

UNIVERSITY OF LJUBLJANA
FACULTY OF ECONOMICS

MASTER'S THESIS

**USING ZMET METHOD FOR DECIPHERING
THE MEANING OF COOKING FOR CONSUMERS**

Ljubljana, July 2016

ANDREJ SILJANOSKI

AUTHORSHIP STATEMENT

The undersigned Andrej Siljanoski, a student at the University of Ljubljana, Faculty of Economics, (hereafter: FELU), author of this written final work of studies with the title USING ZMET METHOD FOR DECIPHERING THE MEANING OF COOKING FOR CONSUMERS, prepared under supervision of prof. dr. Tomaž Kolar.

DECLARE

1. this written final work of studies to be based on the results of my own research;
2. the printed form of this written final work of studies to be identical to its electronic form;
3. the text of this written final work of studies to be language-edited and technically in adherence with the FELU's Technical Guidelines for Written Works, which means that I cited and / or quoted works and opinions of other authors in this written final work of studies in accordance with the FELU's Technical Guidelines for Written Works;
4. to be aware of the fact that plagiarism (in written or graphical form) is a criminal offence and can be prosecuted in accordance with the Criminal Code of the Republic of Slovenia;
5. to be aware of the consequences a proven plagiarism charge based on the this written final work could have for my status at the FELU in accordance with the relevant FELU Rules;
6. to have obtained all the necessary permits to use the data and works of other authors which are (in written or graphical form) referred to in this written final work of studies and to have clearly marked them;
7. to have acted in accordance with ethical principles during the preparation of this written final work of studies and to have, where necessary, obtained permission of the Ethics Committee;
8. my consent to use the electronic form of this written final work of studies for the detection of content similarity with other written works, using similarity detection software that is connected with the FELU Study Information System;
9. to transfer to the University of Ljubljana free of charge, non-exclusively, geographically and time-wise unlimited the right of saving this written final work of studies in the electronic form, the right of its reproduction, as well as the right of making this written final work of studies available to the public on the World Wide Web via the Repository of the University of Ljubljana;
10. my consent to publication of my personal data that are included in this written final work of studies and in this declaration, when this written final work of studies is published.

Ljubljana, July 1st, 2016

Author's signature:

TABLE OF CONTENTS

INTRODUCTION.....	1
1 CONSUMER BEHAVIOR	3
1.1 Cooking as a Consumption Practice.....	7
1.1.1 Social practice of cooking	11
1.1.2 Emotional aspects of cooking.....	13
1.1.3 Cooking in Macedonia.....	14
2 CONSUMER BUYING DECISION PROCESS.....	15
2.1 Rational Decision-Making	15
2.2 Exploring Subconscious and Meaning.....	18
2.2.1 Neuromarketing	19
2.2.2 Metaphors in marketing and consumer behavior	21
2.2.3 Other possible approaches / methods (projective techniques, semiotic...)	23
3 ZALTMAN METAPHOR ELICITATION TECHNIQUE - ZMET.....	26
3.1 Consumer Behavior Research Methods	26
3.2 Qualitative Research Methods	28
3.2.1 Types of qualitative research methods	29
3.2.2 Qualitative research: Overview and advantages.....	30
3.2.3 When should we use the Qualitative research methods?.....	33
3.3 ZMET	34
3.3.1 What is ZMET?	34
3.3.2 Basics of ZMET analysis.....	36
3.3.3 ZMET analysis successful examples.....	40
4 MY ZMET RESEARCH – THE EMOTIONAL INVOLVEMENT WITH COOKING AS A SOCIAL PRACTICE.....	46
4.1 Cooking Idea	46
4.2 Respondents	49
4.3 Zmet Process	49
4.4 Zmet Analysis	51
4.5 Consensus Map of Consumers Mental Models.....	52
4.6 Discussion	60
4.7 Dimensions of Involvement with Cooking	61
CONCLUSION	62
REFERENCES.....	64
APPENDICES	

LIST OF FIGURES

Figure 1. Level of Pre-Purchase Activity by Average Spending and by Category	5
Figure 2. The Disrupted Path to Purchase – Consumer Journey	6
Figure 3. How Much Countries Spend on Food	10
Figure 4. Annual Food Spending: At Home and Away.....	11
Figure 5. How Much of the Typical Family Budget is Spent on Food at Home	14
Figure 6. Brief History of Qualitative Research Methods, with ZMET as an End Result	34
Figure 7. What ZMET Delivers	37
Figure 8. FINDINGS from the Mountain Biking Interviews – Mental Model for Highly Involved Mountain Bikers	42
Figure 9. An Anatomy Map of the Escape to Nature Theme	44
Figure 10. Mapping at a Finer Resolution - Escape to Nature Theme	45
Figure 11. Delimano Cooking Brand Sales in Macedonia – Net Order No Tax Value by Selling Channels	47
Figure 12. Brand Participation in Studio Moderna Macedonia, 2011 and 2015 Data.....	48
Figure 13. Mental Model of Highly Involved Cooks in Macedonia.....	54
Figure 14. Anatomy Map of the Health & Healthy Organism Theme	60

LIST OF TABLES

Table 1. Increased Usage of Technology in the Kitchen	9
Table 2. The Difference in Saving per Month for Purchasing a House Before and After Rational Decision Making	17
Table 3. Differences Between Qualitative and Quantitative Research Methods.....	27
Table 4. Why do We do the ZMET ANALYSIS?.....	35
Table 5. More Detailed Information About the Respondents.....	50

INTRODUCTION

Probably all articles, thesis and analysis begin by explaining how fast the world is growing, how the technology is changing every day, how the internet keeps surprising us with its huge possibilities, and how the information can be received from everywhere, anytime and from anyone. We can't escape from this introduction, especially when the subject is marketing, sales and the power of consumers (Deloitte, 2011).

Companies today live in a world full of possibilities and challenges. They fight for bigger profits, lower costs, competition from all over the world, and of course - more loyal consumers. But consumers in this fast changing environment are hard to become loyal. One small mistake in the communication by the retail seller; negative information from another customer on Facebook/Twitter; or one bought low quality product, can easily lead customers in changing brands. Consumers feel comfortable because now they have easier accesses to all kind of information, they can influence other consumers' behavior, and they even can change marketing strategies of their favorite brands (Digital Marketing Blog, 2014).

That is why companies need to work harder than ever in order to change their one time customers into loyal consumers. Especially when the topic are products that engage solid consumer buying involvement, such as kitchen cookware products, where the market has millions of similar products with the same purpose as yours. One of the tools that are still not recognized among companies, especially on the Balkans, which can help companies in better marketing communication with their possible future customers is Neuromarketing (Wilson, Gains, & Hill, 2008).

By working in Studio Moderna, company that sells cooking brand Delimano products, I've realized that cooking is a process that goes far beyond all selling marketing skills. This can be easily confirmed, and was already studied and analyzed by the science of Neuromarketing. With the Neuroscience companies can look inside the heads of their consumers and show what they really feel, which is sometimes surprisingly opposite of what the marketers think consumers feel (Hanaford, 2013). The science of Neuromarketing, as known, has completely revolutionized the world of advertising and marketing, and the process of cooking should be part of this revolution.

My thesis aims to provide consumer insides about the products connected with the cooking process, collected with one still not well recognized Neuromarketing qualitative analysis called ZMET (Harvard Business School, 1998). The focus will be on Macedonian market, which I hope can be useful also for Balkans usage, because I believe our customers are not

so different. The empirical research based on ZMET research will help me answer my questions - what drives the buying decision about cooking products in Macedonia; and what is the meaning and emotions attached to cooking by Macedonian consumers, and use the answers for Delimano future marketing communication strategies.

So basically, the objectives of the research will be a) to show the importance of Neuroscience and ZMET analysis for every marketing strategy in this consumer driven world, focusing on the Delimano cookware brand marketing strategy in the company that I work for, b) to show what and how Macedonian consumers think and feel unconsciously about the cooking process, and c) the marketing and selling possibilities of the cooking field given by the opportunity of our emotional and sensitive consumers.

Being a part of this fast moving environment, one of Studio Moderna main responsibilities is searching for better, more effective ways of approaching the mind of the consumers. I think that with my research based on ZMET analysis I will bring new meaning in this approach, and I will explain to every cooking brand company that cooking, and everything that happens behind the door of the kitchen, is driven by feelings and emotional involvement with the process (Coulter & Zaltman, 1994). But besides being an employee, I am also a consumer, and my research will also educate the people that are on the other side of the fence – the consumers. The consumers will understand that companies are using different kinds of research methods in order to find easier approaches to their minds (Zaltman, 2003).

Besides the main purposes of the thesis, analyzing the cooking process in the eyes of Macedonian consumers, the other focus will be good presentation of the ZMET analysis, which from my point of view, is one of the tools that should not be excluded by any serious company. From the information that I was able to find, in my country, the ZMET analysis research is not well recognized among the companies (Zaltman & Zaltman, 2008). So, I hope that with my master's thesis, I will bring this research closer to some companies in Macedonia, and they will start using it for their future plans.

The thesis will be presented in four main parts. Just after the Introduction, I will go briefly through the Consumer Behavior topic. In this part the focus is on the process of cooking as a consumption practice, with deeper analysis on the social practice and emotional aspects of the cooking process. The last part of the Consumer Behavior topic is cooking habits and interests in Macedonia. The second topic of my master's thesis is Consumer Buying Decision Process, which is based on two parts, rational decision making and exploring subconscious and meaning. In the exploring subconscious and meaning part I analyze the Neuromarketing field, as well as the Metaphors in marketing and consumer behavior which are the most important part of the final research. The last part of this topic are other

possible approaches, such as progressive technique, semiotic technique and others. The third topic of my thesis is the research method ZMET – Zaltman Metaphor Elicitation technique. But before going deeper into ZMET research model I will explain the Consumer behavior research methods with the focus on Qualitative research methods, its types, advantages and disadvantages, and its usage. In the last part of this topic I will explain the ZMET research analysis, its basics, with focus on one successful example with mountain biking (Christensen, & Olson, 2000). The most important part of the thesis is the fourth topic, which is my ZMET research - The Emotional Involvement with Cooking as a Social Practice. After going through the cooking idea and why I've chosen this topic, I will give basic information about the fifteen respondents (Table 5). Then, I will explain my ZMET process and analysis before getting to the Consensus map of mental structure which is the basic purpose of the analysis. At the end of the topic is the Discussion of the final results with the focus of the involvement of Macedonians on cooking. After the fourth topic I will present the conclusions of the master's thesis analysis, how the final result will help future Delimano brand marketing communication, and how the ZMET analysis can be used by other brands and companies in future.

1 CONSUMER BEHAVIOR

Relationship between vendors and consumers is changing rapidly. Every day the product choices are expanding, as well as the information access to these products. In the past, companies had a better position than the consumers, dictating the market as their own home court. But this is no longer the real picture. After the Big Internet Boom the consumers are back in action. They regain the power basically on three important sources (Deloitte, 2000) including, easier access to information, every day increase on product choices and lower switching costs between brands. The information transparency empowers consumers to make easier purchase decision based on more information, and compare different alternatives easier than before. The Internet access and the social network popularity give consumers opportunity to look at customers' reviews, price comparisons, brand customer support and more (Harris, 2015).

One example, from a 2011 survey (Deloitte, 2011) showed that 49% of the surveyed consumers strongly agreed that they had more information about brands and products than in the near past, and 47% of the respondents strongly agreed that there was not much cost associated with switching between brands. Only 6 and 7% of the respondents disagreed with either of these statements, respectively. These surveys and analysis give confirmation on the fact that in today's mass globalization, consumers are better organized, well informed, and always a step forward than the companies, so one of the possible ways that can regain the leading position for the companies is through more focusing on the subconscious drivers and the emotional impulses that are hidden in the consumers mind.

We make purchase decisions everyday. We make them when we buy small cheap items such as a cup of tea or an ice cream, and we make them when we buy large expensive items such as cars, stock bonds or houses. The simplest explanation is when consumers recognize a need or a want, they start searching for possible outcomes, product or services, which will satisfy their needs. After consumers find what they were looking for, they start evaluating their options, taking everything into account from the price, quality, brand reputation or even country of origin. Consumers look from every possible angle before making the purchase decision.

There are four known types of consumer buying behavior (Chand, 2015):

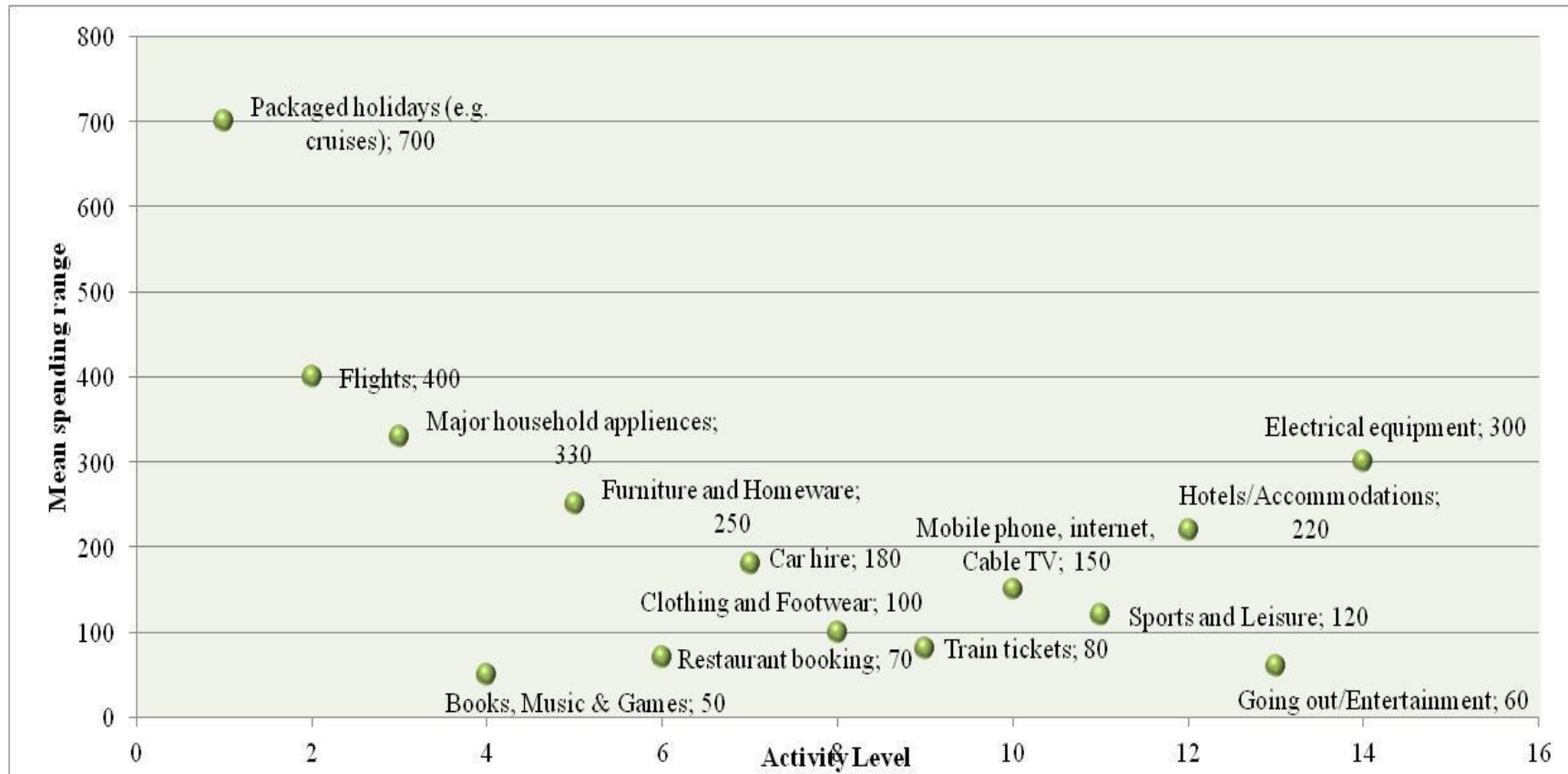
Impulse Purchases – How many times has happened that we put some gum, a small chocolate bar or a magazine in our shopping cart when we stand at a checkout at some local market. We do not think anything when we do this; we simply put the low price product in our cart. This is called an impulse purchase and it often happens with low price products. The consumer makes this purchase without alternatives evaluation.

Routine Purchases – There are other products that are purchased on daily, weekly or monthly bases, where consumers spend a little more time while deciding whether to purchase them or not. Consumers do not really read reviews, make internet research or consult with a friend or relatives about their opinions, they just think a little bit more than in the impulse purchases. This happens when we choose the coffee bar where we drink our morning work break coffee, or when we buy daily or weekly needed products such as milk, eggs, bread or cheese.

Limited Decision Making – When customers seek for an advice or a suggestion from a friend before making a purchase, it means that their buying decision needs limited decision making effort. When we need to go for a dentist, we might search for an advice from a friend to find out which dentist does good (gentle) work for decent price. Another example is when we want to purchase basketball sneakers. In this occasion we might ask for suggestions on which store to go to and which brand is the best one. The consumer may research a few options, but the research is not as thorough, or as time consuming, as with a higher priced item.

Extensive Decision Making – Purchases that are high priced, or that are of major importance for consumers are called extensive decision making purchases. Before buying a television, mobile phone, lap top, or even more important products such as a car or a home, consumers spend substantial amount of time researching a big number of potential options. They talk to their family, friends, colleagues, sales professionals, read online and magazine reviews and ratings.

Figure 1. Level of Pre-Purchase Activity by Average Spending and by Category

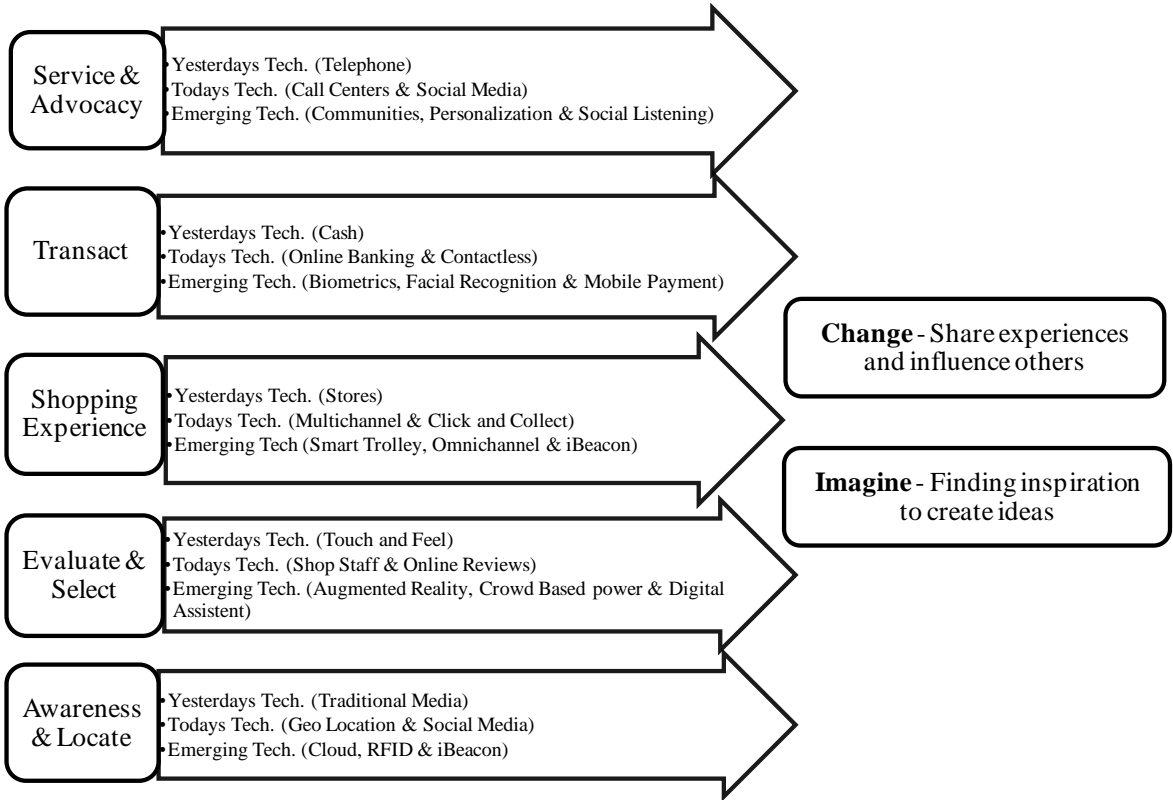


Source: Deloitte, *The Deloitte consumer review, the growing power of consumers*, 2014, Figure 6.

