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Consumers' response to irresponsible corporate behaviour

A study of the Swedish consumers' attitude and behaviour

Bachelor's thesis within Business Administration

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Abstract

How companies in the apparel industry produce their products is receiving increasingly more attention, both in the society and marketplace, as well as by consumers. Despite the increasing amount of corporate scandals and corporate irresponsibility within the apparel industry, the previous research conducted within this field has mainly focused on how positive CSR affects consumers. This thesis aims to investigate how Swedish consumers' attitude and behaviour are affected by negative CSR in the apparel industry.

In order to fulfil the purpose of this thesis, a mix of quantitative and qualitative research was used to conduct an abductive study. The data was gathered through a survey posted on social media and by performing semi-structured interviews with participants consisting of Swedish consumers.

The authors of this thesis have identified that Swedish consumer's attitude is affected by negative CSR performed by apparel companies. However, the change in consumer attitude did not necessarily transfer into a change in behaviour, which generates an attitude-behaviour gap. The key barriers identified contributing to this gap are Swedish consumers' lack of knowledge, and that they generally value personal needs and wants such as price, quality, and style greater than social responsibility.

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I Introduction

This part of the thesis will provide an introduction to corporate irresponsibility and how this has affected consumers. Further, the problem will be discussed, thereafter, a research question as well as a purpose will be presented. The definitions, delimitations, and the perspective of the thesis conclude this section.

In 2007, H&M was revealed to use cotton picked by children – even though they claimed to dissociate from child labour (Jannerling, 2007). During 2012, H&M was once again, together with many other Swedish apparel companies (such as Lindex, Kapp-Ahl, Indiska, Gina Tricot, and Åhlens), under scrutiny by the media. This time it was because none of these large apparel companies demanded a living wage from their suppliers, and instead settled for a minimum wage to be paid to the workers at the factories (Röhne, 2012). The following year, PETA (People for the Ethical Treatment of Animals) revealed a large scandal at fur-factories in China (Nilsson, 2013). In this case, animal abuse received big headlines as it was exposed how angora rabbits were treated. Everything came to light when a film displayed how the rabbits' wool was ripped off the living animals, and then used in clothes which were sold in the EU (Nilsson, 2013).

‘Corporate social responsibility (CSR) refers to companies taking responsibility for their impact on society’ and that companies can be socially responsible by ‘integrating social, environmental, ethical, consumer, and human rights concerns into their business strategy and operations’ (European Commission, 2015). CSR is an increasingly important subject (Yoon, Gürhan-Canli & Schwarz, 2006) as there are several ways for companies to work around the laws and regulations of the home country in order to increase profits. A popular way to accomplish this is to outsource parts of the business, such as factories, to other countries where the laws are less strict (Farrell, 2004).

The emphasis on CSR in the marketplace is increasing as ethical thinking is becoming more important in an age where corporate scandals are common occurrence (Yoon et al., 2006). However, there is an ongoing discussion whether consumers truly care about how the products they purchase are produced. Companies' CSR activities have proven to have a positive impact on consumers' behaviour (Sen & Bhattacharya, 2001). However, further research within the field has shown that consumers are more affected by negative CSR activities than by positive ones (Bhattacharya & Sen, 2004). Conversely, despite the increasing interest in CSR by both consumers and corporations, CSR has proven to play a minor role in consumer purchasing decisions (Mohr, Webb & Harris, 2001; Carrigan & Attalla, 2001). This contradicts research claiming that consumers do consider CSR in the decision-making process (e.g. Sen & Bhattacharya, 2001).

The difference between consumer attitude and actual behaviour is identified as an attitude-behaviour gap (Carrigan & Attalla, 2001). This gap recognises that consumers express a willingness to include corporate responsibility as a factor in purchasing decisions; yet, it is not a dominant criterion when carrying out a purchase (Boulstridge & Carrigan, 2000). However, research regarding the attitude-behaviour gap has shown to be lacking (Bray, Johns & Kilburn, 2011), and further exploration within this field is needed in order to understand how

scandals within the apparel industry affect consumers and if this is translated into a change in purchasing behaviour.

This thesis focuses on how consumers react to irresponsible corporate behaviour and if consumers' actions are consistent with their attitudes.

1.1 Problem

The matter of if and how companies produce their products in a responsible way is receiving increasingly more attention, both in the marketplace and society, as well as by researchers and consumers (Yoon, et al., 2006; Keys, Malnight & van der Graaf, 2009). Correspondingly, the awareness of how CSR is operated in the retailing industry has seen an intense growth during the last couple of years (Wagner, Bicen & Hall, 2008). The relevance of the matter seems to be ever increasing in the light of clothing retailing scandals connected to large apparel companies.

