brand performance, Vivonline is associated with motivating. A very important aspect of performance is quality, this is even supported by the findings in the previous chapter. Performance is about whether Vivonline satisfies the needs of the existing audience. For that 'motivating' has the potential to be expanded, it is essential that Vivonline starts communicating its performance related attributes to the existing audience. Particulary since it affects what the current followers experience and what they hear from others about Vivonline. Additionally, the advice is that Vivonline connects this to the product category of organic products and foods. The consumer needs to know which needs Vivonline satisfies within this category. This leads to the advice of creating thorough positioning strategy. The company needs to reveal they are part of this product category and the points-of-parity and points-of-difference with other brands in this category. This is the ultimate objective of this step in the brand building process. This is highly important in the case of client organization Vivonline since the company does not strongly emphasize on this link to the product category as of yet.

As mentioned before, the price of branded Vivonline products is perceived as expensive. Pricing policy influences the associations in the minds of the consumers. And so, note this is an important aspect to be taken into account while establishing the brand meaning.

Brand imagery consists of a) user profiles, b) purchases and usages situations and c) brand personality and values. The following recommendations are identified as follows:

a) User profiles

User profiles can be described by demographical, behavioral and psychographic factors. It is the type of person that is expected to use Vivonline and functions as a mental image in the minds of the audience. For this reason, the advice is that the client organization aligns all its actions with the personas described in the first section of this chapter. Vivonline could boost the user profiles held in the minds of consumers by highlighting aspiring users of Vivonline. To illustrate, the advice is to reveal that highly valued health experts use Vivonline's products and services.

b) Purchase and usage situations

As revealed in step one, purchase and usage situations are of utmost importance considering the likelihood of purchase. Based on the behavioral and psychographic conclusions in the previous chapter, there is potential for growth here. And so the advice is that Vivonline should clearly portray the existing and new usage situations. For example, through creative content which reveals more options to the audience. As

presented in the conclusions of the previous chapter, the audience wants more interaction. This leads to the option of user-generated content considering usage situations.

c) Brand personality and values

This section emphasizes brand personality and outlines a profile combining the characteristics of the two most dominant brand personalities for Vivonline.

If Vivonline wants to understand the essence of their brand, they should seriously take into account the most dominant brand facets and traits, which were discovered during the main research stage. As previously outlined, the brand personality of Vivonline as rated by its current online followers falls within the two personality types of *excitement* and *sincerity*. According to Aaker (1997), the brand personality type of *sincerity* captures the idea of acceptance and warmth. The same research suggests that the brand personality type of *excitement* connotes the notion of activity, energy and sociability. Both personality types of sincerity and excitement tap an innate part of human personality.

The following brand personality facets and traits can be attributed to Vivonline:

a) Sincerity facets and traits:

- **Facet 1:** *Down-to-earth;*

   Traits: down-to-earth; family-oriented; small-town

- **Facet 2:** *Honest*;

Traits: honest; sincere; real

- **Facet 3:** *Wholesome*;

Traits: wholesome; original

- **Facet 4:** *Cheerful*

Traits: cheerful; sentimental; friendly

b) Excitement facets and traits:

- **Facet 1:** *Daring*

Traits: daring; trendy; exciting

- **Facet 2:** *Spirited*

Traits: spirited; cool; young

- **Facet 3:** *Imaginative*

Traits: imaginative; unique

- **Facet 4:** *Up-to-date*

Traits: up-to-date; independent; contemporary

It is highly recommended that the company outlines what brand personality type they aspire to. Thereafter, they should decide whether or not they are content with the current brand personality which was rated by their online followers. If they aspire to be perceived in a different way, Vivonline should further work towards a direction to change the existing consumer perception by adjusting their overall branding strategy and efforts.

Step 3: Vivonline's response

Brand response relates to the way the existing audience responds to Vivonline - that is what they think and feel about the brand. The distinction is made between what the current followers hold as brand judgments in their 'mind' and what brand feelings they hold in their 'heart'.

Brand judgments are the personal opinions regarding Vivonline; how the current followers connect performance and imagery associations in their mind. As portrayed by the brand resonance pyramid designed for Vivonline, followers judge Vivonline to be 'motivating', 'accessible', 'up-to-date' and 'diverse'. Formally important brand judgments according to Keller (2011) are quality, credibility, consideration of purchase and usage, and brand superiority. This research views Vivonline mainly through the eyes of the current followers. As translated from the findings and conclusions in the previous chapter, Vivonline is perceived to have good quality, as honest and sincere and so as credible. Consideration reveals a potential for growth as part of the recommendations in the previous step. Officially, brand superiority is part of brand performance too. However, this can only be achieved through a positioning strategy as part of the previous recommendations. The reason being that Vivonline needs to be regarded as unique, and greater than other similar brands, particularly those in the same product category.

As touched previously, the points of improvement according to the existing audience are the pricing policy of products, increased levels of interaction, more recipes and the usability of the website in terms of navigation and order. The advice is that the client organization takes these points very seriously and responds to these points outlined by the existing audience. This will display that Vivonline values its existing audience and that

there is indeed an interaction and relationship. Before taking this to the last step of brand resonance, brand feelings need to be addressed as follows.

Brand feelings are the emotional responses and reactions of the followers to Vivonline. The existing audience feels 'happy' and 'inspired' with respect to Vivonline. These two key feelings can be translated into the formal brand feelings of fun, excitement and self-respect. In other words, the existing audience appears to feel cheerful, amused and energized. Vivonline makes them feel better about themselves. Since these are positive responses, it is highly recommended that Vivonline aligns all their actions to these feelings in order to cultivate deeper brand feelings. That is to intensify these feelings by connecting them to the personas in section 5.1 and the brand personality section 5.2 step 2, of this chapter.

Step 4: Brand relationships

Keller (2011) defines the ultimate brand relationship of brand resonance with the customer-based brand equity perspective as, "brand resonance reflects a completely harmonious relationship between customers and a brand." This manifests when all the other branding blocks in the previous steps are entirely integrated with and attuned to the needs, wants and desires of the current followers. It relates to the level of identification and the relationship the existing audience has with Vivonline. It is about the depth of the psychological bond and level of activity in terms of loyalty. It appears evident that the current followers perceive Vivonline as a 'friend' and are open to intensify this relationship since they desire more interaction.

Although the client organization is still in a premature phase of branding, it reveals the potential for achieving intense active relationships with the current followers. The intensity relates to the strength of attachment and sense of community. That is how strongly the loyalty is felt by the existing audience. Activity refers to how frequently the followers purchase and use Vivonline and its products. For that this research revealed the potential for growth in purchase of products. The following section addresses recommendations in relation to product purchase. In general, the advice is that the client organization starts with applying the previous recommendations followed by the following section and after this focus on attitudinal attachment and sense of community. In this way, the client organization Vivonline is expected to achieve its brand resonance potential.

5.4 How to increase purchase of Vivonline's products
According to the findings from the main stage of research, there is little interest in the web shop of Vivonline and not a lot of people purchase from their products. As discovered, 57,4 % of the visitors' reason to go to the website is news, promotions and challenges. The reason for not purchasing a lot of products comes from the perceived expensive prices of the goods as described by the current online followers of Vivonline. This might have been a result of insufficient or not existent brand positioning strategy. Having a well-tailored brand positioning strategy is crucial for the success of product or service offerings of a specific company, as it helps to clarify what the brand is all about-

what is unique about it and why consumers should purchase it and use it. To do so, Vivonline should follow the four main stages of brand positioning, as defined by Keller (2013), which are:

Figure 15. Positioning Frame of Reference

1. • *Who is the target consumer?*
2. • *Who are the main competitors?*
3. • *How the brand is similar to these competitors?*
4. • *How the brand is different from them?*
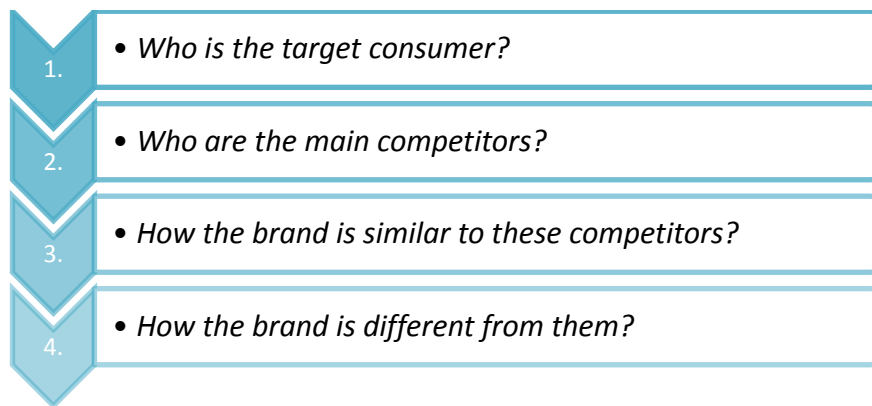
Source: Keller (2013)

(1) Who the target consumer is: This step can be skipped by the company, since this research provides a clear answer to who the target consumer is, as well as consumer segmentation in terms of demographic, psychographic and behavioral bases.

(2) Who the main competitors are: If the company is not familiar with their direct and indirect competition, they should hire an external specialist to do a thorough competitor analysis for them. This analysis will provide Vivonline with information, which will provide them with a solid foundation to decide upon their Points-Of-Parity and Points-Of-Difference with their competitors.

3) How the brand is similar to their competitors: Vivonline should use the competitor analysis information to outline all the points-of-parity with their competitors, or in other words, how their brand offerings are similar to competition. According to Keller (2013), Points-of-parity associations are unique to one's brand, but can be shared with other brands as well. There are three types of POPs and these are as follows:

a) Category points-of-parity: They represent necessary, but not necessarily sufficient conditions for a customer to choose one's brand.

b) Competitive points-of-parity: They represent associations which place one's brand in an unbeatable and very competitive position as compared to other competitors.

c) Correlational points-of-parity: They represent potentially negative associations which arise from the existence of other, more positive associations for one's brand.

(4) How the brand is different from their competitors: Vivonline should use the competitors' analysis information to outline all the points-of-difference with their competitors, or in other words, how their brand offerings are unique and different as

compared to competition. According to Keller (2013), Points-of-difference associations are these benefits and/or attributes which differentiate one's brand from competition by creating strong and positive associations in consumers' minds. In order for a brand association to serve as a point-of-difference, three key considerations should be taken into account:

a) **Desirability:** The point-of-difference must be perceived by target consumers as personally relevant and important.

b) **Deliverability:** The point-of-difference must deliver in terms of feasibility or "a company's actual ability to make the product or service..." (Keller, 2013, p.87), as well as in terms of communicability, which is the company's effectiveness in convincing target consumers of their ability to do so.

c) **Differentiation**: The point-of-difference must be perceived as distinctive and superior in consumers' minds.

An effective marketing approach for Vivonline to establish POPs and PODs in the minds of their consumers is as follows:

Redefine the relationship: If consumers associate Vivonline with expensive products, this might be damaging for the company's brand. A possible and efficient marketing approach to avoid that is by trying to convince consumers that this negative relationship (*pricey products* and *Vivonline*) is in fact positive. This can be achieved by "*providing consumers with a different perspective and suggesting that they might be overlooking or ignoring certain factors or other considerations*" (Keller, 2013, p. 90). For instance, the company can try to convince consumers that the high quality of products, refilled design and healthy benefits are worth the money consumers spend on the products. However, this should be done in an intricate and sophisticated way, which will provide consumers with a strong and credible enough to believe story. What happens then is that the two associations can become mutually reinforcing, meaning that "expensive" or "pricey" can reinforce the association with "Vivonline", thus turning the brand into an expensive trademark of good quality and healthy lifestyle.

5.5 Suggestions and ideas

It seems to be necessary to attract visitors to the web shop by news, promotions, actions and challenges. The reason being that these are the drivers that generate visitors to the website. The existing audience is interested in organic food and values quality, assortment and safety while shopping online. However, the products are perceived as expensive and the usability of the website is perceived as unclear. There is a desire for more interaction. Taken together this leads to the following ideas that client organization Vivonline could consider:

 0. 'Cooking with Viv'

    This could be done by creating a live interaction with the current followers by offering live webinars / video conferences during 15-30 minutes. Live cooking classes offered by Vivian Reijs and friends in which participants can participate online, offered after work hours. The necessary ingredients could be offered in the form of packages in the web shop, the pricing policy needs to be examined.

1. More recipes accompanied by organic food products available in the web shop. The content must include a direct link to the web shop.
2. Health news accompanied by a link to web shop to buy related product's.
3. Offering a book by Vivian Reijs with recipes: qualitative data showed this wish.
4. More products on organic living that are not expensive and help save money later on (sustainability).
5. 'Grow your own Viv lifestyle'
Selling seeds for growing organic fruits and vegetable plants at home. Vivonline promotes an organic natural life style. No to mention, seeds are not expensive.
6. User-generated content to create more interaction and a sense of community, videos & recipes of followers linked to products offered in web shop.
7. Transparency in product quality and pricing.
8. User profiles- highlighting aspiring users such as Rens Kroes bought our super foods, Richard de Leth enjoys our chocolate and so on.

To conclude this graduation assignment, it appears to be evident that the policy question of *"How could Vivonline create brand resonance with the existing audience?"* is hereby answered by revealing a guide for the client organization, that takes the company through the brand building process. This report offers the direction that Vivonline should take that might assist in the growth from the current premature brand into a mature brand with which the existing audience resonates.