The decision making process lasts longer mainly because the products involved are connected with substantial amount of money, as well as because these products are bought on rare occasions and they last for a long period of time.

Figure 1 gives clear picture of how consumer buying behavior differs on different purchases. For example “restaurant booking” is on the low spending range part, which can be done several times per month, and its activity purchase level is low. On the other side, “packaged holidays” are on the high spending range part, which can be purchased once or twice a year, where its activity consumer behavior level is high. Yes, consumers have increased their powers on making their own buying decisions, but nowadays they can also easily influence on what other consumers buy, too. When it comes to trust, we turn to people we know, but in today’s digital world we even put the words from strangers in front of the words from the brands. Consumers know their power and they expect more from the brands, even though there are millions of consumers waiting for the same brand treatment all over the world. As a result, we are witnessing bigger and bigger gap between consumers’ expectations and brands ability to meet them.

Figure 2. The Disrupted Path to Purchase – Consumer Journey



Source: Deloitte, *The Deloitte consumer review, the growing power of consumers*, 2014, Figure 4.

Knowing all of this, two additional phases have now been added to the traditional customer journey and have helped to create a cycle, where one consumer's experience feeds into another consumer's decision process whether to buy a product or a service. These additional phases shown in the Figure 2 are explained as "Share experiences and influence others" and "Finding inspiration to create ideas".

1.1 Cooking as a Consumption Practice

Customer journeys start and end every day. We spend money on everything, from necessary to unnecessary products or services. One of the necessary products that we buy on daily basis is food, which is directly connected to the process of cooking. The consumption practice connected with the food and cooking is defined as a coordinated entity, as well as an integrative practice. The second, integrative practice definition is more developed, which says that cooking consumption practice is a complex practice found in and constitutive of particular domain of social life (Warde, 2005). And all practices connected with the social life of an individual are challenging for the companies and their marketing sales sectors.

But what is a home cooked meal for the consumers? Some consumers define home cooked meal as a meal made from the beginning, from scratch. Some just want the meal to be prepared at home with no additional conditions. Others define home cooked meal as a meal prepared personally by them (McLynn, 2015). There are no strict rules for definition, but most of the consumers feel that home cooked dish is the one made from the scratch, the one that requires a lot of effort. Also, more time spent for cooking, as well as higher number of ingredients, does not mean that a meal is home cooked. These definitions are associated with the young adults between 25 and 35 years old, and the older consumers. The consumers younger than 25 years old are still far away from the kitchen and the cooking process.

The cooking consumption practice was not the same through years. In the past people more often cooked at home than nowadays, but the love of cooking has not declined in the last twenty years (Smith, Shu Wen, & Popkin, 2013). The today's trends of cooking are nicely explained by Elizabeth Sloan (Food Marketing Institute, 2015):

- Consumers on a weeknight are firstly interested in meals which are easily cooked (around 36 percent), followed by cost and healthfulness;
- Home cooked meals increase with age increase, where millennials cook around 4.5 times meals per week, while 65-plus year old consumers cook 5.2 times per week. The difference is small but it is still countable;

- Consumers in last five years increase (32 percent) experiments with new home cooked recipes;
- Millennials own kitchen gadgets more frequently than other age groups;
- The top culinary food preparation trends for 2015 were fermenting, picking, smoking, fire roasting, and cast ironing;
- Family and cultural cooking traditions are still well recognized among consumers, where one in four meal preparers are based on traditions.

These interesting cooking/eating trends from the recent past, sum up several things that affect the consumption. The first one is about the consumers' opinion that cooking at home is time consuming, and in today's mass daily activity world, that is a problem. This issue is especially present in the middle age active consumer, the ones that have one or two children and have challenging jobs. They try to eat at work in order to skip home cooking, they eat on foot and even sometimes people can be seen eating while driving. Every minute of their time is important and cooking at home that wastes more than thirty minutes of their time, along with cleaning the table after cooking, is a problem (Agriculture and Agri-Food Canada, 2010). This means that their consumption target products are ingredients and cooking appliances that, either cut the total timing of the cooked meal, or they skip some part of the cooking process.

On the other hand, recent trends suggest that this issue is not so important to **millennials** (young adults) and elderly consumers.

Millennials and consumers younger than 30, all over the world, as well as in Macedonia, are more active cooks than we think they are (Mintel International, 2011). They see cooking as an interesting experience, a creative game full of excitement. The time factor is not a problem for this target group, because the young generations like cooking from scratch and they enjoy doing it. This increasing trend goes parallel with the increased usage of technology in the kitchen, where one recent study (Cooper, 2015) says that 59% of 25 to 34 year olds cook with either of their smartphones or tablets present with them in the kitchen.

Beside this internet technological globalization, another factor that helped the cooking increased popularity in the last ten years in Macedonia, is cooking huge media coverage. There are a lot of cooking programs on Television, where every channel of Macedonian top five TV channels, has some kind of cooking program. And there is no need to point out how the internet media, and its pages and blogs, cover the topic of cooking. Studio Moderna Macedonia and its brand Delimano are well aware of this increased cooking popularity among younger generations, and three years ago they produced

www.moirecepti.com.mk internet page with one famous young male cook from Macedonia.

Table 1. Increased Usage of Technology in the Kitchen

Top "Best Recipe" Searches
1. Best chocolate chip cookie recipe
2. Best banana bread recipe
3. Best meatloaf recipe
4. Best pancake recipe
5. Best lasagna recipe
6. Best mac and cheese recipe
7. Best burger recipe
8. Best chili recipe
9. Best margarita recipe
10. Best baked pork chop recipe

Source: Cooper, *Think with Google. Cooking trends among millennial: welcome to the digital kitchen*, 2015.

The buying trigger with the young consumers can be switched with marketing communications that connects the process of cooking with fun experience, full of laughter, enjoyment, and excitement about the ending result, and the final ZMET analysis should give the right direction of doing it. Older consumers on the other hand, beside the big age difference with the previous explained young consumers, are also not bothered about the time cooking factor (Brzozowski & Yuqian, 2010). They enjoy spending time in the kitchen, cooking for their love ones and their close family. It does not matter if they spend the whole day in the kitchen, because their only concern for is the happiness of their family. Older consumers are also of great importance in the kitchen, food and appliance companies, which must be targeted with quality and cooking product marketing communication. They are self-confident of their cooking skills, and they only need the basic help to get to the end result.

Other factor connecting all groups of potential consumers and the process of cooking is the increased popularity of healthy lifestyle. And one of the most important activities to healthy lifestyle is healthy cooking and healthy food consumption. Global sales of healthy food products, in fact, are estimated to reach \$1 trillion by 2017, according to Euromonitor (Gagliardi, 2015). Another example is Nielsen's 2015 Global Health & Wellness survey on over 30,000 individuals online; where 88% of the respondents were willing to pay more for healthier food. And healthy food goes side by side with healthy cooking. Consumers see cooking at home as a healthier option than consuming food prepared outside of their home, where consumers, who cook more than five times a week, consume fewer calories than in

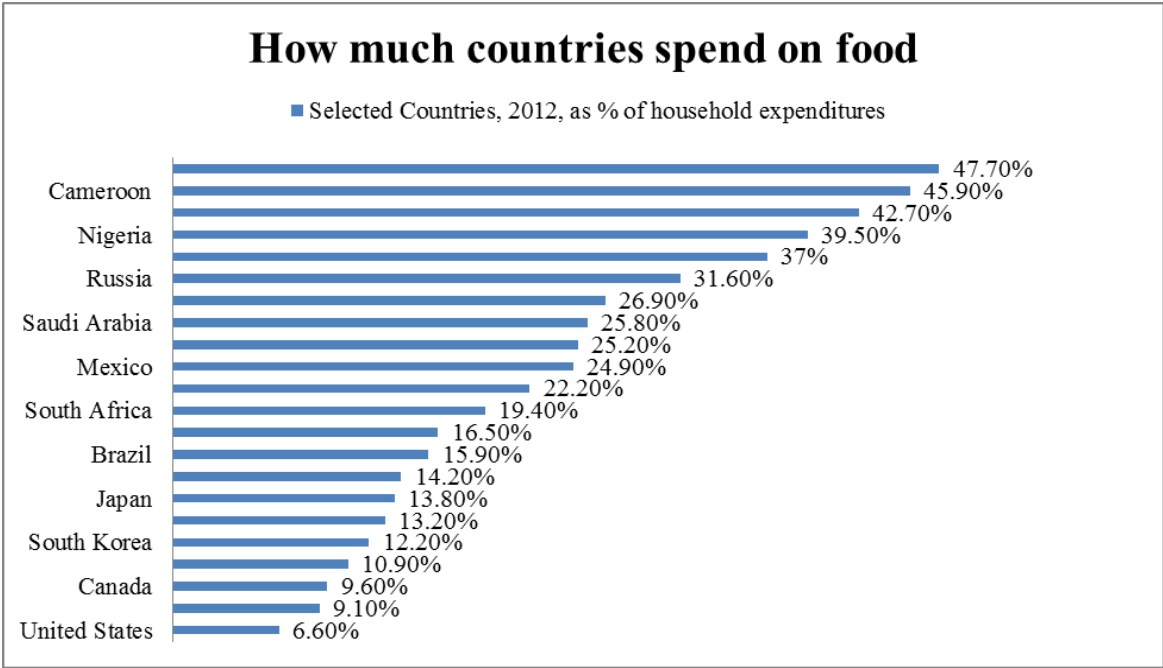
another way, and they are fully aware of this. This can also be seen otherwise, where people who eat out consume on average of about 200 calories more a day than when they cook at home (Dotinga, 2014).

Julia A. Wolfson, MPP, a CLF-Lerner Fellow at the Johns Hopkins Center especially highlights the fact that people who cook at home consume less sugar, less fat and fewer carbohydrates than the people who more often eat outside their home. This is also present even in cases where consumers are not even trying to lose weight.

And what can be said about the price driven countries from all over the world, which differently behave when droughts or crop failures cause food prices to rise. For example, Americans barely notice when something like this happens because they only spent 6,6% of their household budget on food consumed at home (eating out meant additional 5%, so this means that food budget rises to 11%). Opposite examples are Pakistan, Cameroon and Egypt where average person spends over 40% of their household budget on food consumed at home. Macedonia is not far from this group of countries. In these situations, those food price changes became more noticeable.

From Figure 3 we can see that Americans spend a smaller share of their income on food than any other countries, such as Canada, Australia, China or the European countries:

Figure 3. How Much Countries Spend on Food



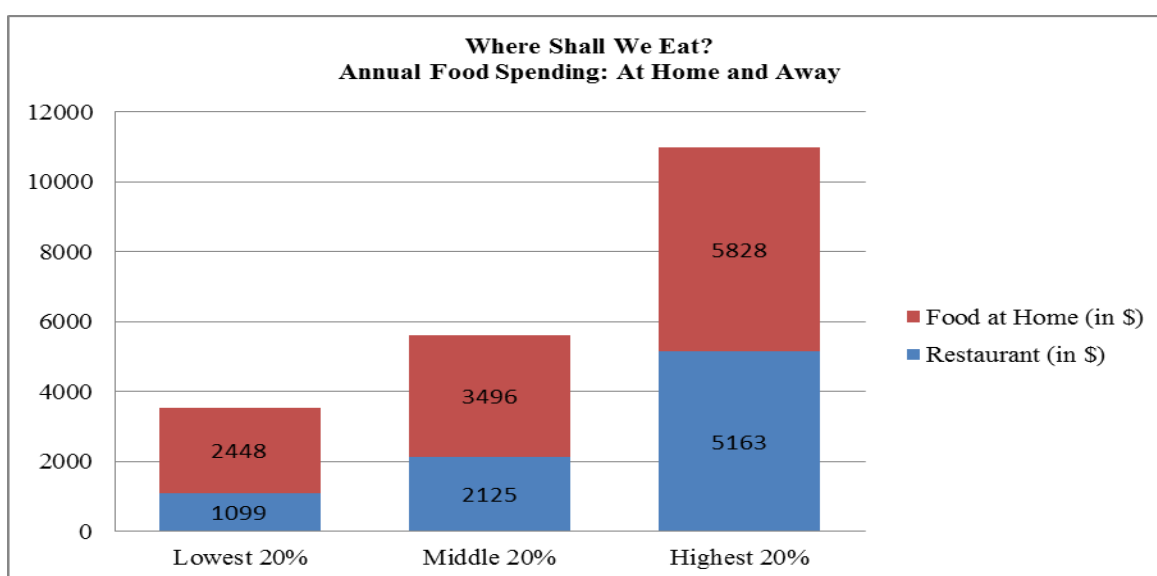
Source: Plumer B, *USDA, Economic research service, vox energy & environment*, 2015, Figure 2.

Note that the map above is based on data for food consumed at home — the USDA does not offer international comparisons for eating out, even though its assumed that countries with similar budget as the Americans will probably have to add 4 to 5% to their home consumed food percentage in order to get to the total percentage spend on eating. Still, even if you do include food consumed at restaurants or fast foods, Americans devote just 11 percent of their household spending to food, and a smaller share than nearly every other country spends on food at home alone. Opposite to this is for countries with smaller family budgets, which will probably need to add only 1 to 2% from eating outside their households, to their home consumed food percentage in order to get to the total percentage spend on eating.

1.1.1 Social practice of cooking

Cooking and eating food at home are heavily connected with the social parts of our life. This was more obvious in the past, but traditional family gathering are still very popular. People still intend, maybe not so often as in the past, to have a cooked meal together with their families, relatives, friends or love ones. We cannot escape from the fact that social practice of cooking is not the same as before. Some parts have changed from better to worse, but some have gone to the other way.

Figure 4. Annual Food Spending: At Home and Away



Source: D. Thompson, *The Atlantic business article. Cheap eats: how America spends money on food*, 2013, Figure 5.

In today’s world social meal gatherings are not easy to maintain on a frequent level. People should be happy if they have their entire family members at the table twice a week. But as

we said before, this can differ from family to family, from county to country. It depends on the social incomes, traditions, or even the strict rules.

Somewhere there are strict rules and all the family members are at the dining table at a specific time. Somewhere the tradition is accepted by everybody and there are no needs of rules. But in the biggest part of the families around the world, the time and income are the main factors on which big family dinner gathering depends.

Time is not on our side. The way of life has changed, which changes our eating and cooking habits. People do not work longer than eight hours, and they have more to do after work than before. These circumstances give us a reason to choose outside meals more often than before. Some can say that even outside eating is in a way socializing, but we all know that eating and cooking at home is the real meal (Agriculture & Agri-Food Canada, 2010).

Figure 4 shows that eating outside is more common to wealthier people, but on total consumers cook or eat at home in around sixty percent of the time. Outside eating percentage increases over inside eating for the families that have increased household income. They will be able to enjoy restaurants more often than before, as well as, they will spend more time doing other activities which will decrease the time in the home kitchen. Also, this income increase has probably come with increased business activities, which is a time consuming factor that also shortens the time, spent for other activities such as cooking.

We don't know what the home/out eating percentage will be like in future, but one thing can be sure - male cooks will someday be equal to female cooks in number. One survey shows that full fourteen percent more man cook now than they did in 1965. The men who cook spend eight percent more time on cooking now, compared to other daily activities, than they did it fifty years ago (Gunnison, 2013). Another interesting thing here is that this survey shows us is that men do better job of capturing the joy and pleasure in the act of cooking, while women, on the other hand, are more focused on cutting the work and saving some time for other domestic responsibilities. The sum up is that people are cooking more today than before, and men are leaders in the process. For example, in the company where I work, even though the Delimano brand manager is a woman, the two chefs that we have on the Delimano Cooking internet recipes web page are males, and are well recognized among cooking addicts in Macedonia.

1.1.2 Emotional aspects of cooking

As Tamara Adler says in her book "An Everlasting Meal: Cooking with economy and grace", cooking is a coherent story that keeps going as long as we like, perfect act of gathering in and meeting out. Regardless of what we cook, either a meal that takes ten minutes or a meal that takes more than an hour, the positive feeling when we bring the food to the table where all our closest people wait, is priceless.

Some people have favorite meals, some have favorite cooking pans or pots, and some even have favorite guest on the dining table. Every story connected with cooking is full of emotions (Baker, 2005). Consumers' favorite meal can be some traditional specialty that our children love the most, a specialty from our mother that was left as positive memory from the past, or a fast food pizza that brings us to the first meal with our girlfriend/boyfriend. The joy when the cook looks at the smile and the enjoyment on his love ones faces, while eating a meal that was cooked by him, is irreplaceable (Scotinexile Blogspot, 2009). Some people even feel more comfortable in the kitchen, than in any other room in the home. In the past this was more common with women (especially mothers), but as we said before, men are becoming serious contenders of the cooking pedestal (Gunnison, 2013). It should not be also forgotten that satisfaction while eating something delicious that was cooked by ourselves, as well as the surprise that we made something that tastes so good.

The process of eating is something that people can't live without, and satisfying this need is important. Also the way of satisfying is not something that should be ignored. Healthier food takes huge part of healthier lifestyle. So, taking care of our health through the food that people eat is another moment connected with cooking that brings the emotions on surface (eGForums, 2006).

Another important fact that comes from cooking is the stress relief. As Debbie Mandel says in her book "Addicted to Stress", cooking delivers as stress relief process because it is a creative outlet which activates your brain activities and your senses, opposite of what the stress does. It's a sensory experience with taste, aroma, visual delight, touch and even sizzling sound. (Black, 2009)

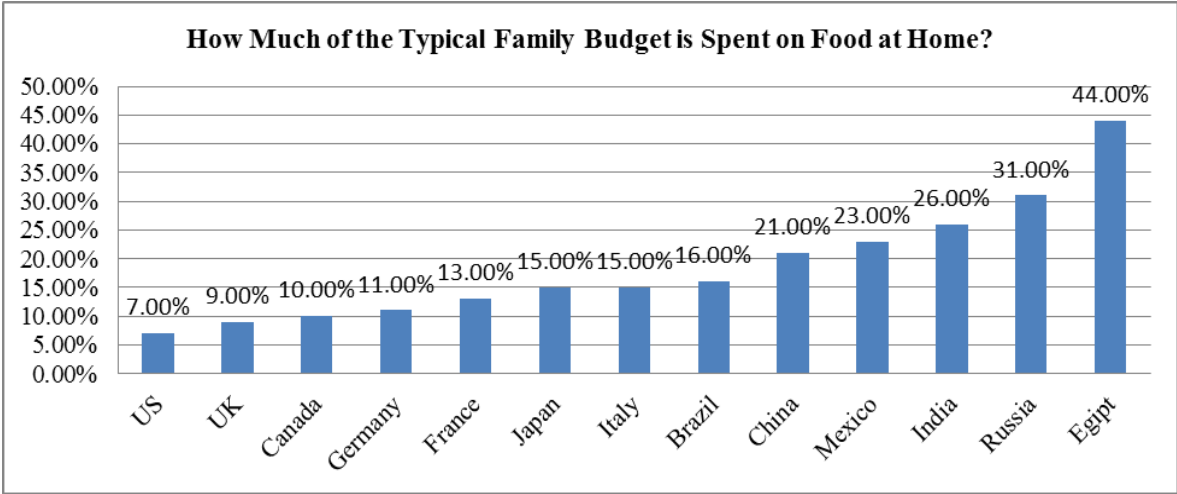
Negative emotions can also be connected with cooking, even though this is very rare case. They can happen if we cook a meal favorite to someone that is no longer part of our lives, which can bring sadness and nostalgia. Or if we make mess in the kitchen, and the meal was disaster, which can be connected with failure. Negative emotions can sometimes happen, but we know that is all positive when we talk about cooking.

Marketers are well aware of the importance of the consumer’s emotions, especially with processes similar to cooking, where the targeted customers are exposed to advertising communications connected with feelings, happiness and positive emotions (Bagozzi, Gopinath & Nyer, 1999).

