Copycats - a research concerning the attitudes consumers' has when familiar companies copies less familiar companies

Group C2

2FE16E – Bachelor thesis

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Abstract

The goal of this paper was to explore the type of attitudes with regards to the ABC-model consumer has towards familiar brands that use copycatting as a persuasion attempt. This was done in order to highlight the phenomena and to determine if brand familiarity affects consumers’ attitudes towards copycats. A qualitative research methodology was chosen and 25 interviews were conducted with the sample gathered from students at Linnaeus University. It was found that brand familiarity affects the consumers’ attitudes to some extent when it comes to more familiar companies copying less familiar companies. Some participants were living under the impression that it was the less familiar company that was the copycat and formed their attitudes against that company based on that. This paper highlights the unfair advantage more familiar companies obtain when copycatting less familiar companies. It was shown that brand familiarity works in the favour for the more familiar company even though they are using a questionable method of persuading the consumer into buying their products. It was found that the participants followed the steps of the “experimental hierarchy of effects” in the ABC-theory regarding the formation of attitudes. Due to hedonic motivations, consumers showed to care less about the negative feelings about the familiar company copycatting. The strong emotional ties with the familiar brand had an effect on the attitude towards the familiar brand.

Towards the end of this thesis, recommendations & managerial implications were presented. The consumers of 7xKex and 6xKex were very emotionally driven and managers should realize that not all brands reach that top-of-mind familiarity in Sweden. Managers need to be aware of this and avoid getting tempted by copycat behaviour.
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1 Introduction

1.1 Background

Copycatting is an imitation strategy used by some companies. Companies using this imitation strategy will imitate the logo, the package design and/or the name of a competing brand or product in order to persuade consumer to buy its products (Horen & Pieters, 2012a). A brand that has been having issues with copycats is Red Bull which has a distinctive design on their energy drink cans and a market share of two-thirds of the market in Western Europe (Marketing Magazine, 2004). In the case of Red Bull, copycats have named their energy drink “Red Rhino” or “Red Bat”, both which used similar colouring patterns and layout of their packaging. Puma had the issue of a copycat calling their brand “Wildcat”. In other words, copycats in these two cases free rides on attributes of the brand by imitating semantic meanings or inferred attributes of a brand (Horen & Pieters, 2012b). In some cases copycats have been focusing on abstract themes instead of physical attributes making it even harder to spot the similarity. It is a strategy to have the copycat express the same abstract message as the brand being copied (Miceli & Pieters, 2010).

The outcome of these types of imitations can be that a consumer may be confused in terms of what product to purchase and accidentally buying the copycat brand. This results in loss of sales for the original brand. This means that consumers have been deceived into purchasing a product that was not their intention to purchase (Miaoulis & D’Amato, 1978). The company that has been copied may even bring the copycat company to court. (Miceli & Pieters, 2010).

Understanding the attitudes of consumers towards copycat products and companies getting copied can be helpful from a marketer's point of view since it can reflect the evaluative stance towards an object and in turn have an effect on the behaviour of the consumer with regards to purchasing (Argyriou & Melewar, 2011). The attitudes of consumers towards other objects
than the product a marketer is trying to sell may influence the final decision whether to buy or not. Attitudes are not easily changed - they are usually stable over time (Argyriou & Melewar, 2011).

1.2 Problem Discussion

It is during the idea generation stage that the new product is brought to the discussion table in order to solve a perceived need of the company’s consumers (Scott, 1995). One way for a company to expand their product line is to look at competitors and copycat their products or ideas. Copycatting is an imitation strategy that will imitate the logo, the package design and/or the name of a brand or product in order to persuade consumer to buy its products (Horen & Pieters, 2012a). This is made possible because the copycat free rides the positive associations a consumer has with the other company (Horen & Pieters, 2012a). This means that less resources needs to be invested in the idea generation phase since the company can simply look at their competitor and steal the solution to fulfill the consumers perceived need.

The application of copycatting in the market is a huge threat to companies. A survey shows that over 50% of store brands in U.S supermarkets imitates the package of the brand leader in size, color and shape (Scott-Morton and Zettelmeyer, 2004). There are several examples of less known companies who got their ideas stolen and had to experience heavy competition from the copycat (USAtoday, 2010; SiliconIndia 2012). The way companies steal ideas from each other varies. In an article published on copycats in USAtoday (2010) some of the innovators attended new products fairs in an attempt to promote their innovation and to create some sort of partnership with a better funded company, instead they got their idea stolen and copied. There are also examples of when the success of a product was observed and competitors copy the concept in order to free ride on the success. Companies that has experienced this is for instance Redbull and Coca-cola.
The drawback of selling copycatted products is that the consumer attitudes towards them are negative in a way that the consumer perceives them to be treating the copycatted brand unfairly and unacceptably (Horen & Pieters, 2012b). However, another factor that affects the attitudes a consumer possess towards a product are brand familiarity (Ares et al., 2010; Goodman, 2009; Esch et al., 2006). More known brands are perceived more favourably than less known brands. This is something that the company Sunshine Biscuit experienced in 1908 when they introduced their original product called Hydrox. Hydrox (figure 1) is a sandwich cookie that was very successful until 1912 when National Biscuit (Later Nabisco) stole the concept and introduced their product called Oreo (figure 2). Sunshine biscuit was no match for National Biscuit due to their already established distribution channels and a much higher brand familiarity with the consumers. According to CNN (1999) the consumers does not find the statement of Hydrox predating Oreo meaningful, they do not even find it credible. The copycat, Oreo, presented sales figures reaching $374 million compared to the original product’s, Hydrox, who only presented sales numbers reaching $16 million. See appendix 2 for more examples of less familiar companies that have had their ideas copied.

This might be explained by copycatting being an imitation strategy that in some cases manages to use brand familiarity as a tool in order to persuade consumers to buy their product. Brand familiarity can be used as a tool in both the case where less familiar brand copies a more familiar brand as well in the case of a more familiar brand copying a less familiar brand. However in the scenario where a less familiar company is copycatting a more familiar company brand familiarity will also act as a defensive tool versus the copycat. Consumers will perceive the less familiar copycat brand as only trying to piggyback on the success of the more familiar brand (Horen & Pieters, 2012b). In the case of Oreo and Hydrox.
a more familiar brand copies a less familiar brand, brand familiarity worked in the favour of the copycat. In fact the negative attitudes towards copycats were projected on the less familiar brand which in this case happened to be the original brand. This is a severe problem for less familiar companies that are being copied by more familiar companies. Copycatting can be seen as a persuasion attempt in the sense that the copycat is trying to alter the purchasing behaviour of the consumer from buying the original product to buying a copycatted product by imitating the logo, the package design and/or the name of the original product. When a company is trying to persuade consumer into buying their products the consumers are faced with a persuasion attempt (Friestad & Wright, 1994). When a consumer encounters a persuasion attempt he will apply his persuasion knowledge (Friestad & Wright, 1994). The theory of persuasion knowledge explains that a consumer will adjust his attitudes towards a familiar agent, which is the company trying to persuade the consumer, if they perceive the familiar agent to be engaging unfamiliar type of persuasion attempt. It is reasonable to believe that copycatting is perceived to be an unfamiliar way for the familiar company to persuade the consumer since the consumer is not under the impression that the familiar company has used copycatting as a persuasion attempt. It is however not clear if this will be enough to trigger the negative attitudes consumers have towards copycats or if the positively induced attitudes triggered by the brand familiarity is enough to deter the negative attitudes.

1.3 Purpose

The purpose of this paper is to explore the type of attitudes with regards to the ABC-model consumer has towards familiar brands that uses copycatting as a persuasion attempt.
1.4 Delimitation

The result of this investigation is limited due to only two companies were chosen as an example. The two companies are Marabou and Helwa and they are both active within the Swedish chocolate industry. These two companies were chosen as an example because of the similarity between two of their products as presented in figure 3 and 4.

![Fig. 3](image1)
The copycat product from the more familiar brand Marabou.
introduced to the market in 2006.

![Fig. 4](image2)
The copycatted product from the less familiar brand Helwa introduced to the market in 2003.
2 Theory

2.1 The ABC-model

An attitude is composed by three components (Solomon, Bamossy, Askegaard & Hogg, 2010). Those are: affect, behavior and cognition. The ABC-model can help to demonstrate the relationships between these three components. The interrelationship between these three components are important because it is not possible to determine the attitude towards an object by only identifying a consumers beliefs about it (Solomon et. al, 2010).

ABC refers to:

- Affect - How a consumer feels about an attitude object
- Behavior - The consumers intention of doing something with regards to the object
- Cognition (Beliefs) - The beliefs a consumer has towards the object

It is important to point out that a consumers intention to do something with regards to the attitude object does not necessarily result in actual behavior (Solomon et. al, 2010). An example of the importance of the interrelationship between these factors is when a consumer knows about the specifications of an object yet the consumer do not indicate if these specifications are good or not or even if he or she wishes to purchase the object in question (Solomon et. al, 2010).

There are three hierarchies of effects. This is a concept that displays that the three components of the ABC-model has relative importance to the consumer depending on the level of motivation with regards to the object (Solomon et. al, 2010). These are the three sequences that leads to the forming of an attitude in the ABC-model:
Table 1 - The three hierarchies of effect

<table>
<thead>
<tr>
<th>Beliefs</th>
<th>Affect</th>
<th>Behaviour</th>
<th>Attitude based on cognitive information processing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(CAB)</td>
</tr>
<tr>
<td>Beliefs</td>
<td>Behaviour</td>
<td>Affect</td>
<td>Attitude based on behavioural learning processes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(CBA)</td>
</tr>
<tr>
<td>Affect</td>
<td>Behaviour</td>
<td>Beliefs</td>
<td>Attitude based on hedonic consumption</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(ABC)</td>
</tr>
</tbody>
</table>

The hierarchy of effects. Model extracted from (Solomon et. al, 2010)

The first row in the hierarchy of effects is the ‘standard learning hierarchy’ which is the most common way of forming attitudes. First, beliefs are formed about the object. These beliefs are then evaluated and a feeling is formed about the object (affect). After some time the customer learns more about the object and surrounding information with regards to the object and acts upon the information (behaviour). This may mean purchasing a product (Solomon et. al, 2010).

The second row in the hierarchy of effects is the ‘low-involvement hierarchy’. This route usually starts of with a consumer that does not have any preferences with regards to brands among products (Solomon et. al, 2010). The product is purchased due to limited knowledge and later evaluated when used. The attitude in this case is formed due to behavioral learning. While this may portray an image of low-involvement consumers as uninteresting for marketers, it is in fact in these cases catchy jingles, fancy packaging and conditional brand names are highly important (Solomon et. al, 2010).
The third row in the hierarchy of effects is the ‘experiential hierarchy’. In this way of forming an attitude, emotional response is a critical aspect. According to this route of forming an attitude, a consumer may act based on emotional reactions (Solomon et. al, 2010). An example of this is a person that enjoys watching TV with his or hers friends regardless what is showing. Attitudes here can be influenced by intangible factors such as design of the package and stimuli related to the brand name such as advertising. The attitude is influenced by what the consumer thinks the product will produce in terms of enjoyment. Studies have shown that the advertising of the product play an important role in regards to what a consumer may feel about an object (Solomon et. al, 2010).