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APPENDICES

1. Integrating quantitative and qualitative research data

Question group:Psycho – Grafical

9. Please rate the importancy of the following aspects of online shopping

Answer Options Likert scale	Not important at all 1	Not very important 2	A bit important 3	Very importa nt 4	Rating Average	Respon se Count	Valuatio n
Ø Assortment:	0	2	30	76	3,69	108	High
Ø Price:	0	3	38	66	3,59	107	High
Ø Quality:	0	0	14	94	3,87	108	High
Ø Easy to use:	0	3	33	72	3,64	108	High
Ø Safety:	0	2	31	74	3,67	107	High
				answered question	108	108	
				skipped question	0	0	
				total respon:		538	

Not enough relationship to compare this question to the nicest topics on Vivonline

Psycho-graphical

10. How do you rate Vivonline on these topics		What do you think are the nicest topics within the Vivonline content
Answer Options	**Rating Average Quantitative**	**Valuation Qualitative**
Ø Recipes:	3.75	27,27%
Ø Health tips:	3.85	54,55%
Ø Expert tips:	3.48	54,55%
Ø Expert opinions:	3.32	
Ø News:	3.31	
Ø Loosing weight:	3.07	
Ø Lifestyle:	3.58	9,09%
Ø Beauty:	3.09	9,09%
Ø Body:	3.5	9,09%
Ø Mind:	3.19	9,09%
Sufficient relationship to compare		

Question group: Psycho-graphical

11. How do you rate Vivonline on these values

Answer Options	slecht	voldoende	prima	heel goed	Rating Average	Respon se Count	Valuatio n
Ø Honesty	0	6	62	40	3,31	108	High
Ø Reliability	1	9	57	41	3,28	108	High
Ø Easy accessable	1	5	59	43	3,33	108	High
Ø Easy to use	1	13	57	37	3,2	108	High
Ø Sympathy	2	5	47	54	3,42	108	High
Ø Our passion	1	4	34	69	3,58	108	High
			answered question		108		
			skipped question		0		
			total responses		648		

Not enough relationship to compare this question to the nicest topics on Vivonline

Behaviorally and Psycho-graphical

16. What is the percentage of biological food purchases compared to your total food purchases

Answer Options	Response Percent
0 Less then 10%	14,80%
0 Between 10-30 %	27,80%
0 Between 20-40 %	29,60%
0 more then 40%	27,80%

What do you think are the nicest topics within the Vivonline content

(Legend: 4 main Vivonline topics; Recipes; Sympathy; Tips)

What associations do you have regarding Vivonline, you may state multiple answers	
answered question	108
skipped question	0
total responses	273

15 .What associations do you have regarding Vivonline, you may state multiple answers	What do you associate with Vivonline
Answer Options	Response Percent Quantitative	Valuation Qualitative

Answer Options	Response Percent Quantitative	Valuation Qualitative
0 Information source	58,30%	66,67%
0 Supportive	21,30%	33,33%
0 Lifestyle	64,80%	50,00%
0 Motivator	36,10%	33,33%
0 Vivian Rijs	53,70%	5,56%
0 A good frend providing advice	14,80%	16,67%
0 Other (please explain)	3,70%	5,56%
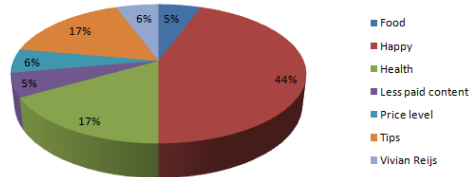
Quantitative Day 4 , question 1

What do you associate with Vivonline

Food	1	5,56%
Happy	8	44,44%
Health	3	16,67%
Less paid	1	5,56%
Price leve	1	5,56%
Tips	3	16,67%
Vivian Re	1	5,56%

What do you associate with Vivonline

(Legend: Food; Happy; Health; Less paid content; Price level; Tips; Vivian Reijs)

Food	1	5,56% Information source
Happy	8	44,44% Information source
Health	3	16,67% Information source
		66,67% Total
Health	3	16,67% Supportive
Tips	3	16,67% Supportive
		33,33% Total
Happy	8	44,44% Lifestyle
Vivian Re	1	5,56% Lifestyle
		50,00% Total
Health	3	16,67% Motivator
Tips	3	16,67% Motivator
		33,33% Total
Tips	3	16,67% A good frend providi
Less paid	1	5,56% Other
Price leve	1	5,56% Other
		11,11%

Answer Options Likert scale	Rating Average	Valuation Quantitative	Valuation Qualitative	
Ø Recipes:	3,75	High	High	
Ø Health tips	3,85	High	High	
Ø Expert tips:	3,48	High	High	
Ø Expert opinions:	3,32	High		
Ø News:	3,31	High		
Ø Loosing weight:	3,07	High		
Ø Lifestyle:	3,58	High		
Ø Beauty:	3,09	High	High	
Ø Body:	3,5	High	High	
Ø Mind:	3,19	High		

Question group: Behaviorally

12.What is the main reason to visit Vivonline. Please choose the best fit

Answer Options	Response Percent	Response Count
Ø The latest promotions / 'challenges'	22,20%	24
Ø Explore the site	41,70%	45
Ø News	35,20%	38
Ø A purchase in the webshop	0,90%	1
	answered question	108
	skipped question	0
	total responses	108

What's your motivation to follow Vivonline

Actual, Credibility, Healthy, Inspiration, Interest, Originality, Recipes
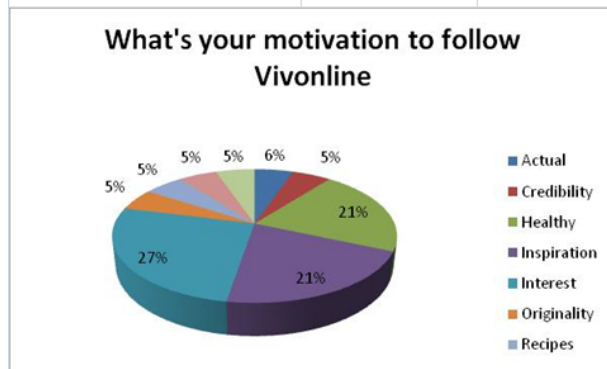
Qualitative

Waarom volg jij Vivonline? Wat is jouw persoonlijke motivatie? Geef minstens 3 redenen en motiveer je antwoord alsjeblieft.

Rijlabels	Aantal van Tips				
Actual	1	1	5,26%		
Credibility	1	1	5,26%	5,26%	
Healthy	4	4	21,05%		
Inspiration	4	4	21,05%	21,05%	
Interest	5	5	26,32%		
Originality	1	1	5,26%		
Recipes	1	1	5,26%		
Tips	1	1	5,26%	5,26%	
Vivian Reijs	1	1	5,26%	31,58%	total of actual, inspiration and
Eindtotaal	19				

Quantitative / Qualitative
Question group: Behaviorally
12.What is the main reason to visit Vivonline. Please choose the best fit

Answer Options	Response Percent Quantitative	Response Percent Qualitative	
Ø The latest promotions / 'challenges'	22,20%	31.58%	Response on interest and Actual
Ø Explore the site	41,70%	47.37%	Response on interest and inspiration
Ø News	35,20%	31,58%	Response on actual, inspiration and tips
Ø A purchase in the webshop	0,90%	N/A	
			What's your motivation to follow Viv

12.What is the main reason to visit Vivonline. Please choose the best fit	What's your motivation to follow Vivonline	Explanantion of the qualitative percentage		
Answer Options	Response Percent Quantitative	Valuation Qualitative		
Ø The latest promotions / 'challenges'	22,20%	31.58%	Response on interest and actual	
Ø Explore the site	41,70%	47.37%	Response on interest and inspiration	
Ø News	35,20%	31,58%	Response on actual, inspiration and tips	
Ø A purchase in the webshop	0,90%	N/A		

Welke menselijke eigenschappen heeft Vivonline? Noem er minstens twee en waarom juist deze?				
Rijlabels	Aantal van Associationa ALL			
Competence	3	21,43%	Competence	21,43%
Excitement (enthusiasm)	5	35,71%	Sincerity	35,71%
Ruggedness	1	7,14%		57,14%
Sincerity	5	35,71%		
Eindtotaal	14			

15 .What associations do you have regarding Vivonline, you may state multiple answers	Which human properties do you recognise in Vivonline	Explanantion of the qualitative percentage		
Answer Options	Response Percent Quantitative	Valuation Qualitative		
0 Information source	58,30%	57,14%	Response on competence and sincerity	
0 Supportive	21,30%	35.71%	Response on exitement (enthusiasm)	
0 Lifestyle	64,80%	N/A	N/A	
0 Motivator	36,10%	35.71%	Response on exitement (enthusiasm)	
0 Vivian Rijs	53,70%	N/A	N/A	
0 A good frend providing advice	14,80%	21.43%	Response on competence	
0 Other (please explain)	3,70%	N/A	N/A	

2. Krippendorff Intercoder reliability

Testing the codification of the qualitative analysis.

In doing research intercoding reliability is an important issue. The problem is how to classify the answer. How to interpret the piece of text given by the respondent.

I used the following method to solve this potential problem.

- I performed a manual text scan on the answer of each respondent per qualitative question.
- I noted the general trends in these anwers
- I formulated a limited amount of classifications for each specific question
- I assigned a label to each answer in without scrambling the answer itself

   A risk here is the personal factor which plays a role in assigning a classification label. At the end of the day this classification is a human activity and therefore a bit questionable.
   To minimize this risk I took the following steps;

- To create more reliability into the process of classifying the qualitative answers I asked an independent classifier to assign the pre-defined set of classification labels to some of the qualitative questions.
- To test the reliability of my set of qualifications I used Krippendorf's Alpha test. This test produces a inter-coder reliability coefficient also known als KALPHA and is an indicator giving more insight on the reliability of the classification process. Hayes & Krippendorff (2007 – www.afhayes.com/public/kalpha.pdf) have made clear according to many sources that this is the basic measure and even is usable when some data is missing, which is the case in my responses.

Unfortunately I was not able to use applications like PRAM or SPSS. But in this modern world there's always a solution. On this link , http://dfreelon.org/utils/recalfront/ an online KALPHA calculator has been made available to the public called Recal. This calculator uses a .CSV file as input to calculate Krippendorf's Alpha.

This forced me to execute a second classification process. I translated all text labels assigned to the respondents answers into nominal values and saved the file as a .CSV file. The file I used as the input file into the online KALPHA calculator.

Example of the first and second classification process:

Coder1 Anwer1	Anwer2	Coder2 Anwer1	Anwer2	Nominal Coder1 Answer1	Answer2	Nominal Coder2 Answer1	Answe
Playful / energetic		Playful / energetic	Excitement (enthusiasm)	4	0	4	3
Competence	Sincerety	Competence	Sincerety	2	5	2	5
Sincerety	Clarity /fresh	Sincerety	Clarity /fresh	5	1	5	1
Excitement (enthusiasm)	Competence	Excitement (enthus	Competence	3	2	3	2
Excitement (enthusiasm)	Sincerety	Excitement (enthus	Sincerety	3	5	3	5
Playful / energetic	Competence	Playful / energetic	Competence	4	5	4	5
Sincerety	Clarity /fresh	Sincerety	Clarity /fresh	5	1	5	1
Playful / energetic	Excitement (enth	Playful / energetic	Excitement (enthusiasm)	4	3	4	3
Playful / energetic	Excitement (enth	Playful / energetic	Excitement (enthusiasm)	4	3	4	3

Example of the CSV file bases on the above file, which is the input file for the online KALPHA calculator.I had to swap two column's .The qualitative question in this example generated 2 answers per respondent. You may remark the change in column's. Anwer1 codified by Coder1 has to be compared by Anwer1 of Coder2 in order to calculate Alpha.

4	4	0	3
2	2	5	5
5	5	1	1
3	3	2	2
3	3	5	5
4	4	5	5
5	5	1	1
4	4	3	3
4	4	3	3

Example of the output results , generating Krippendorf's Alpha coefficient;

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	100%	1	9	0	9	18
Variable 2 (cols 3 & 4)	88.9%	0.86	8	1	9	18

Rules of thumb interpreting Krippendorff's Alpha coefficient: (source: http://www.polcomm.org/wp-content/uploads/ICR01022012.pdf)

Alfa = 1 means a 100% match of the classifications provided by both coders

Alfa = > 0,80 <1 means that the classifications can be read as within the norm for good reliability

Alfa=> 0,60 <0,80 means that the classification set is still reliable but may need some specific information on why this value is low and why it's still acceptable

Alfa < 0,60 means the classification is not very reliable, there's a need to look for an explanation.

I applied Krippendorf's Alpha test on some of the questions to investigate and test the reliability of both coders and will present the outcomes as an extra proof.

Krippendorff test Day3 Question 1 elaboration

Kun je zo duidelijk mogelijk Vivonline beschrijven? Kun je Vivonline aan mij voorstellen als persoon op een feestje? WIE is Vivonline? Beschrijf haar menselijke eigenschappen, energie, uiterlijk, beroep, hobbies.

		Coder1		Coder2		Nominal Coder1		Nominal Coder2	
		Anwer1	Anwer2	Anwer1	Anwer2	Answer1	Answer2	Anwer1	Answer2
F1 (45-60)D3 Q1	Je is vrolijk, sociaal en graag het middelpunt van de belangstelling. Draagt feestkleding en - makeup, is slank, aantrekkelijk en werkzaam als ondernemer in de lifestyle branche. Haar hobby's liggen op het gebied van reizen en sportief bezig zijn.	Playful / energetic			Playful / energetic	Excitement (enthusiasm)	4	0	4	3
F1 (45-60)D3 Q1	Vivonline aangenaam: door de jaren heen foodwise geworden, een happy healthy en met die wijsheden wil ik zoveel mogelijk mensen met mij een	Competence	Sincerety	Competence	Sincerety	2	5	2	5
F2 (31 -44) D3 Q1	van iemand die van zowel binnen als buiten schitterend is. Ze houdt van actief bezig zijn, liefst in de buitenlucht maar ze is ook niet vies van een mooi	Sincerety	Clarity /fresh	Sincerety	Clarity /fresh	5	1	5	1
F2 (31 -44) D3 Q1	Viv is bewust, positief, leergierig staat open voor nieuwe ideeen en is niet bang een uitdaging aan te gaan.	Excitement (enthusiasm)	Competence	Excitement (enthu:	Competence	3	2	3	2
F2 (31 -44) D3 Q1	Vivonline associeer ik toch heel duidelijk met Vivian Reijs. Ik ken haar niet, maar dan zou ik zeggen; jeugdig, sprankelend, positief met altijd een aardig woord voor iedereen. Attent en correct in al haar contacten, maar	Excitement (enthusiasm)	Sincerety	Excitement (enthu:	Sincerety	3	5	3	5
F3 (31 -44) D3 Q1	als beroep misschien de eigenaar van een winkel met gezonde voeding en als hobbies sauna, vakantie, sporten, lezen.	Playful / energetic	Competence	Playful / energetic	Competence	4	5	4	5
F3 (31 -44) D3 Q1	Hobby's: paardrijden... Gewoon genieten in de natuur. Galop over t strand. Haar in de wind.	Sincerety	Clarity /fresh	Sincerety	Clarity /fresh	5	1	5	1
F3 (31 -44) D3 Q1	Mooi, positief, vrolijk, health coach, sportief, nuchter. Ik zou vivonline beschrijven als een super inspirerend bedrijf. Eigenschappen zijn dat ze voor kwaliteit gaat , weet wat ze willen, probeert zoveel mogelijk mensen te bereiken. sociaal sterk is, en iets moois wil overdragen op andere	Playful / energetic	Excitement (enth	Playful / energetic	Excitement (enthusiasm)	4	3	4	3
F3 (31 -44) D3 Q1	mensen. Vivonline is altijd bruisend en heel variërend in het aanbod.	Playful / energetic	Excitement (enth	Playful / energetic	Excitement (enthusiasm)	4	3	4	3

Kun je zo duidelijk mogelijk Vivonline beschrijven? Kun je Vivonline aan mij voorstellen als persoon op een feestje? WIE is Vivonline? Beschrijf haar menselijke eigenschappen, energie, uiterlijk, beroep, hobbies.