1.1.3 Cooking in Macedonia

I am in my third year living apart from my parents, living with my girlfriend, and cooking is one of the things we enjoy the most. The kitchen is our favorite room for at least two days a week. We have several favorite internet cooking pages, and one of them is www.moirecepti.com.mk which is owned and produced by Studio Moderna, the company where I work. In some way I am surrounded with food and cooking. Every time we visit our parents’ homes, we visit them at lunch-time or dinner time, of course cooked by our moms, or sometimes even dads. Positive feelings are all around me when I spend my free time either on cooking or eating cooked food by my closed family or friends. I can’t say that we are a perfect example when cooking is analyzed in Macedonia, but we are not far from it.

Figure 5. How Much of the Typical Family Budget is Spent on Food at Home



Source: D. Thompson, *The Atlantic business article, cheap eats: how America spends money on food*, 2013, Figure 1.

When we talk about an average four-member Macedonian family, it can be said that it spends around 2,400 Euros per year (\$2,550), which is nearly a third of what Americans or Germans spend on annual bases. But if we go back to Figure 3 we will see that Macedonia is in the countries that spend around 35 percentage of their annual budget on household expenditures devoted to food consumed at home (cooking). Opposite to that are Germans

and Americans, who spend around or less than 10 percentage of their annual budget on food/cooking (Figure 5). It is clear that Macedonians are in the top three countries in Europe on domestic annual food percentage expenditure. Poorer country spends more on food, but we can't exclude the fact that Macedonians are huge food/cooking lovers.

A short survey that I've made in a closed known circuit showed that the numbers that I mentioned in the previous part are realistic, even despite the fact that my surveyed groups are people from the capital Skopje, with higher education, living in urban surroundings. They've showed home food cooking family expenditure around 2500 Euros per year, which is around 30% of their household salaries.

2 CONSUMER BUYING DECISION PROCESS

2.1 Rational Decision-Making

Ask yourself if you are really interested in saving money for future basic needs such as a car, house, wedding or a child. Or ask yourself if you want some luxuries like a pool in the yard, or a weekend house by the lake, or even a boat. Sometimes these big future plans drove our decision making on more rational than emotional aspects. Just promise yourself that you will not spend money on useless things based on emotions in order to achieve your future goals.

When our decision making involves cognitive process where each step is based on thinking through and weighting up the alternatives in order to come up with the best possible result, it means that we use the rational decision making model. And when it comes to rational making decision our behavior is influenced by many factors excluding every emotional appeal (Hastie & Dawes, 2010). Suppose your wife insists on you to change the car because your current car is an old model, but your mind suggests that your car is still in a very good working condition so you don't need to change it and create additional unnecessary cost. So you quit the idea of changing it because it is just a want aroused from your wife, based on some influence and not on an actual need. This is a decision made on rational thinking.

Opposite to the rational decision, are making decisions based on emotions. They are usually taken very fast and the logical thinking is absent. If you see a watch on thirty percent discount in a shop window display and you just freeze there because it is looking so good and bright. You think that it will go perfect on your new shoes and on your personality, and you exclude the fact that you already have two watches that are similar to that one but older than the one on the window display. Your mind says to you that because of the discount the watch may not be here in a couple of days so regardless that you don't

need it, you purchase it (Lerner, Li, Valdesolo & Kassam, 2014). This is an emotional made decision.

The known steps in a rational decision making model, which are most commonly used among professionals (Lombardo, n.d.), are:

- Define the situation/decision to be made
- Identify the important criteria for the process and the result
- Allocate weights to the criteria
- Consider all possible solutions
- Calculate the consequences of these solutions versus the likelihood of satisfying the criteria
- Choose the best option

But these rational decision making steps are just shown on paper, and basically all socio-psychologists believe that most of consumer's decisions are based on emotions, which is opposite to that what these steps stand for. They think that even if we start to act rationally the end decision will be still made on emotions or based on what your heart says. It is useless to say that making plan before any purchase will help you decide on logic and not on emotions. We simply have to combine the logic and the emotions, the needs and the wants. Because even if we have a plan, for example, to go shopping for a kids pancake pan, we end up buying wok pan, kitchen tool set, kids small plates or even a new dishwasher. So we went to buy one thing but we ended up buying the whole shop and redecorate our whole kitchen. We often do this when we go to departmental stores where you can find everything from A-Z.

In these stores we can find millions of products, most of them a part of big brand companies. These companies/marketers know enough of peoples mind sets and they can easily convert a want into a need if they trigger the right nerve. When we go shopping we go with a plan, but most of the time we don't stick to it, and we buy whatever is colorful, bright, aggressively advertised or promoted by young attractive people. Marketers are also big part of the reason why impulse buying has become so common (Alauddin, Hossain, Ibrahim & Hoque, 2015).

The role of emotions in consumer decision making processes is well recognized opportunity among marketers and they use them in every advertising communication, which is shown in one article by Ph.D. Peter Noel Murray (2013):

- fMRI neuro-imagery shows information about evaluating brands, that shows how consumers primarily use emotions when making purchase decisions (personal feelings

and experiences) rather than information about products and services which need to satisfy their need and wants (brand features, attributes and facts);

Table 2. The Difference in Saving per Month for Purchasing a House Before and After Rational Decision Making

Expenses/categories	Percentage Allocation of Income without a Plan	Percentage Allocation of Income with a Plan
Food	10%	10%
Grocery for home cooking	7	8
Eating outside the home	3	2
Personal Grooming	10%	10%
Clothing	4	4
Services	2	2
Personality products	4	4
Housing	30%	30%
Shelter (maintenance)	10	6
Taxes	2	2
Gas bills	4	3
Electricity bills	5	3
Telephone bills	4	1
Housekeeping	5	-
Saving for a house	-	15
Transportation	20%	20%
Car fuel	5	-
Vehicle maintenance	5	-
Public transport	5	10
Car purchase/saving for purchase	5	10
Education	20%	20%
Tuition fees/other fees	5	5
Books purchases	2	2
Education saving	5	8
Miscellaneous expenses	8	5
Entertainment	10%	10%

Source: Ahmad, *Hub pages. Personal finance, rational purchasing decisions: right decisions*, 2014, Table 1.

- Advertising research reveals that the emotional consumer response to an TV, print or internet ad, has far greater influence on a consumer's purchase decision to buy a product than does the ad's content and meaning;
- The advertisement "likeability" is the most important emotional measure which leads to brand increased sales, according to Advertising Research Foundation research;
- Everything leads to the consumer loyalty and trust, which is driven by positive emotions towards certain brand, rather than the brand attributes and features.

Impulse buying can't be stopped, but it can be reduced if we follow the right decisions based on rationality. These right decisions can save consumers a lot of money, money that they spend on wants not on needs. Basically everybody only needs two pairs of trousers, one to wear while the other is dirty. But here comes the wants, which tell us that two pairs of trousers are not enough, and we need day to day trousers in different colors, for formal occasions, for evening parties or for long day walks in the park. Wants can be innumerable, but with reducing unneeded wants we can save money for bigger, future, more important plans like buying a house, car, wedding occasion or investing in some own business idea. The short table bellow shows us that having a rational decision making plan is not a bad idea.

Table 2 shows different ways of saving money that are connected with rational decision making. We can see the saving in the FOOD part based on reducing the eating out part, which is connected with low income countries such as Macedonia.

2.2 Exploring Subconscious and Meaning

Just imagine this moment, that probably has happened to everyone: you walk past to an ice cream mini store in a hot summer night and suddenly get the urge for some ice cream which was not part of your evening plan. At first, there is some internal battle because you probably shouldn't have any due to your diet, or because you have just eaten your dinner. But then a voice inside your head starts to argue with you and says that you deserve the ice cream because you played basketball the night before or simply that one ice cream wouldn't change the effect of your diet.

Then as you look at the store window where different ice cream flavors are ordered in a perfect colorful order, you are pushed and pulled between them by your brain. The internal dialogue is developing fast while deciding if we should try some new flavor, where in the meantime we are also wondering what that flavor was the last time we've chosen. But at the end, we are calmly gravitating back to our usual choice.

This example shows a typical battle between conscious and subconscious (Cruz, 2009). At first the subconscious won by deciding that cold ice cream is what we need on this hot night despite our diet. But then the flavor was chosen by some kind of a compromise, where the old favorite flavor was bought instead the colorful set of new flavors. It was a bit like taking a decision before a committee or board, but in a much faster way.

It is really interesting what is happening beneath and beyond the scope of personal consciousness, is the consumers' awareness that one decision is made, or not. One perfect example of this unconsciousness every day battle is the word example of Cambridge University by Craig Weinberg (2013).

**Accdrnig to a rseearch sduty at Cmabridge Uinervtisy, it deosn't mttar in waht
oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat
ltteer be in the rghit pclae. The rset can be a toatl mses and you can sitll raed it
wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by
istlef, but the wrod as a wlohe.**

The letters are messed up, but the brain recognizes the real meaning, and perfectly works unconsciously, even without signaling the problem to the reader.

There is something mysterious, a bit scary as well as exciting, about the subconscious, about all the stuff that is going on below the surface of the human mind. Gerald Zaltman (Mahoney, 2003) says that 95% of all cognition occurs in the subconscious part of the mind. Advertisers are quite aware of this, and from recent years their strategies are focused more on how easily they can get to the unconscious mind of the consumers.

2.2.1 Neuromarketing

Established only in 2002, by Alan Smidts, winner of Nobel Prize for Economy, Neuromarketing has become the leading force of market research and the most accurate method of gaining customer intelligence. Neuroscience, the mother of Neuromarketing, uses brain- imaging technologies such as EEG and fMRI (short for EEG-correlated fMRI or electroencephalography-correlated functional magnetic resonance imaging) for its purposes (Custódio, 2010). Understanding the customers' behavior and predicting their future purchasing decisions is the true real purpose of the science of Neuromarketing. The studies began in the 90s in USA for big brands such as Coca Cola (Michelman, 2008) and Ford, and since then the demand for Neuromarketing has grown year by year.

Neuromarketing bases are the emotions (Berg, 2014). Emotions are the driver of decision making, because they decide on what we pay attention to from our environment and whether we're motivated to avoid it or approach it. Today this is proven and we are all aware of the close relationship between the emotions and the decision making process, which was not the case before the 1990s. In the past scientists were following the "Think-Feel-Act" paradigm where they were unaware that the Feel part is the one that drives the decision. So, the old paradigm has clearly been proven wrong by Cognitive Neuroscience and replaced by new "Feel – Act - Think".

This new paradigm is nicely explained by one Canadian company True Impact which is specialized in Neuromarketing (Skinulis, n.d.). The process starts by placing the male/female in a tube which is an fMRI (functional magnetic resonance imaging) machine that scans the blood flow activity in the human's brain. The end results are displayed on a couple of monitors. The analyzed commercial is displayed on one of the monitors, and on the others we can see pictures of the brain in which color shows up and fade away. The colors can differ, but in these example areas of grey matter, the process of fear, interest or memory appear as spots of yellow color, which can turn into brighter orange if the emotional engagement in the brain increases. This example is about breakfast cereal commercial and the analyzed male person at the age of 35. While watching the first 45 seconds of the commercial the brain area showed as orange and red colors which mean that the positive emotions are driving the decision towards buying the product. But in the last 15 seconds everything previously felt fallen away. So, the Neuroscientists now exactly what happened during the commercial that change the buying decision in the brain, the exact second that made the positive emotions and feeling disappear. The job of the Neuroscientists is done, and now to complete the job we need the Neuromarketers (Gipson, 2012). They suggest different possibilities to the client in order to overcome the moment in the commercial that triggers the negative part of the consumer brain, which can be negative emotion, boredom or disinterest.

In order to catch these moments, companies like True Impact use medical equipment such as EEGs (electroencephalograms), MRIs or heart rate monitors. Neuromarketers skip the one to one asked questions to consumers because with this equipment they bypass the conscious mind and go straight to the central nervous system. But in my thesis I will follow one analysis invented by Gerald Zaltman which shows that these consumer subconscious mind changes can also be discovered in another way without using any machines.

2.2.2 Metaphors in marketing and consumer behavior

There is one thing we know for sure, metaphors have become inevitable part of our everyday language. Political speech writers use them in every speech, advertisers use them in every commercial, and even our parents use them to influence our thinking like the advertisers and politicians. They are also everywhere in the business sector, because metaphors are powerful and effective communication tool which can easily inspire others to listen to you with more focus and enthusiasm. Beside the business purposes in speeches, presentations and commercials, metaphors are also used in our everyday discussions. They can simply make our message more memorable. Metaphors really are the engine that spurs creativity and innovation (Pink, 2008).

The most used definition of a metaphor is that they help us understand one thing by referring to another, which is something that advertisers mustn't pass on. The metaphor language is a language that marketers must learn to speak it if they want to make better connection with their customers. That is why metaphors are frequently used in advertising as a way to enhance the perceived value of a product or a brand, because they are making marketing communication tools more personal to the customer. The best advertising metaphors have combination of two or three messages in order to be more dramatic, like verbal phase, visual image or sometimes even with some sound/smell effects. They work best when they are unexpected, simple, direct and concrete. This marketing tool by-passes rationality and lowers customer defenses to sales moves. That's why metaphors can make advertisers more persuasive and can make people overall win businesses (Covington, 2012).

New metaphors are invented every day. Some of them are invented on purpose by politicians or advertisers and some of them are invented unconsciously by some creative mind. And the same as every other thing, often used metaphors are becoming clichés. Metaphors like "it's in the company DNA", "early bird" or "the secret sauce" are not even seen as metaphors because of their everyday usage. But even these clichés are more powerful than the simple English sentence. For example, if a Basketball coach stands up in front of his team and says, "The other team is really scared at this moment", creates considerably less impact than the coach who opens his comment using a metaphor: "I can smell the fear in their bones". It is easy to see which message is more powerful.

When we go closer to food or cooking, which is the main reason for this thesis, we will see that here metaphors are more used than the simple language. Some companies like Werther's used the metaphor "It's what comfort tastes like" to connect eating candy products with "comfort food". Activia is using something similar to this. They used the phrase "It's time you give yourself a Tender Loving Care" to associate their yogurt with

providing yourself a proper loving care which is getting the extra benefit of doing something good for your health. Another interesting cooking related metaphor is the metaphor “Real Honest Food” by Ginester. They used this phrase to express the image that their Cornish pasties are better than the pasties of their “dishonest” competitors.

As we said before, metaphors are also created by regular people/consumers in everyday occasions. So, when we gather around for family dinners, metaphors are exchanged between us more often than the salt. “This recipe is my grandmas’ deep dark secret”, “Home was prison but the food cooked by my mom was heaven” or “Our kitchen is a zoo” are only a few examples.

According to Gerald Zaltman and Lindsay Zaltman, authors of “Marketing Metaphoria: What Deep Metaphors Reveal about the Minds of Consumers” (2008), seven deep metaphors have surfaced on top. These seven deep metaphors were a result of twelve thousand in-depth interviews with more than a hundred clients in different sectors such as finance, food, transportation and so forth, regardless of the research team. In one interview (Lagace, 2008) Zaltman said “We noticed in study after study all around the world that deep metaphors were the most powerful predictors of what customers think and how they react to new or existing goods and services. It was as if we had identified a secret code of thought, one that customers were unaware they were using. For any given topic, two or three basic deep metaphors would be highly relevant no matter how varied the set of customers or consumers being studied were in other ways. The seven deep metaphors discussed in Marketing Metaphoria are those appearing most often across a variety of products ranging from the choice of motor oil for trucks to baby aspirin to home computers to the meaning of quality health care”.

These seven deep metaphors (Zaltman & Zaltman, 2008) are as follows:

- Balance: How justice, equilibrium, and the interplay of elements affect consumer thinking;
- Transformation: How changes in substance and circumstances affect consumer thinking;
- Journey: How the meeting of past, present, and future affects consumer thinking;
- Container: How inclusion, exclusion, and other boundaries affect consumer thinking;
- Connection: How the need to relate to oneself and others affects consumer thinking;
- Resource: How acquisitions and their consequences affect consumer thinking;
- Control: How the sense of mastery, vulnerability, and well-being affects consumer thinking.

We will talk a little bit more about Gerald Zaltman in the ZMET part of the thesis.

2.2.3 Other possible approaches / methods (projective techniques, semiotic...)

There are also some other market research approaches like projective, semiotic, enabling, that should be shortly explained.

Projective technique is another possible approach in market research situations. It is a strategy that overcomes the problem when respondents are unable or unwilling to answer the asked questions. In order to solve this problem the projective technique interviewer presents to the respondents incomplete series of questions, pictures or statements in order to get some of the respondents information subconsciously. It is indirect questioning that encourages respondents to show their beliefs, motivations or feelings regarding the issue of concern.

Projective techniques serve to depersonalize the discussion by moving away from direct questions specific to the research topic and instead ask participants to project their feelings by imagining the thoughts of others, describing visual role playing, and role playing.

The projective technique can be classified into four groups:

- Association technique
- Completion technique
- Construction technique
- Expressive technique

When using **association techniques**, the interviewer presents lists of words or images to the respondent who is asked to respond to them with the first thing that comes to their minds.

The **completion technique** is a kind of extended version of association technique generating more details and info about the feelings and beliefs of the respondents. They can be asked to complete a story, sentence or paragraph which is incomplete.

The third type is the **construction technique** which is used when we talk about responding to pictures, cartoons and diagrams. The respondent needs to write a description or a short story about the shown picture, where afterwards this description is analyzed by experts. This analysis is focused on the perceptual interpretation by the respondent to the shown picture.

The last technique is the **expressive technique**. It is used when the responses about the feelings are described verbal or visual. There are two types of expressive techniques; role playing and third person technique. When the respondent is asked to play a role based on

some other person behavior, it is called role playing. In this case, the analyst assumes that the person, while playing the given role, will also be subconsciously projecting his own feelings. The third person technique is similar to role playing. It is used when the respondent is asked to verbally or visually relate a feeling or attitude of a third person such as friend, relative, etc. in a given situation.

Semiotic technique, or semiology, is the study of signs, symbols, and signification, and its divided into braches of pragmatics, semantics and syntactic. It is the study of how meaning is created, not what it is. The analytic approach we use to understand what is in the speaker's mind is a semiotic analytic technique: examining the order in which ideas occur (syntactic), the meaning behind the ideas occurring (semantics), and the context in which the ideas occur (pragmatics). The result is not only a description of what is said (reactions), but also the meaning and motivational capabilities (personal relevance versus intellectual appeal). Semiotic theory is used in more than one field, such as; Management, Market Research, Psychology, Psychiatry, Sociology and Linguistics, where the specific interpretive modes of human communication are an important and relevant consideration.

Ordinary researches are asked questions, get answers, count them and report the results. Many of the answers that ordinary research gets are superficial or top-of-mind answers. With the semiotic technique we probe deeply and get the underlying meaning beneath the answer. A person can have an opinion, but we don't know what that opinion means until it is connected with other opinions that the person holds. So, our active probing techniques help us to discover the following:

What does a person really think?

What is a person's real opinion?

What does a person really mean by what he/she says?

As was already mentioned, semiotic analyses usage is spread among more fields. One of the fields is Market research, where semiotics technique is used in order to better approach customers with the advertising strategy. Social Communication of Advertising, writes, "Semiotics highlights the way that we ourselves take part in the creation of meaning in messages, suggesting that we are not mere bystanders in the advertising process, but participants in creating a code that unites the designer and reader". Advertisers depend on these semiotic signs in order to communicate a point quickly and effectively to consumers.

The print ad for Heinz ketchup and its hidden image message is one perfect example for short semiotic analysis. The advertisement is also connected with eating and our kitchen, which is the focus of this thesis. The whole ad is in red and the classic Heinz bottle is

sliced horizontally with a tomato on top of it. On the bottom we have one sentence “No one grows Ketchup like Heinz”.

While it seems simple, the combination of picture and text reveals insights into the values of targeted customers by the company. Ketchup is known as an unhealthy product full of sugar and preservatives, and this image is showing the opposite with the sliced bottle image that presents freshness. Also the text message is strong tool from the marketers which said that the ketchup is “grown in Heintz”, and the purpose is to relocate our knowledge that the product is made in a factory. These messages from the advertisers attempt to assign a healthy connotation to the ketchup (Stacer, 2013).