The subject of CSR and how this affects consumers is a well-researched area (Bhattacharya & Sen, 2004). Previous studies in the field have put emphasis on CSR activities and how these can influence consumers and be a potential source of competitive advantage for firms (e.g. Sen & Bhattacharya, 2001). Despite the increasing highlighting of corporate scandals and corporate irresponsibility within the apparel industry in the media, the current literature has mainly focused on how positive CSR affects consumers (Grappi, Romani & Bagozzi, 2013). In addition, the amount of studies investigating whether corporate irresponsibility can influence consumer behaviour are mostly limited to concentrate on consumers' perceptions of business practices (Wagner et al., 2008), responses and emotions (Romani, Grappi & Bagozzi, 2013), attitudes (Folkes & Kamin, 1999), or motivations for boycotts (Klein, Smith & John, 2004).

Furthermore, research to date claims that information about corporate irresponsibility has a greater impact on consumer purchasing behaviour than information relating to positive CSR (Bhattacharya & Sen, 2004; Mohr et al., 2001). Yet, research reveals that consumers value personal reasons higher than societal ones when making a purchase and that consumer attitude does not necessarily result in a change in behaviour (Carrigan & Attalla, 2001). In addition, Bray et al. (2011) suggest that research investigating the reason behind this gap in attitude and behaviour is lacking. Thus, previous studies within this field could be seen as contradictory and could potentially benefit from deeper insights regarding how consumers' attitude is connected to purchasing behaviour in relation to corporate irresponsibility.

Additionally, a study by Luna and Gupta (2001) shows that the behaviour of consumers in response to corporate actions differs between cultures. Culture, therefore, affects the likelihood of the consumers changing their purchasing behaviour in order to punish a company for negative CSR actions (Williams & Zinkin, 2008). Consequently, it is of importance to recognise that consumer attitudes and reactions may be influenced by culture. The authors of this thesis have recognised that there is a limited amount of previous studies examining the influence of negative CSR on consumer purchasing behaviour that focus on Swedish consumers.

As a result, two gaps have been identified in the current literature regarding the effect of corporate irresponsibility on consumers. First, the area of whether corporate irresponsibility does in fact have an impact on consumers' attitude, and if this is transferred to the purchasing decision, could benefit from being further researched. Secondly, there is limited research in the field of CSR that focus on Swedish consumer behaviour. From the limited existing literature this thesis want to further explain how corporate irresponsibility associated with the production of apparel affects consumer attitude and behaviour in Sweden.

1.2 Research Question

How do negative CSR actions within the apparel industry influence Swedish consumers' attitude and purchasing behaviour?

1.3 Purpose

The purpose of this thesis is to investigate Swedish consumers' attitude and reaction towards corporate social irresponsibility within the apparel industry through an empirical study. Focus will be on the production practises within this industry, and identifying consumer purchase criteria which affect Swedish consumer's attitude, as well as what behaviour these factors lead to.

1.4 Definitions

1.4.1 Negative Corporate Social Responsibility (CSR)/ Corporate Irresponsibility

The concept of negative Corporate Social Responsibility (negative CSR) and corporate (social) irresponsibility is not as widely defined as CSR. According to Lin-Hi and Müller (2013) actions that can be described as corporate social irresponsibility activities are, for example, violations of human rights, cheating customers, price-fixing or endangering the environment. The definition used for negative CSR, as well as for corporate irresponsibility, in this thesis will be an interpretation of how the European Commission (2015) defines CSR. Therefore, the description that will be used for negative CSR is any action by a company that would affect social, environmental, ethical, consumer, or human rights in a negative way. The terms negative CSR and corporate irresponsibility will be used interchangeably throughout the thesis.

1.4.2 Ethical Behaviour

1.4.2.1 Consumer Ethical Behaviour

Throughout this thesis, ethical behaviour of consumers will be defined as 'the influence of the consumer's own ethical concerns on decision-making, purchases, and other aspects of consumption' (Cooper-Martin & Holbrook, 1993, p.113).

1.4.2.2 Corporate Ethical Behaviour

When mentioning ethical behaviour of companies, it will be defined as actions that a company undertakes which aligns with the moral principles that the company itself has established – for example through codes of conduct or mission/value statements. Furthermore, ethical behaviour is not limited to activities covered by the law, but more so what the society expects from the company (He & Lai, 2012).

1.4.2.3 Corporate Unethical Behaviour

When unethical behaviour is mentioned, this is seen as an act by a company that is ethically questionable. It is understood that ethics is something which can be viewed in different ways – what is unethical to one person may be seen as completely ethical to another. This problem is realised, but in the context of this paper the authors of this thesis define unethical behaviour by a company as something that is outside the acceptable standard of the operations of businesses, such as – but not excluded to - environmental pollution, animal abuse, or exploitation of workers.