		Rijlabels	Aantal van Playful	Nominal code Krippendorff Alpha test					
	Playful / energetic	Clarity /fresh	2	1					
	Competence	Competence	3	2					
	Sincerety	Excitement (enthusiasm)	4	3					
	Excitement (enthusiasm)	Playful / energetic	3	4					
	Excitement (enthusiasm)	Sincerety	4	5		CSV INPUT			
	Playful / energetic	Eindtotaal	16			4	4	0	3
	Sincerety					2	2	5	5
	Playful / energetic					5	5	1	1
	Playful / energetic					3	3	2	2
	Sincerety					3	3	5	5
	Clarity /fresh					4	4	5	5
	Competence					5	5	1	1
	Sincerety					4	4	3	3
	Competence					4	4	3	3
	Clarity /fresh								
	Excitement (enthusiasm)								
	Excitement (enthusiasm)								

Decribe Vivonline (all focusgroups)

Legend: Clarity /fresh, Competence, Excitement (enthusiasm), Playful / energetic, Sincerety

Krippendorf result (input CSV file)

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	100%	1	9	0	9	18
Variable 2 (cols 3 & 4)	88.9%	0.86	8	1	9	18

Alfa = 1 means a 100% match of the classifications provided by both coders
Alfa = > 0,80 <1 means that the classifications can be read as within the norm for good reliability
Alfa=> 0,60 <0,80 means that the classification set is still reliable but may need some specific information on why this value is low and why it's still acceptable
Alfa < 0,60 means the classification is not very reliable, there's a need to look for an explanation.

Krippendorff test Day3 Question 4 elaboration

WAT is Vivonline? WAT betekend Vivonline? Wat doet Vivonline?   Definieer Vivonline in je eigen woorden, wat betekend Vivonline?

		What does Vivonline / Performance		What means Vivonline / Imagery		A1	A2	A1	A2
		Answer1	Answer2	Answer1	Answer2				
		Coder1		Coder2		Nominal Coder1		Nominal Coder2	
F1 (45-60)D3 Q4	Vivonline is een leuke, goed onderhouden website met goed gesorteerde webshop met informatie en aanbod over de kijk van Vivian Reijs over gezonde voeding.	Actual	Vivian Reijs	Actual	Healthy	1	3	1	1
F1 (45-60)D3 Q4	Een helder en fris overzicht van het gezonde en lekkere leven van Vivian, wat ze via een website aan zoveel mogelijk mensen wil delen.	Clarity /fresh	Vivian Reijs	Clarity /fresh	Vivian Reijs	2	4	2	4
F2 (31 -44) D3 Q4	Een platform over binnen en buiten mooi en gezond zijn.	N/A	Healthy	N/A	Healthy	0	1	0	1
F2 (31 -44) D3 Q4	Bewustwording dat dingen ook anders kunnen, verandering brengt veel goeds. Klein vb: meer slaap brengt meer als je denkt. Je voelt je niet alleen beter maar ziet er gelijk beter uit. Groot voordeel je staat hierdoor ook sterker in je schoenen en dus stevig voor je ideeen.	Informative	Inspiring	Informative	Inspiring	3	2	3	2
F2 (31 -44) D3 Q4	Vivonline is een website voor vrouwen met een interesse in gezond en bewust leven. Ik associeer Viv sterk met Vivian, maar je kunt ook denken aan 'vivre' leven, plezier (vive la France...) Vivonline wil op een luchtige, laagdrempelige en plezierige manier een bijdrage leveren aan kennis delen over gezond/bewust leven, van food tot mind.	Informative	Social approval / Responsible	Clarity /fresh	Inspiring	3	3	2	2
F3 (31 -44) D3 Q4	Vivonline is volgens mij opgezet door Vivian om haar kennis te delen met anderen en te inspireren gezonder te leven. Ik denk dat de website dat uitstraalt. Er wordt je niets opgedrongen,maar alles wordt geloofwaardig en professioneel overgebracht.	Informative	Vivian Reijs	Informative	Vivian Reijs	3	3	3	3
F3 (31 -44) D3 Q4	Vivonline is een richtlijn voor het volgen van een healthy lifestyle die voor iedereen haalbaar is. Sterker nog, ik denk dat als je niets hebt met deze leefstijl je door Vivonline het echt leuk gaat vinden.	Informative	Inspiring	Informative	Inspiring	3	2	3	2
F3 (31 -44) D3 Q4	Online inspiratie voor goede, gezonde voeding en een happy mind	Informative	Inspiring	Informative	Inspiring	3	2	3	2
F3 (31 -44) D3 Q4	Vivonline is een informatief platform waarbij je heel veel informatie krijgt om de kwaliteit van je leven te kunnen optimaliseren. Juist de combinatie met website - producten verkoop online en andere activiteiten is het een heel mooi bedrijf. Vivonline betekent voor mij een super leuke inspirerend bedrijf die je stimuleert om dingen die jullie willen overbrengen toe te passen in je eigen leven. Viv online doet zoveel, en dat maakt het juist zo leuk. zoals super mooie blogberichten-	Informative	Inspiring	Informative	Inspiring	3	2	3	2

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

				CSV input for Krippendorff test on subquestion 1	
				1	1
				2	2
				0	0
				3	3
	What does Vivonline / Performance		What means Vivonline / Imagery	3	2
	Actual		Vivian Reijs	3	3
	Clarity /fresh		Vivian Reijs	3	3
	N/A		Healthy	3	3
	Informative		Inspiring	3	3
	Informative		Social approval / Responsible		
	Informative		Vivian Reijs		
	Informative		Inspiring	CSV input for Krippendorff test on subquestion 2	
	Informative		Inspiring	3	1
	Informative		Inspiring	4	4
				1	1
				2	2
				3	2

	WAT is Vivonline? WAT betekend Vivonline? Wat doet Vivonline?		Nominal code Krippendorff Alpha test	3	3
Rijlabels	Aantal van What does Vivonline / Performance			2	2
Actual	1	11,11%	1	2	2
Clarity /fresh	1	11,11%	2	2	2
Informative	6	66,67%	3	2	2
N/A	1	11,11%	0		
Eindtotaal	9				

	Definieer Vivonline in je eigen woorden, wat betekend Vivonline?		Nominal code Krippendorff Alpha test
Rijlabels	Aantal van What means Vivonline / Imagery		
Healthy	1	11,11%	1
Inspiring	4	44,44%	2
Social approval / Responsible	1	11,11%	3
Vivian Reijs	3	33,33%	4
Eindtotaal	9		

Krippendorff test on the results of : What does Vivonline / Persformance

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	88.9%	0.817	8	1	9	18

Krippendorf test on the results of : What means Vivonline / Imagery

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	77.8%	0.682	7	2	9	18

Krippendorf explanation on why 0,682 is acceptable: Coder2 used two other interpretations, answer of the respondent is multiple interpretable

Alfa = 1 means a 100% match of the classifications provided by both coders
Alfa = > 0,80 <1 means that the classifications can be read as within the norm for good reliability
Alfa=> 0,60 <0,80 means that the classification set is still reliable but may need some specific information on why this value is low and why it's still acceptable
Alfa < 0,60 means the classification is not very reliable, there's a need to look for an explanation.

Krippendorff test Day3 Question 8 elaboration, part 1

		CODER1			Coder2			Nominal Coder1			Nominal Coder2	
	Watvoor gevoelens geeft Vivonline jou? Wat voor emoties voel je door Vivonline te volgen? Geef minstens 3 emoties en motiveer waarom alsjeblieft.											
		Emotion1	Emotion2	Emotion3	Emotion1	Emotion2	Emotion3	A1	A2	A3	A1	A2
F1 (45-60)D3 Q8	1. Mijn onvermogen om net zo gezond te eten als Vivonline voorschrijft 2. Het voornemen om het beter te doen 3. Geamuseerd door de leuke afbeeldingen	Guilty	Inspired	Amused	Guilty	Inspired	Amused	3	5	1	3	5
F1 (45-60)D3 Q8	- positieve energie/vrolijkheid > artikelen en illustraties wekken dit op. - doorzetten > "op karakter" verdergaan in bijv. sporten, gezond eten. - Veiligheid > hoe maak ik zaken voor mezelf veiliger, zonnen, eten, beschermen van mijn waardevolle lijf.	Inspired	Save	Persistance	Inspired	Save	Curious / excit	5	7	6	5	7
F2 (31 -44) D3 Q8	bezig zijn, motiveert om gezond te leven, heel soms schuldgevoel omdat jet altijd beter kan en soms jaloers als het gaat om dure producten en	Inspired	Guilty		Inspired	Guilty		5	3	0	5	8
F2 (31 -44) D3 Q8	Ik word weer even scherp gesteld, krijg leuke ideeen en makkelijk gemotiveerd de healthy life style te houden. Emoties vrolijk, nieuwsgierig en excited	Inspired	Happy	Curious / excited	Inspired	Happy	Curious / excit	5	4	2	5	4
F2 (31 -44) D3 Q8	Blij; het leven is leuk (fotografie, tone of voice). Zelfverzekerd gevoel; we zijn allemaal leuk en kunnen elke dag opnieuw onszelf verbeteren! Body, Food; telkens nieuwe onderwerpen. Challenges. Teamgevoel; we zijn onderdeel van een groter geheel. Wij vrouwen.... Kunnen elkaar supporten op de terreinen die Vivonline centraal	Happy	Self confiden	Support	Happy	Curious / ex	Support	4	8	0	4	2
F3 (31 -44) D3 Q8	Ik wordt er vrolijk van, en ik voel me gemotiveerd om goed voor mezelf te zorgen. Soms voel ik me ook wel eens overspoeld, omdat ik graag gezond wil leven. Maar dat dat niet altijd mogelijk is omdat mijn partner niet mee wil werken en we er meestal	Happy	Inspired	Guilty	Happy	Inspired	Guilty	4	5		4	4
F3 (31 -44) D3 Q8	Vrolijk!	Happy	N/A	N/A	Happy	0	0	4	0		4	0
F3 (31 -44) D3 Q8	Blij vanwege de vrolijke site. Nieuwsgierig naar nieuwe updates. Positief gevoel door wat de site uitstraalt en de happy info die erop staat.	Happy	Curious / excited		Happy	Curious / excited		4	2	0	4	2

Krippendorff test Day3 Question 8 elaboration, part 2

There's no differentiation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

Emotions all	Rijlabels	⌄ Aantal van Emotions all			Nominal code Krippendorff Alpha test				
Guilty	Amused	1		4,17%	1				
Inspired	Curious / excited	3		12,50%	2				
Inspired	Guilty	3		12,50%	3				
Inspired	Happy	6		25,00%	4				
Happy	Inspired	6		25,00%	5				
Happy	N/A	1		4,17%	0				
Happy	Persistance	1		4,17%	6				
Happy	Save	1		4,17%	7				
Happy	Self confidence	1		4,17%	8				
Inspired	Support	1		4,17%	9				
Save	**Eindtotaal**	**24**							
Guilty					Tabel gekopeieerd , kreeg op een of andere				
Happy					manier grafiek anders niet goed.				
Self confidence	Amused	1		4,17%	Onderste tabel is de actieve voor de grafiek				
Inspired	Curious / excited	3		12,50%					
N/A	Guilty	3		12,50%					
Curious / excited	Happy	6		25,00%					
Inspired	Inspired	6		25,00%		CSV subquestion 1		CSV subquestion 3	
Amused	N/A	1		4,17%		3	3	1	1
Persistance	Persistance	1		4,17%		5	5	6	2
Curious / excited	Save	1		4,17%		5	5	0	0
Support	Self confidence	1		4,17%		5	5	2	2
Guilty	Support	1		4,17%		4	4	0	0
Curious / excited	**Eindtotaal**	**24**				4	4	0	3
						4	4	0	0
						4	4	0	0
						4	4	2	2

Felt emotions exploring Vivonline

	CSV subquestion 2	
	5	5
	7	7
	3	8
	4	4
	8	2
	5	4
	0	0
	2	2
	5	5

Krippendorf test on first detected Emotion in respondents text , emotion1

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	100%	1	9	0	9	18

Krippendorf explantion on emotion1 : Perfect match

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	66.7%	0.619	6	3	9	18

Krippendorf explanation on emotion2: 0.619 is low but still acceptable, coder2 used 3 differentiating classifications due to multi interpretable text of respondents

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	77.8%	0.679	7	2	9	18

Krippendorf explanation on emotion3: 0.679 is somewhat low, coder2 used 2 differentiating classifications due to multi interpretable test of respondents

Alfa = > 0,80 <1 means that the classifications can be read as within the norm for good reliability
Alfa=> 0,60 <0,80 means that the classification set is still reliable but may need some specific information on why this value is low and why it's still acceptable
Alfa < 0,60 means the classification is not very reliable, there's a need to look for an explanation.
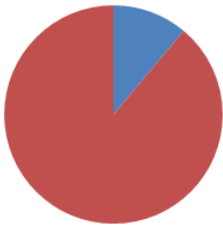
Krippendorff test Day3 Question 9 elaboration, part 1