There are also other hidden messages with this print ads. One of them is that marketing team is reaching the same message which today’s governments are forcing about healthy eating and decreasing preservatives, fat and sugar in our food. It also targets people that are living healthy life style, or individuals that are fascinated by creative and innovative advertisement.

Semiotics is widely used in market consumer research especially with the new internet and social networks generations.

Another technique for which we can say a few words is the **enabling technique**. The deference between the enabling and the projective technique is whether the moderator’s intent is to simply modify a direct question to make it easier for group participants to express their opinion (enabling) or go into participants less conscious, less rational with indirect exercises (projective).

Examples of enabling technique are:

- Sentence completion – When I think of my favorite food, I think of _____.
- Word association – What is the first word you think of when I say “this is delicious”
- Storytelling – Tell me a story about the last time you made lunch for your loved ones.

In a way enabling techniques are extension of direct forward questioning that is all about the researcher natural skill set, which is different from the projective technique.

3 ZALTMAN METAPHOR ELICITATION TECHNIQUE - ZMET

3.1 Consumer Behavior Research Methods

Every serious company needs to study the consumer behavior. They must learn how customers respond to or use their products or services. Whether they have some planned campaign or offer, testing new product, or designing new marketing strategy, collecting data about consumers helps companies better target their efforts. Companies must learn what customers really think of them, instead of what they think of themselves. With the gathered data, business professionals can monitor previous activities and trends, evaluate the current customer climate and predict their sales more precisely.

The collected data can be either subjective or objective. The first is about consumer opinions about the product, and the second is about statistics for purchasing habits. In order to complete a full consumer behavior portfolio, research companies may use different kind of methods.

In today's internet globalization, data collection can also include some new online methods (search engine or social network analysis) beside the traditional ways such as interviews, surveys or observations.

These so-called traditional consumer research strategies can be divided into two groups, qualitative and quantitative (Taylor, 2005). Quantitative research methods consists surveys, experiments and observations. Only measurement data is being gathered and analyzed by these methods, which shows us how many people think, feel or act in a certain way by using statistical results. For example, we use Quantitative research method in order to find how many of your consumers support a change in a product or service, in order to know if you can make a business case in your company with this product change.

Qualitative research method, on the other hand, is more about in depth exploration, what customers do, feel or think about the products or services, and most important why. This method is used to find why your customers behave in the way they do, and what is the purpose of that behavior. The results we get from quantitative research method are not statistically useable.

These two methods are different, but the best way to find more information about our customers is by mixing both of them. With qualitative method you can identify the needs and priorities of the consumer, and with quantitative you can measure how many of your consumers are satisfied and how many are not.

Table 3. Differences Between Qualitative and Quantitative Research Methods

	Qualitative Research	Quantitative Research
Objective / purpose	To gain an understanding of underlying reasons and motivations	To quantify data and generalize results from a sample to the population of interest
	To provide insights into the setting of a problem, generating ideas and/or hypotheses for later quantitative research	To measure the incidence of various views and opinions in a chosen sample
	To uncover prevalent trends in thought and opinion	Sometimes followed by qualitative research which is used to explore some findings further
Description	Whole picture	Focused
Hypothesis	Broad	Narrow
Type of Research	Exploratory	Conclusive
Phase	Early	Late
Sample	Usually a small number of non-representative cases. Respondents selected to fulfil a given quota.	Usually a large number of cases representing the population of interest. Randomly selected respondents.
Data collection	Examples of data-gathering strategies used in Qualitative Research are individual in-depth interviews, structured and non-structured interviews, focus groups, narratives, content or documentary analysis, participant observation and archival research.	Quantitative Research makes use of tools such as questionnaires, surveys, measurements and other equipment to collect numerical or measurable data.
Data analysis	Non-statistical.	Statistical data is usually in the form of tabulations (tabs). Findings are conclusive and usually descriptive in nature.

(continued)

Approach	Qualitative Research is primarily subjective in approach as it seeks to understand human behavior and reasons that govern such behavior. Researchers have the tendency to become subjectively immersed in the subject matter in this type of research method.	In Quantitative Research, researchers tend to remain objectively separated from the subject matter. This is because Quantitative Research is objective in approach in the sense that it only seeks precise measurements and analysis of target concepts to answer his inquiry.
Outcome Data	The presentation of data in a Qualitative Research is in the form of words (from interviews) and images (videos) or objects (such as artifacts). If you are conducting a Qualitative Research what will most likely appear in your discussion are figures in the form of graphs.	However, if you are conducting a Quantitative Research, what will most likely appear in your discussion are tables containing data in the form of numbers and statistics

Research methods can also be classified as being primary and secondary. The difference is that primary is conducted by the researcher itself, and secondary is based on information that others have collected (Anastasia, 2015).

By going deeper into the differences between qualitative and quantitative methods we will get several differences between the methods.

But which method should we use?

The question that we need to answer is which method is better than the other. The reason why this question has remained unsolved until now is that each of the methods has its own strengths and weaknesses. They also differ in different research topics. We already mentioned the differences between the methods in the table above, so we know in which situation which method is better to use. But some studies use both of Qualitative and Quantitative research techniques, and this is maybe the best case in order to get the most realistic results about the researched topic.

3.2 Qualitative Research Methods

Let's repeat – qualitative research methods are used when we want to get inside our consumer minds in order to get valuable insights about our products, our markets or our

customers. It is an exploratory research method where the results we get are previously unknown.

3.2.1 Types of qualitative research methods

Methods that are used for qualitative research are focus groups, frontline monitoring, social monitoring, in-depth interviews, projective techniques, metaphor analysis, bulletin boards or ethnographic participation/observation. But the most commonly used are focus groups and in-depth interviews (Azzara, 2010).

Focus Groups or group discussion are usually groups of ten or fewer individuals which are gathered to discuss a particular idea or product. The individuals are asked a series of questions by the moderator, or are given statements, to which they freely share their reactions, ideas or opinions. Other case is where the individuals are asked to try a new product and share what they feel or think about it, or even react to a particular movie, video or show which they have just watched. All the responses are analyzed, viewed and studied carefully in order to measure the reaction of the larger market population.

These group sessions are used because they foster valuable group dynamics that can be observed live by the clients and because they are cost effective. However, it is important to know when is appropriate to use them. Their most common use is during the exploratory phase of product development when the company wants initial opinions and reactions before the market launch. This is why the participants are carefully selected in order to be relevant for the targeted market. Focus groups are often held in a room with a large conference table, no more than two hours. However, sometimes they can be held in more relaxed ambient relevant to the research topic like a living family room, a bar or even outside in the park. The atmosphere is of huge importance, because it puts the respondents at ease and encourages open and honest communication. If the session is held inside in a conference room, the group is probably observed by the client behind a one way mirror, or sometimes they are video filmed and analyzed later. And the spoken words are not the only thing that needs to be observed by the researchers. That is why moderators and clients also try to interpret facial expressions, group dynamics and body languages of the participants. We need to look at the whole picture in order to get the real results from the group.

Depth interview is a qualitative research method that is able to capture rich, descriptive data about people's behaviors, attitudes and perceptions. They can be either standalone research method or multi-method process. The best thing about the in-depth interviews is that it allows freedom and opens ended flexible conversation between the interviewer and the interviewee. The researcher usually asks open ended questions orally and records the answers in a face to face communications. This research can also be done by telephone, but

only if the researcher is more skilled than usually. The in-depth interview is way different than survey interview, because it is not rigidly structured and the questions must not be in order. The in-depth interview is way more flexible than the survey interview, where the process is more natural and there is no big preparation in advance.

The style is all about the interviews skills. Successfully in-depth interviewers use their eyes and ears more than their mouth. They listen more rather than talk; they see everything from the body language to the face expressions. However, the researcher must be familiar with the subject, potential questions and they must have some kind of a plan in order to control the process in a smooth and natural way. They sometimes need to be able to think, see, listen and talk simultaneously. The interview most often takes place in a private home, where the respondent is in natural relaxed surroundings. It probably lasts between an hour and a half and two hours, and it is recorded on tape or video for further analysis and for the final report.

As we already said, beside focus groups and in-depth interview, there are also other qualitative research methods and we will mention just few of them. For example, ethnographic is another in-depth look at consumer behaviour which analyses consumers lifestyle and daily activities and habits. As combination of non-verbal and verbal communication, ethnographies are expensive and time consuming research method that is rarely used.

Metaphor analysis is something that we will talk about in the next part. But shortly, this is a new method where the main idea is that people do not think in words but in images.

3.2.2 Qualitative research: Overview and advantages

We already have touched the basics of the qualitative research method. Method designed to reveal the targeted consumer behavior and the perceptions that drive the consumer decisions. The results of the research are more descriptive rather than predictive, and the basic fields for it are sociology, anthropology and psychology. The simplest definition is that qualitative researches methods are in-depth explorations of what consumers think, feel or do, and the most important, why they do it. One company uses qualitative research method in order to find why their customers behave in a way and what barriers there may be to changing that behavior.

The real benefits of the research can be seen by their advantages and disadvantages. In Table 2 we already shortly talked about when is better to use the qualitative method instead of the quantitative and why is that better, but now we will go more deeply (Occupytheory organization, 2014).

The advantages of the qualitative research method are:

- It is more useful during the early stages when the researcher is unsure of exactly what will be studied and what will be the main focus
- It does not need a strict design plan or steps to follow
- It gives freedom to the researcher
- It gives more detailed and rich data in the form of comprehensive written descriptions or visual evidence (photographs)
- This type of research looks more at context and social meaning, and how it effects individuals (important in social science)

The disadvantages are:

- The researcher gives more subjective view of the study and the participants, because he is heavily involved in the process
- The researcher interprets the data in his own way, which sometimes can skew the gathered data
- It is very time consuming, sometimes can last for a month or even a year

The basic advantages and disadvantages can also be interpreted through why qualitative research works, how it can help us, and what we should not expect from it.

Qualitative research also works because:

- There is a positive energy among the respondents, they share ideas and they complements their comments
- The respondents are more active in the process
- It gives opportunity of the researcher to reach deeper in the mind of the respondents ("Help me understand why you feel that way")
- Another opportunity is the possibility of the researcher to observe, record and interpret nonverbal communication such as body language, face expressions or voice intonation, and give feedback as a part of the communication
- Opportunity to engage respondents in exercises in order to get spontaneous reactions and comments

And it can help:

- The qualitative test development, because it develops the hypotheses for the researched problem

- Identify customer needs and wants
- Understand the customer behavior, his feelings, values and perceptions
- Analyze the language/ communication that the customer uses for his problem/product descriptions
- Generate ideas for brand/product improvements
- Find potential strategic and marketing directions
- Develop precise questions for quantitative analysis

If we go deeper into the most used qualitative methods, the in-depth interview and focus groups, we will also find several advantages and disadvantages that differentiate from one another, as well as, differentiate them from the quantitative methods.

One of the biggest advantages of the focus groups is that they are a method which can easily measure the customer's reactions, right on the spot. This is really important for companies, when they analyze their new product, or new design, new marketing strategy (advertisement) or the brand/company awareness. These sessions provide immediate ideas for improvement and for better changes. Other advantages are deeper insights because they often provide surprises of what people think on a given subject, interactive feedback between the recipients, as well as, low cost (productive) research method. Disadvantages, on the other side, are moderator bias, groupthink and accuracy. First of all, researchers can impact on the outcome results; sometimes on purpose, but more often on being careless. Focus groups don't go deeper into the recipient brains like in-depth interviews, because in groupthink some recipients are louder and more communicative than others and can influence their thinking. Last but not least is the accuracy, which happens if some recipients are not comfortable speaking negatively for the companies' subject when they know that they are observed closely by this company.

We can also focus shortly on online focus groups. They have small differences than the ordinary insides focus group interviews. Here, the main advantages are: lower cost because they are made online, they have higher anonymity which is important for the recipients comfort, and they allow participations of distant recipients' wishes that sometimes are harder to get to one location. The disadvantages of these online focus groups are the lower observing interaction because the moderator is not in the same room as the group; less confident technology users can be harder to get; and sometimes there can even be technical difficulties.

On the other side, in-depth interviews advantages are associated with the focus on one recipient and not five or more like in focus groups. Here, the candidate is feeling more important because one organization thinks that he is worth the time spent on his perceptions. He also gets more time to spend with the organization/company, and even sometimes they have contacts with employees of several different departments, which is

always valuable life experience. Also another important advantage that we should not forget is the time, because in in-depth interview the recipient has all the time in the world (which is shortened in focus group interviews) and he is not rushed on his answers.

The time spent on in-depth interview besides being an advantage, it is also a disadvantage. It can last more than expected; it can cancel other duties for the recipient, or can be that long so the recipient will start talking nonsense. Also, the collected notes by the moderator can be really a difficult job, because in one on one interview it is hard to make an order because there is more free style communication. Another disadvantage that should not be forgotten is the end candidate comparison, which is harder than in the focus groups where you can see everyone's reactions at the same time. It is more complicated, and the comparison is more time consuming.

3.2.3 When should we use the Qualitative research methods?

Qualitative research methods are used almost by every serious company. They are simply inevitable. But when do we use them?

- When we have idea for a new product or new service, the development part
- When we analyze current product, service or brand, the marketing strategy
- When we divide the strengths and weaknesses of the product/service
- Understanding the purchase decision dynamics and why that decision is made
- Studying recipients reactions of the advertisement and PR strategy, and how do we need to improve the communication with the customers
- Deeply exploring customers groups, demographic and market segments
- When we want to know how customers emotionally (their attitude) react to social and public issues
- Understanding customer perceptions of brand/company/product
- What customers think of the website, its usability and on other interactive social network methods
- Determine the spoken language in order to help the next step – the quantitative research

We will also go deeper in In Depth Interviews and Focus Groups. Qualitative researchers use in-depth interview when the company is interested in individual information regarding several different topics of interest which can be gathered only with an informal conversation alone with the recipient. The focus groups, on the other side, are used when relatively little is known about the product/service, when the company needs to explore multiple topics or when they need fast results. Focus groups can provide a lot of great ideas and perceptions but they shouldn't be used when making major marketing or especially

budgetary decision, because the best decision may be caused by influences of louder and more confident recipients.

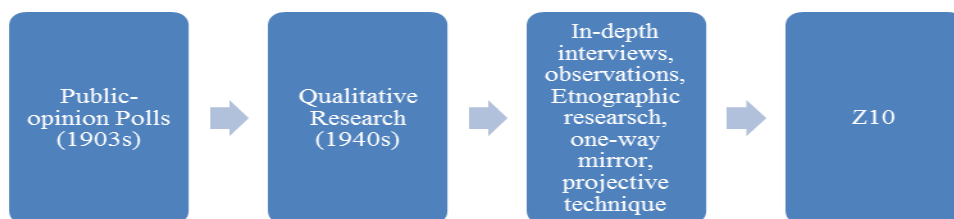
3.3 ZMET

3.3.1 What is ZMET?

The old school methods that we have already talked about often consist of putting hundreds of people in a lab, to answer written or oral questions about several brand or products. Despite the professionalism to keep the results accurate, selecting participants with similar histories, or organizing many groups with different backgrounds, can be really difficult and the flaws can be hardly overcome. Often participants will refuse to tell their real opinions because of some cultural or social reasons. Even if they tell the truth, there is a huge possibility that their spoken words will be misunderstood, or that the moderator will not be on the required level. The mental models of the consumers are really hard to find.

Mental models are beliefs, ideas, images and verbal descriptions which people consciously or unconsciously form on behalf of their experiences, which guide their present or future thoughts and actions. They lead consumers' expectations on certain results, give meaning to events and develop behavior for certain situations. These mental models have one big positive and one big negative effect. The positive thing about their existence is that they give some stability in a world full of changes, and the negative thing is that because of them people are blind on facts and ideas that are opposite to their deep beliefs.

Figure 6. Brief History of Qualitative Research Methods, with ZMET as an End Result



Source: O. Kazakova, *Marketing and advertising, The Zmet technique*, 2006, Slide 6.

Researchers in the past were more focused on the structure of the mental models instead of their content. The structure refers to the organizational part of the content, something like a hierarchical organization of a given network. And the content, on the other side, is based

around the actual ideas represented by the mental models. The idea here is that you can't focus more on structure because content and structure go together, each is revealed in terms of the other.

These are only few reasons that lead to a search for new better research approaches and tools that will help marketers better understand the combination among attitudes, emotions and brand/product choices.

Marketers are mostly interested in understanding the meaning content of consumer's mental models, because this is the key to a successful marketing strategies and practices. Understanding the structure and the content at the same time, can give marketers answers of what is the perceived personal relevance of their brand/product from the consumers perspective. The meaning that one brand/product has to a consumer is developed by the cognitive structure of the consumer mental models, combination of new and existing knowledge about one brand or product.

The past linear view of marketing research activities was confronted by the everyday consumer changing behavior, technological advancements, higher competition and the market economy unpredictability. These several global changes pushed today's marketers to seek better and deeper understanding of the consumer-brand relations.

Table 4. Why do We do the ZMET ANALYSIS?

SUBCONSCIOUS	WE THINK IN IMAGES	METAPHORIC THINKING	EMOTION
95% of human thinking and emotion happens in the unconscious mind – afterwards decisions and attitudes are rationalized.	Thought and emotion is a series of neural activations (mostly images), not words – research needs to go beyond words in order to truly understand meaning.	Metaphoric thinking is the basic mental process through which we make meaning, and make sense of the world. Metaphor is a bridge to unconscious thought.	Emotion is critical to how we think, behave, and interpret our world, and is intimately intertwined with reason.

Source: Frame Consulting, *Exclusive partner for ZMET in Mexico and Central America.*

The answer of this search came from Harvard Professor Gerald Zaltman, with his Zaltman Metaphor elicitation technique ZMET (Christensen & Olson, 2002). This research method

demonstrates the effectiveness of this alternative qualitative method, using a non-conventional approach, thus providing a useful contribution to the qualitative research area. ZMET method is used to elicit consumer's meanings about the personal relevance of a given topic and then map those meaning as mental models (Harvard Business School, 1998). The mental model term is preferred over cognitive structure (which stand that everything is a belief) because it also includes emotions, attitudes, and feelings, goals, symbols, values, memories, images, smell, touch and other similar meanings.

ZMET was developed to help marketers to identify the real feelings and motivations of human behavior that leads to buying decisions, which was difficult to find with the conventional qualitative techniques. Just imagine for a second that there was a qualitative technique which gives a window into the consumer's brain and its thoughts. ZMET gives this window of opportunity, which addresses the fundamental issues of marketing communication with the consumers (Coulter & Zaltman, 1994). ZMET analysis uses individual interviews for their purposes where they hear the most personal stories from the participants about a given topic, through the use of metaphors.

3.3.2 Basics of ZMET analysis

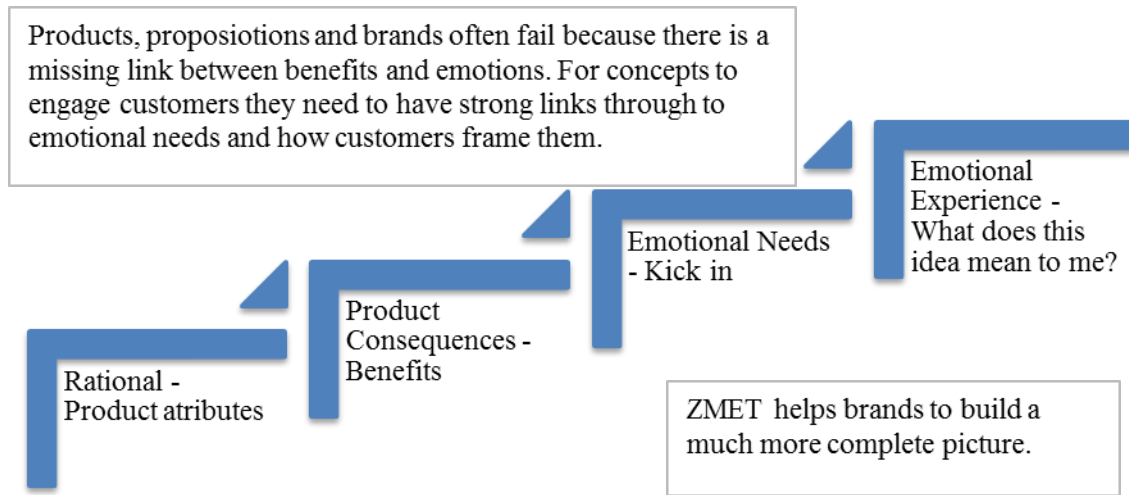
People don't think in words, they think in brain sensory information, and in pictures. This so-called metaphor thinking shows us how we learn by comparing one thing to other similar things or experiences. It shows how people create meaning. One of the biggest challenges for marketers in today world is the metaphor thinking - making sense of what people are thinking and how they are thinking. It is like opening a window in the subconscious mind of the consumer, because 95% of human thinking and emotions happen in this part of the brain (Mahoney, 2003).

