



**CHILL GUARD STUDY**  
**COST ACTINPAK 28.2.2017 VALENCIA, SPAIN**

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*Virpi Korhonen, [virpi.korhonen@ptr.fi](mailto:virpi.korhonen@ptr.fi)*

## IMPLEMENTATION OF THE STUDY

**The study was conducted in K-Citymarket Klaukkala, Finland in August 2013.**

When customers purchased fish fillets from the service counter, the products were packed in cold gel (2x200 g) and with time-temperature indicators.

The participants took part in a draw to win a gift voucher worth of 50 euros to the K-Citymarket store

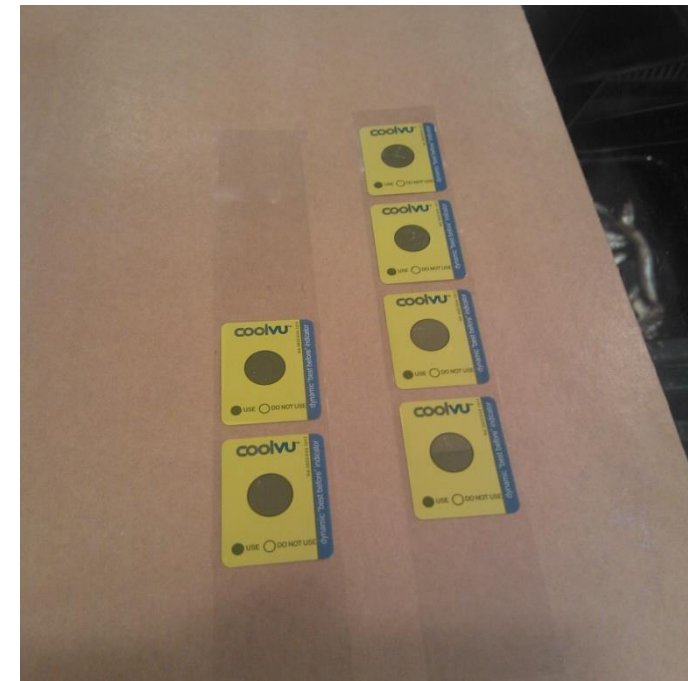
**Total of 60 customers, and 70 sold packages**