### 2.2 Persuasion knowledge

When a consumer is faced with a situation where they feel that they are being persuaded to do something by someone with ulterior motives they apply their persuasion knowledge (Campbell & Kirmani, 2000; Friestad & Wright, 1994). According to Kachersky and Kim (2011) people find it unpleasant to be the target of a persuasion attempt. The persuasion knowledge model (see figure 5) explains the persuasion episode from both the targets and the agents point of view. The upper bubble in the model explains how the target deals with the persuasion attempts conducted by the agent. The main purpose for a target to deal with this is to maintain control of the outcome (Friestad & Wright, 1994). Friestad and Wright (1994) define persuasion attempt as the target perception of an agent’s strategic behavior while presenting information with the purpose of altering or influencing someone’s behavior. Wei, Fischer and Main (2008) further divides persuasion attempts into covert and overt. An overt persuasion attempt is a situation where the consumer is aware of the fact that the agent is trying to influence their behavior whereas in a covert persuasion attempt the consumer is not aware. An overt persuasion attempt could for instance be compliments from a salesperson and a covert persuasion attempt could be product placement in a movie (Wei, Fischer & Main, 2008). The persuasion coping behaviors and the persuasion attempt will be modified based on three factors. The target and agent will apply his topic knowledge, persuasion knowledge and agent/target knowledge when constructing their coping behaviour or persuasion attempt. The topic knowledge concerns the beliefs of the topic of the message (Friestad & Wright, 1994).
Kachersky and Kim (2011) further defines topic knowledge as the amount of knowledge the consumer has about the price and the product category. Persuasion knowledge is defined as information which helps a person to identify when someone is trying to influence them in some manner (Friestad & Wright, 1994). The agent will use his own persuasion knowledge in order to increase the strength of his persuasion attempt. The agent/target knowledge is information regarding the traits, competencies and goals of its counterpart (Friestad & Wright, 1994). According to Friestad and Wright (1994) consumers will use the persuasion knowledge model to redefine their attitudes both towards the marketers as well as their products.

![Persuasion Knowledge Model](image)

Fig. 5

*The persuasion knowledge model (Friestad & Wright, 1994)*

According to Friestad and Wright (1994) consumers will reshape their attitudes towards the agent in three scenarios:

1. When the agent is unfamiliar to the consumer and the persuasion attempt provides him with a good opportunity to get to know the agent.
2: Their existing attitudes towards the agents is based on persuasion behavior set in a different context than the current one (When a company enters a new product category)
3: The agent uses a seemingly different method of persuasion than the consumer has encountered in different persuasion attempts with agent.

If a consumer becomes aware of a persuasion attempt and therefore activates his persuasion knowledge it will affect the sales tactic negatively (Brown & Krishna, 2004; Campbell & Kirmani, 2000; Morales, 2005). This is because the consumer becomes aware, or suspects, that the agent has ulterior motives and is trying to influence the consumers purchase behavior. Wei, Fischer and Main (2008) argues that the negative effects triggered by persuasion knowledge can be reduced by brand familiarity.

2.3 Brand familiarity

Brand familiarity can be defined as how well known the company is in the mind of the consumer. Brand familiarity is of importance since it will most likely be the dominant factor for the future purchase behavior of the consumer (Monroe, 1976). The consumers’ purchase intentions, choice preferences and purchase loyalty are all positively related to brand familiarity (Ares et al., 2010; Goodman, 2009; Esch et al., 2006) It has also been shown in past research that brand familiarity with food products will most likely elevate the consumers perception of the food. According to Alison and Uhl (1964) consumers rated beer brands that they were familiar with higher in comparison to when tasting the same beer brands in a blind test. Robinson et al (2007) did a similar research where they presented identical food in either a McDonalds package or in an unbranded package, the results showed that the participants prefered the products in a McDonalds package over the unbranded package. Cova and Pace (2006) explains that consumers develop emotional attachment, to some degree, to brands they are familiar with. Consumers also tend to buy familiar brands out of habit or loyalty (Solomon, 2007). The consumer is also often willing to pay more for a brand they recognize compared to a generic brand that they are not familiar with. Brand familiarity enables the consumer to evaluate the characteristics and quality of the brand based on previous experience (Solomon, 2007). Urala and Lääteenmäki (2003) established that brand familiarity is the key ground on which consumers base their purchase behavior on regarding products such as
yogurt, juice and ice-cream. Ares et al. (2010), in their study about yogurt, demonstrated that as brand familiarity decreases so does its impact on the consumers purchase behavior. The perceived benefits a consumer experience from applying brand familiarity is the avoidance of disappointment and security (Urala and Lähteenmäki, 2003). Within certain product categories feel that the link between brand familiarity and knowing what to get is very strong as in the case of for instance ice-cream (Urala and Lähteenmäki, 2003).
3 Methodology

3.1 Research approach

3.1.1 Inductive vs. deductive

The process of deduction is the most common view of the theory and research relationship. The process of deduction has the following steps: Theory - Hypothesis - Data Collection - Findings - Hypothesis confirmed or rejected - Revision of Theory. (Bryman & Bell, 2010)

This paper provides a background of the problem with familiar companies that copycat less familiar companies. Data is gathered in order to see if brand familiarity affects the consumers attitudes towards copycatting. The findings are then presented and analysed. Towards the end of the paper the result related to the problem discussed in the beginning will be presented.

3.1.2 Qualitative vs. quantitative research

This paper will use a qualitative research methodology. A qualitative research approach will enable the researcher to create a deeper understanding regarding the Affect, Behaviour and Cognition of the consumers towards larger brands that use copycatting as an idea generation method. There is reason to believe that the situation might be complicated to describe and therefore a qualitative research approach is more useful in this case than a quantitative research approach.
3.2 Research design

During this project an exploratory research design will be applied to the research process. This design was chosen because the goal is to obtain deeper understanding regarding the attitudes consumers have when a familiar brand copycats a less familiar brand.

3.3 Data sources

Secondary data consist of information that has been gathered for another purpose then the specific research problem at hand. It can be divided into two parameters, internal secondary data and external secondary data. Internal secondary data is information which is obtained from a firm that is relevant for the paper, for instance an annual report. External secondary data is information that is made available by other sources than the firm. Primary data is information that is collected for the sole purpose to solve the identified research problem. One of the advantages which primary data offers is that the questions asked to the sample, and therefore answers, are tailor made for the investigation. (Bryman & Bell, 2010)

3.4 Research strategy

The research strategy used in this paper is the case study design. It offers an intensive and detailed analysis of the chosen case (Bryman & Bell, 2010). This research strategy is used in many prominent studies in business research. This case study can be viewed upon as revelatory since the topic of more familiar brands copying less familiar brands has not been studied as much as the opposite phenomenon. Case studies distinguish themselves for emphasizing situations or systems. This research strategy goes well with the chosen qualitative research methodology.
3.5 Data collection method

As a result of the qualitative research approach of this paper the two data collection methods that are being considered are in-depth interviews and focus groups. However, due to the nature of this research, in-depth interviews have been chosen as the data collection method for this paper. In-depth interviews were chosen over focus groups based on the characteristics of the two methods. The possibility to probe the participants of the interviews was considered more valuable and useful to this research in comparison to the group setting a focus group can provide.

3.6 Data collection instrument

The participants did not need to fill out any forms or other papers in order to participate in the interview. No pen-and-paper based instrument was present except a list of questions for the interviewer. All data needed for analysis was recorded through a voice-recorder.

3.6.1 Operationalization and measurement of variables

The interview questions will be based on relevant theories. The persuasion knowledge model is divided into three sub questions consisting of topic knowledge, persuasion knowledge and agent knowledge. The concept of brand familiarity consists of one question and the ABC-model is divided into sub questions based on affect, cognition and beliefs. These questions will be the framework on which the interviews will consist of besides the expected probing. The operationalization can be found in table 2.

Table 2 - Operationalization
<table>
<thead>
<tr>
<th>Concept</th>
<th>Conceptual Definition</th>
<th>Operational definition</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic knowledge</strong></td>
<td>The topic knowledge concerns the beliefs of the topic of the message (Friestad &amp; Wright, 1994)</td>
<td>A measure that defines the knowledge about the product category.</td>
<td>What do you know about the chocolate industry?</td>
</tr>
<tr>
<td><strong>Persuasion knowledge</strong></td>
<td>The amount of knowledge and awareness a consumer has of a persuasion attempt (Friestad &amp; Wright, 1994)</td>
<td>A measure that shows the participant knowledge about a certain type of persuasion attempt</td>
<td>Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?</td>
</tr>
<tr>
<td><strong>Agent knowledge</strong></td>
<td>The amount of knowledge the consumer has about the agent who is transmitting the persuasion attempt (Friestad &amp; Wright, 1994)</td>
<td>A measure that shows how much the participant know about the companies trying to persuade them</td>
<td>How would you describe Marabou? How would you describe Helwa?</td>
</tr>
<tr>
<td><strong>Brand familiarity</strong></td>
<td>Brand familiarity enables the consumer to evaluate the characteristics and quality of the brand based on previous experience (Solomon, 2007)</td>
<td>A measure that shows if the participant is familiar with the brand and if they are able to evaluate the characteristics and quality of the brand</td>
<td>How familiar are you with Marabou? How familiar are you with Helwa?</td>
</tr>
<tr>
<td><strong>Affect</strong></td>
<td>How a consumer feels about an attitude object</td>
<td>A measure that shows how a participant</td>
<td>How do you feel about 7xKex?</td>
</tr>
<tr>
<td><strong>Behavior</strong></td>
<td>The consumers intention of doing something with regards to the object (Solomon et. al, 2010)</td>
<td>A measure that shows the intentions of a participant with regards to an object</td>
<td>If a familiar company was found to have taken an idea from a small company and made it successful without crediting the small company, what effect would that have on you purchasing from the big company in the future?</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Cognition</strong></td>
<td>The beliefs a consumer has towards the object (Solomon et. al, 2010)</td>
<td>A measure that shows the beliefs of a participants towards the familiar companies copying less familiar companies.</td>
<td>What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?</td>
</tr>
</tbody>
</table>

### 3.6.2 Interview/focus group design

The interview questions were based upon relevant theories to measure attitudes. The interview was carried out at the University Library in Växjö. To aid researchers a recording device was used. Both questions and follow-up questions were asked to the interviewees. The interviews were then transcribed as soon as possible after the interview was conducted.

### 3.6.3 Pretesting

Pretesting was done in order to ensure that the structure of the interview operates in a desired manner. Any confusion that came up at the interview could be solved with help from the interviewer. The interview was tested a handful of times in order for the interviewers to be
more confident in the interviews. It was also tested if the interview questions would give the same result at every interview however no such problems arose.

### 3.7 Sampling

#### 3.7.1 Sampling frame

In the process of sampling the authors contacted 25 students in order to find information about their attitudes towards chocolate products. There was no requirement for the participants to be students or not to be students. However since both authors live and work around a university campus, the sample consisted heavily of students because it is an area where a lot of students are available for interviews.