These thoughts and emotions are a series of neural activities that are shown in pictures, not in words. That is why ZMET is based on picture analysis. The research needs to go deeper to see the pictures shown in our subconscious mind, which is way beyond the simple words. These pictures (metaphors) can uncover and explain our largely unconscious emotions (Wieners, 2006).

ZMET is designed to access these 95% of thoughts and emotions which are unconscious, as well as help marketers and consumers realize something that is hard to see with bare eyes.

Products, companies and brands often fail to realize the missing link between product benefits and consumers emotions. Marketing strategies need to engage with customers, and this can be done by knowing emotional needs and how customers frame these needs.

Figure 7. What ZMET Delivers



Source: K. Garbutt, Senior Marketing Executive for BDRC Group, *ZMET qualitative research technique*, 2015, Slide 7.

ZMET has three stages:

- The respondent has a task – in this part the researcher or marketer is preparing for the ZMET interview. In the preparation part the focus is on choosing the right questions that are connected with the ZMET task.
- The interview – 90 to 120 minutes (for professionals) is needed for individual in-depth interview. Here the focus is on “story telling”, the chosen images by the respondent are presented which are followed by the projective technique.
- Analysis – hard process of analysis which includes imagery, metaphor frameworks, digital imagery and mind mapping.

In these stages the analysis is focused on two main things: the overall story (top down), and how are all the ideas and themes connected and what is that telling us (bottom up). ZMET does not believe in a guru researcher, it believes in rich data properly analyzed (Zaltman & Coulter, 1995).

More important than the stages, are the ZMET steps and everything that goes with them. These steps are the difference that separates ZMET from other, because they define the consumer’s key thoughts and feelings. Each step provides different opportunity for the

ZMET analysis by underlining metaphors who lead to the subconscious consumer thinking. These steps are crucial in uncovering hidden thoughts that are hard to find with other similar techniques (Zaltman, 2003). The steps are:

Storytelling about pictures

Before this first step, participants are asked to look for and bring pictures that remind (but are not the same) of the given ZMET topic. During this first step, participants describe the pictures they brought to the interview. The description is about how and why the chosen pictures remind them of the topic (participant thoughts) and how they feel about that. These stories about the brought pictures are the basics of the ZMET analysis, because much of our knowledge and memory is shown in the form of stories. Stories are the biggest source of metaphors which gives us the crucial insights about the participants thinking. Of course, in order to catch the metaphors from the stories, the interviewer must be well trained and focused all the time.

Missing pictures

Sometimes we can't find enough pictures that remind us of the ZMET topic. And some of these missing pictures are connected with a feeling that cannot be recognized by the interviewer if the picture is missing from the whole story. In order to avoid this problem the interviewer must ask the participants if they want to express some important ideas about the topic that are not shown in the images they brought. When this situation happens, the interviewer seeks for the image that represents these ideas/feelings that are missing from the first step of the ZMET analysis.

The triad task

This third step identifies concepts that get us to a higher level of the analysis. The interviewer tells the participant to analyze three randomly chosen images and to explain how any of the two images are similar, but different from the third one. For example, the participant can tell that two pictures express similar feeling of happiness to him, but the third one represents anger. The interviewer uses laddering probes (technique) in the end of the triad task with every participant.

Metaphor probe/expand the frame

ZMET uses several other probing techniques to encourage participants to express their thoughts and feelings more deeply and more thoroughly. This involvement from other techniques serves to uncover additional hidden meaning as well as to validate previously

surfaced ideas, from the first three steps. Firstly, the participants are asked to widen the frame of one selected picture and describe what else can be added to this picture that will reinforce the original basic idea. The participants can also be asked to imagine themselves in the selected picture, and where would that take place, as well as, what feelings and thoughts would express. They can also be asked if they want to add someone or something to the picture in order to solve some inside dilemma. There can also be different follow up questions in this part of the analysis such as “why that person” or “why that thing”. Typically, this metaphor probe/expand the frame step is repeated on two or three pictures.

Sensory (non-visual) metaphors

Participants are also asked to express ideas using different sensory images. For example, they are asked what is, or is not, the color, smell, touch, sound and emotion of the place in question. If the topic is cooking and kitchen like in this ZMET analysis, it could be happy green or red color, smell like the grandmas favorite cake, or emotion like closeness of the family. Each answer is explored to uncover more hidden thinking and feeling.

Vignette

People use different part of the brain while thinking in images, on time sequences or in motion. Because of this reason, participants are asked to create a movie or one act play that expresses important ideas about the ZMET topic. This can be expressed with motion, time and further storytelling. For example, in this cooking ZMET topic, the participant can tell a story for dinner preparation for his girlfriend, or lunch preparation by his/her mother for the whole family. Often, the characters that are shown in this short movie are previously specified by the interviewer. The participant is asked to describe the location, time of the day, which is presented at the location and what else is happening there. This step gives additional understanding about the thoughts and feelings that was not expressed by the previous steps that were mainly focused on image analysis and not on motion.

Digital imaging

This is the final step. At the end, each participant creates a summary collage in the form of digital image, with the interviewer and with assistance of skilled graphic designer. Most digital images are from the pictures that the participant brought on the interview (5 to 7 pictures). While the digital image summarizes the ideas and thoughts expressed during the previous steps, new ideas emerge from this creative process as participants modify the chosen images by size, shape, etc. When the image is finished, the participant gives final verbal description of the whole process, which serves as a final tour through the summary image.

3.3.3 ZMET analysis successful examples

One of the best known examples of successful ZMET analysis is the mountain bikers' analysis. In this analysis there were 15 respondents members of the mountain biking "subculture of consumption" (Schouten & McAlexander, 1995). Some of the respondents were known to be mountain bikers and some of them were chosen by a **snowball sampling process** (Sudman, 1976; Zikmund, 1997). Highly involved mountain bikers were chosen because high involvement goes side to side with high product knowledge and expertise, as well as it provides rich source for the final results. The second important thing in this analysis is that mountain biking was really popular in the community, which simplified the process of finding the proper participants. All participants completed the PII (Personal Involvement Inventory) with high score from 111 to 140 (average PII score for all respondents was 128.13). Each participant was paid \$25 for participating and the interviews were tape recorded and then transcribed to create the data base for the analysis.

Around one week before the interview, each selected participant was told, firstly to think about mountain biking, then to select eight to ten pictures that represent their thoughts and feelings about mountain biking and bring the pictures on the interview. As we said before, every picture is a metaphor that expresses one or more important feelings that the participant has on mountain biking. The ZMET process enables respondents to project their mental model onto the several pictures and express important cognitive (thoughts) and emotional (feelings) aspects of that mental model. The in-depth interviews were held by three interviewers trained in the ZMET methodology and experienced with conducting ZMET interviews, and they lasted between 1 and 2 hours by participant. The interviews followed the several steps in the ZMET method as described by Zaltman (1997). The interview begins with the respondent's interviewer discussion about the participant's thoughts and feelings about mountain biking represented by each brought picture. As the respondent explains the meaning of the images, interviewers are trained to catch hidden and clear metaphors mentioned by (elicited from) respondents and then probe for further elaboration of those metaphors. This probing and questioning process is repeated until all the respondents' images are analyzed, and all meanings are well understood. With 15 respondents the ZMET analysis for mountain biking is more than accurate, because Zaltman (1997, p. 432) notes that "at most, data from four or five participants . . . are generally required to generate all of the constructs on the consensus map."

The results gathered were imported into a computer software program called Atlas. With the use of this program, all the ideas mentioned in the interview transcripts are identified. The coding process needs a close reading (more than once) of the interviewed transcripts in order to get quality interpretations. This coding process happens when one participant notes that two ideas are interrelated, the linkage between the ideas is coded. For example,

one of the participants in the mountain biking analysis said that “exercising on my bike helps me get rid of the stresses of daily life” which was coded as a construct dyad—“exercise [leads to] stress relief.” All the unique construct dyads create an overall mental model of each participant’s thoughts and feelings about mountain biking. So in this case, fifteen mental models were created.

Consensus map of consumers’ mental models

The aggregate consensus map (mental model) for the 15 respondents and highly involved mountain bikers is represented in Figure 8. The map from this ZMET example contains the main concepts that are identified by the respondents and the connection between these concepts gathered by the interviews. This mental model identifies the most frequently mentioned concepts. These are the concepts that are connected to another concept by at least 4 of the 15 respondents, which is around 25% of the total respondents. The map clearly shows the major routes between the respondent’s concepts.

These routes reveal several central constructs like “accomplishment” and “in nature”, as well as “challenge”, “stress relief”, and “sharing experiences”. They are in the main focus because they control the other concepts that revolve around them, and they define themes of references that are crucial for the ZMET analysis. Themes represent how consumers organize their thoughts and feelings into smaller units of meaning within their overall mental model. Thus, from this ZMET analysis we can sum up that being in nature and accomplishment are the most common concepts that connect the riders with mountain biking. These in nature and accomplishment themes (as well as other themes) identify what mountain biking means to these respondents, why they participate in the sport, and how mountain biking fits into their lives.

The overall goal/end state

The purpose is to find the overall goal of mountain biking. In this case, shown in Figure 8, the final goal is enjoyment and having fun. All other concepts like “in nature”, “accomplishment” and others, link to the final goal. This is the result of the map cognitive structure reading. Overall, every respondent, professional rider or not, is engaged with mountain biking because it is fun and enjoyable. Three of the four parts of the conscious map lead to the overall goal: accomplishment leads to enjoyment of success, being in nature leads to positive effectiveness of having fun, and sharing experiences with important others makes the biking experience funnier and exciting.

Figure 8. FINDINGS from the Mountain Biking Interviews – Mental Model for Highly Involved Mountain Bikers



Source: G. Christensen and J. Olson, *Mapping consumers mental models with ZMET. Psychology & Marketing*, 2002, Vol 19(6), p. 486. Figure 1.

Missing constructs

We said before that after the map we need to look up for the concepts that we expected to be present but they are not. This ZMET analysis led to one absence that need to be pointed out - mountain bike or biking construct. But this concept is, in one way or another, present in the all other concepts in its own way.

Broad meaning themes

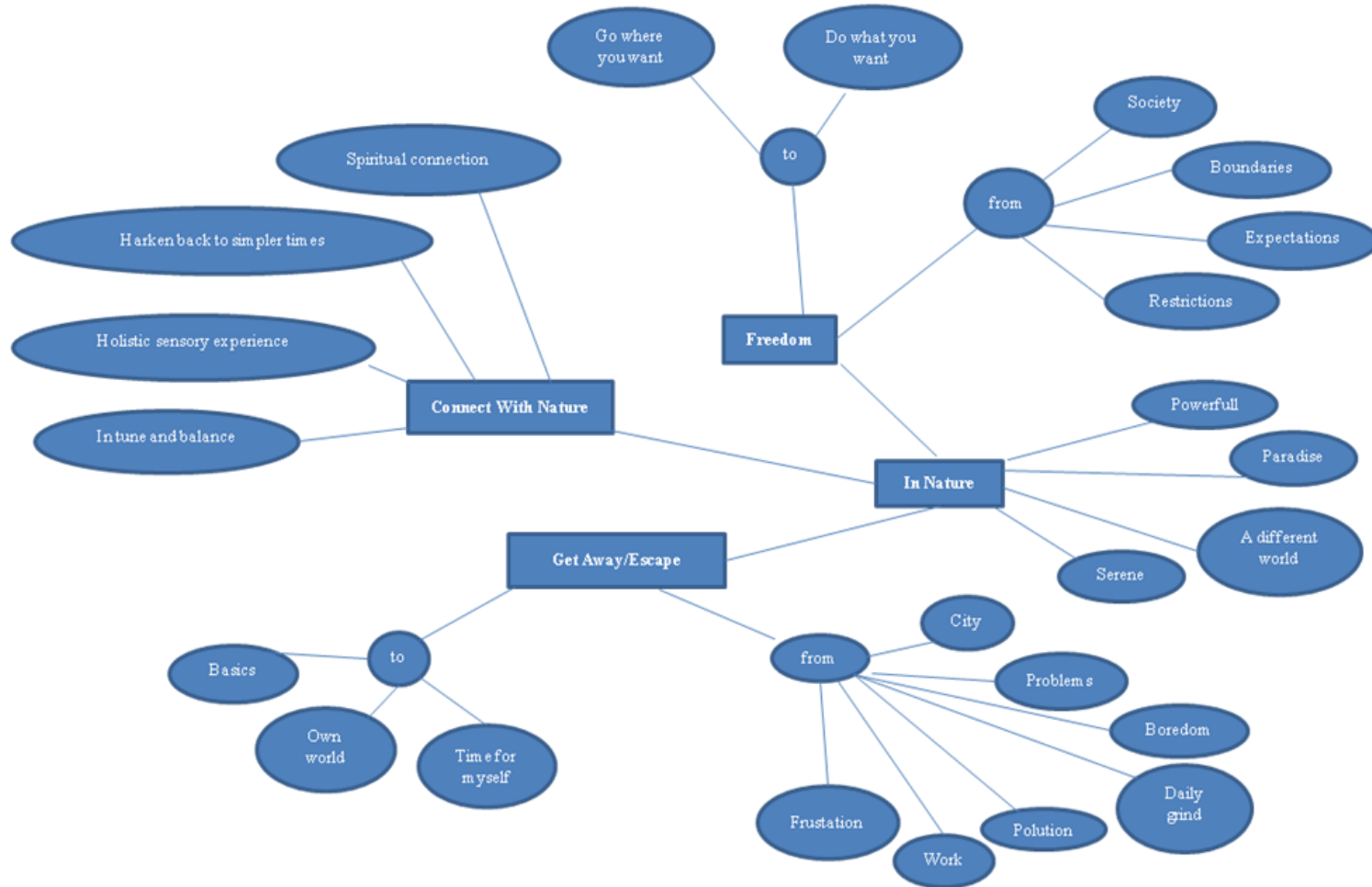
The four broad themes found from the interviews are (a) riding for challenge, thrill, and a sense of accomplishment; (b) sharing experiences and connecting with a group; (c) seeking a transformation experience in their emotional and/or cognitive state; and (d) escaping to nature. They are all presented in Figure 8. Each segment needs to be analyzed separately, as it was in the case of mountain biking.

The most recognizable theme connected with mountain biking is the Escape to Nature theme, which is positioned on the right side of the consensus map of the ZMET analysis. The Nature was mountain biking goal for 14 of 15 respondents, whose comments illustrate consumers' thoughts and feelings about the constructs related to nature (Christensen & Olson, 2002).

The purpose of being in nature is a central construct linking several other constructs that represent important experiential outcomes valued by these mountain bikers such as freedom, enjoyment, fun, energized, peace of mind, and a spiritual connection with nature. Some sentences also reveal that mountain biking help riders to connect to past lifestyles ("the way life used to be"), and other sentences express natural experiences as whole other world that is distinct from the everyday reality. The Escape to Nature theme is only one part of the map, but it shows how different thoughts and feeling can be connected with only one concept.

If we want to go little deeper into the Natural meaning of mountain biking, we need anatomy map of Escape to Nature concept. In this anatomy map, core thoughts expressed in respondent comments are summarized and linked with the construct on the anatomy map. For example, the anatomy map shows that nature provides bikers with opposite meanings. Figure 9, shows as that nature is perceived as an importance place free from expectations, boundaries, restrictions, constraints, and again, people. But also, it is an environment in which bikers are free to "do what you want to do," "go where you want to go," and "go as fast as you can." This type of cognitive mapping can show hidden feelings and thoughts not evident on the consensus map, and can provide insights that cannot be evident otherwise.

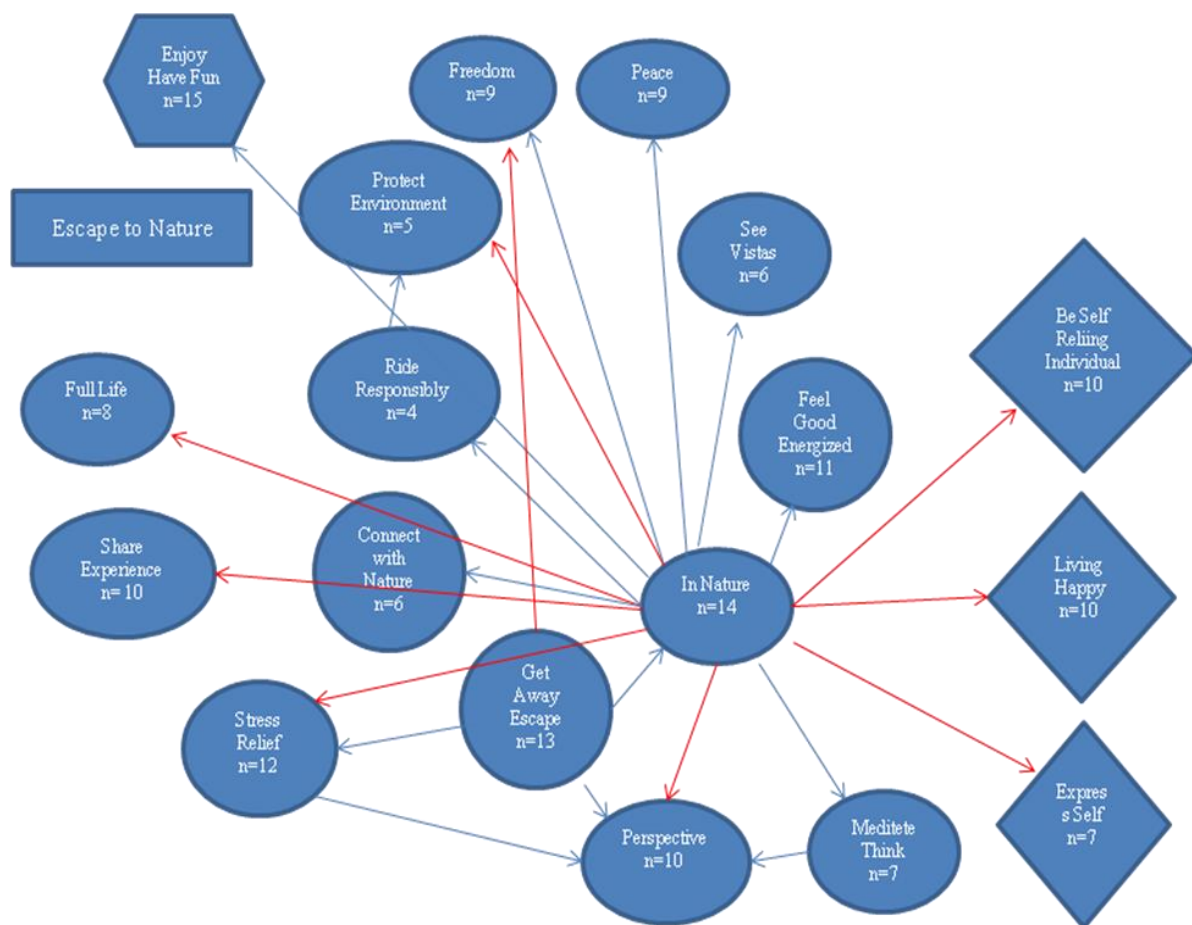
Figure 9. An Anatomy Map of the Escape to Nature Theme



Source: G. Christensen and J. Olson, *Mapping consumers mental models with ZMET. Psychology & Marketing*, 2002, Vol 19(6), p. 494. Figure 2

Another thing that shows deeper understanding of different paths on the ZMET analysis are the maps with finer resolutions. In order not to confuse the main construct map, herein are shown just the main connections between the respondents reasons for mountain biking connected with one theme. The same as road maps. If we have Macedonian map in our hands with all the roads, main roads, back roads and all city streets, the map will be confusing. The same is in the ZMET consensus map. And if we need some deeper understanding, for example, of the In Nature part, we just go to a finer resolution of the main map by simply lowering the cutoff level (Figure 10).