**Final N=45 (response rate 75%)**

- QR code N=7
- Online N=2
- Phone interviews N=36

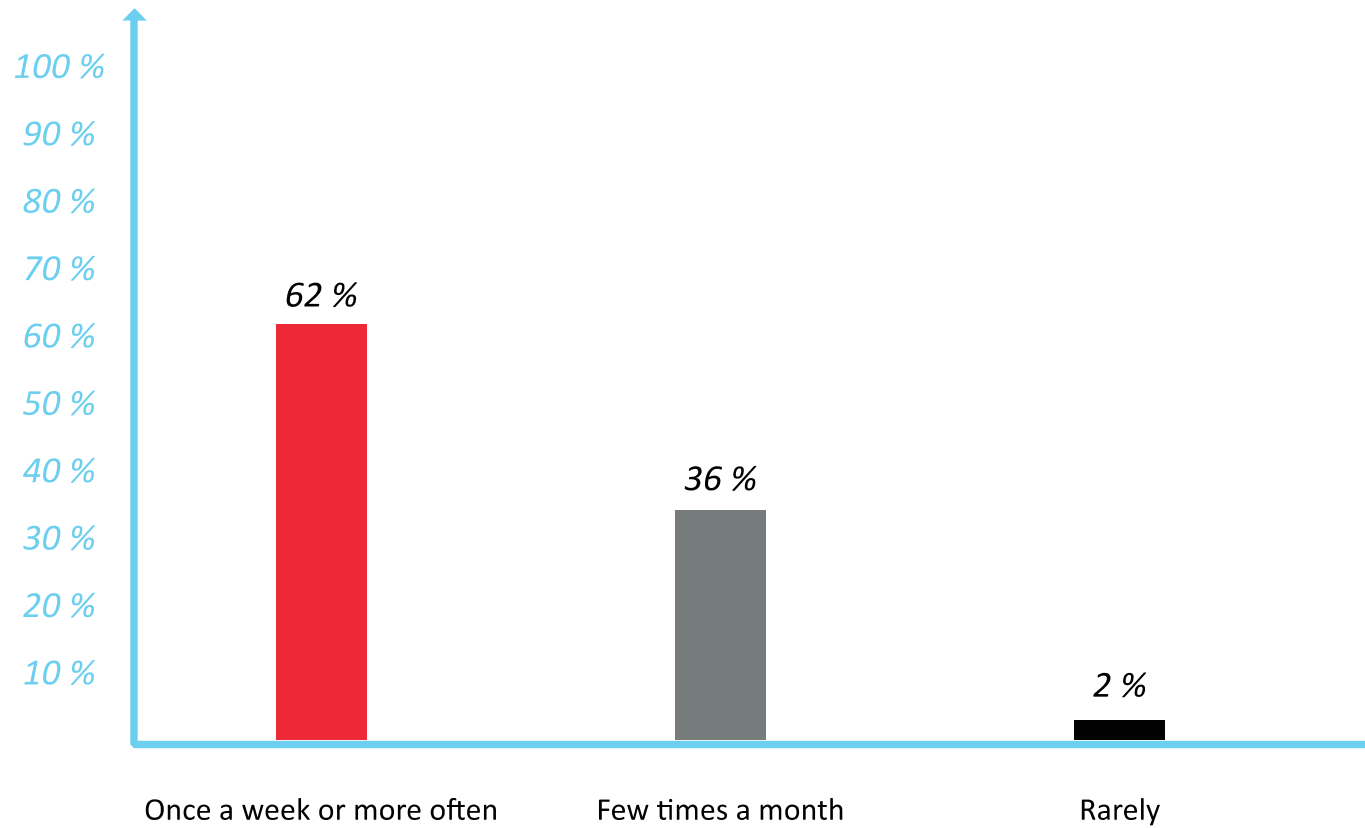


## COLD GELS AND TIME-TEMPERATURE INDICATORS.



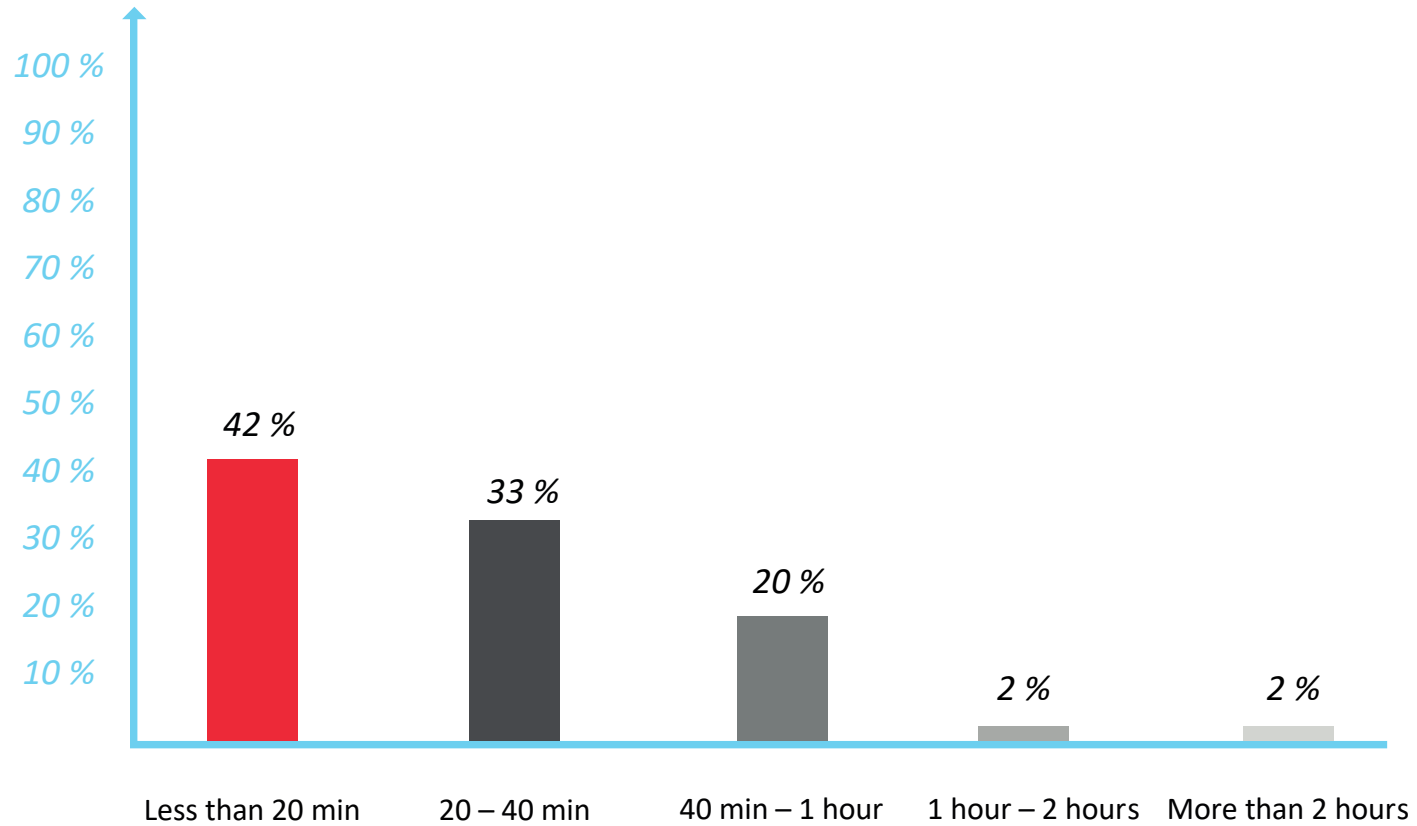
# OVER 60% OF THE RESPONDENTS PURCHASED FRESH FISH WEEKLY

How often do you buy fresh fish from the service counter?  
(N=45)