1.5 Delimitations

This study will not put emphasis on the overall effect of CSR on consumer behaviour, instead it will focus on how negative CSR influence consumers in the apparel industry. It should be noted that the topic is looked upon with the consumers' perspective as the main focus. A further delimitation of this thesis is that since CSR is a broad concept (Mohr et al., 2001), the emphasis will lie on issues related to the production process within the chosen industry. Consumer behaviour is a topic affected by culture (Belk, Devinney & Eckhardt, 2006); therefore, the focus has been delimited to only include Swedish consumers.

1.6 Perspective

This thesis will focus on consumer reactions concerning negative CSR actions of companies. It is important to point out that although specific companies may be mentioned, or specific scenarios may be used, the behaviour of the consumer is the main focus. The reactions and behaviour is what will be analysed, with an edition of what is indicated to affect the consumers and to what extent.

1.7 Disposition

The thesis will follow the disposition presented in Figure 1.



Figure 1 Disposition

2 Frame of Reference

This section will explore the relevant literature within the field of CSR and how this is connected to consumers. It will include discussions regarding consumers' attitude and behaviour, demographic differences, and culture.

2.1 CSR

As described in the introduction, CSR refers to 'companies taking responsibility for their impact on society' (European Commission, 2015). Porter and Kramer (2006, p.80) claim that CSR 'can be a source of opportunity, innovation and competitive advantage' for companies since consumer behaviour is influenced positively by companies' CSR activities (Sen & Bhattacharya, 2001). In addition, in a study by Carrigan and Attalla (2001, p.565) 'consumers were more likely to support positive actions than punish unethical actions'. However, researchers suggest that consumers are more affected by information about negative CSR than by positive CSR information (Bhattacharya & Sen, 2004; Mohr, et al., 2001). According to Sen and Bhattacharya (2001) there is a negative reaction towards information concerning corporate irresponsibility for all consumers, while those who respond to positive CSR information are those who are most supportive of the specific CSR issues. Moreover, Folkes and Kamin (1999) argue that consumers are indeed more likely to punish unethical behaviour than to support positive initiatives.

2.2 CSR and the Apparel Industry

In 2011, the Swedish fashion industry was estimated to have a value of 206 billion SEK and the turnover for the Swedish market was 40 per cent of this, approximately 83 billion SEK (Volante, 2013). Most of the products sold on the Swedish market are manufactured abroad; consequently, companies do not always inspect the manufacturing process at their factories (Swedwatch, 2008). In recent years, large apparel companies, including Mark and Spencer, Gap, and Nike, have been accused for irresponsible behaviour related to the production of their products (Carrigan & Attalla, 2001; Joergens, 2006).

According to Yoon et al. (2006) the importance of CSR in the corporate world is becoming increasingly significant. The apparel retailing industry is going through a change and ethical clothing retailers, such as Edun and People Tree, are establishing themselves on the market (Joergens, 2006; Goworek, 2011). Wagner et al. (2008, p.124) further claim that 'corporate social responsibility is becoming increasingly important in the retailing industry, whereby retailers are frequently criticized for socially irresponsible business practices by mass media and consumer advocacy groups'. Furthermore, a consumer's negative perception of a company's CSR activities can result in catastrophic effects on firm evaluations (Handelman & Arnold, 1994). The main reason for companies to use CSR activities is not solely to promote social change, but to obtain the potential economic benefits that come with these actions (Du, Bhattacharya & Sen, 2010). Furthermore, companies with bad reputations have successfully improved their image through investments in CSR activities (Yoon et al., 2006). Today, apparel companies are adding responsible collections to their range of products

(H&M, 2015; Gina Tricot, 2015). However, if consumers become suspicious of the perceived motive behind the CSR actions, the result can be reversed (Yoon et al., 2006).

2.3 CSR and the Consumer

According to Bhattacharya and Sen (2004) there is a positive relationship between a consumer's reaction to a company and its products, and a firm's CSR actions. Connolly and Shaw (2006) argue that ethical consumers show a higher concern for matters impacting the society, including environment, people and animal welfare issues. Ethical consumers select companies to purchase from based on their ethical business activities (Carrigan & Attalla, 2001). Furthermore, ethical consumers are guided by information and they 'seek out environmentally-friendly products, and boycott those firms perceived as being unethical' (Carrigan & Attalla, 2001, p.536). Even though other consumers may have the same information regarding ethical and unethical corporate behaviour, this might not lead them to reward nor punish firms in terms of ethicality (Carrigan & Attalla, 2001).