#### 3.7.2 Sample selection and data collection procedure

The sample consisted of students at the Linnæus University. The age ranged from 25-30. The data collection procedure was done with the help of an audio recording device. The interviews was then transcribed to text and are found in the appendix of this thesis. The interviews lasted for approximately 15 minutes.

### 3.8 Data analysis method

During this paper the chosen data analysis method is data reduction and pattern matching. This was chosen because it is considered the most suitable method for analysing qualitative data gathered in a case study (Bryman & Bell, 2010).
3.9 Quality criteria

There are four criteria that are taken under consideration in this paper:

- Sensitivity to context
- Commitment and rigour
- Transparency and coherence
- Impact and importance

3.9.1 Content validity

The method is aimed towards getting information regarding attitudes towards brands and behaviors of companies. Therefore the models ABC, Persuasion Knowledge Model and brand familiarity were chosen. These models are relevant for measuring attitudes. Content validity is estimated to be high since the interview questions were based upon these relevant theories and gathers the intended information.

3.9.2 Construct validity

The qualitative research method of using interviews to gain information suited the relevant concept of attitudes. The interviewer could get in-depth answers from the interviewees. Since the questions were based upon relevant attitude theories, the measurement tool actually measured what it was supposed to measure.

3.9.3 External validity

External validity concerns the ability to generalize the result of a study beyond the specific research context (Bryman & Bell, 2010). The sample was chosen carefully and included people that was fairly knowledgeable in marketing but also people that did not have as much knowledge about marketing. In this sense, the ability to generalize may be viewed upon as being greater than if only marketing students were chosen for the interviews.
3.9.4 Reliability

The reliability of research stands in relation to if the results of a study would be the same if it would be repeated (Bryman & Bell, 2010). While all the interviews in this research will not be done more than one time, the pretested interviews made in a smaller scale gets similar results as the presented interviews in this paper. This means that there are a degree repeatability of the results.
4 Empirical investigation

4.1 Industry knowledge

25 persons were interviewed about the Marabou and Helwa products. Initially in the interview the interviewees were presented with pictures of two products; one from Marabou and one from Helwa. Once the participants had observed both of the images of the products they were asked about their knowledge about the chocolate industry. All of the participants could name the largest actors, in their opinion. The most commonly mentioned brands were Marabou, Cloetta, Fazer and Lindt. 4 participants said that some brands are more exclusive and more expensive than others. Most of the participants were unable to specify any smaller brands. In the interviews where the participants explained what factor they think the chocolate brands are competing with, the most commonly mentioned factors were product design and the origin of the product. 4 participants also highlighted the importance of the taste of the product, in particular that some flavour combinations are more sought after than others. 5 participants believed that the chocolate market was highly competitive. 1 participant also brought up that it is probably hard for new companies to enter the market. 2 participants said that the chocolate industry in Sweden is very large because Swedes enjoy chocolate very much. The knowledge about the chocolate industry was very much limited to the existence of brands and products and no participant knew much about corporate strategies or the economics within the industry.

4.2 Copycat persuasion

The participants were then asked if they had encountered a situation where a copycat has tried to persuade them into purchasing their product. All the participants claimed that they had encountered a situation where that had happened. The majority of the participants said the copycat brand usually were a knock-off of a fast-moving original product in a low-price grocery store that had tried to persuade them. The most frequent given example of this was soft-drink copycats. There were no mentions of copycats within the chocolate industry with
the exception of one participant. A minority of the participants expressed that they never had encountered a copycat in the chocolate section in the store even though they were never given that question. The one participant that claimed they had encountered a copycat in the chocolate industry explained that it was Göteborgs Kex’s product Ballerina that was being copied by an unknown company.

4.3 Describing the brands

Most participants were able to place Marabou as Swedish and as one of the largest companies’ active in the chocolate industry. Marabou was mostly identified positively through a set of their products and their commercials. The most commonly mentioned product was the Aladdin chocolate box and their milk chocolate. One participant characterized Marabou as a classic Swedish company in line with companies such as IKEA. Helwa was often described as a smaller, in comparison to Marabou, and foreign company. There were several guesses conducted based on the text on their product regarding the country of origin. The countries mentioned were Germany and Austria. 5 described Helwa as a generic store brand and 1 participant said that they were most likely a copycat. Most participants agreed on that Helwa appears to be a cheaper brand in the sense that they are prioritizing quantity over quality, compared to Marabou. 20 people had limited to no knowledge about Helwa. The answers provided were mostly based on guesswork and estimation with the exception of 2 participants that had actually tried one of Helwa’s products. All of the participants claimed they knew something about Marabou. The participants brought up information such as the country of origin for Marabou, its products and the size of the company. A common mention from the participants was that Marabou targets all demographics age-wise in the sense that they have products for all age-categories.

4.3 Familiarity of brands

The fourth question was regarding familiarity with the brands Marabou and Helwa among the participants. All of the participants were familiar with the brand Marabou. A large number of participants said they purchase Marabou when it comes to chocolate and that the brand is very present in common stores in Sweden. According to many of the participants Marabou’s
product “Aladdin” was a recurring purchase during holidays such as Christmas. Common words used regarding Marabou were “classic”, “traditional” and “Swedish”. All but 2 participants were unfamiliar with the brand Helwa. A small number of people guessed or drew conclusions about Helwa based on the picture they were shown in the beginning of the interview. They assumed Helwa was a small brand, possibly not from Sweden. The only knowledge that the participants that did not have familiarity with Helwa had was from the picture that we had shown them earlier.

4.4 Feelings toward 7xKex

During the question regarding how the participants felt towards Marabou’s product 7xkex most of them expressed themselves in a positive manner. 10 had tried the product previous to the interview and had varying opinions regarding it. The overall impression they had of the product was positive. 5 said that the product design resembled Marabou’s other products which made them more likely to try it. Some participants were raising doubts concerning the similarity between the two products. They were not sure who was copying who. All participants that mentioned the design of the two products claimed that Marabou’s product looked a lot nicer than Helwa’s product. One participant explained it as Helwa’s product design looked like it was conducted in MS paint and not Adobe Photoshop. 2 said that it was easier to judge the quality of the products, without even trying them, based on their appearance and the familiarity of the brand. Marabou was associated with higher quality compared to Helwa which was associated with more negative feelings such as “cheaper” and not as tasty as Marabou. One of the participants noticed that there is a “pun” or a sense of rhyming in the word-flow when it comes to 6xKex which is absent in the case of 7xKex and sort of defeats the purpose of the product name. The “pun” was questioned by the same participant since he was not sure if it was intended or not.

4.5 Future purchasing with regards to copycat discovery

The participants were then asked how their purchasing would be affected towards a familiar company if the company had copied a less familiar company without giving them credit. The answers here could be separated into two schools. One common answer was that this behavior from a company would have a negative effect on their (as consumers) purchasing. They, as
consumers, would purchase less from that particular company if they knew that they had copied. In other words, they would purchase less, or stop purchasing from that company. The other school of thought was that if while it would have a negative effect on their purchasing, they would be unsure on how it would really affect their purchasing if they really liked the brand. 5 participants explained that if they were very familiar with the brand it would in a sense make it “less bad”. One participant explained it as “there is a difference for me depending on the company doing it (copycatting)”. 7 number of participants believed that the company had misbehaved in this case and out of those participants, 5 thought that it would affect their purchasing from Marabou in a negative way. 15 number of people thought that it would not affect their purchasing at all. 5 participants were unsure of how their purchasing behavior would change.

4.6 Beliefs towards familiar copycatting brands

The last question asked was about what the participants would feel if a familiar company such as Marabou had copied a less familiar company such as Helwa. 4 participants expressed that they initially had thought that it was the other way around. They thought that Helwa had copied Marabou. However, 18 of the participants claimed that they did not like it. The reasons behind this were that the participants want small companies to prosper and be able to compete with the big actors in the market. They did not like it when big companies tried to shut smaller companies out of the market or taking their ideas. 3 participants said that there is a “fine line” between copying and being inspired and that it might not always be the case of copycats but instead a company that have been inspired by another company. 2 participants expressed sympathy for the smaller company (Helwa) and said that they would start purchasing their products instead of Marabou in order to support them. 1 participant said that it did not matter that he liked the company that copied the smaller company and that he would still dislike that kind of behavior.
5 Analysis

During the interviews none of the participants defined their topic knowledge as sufficient. Most of the participants were able to mention the largest brands active in the Swedish chocolate industry. The participants’ information regarding the price map on the market was limited. Some brands were considered more premium and therefore eligible to charge a higher price due to the quality of the product being perceived as higher than its competitors for reasons unknown. The interviews did not seek to find out information regarding this issue. The overall knowledge regarding economic strategies and statuses of the largest brands were extremely limited. The largest and most familiar brands were considered so because those brands were always present to the participants. The products of these brands were easily accessible in stores and they advertised their range of products on TV, magazines and on billboards. The use of advertisements allowed the participants to draw a rough conclusion regarding the financial status of some of these firms. The overall topic knowledge with the participants was based on the 2-4 most familiar brands on the Swedish market. Since there are more brands than that on the Swedish market the topic knowledge of the participants are considered limited.

All participants explained that they have been target by companies trying to persuade them into buying their products by copying a more familiar company. The perception of who copycats who was that it was often a smaller, unknown company that tried to take advantage of the success of the more familiar company. The participants mentioned certain product categories as more prone to being target by copycat companies, the most commonly mentioned being the soft- and energy drink industry. There was only 1 participant out of 25 that had encountered a copycat within the chocolate industry. This indicates a very low awareness and experience of copycatting as a persuasion technique in this particular industry even though the participants possessed more persuasion knowledge for other industries. This indicates that the consumer is not as suspicious towards potential copycats in the chocolate industry as they might be when faced with copycats in other industries.

The knowledge regarding the involved agents was unevenly divided. The participants possessed a bundle of information regarding the more familiar company. The participants trusted the more familiar company to a further extent than the unfamiliar company. No
participants had experienced the familiar company to use copycatting as a persuasion attempt. The unfamiliar company was accused of being a copycat. The concept of agent knowledge is working for the more familiar company that copycats in this case and weakens the position of the less familiar company that is being targeted by the copycat. The agent knowledge of who copycats who in this case is misplaced and hurts the wrong company. This is because the persuasion attempt in this case can be classified as covert and it attempts to hide itself by duping the consumer to believe that it is the unfamiliar company that is the copycat.

All participants were highly familiar with Marabou in some way or another. This led to Marabou being characterized in a highly favorable way compared to Helwa which had low levels of familiarity among the participants. The familiarity of Marabou enabled the participants to estimate the level of quality and the overall feel of Marabou’s product whereas in the case of Helwa they were forced to guess based only on the design of the product. This is one of the benefits brand familiarity and past experience with the brand provides the consumer with (Solomon, 2007). The consumers were therefore more likely, due to brand familiarity, to choose Marabou’s product.