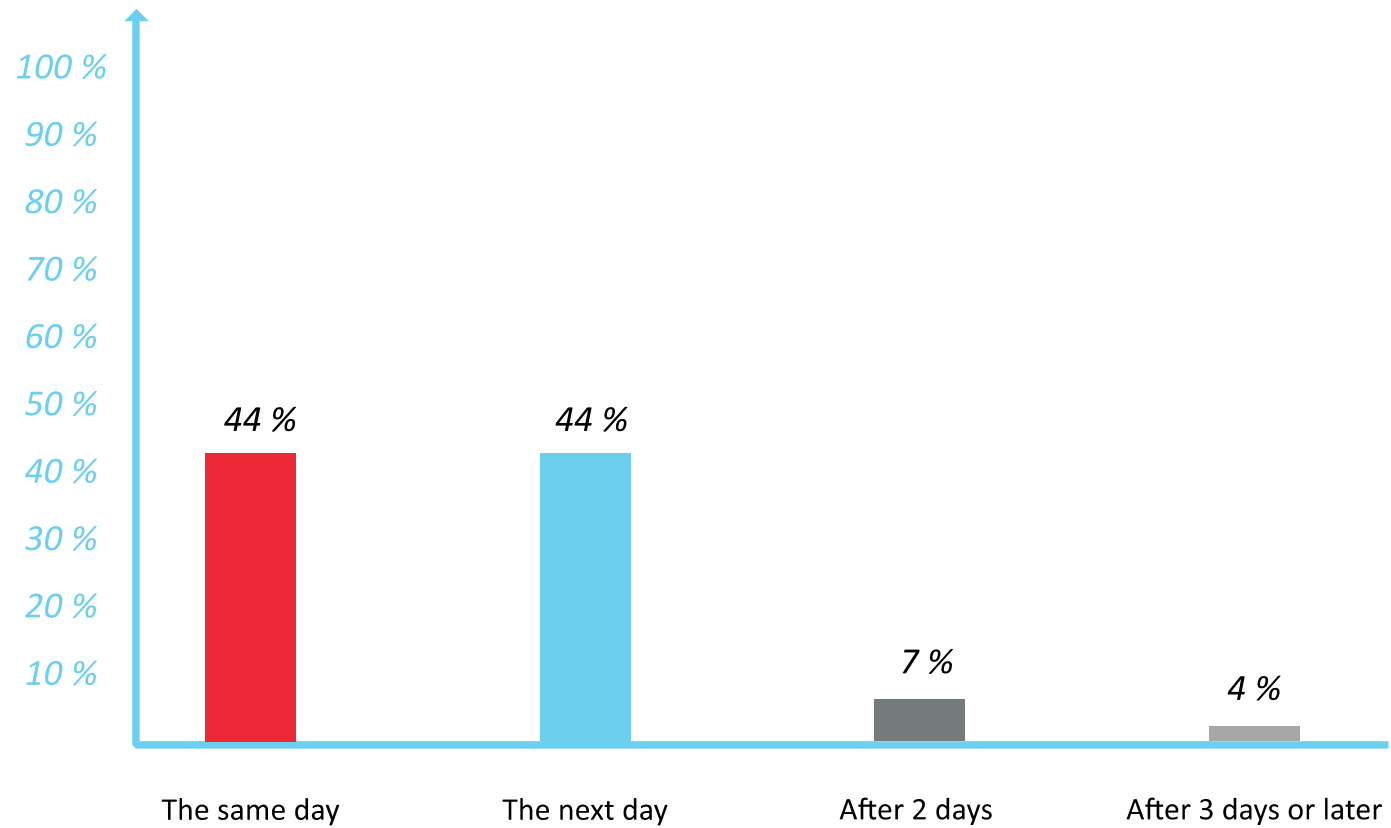
# ONE IN FOUR HAD MORE THAN A 40-MINUTE JOURNEY TO THE FRIDGE

How long does it take from the cashier to your fridge? N=45



# OVER HALF OF THE RESPONDENTS PREPARED THE FISH NEXT DAY OR LATER

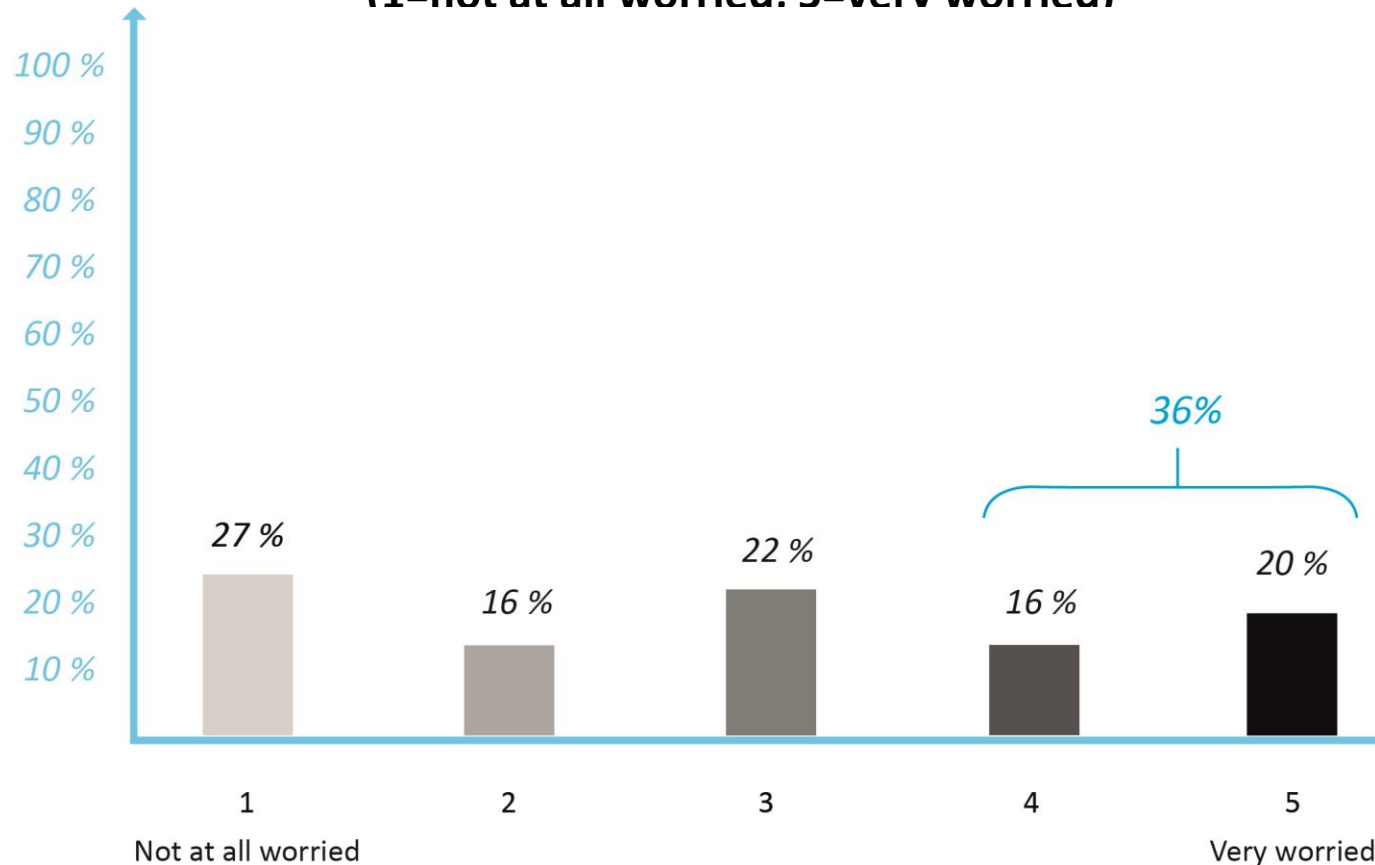
When did you prepare the fish?  
N=45



# THIRD OF THE RESPONDENTS HAD SOMETIMES BEEN VERY OR QUITE WORRIED ABOUT THE PRESERVATION OF THE FISH ON THE WAY HOME

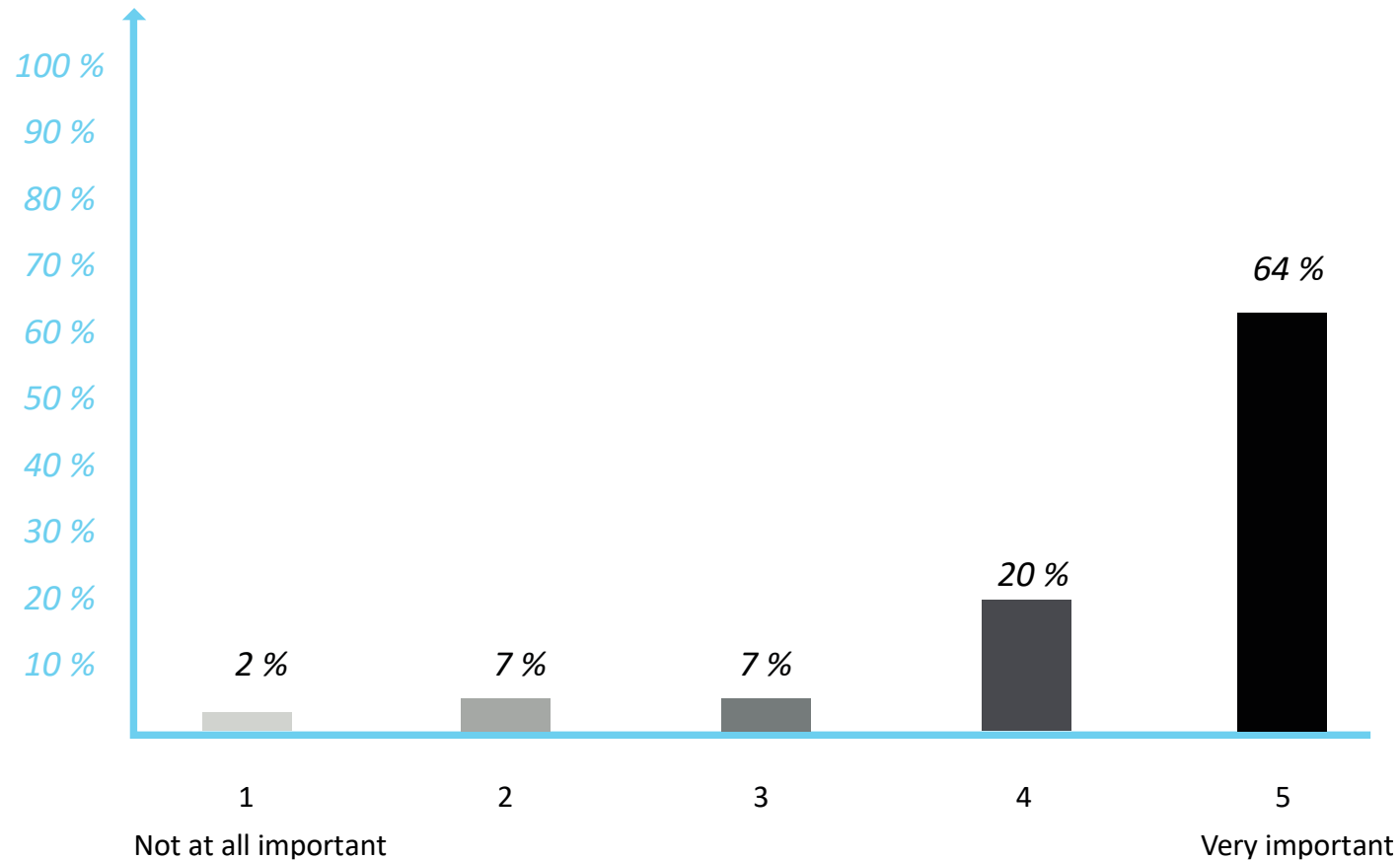
Have you ever been worried about the preservation of the fish on the way home?  
(N=45)