Kun je omschrijven watvoor relatie je hebt met Vivonline en waarom? Stel je hierbij voor dat Vivonline een persoon is waarmee je daadwerkelijk een relatie					
		Coder1	Coder2	Coder 1 Nomina	Coder2 Nominal
F1 (45-60)D3 Q	Een kennis, die het, net als ik, leuk vindt als we elkaar weer eens zien.	Acquaintance	Friend	1	2
F1 (45-60)D3 Q	Een goede vriendin. Advies in dingen, (diplomatieke) kritiek op gedrag. Tips om ergens te eten. Een steuntje om door te sporten.	Friend	Friend	2	2
F2 (31 -44) D3 (	Een vriendin die je eens per maand ziet maar als dat niet lukt zijn er geen verwijten over en weer.	Friend	Friend	2	2
F2 (31 -44) D3 (	Haha vrij open, we checken elkaar niet dagelijks maar weet dat ik contact op kan nemen als ik wil. Goede vriend die je af en toe uit het oog verliest maar die je af en toe erbij betrekt.	Friend	Friend	2	2
F2 (31 -44) D3 (	Prima relatie; als we elkaar ontmoeten is het leuk, waardevol. Zien we elkaar even niet, dan vallen we er zo weer in! Als een lieve middelbare schoolvriendin.	Friend	Friend	2	2
F3 (31 -44) D3 (	Een hechte vriendschappelijke relatie. Vriendinnen die samen stappen, shoppen maar ook met een kop thee op de bank kunnen hangen.	Friend	Friend	2	2
F3 (31 -44) D3 (	Vriendschappelijk. Je bent open en eerlijk naar elkaar en leert van elkaar	Friend	Friend	2	2
F3 (31 -44) D3 (	Hechte vriendschapsrelatie waarmee ik dagelijks contact zoek.	Friend	Friend	2	2
F3 (31 -44) D3 (	Ik zou een liefdevolle relatie hebben, en dagelijks contact willen hebben, zoals informatie met elkaar delen, misschien via openbare facebook groep om met andere mensen ook in contact te komen die interesse hebben in alles wat vivonline met ons deelt.	Friend	Friend	2	2

Krippendorff test Day3 Question 9 elaboration, part 2

				CSV file as input Krippendorff t	
Stel jej voor dat Vivonline een persoon is waarmee je daadwerkelijk een relatie kunt hebben. Omschrijf deze relatie.				1	2
Acquaintance				2	2
Friend				2	2
Friend				2	2
Friend				2	2
Friend				2	2
Friend				2	2
Friend				2	2
Friend				2	2
Friend					

Rijlabels ▾	Aantal van Stel jej voor dat Vivonline een persoon is waarmee je daadwerkelijk een relatie	Nominal code	Krippendorff Alpha test
Acquaintance	1	11,11%	1
Friend	8	88,89%	2
Eindtotaal	**9**		

How do you relate to Vivonline as it were a personality

- Acquaintance
- Friend

Krippendorf test on the results of How do you relate to Vivonline as it were a personality

	Percent Agreement	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	88.9%	0	8	1	9	18

Krippendorf explanation: The Alpha is reported is 0. I cannot explain the reason because the difference between both coders is in 1 classification
A Percent agreement of 88,9% is reported which looks reliable.
As we deal with only one differing classification the data is valued as reliable.

Alfa = 1 means a 100% match of the classifications provided by both coders
Alfa = > 0,80 <1 means that the classifications can be read as within the norm for good reliability
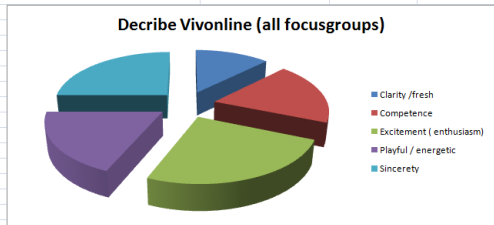Alfa=> 0,60 <0,80 means that the classification set is still reliable but may need some specific information on why this value is low and why it's still acceptable
Alfa < 0,60 means the classification is not very reliable, there's a need to look for an explanation.

3. Analysis of correlation 'r' geographical location

Elaboration of correlation Quantitative question 23

Quantitative question 23
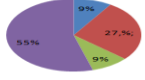
Elaboration of correlation between no inhabitants and no respondents per province

Vivonline

Welke provincie woon je?

Answer Options	Response Percent	Response Count
Drenthe	2,9%	3
Flevoland	3,9%	4
Friesland	3,9%	4
Gelderland	11,8%	12
Groningen	2,9%	3
Limburg	2,9%	3
Brabant	16,7%	17
Noord Holland	17,6%	18
Overrijssel	1,0%	1
Utrecht	10,8%	11
Zeeland	0,0%	0
Zuid-Holland	25,5%	26
	answered question	102
	skipped question	6

Whats your geographical location?

- Drenthe
- Flevoland
- Friesland
- Gelderland
- Groningen
- Limburg
- Brabant
- Noord Holland
- Overrijssel
- Utrecht
- Zeeland
- Zuid-Holland

Question group: Demographically

23. Whats your geographical location?

Answer Options	Response Percent	Response Count		Province	No. inhabitants	No respondents
Drenthe	2,9%	3		Groningen	579 034	3
Flevoland	3,9%	4		Friesland	647280	4
Friesland	3,9%	4		Drenthe	491342	3
Gelderland	11,8%	12		Overijssel	1134434	1
Groningen	2,9%	3		Flevoland	391988	4
Limburg	2,9%	3		Gelderland	2005298	12
Brabant	16,7%	17		Utrecht	1228579	11
Noord Holland	17,6%	18		Noord-Holland	2691426	18
Overrijssel	1,0%	1		Zuid-Holland	3527449	26
Utrecht	10,8%	11		Zeeland	381582	0
Zeeland	0,0%	0		Noord-Brabant	2453936	17
Zuid-Holland	25,5%	26		Limburg	1122631	3
	answered question	102				
	skipped question	6			Total	102
	total responses	108				
				Correlation r		0,95

Formula used in cel showing r : = correlatie(H42:H53;I42:I53

4. Analysis Qualitative focus group data

Elaboration Qualitative data

DAY1 Q1

Group / Q	Answer	Category +	Category2 +	Category -
	Wat vinden jullie het leukste van Vivonline en wat het minst leuke? Motiveer je antwoord.			
F1 (45-60)D1 Q1	Leukste: voor al mijn interesses krijg ik bruikbare tips, van voeding tot events en dat werkt voor mij naar een happu balance, minst leuke: shopproducten, vanwege de vrij hoge prijzen maak ik hier geen gebruik van.	Tips		Price
F1 (45-60)D1 Q1	Het leukst vind ik de tips hoe we de producten van Vivonline kunnen gebruiken - bijvoorbeeld het spoelen met kokosolie. De tip is makkelijk toe te passen en effectief. Het minst leuk vind ik als Vivonline een product of dienst van anderen aanprijst. Dat zou Vivian beter via haar persoonlijk profiel kunnen doen.	Tips		Paid content
	Wat vinden jullie het leukste van Vivonline en wat het minst leuke? Motiveer je antwoord.			
F2 (31 -44) D1 Q1	Om eerlijk te zijn vind ik alles leuk op Vivonline. Ben ook blij met de gezonden recepten (hoe meer hoe beter) en health-tips. Vind niets minder leuk.	Tips	Recipes	
F2 (31 -44) D1 Q1	De recepten vind ik het leukst. Minst leuk….geen idee!		Recipes	
F2 (31 -44) D1 Q1	Het leukste de vrolijkheid waarmee alles benaderd wordt, ook de serieuze kwesties zijn duidelijk en helder uitgelegd. Ik zie geen minder leuke dingen, sorry!			
F2 (31 -44) D1 Q1	Het best gekozen; de onderwerpen waarop je kunt navigeren: Food, Body, Mind en Beauty! Aansprekend. Wat kan beter? De homepagina is minder strak en wat meer hak-op-de-tak dan de pagina's achter de genoemde navigatieknoppen. Er staat ook nog iets over Koninginnedag op; met een kleine tekstwijziging te actualiseren.	4 main topics		Website navigation
	Wat vinden jullie het leukste van Vivonline en wat het minst leuke? Motiveer je antwoord.			
F3 (20-30) D1 Q1	Het leukste aan viv-online vindt ik dat jullie altijd zoveel positieve leuke inspiratie en informatie overbrengen op heel veel verschillende manieren. Via jullie website, via social media, via leuke video's waar ik altijd met veel plezier naar kijk. Het minst leuke vindt ik dat er 1 keer per week veel informatie opkomt op de website, dat zou ik wel meer verspreid willen zien.	Tips		Update schedule
F3 (20-30) D1 Q1	De leuke inspirerende artikelen vind ik het leukst. En het minst leuke… ik heb eerlijk gezegd geen idee!	Tips		
F3 (20-30) D1 Q1	Het leukste vind ik de vrolijkheid die de site uitstraalt. Het is echt een plaatje om naar te kijken terwijl je opzoek gaat naar leuke weetjes over gezondheid en een happy mind. Het minst leuke? Euhm…misschien zou het leuk zijn als er een boek zou komen waarin alle lekkere, leuke, inspirerende dingen gebundeld staan. Dat mis ik!	Tips	Sympathy	
F3 (20-30) D1 Q1	Ik vind vooral de recepten erg handig omdat ik zelf er nooit op kom. Zo is het een stuk makkelijker		Recipes	

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way. Therefore I took all groups together

Category + ALL				Category - ALL	
Tips				Price	
Tips				Paid content	
Tips				Website navigation	
4 main topics				Update schedule	
Tips					
Tips					
Tips					
Recipes					
Recipes					
Sympathy					
Recipes					

Rijlabels	Aantal van Category + ALL			Rijlabels	Aantal van Category - ALL
4 main Vivonline topics	1	9,09%		Paid content	1
Recipes	3	27,27%		Price	1
Sympathy	1	9,09%		Update schedule	1
Tips	6	54,55%		Website navigation	1
Eindtotaal	11			(leeg)	
				Eindtotaal	4

Geen grafiek gemaakt
Punten raken wel de quantitative uitkomsten
Lastig is wel dat we zo weinig focusgroep data h
Het wordt wat wankel om hier alleen conclusies
Wel bruikbaar als ondersteuning quantitative d

What do you think are the nicest topics within the Vivonline content

- 4 main Vivonline topics
- Recipes
- Sympathy
- Tips

9%
27,5%
55%
9%

4 main topics zijn de 4 hoofdonderwerpen van Vivonline

DAY1 Q2

Als Vivonline een dier zou zijn, welk dier zou het dan zijn en waarom?				
		Association1	Association2	
F1 (45-60)D1 Q2	Een zwaan. De tips en producten maken van een 'lelijk eendje' een mooie zwaan :-)		Clarity /fresh	
F1 (45-60)D1 Q2	Een wit konijn, fris-helder-vrij-huppelend...	Clarity /fresh	Clarity /fresh	
Als Vivonline een dier zou zijn, welk dier zou het dan zijn en waarom?				
F2 (31 -44) D1 Q2	Een kameleon, een prachtig dier maar met verschillende buitenkanten, zo zie ik Vivian ook, een moeder, zakenvrouw, healthcoach, glamour, etc.	Colorful / Diverse		
F2 (31 -44) D1 Q2	Een vrolijk dier, even denken een mooie papegaai geel met turquoise.	Colorful / Diverse		
F2 (31 -44) D1 Q2	Een teckeltje/dashondje. Want; lief, aaibaar, zacht (pasteltinten), kan een tikkeltje bijten, maar blijft vooral vriendelijk. Geen felle rakker, laat staan een pitbull. Onderwerpen worden voorgelegd, kennis wordt gedeeld, vriendelijk, niet opdringerig.	Colorful / Diverse	Playful / energetic	
Als Vivonline een dier zou zijn, welk dier zou het dan zijn en waarom?				
F2 (20 -30) D1 Q2	Ik denk meteen aan een hond, vrolijk, speels en jong.	Playful / energetic		
F2 (31 -44) D1 Q2	Vivonline draait voor mij om gezondheid, frisheid en fitheid. Als Vivonline een dier zou zijn, dan zou het een antilope zijn omdat deze zich altijd fit en soepel door de natuur beweegt en gezonde voeding eet zoals bladeren en gras. Veel groente dus! ;-)	Clarity /fresh		
F2 (31 -44) D1 Q2	Een papegaai. Kleurrijk en vrolijk net als Vivonline!	Colorful / Diverse		

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way. Therefore I took all groups together

Associations ALL
Clarity /fresh
Colorful / Diverse
Colorful / Diverse
Colorful / Diverse
Playful / energetic
Clarity /fresh
Colorful / Diverse
Clarity /fresh
Clarity /fresh
Playful / energetic

Rijlabels ▾	Aantal van Associations ALL		
Clarity /fresh	4	40,00%	
Colorful / Diverse	4	40,00%	
Playful / energetic	2	20,00%	
Eindtotaal	**10**		

Clarity /fresh Colorful / Diverse Playful / energetic

- Clarity /fresh
- Colorful / Diverse
- Playful / energetic

DAY1 Q3

		Als Vivonline een land zou zijn, welk land zou het dan zijn en waarom?	
			Association
F1 (45-60)D1 Q3		Nederland, groen-vrij-vrolijk-fietsen-gezond...	Netherlands
F1 (45-60)D1 Q3		Zwitserland. Afwisselend landschap, klimaat per seizoen is sterk wisselen, schaduw volop aanwezig.	Swiss
F2 (31 -44) D1 Q3		Geen land maar de wereld = wereldwijd. Wellicht ook de tekst in het Engels aanbieden. Food, Body, Mind, Beauty en Shop zijn ook al in het Engels.	The world
F2 (31 -44) D1 Q3		Dubai Ik ben hier nu op vakantie en de keuken hier is prachtig, gezond, verrassend, lekker en spiritueel.	
F2 (31 -44) D1 Q3		Een combinatie van Brazilie en Nederland, nuchter maar wel vol vrolijkheid, Nederlandse Antillen misschien	Dutch Antilles
F2 (31 -44) D1 Q3		Misschien wel Spanje. Bekend, maar ook weer niet; Mallorca, Andalusie, Salamanca, Fairfood Tarifa, Bilbao. De site biedt bekende informatie maar ook nog verder te ontdekken, verkennen onderwerpen. Het is de uitdaging om je te onderscheiden met info die nog minder belicht is.	Spain
F3 (20 -30 D1 Q3		Frankrijk, heerlijk gezond genieten, in een perfecte omgeving.	France
F3 (20 -30 D1 Q3		Bij Vivonline gaat het eveneens om een healthy mind. Zelf haal ik altijd veel motivatie en inspiratie uit quotes die voortkomen uit het boeddhisme. Beeltenissen van boeddha associeer ik met innerlijke rust en aangezien het boeddhisme van oorsprong uit India komt, is India het land dat als eerste bij me opkwam toen ik deze vraag last.	India
F3 (20 -30 D1 Q3		Mag een eiland ook? Ik denk aan curacao. Ik vind het bij elkaar passen.	Dutch Antilles
Swiss			
The world			
Dutch Antilles			
Spain			
France			
India			
Dutch Antilles			
Geen grafiek gemaakt. In de antwoorden zit wel een lijn			
Landen die genoemd worden zijn enorm divers , maar allen zonnig , vrolijk , speels en soms spiritueel			