The participants had an overall positive feeling with regards to 7xKex. All participants thought that the 7xKex product looked nicer visually than Helwa’s product. This question is an important step towards finding out what type of attitudes with regards to the ABC-theory the participants has about Marabou and its products. Based on the information extracted at the interviews, all of the participants follow the first steps of the ‘experimental hierarchy’ way of forming an attitude towards an object. They did not initially have a lot of information regarding 7xKex but had some initial feelings about the product design of the product and some feelings about intangible attributes whether or not they had tested the product. This is following the steps within this hierarchy in terms of the participants having emotional reactions towards an attitude object. However, it is too early in this stage to draw any conclusions without going over the other factors within the ABC-model. One may weigh in the factor of the participants knowledge about the product brands of Helwa and Marabou when trying to decipher attitudes towards objects. Since every one of the participants knew about Marabou and close to no one knew about Helwa, advertising and/or some sort of presence of the Marabou brand has been visible to the participants at some point prior to the interview which may be remembered and affect how a person feels about an object in the future (read: in the interview). This is in line with the ABC-theory (Solomon 2007).
Behavior is the second component of the ABC-model and refers to a person's intentions to do something with regards to the object (Solomon 2007). When participants were asked if their purchasing would be affected by a familiar company copying a less familiar company, the majority answered that it would not affect their purchasing at all (15+7). This can be explained by ‘hedonic motivations’ in the sense that even though a participant may not appreciate the behavior of copycatting the hedonic motivations, of how useful or fun a product is, outshines this bad behavior. Another indicator of the ‘experimental hierarchy’ is that the participants often brought up the importance of the brand Marabou and how they have emotional ties to the brand in the sense of habits and traditions throughout their lives. This is a characteristic of ‘the experimental hierarchy’ in the ABC-theory of attitudes where emotional response is a central part of the attitude (Solomon 2007). A small part of the participants said they could not know how they would react if that scenario of a familiar brand copying a less familiar brand happened. A possible explanation of this may be attributed to Brand Familiarity. The brand of the familiar company is well established in the mind of the consumer in positive ways yet the bad behavior of the same familiar company is disliked by this same consumer and makes it almost hard for a consumer to decide what to feel about it. Possibly, the participants are struggling with an ethical dilemma in this situation of deciding what to do.

When the participants were asked about how they would feel if Marabou had copied Helwa the majority (18) expressed that they would not like it. Answers given to this question contradicts answers given the previous question. In the previous question the majority claimed they would not be affected in the sense that they would change their purchasing behavior from Marabou. However, it is important to point out that feelings may not be uniform in the sense that they always have to be negative or positive (Solomon 2007). When asking about feelings it is important to understand that feelings may be mixed both positive and negative. A possible explanation, tied to the theory of the ABC-theory, is that the attitudes of the participants may be overwhelmingly positive yet at the same time information about Marabou copycatting a less familiar company tied with the participants own negative beliefs towards copycatting may lead to the participants having a negative affect towards the Marabou brand or product of 7xKex. However, this does not have to mean that these participants stop purchasing Marabou products. In fact, as displayed earlier, the majority of the participants would not change their purchasing even though they do not like the behavior of copycatting.
Again, emotions can be mixed both positive and negative which is clearly displayed in the discrepancy between the answers given in the last question and the next to last question.

The information gathered during the interviews does not fall into the ‘standard learning hierarchy’ of effect due to the notion of the consumers not having a close bond with the product of 7xKex. Some participants had tried it once but a large amount of the participants had not tried the product at all. This does not interfere with the research since attitudes may exist without the need of trying the product. They still expressed positive emotions towards both Marabou and 7xKex based on intangible attributes. One possible explanation for this is that even though the consumers may not be very familiar with the product of 7xKex, they are indeed familiar with the brand of Marabou and remembers the situations that they have consumed Marabou in as positive, regardless of what Marabou product they consumed at those times. All these emotional expressions fall into the category of ‘the experimental hierarchy’. In other words; the attitudes towards Marabou and 7xKex of the majority of the participants is based on hedonic consumptions and formed in the order of **Affect - Behavior - Beliefs = Attitude**.

This can be displayed in the following model:
6 Conclusion

The attitudes towards familiar companies that copies unfamiliar companies, in the chocolate industry, were mostly negative but it would not affect the purchasing behavior of the majority. The general feeling towards copycatting as a persuasion attempt are negative but the knowledge about quality provided by brand familiarity among interviewees were too great which led to consumers still expressing that they intend to purchase from the company that copycats. The topic knowledge, persuasion knowledge and agent knowledge all worked in the favor of the familiar company to the extent that the consumer initially believed that Marabou were the one that were being copied. One might argue that this is a downward spiral for Helwa since the consumer will form negative attitudes towards them based on the premise that they are the copycat even though they are not. By providing the consumer with accurate topic knowledge, persuasion knowledge and agent knowledge regarding this certain persuasion attempt it is likely that the consumer will reform their attitudes towards both the familiar brand and the unfamiliar brand. Since this is of no benefit for the familiar brand it is up to the unfamiliar brand to take action. For further emphasis on this topic, see ‘Recommendations & Managerial implications” below where actions are discussed further.

The ABC Hierarchy of effects regarding how attitudes are formed towards objects was used when analyzing the results of the interviews. The consumers had hedonic motivations up to a point where the usefulness or fun a product offer outshines the negative feelings the consumer may have against copycatting. The emotional response is a central aspect of the ‘experimental hierarchy’ of effects within the ABC-theory. The consumers had strong emotional ties to the brand Marabou and a wide range of its products which aided the positive attitudes towards them regardless of their negative behavior of copycatting.
7 Recommendations & Managerial implications

For managers reading the outcome of this paper it might at first glance seem like Marabou behavior is working in favor of them. However, it is important to point out that the emotionally driven consumers in the case of 7xKex and 6xKex had strong ties with regards to Marabou and its products. Our notion is that very few brands reach that level of brand familiarity and top-of-mind in Sweden. In addition to that, we cannot conclude that this behavior is not counterproductive and that this type of behavior will not lead to declining sales in the future. Marabou may be resistant to this in the short-term due to its strong brand and heavy marketing.

It might be advisable for a manager of an unfamiliar company that is being copied to attempt to reach out to consumers and provoke the negative attitudes they have towards copycats. This might be conducted by contacting the media which will hopefully also increase the brand familiarity of the company. By bringing this phenomenon to light we hope that more companies that have experienced this scenario will surface and tell their side of the story. The authors believe that more research needs to be conducted regarding the eventual counter productivity copycatting leads to for the familiar company in order to further deter this kind of behavior.

The authors do not recommend copycatting as a strategy within new product development. Copycatting is a toxic way for a company to expand its product line. It hurts innovation and is harmful to all types of companies.
Reference List


Sunshineandsippycups (2012) Did This Major Brand Steal a Mom Inventor’s Idea? You Decide

Rudebaguette (2012) Are larger French companies stealing ideas from startups?

USAtoday (2010), Watch out for copycats that can steal your business idea,


Appendix 1

Interview #1

Male
23 years old
Student

VL = Viktor Lindh
P1 = Participant 1

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. Here are two pictures of chocolate bars. As you can see, the design of the Marabou is similar to Helwa’s product. What do you know about the chocolate industry?
P1: I don’t know too much about it really, actually when I think about it I hardly know anything about it. I personally don’t eat that much chocolate but I would be able to name a couple of companies, the biggest ones so to speak... I don’t know any smaller ones to be honest. I think most of them are Swedish, the ones I’ve heard of. Marabou, Cloetta and Fazer are really the ones that come to mind straight away for me. I would say that the largest factor they compete with is the packaging, that’s where I’ve observed the largest differentiation between the companies. Often the companies use the same combination of flavors as its competitors but with their own execution.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P1: Well, yeah I guess it’s pretty common, that companies steals an idea or whatever and tries to implement their own thing onto that product. I guess one of the most obvious ones is the ones that are trying to copycat Coca-Cola like for instance Cuba-cola. I mean everything there is similar, the design of the product, the name of the product and the product itself. For me it depends a lot on what product and what brand it is. If it’s a brand that I really like I would become angry at the copycat but I wouldn’t mind it too much if a brand I like copies another brand.

VL: How would you describe Marabou? How would you describe Helwa?
P1: Well, Marabou feels like they are the bigger company... I’ve never even actually heard of the other company Helwa. It just feels like I know a lot more about Marabou and it feels more close to heart since it’s Swedish. I feel more loyal towards Marabou. Also you know their marketing is supreme compared to that other company. I’ve seen ads on the television, in newspapers and on billboards by Marabou. The other brand, Helwa, it just feels like that kind of brand that you stumble upon when you’re browsing the chocolate section.

VL: How familiar are you with Marabou? How familiar are you with Helwa?
P1: Compared to Helwa I am a lot more familiar with Marabou. I’m not sure if I have even ever encountered Helwa before.

VL: How do you feel about 7xKex?
P1: If I were faced with a choice in the store I would definitely buy the Marabou one simply because I’ve heard of that brand and I’m very familiar with it compared to Helwa. Even though you’ve explained the situation here that Marabou in fact are the ones copying Helwa, Helwa still looks like the cheap knock off alternative compared to the Marabou one.

VL: If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P1: I don’t think the “larger” company has done anything wrong. Trademarks and copyrights exist for a reason and the smaller company should learn to employ them properly. It wouldn’t affect my interaction with the company at all.

VL: **What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?**
I actually find it kind of amusing but if it were the other way around I would probably find it a bit offensive. Like I said earlier I would probably still go for Marabou’s product simply because I like that brand more.

Interview #2

Male
28 years old
Student

AO = Anders Ollevik
P2 = Participant 2

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. Here are two pictures of chocolate bars. As you can see, the design of the Marabou is similar to Helwa’s product. What do you know about the chocolate industry?
P2: I do not know much about it. I know about some brands: Marabou, Lindt, and Fazer. I believe there is a lack of innovation within the industry.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P2: Yes, although it does not work for me. I think what differentiates the products within the industries are the amount of coco. There is a segment for young people and a segment for older people within the industry, with products aimed at different segments of the market.

AO: How would you describe Marabou? How would you describe Helwa?
P2: Marabou is a traditional chocolate company that has a wide range of products. Helwa I do not know much about. I guess I would describe them as a small company but I am just guessing.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P2: Marabou is a fairly familiar company compared to Helwa. I have never heard of Helwa. But I guess that they might be more known outside Sweden.

AO: How do you feel about 7xKex?
P2: I feel it is a quite established product in Sweden and tasty as well. I did not know that it was so similar to 6xKex before I saw the picture. I think it affects my feelings towards 7xKex in some way, negatively of course.

AO: If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P2: Well, I want small companies to prosper and I do not like it when big companies are trying to keep them out of the market in some way either using their innovation skills or other stuff. I think it would affect my purchasing in some way. But in the case of Marabou, I am quite attached to their products so I do not think I would buy their products less.
AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P2: If I did not know that Marabou had copied the other product, I would buy the Marabou product. Now that I know that, I would buy the product from the smaller company instead. This is because the small company has produced such a good product, that Marabou felt that they needed to redo it. In the future, if I buy the smaller company product and I do not like it, I might not buy that one again. But I would give the small company a chance if I knew that they have been copied by a big company.