2.3.1 Demographic Differences

Wagner et al. (2008) claim that there are demographic differences concerning how consumers are impacted by corporate irresponsibility. According to Wagner et al. (2008) consumers become more influenced by negative CSR as they get older. Furthermore, rising age tends to result in that consumers are more likely to be sceptical of firms' intentions for using CSR (Arlow, 1991). Younger consumers tend to sympathise more with animals than people (Carrigan & Attalla, 2001), and can therefore be presumed to be more engaged in issues involving animal welfare than working conditions. In addition, Dickson (2005) claims that lower education levels tend to generate a greater ethical sensitivity. In a study by Wagner et al. (2008) females tend to be more easily influenced by negative CSR actions than men, as females are less economically oriented and more caring. Klein, et al. (2004) support this argument and claim that women are more positive towards taking action against irresponsible companies and boycotting them. However, a study by Carrigan and Attalla (2001) suggests that gender does not influence the impact of CSR on consumers' behaviour. Similarly, a study by De Pelsmacker, Driesden & Rayp (2005) suggests that there is no relationship between ethical views and demographic factors.

2.4 CSR and Culture

Since the culture of a person affects what is perceived to be moral and ethical (Belk et al., 2006), culture is believed to have an effect on how consumers will respond to corporate irresponsibility. Thus, Belk et al. (2006) argue that since culture is an important factor when studying ethical choices, culture affects what factors provoke the consumers and what actions will be taken. Kim, Forsythe, Gu and Moon (2002) state that values are of different importance to consumers, based on their culture. Williams and Zinkin (2008) have conducted an empirical study based on the work of Hofstede, Hofstede and Minkov (2010), researching how the cultural dimensions of Power Distance, Individualism and Collectivism, Masculinity and Femininity, Uncertainty Avoidance, and Long-term Orientation are connected to the

likeliness of consumer punishing irresponsible companies. By combining the scores of Sweden from Hofstede et al. (2010) with the findings of Williams and Zinkin (2008), the authors of this thesis intend to examine if the Swedish consumer shows prospect to act on negative CSR of a company.

2.4.1 Power Distance

Based on the results of their empirical study, Williams and Zinkin (2008) believe that cultures with a low power distance are more inclined to punish corporate irresponsibility. Sweden has a score of 31 in the category of power distance (Hofstede et al., 2010), indicating that Swedish consumers are likely to punish companies.

2.4.2 Individualism and Collectivism

Furthermore, Williams and Zinkin (2008) have found that collectivistic cultures show an increased propensity to punish companies. As Sweden has a score of 71 (Hofstede et al., 2010), this shows that Swedish consumers are unlikely to take action against irresponsible behaviour.

2.4.3 Masculinity and Femininity

There is an increased tendency to punish corporate wrongdoing in countries that score high in the category of masculinity, according to Williams and Zinkin (2008). Since Sweden has a low score of 5 in this category (Hofstede et al., 2010), it is indicated that Swedish consumers are unlikely to punish irresponsible companies.

2.4.4 Uncertainty Avoidance

Williams and Zinkin (2008) propose that cultures with a low score of uncertainty avoidance show a propensity to punish irresponsible corporate behaviour. Hence, Swedish consumers are likely to take action against companies' negative CSR activities, as Sweden has a score of 29 in this category (Hofstede et al., 2010).

2.4.5 Long-term Orientation

In the last category, cultures that score high in long-term orientation are more inclined to punish corporate social irresponsibility (Williams & Zinkin, 2008). Sweden has a score of 53 in this category (Hofstede et al., 2010), thus, there is no indication of a propensity for neither punishing nor avoiding taking action against corporate wrongdoing.

2.4.6 Masculinity Combined with Individualism and Power Distance

As previously argued, masculinity is one of the dimensions indicating that Swedish consumers are unlikely to punish corporations' negative CSR activities. However, Williams and Zinkin (2008) state that '...consumers in feminine cultures that are also highly individualistic and have low PD [Power Distance] behave in a similar way to those in masculine cultures' (2008, p.222). Since the culture of Sweden applies to this statement (Hofstede et al., 2010), it further strengthens the indication that Swedish consumers would punish corporate social irresponsibility.

2.4.7 The Swedish Consumer

Based on the combination of the propositions of Williams and Zinkin (2008) and the work of Hofstede et al. (2010), it can be concluded that Swedish consumers' show a propensity towards punishing companies for irresponsible behaviour. Out of the five categories, Individualism is the only dimension suggesting that consumers in Sweden will avoid punishing corporate wrongdoing. However, it should be noted that the category of Uncertainty Avoidance does not give a clear indication of the Swedish consumers' expected behaviour. Consequently, the authors of this thesis expect that Swedish consumers' will take action against negative CSR in the empirical study that will follow.