DAY1 Q4

		Als Vivonline een activiteit zou zijn, welke activiteit zou het dan zijn en waarom?			
			Association		
F1 (45-60)D1 Q4		Running, eigen snelheid bepalen- gezond-happy-solo of in groepsverband...	Active / energetic		
F1 (45-60)D1 Q4		Een wandeling door een zomers Zwitserland: voor iedereen haalbaar, goed voor de gezondheid, nieuwe indrukken volop aanwezig.	Active / energetic		
F2 (31 -44) D1 Q4		Misschien 'bewegen' = voortgang = gezonder leven. Gezond leven = levensstijl.	Active / energetic		
F2 (31 -44) D1 Q4		Bootcamp! Lekker fris buiten actief zijn.	Active / energetic		
F2 (31 -44) D1 Q4		Yoga: helder, serieus en in het nu aanwezig	Active / energetic		
F2 (31 -44) D1 Q4		Dan denk ik aan een vriendelijke Body Shape les. Een jog, liften, stretchen, veel komt aan bod, maar het is niet heel uitgesproken.	Active / energetic		
F3 (20 -30 D1 Q4		!hardlopen. Gezond, hip en sportief	Active / energetic		
F3 (20 -30 D1 Q4		Het is een activiteit welke mensen verbindt, gezellig is en de gezondheid bevordert. Zelf ben ik een fan van zwemmen. Ik vind het een vrolijke sport die ontzettend goed voor je is. Vivonline is een vrolijke website met allerlei weetjes en inspirerende artikelen die ook goed voor je zijn!	Active / energetic		
F3 (20 -30 D1 Q4		Wandelen. Hoofd legen en genieten van al het moois om je heen. Puur.	Active / energetic		

Geen grafiek , 100% van de 9 respondenten geeft een sportieve bewegingsactiviteit aan

Rijlabels	▾	Aantal van Association			
Active / energetic		9			
(leeg)					
Eindtotaal		**9**			

DAY1 Q5

Als Vivonline een gerecht zou zijn, wat zou het dan zijn en waarom?		Association1	Association2
F1 (45-60)D1 Q5	Smoothie, balans groentjes-f	Healthy	Colorful / Diver
F1 (45-60)D1 Q5	een wokgerecht met vis en g	Healthy	Colorful / Diver
F2 (31 -44) D1 Q5	Een gerecht vind ik tekort do	N/A	
F2 (31 -44) D1 Q5	Een frisse salade.	Clarity /fresh	
F2 (31 -44) D1 Q5	Tapas, wel afkomstig van 1 ui	Colorful / Diverse	
F2 (31 -44) D1 Q5	Een gezonde salade voor tuss	Clarity /fresh	Colorful / Diver
F3 (20 -30 D1 Q5	Ik zou kiezen voor een salade	Healthy	Colorful / Diver
F3 (20 -30 D1 Q5	Uhmmm mag gezonde choco	Healthy	Playful / energe
F3 (20 -30 D1 Q5	Een gevulde paprika met vee	Healthy	Colorful / Diver
F3 (20 -30 D1 Q5	Salade. Lekker fris en luchtig	Clarity /fresh	

There's no differentation recognisable between the 3 focus groups. All seem to answer in the sa
Therefore I took all groups together

Als Vivonline een gerecht zou zijn, wat zou het dan zijn en waarom?

Associationa ALL		
Healthy		
Healthy		
N/A		
Clarity /fresh		
Colorful / Diverse		
Clarity /fresh		
Healthy		
Healthy		
Healthy		
Clarity /fresh		
Colorful / Diverse		
Colorful / Diverse		
Colorful / Diverse		
Colorful / Diverse		
Playful / energetic		
Colorful / Diverse		

Rijlabels ▼	Aantal van Associationa ALL		
Clarity /fresh	3	18,75%	Fresh meal
Colorful / Diverse	6	37,50%	Diversed meal
Healthy	5	31,25%	Healthy meal
N/A	1	6,25%	N/A
Playful / energetic	1	6,25%	Vivonline choco
Eindtotaal	**16**		

What kind of meal do you associate with Vivonline

of deze grafiek
maar let dan op
van de categori
we die hebben
Wellicht niet m
met de quantita

DAY1 Q6

Welke menselijke eigenschappen heeft Vivonline? Noem er minstens twee en waarom juist deze?		Association1	Association2
	open en eerlijk, wat zo gezond, of het nu om recepten, tips of adviezen	Association1	Association2
F1 (45-60)D1 Q6	gaat, er worden geen fabels	Sincerity	
	kennelijk wat er leeft bij haar 'volgers'. Enthousiast -		
F1 (45-60)D1 Q6	Vivian kan haar volgers goed	Excitement (enthusiasm)	
	omdat veel mensen bijvoorbeeld nog geen idee hebben dat suiker gif is. De hele site brengt bewustmakend nieuws en		
F2 (31 -44) D1 Q6	handvatten om gezonder te	Sincerity	Competence
F2 (31 -44) D1 Q6	informatie en tips. Enthousiast: de hele site	Sincerity	Excitement (enthusiasm)
F2 (31 -44) D1 Q6	vrolijkheid, duidelijk en kritisch maar niet belerend. Je wilt er graag iets van	Sincerity	Competence
F2 (31 -44) D1 Q6	gemakkelijk weg, van foto/artikel tot artikel. Kan niet fout! No-nonsense; gemakkelijk; de informatie, de recepten. Easy does it!	Sincerity	
	dingen uitproberen, leuke activiteiten meedoen, en openstaan voor het onbekende. Krachtig, sociaal, enthousiast : jullie		
F3 (20 -30 D1 Q6	kunnen je boodschap	Excitement (enthusiasm)	Ruggedness
F3 (20 -30 D1 Q6	Spontaan, vrolijk en intelligent. De website en facebookpagina staan vol met waardevolle informatie	Excitement (enthusiasm)	Competence
F3 (20 -30 D1 Q6	Positieve ingesteld en gemotiveerd. Vivonline straalt een en al positivisme uit en de artikelen op de site zijn op een vlotte manier geschreven waardoor je gemotiveerd	Excitement (enthusiasm)	
F3 (20 -30 D1 Q6	Betrouwbaar en sociaal.		

There's no differentiation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

Welke menselijke eigenschappen heeft Vivonline? Noem er minstens twee en waarom juist deze?

Associationa ALL
Sincerity
Excitement (enthusiasm)
Sincerity
Sincerity
Sincerity
Sincerity
Excitement (enthusiasm)
Excitement (enthusiasm)
Excitement (enthusiasm)
Competence
Excitement (enthusiasm)
Competence
Ruggedness
Competence

Rijlabels	Aantal van Associationa ALL	
Competence	3	21,43%
Excitement (enthusiasm)	5	35,71%
Ruggedness	1	7,14%
Sincerity	5	35,71%
Eindtotaal	**14**	

Which human properties do you recognise in Vivonline

- Competence — 21,43%
- Excitement (enthusiasm) — 35,71%
- Ruggedness — 7,14%
- Sincerity — 35,71%

DAY2 Q1

Remark: day 2 , no complete data due to a technical error on website. Data still usable as no differentiations between focusgroups exist during all other days and all other completed questions

Kun je vertellen op welk moment van de dag en waarom je aan Vivonline		Related to Q3 survey	
		Time of the day	Motivation
F1 (45-60)D2 Q1	in de ochtend, omdat ik dan meestal met facebook werk.	Morning	Social media / Facebook
F1 (45-60)D2 Q1	Zeker in de ochtend, om te kijken wat voor nieuwe tips erop staan, en wat ik evt. met bestaande tips die	Morning	Inspiration
F2 (31 -44) D2 Q	Op het moment dat ik even tijd voor mijzelf heb en lekker rustig op internet kan zitten. Om te kijken	During the day	Inspiration
F2 (31 -44) D2 Q	Als ik bezig ben met gezonde voeding en informatie of inspiratie	During the day	Inspiration
F2 (31 -44) D2 Q	s'morgens omdat ik dan bedenk hoe ik het best goed mijn dag kan starten!	Morning	Inspiration
F2 (31 -44) D2 Q	In de ochtend als ik een shake maak, ben altijd benieuwd of er nog een leuk nieuw ideetje op staat	Morning	Inspiration
F2 (31 -44) D2 Q	Meestal denk ik er s'avonds aan als ik thuis ben, als ik dan een e-mail krijg dan heb ik de tijd om de website te kijken en of er al nieuwe berichten op staan. Vaak ook als ik een bericht op facebook voorbij zie komen dan klik	Evening	Social media / Facebook
F2 (31 -44) D2 Q	In de ochtend, want dan check ik mijn favorieten en 's avonds ter inspiratie	Morning	Inspiration
F2 (31 -44) D2 Q	momenten van bewust/gezond ontbijten, kuch (deels), meenemen. Later op de dag; thuis	Morning	Inspiration
F2 (31 -44) D2 Q	Facebookpagina een aantal keer per dag en wanneer ik iets van Vivonline voorbij zie komen, kijk ik ook vaak even op de site.	During the day	Social media / Facebook
F3 (20 -30 D2 Q1	No data		

Welk moment van de dag denk je aan Vivonline (compatible met de gebruiksmomenten van de website

Rijlabels ▼	Aantal van Time of the day	
During the day	3	30,00%
Evening	1	10,00%
Morning	6	60,00%
(leeg)		
Eindtotaal	**10**	

At which moment of the day Vivonline comes to your mind
- During the day
- Evening
- Morning

DAY2 Q2

Bij welke activiteit en waarom denk je aan Vivonline?				
F1 (45-60)D2 Q1	Bij het onderhouden van mijn facebookpagina, ik zie dan de berichten va			
	Voorbereiden etentje, sporten, hoe kan ik het zo gezond maar toch lekke			
F2 (31 -44) D2 Q1	Als ik rustig zit, zie vraag 1.			
F2 (31 -44) D2 Q1	Eten :)			
F2 (31 -44) D2 Q1	Pauze op werk. Heb ik het vaak met collega's over. Werk op afd cardiolog			
F2 (31 -44) D2 Q1	Tijdens het lopen en in de avond, even de laatste nieuwtjes kijken			
F2 (31 -44) D2 Q1	Verschillende activiteiten, als ik healthy aan het koken ben, dan maak ik			
F2 (31 -44) D2 Q1	Tijdens het maken van smoothies, het lezen van artikel van andere 'goer			
F2 (31 -44) D2 Q1	Die activiteiten corresponderen met jullie hoofdnavigatie; Food, Body (s			
F2 (31 -44) D2 Q1	Geen specifieke activiteit.			
F3 (20 -30 D2 Q1	No data DUE TO TECHNICAL ERROR WEBSITE			

DAY2 Q5

Welke andere websites doen je aan Vivonline denken? Motiveer je antwoord.			
F1 (45-60)D2 Q5	Linda en Willeke personal coacht - ook van de Power Vrouwen. http://www.harryindekeuken.nl/ http://www.culy.nl/ Deze om de mooie, gezellige en bruikbare		
F1 (45-60)D2 Q5	foodtips, maar ook		
F2 (31 -44) D2 Q5	Klein beetje http://www.amberalbarda.nl/ qua opmaak. Meer schiet mij nu niet te binnen.		
F2 (31 -44) D2 Q5	de website van Amber Albarda		
F2 (31 -44) D2 Q5	Startgezond.nl		
F2 (31 -44) D2 Q5	De site van Kim Barnouin; healthybitchdaily.com als je gaat kijken zie je meteen wat ik		
F2 (31 -44) D2 Q5	www.changeyourworld.nl www.justbeyou.nl www.eetgoedvoeljegoed.nl De		
F2 (31 -44) D2 Q5	van Amber Alberta leuk zou zijn maar doe wordt nooit vernieuwd. Verder zijn er weinig sites die zo volledig zijn, leuk om te lezen en er 'hip' uitzien:-) oh er schiet er		
F2 (31 -44) D2 Q5	Ralph Moerman; deskundigen op het terrein van food, healthy living. Goop en andere sites waar een bekend iemand zijn/haar way of life deelt.		
F2 (31 -44) D2 Q5	Facebook en Tone It Up		
F3 (31 -44) D2 Q5	No data		

84

DAY2 Q7

Wie zijn de concurrenten van Vivonline? Motiveer waarom.		
		86
F1 (45-60)D2 Q7	Juglen Zwaan en die kerel van de voedselzandloper? Op een iets andere manier met gezonde lifestyle bezig, maar wel in hetzelfde genre.	Other
F1 (45-60)D2 Q7	Ellemieke Vermolen? Groene Meisjes? Ook foodies die actief aan dezelfde weg timmeren vermoed ik…	Other
F2 (31 -44) D2 Q7	Niemand is iemands concurrent. We vullen elkaar allemaal aan. Gezondheid is er voor iedereen.	Other
F2 (31 -44) D2 Q7	Ik denk niet dat die er zijn. Iedereen heeft zijn eigen specialiteit.	Other
F2 (31 -44) D2 Q7	Weight watchers?! Ik denk dat zij een soort concurrent zijn alleen ligt het bij hun meer op afvallen ipv erg gezond leven.	Other
F2 (31 -44) D2 Q7	Concurrenten? Geen idee, ik vind het vrij uniek, misschien Annemarie Postma maar is soms wel wat "zweveriger"	Other
F2 (31 -44) D2 Q7	Ik denk niet dat vivonline last heeft van concurrentie, ik vindt dat je altijd van je eigen kracht moet uitgaan en zoals jullie bezig zijn onderscheid je je heel erg van alle anderen.	
F2 (31 -44) D2 Q7	Ellemieke Vermolen, Amber Alberta. Mooie jonge vrouwen met dezelfde interesse en vakkundigheid.	Ellemiekvermolen.nl
F2 (31 -44) D2 Q7	Misschien Ellemieke Vermolen? Ook een jonge vrouw, moeder, die zich ook verdiept in gezond leven, een opleiding, boek etc. Rens Kroes? Bij haar lijkt het wat minder bedacht. Jennifer de Jong; maar zij richt zich vooral op 1 specifiek iets volgens mij, haar lunchroom.	Ellemiekvermolen.nl
F2 (31 -44) D2 Q7	Ik zie Vivonline als de Nederlandse variant van Tone it Up. De site is even kleurrijk en gaan ook uit van een gezonde body en mind.	Other
F3 (31 -44) D2 Q7	No data	