(1=not at all worried: 5=very worried)



# 64% OF THE RESPONDENTS STATED THAT IT IS VERY IMPORTANT TO SECURE THE COLD CHAIN OF FISH

How important is it to secure the cold chain of fish? (N=45)  
(1=not at all important; 5=very important)

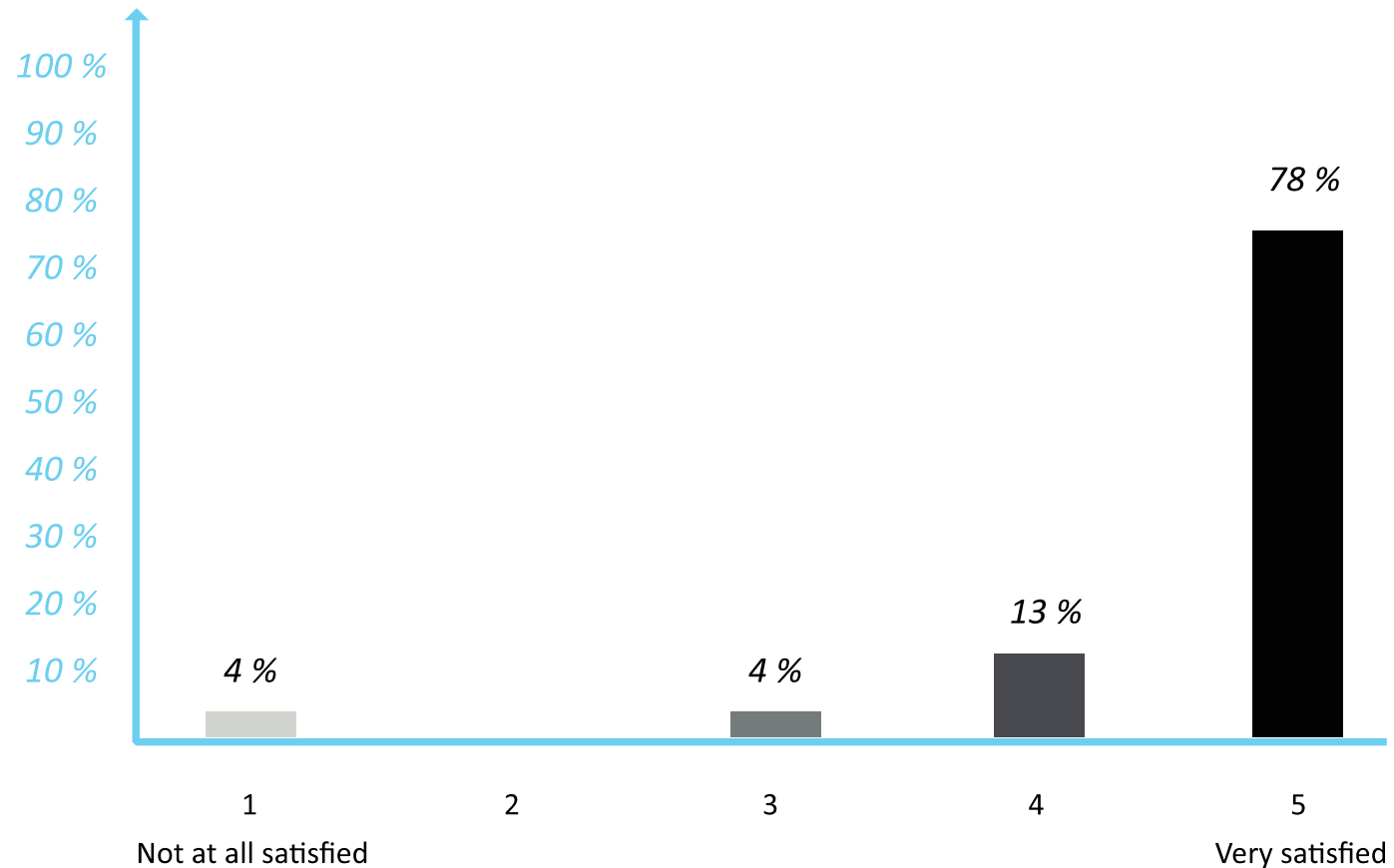




**CHILL GUARD**  
**CUSTOMER EXPERIENCES**

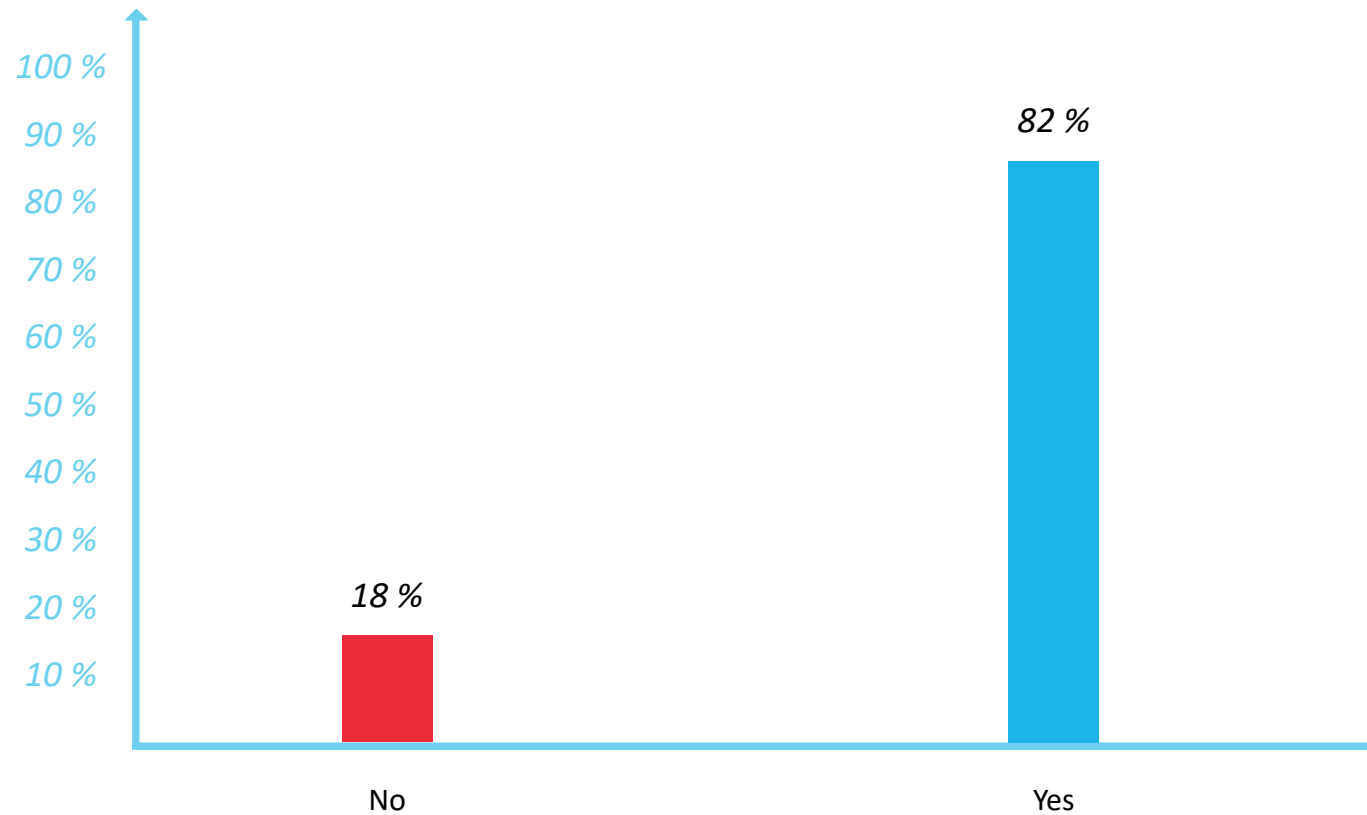