2.5 Locus of Control

Bray et al. (2011), and Smith, Hume, Zimmermann and Davis (2007) argue that individuals' perceived locus of control affects their ethical decision-making. According to Smith et al. (2007), locus of control influence consumers in their decision-making process since it determines the level of control an individual perceives to have over outcomes in their life. Individuals with an external locus of control generally consider that ethical dilemmas are beyond their control and do not believe in a cause-and-effect relationship between actions and consequences (Smith et al., 2007). Consumers who accept responsibility for their actions and the consequences of them are described as having an internal locus of control (Smith et al., 2007). Individuals with an internal locus of control tend to have confidence in the existence of a link between action and consequences. In addition, these individuals generally respond more ethically than individuals with an external locus of control when faced with dilemmas, according to Smith et al. (2007). Furthermore, Trevino (1990) states that individuals with internal locus of control display low levels of unethical behaviour and do what they think is right. Research by Smith et al. (2007) suggests that individuals' perceived locus of control is strongly related to ethical sensitivity. Additionally, Bray et al. (2011) argue that locus of control is a factor impacting ethical consumption.

2.6 CSR and Purchasing Criteria

Öberseder, Schlegelmilch and Gruber (2011) suggest that the probability of taking CSR into account when making a purchase decision increases based on several determinants. These determinants are core, central and peripheral factors that consumers make a clear distinction between. The study made by Öberseder et al. (2011) identifies information and personal concern as two core factors and argues that these need to be met; otherwise it is unlikely that CSR will influence a consumer's purchasing decision. Furthermore, price and the financial situation of the consumer are recognised as a central factor that can have a more dominant role than ethical values in the decision-making process (Öberseder et al., 2011; Carrigan and Attalla, 2001). It is first when the core factors are met as well as when the central factor is satisfactory that consumers consider peripheral factors, such as company image, credibility of CSR initiatives and peer group influence (Öberseder et al., 2011). According to Öberseder et al. (2011) any peripheral factor needs to be combined with core and central factors for CSR to be a criterion in the purchasing decision, and cannot trigger an inclusion by itself.

2.6.1 Information and Awareness

A necessary condition for companies to be able to receive positive consumer reactions is that consumers are aware of and have information about the firm's CSR activities. There are researchers arguing that consumers are more aware as well as better informed and more educated, which leads to the society expecting marketers to be ethical (Smith, 1995; Hirschman, 1980; Barnes & McTravish, 1983). CSR does lead to positive attitudes and a stronger purchasing intention towards products from socially responsible companies when consumers are aware of what CSR is (Pomeroy & Dolnicar, 2009; Sen, Bhattacharya, & Korschun, 2006). Furthermore, according to Bray et al. (2011) consumers tend to have a stronger reaction to recent information about corporate irresponsibility. However, a common issue for research investigating the relationship between consumer behaviour and CSR is that the awareness about what CSR is, is often assumed or artificially-induced (Öberseder et al., 2011). Research show that generally there are few consumers who are aware of corporate social responsibility (Bhattacharya & Sen, 2004; Boulstridge & Carrigan, 2000), and Titus and Bradford (1996) explain this unawareness as a result of time pressure. According to Carrigan and Attalla (2001) many consumers remain to be relatively uninformed about companies' CSR activities and further claim that the previously stated argument that consumers are aware and make purchase decisions based on the ethicality of companies is erroneous. Consumers who have no or limited information about a company's CSR activities will unlikely consider this a criterion when making a purchase (Öberseder et al., 2011). In contrast, Boulstridge and Carrigan (2000) reported no sign of that lack of information should be a concern when investigating how consumers react to companies' CSR activities.

2.6.2 Availability

It is suggested by Carrigan & Attalla (2001) that availability can be an important criterion in consumers purchasing decision. A study by Joergens (2006) reveal that consumers find it more difficult to purchase responsibly manufactured clothing than to buy other ethically produced products, such as Fair Trade coffee. Moreover, consumers find that there is a limited availability of ethical fashion and perceive that the majority of the responsibly produced brands are only available on the Internet (Joergens, 2006). Furthermore, a study by Carrigan and Attalla (2001) revealed a low awareness of ethical and responsible corporations and found that consumers are passive ethical shoppers that rely on labelling information to guide them. Thus, consumers are not willing to go through additional effort in any way in order to purchase more ethically (Carrigan & Attalla, 2001). However, Bray et al. (2011) did not see limited availability and additional effort as barriers to purchasing more responsibly. It is suggested that this is due to increased availability of responsibly produced products which has resulted in that the effort is limited and may no longer be an issue regarding many products (Bray et al., 2011).

2.6.3 Attachment

How consumers respond to firms' CSR initiatives depends on how well they feel a connection with the firm engaging in CSR activities that the consumer supports (Bhattacharya &

Sen, 2003). Consumers who are strong supporters of specific causes do identify with companies who support these, hence firms can gain new consumers through its CSR initiatives (Bhattacharya & Sen, 2004). However, according to Boulstridge and Carrigan (2000), and Bray et al. (2011), consumers are more responsive to corporate behaviour that affects the person directly. Furthermore, research conducted by Carrigan and Attalla (2001) showed that exploitation of animals generated far greater reactions than human exploitation, poor working conditions and destroying the rainforest. In addition, according to Bray et al. (2011), how well consumers identify themselves with a company can impact a potential decision to switch brand. Thus, an attachment or an allegiance to a specific brand does make a consumer less likely to move towards an ethical option and brand loyalty can therefore prevent consumers from purchasing ethical alternatives (Bray et al., 2011).