Interview #3

Male
30 years old
Student

VL: Anders Ollevik
P3 = Participant

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. Here are two pictures of chocolate bars. As you can see, the design of the Marabou is similar to Helwa’s product. What do you know about the chocolate industry?
P3: Honestly I don’t know that much about the companies themselves. I think they’re trying to compete by making their products environmentally friendly and things like that. I personally think that that is really important. They’re putting a lot of emphasize on where the product is coming from. On a personal level I don’t find that important at all as long as the product tastes good unless I believe that a certain region will produce better raw material than another region.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P3: Yeah I have actually and how I cope with it varies based on what kind of product it is. If it’s a product that I’ve grown up with or whatever and I’ve really come to enjoy it I won’t switch to a cheaper product that kind of looks the same. It doesn’t have anything to do with taste or things like that because the cheaper product might taste better but for me that’s not important. I just like to choose products that I’m used to so to speak. I will do a calculation in my head weighing of the quality of the product versus the price and make a decision based on that. The thing about copycats is that I generally feel that the quality is inferior and it is simply not worth spending money on them.

VL: How would you describe Marabou? How would you describe Helwa?
P3: Well I don’t know any facts about Marabou but my personal opinion about is that I don’t consider it to be a luxury brand. It’s there in the middle, an average brand so to speak. I know they’re pretty big, maybe the biggest in Sweden. I also know that they’re trying to sell these “premium” chocolate bars more aimed towards chocolate lovers who enjoy dark chocolate a bit more. I haven’t actually heard about Helwa before but based on the appearance of the product I don’t like it, I believe it looks to be aimed more towards children.

VL: How familiar are you with Marabou? How familiar are you with Helwa?
P3: I’ve seen a lot of advertisements from Marabou and tasted a lot of their products so I’d say I’m pretty familiar with them. On the other hand I have done neither with Helwa so I wouldn’t say I’m familiar with them at all.

VL: How do you feel about 7xKex?
P3: Actually I’m having a hard time to believe that they copied Helwa’s product. I kind of feel like “c’mon Marabou... Really?” you know, in a sense that it’s kind of unnecessary to steal an idea from such a small and unknown company.
If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company, what effect would that have on you purchasing from the familiar company in the future?

P3: Hmm I don’t know really. I guess I’m kind of astounded because I really don’t spend much time thinking about things like this and at first glance I believed that it was Helwa that was the obvious copycat of Marabous product. I really don’t think it would affect my purchase behavior at all. I mean depending on what I wanted I would get it. If I wanted an average chocolate bar I would buy the one from Marabou and if I wanted a cheap one I would buy the one from Helwa.

What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?

P3: I think this whole situation show the harsh reality of the business world. You need to be ruthless in order to survive and Marabou doesn’t seem to have any problem to take advantage of their established powerhouse position in Sweden in order to bully smaller companies.

Interview #4

Male
28 years old
Student

AO = Anders Ollevik
P4 = Participant 4

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. Here are two pictures of chocolate bars. As you can see, the design of the Marabou is similar to Helwa’s product. What do you know about the chocolate industry?

P4: My mother put all the chocolate in the fridge, and then my dad would complain that the chocolate was cold. Marabou has classical products that usually are bought by older people. I think their target group is everyone that likes candy; however I believe that women buy more chocolate than men.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?

P4: Yes, in stores there are usually some products that try to imitate bigger brands in some way. I do not like it.

AO: How would you describe Marabou? How would you describe Helwa?

P4: I would describe Marabou as an established brand in Sweden. Very large product line and targets all demographics. Helwa, I have no idea about them.

AO: How familiar are you with Marabou? How familiar are you with Helwa?

P4: I am very familiar with Marabou because I have purchased a lot of their products in the past. I guess I know about 90% of their product range. I am not familiar with Helwa except for the chocolate bar that you showed me.

AO: How do you feel about 7xKex?

P4: I feel that it is less desirable to purchase this product because it is so similar to the small company product. This gives me the impression that Marabou has used the design of the Helwa product in order to not having to innovate themselves.
AO: If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company, what effect would that have on you purchasing from the familiar company in the future?
P4: I like helping small companies instead of large companies. At the same time, it is hard to know who has copied who. It is probably easy to assume that it is the smaller company that has copied, since they usually lack the resources when innovating, compared to large companies. But in the end, I think I would keep purchasing Marabou, because I know of the brand.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P4: I would keep buying Marabou products in some way but maybe not as much as before. I would rather buy Helwa if it was available in local stores. While I really want to help small companies out I feel that Marabou has built up some sort of brand awareness that is hard to let go of. Therefore I might still buy their products even though I do not like that they might have taken the idea from Helwa when it comes to 7xKex.

Interview #5

Female
22 years old
Student

VL: Viktor Lindh
P5: Participant 5

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. Here are two pictures of chocolate bars. As you can see, the design of the Marabou is similar to Helwa’s product. What do you know about the chocolate industry?
P5: Not too much, I’ve heard of the biggest actors. I think they are competing with product design and aggressive marketing because in my mind the products themselves are pretty similar to each other.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P5: Yeah sure, all the time. When I went to Thailand people were selling Golex watches and things like that. In Sweden I think it’s more common that companies copy more “consumable” products, like food, compared to for instance watches. When a company is copying a food product it simply adds more possibilities for choices for the customer but I don’t think it would be a very good tactic to copy something a bit more lasting such as cars or electronics because I think the price reflects the quality in some way. And sometimes quality is more important than price which is the case, for me, when shopping for instance electronics.

VL: How would you describe Marabou? How would you describe Helwa?
P5: Marabou is as far as I know a Swedish chocolate company and their products have basically been staple products in Swedish homes, especially around Christmas with the Aladdin box. I believe they are at least the 2nd largest chocolate company in Sweden, maybe the biggest next to Cloetta. Spontaneously, Helwa feels like a lot smaller company compared to Marabou. I don’t know based on the text on the package they’re a German company?!

VL: How familiar are you with Marabou? How familiar are you with Helwa?
P5: I’m very familiar with Marabou, they’re everywhere! I personally don’t eat that much chocolate but when I do I usually go for Marabou because I know what I’ll get. I’ve never noticed Helwa although it is possible that
I’ve seen it sometime. It is possible that Helwa is one of those brands that haven't managed to separate themselves from the large majority of “random” brands.

**VL:** How do you feel about 7xKex?
**P5:** I actually feel kind of apathetic about it, I don’t feel anything special. Compared to the original product from Helwa 7xKex feels better. I just like the design of the product more and I can estimate the quality of the product and besides it simply looks like the Marabou offers more quality than the one from Helwa.

**VL:** If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
**P5:** I would not be happy about it because small companies does not have the economic capabilities of the large companies. So if they are innovative and come up with new ideas and products that are good for them and the large companies should not interfere with that. In other words I would probably not keep purchasing from the familiar company if that happened.

**VL:** What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
**P5:** I have negative feelings towards that. Usually it is the other way around but of course it can happen like that as well. It does not make it any better though.
Interview #6

Male
23 years old
Student

AO: Anders Ollevik
P6: Participant 6

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. Here are two pictures of chocolate bars. As you can see, the design of the Marabou is similar to Helwa’s product. What do you know about the chocolate industry?
P6: I know that the good chocolate comes from cacao beans harvested in South America. The higher the quality of the chocolate the higher the price will be. The major actors in my opinion are Cloetta, Marabou and Anthon Berg. I think these large brands experience quite a bit competition from store brands such as ICA basic. I believe that they compete mainly with quality of their products.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P6: Yes I have. The product category that springs to mind is soft- and energy drinks. Almost all smaller energy drink store brands tries to imitate Redbull and a lot of Cola drink tries to imitate Coca-Cola. In the Coca-Cola case I don’t like it, and I guess it’s the same for the case with Redbull. It’s just that in the case with Redbull I think it’s good with other cheaper offers because I think Redbull is too expensive but in the case of Coca-Cola I think that they are just trying to take advantage of Coca-colas success in order to sell their product of lesser quality

AO: How would you describe Marabou? How would you describe Helwa?
P6: Marabou is a very big company. They’re known for their chocolate bars and Aladdin chocolate boxes. I also think they market themselves well because I think their commercials are funny. Helwa to me looks almost like a store brand and they seem kind of generic and bland.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P6: I buy a lot of chocolate bars from Marabou, one per week probably, so would say I am pretty familiar with at least their products. I have never tried any of Helwa’s products. I am actually not even sure if I’ve seen that brand before. So I’m not familiar at all with Helwa.

AO: How do you feel about 7xKex?
P6: Based on its appearance it looks very good. It has that classic Marabou look and it looks really good. The design of Helwa kind of brings the mind towards “paint” and not Photoshop. It looks cheaper.

AO: If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P6: It’s hard to say. I’d like to say that I value quality of the product more than who is the actual “inventor” of the product. With the case of Redbull I will probably always believe that Redbull has the highest quality compared to the ones copying. Redbull is like the king of energy drinks. Whereas in this case where Marabou has copied Helwa… Overall I don’t think it will affect my interaction with Marabou at all, I still like their products a lot.
AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?

P6: I think Marabou probably sells a product of higher quality although I might find it a bit “pathetic” that they have to steal ideas from smaller companies such as Helwa. But it’s a harsh climate in the business world and it’s the survival of the fittest. You can’t really blame Marabou for taking advantage of a weak opponent, that’s just the rules of the game. Don’t hate the player, hate the game. Interview #7

Female
24 years old
Student

VL: Viktor Lindh
P7: Participant 7

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. Here are two pictures of chocolate bars. As you can see, the design of the Marabou is similar to Helwa’s product. What do you know about the chocolate industry?

P7: I know a lot of brands within the industry but my knowledge about the companies are limited. I mean I eat a lot of chocolate but that is mostly it. However, in the pictures you are showing it seems quite obvious that the company I am familiar with (Marabou) has taken the liberty to copy a lot of the ideas of the less known company Helwa.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?

P7: Yes, I do my shopping at low price stores and it is very common to see knockoffs of famous brands when it comes to soft drinks and other products. So it seems like there is some sort of strategy for the small brands to try to fool consumers into buying their products. However, it is too obvious sometimes and has an opposite effect on me resulting in me not buying their products.

VL: How would you describe Marabou? How would you describe Helwa?

P7: Marabou is a classic brand in Sweden with many known products such as Aladdin, Marabou Mjölkchocolad and so on. I would describe them as a company that produces sweets to pretty much every demographic. I do not know much about Helwa, except for the fact that they produce, or used to produce the candy bar you showed to me.

VL: How familiar are you with Marabou? How familiar are you with Helwa?

P7: I am very familiar with Marabou. I usually buy their chocolate when I need some candy. It is also a common brand to see when Christmas comes along. I do not know much about the company itself when it comes to strategies and so on. When it comes to Helwa I would give a similar answer as I did in the previous question; that I do not know much about them except that they produce candy bars.

VL: How do you feel about 7xKex?

P7: I used to think it was quite a tasty chocolate bar, well I still do. But I do not like that their product seems so similar to the Helwa product. It obviously does not affect the taste of the Marabou product but it might affect my beliefs towards the product in other ways. While I still like the chocolate bar itself, I kind of feel a bit bad for the small company that may have spent a lot of time coming up with the idea originally. So I would say I am a bit
torn which side to take in this. Since I have more experience and knowledge about Marabou brand I feel I would not give up on their products so fast though.