DAY2 Q8

Wat maakt Vivonline unique? Minstens twee punten met motivatie.				
F1 (45-60)D2 Q8	De vrolijkheid – leuke plaatjes, niet altijd met Vivian zelf erop. De toepasbaarheid - leuke tips, die haalbaar zijn			
F1 (45-60)D2 Q8	Mooie illustraties, alles up to date houden (verversen van nieuws) en het delen van veel dingen (Challenges, Awards)			
F2 (31 -44) D2 Q8	De shop, veel website geven veel tips e.d. maar op Vivonline kun je ook bepaalde producten kopen. Dat is een pre. - Het totaalplaatje van Body, Mind, Beauty en Food. Het is een compleet pakket als het om gezondheid gaat.			
F2 (31 -44) D2 Q8	Het is voor mijn gevoel echt gericht op mij. Ik kan me overal in vinden. Het is heel toegankelijk en geeft veel informatie en inspiratie!			
F2 (31 -44) D2 Q8	Ik ben het nog niet eerder tegengekomen dat is al uniek genoeg.			
F2 (31 -44) D2 Q8	lastig of moeilijk te zijn deze twee te combineren maar bij Viv ziet het er ook nog leuk en makkelijk uit.			
F2 (31 -44) D2 Q8	Wat viv-online uniek maakt is de veelzijdigheid. Je hebt een hele brede doelgroep die je aanspreekt omdat je veel verschillende onderwerpen aan bod komen waar de blogs over gaan. En ook dat vivian Reijs zelf haar eigen ervaringen met ons deelt, dat is echt super leuk. Wat vivonline nog meer unique maakt is dat je steeds weer verrast wordt door van alles. Dan weer leuke maand met smoothie, dan is er super chocolade te koop op de website en nu ook in winkels. dan weer leuke video online, het is super verrassend en jullie gaan met de tijd mee.			
F2 (31 -44) D2 Q8	Bekende mooie vrouw en verstand van zaken.			
F2 (31 -44) D2 Q8	Reijs al een brede basis gelegd. De site komt betrouwbaar over; onderdeel van het totaalplaatje. Uniek zijn is moeilijk, maar voor langere tijd ergens voor staan, legt een basis en geeft			
F2 (31 -44) D2 Q8	Healthy, happy mind staat naast een healthy body eveneens cebtraal. En Vivonline heeft een vrouwelijke uitstraling.			
F3 (31 -44) D2 Q8	No data			

DAY2 Q9

Waarin en met wie komt Vivonline overeen? Minstens twee punten met motivatie		
F1 (45-60)D2 Q9	Grip op koolhydraten Het geheim van slanke mensen Biede sites/personen achter	
F1 (45-60)D2 Q9	WomensHealth, diversiteit aan onderwerpen, bekendheid, spreekt een enorme gr	
F2 (31 -44) D2 Q9	Met alle andere sites op gezondheidsgebied qua superfoods, (groene) smoothies,	
F2 (31 -44) D2 Q9	Ik vind Vivonline uniek! Ik vind het heel moeilijk om iets te bedenken waarmee ik	
F2 (31 -44) D2 Q9	Weet ik geen antwoord op eigenlijk. Ik zou zeggen bijv mijn collega omdat zij ook d	
F2 (31 -44) D2 Q9	Dit antwoord al gegeven bij punt 5, dichterbij komt er volgens mij niemand. Mooi,	
F2 (31 -44) D2 Q9	Ik denk dat jullie een unique concept hebben. Waar jullie trots op mogen zijn wat j	
F2 (31 -44) D2 Q9	Amber Alberta: ook veel kennis en kunde in huis. Ellemieke Vermolen; ook veel i	
F2 (31 -44) D2 Q9	interesse in gezond leven is booming. Daarin staat Vivonline niet alleen. Ellemieke	
F2 (31 -44) D2 Q9	Vivonline komt overeen met de dames van Tone It Up. Dezelfde doelstelling, vrolij	
F3 (31 -44) D2 Q9	No data	

DAY3 Q1

		Anwer1	Answer2
F1 (45-60)D3 Q1	Je is vrolijk, sociaal en graag het middelpunt van de belangstelling. Draagt feestkleding en - makeup, is slank, aantrekkelijk en werkzaam als ondernemer in de lifestyle branche. Haar hobby's liggen op het gebied van reizen en sportief bezig zijn.	Playful / energetic	
F1 (45-60)D3 Q1	Vivonline aangenaam: door de jaren heen foodwise geworden, een happy healthy en met die wijsheden wil ik zoveel mogelijk mensen met mij een schoner leven laten leiden! Ik ben zoveel meer energieker, stralender, sport makkelijker en vaker en het levert me zoveel meer op.	Competence	Sincerety
F2 (31 -44) D3 Q1	Hier is Viv, mijn inspiratiebron als het gaat om clean eten en mijn voorbeeld van iemand die van zowel binnen als buiten schitterend is. Ze houdt van actief bezig zijn, liefst in de buitenlucht maar ze is ook niet vies van een mooi make-upje of schoentje. Ze is openhartig, eerlijk maar ook kwetsbaar. Ze is healthcoach en geeft daarbij alles!	Sincerety	Clarity /fresh
F2 (31 -44) D3 Q1	Viv is bewust, positief, leergierig staat open voor nieuwe ideeen en is niet bang een uitdaging aan te gaan.	Excitement (enthusiasm)	Competence
F2 (31 -44) D3 Q1	Vivonline associeer ik toch heel duidelijk met Vivian Reijs. Ik ken haar niet, maar dan zou ik zeggen; jeugdig, sprankelend, positief met altijd een aardig woord voor iedereen. Attent en correct in al haar contacten, maar tegelijkertijd ook relaxed. Een vrouw met veel vriendinnen van verschillende leeftijden waar ze oprecht bevriend mee is. Ze houdt van koken, sporten, mensen bij elkaar brengen. Haar uiterlijk; vrouwelijk en sportief.	Excitement (enthusiasm)	Sincerety
F3 (20 - 30) D3 Q1	Ik moet dan natuurlijk aan Vivian Reijs denken. Energiek, slim, natural beauty als beroep misschien de eigenaar van een winkel met gezonde voeding en als hobbies sauna, vakantie, sporten, lezen.	Playful / energetic	Competence
F3 (20 - 30) D3 Q1	Eerlijk, open. Uiterlijk: fris met heldere blik in ogen. Beroep: secretaresse. Hobby's: paardrijden... Gewoon genieten in de natuur. Galop over t strand. Haar in de wind.	Sincerety	Clarity /fresh
F3 (20 - 30) D3 Q1	Mooi, positief, vrolijk, health coach, sportief, nuchter.	Playful / energetic	Excitement (enthusiasm)
F3 (20 - 30) D3 Q1	super inspirerend bedrijf. Eigenschappen zijn dat ze voor kwaliteit gaat , weet wat ze willen, probeert zoveel mogelijk mensen te bereiken, sociaal sterk is, en iets moois wil overdragen op andere mensen. Vivonline is altijd bruisend en heel variërend in het aanbod. Energie is heel hoog en wordt altijd erg enthousiast ervan dat ik het zelf wil toepassen in mijn leven. Ik vindt het uiterlijk van vivonline erg goed, heel overzichtelijk en duidelijke informatie wat je waar kan vinden, en als er nieuwe activiteiten zijn of dingen georganiseerd worden of verkooppunten zijn wordt dat ook goed gecommuniceerd via social media, website of de e-mail. Beroep is om mensen bewust te maken van een gezonde levensstyle of alle vlakken, Fysiek metaal- om jullie kennis over te dragen en daar iets moois van te maken. Verkopen van mooie producten, kwaliteit overbrengen, activiteiten organiseren, beweging recepten delen en leuke video's.	Playful / energetic	Excitement (enthusiasm)

Kun je zo duidelijk mogelijk Vivonline beschrijven? Kun je Vivonline aan mij voorstellen als persoon op een feestje? WIE			
	Playful / energetic	Rijlabels	Aantal van Playful / energetic
	Competence	Clarity /fresh	2
	Sincerety	Competence	3
	Excitement (enthusiasm)	Excitement (enthusiasm)	4
	Excitement (enthusiasm)	Playful / energetic	3
	Playful / energetic	Sincerety	4
	Sincerety	Eindtotaal	16
	Playful / energetic		
	Playful / energetic		
	Sincerety		
	Clarity /fresh		
	Competence		
	Sincerety		
	Competence		
	Clarity /fresh		
	Excitement (enthusiasm)		
	Excitement (enthusiasm)		

DAY3 Q2

In welke product categorie vind jij dat Vivonline thuis hoort? En waarom? Kies zelf een product categorie motiveer alsjeblieft je antwoord.   Om je op weg te he

		Where	Why				
F1 (45-60)D3 Q2	Toch het meest in de voedingsbranche en dan in de hoek van biologische groenten en fruit. Vanwege de zoeken ons producten, zoveel mogelijk vriendelijk voor mens en milieu, met name superfoods en supllementen.	Organic	Smoothies				
F1 (45-60)D3 Q2	Zoveel mogelijk uit de natuur, bewegen	Organic	Superfoods				
F2 (31 –44) D3 Q2	veelzijdig te gebruiken, warm, koud, met of zonder vlees of vis, als diner	Superfoods	N/A				
F2 (31 –44) D3 Q2	alleen geestelijk maar ook lichamelijk. Tastbaar bezig met veranderingen en	Organic	Innovative				
F2 (31 –44) D3 Q2	sapje, maar uiteraard niet kant-en-klaar uit een pak. Met eigen ingrediënten, gezond, biologisch; verantwoord. Mooi op kleur, prettig/aantrekkelijk geserveerd, en vooral ook lekker! De wijze van bereiding is heel goed te doen; niet moeilijk of gekunsteld. Absoluut geen soda; Vivonline	Smoothies	Responsible choices				
F2 (31 –44) D3 Q2	biologische producten, gezond en puur genieten. Misschien ook wel welness. Het is namelijk echt	Organic					
F3 (20 – 30) D3 Q2	Water. Heldere gedachten en een frisse kijk op het	Other	Responsible choices				
F3 (20 – 30) D3 Q2	de groene smoothies op de site listerine mondwater: vanwege de frisse uitstraling van de site Verantwoorde producten: ivm	Smoothies					
F3 (20 – 30) D3 Q2	Ik vind vivonline heel veelzijdig en is onder te verdelen in verschillende product categorieen. niet alcoholische dranken. Zoals kokoswater, natuurlijke verse sapjes, water met citroen hennepmelk. Zoveel mogelijk producten van de beste kwaliteit en het liefst biologisch. Ik zou je ook onderscheiden van de rest en van je eigen kwaliteit uitgaan en dingen	Organic	Smoothies	Superfoods			

		What product Category				Why	
		Organic				Smoothies	
		Organic				Superfoods	
		Superfoods				N/A	
		Organic				Innovative	
		Smoothies				Responsible choices	
		Organic				Responsible choices	
		Other				Responsible choices	
		Smoothies				Smoothies	
		Organic					

	Where					Why	
	Rijlabels ▼	Aantal van Organic				Rijlabels ▼	Aantal van Smoothies
	Organic	4				Innovative	1
	Other	1				N/A	1
	Smoothies	2				Responsible choices	3
	Superfoods	1				Smoothies	1
	Eindtotaal	8				Superfoods	1
						Eindtotaal	7

In what product category Vivonline fits best ?