2.6.4 Price and Quality

Carrigan and Attalla (2001) suggest that the factors that most heavily impact consumers' purchasing decisions are price, value, quality, brand image and fashion trends. Likewise, Boulstridge and Carrigan (2000) similarly argue that price and quality are among the top priorities for consumers to consider when making a purchase. Price is a reoccurring factor when discussing the most important criteria for consumers when making a purchasing decision (Carrigan & Attalla, 2001; Öberseder et al., 2011; Bray et al., 2011). In addition, in a study by Bray et al. (2011) price was found to be a key barrier to purchasing more responsibly. Moreover, consumers perceive that it is likely that a product is of lesser quality if the company is primarily focused on ethical standards (Bray et al., 2011). Carrigan and Attalla (2001) further suggest that consumers have a tendency to make ethical purchases only if it does not involve extra costs, loss of quality or require additional effort. A study by Bhattacharya and Sen (2004) shows that consumers are unwilling to pay more and/or settle with lower quality for socially responsible products. In addition, a perceived higher price of ethical products can result in avoidance of responsible products in the future for certain consumers (Bray et al., 2011).

2.6.5 Attribution and Suspicion

Bhattacharya and Sen (2004) explain attribution as the reasoning consumers make regarding why companies engage in CSR activities and why they engage in the specific issues. The perceived intention of the company to engage in CSR activities has an impact on the effectiveness of the initiative (Bhattacharya & Sen, 2004). Furthermore, consumers perceive information regarding the sincerity of corporations' responsible behaviour as more reliable when informed by a neutral source (Yoon et al., 2006).

Attribution research shows that there is a pervasive correspondence bias that arises 'when people learn about the behaviour of a person about whom they have little prior information, they usually take the behaviour at face value and attribute it dispositionally' (Yoon et al., 2006, p.378). This bias is apparent for negative behaviour as it becomes particularly informative since it violates social norms and expectations (Yoon et al., 2006; Folkes & Kamins, 1999). Positive behaviour generates less interest (Bray et al., 2011), and is less instructive since it arises from social demands and normative pressure (Yoon et al., 2006). Ybarra and

Stephan (1996) argue that the informational value of positive behaviour is further minimised, as even bad people tend to do good things.

2.7 Consumer Reactions to Negative CSR

Grappi et al. (2013) describe the responses of consumers as social actions, even though the purchasing action in itself is individualistic. Corporate irresponsibility has showed to influence emotions, which in turn are negative and can influence the behaviour of consumer and turn into actions (Grappi et al., 2013; Romani et al., 2013). Furthermore, Romani et al. (2013) distinguish between constructive punitive actions and destructive punitive actions by consumers. The former are directed to modify company conduct and puts emphasis on maintaining a relationship with the firm. The latter aims to create a negative image of the company with the negative CSR activities and encourage avoidance of its products. According to Romani et al. (2013) constructive punitive actions are primarily driven by anger, while destructive punitive actions are motivated by contempt and a need to create a psychological distance from companies.

A form of sharing the emotions arising from corporate wrongdoing is word-of-mouth and influence of peer groups can be an important factor when it comes to consumer responses toward negative CSR (Öberseder et al., 2011). According to Harmon and McKenna-Harmon (1994) when consumers are exposed to information about corporate behaviour it is more likely that the information shared with others is negative than positive. Furthermore, Grappi et al. (2013) claim that negative word of mouth is driven by distaste and disapproval of corporate irresponsibility.

Additionally, Grappi et al. (2013) identify that consumers can engage in protest behaviour to show their dissatisfaction of company behaviour. These actions aim to get companies to cease carrying out acts of wrongdoing. A study by Klein et al. (2004) indicates that consumers believe that boycotting is an effective response that can influence firms' behaviour. The findings in the study further suggest that self-enhancement is the main motivation for boycotts. Furthermore, the level of participation decreases if consumers believe that the outcomes of the boycott will be negative (Klein et al., 2004). Protest behaviour does not only include boycotts, but also blogging, taking legal actions as well as joining collective movements against firms (Grappi et al., 2013). Well-organised protest groups bring together activists and lobbyists to express their discontent and as a result corporations can suffer financially from the consumers' reactions (Carrigan & Attalla, 2001).