# 78% OF THE RESPONDENTS WERE VERY SATISFIED OF THE PRESERVATION OF FISH WITH THE CHILL GUARD

How satisfied were you of the preservation of the fish? (N=45)  
(1=not at all satisfied; 5=very satisfied)



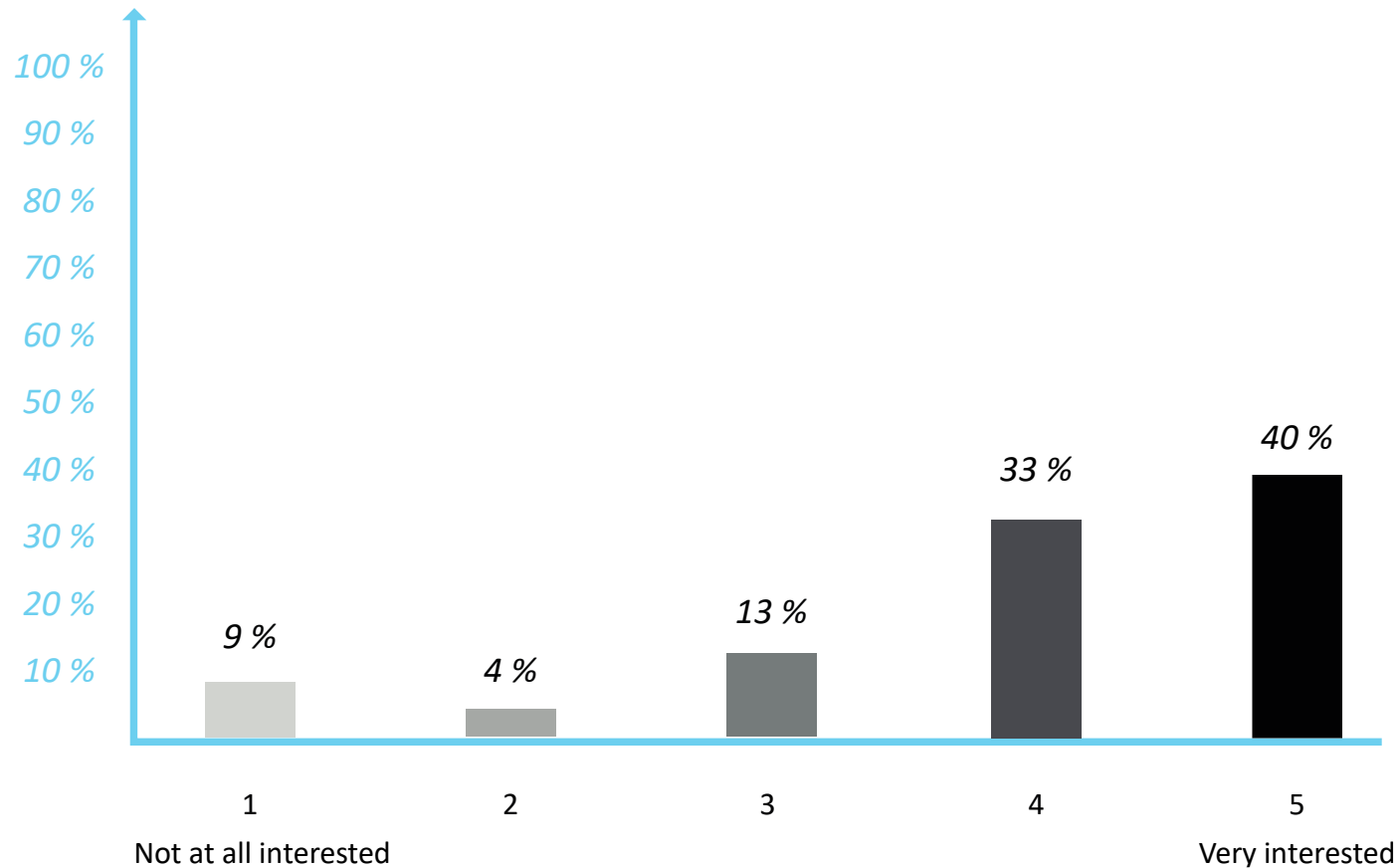
# FOUR OUT OF FIVE RESPONDENTS CHECKED THE CHILL GUARD BEFORE PRODUCT USE

Did you check the chill guard before product use? (N=45)