13%
25%
50%
12%
- Organic
- Other
- Smoothies
- Superfoods

Why do you assign this product category

14% 15% 14%
14%
43%
- Innovative
- N/A
- Responsible choices
- Smoothies
- Superfoods

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

DAY3 Q3

Deze vraag gaat over de product categorie die je hebt omschreven bij de vorige vraag: Wanneer denk je aan deze product categorie? Beschrijf en motiveer de volgende 4 punten alsjel

	Category association	When	What	Use			
F1 (45-60)D3 Q3	1. Ik denk eraan als ik mijn maaltijden klaarmaak - zo van: ik zou eigenlijk ook eens een smoothie moeten maken. 2. Vooral in de ochtend, dan is de dag nog jong en mijn voornemen nog vers. 3. Tweemaal per week als ik inkopen doe - in een supermarkt. 4. Als vervanger van mijn huidige maaltijden	Food preparation	Morning	Doing groceries	Food			
F1 (45-60)D3 Q3	1. situatie: boodschappen/shoppen, tips voor beste producten neem ik mee in m'n keuzes, recepten. 2. welk moment: ochtend! Groene smoothie tijd :) 3. wanneer: wekelijks, Ekoplaza en de biaboer in de buurt, maar ook de superfoods&suppl. (online) 4. gebruik: dagelijks en dan zeker de hele dag door, van thee tot kokosvet etc.	Doing groceries	Morning	N/A	Food			
F2 (31 -44) D3 Q3	-als ik inspiratie zoek voor eten - tijdens etenstijd - een keer per twee weken in de natuurwinkel - eten	Food preparation	Dinner Time	Doing groceries	Food			
F2 (31 -44) D3 Q3	Tijdens het boodschappen doen, werk, eten, voorbereiden van leuke dinertjes. Koop hieruit bij veel gelegenheden, wil graag bewust dingen doen. Er zijn veel mogelijkheden voor deze categorie, het kan door meer mensen uitgedragen worden zodat door nog meer onwetende mensen opgepikt kan worden	Food preparation	N/A	Doing groceries	N/A			
F3 (20 - 30) D3 Q3	1. Situatie van opstaan, de dag starten, energie opladen. 2. Ochtend, (tussen de) middag 3. 't Liefst homemade, anders bij een echo-winkel. Wanneer koop ik het? Kan altijd, maar bijvoorbeeld op weg naar mijn werk. 4. Gebruiksmogelijkheden sapjes gezond; hoeft niet alleen de ochtend te zijn. Kan ook betekenen energie opladen op andere momenten van de dag. Afhankelijk van de ingrediënten ook goed te vermarkten voor andere dan voor de hand liggende situaties.	Food preparation	Morning & Afternoon	Doing groceries	Food			
F3 (20 - 30) D3 Q3	1. Het doen van de dagelijkse boodschappen. 2. Als ik bedenk wat ik wil gaan kopen. 3. Wekelijks, ik vind het belangrijk om eerlijke producten te kopen, als is dat wel vaak lastig met mijn beperkte budget. 4. Voedsel, huisverzorging, schoonmaakmiddelen	Doing groceries	During the day	Doing groceries	Food			
F3 (20 - 30) D3 Q3	In de ochtend denk ik hieraan omdat ik mijn dag goed wil starten. Ik koop eind vd dag producten om zo dd volgende dag weer een goede start te kunnen maken.	Other	Morning	Doing groceries	Food			
F3 (20 - 30) D3 Q3	Smoothies: situatie - ochtendritueel moment van de dag - sochtends wanneer en waarom - dagelijks, goede voedingsstoffen Gebruiksmogelijkheden - opdrinken Mondwater: situatie - ochtend- en avondritueel moment van de dag - sochtends en savonds wanneer en waarom - ik koop het als het op is want ik wil dat het altijd in huis is omdat het me een fris gevoel geeft gebruiksmogelijkheden - spoelen verantwoordelijke producten situatie -nvt moment van de dag - de hele dag door ben ik met goede voeding bezig Wanneer en waarom - bij het boodschappen doen en onderweg, omdat ik goede, gezonde voeding belangrijk vind gebruiksmogelijkheden - eten/drinken, afhankelijk vh product	Doing groceries	Morning	Doing groceries	Food			
F3 (31 -44) D3 Q3	Situatie is dat het op dit moment heel trendy is, maar er tegenwoordig heel veel recepten te vinden zijn waar superfoods in voorkomen. Ik koop ze wekelijks, en vaak op de biologische markt. Ik koop ze omdat ik het lekker vindt een goede aanvulling is op mijn eetpatroon en ik ze kan verwerken in heerlijke recepten. Gebruik mogelijkheden zijn oneindig, en je kan er zoveel mee doen. Je kan ook als snack voor onderweg bijvoorbeeld handje incabessen meennmen. Super gezond lekker en je voelt je er top bij en het is heel handig voordat je onderweg trek krijgt en de verkeerde dingen gaat kopen.	Doing groceries	During the day	Food preparation	Food			

Deze vraag gaat over de product categorie die je hebt omschreven bij de vorige vraag: Wanneer denk je aan deze product categorie? Beschrijf en motiveer de volgende 4 punten alsjel

anwers D3Q2all

In what product category Vivonline fits best ?	At what occasion do you think of this category	At what time of the day	When do you buy these products	Usability of the category			
Organic	Food preparation	Morning	Doing groceries	Food			
Organic	Doing groceries	Morning	N/A	Food			
Superfoods	Food preparation	Dinner Time	Doing groceries	Food			
Organic	Food preparation	N/A	Doing groceries	N/A			
Smoothies	Food preparation	Morning & Afternoon	Doing groceries	Food			
Organic	Doing groceries	During the day	Doing groceries	Food			
Other	Other	Morning	Doing groceries	Food			
Smoothies	Doing groceries	Morning	Doing groceries	Food			
Organic	Doing groceries	During the day	N/A	Food			

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

Deze vraag gaat over de product categorie die je hebt omschreven bij de vorige vraag: Wanneer denk je aan deze product categorie? Beschrijf en motiveer de volgende 4 punten alsjel

anwers D3Q2all

Rijlabels	Aantal van In what product category Vivonline fits best ?							anwers D3Q2all	
							Rijlabels	Aantal van In what product cate
Organic	5	55,56%						Organic	5	55,56%
Other	1	11,11%						Other	1	11,11%
Smoothies	2	22,22%						Smoothie	2	22,22%
Superfoods	1	11,11%						Superfood	1	11,11%
Eindtotaal	9							Eindtotaal	9	100,00%

	At what occasion do you think of this category		
Rijlabels	Aantal van At what occasion do you think of this category		
Doing groceries	4	44,44%	
Food preparation	4	44,44%	
Other	1	11,11%	
Eindtotaal	9		

	At what time of the day		
Rijlabels	Aantal van At what time of the day		
Dinner Time	1	11,11%	
During the day	2	22,22%	
Morning	3	33,33%	
Morning	1	11,11%	
Morning & Afternoon	1	11,11%	
N/A	1	11,11%	
Eindtotaal	9		

	When do you buy these products		
Rijlabels	Aantal van When do you buy these products		
Doing groceries	7	77,78%	
N/A	2	22,22%	
Eindtotaal	9		

	Usability of the category		
Rijlabels	Aantal van Usability of the category		
Food	8	88,89%	
N/A	1	11,11%	
Eindtotaal	9		

DAY3 Q4

WAT is Vivonline? WAT betekend Vivonline? Wat doet Vivonline?		Definieer Vivonline in je eigen woorden, wat betekend Vivonline?	
		What does Vivonline / Performance	What means Vivonline / Imag
F1 (45-60)D3 Q4	Vivonline is een leuke, goed onderhouden website met goed gesorteerde webshop met informatie en aanbod over de kijk van Vivian Reijs over gezonde voeding.	Actual	Vivian Reijs
F1 (45-60)D3 Q4	Een helder en fris overzicht van het gezonde en lekkere leven van Vivian, wat ze via een website aan zoveel mogelijk mensen wil delen.	Clarity /fresh	Vivian Reijs
F2 (31 -44) D3 Q4	Een platform over binnen en buiten mooi en gezond zijn.	N/A	Healthy
F2 (31 -44) D3 Q4	Bewustwording dat dingen ook anders kunnen, verandering brengt veel goeds. Klein vb: meer slaap brengt meer als je denkt. Je voelt je niet alleen beter maar ziet er gelijk beter uit. Groot voordeel je staat hierdoor ook sterker in je schoenen en dus stevig voor je ideeen.	Informative	Inspiring
F2 (31 -44) D3 Q4	Vivonline is een website voor vrouwen met een interesse in gezond en bewust leven. Ik associeer Viv sterk met Vivian, maar je kunt ook denken aan 'vivre' leven, plezier (vive la France...) Vivonline wil op een luchtige, laagdrempelige en plezierige manier een bijdrage leveren aan kennis delen over gezond/bewust leven, van food tot mind.	Informative	Social approval / Responsible
F3 (20 -30) D3 Q4	Vivonline is volgens mij opgezet door Vivian om haar kennis te delen met anderen en te inspireren gezonder te leven. Ik denk dat de website dat uitstraalt. Er wordt je niets opgedrongen,maar alles wordt geloofwaardig en professioneel overgebracht.	Informative	Vivian Reijs
F3 (20 -30) D3 Q4	Vivonline is een richtlijn voor het volgen van een healthy lifestyle die voor iedereen haalbaar is. Sterker nog, ik denk dat als je niets hebt met deze leefstijl je door Vivonline het echt leuk gaat vinden.	Informative	Inspiring
F3 (20 -30) D3 Q4	Online inspiratie voor goede, gezonde voeding en een happy mind	Informative	Inspiring
F3 (20 -30) D3 Q4	Vivonline is een informatief platform waarbij je heel veel informatie krijgt om de kwaliteit van je leven te kunnen optimaliseren. Juist de combinatie met website - producten verkoop online en andere activiteiten is het een heel mooi bedrijf. Vivonline betekent voor mij een super leuke inspirerend bedrijf die je stimuleert om dingen die jullie willen overbrengen toe te passen in je eigen leven. Viv online doet zoveel, en dat maakt het juist zo leuk. zoals super mooie blogberichten-	Informative	Inspiring

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

		What does Vivonline / Performance		What means Vivonline / Imag
		Actual		Vivian Reijs
		Clarity /fresh		Vivian Reijs
		N/A		Healthy
		Informative		Inspiring
		Informative		Social approval / Responsible
		Informative		Vivian Reijs
		Informative		Inspiring
		Informative		Inspiring
		Informative		Inspiring

WAT is Vivonline? WAT betekend Vivonline? Wat doet Vivonline?			
Rijlabels	Aantal van What does Vivonline / Performance		
Actual	1	11,11%	
Clarity /fresh	1	11,11%	
Informative	6	66,67%	
N/A	1	11,11%	
Eindtotaal	9		

What label do you assign to the information Vivonline publishes

Definieer Vivonline in je eigen woorden, wat betekend Vivonline?			
Rijlabels	Aantal van What means Vivonline / Imagery		
Healthy	1	11,11%	
Inspiring	4	44,44%	
Social approval / Responsible	1	11,11%	
Vivian Reijs	3	33,33%	
Eindtotaal	9		

What means Vivonline to you

DAY3 Q5

Wat betekent Vivonline's gedrag voor jou? Wat vind je van de kwaliteit van Vivonline?				
		Judgement1	Judgement2	Wat vind je van de kwaliteit van Vivonline?
F1 (45-60)D3 Q5	Ik vind het leuk, informatief en motiverend en zeker niet dwingend. Kwaliteit: goed - zeer goed.	Credibility	Motivating	High quality
F1 (45-60)D3 Q5	Een vlot en modern gedrag, van deze tijd. Weliswaar soms wat aan de prijzige kant. Soms zouden er ook wel 's wat tegenvallers of missers (cheat-meals) getoond mogen worden ;) Kwaliteit is voor mij hoog!	Actual	Motivating	High quality
F2 (31 -44) D3 Q5	Haar gedrag moet regelmatig zijn, dus vaak nieuwe artikelen. Maar met een onvoorspelbare inhoud, verrassend. Tot nu toe goede kwaliteit.	Originality	N/A	High quality
F2 (31 -44) D3 Q5	Hoge kwaliteit, hierdoor wil je graag zelf verbeteren	N/A	Motivating	High quality
F2 (20 -30) D3 Q5	Vivonline's gedrag biedt mij verstrooiing/ontspanning over onderwerpen die me boeien. Het maakt nieuwsgierig waardoor ik voor meer verdieping nog een tijdje verder op het net surf. Kwaliteit is; laagdrempelig, op een ontspannen, relaxte manier kennis geven van. Positief, vrijblijvend, niet belerend. Vivian geeft de info een gezicht op TV, in magazines. Als haar type vrouw je niet aanspreekt, zul je denk ik ook minder gauw de website bezoeken. In die zin is zij wel het visitekaartje.	accessable	Motivating	High quality
F2 (20 -30) D3 Q5	Ik vind de kwaliteit meer dan prima, de kwaliteit is constant. De artikelen zijn altijd weer verrassend en er worden vaak nieuwe onderwerpen aangesneden. Ik vind het prettig dat er veel actuele zaken worden besproken. Dit helpt mij een weg te vinden in het doolhof van gezonde lifestyle.	Originality	Actual	High quality
F2 (20 -30) D3 Q5	Kwaliteit top. Ik kijk en lees er graag over.		Motivating	High quality
F2 (20 -30) D3 Q5	Ik vind dat de Vivonline een brede doelgroep aanspreekt, al denk ik dat deze doelgroep slechts uit vrouwen bestaat. Vivonline is makkelijk toegankelijk qua woordkeuze, recepten en ideeën.	accessable	Motivating	N/A
F2 (20 -30) D3 Q5	Ik vindt de kwaliteit die jullie aanbieden erg hoog. Jullie willen het beste eruit halen en dat is ook goed te merken. Ook door aanleiding van deze enquête proberen jullie steeds te blijven optimaliseren van de kwaliteit en dat komt er goed over op mij. Het gedrag van vivonline heeft een hele positieve ervaring op mij en denk op iedereen.	Credibility	Motivating	High quality

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

	Wat betekent Vivonline's gedrag voor jou?			Wat vind je van de kwaliteit van Vivonline?
	Credibility			High quality
	Actual			High quality
	Originality			High quality
	N/A			High quality
	Accessable			High quality
	Originality			High quality
	Accessable			High quality
	Credibility			N/A
	Motivating			High quality
	Motivating			
	N/A			
	Motivating			Rijlabels Aantal van Wat vind je van de kwaliteit van Vivonline?
	Motivating			High quality 8
	Actual			N/A 1
	Motivating			Eindtotaal 9
	Motivating			
	Motivating			

Rijlabels	Aantal van Wat betekent Vivonline's gedrag voor jou?	
Accessable	2	11,76%
Actual	2	11,76%
Credibility	2	11,76%
Motivating	7	41,18%
N/A	2	11,76%
Originality	2	11,76%
Eindtotaal	17	

Please provide your association with Vivonline's behaviour

How do you value the general quality of Vivonline

DAY3 Q6

Wat is het imago van Vivonline? Beschrijf en motiveer in je eigen woorden alsjeblieft.				
		Imago feelir	Imago feelings 2	Imago feelings 3
F1 (45-60)D3 Q6	Gezonde lifestyle coach, zakelijk gezien succesvol. De foto's waarop Vivian met 'de groten van Nederland' staat.	Sporty	Healthy	Succesful
F1 (45-60)D3 Q6	Een sportief en ecovriendelijk imago!	Sporty	Organic	Friendly
F2 (31 -44) D3 Q6	Gezond, betrouwbaar, positief, vernieuwend. Maar nog onbekend voorin gevoel.	Positive	Sincerity	N/A
F2 (31 -44) D3 Q6	Gezond en leuk bewust op alle gebieden en voor ieder wat wils	Positive	Healthy	Friendly
F2 (31 -44) D3 Q6	Jeugdig, positief, relaxed, eerlijk, betrouwbaar. Ja ik associeer de info sterk met het beeld dat ik van Vivian Reijs heb… Als zij niet aan de site verbonden zou zijn, zou ik gek misschien, toch iets missen. Dan is het meteen een stuk anoniemer, minder persoonlijk.	Positive	Sincerity	N/A
F3 (20 -30) D3 Q6	voor een groot publiek, betrouwbaar en inspirerend.	Positive	Sincerity	N/A
F3 (20 -30) D3 Q6	Stoer/lief imago. Gevoel van vriendinnen.	Positive	Sincerity	Friendly
F3 (20 -30) D3 Q6	Ik weet niet wat het imago is van Vivonline. Ik ken verder niemand in mijn omgeving die bekend is met Vivonline en ik zou niet weten in hoeverre Vivonline populair is.	N/A	N/A	N/A
F3 (20 -30) D3 Q6	Het imago van vivonline is erg sprankelend. Alles wat met gezondheid, beweging, persoonlijke groei en algemene ontwikkeling te maken heeft, nemen de mensen die ik erover vertelt heb een kijkje op jullie website en zijn daarna erg geïnspireerd.	Positive	Sincerity	Friendly

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way. Therefore I took all groups together

	Imago feelings all	Rijlabels ⌄	Aantal van Imago feelings all	
	Sporty	Friendly	4	19,05%
	Sporty	Healthy	2	9,52%
	Positive	Organic	1	4,76%
	Positive	Positive	6	28,57%
	Positive	Sincerity	5	23,81%
	Positive	Sporty	2	9,52%
	Positive	Succesful	1	4,76%
	Positive	**Eindtotaal**	**21**	
	Healthy			
	Organic			
	Sincerity			
	Healthy			
	Sincerity			
	Sincerity			
	Sincerity			
	Sincerity			
	Succesful			
	Friendly			
	Friendly			
	Friendly			
	Friendly			

Distribution of imago feelings associated with Vivonline

DAY3 Q7

Hoe beoordeel jij Vivonline vanuit je hoofd? Wat doet Vivonline goed? Wat doet Vivonline niet goed?   Geef minimaal twee plus en twee min punten.