2.8 Attitude-Behaviour Gap

The fact that consumers possess knowledge about a firm's CSR activities is not a guarantee for them to act on it, according to Titus and Bradford (1996). Moreover, Carrigan and Attalla (2001) point out that an ethically minded consumer need not consistently purchase ethically produced products. Öberseder et al. (2011), Bhattacharya and Sen (2004), as well as Boulstridge and Carrigan (2000), recognise this gap between action and attitude. According to Öberseder et al. (2011), there is a response of positivism towards the CSR actions of a company, but this is not necessarily transferred into a change in behaviour. In a study carried out

by Carrigan and Attalla (2001), only 20 per cent of the participants had made a purchase because of the connection to CSR, even though a willingness to make ethical purchases was inclined.

According to Connell (2010) there are two existing obstacles that contribute towards this gap. Consumer's ability to acquire knowledge concerning the manufacturing process and how to purchase ethically produced clothing can have an impact on whether consumers act according to their attitude (Connell, 2010). However, research suggests that greater awareness 'would only affect behaviour among certain product categories (Carrigan & Attalla, 2001, p.570). In addition, a study by Carrigan and Attalla (2001) showed that consumers continued to buy products from an offending company even with knowledge about unethical activity since social responsibility was valued less than other factors in the purchasing decision. Thus, the attitude of the consumers' towards purchasing ethically produced apparel can be an obstacle as ethically produced clothing might not meet their needs and wants (Connell, 2010). The price, quality, style, and material of the apparel as well as the availability are factors that consumers are not willing to trade off (Connell, 2010; Carrigan & Attalla, 2001).

According to Carrigan and Attalla (2001) this gap mainly exists because consumers lack the sufficient information about different companies' ethical or unethical behaviour and the ability to compare this information between different companies. The authors further claim that this information needs to be better communicated by companies for consumers to incorporate their own ethical values in the purchasing decision (Carrigan & Attalla, 2001). As a result of the existence of these obstacles that result in an attitude-behaviour gap, Carrigan and Attalla (2001, p.568) suggest that 'a poor ethical record has no effect on purchasing intention'. Thus, corporate irresponsibility scandals can continue to occur without a negative impact on purchasing behaviour as a result (Carrigan & Attalla, 2001).

3 Method and Data

In this part the viewpoint that the research has originated from will be outlined, by describing the research layout, design and how it was conducted. The following section will describe the process of gathering information, including reasons for the decisions being made.

3.1 Methodology

In order to have an origin for the assumptions being made throughout the thesis, a pragmatism research philosophy will be implemented. Because of the complexity of the topic at hand (Öberseder et al., 2011; Folkes & Kammins, 1999) e.g. how to investigate the reactions of consumers, how diverse factors affects differently, and how these translates into the connection between consumers and CSR of companies, it is argued by the authors of this thesis that a pragmatism research philosophy is necessary to use as a foundation for the following research. Keleman and Rumens (2008) suggest that a pragmatist finds the superior way of viewing the world for the question at hand through practical exercises. Saunders, Lewis and Thornhill (2012) derive from the research by Keleman and Rumens (2008), that the pragmatism research philosophy is implemented when there is not required to limit the research to one single method. Furthermore, it is believed that several point of views might be necessary in order to understand the research topic (Saunders et al., 2012). Thus, this reasoning will be implemented in order to get a reliable result from the research.

There are two other commonly used research philosophies which were under consideration to be implemented; the philosophy of positivism and the philosophy of interpretivism. The positivism focuses on observing phenomena in a value-free way, and mostly using quantitative research for collecting data (Saunders et al., 2012). The interpretivism philosophy focuses on humans as social actors, and collects data through qualitative studies (Saunders et al., 2012). Neither of these two philosophies are believed by the authors of this thesis to provide an efficient set of knowledge about the topic of consumers and CSR, while the pragmatism philosophy will use a mixed method and thus obtain a deeper knowledge.

3.1.1 Mixed Method

For this thesis a mixed method will be implemented, which is applied by a quantitative and qualitative research combined. It is believed by the authors of this thesis that the use of solely a quantitative or qualitative study will not provide the data necessary to draw any relevant conclusions. This can only be achieved if the methods are complementing each other. Saunders et al. (2012) argue that the mixed method approach is relevant when the researcher wants to gain a deeper insight of the topic at hand since it combines both the quantitative and qualitative research, as well as gaining new information and ideas from one method which can be followed up by the other method.

Saunders et al. (2012) define the quantitative approach as being implemented when gathering highly structured data through different collection techniques, such as surveys. The researcher uses numerical data to examine the relationship between different variables through statistical techniques, but does not give any deeper insight on the behaviour of the respondents. Qualitative research requires interpretive techniques by the researchers, as it is necessary

to evaluate the answers received within the social context in order to gain full understanding (Saunders et al., 2012). Since this thesis requires a foundation of how consumers behave, and additionally sees the importance of deeper feelings and reasons, both quantitative and qualitative methods are necessary, thus the mixed method will be implemented.