VL: If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P7: It depends. If I feel strongly about the ‘familiar’ company I guess it would make less difference than if a company that I already do not feel strongly about does it. But I still do not like that they did it. I guess it would have an effect on my purchasing in the sense that I would not feel as strong for that particular product, but since I have known Marabou for so long and bought their products for years - I think Marabou would still be my choice.

VL: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P7: As I said, I still do not like it. But there is a difference for me depending on the company doing it. If it is a company I like a lot it means less to me if they copy other products.

Interview #8
Male
29 years old
Student

VL: Viktor Lindh
P8: Participant 8

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. Here are two pictures of chocolate bars. As you can see, the design of the Marabou is similar to Helwa’s product. What do you know about the chocolate industry?
P8: I have no extensive knowledge about the industry other than I believe it is quite competitive due to the large amount of brands and products out there. I know about one of the bars you show me, the 7xKex product. I think it looks very similar to the Helwa product except that it rhymes very badly in comparison.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P8: Yes, soft drink companies have used that technique when I am in stores. They use features that are similar to the famous soft drink products. Obviously it seems to work in some cases since some copycat brands still exists.

VL: How would you describe Marabou? How would you describe Helwa?
P8: Marabou is a traditional brand that has a lot of products that are quite tasty, most of them at least. I like the classic mjölkchoklad. Helwa is not that common in Sweden compared to some other countries. So I cannot tell you much about that company.

VL: How familiar are you with Marabou? How familiar are you with Helwa?
P8: Very familiar with Marabou. I have bought their products many times. I usually buy the same 2-3 products so I cannot say I am familiar with ALL their products, but many of them. I do not have any experience with Helwa products so I cannot say anything about them, except that they have this chocolate bar you showed me earlier.

VL: How do you feel about 7xKex?
P8: I have only tried it once I think. It seemed like any other product until you showed me that picture of the original product. I feel less compelled to buy the product now, although I would still buy their other products.
VL: If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P8: I guess it would have some effect on the purchasing for me. I would maybe not buy the product as often as before. However, if I really like the company and its products which I do in the case of Marabou, I would still purchase their products. But I am a bit conflicted about it.

VL: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P8: Ultimately, I do not like when companies do that. But I understand that there is a fine line between inspiration and copying. In the case of Marabou and Helwa, that line is very very hard to draw. I would say in this case it is a bit too much and that has a negative effect on me as a consumer.

Interview #9

Male
28 years old
Student
AO: Anders Ollevik
P: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P9: I know that is quite a big industry in Sweden. We seem to enjoy chocolate a lot in Sweden. I am familiar with the brands in the industry such as Fazer, Marabou, Lindt and some more of them.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P9: Yes but not in the chocolate industry. In terms of fast moving consumer goods I have seen it sometimes. I guess it is not so common in well-established stores such as ICA but occasionally it seems to happen in low-price stores. I usually do not get fooled by it though since I stick to the original brands always. But since I have seen the products, the packaging and so on, I see that as an attempt to persuade me to buy their products.

AO: How would you describe Marabou? How would you describe Helwa?
P9: I would describe Marabou as a famous Swedish chocolate brand that has a wide range of products. I would also describe them almost as a family company since its products are aimed to all ages in some way. I do not know about the brand Helwa but I guess they are a smaller company based on that I have not seen their products in Sweden.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P9: With Marabou I am very familiar since I have bought their products for a long time. Aladdin and Milk Chocolate are the products I buy the most. With Helwa I just know that they have a chocolate bar that looks like Marabous 7xKex.

AO: How do you feel about 7xKex?
P9: It’s okay. Not my favorite chocolate bar. I guess it tastes the same as Milk Chocolate but in a smaller portion, but I am not sure because I have just tried it once or twice. It is quite expensive so I do not buy it a lot.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P9: I did not know that Marabou had copied Helwa but now that you mention it I can see it is obvious. To be honest I kind of felt like it was very similar to the Helwa product but I did not want to say anything. It would and will have an effect on my purchasing because I will not buy the 7xKex product. Not that I used to buy it a lot before, but now I will buy it even less than before. But I will still buy Aladdin and Milk Chocolate.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?

P9: I do not like it because I like to support smaller companies coming up. The examples I have seen earlier is usually the other way around; a big company getting copied by a small one. But I guess Marabou thought 6xKex was such a good idea that they wanted to do something similar. If it had been the other way around, Marabou would probably do something about it.

Interview #10

Female
25 years old
Student
VL: Viktor Lindh
P10: Participant 10

VL: Here are two pictures of chocolate bars. What do you know about the chocolate industry?

P10: I think it’s quite large. As far as I know chocolate is one of the most popular treats in Sweden. Especially around Christmas. I usually buy Cloetta’s products, I am very fond of Plopp! Besides Cloetta I’ve heard of and purchased products from Marabou, Lindt, Fazer and some store brands. The store brand chocolate is an affordable option in my opinion when making for instance chocolate cakes. I think at first people are intrigued and attracted to the design of the product and after that they judge it based on taste and consistency.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?

P10: Oh yes, many times. In fact sometimes I seek out these brands voluntarily mainly because of the cheaper price. On one hand I think the company that copycats is lazy but on the other hand I like the fact that I can buy a similar product for a much cheaper price.

VL: How would you describe Marabou? How would you describe Helwa?

P10: I believe Marabou is one of the largest chocolate companies in Sweden and it has been around for a long time. Helwa, to me, appears to be some sort of store brand. It looks to me to be that sort of brand you find in more “bargain” based stores such as Ö&B and Netto.

VL: How familiar are you with Marabou? How familiar are you with Helwa?

P10: I am pretty familiar with Marabou like most of the Swedish population I would say. They are broadcasting a lot of advertisements on TV. I have actually tried that product you showed me earlier. My grandmother gave it to me as a gift on my name day a couple of years ago. My grandmother bought it because she thought the name of the product was kind of amusing. She and I don’t share the same sense of humour. The chocolate however was rather tasty!

VL: How do you feel about 7xKex?

P10: I haven’t tasted the product myself but based on the design of the product I’d say it looks pretty good. The name is very basic, it simply states that you will get seven wafers. The whole look of the product matches Marabou as a brand in my opinion. Compared to Helwa’s product it looks a lot better. As I said earlier, it attracted my grandmother and she’s almost 80. I don’t think the design attracts people in my age as much as Marabous does.
VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company, what effect would that have on you purchasing from the familiar company in the future?

P10: Wow I didn’t know that. I thought it was Marabou that was being copied by Helwa. I don’t think it would affect my shopping behavior that much... I still like Marabou as a brand more than Helwa and the design of Marabous product is more appealing to me.

VL: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?

P10: I don’t think it’s very common... Or maybe it is but I haven’t heard of it. To be honest I think it’s a bit weak and cowardly of the larger company to do something like that. I mean you often see larger companies in trademark disputes and things like that and I think they should do to others as they would have them do to them. A bit hypocritical of them perhaps.

Male
Interview #11
29 years old
Student
AO: Anders Ollevik
P11: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?

P11: Not much other than it seems to be a steady industry due to people buying candy a lot in Sweden. I have a relative that used to work at Cloetta which is a big chocolate company in Sweden but I was not very interested in that particular industry.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?

P11: Not sure. Well, I would say yes, because I have seen drinks using similar colours as other, more famous brands. Cola is usually one of these products.

AO: How would you describe Marabou? How would you describe Helwa?

P11: Marabou is the largest chocolate company in Sweden I think. I know about their products and I would say they are quite popular. Helwa is more of an exporting company I think. They export chocolate to other sellers.

AO: How familiar are you with Marabou? How familiar are you with Helwa?

P11: I am familiar with their products as I said and with regards to Helwa I know about how they sell their chocolate, but not much more than that. Marabou has become like a traditional company that sells a lot of products around Christmas and other traditions.

AO: How do you feel about 7xKex?

P11: I like the product. It is not that much chocolate in it though but it tastes good. I feel it is a good snack to have if I do not have time to eat real food.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company
and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P11: Initially I would not like it. But over time I guess I would stop caring if I really like the product that is essentially not fully original. So, I would say I would stop buying the product at first, but later on forget and keep buying it again.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P11: Well, I do not think that they should do that. It will have an effect on me purchasing Marabou products. But as I mentioned earlier, I might start buying 7xKex again after a while because I like the product alot and the Marabou brand in general. I have seen and ate their products for so long that I cannot stop

Interview #12

Male
19 years old
Student
VL: Anders Ollevik
P12: Participant

VL: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P12: I think the major brands are Marabou, Merci, Lindt, Cloetta, Fazer, and Anthon Berg (The interviewee started to sing the Merci advertisement theme song). They sell different products of course but they’re all chocolate based. I think they compete with flavour and commercials and things like that. At first you might be attracted by the design of the product but in the end it will always be the taste that is the determining factor that decides if you like the product or not.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P12: Yes I have. I think it’s a bit cheesy of them to do so. They are often cheaper brands that offer less quality than the original and I would never buy a copied product.

VL: How would you describe Marabou? How would you describe Helwa?
P12: Marabou is definitely one of the largest snack companies in Sweden and maybe even Scandinavia. They have a wide range of products at a reasonable price. Helwa seems to be German or something, perhaps Austrian. They seem to be a cheaper brand that gets VERY inspired by other companies’ successful products.
VL: How familiar are you with Marabou? How familiar are you with Helwa?
P12: I’m pretty familiar with Marabou, I usually buy one of their chocolate bars (fruit and almonds) at least once a month. I have never even heard of Helwa until now.

VL: How do you feel about 7xKex?
P12: It looks good, I don’t know if I would like the product itself but it looks edible at least. Marabou’s product looks like it offers more quality than Helwa’s product. In comparison Helwa’s product looks like a cheap knockoff.

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company, what effect would that have on you purchasing from the familiar company in the future?
P12: Okay... I’m glad they did. Helwa did a poor job in my opinion and Marabou recognized the potential of the product and made something decent out of it. It wouldn’t affect me at all. First of all I would never buy Helwa’s product simply because I have never heard of them and I would think it was embarrassing to offer it to my potential guests. They would think I’m some sort of cheap bum that can’t afford the real deal.

VL: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P12: I guess it kind of sucks for the small company because they are never really given a chance... I plan on starting my own company after school and I would be really upset if my concept was stolen. But on the other hand I also think it’s the smaller company’s responsibility to make their brand and product strong enough to deter copycats. So I say they’re probably getting what they deserve.

Interview #13

Male
22 years old
Student
AO: Anders Ollevik
P13: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P13: All I know is that there are a lot of brands such as Fazer, Marabou and Cloetta. Big companies with wide range of products. Not so many small, new companies seem to get in to the market.
AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P13: Yeah once when I was going to buy Coca Cola, I saw several similar products that had similar colours and writing on the label. They were cheaper than Coca Cola as well. I would say that is an attempt to persuade me.