		Positive1	Positive2	Negative1	Negative2
F1 (45-60)D3 Q7	Goed: afwisselende recepten en info over voeding. Goed: eigen ervaring verwerken Minder goed: info over bijv. schoonheidsbehandelingen en promoten van de producten van Jetske. Er zijn meer	Actual	Diversity	Quality of paid content	
F1 (45-60)D3 Q7	Plus: - Door de frisse look zeer toegankelijk - afwisseling van tips/adviezen, sneller verversing van de site (zodat je dagelijks kijkt) min: - prijzige webshop (gooi er wat	Diversity	Accessible	Price	
F2 (31 -44) D3 Q7	speelt in op nieuwe trends -artikelen mogen langer met meer inhoud - vaak	Actual		Price	More detailed
F2 (31 -44) D3 Q7	Heel goed ook de kids bij dingen betrekken en makkelijke eetideeen doorgeven Minpunten, lastig, veel challenges waar je echt elke dag even	Diversity			
F2 (31 -44) D3 Q7	Goed, niet goed; dan zou ik moeten weten wat jullie met het concept precies beogen. Wil ik zware diepgang; dan ben ik niet op de goede site. Goed; breed toegankelijk, aansprekend voor een brede doelgroep. Ik denk wel vooral aan vrouwen! 2e punt; Duidelijke navigatie, vier	Diversity	Accessible		Website (navigation)
F3 (20 -30) D3 Q7	+ Duidelijke en veel informatie + Vaak nieuwe artikelen en informatie over nieuwigheden.	Actual	Accessible	N/A	N/A
F3 (20 -30) D3 Q7	Goed: persoonlijke aanpak, voorbeelden zoals de smoothies. Niet zo goed: meer	Accessible		More interaction	
F3 (20 -30) D3 Q7	via social media en site wordt goed onderhouden Minder goed: het aantal info op de site is nog vrij beperkt en het zou leuk zijn als Vivonline	Actual		More video	
F3 (20 -30) D3 Q7	sterk in het overbrengen van de informatie, up to date houden van de website en met nieuwe blog berichten. - mensen bereiken via social media. leuke video's delen. - leuke winacties minpunten: Ik zou vaker een e-mail	Actual	Accessible	More interaction	

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

	Positive all		Negative all
	Actual		Quality of paid content
	Diversity		Price
	Actual		Price
	Diversity		More interaction
	Diversity		More video
	Actual		More interaction
	Accessible		More detailed
	Actual		Website (navigation)
	Actual		
	Diversity		
	Accessible		
	Accessible		
	Accessible		
	Accessible		

Wat doet Vivonline goed?				Wat doet Vivonline niet goed?	
Rijlabels	Aantal van Positive all			Rijlabels	Aantal van Negative all
Accessible	5	35,71%		More detailed	1
Actual	5	35,71%		More interaction	2
Diversity	4	28,57%		More video	1
Eindtotaal	14			Price	2
				Website (navigation)	1
				Quality of paid content	1
				Eindtotaal	8

Perceived positive performance of Vivonline

28% 36% 36%
■ Accessible
■ Actual
■ Diversity

Improvement ideas

13% 12% 13% 25% 25% 12%
■ More detailed
■ More interaction
■ More video
■ Price
■ Website (navigation)

DAY3 Q8

		Emotion1	Emotion2	Emotion3					
Watvoor gevoelens geeft Vivonline jou? Wat voor emoties voel je door Vivonline te volgen? Geef minstens 3 emoties en motiveer waarom alsjeblieft.									
F1 (45-60)D3 Q8	1. Mijn onvermogen om net zo gezond te eten als Vivonline voorschrijft 2. Het voornemen om het beter te doen 3. Geamuseerd door de leuke afbeeldingen	Guilty	Inspired	Amused					
F1 (45-60)D3 Q8	- positieve energie/vrolijkheid > artikelen en illustraties wekken dit op. - doorzetten > "op karakter" verdergaan in bijv. sporten, gezond eten. - Veiligheid > hoe maak ik zaken voor mezelf veiliger, zonnen, eten, beschermen van mijn waardevolle lijf.	Inspired	Save	Persistance					
F2 (31 -44) D3 Q8	bezig zijn, motiveert om gezond te leven, heel soms schuldgevoel omdat jet altijd beter kan en soms jaloers als het gaat om dure producten en	Inspired	Guilty						
F2 (31 -44) D3 Q8	Ik word weer even scherp gesteld, krijg leuke ideeen en makkelijk gemotiveerd de healthy life style te houden. Emoties vrolijk, nieuwsgierig en excited	Inspired	Happy	Curious / excited					
F2 (31 -44) D3 Q8	Blij; het leven is leuk (fotografie, tone of voice). Zelfverzekerd gevoel; we zijn allemaal leuk en kunnen elke dag opnieuw onszelf verbeteren! Body, Food; telkens nieuwe onderwerpen. Challenges. Teamgevoel; we zijn onderdeel van een groter geheel. Wij vrouwen.... Kunnen elkaar supporten op de terreinen die Vivonline centraal	Happy	Self confidence	Support					
F3 (20 -30) D3 Q8	Ik wordt er vrolijk van, en ik voel me gemotiveerd om goed voor mezelf te zorgen. Soms voel ik me ook wel eens overspoeld, omdat ik graag gezond wil leven. Maar dat dat niet altijd mogelijk is omdat mijn partner niet mee wil werken en we er meestal	Happy	Inspired	Guilty					
F3 (31 -44) D3 Q8	Vrolijk!	Happy	N/A	N/A					
F3 (20 -30) D3 Q8	Blij vanwege de vrolijke site. Nieuwsgierig naar nieuwe updates. Positief gevoel door wat de site uitstraalt en de happy info die erop staat.	Happy	Curious / excited						
F3 (20 -30) D3 Q8	Ik krijg er altijd een heel blij gevoel van. Blijdschap: Omdat ik vaak nieuwe weetjes lees en dan blij van wordt om het zelf ook uit te proberen zoals een lekker smoothie recept. enthousiasme: omdat ik voel dat ik er meer over wilt weten wat jullie allemaal met ons delen, en enthousiasme brengen jullie ook over op de lezers. liefdevol: Dankbaar dat jullie er zijn en zo ook andere mensen vol met liefde benaderen en met passie overbrengen.	Happy	Inspired	Curious / excited					

There's no differentation recognisable between the 3 focus groups. All seem to answer in the same way.
Therefore I took all groups together

	Emotions all	Rijlabels	Aantal van Emotions all					
	Guilty	Amused	1		4,17%			
	Inspired	Curious / excited	3		12,50%			
	Inspired	Guilty	3		12,50%			
	Inspired	Happy	6		25,00%			
	Happy	Inspired	6		25,00%			
	Happy	N/A	1		4,17%			
	Happy	Persistance	1		4,17%			
	Happy	Save	1		4,17%			
	Happy	Self confidence	1		4,17%			
	Inspired	Support	1		4,17%			
	Save	**Eindtotaal**	**24**					
	Guilty					Tabel gekopeieerd , kreeg op een of ande		
	Happy					manier grafiek anders niet goed.		
	Self confidence	Amused	1		4,17%	Onderste tabel is de actieve voor de grafi		
	Inspired	Curious / excited	3		12,50%			
	N/A	Guilty	3		12,50%			
	Curious / excited	Happy	6		25,00%			
	Inspired	Inspired	6		25,00%			
	Amused	N/A	1		4,17%			
	Persistance	Persistance	1		4,17%			
	Curious / excited	Save	1		4,17%			
	Support	Self confidence	1		4,17%			
	Guilty	Support	1		4,17%			
	Curious / excited	**Eindtotaal**	**24**					

Felt emotions exploring Vivonline

DAY3 Q9

	Kun je omschrijven watvoor relatie je hebt met Vivonline en waarom? Stel je hierbij voor dat Vivonline een persoon is waarmee je daadwerkelijk een relatie kunt hebben. Omschrijf de:	
F1 (45-60)D3 Q9	Een kennis, die het, net als ik, leuk vindt als we elkaar weer eens zien.	Acquaintance
F1 (45-60)D3 Q9	Een goede vriendin. Advies in dingen, (diplomatieke) kritiek op gedrag. Tips om ergens te eten. Een steuntje om door te sporten.	Friend
F2 (31 -44) D3 Q9	Een vriendin die je eens per maand ziet maar als dat niet lukt zijn er geen verwijten over en weer.	Friend
F2 (31 -44) D3 Q9	Haha vrij open, we checken elkaar niet dagelijks maar weet dat ik contact op kan nemen als ik wil. Goede vriend die je af en toe uit het oog verliest maar die je af en toe erbij betrekt.	Friend
F2 (31 -44) D3 Q9	Prima relatie; als we elkaar ontmoeten is het leuk, waardevol. Zien we elkaar even niet, dan vallen we er zo weer in! Als een lieve middelbare schoolvriendin.	Friend
F3 (20 -30) D3 Q9	Een hechte vriendschappelijke relatie. Vriendinnen die samen stappen, shoppen maar ook met een kop thee op de bank kunnen hangen.	Friend
F3 (20 -30) D3 Q9	Vriendschappelijk. Je bent open en eerlijk naar elkaar en leert van elkaar	Friend
F3 (20 -30) D3 Q9	Hechte vriendschapsrelatie waarmee ik dagelijks contact zoek.	Friend
F3 (20 -30) D3 Q9	Ik zou een liefdevolle relatie hebben, en dagelijks contact willen hebben, zoals informatie met elkaar delen, misschien via openbare facebook groep om met andere mensen ook in contact te komen die interesse hebben in alles wat vivonline met ons deelt.	Friend

Stel jej voor dat Vivonline een persoon is waarmee je daadwerkelijk een relatie kunt hebben. Omschrijf deze relatie.

Acquaintance	
Friend	
Friend	
Friend	
Friend	
Friend	
Friend	
Friend	
Friend	

Rijlabels ▾	Aantal van Stel jej voor dat Vivonline een persoon is waarmee je daadwerkelijk een relatie kunt hebben. Omschrijf deze relatie.
Acquaintance	1
Friend	8
Eindtotaal	**9**

How do you relate to Vivonline as it were a personality

- Acquaintance — 11,11%
- Friend — 88,89%

DAY3 Q10

		Yes /No	Argument	How

Zou je de relatie met Vivonline willen verdiepen? En hoe en waarom wel/niet? Wat zou Vivonline kunnen doen om de relatie te kunnen verbeteren?

		Yes /No	Argument	How
F1 (45-60)D3 Q10	Op dit moment niet. Ik heb al relaties genoeg. Misschien dat anderen behoefte hebben aan een webinar of trainingen via Vivonline.	No	Busy	Webinar / online training
F1 (45-60)D3 Q10	Wellicht wat snellere en makkelijker challenges? Bijv. 14 dagen zonder suiker of een 4 daagse Detox? Dit heel direct begeleid door een app of mail?	N/A	N/A	Less long challenges
F2 (31 -44) D3 Q10	Als de site zich blijft ontwikkelen en blijft komen met goede artikelen wil ik best investeren maar als het niet lukt zijn er heen verwijten:-)	Yes	N/A	N/A
F2 (31 -44) D3 Q10	Meer dingen ook verspreiden via nieuwsbrief of Facebook. Of ik zelf wat vaker een kijkje op de site nemen, misschien in de ochtend mee openen!	N/A	N/A	N/A
F2 (31 -44) D3 Q10	Meer info online sociaal media. Verdiepen door meer inhoud/vervolg te geven aan bepaalde onderwerpen. Vaker een persoonlijk blog.	N/A	N/A	More personal
F3 (20 -30) D3 Q10	Ik vind het zo prima, ik voel me door de facebookpagina (en deze vragenlijsten) verbonden met vivonline en door dat alles zo aansluit bij mijn ideeën over voeding voel ik me erg betrokken.	N/A	Already feeling connected	N/A
F3 (20 -30) D3 Q10	Vooral vragen stellen op fb.	N/A	N/A	More interaction
F3 (20 -30) D3 Q10	Ik zou het leuk vinden als er een uitgebreid boek zou komen van Vivonline. Dat zou onze relatie aanzienlijk positief beïnvloeden.	Yes		
F3 (20 -30) D3 Q10	Ik zou de relatie willen verdiepen in meer dagelijks (online) contact, en elkaar meer stimuleren om te volle van het leven te genieten. Misschien het openen van een winkel , met misschien ook leuke natuurlijke cadeau artikelen en alles wat met positiviteit te maken heeft.	Yes	N/A	More interaction
	Deze vraag zou ik de resultaten omschrijven , is niet veel van te maken volgens mij			

5. **Survey Summary quantitative data first cleaned data, second survey monkey**