Figure 10. Mapping at a Finer Resolution - Escape to Nature Theme



Source: G. Christensen and J. Olson, *Mapping consumers mental models with ZMET. Psychology & Marketing*, 2002, 19(6), p. 496, Figure 3.

In Figure 10, the cutoff level was lowered from four to three (each connection was mentioned by three or more respondents, not four like in Figure 8). This cutoff reveals more new constructs and new connections compared to the original consensus map. For instance, the in nature construct now links to goal/value states such as having a full life, which is part of the Ride for Challenge, Thrill, and Accomplishment theme, and is linked with the share

experience construct in the Sharing and Connecting theme. The ZMET approach can lower levels of resolution in order to explore meanings at different levels. As we already said, 14 of 15 respondents talked about being in nature and what that meant to them. And with the level-three cutoff, 18 different constructs emerge that are linked to in nature, compared to 13 constructs on the original consensus map (a level-four cutoff). Shifting to a cutoff of two would probably reveal even more. This is why these cutoffs are important part of every ZMET analysis, because they go deeper into the respondents mind and feeling and can reveal interesting details that cannot be seen from the original map.

4 MY ZMET RESEARCH – THE EMOTIONAL INVOLVEMENT WITH COOKING AS A SOCIAL PRACTICE

The final chapter and the ZMET cooking analysis in Macedonia will finalize the purpose of the thesis and its research goals, which are answering the two basic questions:

What drives the buying decision about cooking products in Macedonia?

What are the meaning and emotions attached to cooking by Macedonian consumers?

The answers will give real meaning of the thesis, which, is to help Delimano in better campaign marketing communication with its different targeted consumers, as well to present the advantages of the ZMET analysis research for other brands in Studio Moderna.

4.1 Cooking Idea

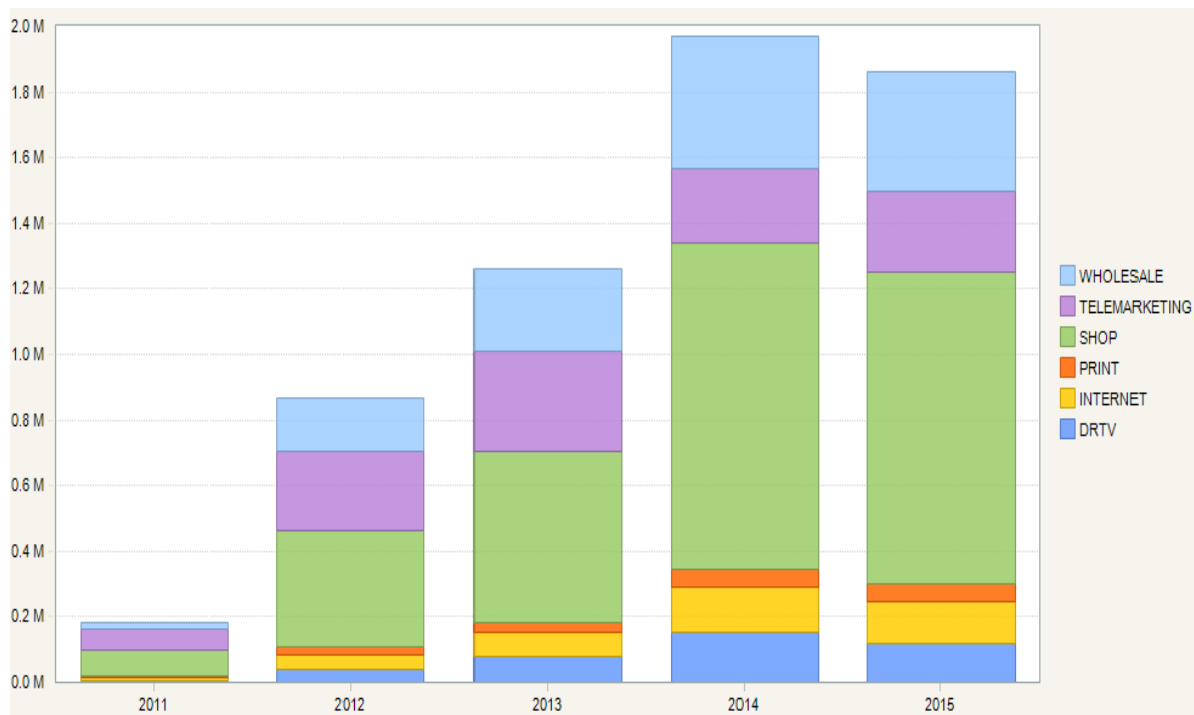
By working in Studio Moderna, company that sells cooking brand products Delimano, I have realized that cooking is a process that goes far beyond all the selling marketing skills. This can be easily confirmed and has already been studied and analysed by the science of Neuromarketing. With the Neuroscience we can look inside our heads and show what consumers really feel, which is sometimes surprisingly opposite to what the marketers think we feel (Hanaford, 2013). The science of Neuromarketing, as already known, has completely revolutionized the worlds of advertising and marketing and the process of cooking should be a part of this revolution.

In Macedonia, people understand cooking as a part of social involvement with different kind of groups, such as family, friends, colleagues, life partners and so on. And we know that cooking is heavily connected with eating, that we can all agree is one of the three most important human needs. So, in order to satisfy one of the most important needs in life, to the people we love and respect, we must be fully emotionally connected with the process of doing it - the process of cooking (Scotinexile, 2009). This means that cooking brand related

companies need to see the process of cooking as emotional subconscious journey where their consumers need to be approached in a different way than usual (Mahoney, 2003; Pink, 1998). This is already partially done by the company that I work for, Studio Moderna, and its cooking brand Delimano. The company looks beyond the selling and the short term profit, and it focuses on content, consumer’s emotions and mass consumer involvement with the brand. Delimano brand in Macedonia in the past years created two internet pages www.moirecepti.mk (my recipes) and www.smuti.mk , where the process of cooking is approached on an emotional level. It is something that differentiates our country than the other countries where Studio Moderna and Delimano is present. The Delimano brand is already established as the best cooking brand in Macedonia, and this short info about its expansion through years and its selling capabilities compared to other well-known Studio Moderna brands, will confirm this.

The Figure 11 shows Delimano sales increase in the last five years in Macedonia. Its growth from 2011 to 2014 and probably 2015 which sales will be at least 2.4 million euros, is by incredible five times higher. The best-selling channel is still Retail, but the impact that internet has on the total sales based on emotional involvement is inevitable.

Figure 11. Delimano Cooking Brand Sales in Macedonia – Net Order No Tax Value by Selling Channels

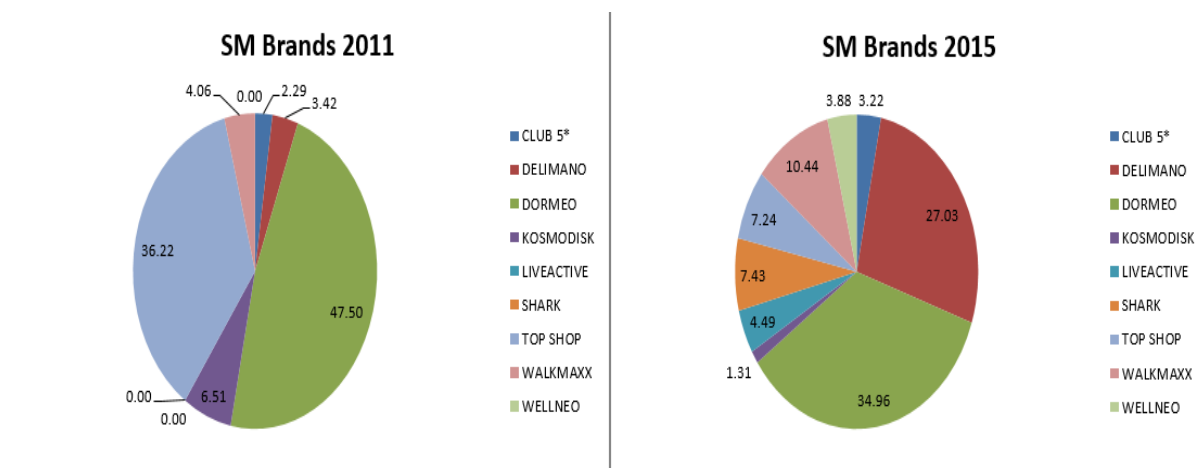


Source: OLAP program Studio Moderna Macedonia

The second Delimano success graph (Figure 12) is actually composed of two parts, one with Studio Moderna brand participation in total sales in 2011 and in 2015. Delimano percentage is shown in the red pie, where the brand participation in 2011 in total SM sales is 3.4 percent, and in 2015 (ten months number) is 27 percent. Incredible increase; where Delimano in the future can even overcome SM best-selling brand Dormeo whose percent of sales in 2015 is almost 35 which is only 8 percent higher than Delimano.

Being a part of this fast moving environment, one of Studio Moderna’s main responsibilities is searching for better, more effective ways of approaching the mind of the consumers. In my opinion, for this research based on ZMET analysis I will bring new meaning in this approach and will explain to every cooking brand company that cooking and everything that happens behind the door of the kitchen, is driven by feelings and the emotional involvement with the process (Coulter & Zaltman, 1994).

Figure 12. Brand Participation in Studio Moderna Macedonia, 2011 and 2015 Data



Source: OLAP program Studio Moderna Macedonia

But besides being an employee, I am also a consumer, and my research will also educate the people that are on the other side of the fence – the consumers. The consumers will understand that companies are using different kinds of research methods in order to find easier approaches to their minds (Zaltman, 2003).

Also, from the information that I was able to find in my country, the ZMET analysis research is not well recognized among the companies (Zaltman & Zaltman, 2008). So, I hope that with my master’s thesis, I will bring this research closer to some companies in Macedonia and they will start using it for their future plans.

4.2 Respondents

The interviewees for my ZMET analysis are fifteen involved cooks, food lovers. Some of them are highly involved in the process of cooking and some of them are not that highly involved, but all of them are part of the cooking (food loving) “subculture of consumption” (Schouten & McAlexander, 1995). All of the respondents are people known by myself or by my close family and friends. Highly involved cooks were selected because high involvement often correlates with high knowledge and expertise in the given topic. But, cooking high involvement in Macedonia doesn’t mean only professional cooks, but also home family cooks, favorite cook in a close friend circuit or even people who are fans of good food and recipe experimentations. The topic of cooking is well known and it has clear access to a large and willing subject pool. All respondents were glad to help the analysis and there was no need of payment.

4.3 Zmet Process

Two weeks before the interviews the respondents were contacted and were given a small set of instructions in pdf and a simple ZMET example. They were told what the topic will be and how the interview will be held and the most important of all that they would have to think about cooking and food as often as they could. While thinking, they’ve needed to select five to ten images that represent the thoughts and feelings about cooking and bring them to the interview. They were told that the selected pictures were metaphors that express one or more meanings about cooking.

The interviews were held in not precise order and lasted between thirty minutes and one hour, and they were held according to the ZMET method steps as described in the previous part of the master’s thesis. Some of the ZMET steps were done on all respondents while some of them were just done on few of them. For example, the steps like sensory and vignette were done on only a half of the respondents, and digital framing was done on none of them. The biggest issues that made some problems during the interviews were the time, because in today’s world no matter how much friends want to help you in your research they have other million staff to do during the day. Another issue that was present was the older respondents and their lack of technical knowledge, which was one more reason to spend more time with them and go image by image, story by story. Major part of the interviews was held at the respondents households and only three (20 percent of the total fifteen respondents) of the interviews were held in a local coffee bar. The respondents explained their chosen images as they were told; some of them more accurate and some of them less, and the wanted feelings and emotions connected to the process of cooking were gathered. The probing and questioning process was repeated until all the pictures were explored and all the metaphors were ready for the next part of the analysis.

Table 5. More Detailed Information About the Respondents

Respondents	Gender	Age	Education	Employment Sector	Marital Status	Cooking per week
S.S	male	25/30	Bachelor Degree in Economics	Private, Marketing	Married	four
G.S.	female	25/30	Bachelor Degree in Economics	Private, Banking	Married	three
C.C	female	50/60	Bachelor Degree in Pedagogy	State, Internal Affairs	Married	five
A.K.	female	30/40	Bachelor Degree in Economics	Private, Marketing	Married	six
V.S.	female	50/60	High School Diploma	State, Internal Affairs	Married	seven
J.A.	female	25/30	Master Degree in Law	Private, Marketing	Not married	four
D.H.	male	25/30	Bachelor Degree in Economics	Private, Banking	Not married	three
A.S.	male	25/30	Bachelor Degree in Economics	Private, Marketing	Not married	three
M.C.	male	25/30	High School Diploma	un employed, Faculty of Economics	Not married	three
A.V.	female	30/40	Bachelor Degree in Economics	Private, Marketing	Not married	five
V.N.	female	40/50	Master Degree in Economics	Private, Marketing	Married	six
K.C.	female	25/30	Master Degree in Human Resources	Private, IT sector	Not married	four
V.A.	female	40/50	Bachelor Degree in Economics	Private, Tourisam sector	Married	six
L.T.	female	30/40	Bachelor Degree in Economics	Private, Marketing	Married	six
F.T.	male	30/40	Bachelor Degree in Acting	State, Actor	Not married	five

Only small number of the respondents needed additional explanation about why some images were not selected by them that I thought were heavily connected to the process of cooking and should have been brought to the interview.

4.4 Zmet Analysis

The official ZMET analysis was not made in a software program so, the interview results for creating the consensus map were analyzed manually, in a more traditional way with the help of Microsoft Office Excel, Word and notebook. Every single respondent that was analyzed had his/her own individual mental model, which combined with the fourteen others respondents, create the consensus map of mental structure across consumers. Without the program, I have gone step by step in order to keep track of how many different respondents connected with every pair of constructs, similar feelings and emotions. I was aware that similar feelings and emotions would be mentioned by the respondents, and that is the main purpose of the ZMET analysis. Another important thing that needs to be mentioned is the capacity of the consensus map. In order not to get messy mental model map, the cutoff level of the analysis is lower than four.

Image 2. Example of the Images which I Received from the Respondents





4.5 Consensus Map of Consumers Mental Models

Figure 13 represents the aggregate consensus map for the involved (most of them highly) fifteen cooks. This map shows us the main concepts identified by these selected consumers and the linkage between the concepts. This aggregate map is the expected result from the ZMET interviews and it identifies the most frequent mentioned concepts, the ones that were connected to another concept by at least four of the fifteen selected cooks.

When we analyze the map we first need to look at the main central constructs, those linked to several other constructs. For example, Figure 13 reveals several of them, such as **spending time with friends and family**, or **delicious taste – good feeling**. These are not only the central constructs, but they are more dominant in a way than the other ones such as **peace and quiet**, **creativity – mind exercises** or **enjoy and have fun**. These central constructs that are more frequently mentioned than the others, control the aggregate map and the related concepts that are revolving around them and they define so-called themes of reference. These themes identify what cooking means to the selected respondents, why they cook and how the process of cooking fits in their lives.

We mentioned the main central constructs as an important part, but the most crucial thing that we search for in the ZMET analysis is the overall goal/end state. This end state is the construct that is the most frequently connected with the other constructs by the respondents, more than the central ones. In the ZMET cooking analysis the overall goal of the respondents connected with cooking is **taking care of our own (and our close ones) health where the**

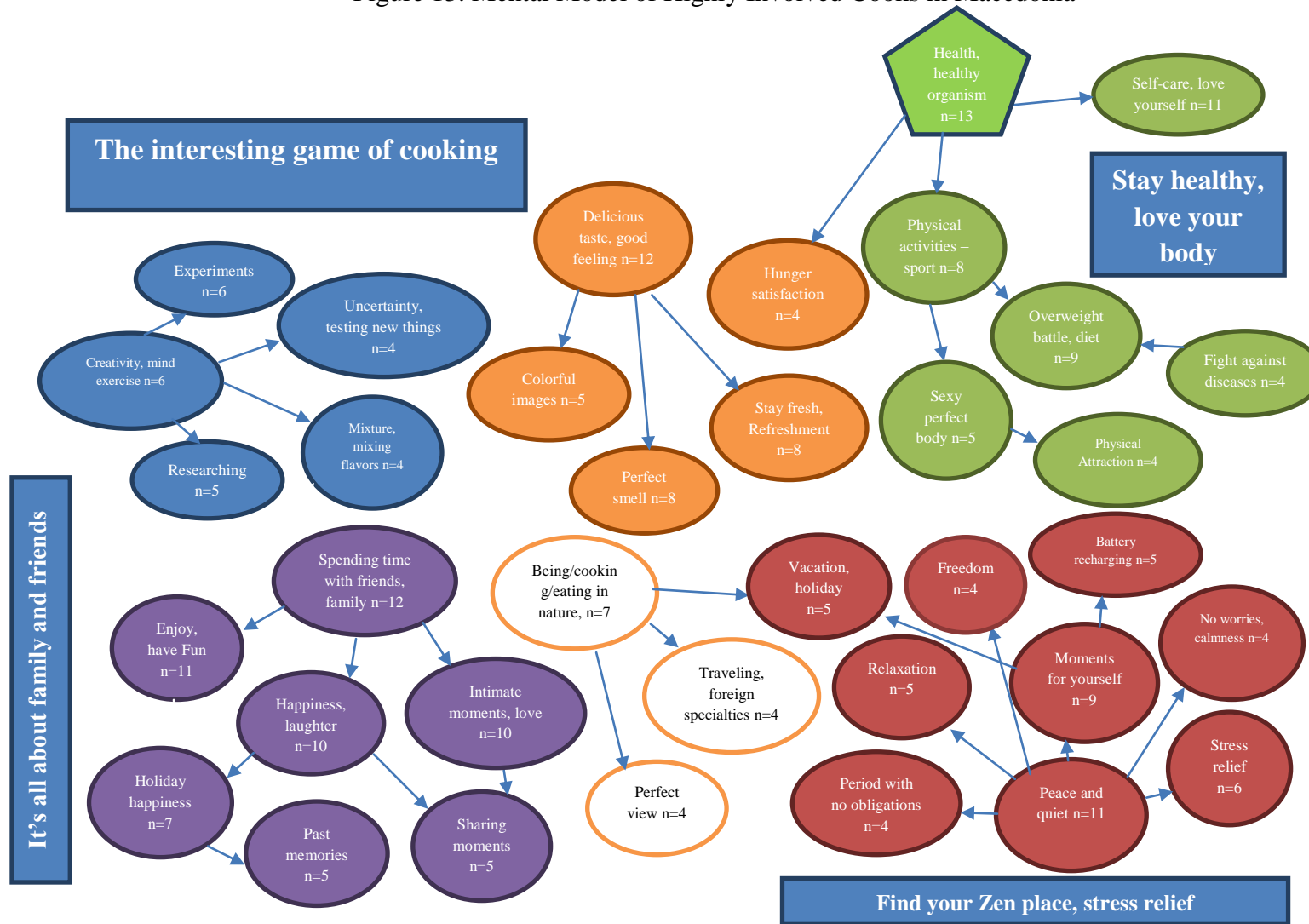
end result is the healthy organism. This means that almost every respondent, no matter the cooking expertise, thinks and feels that the process of cooking is heavily connected with our health and the health of those we cook for. The consensus map clearly shows that the healthy organism and state is linked to the other three thematic domains of the overall mental model, not just the domain **stay healthy, love your body**. For instance, the domain **find your Zen place, stress relief** is pretty clearly connected with health. More peace and quiet, less stress and worries lead to greater health and healthier organism. The second domain **it's all about family and friends** is also heavily connected to the health part, because it is clear that as a person who cooks you are in a way responsible for the health of your loved ones. And the last domain **the interesting game of cooking** is maybe less connected with health but still the creativity and mind exercises are good for the brain which represents the basics of our health.

As I mentioned before, Figure 13 reveals four themes about cooking, shared among the respondents and shown as blue rectangles. These rectangles present four different subsections of the ZMET consensus map such as (1) interesting game of cooking, (2) stay healthy and love your body, (3) it is all about family and friends and (4) find your ZEN place; stress relief.