AO: How would you describe Marabou? How would you describe Helwa?
P13: Famous company in Sweden (Marabou). I do not think anyone do not know about this company. I guess it is selling a lot when there are Swedish traditions also. But also at other times. About Helwa I cannot really recall ever seeing their products. Maybe on a boat in some tax-free store, they usually sell products of less known brands.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P13: I am most familiar with Marabou out of any chocolate manufacturer. I eat Marabou around Christmas every year in the form of Aladdin chocolate box. Helwa I see as more of a low-price brand that is sold in small, obscure stores. But I really do not know much about Helwa so I am not familiar with them.

AO: How do you feel about 7xKex?
P13: Have only tried it once. I feel it is quite expensive and not much chocolate. Clever packaging but not enough product to back it up inside.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P13: Since I have seen examples of this sometimes, I would say it had an effect on my purchasing behaviour depending on how familiar I am with the “more familiar” brand. If I really like their products and brand, it would not affect me that much. But it would have an effect in terms of I would not buy as much of their products, if I am not that fond of the brand from the beginning.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P13: In the case of Marabou and Helwa, I think it has less effect on me since I am really familiar with Marabou. I still do not like it, but I like Marabou enough not to stop buying from them. It will have an effect on me on the short term but I will keep buying Marabou products in the same pace as before after that.

Interview #14

Female
23 years old
Student
VL: Viktor Lindh
P14: Participant

VL: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P14: I think it’s a pretty big deal here in Sweden. There is a lot of chocolate in the supermarkets. The major brands I’ve heard of that spontaneously come to mind are Marabou and Cloetta. I think they compete a lot with price depending on what group they are targeting. And since higher price and higher quality comes hand in hand I think they are equally important.
VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P14: I guess I have but I generally try to avoid those types of companies because I think they sacrifice a lot of quality in order to offer price that is so much lower than the original.

VL: How would you describe Marabou? How would you describe Helwa?
P14: Marabou is a big Swedish company that has been around for almost a century as far as I know. I think they are most known for their milk chocolate. They basically stand for everything that is Swedish! Helwa seems to be a lot smaller than Marabou and they are probably not a Swedish company. For me it is rather important that the food I buy is made in Sweden. I generally don’t trust foreign made food because of lacking quality and diseases (mostly related to meat).

VL: How familiar are you with Marabou? How familiar are you with Helwa?
P14: Marabou has always been present in my life. I buy their products occasionally and we always eat Aladdin on Christmas! I have never heard or tried any of Helwa’s products.

VL: How do you feel about 7xKex?
P14: It seems to be a standard Marabou product. It looks good, I like the design. Helwa’s product looks cheaper and not as tasty.

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P14: It would not affect my relationship with Marabou because I know where their products come from. I know there are no shady business going on with a more familiar company and if there was there is always some way for me as a consumer to come in contact with the company and work it out. And if I still felt badly treated I could talk to the press. I think the press would care more if it was a more familiar company such as Marabou compared to a less familiar company such as Helwa. So I would still buy Marabou’s products.

VL: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P14: In this case I think it is good. The world is a very large marketplace and it is not fair for one company to hog a product simply because they came up with it first.

Interview #15

Male
21 years old
Student
AO: Anders Ollevik
P15: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P15: It seems like a competitive market. I do not know much about the industry so I cannot say for sure. I know about the brands though. And the products.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P15: Yes many times. Often in low-price stores and cheap goods. Not expensive stuff like TV’s and such.
AO: How would you describe Marabou? How would you describe Helwa?
P15: I would describe Marabou as the top of mind company when it comes to chocolate in Sweden. It is the brand that is most known in stores. Always the Milk Chocolate at the counter. Helwa I have not seen in Sweden. Not even in low-price stores.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P15: I usually eat Marabou when I buy chocolate. I also eat a lot of chocolate around Christmas and summer. Helwa I have no familiarity with. Never tried it. I have just seen the picture of their product which looks similar to a Marabou product.

AO: How do you feel about 7xKex?
P15: I feel like it is one of the lesser popular Marabou products. At least compared to the milk chocolate and Aladdin.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P15: It does not bother me that much. If I really like the brand that copied the other brand, I would be confused if I should buy it or not. I cannot say for sure which “side” that I would take, but it would not be easy.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P15: As I said, I would be unsure how it would affect my buying. I would be really confused because while I like Marabou a lot, I do not like that they are so similar to Helwa with regards to 6xKex and 7xKex. Maybe after a while, I would forget about it and Marabou comes out as a winner.

Interview #16

Male
20 years old
Student
AO: Anders Ollevik
P16: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P16: I have little to non-existing knowledge about the industry. I do know some about Marabou though because that is the only chocolate I buy.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P16: Not that I can remember. Maybe sometimes when I buy pasta and stuff I can see some cheap brands that try to be like the bigger more expensive brands. But they usually fail.

AO: How would you describe Marabou? How would you describe Helwa?
P16: Marabou has one product that I like. The Milk Chocolate bar. I would describe the chocolate company Marabou as the leading brand in Sweden when it comes to chocolate. I have no idea about Helwa. It does not sound Swedish.
AO: How familiar are you with Marabou? How familiar are you with Helwa?
P16: I am more familiar with Marabou than Helwa. I can name a lot of Marabou products but no Helwa products except for the one you showed me earlier.

AO: How do you feel about 7xKex?
P16: I do not buy that product a lot. It tastes good though, almost like the Milk Chocolate but with some wafer in it. I feel it is a product that I would not buy unless I need like a snack or something instead of a meal. Not like a movie candy.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P16: I like Marabou so much so I do not care if they did that. I would be more upset if it was the other way around. But in this case I would just keep purchasing the way I always have.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P16: Well, while I do not like that kind of stuff, I still like Marabou. But yeah, I do not like that they copied them.

Interview #17

Male
23 years old
Student
AO: Anders Ollevik
P17: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P17: I have no knowledge about the industry except for some few companies. The usual ones, Marabou, Fazer and Cloetta.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P17: Yes, not when it comes to chocolate though but other food items.

AO: How would you describe Marabou? How would you describe Helwa?
P17: Marabou I would describe as a classic Swedish candy manufacturer that probably dominates the chocolate market in Sweden. Helwa is unknown in Sweden, I have never seen their products in store shelves.

AO: How familiar are you with Marabou? How familiar are you with Helwa?

AO: How do you feel about 7xKex?
P17: I have never tried it so I can’t say what it tastes like. Judging from the packaging it is a snack with chocolate and stuff in it. A bit more of a “meal” compared to their regular line.
AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?

P17: Obviously I would not like it. I think more small companies are needed in order to compete with the bigger companies. If the market is dominated by these few, big companies then the prices will go up due to low competition. So my purchasing would go down regarding products from the familiar company and I would buy more of the smaller brands products.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?

P17: My beliefs are negative in this case. I will probably re-evaluate my stand towards Marabou products. I do not know for how long though, I might just keep purchasing it again someday.

Interview #18

Male
27 years old
Student
AO: Anders Ollevik
P18: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?

P18: My knowledge is quite limited about the industry if you mean other than the different products. I have seen a lot of the products in stores like ICA and Pressbyrån. But other than that I have no knowledge about the particular businesses.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?

P18: Yes! It happens occasionally at low price stores. But I do not fall for that, I just stick to the originals. You know what you get if you purchase an original brand.

AO: How would you describe Marabou? How would you describe Helwa?

P18: Marabou is a very famous company for its Milk Chocolate. Helwa is less known, I do not know if I have even seen them in Swedish stores.

AO: How familiar are you with Marabou? How familiar are you with Helwa?

P18: Very familiar with Marabou, less familiar with Helwa except that they are a chocolate producer. Marabou has been around for ages so it is hard to miss their products in stores.

AO: How do you feel about 7xKex?

P18: Not my favorite bar. I prefer the regular Milk Chocolate and the other variants of Milk Chocolate bars.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P18: I think one should give credit where credit is due obviously. Then again, it is hard to draw the line between inspiration and copying. In the case of Marabou and Helwa, the products are very similar. They should probably ask Helwa if it is ok with such a similar product.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P18: I have negative beliefs towards it. Marabou is a respectable and large company so I think they should innovate themselves.

Interview 19

Male
20 years old
Student
AO: Anders Ollevik
P19: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P19: It is probably a market that is suffering from too many companies. The competition is probably sky high. This maybe is the reason that quality goes down in chocolate products.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P19: Only when it comes to energy drinks. It is more common there than in the chocolate industry. I have not seen any examples of this with regards to chocolate.

AO: How would you describe Marabou? How would you describe Helwa?
P19: I would describe Marabou as a very famous company in Sweden with a large range of products that they offer. I have not heard about Helwa until you told me about it so I cannot describe them.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P19: Very familiar with Marabou products since I usually buy Marabou in the store when it comes to candy. I have never bought a Helwa product so I am not familiar with them.

AO: How do you feel about 7xKex?
P19: Its ok I guess. Not one of their more famous products. I feel it is a very niched product that not everyone likes.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P19: I do not like copycats so I would not buy those products. Then again, it is hard to say what a copy is and what just a similar product is.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P19: I do not like it if they did that. But as I said, there is a difference between copies and similar products in my opinion. If I do not think it is a copy, it would not matter to me. But overall, I am of course negative towards it.
AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P20: I know that the Swedish chocolate industry is a very large one. I cannot remember how many billions the turnover is in the industry but it’s some crazy number. I guess we Swedes like chocolate.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P20: Yeah. Not so often compared to what it were a couple of years ago. But it happens, often in less known stores.

AO: How would you describe Marabou? How would you describe Helwa?
P20: Marabou is a classic, traditional Swedish chocolate company that has been around for very long. They usually sell a lot of chocolate around holidays. Helwa is not Swedish I guess. I have never heard of them.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P20: Helwa, as I said, I have never heard of. Marabou, I know a lot about. I know about their products at least. Really familiar with their milk chocolate.

AO: How do you feel about 7xKex?
P20: Just tried it once. I liked it. I would probably buy it again but I am trying not to eat that much chocolate anymore.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P20: I never buy copycats so that means I would not buy from that familiar company again. So my purchasing would change dramatically.

AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P20: As I said, I do not buy copycats so my beliefs are negative towards them. I only buy original products, because I know what I am getting then.
Interview #21

Female
26 years old
Student
VL: Viktor Lindh
P21: Participant

VL: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P21: I don’t know how many companies there are but there are probably dozens of them. I think it is a really large industry and there is a lot of money in chocolate. In commercials they are always trying to point out how the chocolate is made, at least in the commercials I have seen.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P21: Yes I have seen it. I sometimes buy them because they are so much cheaper than the original. My boyfriend always buys three x-ray (energy drink) for the same price as one Redbull. It is simply a choice between quality and quantity. I personally like Redbull a lot more but it seems stupid to buy one can that taste a little better than buying three cans. Maybe that will change when I get a higher income.

VL: How would you describe Marabou? How would you describe Helwa?
P21: Marabou is a Swedish company, one of the biggest in the chocolate industry. I have bought many of their products over the years and I will continue to do so. I think their products are very good. I can’t really say anything about Helwa, I have never seen that brand before. They are probably targeting a group that is after a bit more “price worthy” products.