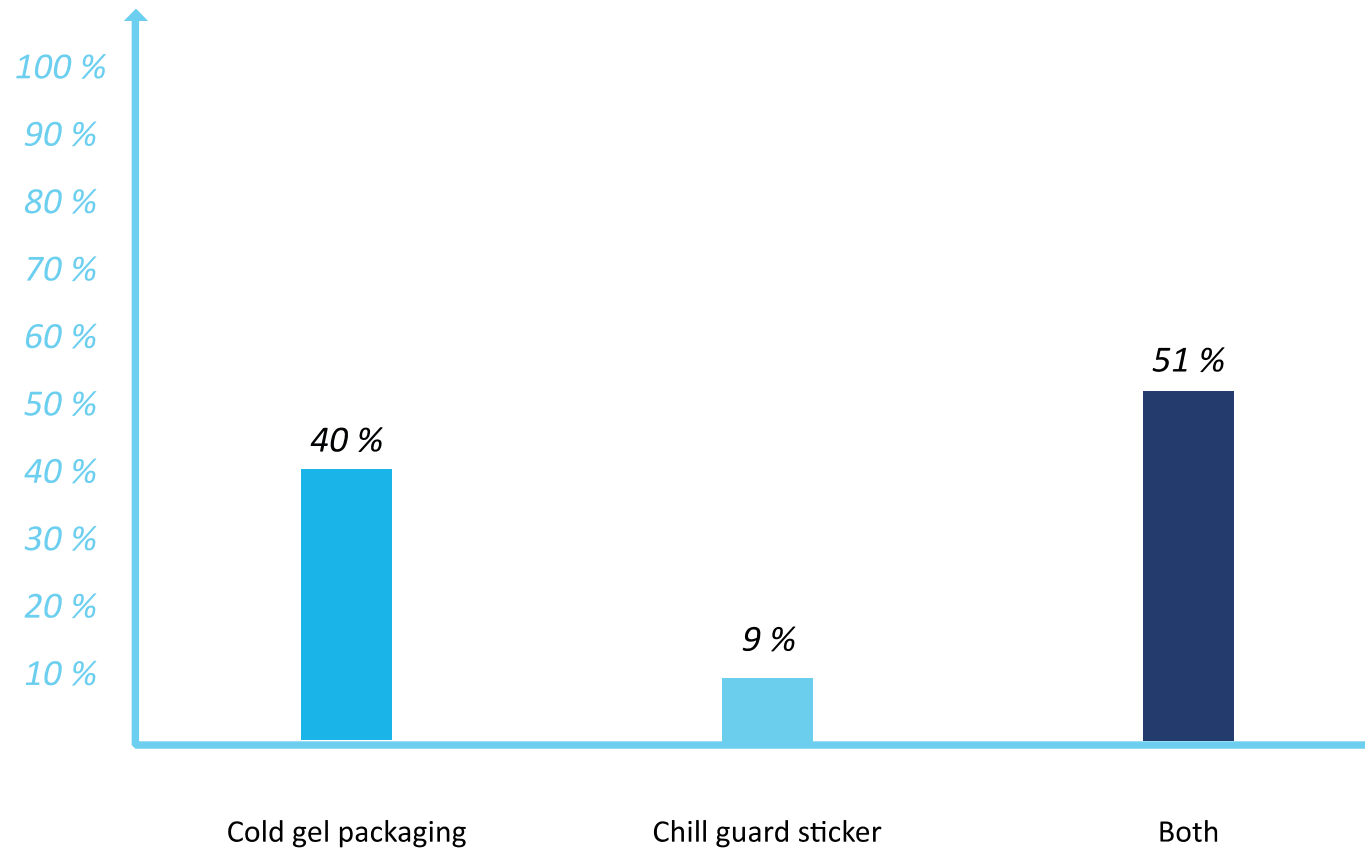
# OVER 70 % OF THE RESPONDENTS WERE VERY OR QUITE INTERESTED TO USE THE CHILL GUARD

How interested would you be to use the chill guard? (N=45)  
(1=not at all interested; 5=very interested)



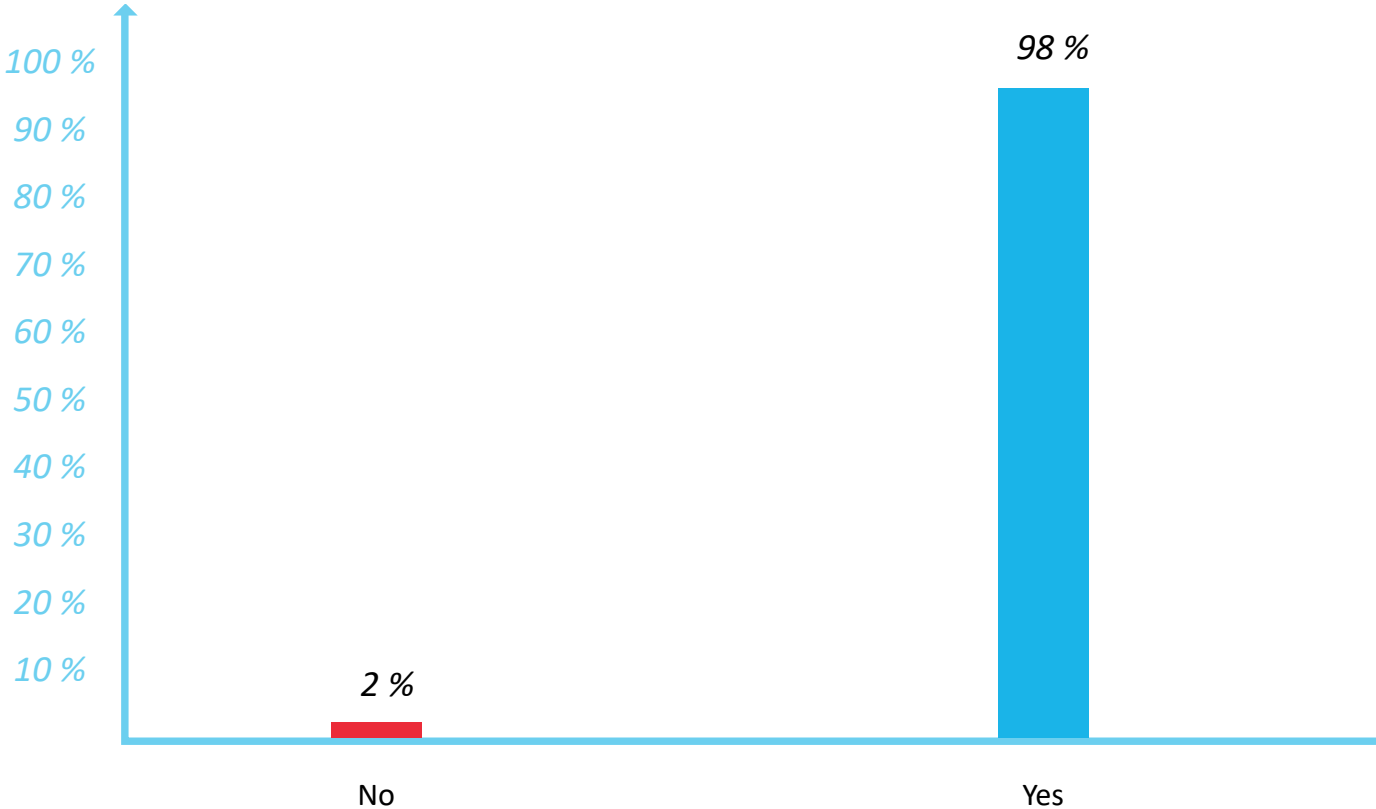
# HALF OF RESPONDENTS FOUND BOTH THE CHILL GUARD STICKER AND COLD GEL PACKAGING MOST USEFUL