Interesting game of cooking

The constructs related to this theme are located in the upper left side of Figure 13 in dark blue circles. As you can already see from the name of the theme, the process of cooking can be seen as a really interesting and fun game for the cooks. All the research before every recipe, all the flavors mixtures and the uncertainty of the end result are a part of this process. The cooks see the kitchen as their own personal laboratory, their own playground. They feel like children here, this is their happy place, their most favorite part of their home. But beside this fun part, the process of cooking can be also seen as brain exercise. All creativity, research for better and tastier recipes, in order to get to the perfect end result, are perfect training of the brain. Big part of the respondents said that sometimes it is even harder to find the perfect lunch/dinner solution for the family than the professional work at their real work place. It is an interesting game, but the cooking must be also taken really seriously. Not just for the end flavor part where all the cooks want their end result to taste perfectly, but also for the health part. The health aspect is maybe even more important in today's world and the family and sometimes friends depend on what we serve them, and how the end result/recipe was made. We can assume that the process of cooking is interesting and fun but at the same time very serious task. Small part of the ZMET interview sentences that show the cooking hidden emotions and meaning connected with "the interesting game of cooking" domain are shown below.

Figure 13. Mental Model of Highly Involved Cooks in Macedonia



The Interesting game of cooking

- I **feel free** in the kitchen...it is my favorite spot for relaxation;
- I love mixing flavors...cooking is the perfect moment for this...my friends are **enjoying the fun** of not knowing what will the end result of our meal be;
- The kitchen is the perfect place for experiments...**I am a scientist in my own laboratory**;
- My kids love to play in the kitchen...**it is their own playground with their own rules**...;
- This ingredient or that ingredient? Which will be the better choice? Cooking is not as easy as it seems...**the kitchen is the home room where the brains activity is most presented**;
- I see **cooking as a game**. If the family has positive face expressions while eating, I feel like a winner;
- I am an accountant and my everyday job is always similar, so I can't wait for entering kitchen and be a little bit **creative** ;
- My tablet is always in the kitchen. We (my boyfriend and I) always **research** our favorite internet page with recipes because we want to taste different things as often as we can;
- The **uncertainty** that comes with cooking is pretty **interesting and fun** for me;
- The first taste of the newly chosen recipe is always **intense**. But in a funny way, not a creepy way;
- Cooking is the **most interesting domestic activity**. Not like cleaning or laundering;
- If you want to enjoy cooking, **you need to start seeing it as a game not as an obligation**;
- At least three times a week I get up around 6 am in order to prepare the daily lunch. It is great **brain exercise** before going to work;
- I am **addicted** to cooking. All the flavor and color mixing, different smells and messy surroundings. **I love every bit of it**;
- The research for new recipe, the testing of it, the uncertainty of its result and the satisfaction of the family/friends. **It's like taking a domestic exam**.

It is all about family and friends

The constructs related to this theme are stated below “interesting game of cooking” theme, in the bottom left corner. From Figure 13 we can see that all mentioned constructs that are in blue circles have higher **n** numbers which means that they have been mentioned by most of the respondents and can be easily connected to the constructs that go below the other three domains. It is pretty clear that when people think about cooking, at the same time, they think about the people they will cook to, which are our family members and our friends. We don't need to stress out that dinner and lunch gatherings remind us of happy family everyday moments, as well as of holidays, birthdays and other kind of celebrations (work promotion, finished educations...). These moments remind us of happiness, laughter, past memories of

similar activities, love and intimacy and other emotional aspects of our life. In Macedonia when people are older they enjoy more of these family moments, which is a bit different from the young population that enjoy more in friendly gatherings. The love aspect should also be mentioned, where couples in today's world enjoy time spent together while cooking some new interesting recipe, or remembering their favorite flavor from their first date. These joint cooking moments with the boyfriend, mother, and grandson are the perfect memories that never disappear. No matter if cooking is connected to the family or friends, people love these moments and we hope that this will not change in the near future.

It's all about family and friends

- There is no better way of **expressing love** than cooking the favorite meal for your loved ones;
- Cooking together with your boyfriend is a **perfect start of a perfect evening**;
- The **intimate moments start in the kitchen**;
- Kitchen is our favorite place for making love. It's **the place where the magic happens**;
- In the house, the kitchen is the **place where love can mostly be felt**. My daughters always help. I was helping my mother and grandmother when I was young. That is pure love;
- I have lived in the same house for 50 years and the kitchen is almost the same as before, and **cooking there just makes me cry for the great memories I have had there with my parents**;
- Every holiday starts in the kitchen which means **every family happiness starts in the kitchen**;
- Eating together with your loved ones is **the basics of a happy home**;
- I love when we are **helping each other while cooking**. The kitchen is the perfect place where you can show that you care about somebody;
- Birthday gatherings are all about the cooked specialties. Full dining table with **happiness on every present face**;
- **Share knowledge** in the kitchen. Huge part of the basic learnings start there;
- I learned a lot about cooking when I was little. Not just how to cook, but also **how to care for the family and friends**;
- I can't wait to go to my grandparents. I always help my grandmother while cooking our favorite bakeries...**they always remind us of our happy childhood**;
- We have great outside kitchen in our lake house. In summer we always go there with our friends...**cooking and enjoying in perfect company**;
- **I learned to be unselfish round the dining table**. It's always hard to share your favorite desert but you learn to do it;
- Family gathering can't exist without cooking. **It is the basics of the happy moments with our loved ones**;

- **Every happy home memories start in the kitchen;**
- On our first date we ate Chinese food. We learned the recipe and now we always cook together for our anniversaries. **It is a part of our lives;**
- My boyfriend cooks better than me. I am a little bit ashamed but proud at the same time. **There is no better way of showing love than cooking for me;**
- It is simple, you cook for your kids and you satisfy the basic hunger need of your loved ones. **There is no need for explanation that caring is attached to cooking;**
- Our domestic parties can't be imagined without cooking. Yes, drinking is the basics, but cooking is just behind it. These **happy memories with my friends can't be forgotten;**
- Perfectly cooked food, our favorite wine and our favorite TV shows. There are **no better ways to spend the evenings;**
- If you don't pay attention of what you cook, you may be the reason behind the overweight of your kids, healthy food for healthy long life. **The best way to show you care for them;**
- Sometimes you need to **show love to yourself.** The favorite moment that I spend in my kitchen is while reading and cooking with my favorite music. I just go slowly and **enjoy every second of it.**

Zen place, stress relief

This is a bit opposite part of the previous theme. "Zen place, stress relief" can be seen at the bottom right part of Figure 13 and can be explained as a domain that connects cooking with ourselves. The constructs that can be seen under this theme are relaxation, freedom, peace and quiet, stress relief, and so on. So, sometimes people enjoy cooking in their free time, the period of the day where there are no other obligations. These people only want to hear the chopping, grating or grinding and nothing else. They enjoy the sound of silence, the colors of their view and smell of their chosen recipe. Good choice after hard working day.

Find your Zen place, stress relief

- I can't wait for that period of the day after the perfect family meal. This is the period of the day with **no work obligations**, where I just close my eyes for a second;
- **Work worries** stop at the lunch table. There is all about the perfect taste of cooked food and nothing else;
- The cooking smell just makes me **relax;**
- I don't know what **recharges** me more, the eating or the cooking;
- **My Zen place** is in the kitchen;
- I sometimes want to be completely alone in the kitchen with my favorite recipe and my favorite kitchen appliances...it **gives me the space** I need in the day;

- The sound of chopping and the sink water are the only sound I need in the afternoon...**It just puts my thoughts on hold;**
- Cooking just reminds me on **vacations**, I don't know why....maybe because of the **calmness and relaxation;**
- Eating your favorite meal is the perfect answer to **stress relief;**
- I just love the **peace and quiet** after the family lunch, **everybody has their mind elsewhere;**
- In my household cooking is my job so, when I see my family satisfied with the lunch I feel completed. The work was done and after that is all about **relaxing;**
- I forget about all the problems (work, love or money) in the kitchen. I just **go to another place;**
- I love helping my mother while cooking. It's our **secret place**. We love those **calm moments** where we don't talk and just enjoy;
- Eating the perfect meal is crucial, it **recharges your batteries;**
- While cooking foreign recipes I feel **like traveling**. The kitchen is my door to the world;
- Cooking reminds me of winter. All alone on the floor, with my book, a blanket and my favorite homemade sandwich - **peace and quiet;**
- Every time I think of cooking, my perfect kitchen view pops out. It goes great with my **clear calm mind** while I'm making my boyfriend his favorite dinner;
- I always connect cooking and summer holidays, they both **make me smile and relax;**
- I love the different smell while cooking, it **fills my soul with freshness;**
- When I was young my kitchen was green and now it is the same. **It reminds me of nature, of stress relief and mind relaxations.**

Stay healthy, love your body

As already mentioned, this is the domain where the overall end state goal is. Located in the upper right part of Figure 13, the “stay healthy, love your body” theme is the domain that is clearly connected to all the other domains and constructs. Cooking is based on eating food, which is connected to our physical shape and of course our health. This is connected to the family and friends because they are also a part of the table when the healthy food is served. Living without stress, enjoying the silence and recharging the batteries are also good for our health as well as the brain activity which is a part of the “interesting game of cooking” theme. Another part of this domain is the body part, which is also one of the things that we are emotional about. Everybody has a dream of having a perfectly shaped sexy body in good physical condition where the eating/cooking part is on the same level as the training/workout part. Having a great body means being healthy and that is why these two moments are connected. Of course, we cannot forget the negative aspects and emotions that are connected to the health such as overweight problems, diet or different kind of deceases. People fight

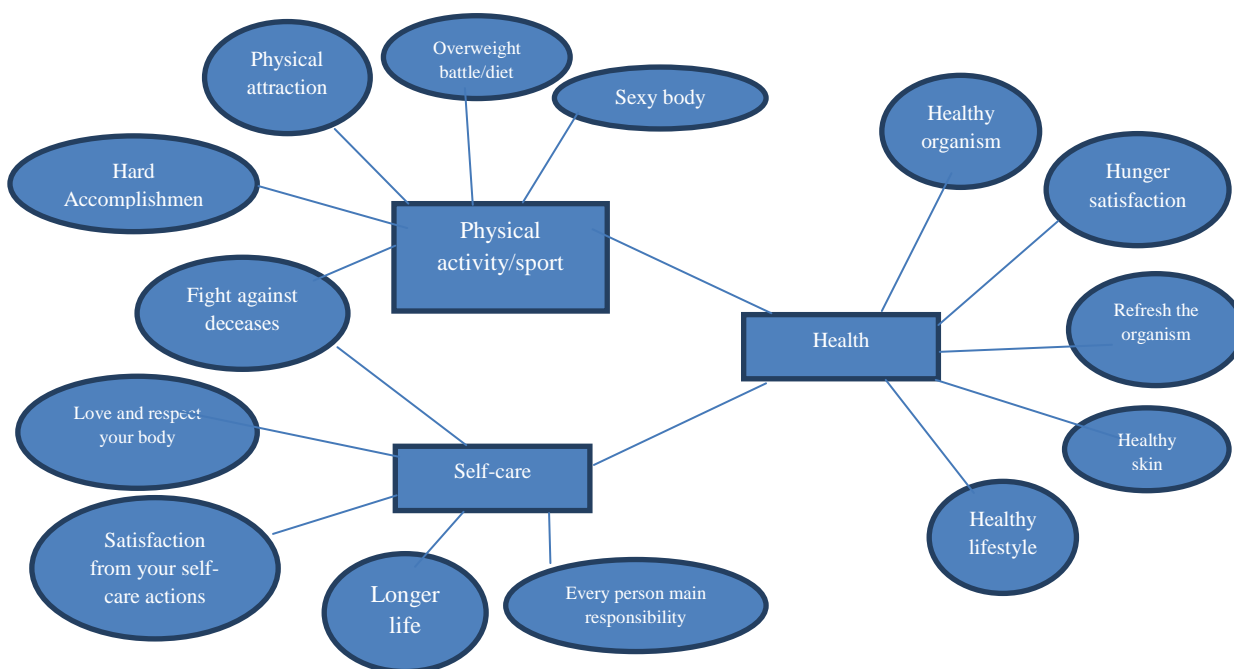
these problems with healthy cooking which is one of the main tools that can help us to overcome such problems.

Stay Healthy, Love Your Body

- I don't know why, but food and cooking **makes me think about sexy bodies;**
- When I see a **perfect body** the first thing that comes to my mind is healthy cooking;
- The **curves of the body** reminds me of the curves of my favorite fruits and vegetables;
- The **fight with overweight** always starts in the kitchen;
- When I was young I had **problems with my weight**, so now when I cook the family meals the first thing that comes to my mind are my children and my obligation to keep them healthy and strong;
- In summer, you can see **sexy bodies** everywhere, and they remind you of how important cooking the right food is for your body and health;
- The one thing that we control and is **crucial for our long existence** is eating the right healthy food;
- **Healthy eating – perfect body and health**, it is simple as that;
- You are in control of the food you consume and the way you eat. So, if you want to **take care of yourself** in a good way you need to know what is good and what is bad for your organism;
- Sometimes when I have a bad day or I am in a bad mood, I **refresh and restart myself** with a salad or fruit;
- The **beauty comes from the kitchen;**
- Three rules go one by one, **healthy cooking - healthy organism – healthy life;**
- You know what is the perfect mix? Sports and cooking the right food on the right way. Two **activities that love your body;**
- Beside the body, the mind is also connected with the way of eating. **Clear mind comes with healthy food;**
- What we consume in our body is what we will have as a **weapon against everyday deceases;**
- Health is the **answer for a long and happy life** and the answer to health is the way of cooking and eating the right food;
- You **cannot expect results from hard working training if you eat and cook in the wrong way;**
- When I cook my dinner meal **I feel as if I am running somewhere, climbing on a mountain, jogging or playing sports.** Because these different activities have the same result;
- **Food can also be sexy** if it is made in the right way.

In the ZMET example part, it was already shown how an “Anatomy map of one theme” looks like and what its purposes are. But, as a main theme of the Cooking ZMET analysis, the “Health” theme deserved a little more insights than the one seen from the main ZMET map. From Figure 14 the deeper understandings that can be seen are a part of three main themes that were also present in the main ZMET map – health, self-care and physical activities.

Figure 14. Anatomy Map of the Health & Healthy Organism Theme



4.6 Discussion

The goal of this thesis is to demonstrate that ZMET analysis is a useful tool which can elicit deep and perhaps unconscious consumer mental models that cannot be seen otherwise. These mental models can be mapped on a different level of resolution with the help of ZMET analytical method revealing different insights into consumer’s thoughts and feelings about a certain topic, in this case the cooking. Mental model ZMET maps are able to go really deep inside consumer’s knowledge that is hidden and cannot be seen with other qualitative and quantitative methods. It can also show us customer data that usually lies below the surface of everyday conscious awareness.

Overall, cooking thesis ZMET mental model analysis can be seen as a goal hierarchy for the process of cooking and everything that goes inside the closed door of the kitchen.

For the interviewed experienced cooks as well as the other cooks that do not cook on a daily basis, the meanings associated with cooking are focused on around a few central constructs shown in the main mental model such as: interesting game of cooking; cooking is all about the family and friends; kitchen is the perfect ZEN place; and stay healthy (love your body) with healthy cooking. These themes show different meanings and goal orientations towards the cooking process, which brings us to the consumers' emotions, feelings and behaviors regarding cooking.

These ZMET maps help us see the affective and cognitive meanings in the consumer's mental models. The main constructs goal is to see both affective feelings and cognitive beliefs in every consumers thought. For example, a big part of the interviewed respondents believe that the COOKING PROCESS is a HEALTH CHALLENGE which can help us in creating AN ATTRACTIVE AND SEXY BODY. A lot of other beliefs can be seen by linkage between constructs in the consensus map and by capturing cognitive aspects of respondents mental models. But also, linked directly into the cognitive structure are affective outcomes and goal states such as the SATISFACTION of the challenge accomplishment, which can be a nicely shaped sexy body.

We should also not forget about how different times and different situations influent different aspects of the consumers mental models connected to the process of cooking. Mental model activation is heavily connected and influenced by the current situation. For example, if some household cook is having an intense day at work, he or she will probably want to spend alone time while cooking in order to chill a little bit and to forget the stress that was all around him or her, that day. This will all be done in order to transform his or her affective state and to achieve the goal: to feel good again with more energy and positive feelings than before. So, the desire of an emotional transformation is the deeper motivation of the person who enjoys cooking in this particular situation. Different situation will desire different goal for the cook. For example, if the motivation is to keep your daily positive energy on a high level the person who enjoys cooking will want to share his activity with either his or her daughter, or boyfriend/girlfriend.

4.7 Dimensions of Involvement with Cooking

As we saw from the ZMET map, there are four dimensions of involvement with the process of cooking in Macedonia. These four thematic orientations presented on the consensus map identify four different but interrelated ways that cooking lovers understand the personal relevance of the process of cooking. Thus, different cooks can find cooking equally involving and desirable but for different reasons. One of the themes will probably dominate one person involvement, even across different situations; because one person will most of the time put "cooking is an interesting game" theme in front of the other three themes. But this does not mean that there will not be some situations where this same person who loves cooking, will

put “it is all about family and friends” theme in order to enjoy the company of his or her beloved family.

The ZMET research content of consumer’s mental models about the process of cooking, is crucial for marketing managers in that industry and for their future strategies. These four different themes; stay healthy and love your body, find your Zen place – stress relief, it is all about the family and friends and the interesting game of cooking; reveals broad bases for consumer’s personal relevance with the cooking process in Macedonia.

We know that Macedonian people are price driven customers because this country is on the poorer part of Europe according to the average family expenditure. And because of this, these four themes are even more useful, where they give important information of how consumers understand cooking and why they buy products related with the kitchen. The deeper understanding that comes to the surface thanks to the ZMET analysis, gives solid foundation upon which marketers can build effective segmentation strategies and develop perfect marketing communications.

CONCLUSION

This thesis analysis has presented an approach based on ZMET methodology that digs deep inside the consumer’s brain which can help marketers and companies better understand customer cognitive and effective responses and easily predict their behaviors.

There is no better way to plan companies future steps than to know what your customers, present and future, think about your brand, product or service. If these consumers’ feelings and behaviors are known, the company will have easier and clearer path to future success, which does not mean just more profit, but it also means satisfied and loyal customers.

ZMET methodology also helps in defining solution to smaller issues, not just information for the whole brand or product satisfaction. For example, if a company’s product sells well to older consumers, they can easily use ZMET analysis to learn how to better approach younger customers. This is only one example of how the results can be used in the company where I work for, for the cooking brand Delimano. If we look closer to this thesis results, the younger part of the respondents (47% of the respondents are younger than 30) more associate cooking with the themes of “interesting game of cooking” and “be healthy love your body”. So, if the customer target from the next Delimano campaign is the younger population, the focus of the video spot and the print materials should be themes associated with Delimano pot and pans healthy cooking characteristics, which will make your body more attractive and sexier. Or video spot that shows how Delimano is always a part of our fun activities and moments that

we will remember for the rest of our lives. Or even some combination with both of the themes.

The older population, on the other hand, is closer to the other two themes “it is all about family and friends” and “Zen place, stress relief”. If the target is housewives over fifty years old, the marketing communication should be focused on the themes that associate with them. It can even go further, by doing another ZMET analysis where the respondents will be only housewives older than fifty, which can gather deeper results and emotions associated with the process of cooking.

The ZMET research can be used on other brands in Studio Moderna, not just Delimano cookware. Dormeo, Nutribullet, are just other brand examples that have marketing strategies for different occasions and campaigns. Sometimes they target males over thirty years old, sometimes the marketing communication is towards smaller cities in Macedonia. It can be used for any kind of marketing communication strategy. This research model should also be recognized in the Studio Moderna central in Ljubljana and even be used in marketing brand campaigns for all countries not just Macedonia. That will be my final task.

The ZMET approach can be used to solve different issues or problems for any kind of company. I hope that my work will encourage and stimulate Macedonian companies to use ZMET analysis more often because it is really useful tool for better strategic marketing planning. I assure you that I will not stop here and I will use this knowledge for other ZMET analysis on other brands in Studio Moderna.