VL: How familiar are you with Marabou? How familiar are you with Helwa?
P21: I have seen many commercials with Marabou, both for their milk chocolate bars, their sub-brand “premium” and Aladdin chocolate boxes. They are usually quite funny. I always get an Aladdin box on my birthday from my grandparents and I will probably give that product to my own grandchildren. I am not familiar at all with Helwa since I have never heard of them.

VL: How do you feel about 7xKex?
P21: I haven’t tried it myself but it looks good. I would definitely be willing to try it since I know I like Marabou’s other products.

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company, what effect would that have on you purchasing from the familiar company in the future?
P21: It seems unlikely... I think Helwa’s product looks a bit cheaper, I would probably still buy the one from Marabou because I know that brand so well and I know what I’ll get.

VL: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P21: I don’t really care to be honest... The best product will “win” and if Helwa is having trouble with Marabou maybe they should try to make their own product even better or perhaps take legal action against Marabou.
Interview #22

Male
25 years old
Student
VL: Viktor Lindh
P21: Participant

VL: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P22: Well I know there are different types of chocolate, for instance white chocolate and dark chocolate and so on. I think milk chocolate is the most popular sort, at least in Sweden. The largest companies are Marabou, Cloetta and maybe Fazer... To be honest I don’t really know if Fazer is a part of Cloetta or not. I think for instance Marabou tries to attract new customers by having different types of flavours added to their milk chocolate.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P21: Yes, the latest one was a company that tried to copy Göteborgs Kex’s product “Ballerina”. It had the same package design, a similar name and the same type of product. It just looked tacky and came off as a cheap knock off. I don’t know who would buy a product like that... The price difference is 5 kr and just the thought of buying the copycat product and allowing them to gain profit is ridiculous for me.

VL: How would you describe Marabou? How would you describe Helwa?
P21: Marabou is a very large company with milk chocolate as their flagship product. They have evolved that product into many things so there are flavour combinations that suits all tastes. Helwa doesn’t look Swedish and it seems to be some sort of second grade brand. The fact that the company probably isn’t Swedish makes me wonder if the pun in 6xkex was intended or not.

VL: How familiar are you with Marabou? How familiar are you with Helwa?
P21: I’m pretty familiar with Marabou, I see them every time I go shopping. I have never seen Helwa so I wouldn’t say that I’m familiar with them at all.

VL: How do you feel about 7xKex?
P21: It looks okay... I don’t have any direct feelings towards it, it seems like a normal Marabou product. Helwa has probably been inspired by Marabou when creating their similar product.

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P21: You said it is “found” that the familiar company has stolen the idea. Then I probably didn’t know that from the beginning. In the case for Marabou I would first like their product more but after the discovery... I don’t know, I would probably consider the more unfamiliar product more but in the end I would still buy Marabou’s product because I know them.

VL: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P21: A bit pathetic perhaps. I think it’s a cheap way of creating new products... Instead of actually trying to do something new and cool they just steal the idea and crush their much smaller opponent. Easier but also a lot
more ruthless. But I would probably still buy Marabou’s product as I said earlier which you know is, a bit, funny.

Interview #23

Male
23 years old
Student
AO: Anders Ollevik
P23: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P23: I think the chocolate industry is a very large part of the snack/candy industry. I think their largest competitors are product categories such as potato chips, candy by the weight (lösvidt) and perhaps even fruit now in today’s healthy society.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P23: Yes I have. I often ignore them because I don’t like them. Maybe sometimes I’ll buy them because I’m on a tight budget but I generally do my best to avoid them. I believe my money should go to the “rightful” inventor of the product.

AO: How would you describe Marabou? How would you describe Helwa?
P23: Marabou is a very large Swedish chocolate company. They sell products such as Japp, Daim and Non stop beyond their most known, in my opinion, product which is their milk chocolate bar. I think they are one of the companies that come to mind when you ask for Swedish companies in the same way as for instance IKEA does. Helwa to me doesn’t mean much, I have never tried their products or even noticed them before. Based on the product you showed earlier they are probably German or that specific product is imported from Germany. For all I know they could be huge, outside of Sweden, but I never seen them.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P23: I am rather familiar with Marabou, they are one of those brands that have always been around. They fit in the category of IKEA, SAAB, Volvo, H&M and Electrolux in my opinion. I’m not familiar at all with Helwa.

AO: How do you feel about 7xKex?
P23: It looks like a lot of “fun” or you know, I get a sporty feel from it. The way the X jumps towards you kind of brings the mind to eXtreme sports or whatever. I have never tried it though but I could see myself buying it. The design of Helwa’s product is more basic. They have a good name but it is confusing at the same time. The descriptive text on the product is German, I don’t know if 6xkex is a pun in the same way in Germany as it is in Sweden. To me this indicates that the company is trying to save money by making a universal design which they don’t have to change and can sell to a large amount of countries. The design also looks more “homemade” and basic so to speak.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P23: I don’t think so. If I already have tried the copycat product and I liked it I don’t think I would stop buying it on behalf of the original product. Why fix something that isn’t broken?
AO: What are your beliefs towards well familiar companies (Marabou) copyng less familiar companies (Helwa)?
P23: I can’t say that I like it but I would probably stick to what I know. It’s quite funny because I actually thought that Helwa was copying Marabou.

Interview #24

Male
24 years old
Student
VL: Anders Ollevik
P24: Participant

VL: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P24: Umm I don’t know that much about it. Well to be honest I don’t know too much about any industry... I guess it’s pretty big and there’s a lot of money in it.

VL: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P24: Yeah and I find it kind of tacky. It’s so obvious that they are trying to free ride on another company’s successful product. I generally try to avoid copycats. I only chose them when price is the most important factor. If the product was for instance milk I would probably not care about who was the original milk company and just buy the cheapest milk.

VL: How would you describe Marabou? How would you describe Helwa?
P24: Marabou is a large Swedish chocolate manufacturer. They sometimes run advertising on TV and on billboards. I like their products and I think most people in Sweden do so too. Helwa seems to be a random brand. I can imagine that there are like 3 really big companies at the top and like 100 smaller companies that are fighting for the scrap - Helwa is one of the smaller companies.

VL: How familiar are you with Marabou? How familiar are you with Helwa?
P24: I’m rather familiar with Marabou, I’ve bought several of their products over the year. It was always something I could expect to get as a gift during holidays such as Christmas and Easter as a kid. I have never heard of Helwa.

VL: How do you feel about 7xKex?
P24: It looks okay I guess. It kind of resembles Marabou’s other products, their milk chocolate in particular. I haven’t tried it but I guess I would give it a shot.

VL: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P24: It’s hard to say... I want to contribute to the success of smaller businesses but it’s just so much easier for me to buy Marabou’s products which I know are very good.
VL: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?
P24: I have the same general opinion about that as I would have if the roles were reversed. It’s just that Marabou’s product doesn’t match my framework of what a copycat really is. If I want to try a new product it’s just so easy for me to just pick a brand that I already know of. In that sense I think it is good that Marabou is copying less familiar companies. You could say that I have mixed emotions about the subject

Interview #25

Male
21 years old
Student
AO: Anders Ollevik
P25: Participant

AO: Here are two pictures of chocolate bars. What do you know about the chocolate industry?
P25: I can name a couple of the largest brands in Sweden, Marabou and Cloetta. Outside of Sweden I know Milka is a really big brand. I think most chocolate is manufactured somewhere in South America, apparently that’s where the best chocolate is.

AO: Have you ever encountered companies that attempt to persuade you into buying their products by copying another company?
P25: Yes and I don’t like it. I try to imagine the companies as being humans and if another person copied me and tried to take advantage of my success I wouldn’t like it.

AO: How would you describe Marabou? How would you describe Helwa?
P25: Marabou is a very large Swedish company, maybe they are active in the whole of Scandinavia, I don’t know but it’s likely. Helwa seems to be a much smaller brand, maybe it’s a bit younger or maybe they’ve just recently entered the chocolate market.

AO: How familiar are you with Marabou? How familiar are you with Helwa?
P25: I am rather familiar with Marabou. I usually buy Mintkrokant (a type of milk chocolate) once a week. I always have a chocolate bar from them lying in my fridge. I have never tried any of Helwa’s products nor seen any marketing attempts from them.

AO: How do you feel about 7xKex?
P25: It looks like a nice product. Maybe something that is good when you’re having friends over because there’s seven pieces. Then you could share those pieces easily. It is probably a bit more expensive than Helwa’s product but it probably taste better too.

AO: This interview is about copycats. Particularly, a large company copying ideas and/or designs from smaller companies. In the two pictures you were shown earlier Marabou is the one that has copied Helwa’s product. If a familiar company was found to have taken an idea from a less familiar company and made it successful without crediting the less familiar company company, what effect would that have on you purchasing from the familiar company in the future?
P25: I don’t like it but I don’t think I would change my purchasing behaviour. I still believe that Marabou’s product would taste better.
AO: What are your beliefs towards well familiar companies (Marabou) copying less familiar companies (Helwa)?

P25: I guess it’s a bit unfair but that’s life. Nothing is fair or given for free. I personally want Marabou to continue to be a strong company so I can find their products in any store I enter. If that’s what they have to do in order to survive so be it.
## Appendix 2

<table>
<thead>
<tr>
<th>#</th>
<th>Copied company</th>
<th>Product category</th>
<th>Copycat company</th>
<th>Source</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Peachy LLC</td>
<td>Baby things</td>
<td>Prince Lionheart</td>
<td>Sunshineandsippycups (2012)</td>
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<tr>
<td>2</td>
<td>FriendsClear</td>
<td>Webpage - Lending</td>
<td>Renault</td>
<td>Rudebaguette (2012)</td>
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<td>3</td>
<td>FootzyRolls</td>
<td>Fancy footwear</td>
<td>Dr. Scholl</td>
<td>USAtoday (2010)</td>
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<td>4</td>
<td>Kiddiecraft</td>
<td>Toys</td>
<td>LEGO</td>
<td>brickfetish</td>
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<tr>
<td>6</td>
<td>BOBS</td>
<td>Footwear</td>
<td>Skecher</td>
<td>bloomberg (2012)</td>
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<tr>
<td>7</td>
<td>Pierrot the Clownfish</td>
<td>Animated movie</td>
<td>Disney (Finding Nemo)</td>
<td>bbc (2003)</td>
</tr>
</tbody>
</table>
1. **A MOM-INVENTED PRODUCT**

![Image of a product and a child's hands]

Ads from the two different companies, notice the similarity of the product as well as the hands of the child. Classic copycat.

3. **LOOK ALIKE?**

![Image of foldable shoes]

It's a type of foldable shoe that apparently is super convenient. You can fold it up and put it in your pocket or bag and put on your normal shoes.
4. Kiddicraft released their product 10 years prior to LEGO allegedly invented the product.

5. BOBS introduced the concept of “1-for-1” which meant that for every pair of shoes that were sold one pair would be donated to a child in need. The large company Skecher stole the concept straight off down to the product to the 1-for-1 concept.
Pierrot was written by a French author in 1995 with the intention of making it into an animated movie. Disney’s Finding Nemo was released in 2003. The main storyline is extremely similar for instance both Pierrot and Nemo loses a parent to a predator and gets separated from the other. The French author took Disney to court and the case got dismissed in Disney’s favour due to the two fish having two different shades of orange.