In the chill guard service I experienced most benefits from... (N=45)



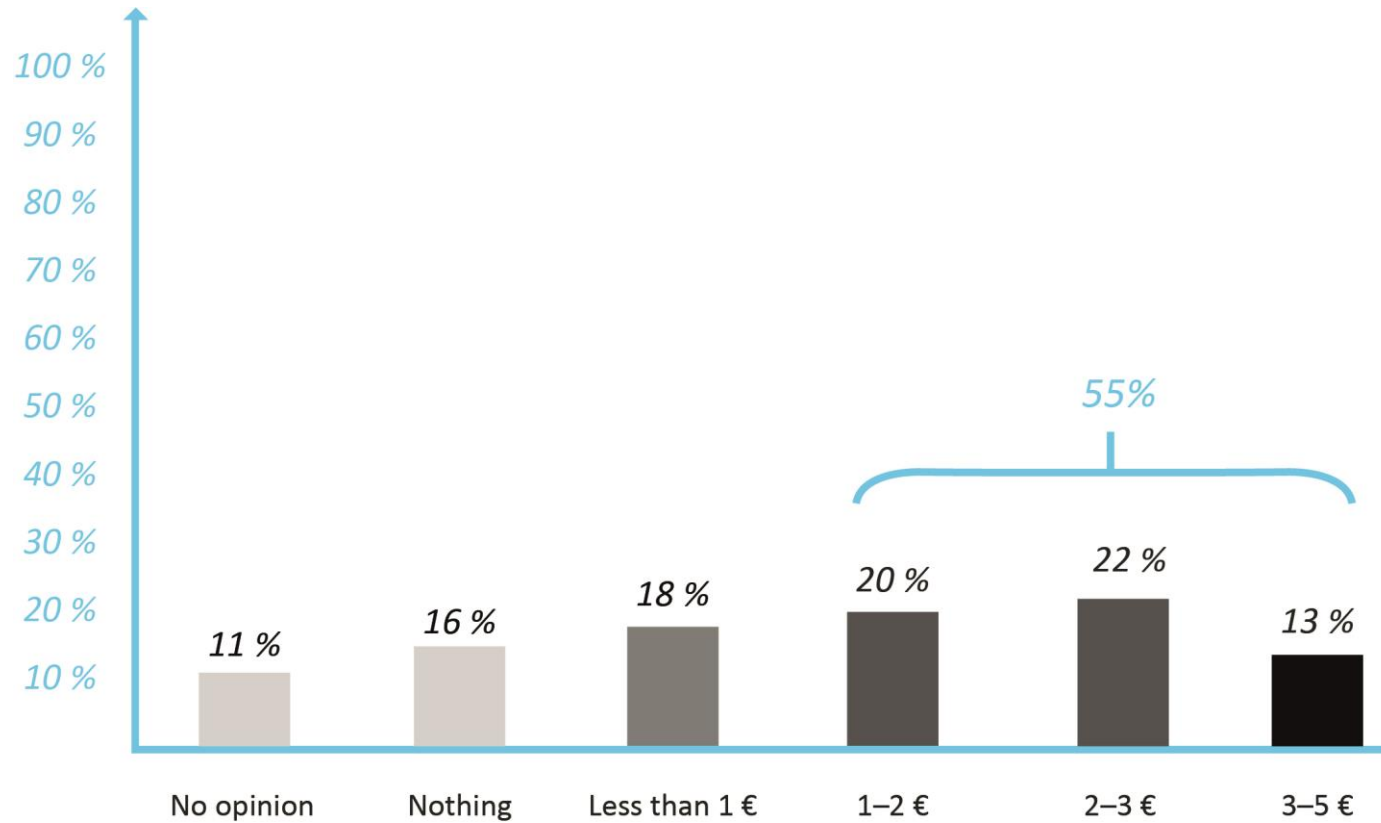
# ALMOST ALL OF THE RESPONDENTS WERE PLANNING TO REUSE THE COLD GEL

Are you going to reuse the cold gel? (N=45)



# OVER HALF OF THE RESPONDENTS WERE READY TO PAY AT LEAST ONE EURO FOR THE CHILL GUARD SERVICE

How much would you be willing to pay for the chill guard service? (N=45)



## **CONCLUSIONS**



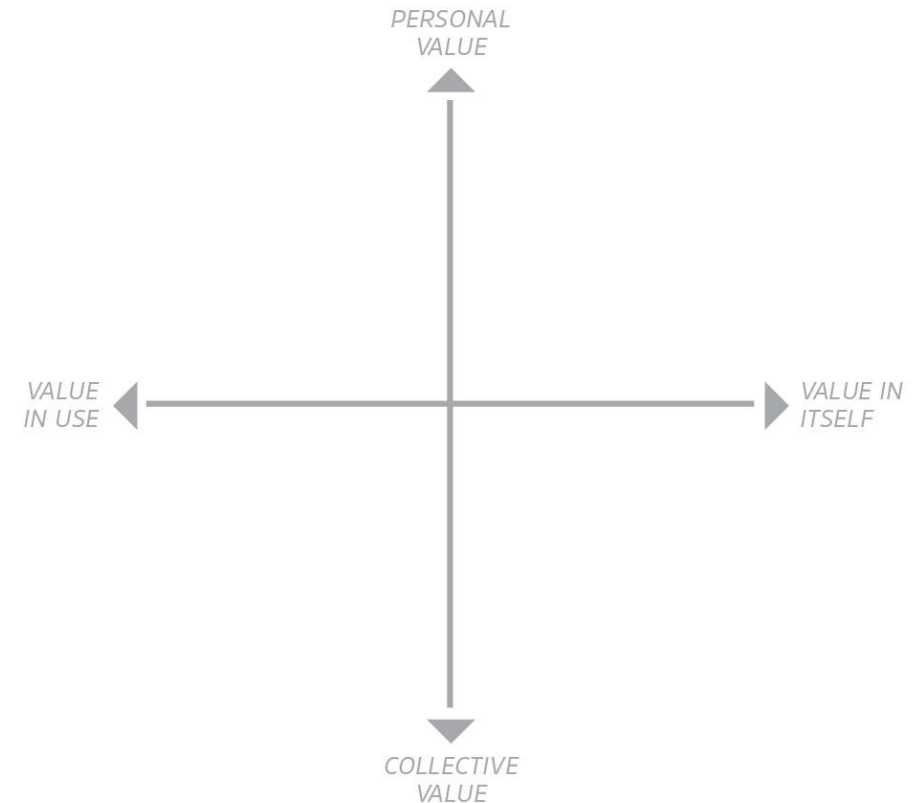
## Value Framework

Value can be determined by two main dimensions.