Cook. Celebrate. Every day.

REFERENCES

1. Agriculture & Agri-Food Canada. Market analysis report. (2010, June). *Consumer trend report convenience*. International Markets Bureau. Retrieved October 23, 2015, from https://www.gov.mb.ca/agriculture/market-prices-and-statistics/trade-statistics/pubs/canada_convenience_trend_report_en.pdf
2. Ahmad, G. N. (2014, August 14). *Rational purchasing decisions: Right decisions*. Hub Pages. Personal Finance. Retrieved June 28, 2015, from <http://hubpages.com/money/rational-decisions-are-the-right-decisions>.
3. Alauddin T., Hossain, M., Ibrahim Y. & Md. Hoque. A. (2015). *Perceptions of consumer impulse buying behavior in the super store: A case study of some selected super store in Bangladesh*. Department of Business administration, International Islamic University Chittagong, Bangladesh. by Canadian Center of Science and Education.
4. Anastasia (2015, May 3). *Market research techniques: Primary and secondary market research*. Marketing101. CLEVERism. Retrieved May 11, 2015, from <http://www.cleverism.com/market-research-techniques-primary-secondary>
5. Azzara, V. C. (2010, June 10). *Qualitatively speaking: The focus group vs. in-depth interview debate*. Article by Quirks Marketing Research Media. Retrieved January 22, 2015, from <http://www.quirks.com/articles/2010/20100601.aspx>
6. Bagozzi, R., Gopinath, M., & Nyer, U., P. (1999). The role of emotions in marketing. *Journal of the Academy Marketing Science*, 27(2), 184-206.
7. Beker, M. (2005). My favorite receipts: Recreating emotions and memories through cooking. *Advances in Consumer Research*, Vol 32, 402.
8. Berg, ter N. (2014/2015). *Wider implications of cognitive neuroscience*. Radboud Honours Academy. Reflections on Science 2014-2015.
9. Bergin, R., & Stokes, Dr., D. (2006). Methodology or 'Methodolatry' - An evaluation of focus groups and depth interviews. *Qualitative Market Research: An International Journal*, 9(2), 26-36.
10. Brzozowski, M., & Lu, Y. (2010, n.d.). *Home cooking, food consumption, and food production among retired Canadian households*. Canadian Public Policy, 2010, vol. 36, issue 1, pages 107-128. Retrieved October 22, 2015, from <http://www.utpjournals.press/doi/abs/10.3138/cpp.36.1.107>
11. Chand, S. (2015, n.d.). *Consumer buying behaviours: 4 important types of consumer buying behaviours*. Retrieved May 18, 2015, from <http://www.yourarticlelibrary.com/consumers/consumer-buying-behaviours-4-important-types-of-consumer-buying-behaviours/22153/>
12. Christensen, G., & Olson, J. (2002). Mapping consumers mental models with ZMET. *Psychology & Marketing*, 19(6), (pp. 477-502). Wiley InterScience.
13. Cooper, J. (2015, June). *Think with Google. Cooking trends among millennials: Welcome to the digital kitchen*. Sales development manager: Food & Beverage. Retrieved

October 14, 2015, from <https://www.thinkwithgoogle.com/articles/cooking-trends-among-millennials.html>

14. Contrado, I. (2004). *Old and new marketing techniques: Using images to penetrate the mind of the global consumer*. Instituto de Empresa, Spain.
15. Coulter, R., & Zaltman, G. (1994). Using the Zaltman metaphor elicitation technique to understand brand images. *Advances in Consumer Research*, 21 (pp. 501-507).
16. Coulter, R., Zaltman, G., & Coulter, K. (2001). Interpreting consumer perceptions of advertising: An application of the Zaltman metaphor elicitation technique. *Journal of Advertising*, XXX(4).
17. Covington, V. (2012). *Marketing metaphoria: Undressing the mind of the consumer*, the Qualitative Report, Volume 17. Amridge University, Montgomery, AL, USA.
18. Cruz, D. A. (2009, May 16). *A battle for truth: Conscious versus subconscious in decision-making*. Biology 202 Web Paper 3, Retrieved June 12, 2015, from <http://serendip.brynmawr.edu/exchange/node/4396>
19. Deloitte. (2014, May 16). The growing power of consumers. *The Deloitte Consumer Review*. Retrieved January 16, 2015, from <http://www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/consumer-review-8-the-growing-power-of-consumers.pdf>
20. Digital Marketing Blog. (2014, November 4). *How does consumer behavior affect my marketing strategy?* Retrieved May 11, 2015, from <http://www.phillymarketinglabs.com/blog/how-does-consumer-behavior-affect-my-marketing-strategy/>
21. Dooley, R. (2012). *Brainfluence, section 5*. John Wiley & Sons, Inc., Hoboken. New Jersey (pp. 273-297).
22. Dottinga, R. (2014, August 7). Healthday news. *Eating out equals eating more*. Retrieved December 11, 2014, from <http://consumer.healthday.com/mental-health-information-25/behavior-health-news-56/eating-out-equals-eating-more-690546.html>
23. Eakin, E. (2002). *Penetrating the mind by metaphor*. *New York Times*. New York.
24. eGForums. A Service of the society for culinary arts and letters. (2006, December 15). *The emotions of cooking*. Retrieved November 25, 2015, from <http://forums.egullet.org/topic/96800-the-emotions-of-cooking/>
25. Fauconnier, G., & Turner, M. (2006). *Rethinking metaphor*. Handbook of Metaphor and Thought. Cambridge Ed, Cambridge University Press.
26. Frame Consulting (n.d.). *Exclusive partner for ZMET in Mexico and Central America*, Retrieved May 20, 2015, from <http://www.frame-consulting.com/en/mas-profundo/entrevista-zmet/>
27. Gipson, C. (2012). *Neuromarketing: How retailers get in your head*. Azusa Pacific University, USA.
28. Glover, L. (2003). *Astorino incorporates human nature into its designs – ZMET example*. Pittsburg Business Times Morning Edition Newsletter, USA.

29. Gunnison Dunn, E. (2013, June 5). Esquire magazine. *Are men the future of cooking?* Retrieved October 12, 2015, from <http://www.esquire.com/food-drink/a22721/men-cook-more-now-than-ever-15506451/>
30. Hanaford, A. (2013). *Neuromarketing: Can science predict what we'll buy?* The Telegraph (Internet Edition), USA.
31. Harris, A. OpEd Contributor. (2015, September 28). *6 ways technology will change consumer engagement with brands.* Retrieved December 12, 2014, from <http://www.mediapost.com/publications/article/259032/6-ways-technology-will-change-consumer-engagement.html>
32. Harvard Business School. (1998). *The ZMET research process.* Harvard, USA.
33. Hastie, R., & Dawes, M., R. (2010). Rational choice in an uncertain world. *The psychology of judgement and decision making* (2nd ed). SAGE publications, USA.
34. JWT Intellegence (2012, December 12). Q & A with Roger Dooley, *Brainfluence: 100 ways to persuade and convince with neuromarketing.* Retrieved May 22, 2015, from <http://www.jwtintelligence.com/2012/12/qa-roger-dooley-author-brainfluence-100-ways-persuade-convince-consumers-neuromarketing/#axzz2zdBQmA9W>
35. Lagace, M. (2000). *The mind of the market: Extending the frontiers of marketing thought.* Harvard Business School. USA.
36. Lagace, M. (2008). *Connecting with consumers using deep metaphors.* Harvard Business School. USA.
37. Lerner, S., J., Li, Y., Valdesolo, P., & Kassam, S., K. (2014, September 13). Emotions and decision making. *2015 by Annual Review*, from http://scholar.harvard.edu/files/jenniferlerner/files/emotion_and_decision_making.pdf?m=1435719757
38. Lombardo, J. (n.d.). *The rational decision making model: Steps and purpose in organizations.* Chapter 11 / Lesson 1. Retrieved November 25, 2014, from <http://study.com/academy/lesson/the-rational-decision-making-model-steps-and-purpose-in-organizations.html>
39. Mahoney, M. (2003). *The subconscious mind of the consumer (And how to reach it).* Harvard Business School. USA.
40. McLynn K.,The NPD Group (2015). *From mixing a salad to completely cooking from scratch: The definition of homemade cooking varies greatly.* Chicago, USA.
41. Michelman, P. (2008, July 2). HBR blog network article and video intrview with Gerald Zaltman. *Why i underwent psychoanalysis in the name of Coca Cola.* Retrieved May 22, 2015, from <http://blogs.hbr.org/2008/07/why-i-underwent-psychoanalysis>.
42. Mintel International. (2011, November 21). *A new generation of cooking enthusiasts, Stirring it up in the kitchen.* CHICAGO, PRNewswire, Retrieved October 20, 2015, from <http://www.prnewswire.com/news-releases/a-new-generation-of-cooking-enthusiasts-stirring-it-up-in-the-kitchen-134245093.html>

43. Murray, P. N. (2013, February 26). *How emotions influence what we buy. The emotional core of consumer decision-making*. Retrieved June 13, 2015, from <https://www.psychologytoday.com/blog/inside-the-consumer-mind/201302/how-emotions-influence-what-we-buy->
44. Nahmias, E. (2002). *When consciousness matters: A critical review of Daniel Wegner's the illusion of conscious will*. *Philosophical Psychology*, Vol. 15, No. 4, 527-541.
45. OCCUPYTHEORY. (2014, April 21). *Advantages and disadvantages of qualitative research*. Retrieved April 11, 2015, from <http://occupytheory.org/advantages-and-disadvantages-of-qualitative-research>.
46. Olson, J., Waltersdorff, K., Forr, J., & Olson Zaltman Associates. (n.d.) *Incorporating deep customer insights in the innovation process*. Retrieved May 22, 2014, from http://www.olsonzaltman.com/media/2008_Insights_in_the_Innovation_Process.pdf.
47. Pereira Custódio, P. F. de J. (2010, October). *Use of EEG as a neuroscientific approach to advertising research*. FACULDADE DE MEDICINA Universidade de Lisboa., Retrieved May 14, 2015, from <https://fenix.tecnico.ulisboa.pt/downloadFile/395142223325/dissertacao.pdf>.
48. Pink, H. D. (1998). *Metaphor marketing article*. Fast Company Magazine.
49. Plumer, B. (2015, August 19). Vox energy & Environment. *Map: Here's how much each country spends on food*. Retrieved January 16, 2015, from <http://www.vox.com/2014/7/6/5874499/map-heres-how-much-every-country-spends-on-food>.
50. Schalkwyk, G. J. (2010). Collage life story elicitation technique: A representational technique for scaffolding autobiographical memories. *The Qualitative Report*, 15(3), 675-695.
51. Scotinexile Blogspot. (2009, December 11). *A history of emotions. How cooking made us feel*. Retrieved April 12, 2014, from <http://scotinexile.blogspot.com/2009/12/how-cooking-made-us-feel.html>.
52. Skinulis, R. (n.d.). *Minding your business: Neuromarketing's search for the Brain's buy button*. Readers Digest. Retrieved June 11, 2015, from <http://www.readersdigest.ca/health/healthy-living/minding-your-business-neuromarketings-search-brains-buy-button/?page=0,4>
53. Smith, L., Wen, S & Popkin, B. (2013, April 11). *Trends in US home food preparation and consumption: Analysis of national nutrition surveys and time use studies, from 1965–1966 to 2007–2008*. Retrieved January 22, 2015, from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3639863/>
54. Stacer, P. (2013, March 4). *Semiotic analysis – Heinz ketchup advertisement*. Advertising & Society. Retrieved October 12, 2015, from <https://advsoc2013.wordpress.com/2013/03/04/semiotic-analysis-heinz-ketchup-advertisement/>

55. Szegedy-Maszak, M. (2005). *Mysteries of the mind. Your unconscious is making your everyday decisions*. US News & World Report 2013.
56. Taylor, R. G. (2005). *Integrated qualitative and quantitative methods in research*. University Press of America.
57. Thompson, D. (2013, March 8). The Atlantic business article. *Cheap eats: How America spends money on food*. Retrieved November 20, 2014, from <http://www.theatlantic.com/business/archive/2013/03/cheap-eats-how-america-spends-money-on-food/273811>
58. Van Dessel, M. (2005). *The ZMET technique: A new paradigm for improving marketing and marketing research*. Queensland University of Technology.
59. Van Praet, D. (2012, November 12). *Unconscious branding*. Psychology Today Blog. Retrieved May 22, 2015, from <http://www.psychologytoday.com/blog/unconscious-branding/201211/unconscious-branding>.
60. Van Praet, D. (2014, January 12). *7 unconscious errors we make when buying brands*. Unconscious Branding. Psychology Today Blog. Retrieved May 22, 2015, from <http://www.psychologytoday.com/blog/unconscious-branding/201401/7-unconscious-errors-we-make-when-buying-brands>.
61. Warde, A. (2005). *Journal of consumer culture*. Consumption and Theories of Practice Article. University of Manchester, p.131-153.
62. Wieners, B. (2006). Getting inside-way inside-your customer's head, Jerry Zaltman's focus groups are more like therapy sessions. But he's proven that lots of brands can use a shrink. Here's how his ZMET formula really works. *Business 2.0. Magazine. CNN Money*.
63. Wilson, M., Gains, J., & Paul Hill, R. (2008). Neuromarketing and consumer free will. *The Journal of Consumer Affairs*, 42(3), 389-410.
64. Zaltman, G. (1996). Metaphorically speaking - New technique uses multidisciplinary ideas to improve qualitative research. *Journal of Macromarketing*, 8(2), 13-20.
65. Zaltman, G. (2003). *How consumers think - Essential insights into the mind of the market*. Part 2 and 3. Harvard Business School. Vol 12, No.2.
66. Zaltman, G., & Coulter, R. (1995). Seeing the voice of the customer: Metaphor based advertising research. Reprinted from *The Journal of Advertising Research*, 35(34-51).
67. Zaltman, G., & Zaltman, L. (2008). *Marketing metaphoria: What deep metaphors reveal about the minds of consumers*. Harvard Business School, 473-474.

APPENDICES

LIST OF APPENDICES

Appendix A: Crucial Image Metaphors Collected from the ZMET Interviews	2
Appendix B: Image Metaphors Collected from the ZMET Interviews Grouped in one Theme – Stay Healthy and Love your Body	6

Appendix A: Crucial Image Metaphors Collected from the ZMET Interviews

Objectives:

- 1) to learn why the brought images by the respondents remind them of the cooking process
- 2) to learn the crucial cooking metaphors connected to the brought images, and to learn why they excluded some metaphors that should have been connected to some of the brought images
- 3) to learn the respondents thoughts and emotions about cooking without having strict rules about the asked questions, and the order of them

Table 6. Total ZMET Analysis Metaphors from Collected Images Connected with the Process of Cooking

ZMET Analysis metaphors from collected images, that suggested cooking, and the way it suggested	Number of respondents that mentioned same or similar metaphor on the ZMET interviews (n)
Image that reminds me of self-care, similar like the healthy cooking life strategy	11
Taking care of my personal look (physical attraction), which is easier with the right consumed food	4
An image which reminds me of family lovely moments, most of them connected with cooking	11
Love towards family and friends expressed with a perfectly cooked meal	7
Shopping/spending money, because we also spend lots of money on cooking appliances and food	3
Camping in nature, than can't go without outside cooking	7
Good time spend with close friends, either at home or away (restaurants, bars, nature...)	12
Freshness - refresh yourself with a freshly cooked meal	8
Health - healthy organism with healthy cooking	13
Happy past memories, most of them family/friends dinner or lunch gatherings	4

(continued)

Enjoying free time, sometimes in the kitchen eating or cooking some new recipe	9
Peace and quiet moments remind us of after work period of the day in the kitchen	11
Calmness, after the perfect lunch	4
Vacation from everyday work activities, that began while cooking for our love ones	5
Moments of the day without obligations because we don't see cooking as obligations	4
Restaurant, where cooking is the power that allows the existence	7
Love/Intimacy/Wife/Girlfriend	10
Diet, and the unpleasant struggle that goes with it	9
Resting after eating - Zen	2
Hunger satisfaction and humanity connected with food	4
Fight for food, where 1/4 of the world has a problem like this	1
Smell (good or bad), there cannot be cooked meal without the smell	8
Full stomach problems and personal fight against it	6
Pleasure, when the cooked meal gives smiles and satisfaction to the people who eat it	4
Happiness, sometimes we are even happy while we are cooking without perfect end result	5
One of the best feelings in the world is eating delicious food	12
Perfect health with healthy cooking and healthy food	10
Even good parties (home or not) can't go without cooked food	9
Technology and the globalization are also an inevitable part of the process of cooking	2
Opportunity for new earnings	3
Dictating lives by big companies and corporations connected with food	1
Saving time (time factor) with new ways of cooking	1
Laughter, happy, positive moments connected with cooking and eating	10
Less stressful moments in the kitchen and at the dining table	6
Physical activity (sports) can't go without quality consumed food	8

(continued)

More productivity with better and healthier consumed food	4
Relaxation - after, before and while cooking/eating	5
Food, as one of life basics	2
Full battery, charging with healthy and energetic food	5
More energy after every meal	3
Prevention and fight against deceases	4
Party time in the kitchen while cooking	4
Basics of a happy home are the meals eaten and cooked together	1
Family Holiday gathering, Christmas, Easter, New Year's Eve...	7
Past recipe specialties from our grandmothers that brings us positive and nostalgic memories	5
Tradition and local cultures are always connected with the cooking recipes	3
Colors all around us, while cooking and eating	1
Summer vacations remind us of summer cooking habits	5
Activity (cooking/eating) that is always best done with a company	2
Sharing a meal with someone is priceless	5
Different flavor specialties from all over the world are always a challenge	4
An activity that fights against boredom	1
Easier path to new cooking recipes (globalization, TV shows, internet)	2
Helping each other, in the kitchen and at the dining table	2
Perfect view, inside and outside (window) of the kitchen	4
Experiments with cooking, game that is always interesting because the end result is uncertain	6
Sounds from the kitchen, such as cracking, knocking, even laughing	1
Future new kitchen habits that are learned today	1
Different colors, no meal can't be done without different 3 or more colors	5
Clean kitchen and clean house, which can be seen before and after cooking, but not while	1

(continued)

Winter peace and quiet remind us of the winter holiday lunch and dinner gathering	1
Laziness in the living room in front of the TV, that sometimes (or always) goes with ordered food	1
Sexy body with healthy cooking	5
Mixed flavors, mixed feeling and mixed emotions	4
Freedom in the kitchen, while cooking everything we want	4
Creativity, inventing new flavors, meals, recipes (mind exercise)	6
Investigate new solutions while cooking the favorite meals	1
Researching of the end cooking perfect flavor result	5
Success or failure that goes with the cooking end result, accomplishing something	1
Taking care of your skin with the right consumed food	3
Enjoying lifestyle that expresses healthy living and sporting activities	2
Attractive people remind us of healthy cooking	3
Respecting your body means taking care of what you consume	3
Healthy lifestyle means longer life	3
Taking care of what we eat means that we take care of the one main own responsibility	2

Appendix B: Image Metaphors Collected from the ZMET Interviews Grouped in one Theme – Stay Healthy and Love your Body

Objectives:

1) to select the image metaphors connected to cooking in certain group that suggested same theme (e.g. Stay Healthy and Love Your Body theme)

Table 7. ZMET Analysis Metaphors from Collected Images Grouped in one theme

Stay Healthy and Love Your Body theme image metaphors on a higher resolution
Image that reminds me of self-care, similar like the healthy cooking strategy
Taking care of my personal look (physical attraction), which is easier with the right consumed food
Health - healthy organism with healthy cooking
Diet, and the unpleasant struggle that goes with it
Hunger satisfaction and humanity connected with food
Physical activity (sports) can't go without quality consumed food
Prevention and fight against deceases
Sexy body with healthy cooking
Perfect health with healthy cooking and healthy food
Freshness - refresh yourself with a fresh cooked meal
Taking care of your skin with the right consumed food
Enjoying lifestyle that expresses healthy living and sporting activities
Attractive people reminds us of healthy cooking
Success or failure that goes with cooking end result, accomplishing something
Respecting your body means taking care or what you consume
Healthy lifestyle means longer life
Taking care of what we eat means that we take care of the one main own responsibility