The first dimension ranges from the value of packaging or product in use (extrinsic value) to packaging or product valued in itself (intrinsic value).

The second dimension ranges from personal to collective value.

(Holbrook 1999)



## PTR Value Toolkit

The four main dimensions of the PTR Value Toolkit are Performance, Experience, Responsibility and Status value.

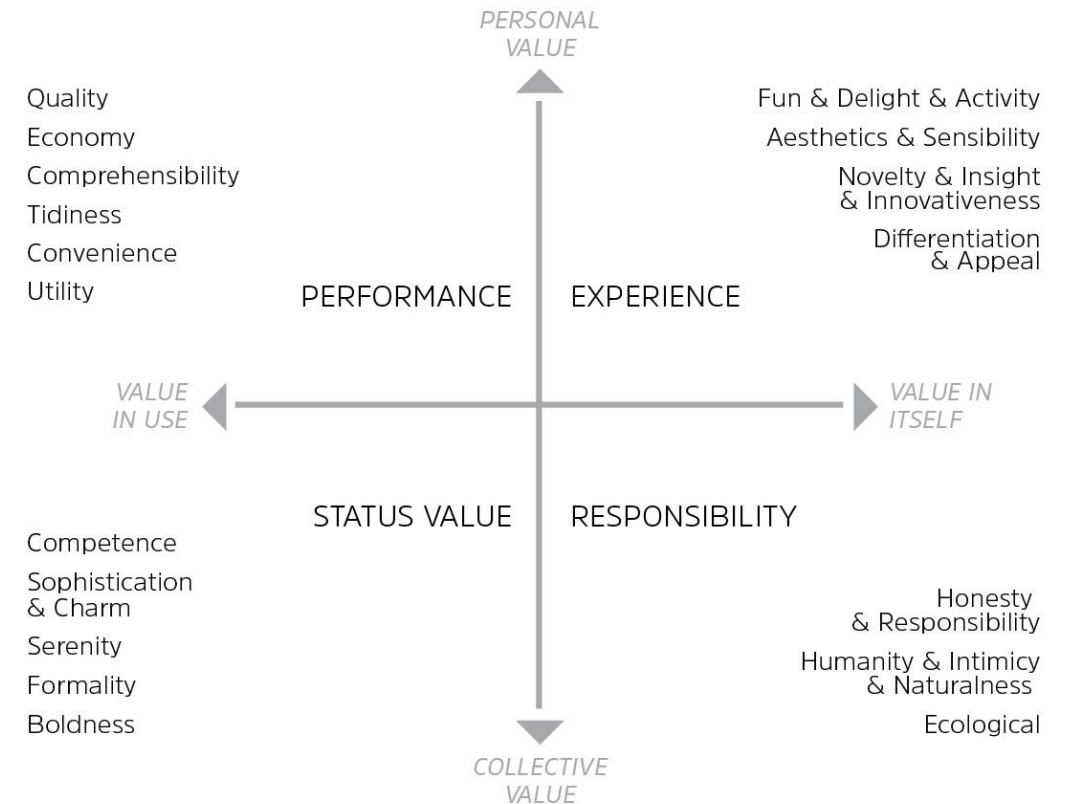
The main dimensions are divided into subdimensions, and altogether the toolkit utilizes 18 different subdimensions.

Each subdimension is measured by a minimum of 2 attributes with opposites, e.g.

Subdimension of Fun:

*Happy – Gloomy*

*Playful – Serious*



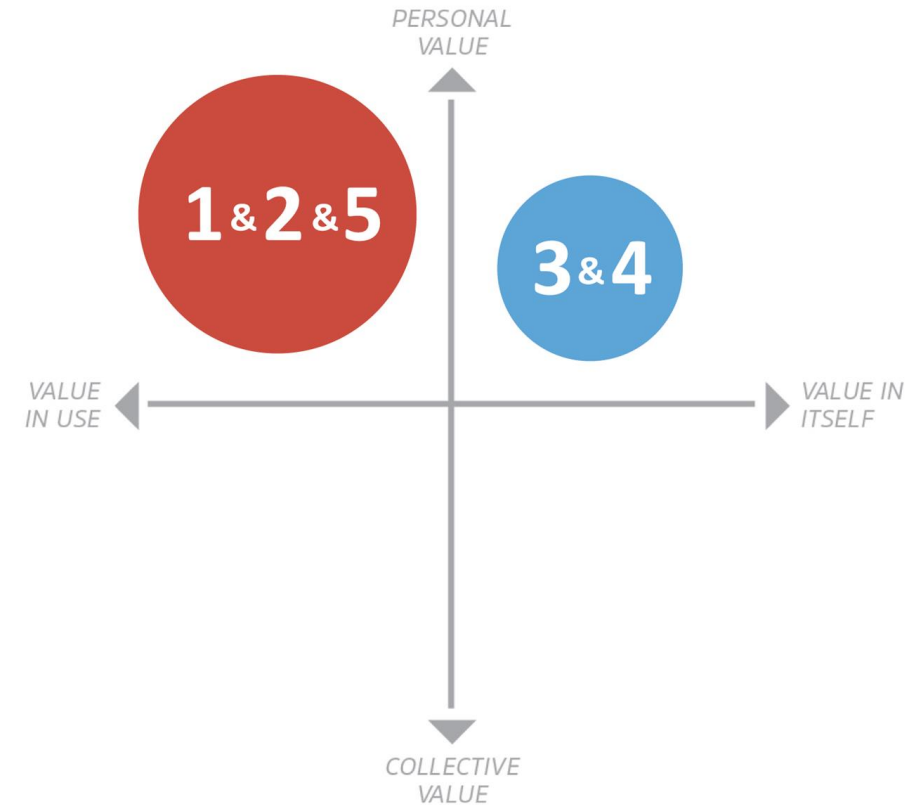
## Benefits of the chill guard for the business

- 1 Gives customers more time to spend in the store
- 2 Guarantees the preservation of the product despite length of the cashiers' queues or the journey home
- 3 Acts as a replacement for the current ice cube and freeze bags and other temporary solutions
- 4 Improves customer service
- 5 Adds to customer satisfaction
- 6 Communicates responsibility



## Benefits of the chill guard for the customer

- 1 Securing the cold chain and quality of the product
- 2 Adds to shelf life and freshness
- 3 Decreases time pressure inside the store, while queuing, and on the way home
- 4 More opportunities in store selection (or visiting multiple stores on one trip)
- 5 Reusable cold gels



# FUTURE STUDIES

- Willingness-to-pay for the chill guard service
- Pawn systems (from competitive advantage viewpoint)
- Applying indicators to the retailer-packed products
- Integrating the cold gel into the packaging (for example in online stores)

The chill guard service provides businesses the opportunity to verify a responsible way of action and getting the customers to shop in stores for a longer time.