3.1.2 Research Purpose

This thesis will be using an exploratory perspective when conducting the research and gathering of data. The decision is based on how an exploratory study does not require a perfect understanding of the nature of the problem, this will instead be clarified during the process (Saunders et al., 2012). Exploratory studies are flexible and move from a broader perspective into narrow focuses (Saunders et al., 2012). Furthermore, they are conducted by asking open-ended questions to the participants in order to gain a deeper knowledge about the question at hand, thus indicating a suitable approach for this thesis. In addition to this, Brown (2006, p.45) states that exploratory research ‘tends to tackle new problems on which little or no previous research has been done’, which is what has been identified for this topic.

There are two other perspectives which could be used when conducting the research; descriptive and explanatory studies. A descriptive perspective would require a clear picture of the topic and data needs to be gathered before the actual research takes place, as well as providing the problem of actually drawing conclusions from the data (Saunders et al., 2012). The second perspective is an explanatory study, which aims to, based on the studies of a state or problem, outline and form a relationship between variables (Saunders et al., 2012). Since there is no clear picture of the existing data at the start of the research, nor the purpose of finding the previous mentioned relationship between variables, an exploratory study is the most appropriate perspective to be implemented.

3.1.3 Research Approach

An abductive research approach will be implemented for this thesis, in order to obtain the desired foundation, and approach to test the theories being found. The research will involve the gathering of existing literature, as well as the collection of new data that will be analysed. Therefore the research which will be performed is abductive, since a phenomenon can be explored by discovering new theories and examining old theories (Saunders et al., 2012). This in order to find a similar outline between the data (Saunders et al., 2012). Van Maanen, Sorensen and Mitchell (2007) further state that for the abductive approach, the empirical research is of most importance, in order to create theories. Saunders et al. (2012) define the research approach as a plan of action taken to achieve a desired goal, and as an explanation by the researcher on how to answer the research question in the best way possible. The key idea of using a research approach is to create a foundation that will allow the researcher to focus on the examined topic (Saunders et al., 2012), which is why the abductive approach is suitable for this study.

In addition to the abductive approach, there are two additional options to proceed with the research; the deductive approach and inductive approach. Van Maanen et al. (2007) describe both the inductive and deductive approaches as following a set sequence – an idealised and not always possible way of pursuing research. The use of a deductive approach means that

the authors of this thesis would have to test a theoretical proposition, while an inductive research approach would call for the development of a new theory after the collection of data (Saunders et al., 2012). Suddaby (2006) describes the abductive approach as a combination between deductive and inductive, which provides this thesis with the tools necessary to achieve a desirable result. The survey that will be used for the quantitative research shows more of a deductive approach, as it will provide an overview of the scientific problem. The semi-structured personal interviews for the qualitative research will however show an inductive approach, as they provide a deeper insight of the consumer's feelings and behaviour. The result will be a mix of the two approaches, which further strengthen the argument for using an abductive approach.

3.2 Method

3.2.1 Data Collection

3.2.1.1 Primary Data

The reason for researchers to collect primary data is to receive specific and relevant data regarding the research topic Saunders et al. (2012). The primary data for this thesis will be collected through a mixed method approach consisting of a questionnaire through a survey and semi-structured interviews. According to Saunders et al. (2012) the use of surveys as a form of collecting primary data is a common tool. This method will be used firstly for collecting primary data in order to gain a basic knowledge of how the Swedish consumers think about the negative CSR of companies, in order to know how to proceed with the in-depth interviews. The quantitative research will be conducted through a survey using Qualtrics Survey Software. The interviews will collect primary data that will answer relevant and purposeful questions regarding the research topic, and will be with individuals contacted by the authors of this thesis. All of the data collected will be anonymous in an attempt to minimise the social desirability bias, which has occurred during previous studies (Saunders et al., 2012; Mohr et al., 2001). By keeping the respondents anonymous, it is believed that the participants will give truthful answers, instead of what they believe that the society expect to hear.

3.2.1.2 Secondary Data

According to Saunders et al. (2012) when researchers gather already existing data that has been conducted by other researchers to gain further analysis of the research topic it is referred to as secondary data. The secondary data gathered for this thesis will be collected through the online library at Jönköping University, as well as through Google Scholar. For the secondary data to be reliable and of high quality, the research retrieved from these sources will be peer-reviewed literature. However, due to the considerable amount of research that has to be reviewed, as well as the time and resource restraints, there is a possibility to overlook literature that could be useful for this research.

3.2.2 Sampling

According to Saunders et al. (2012) sampling is used to gather data for a research question when it is impracticable, too costly, or takes too much time to reach the entire population. There are two forms of sampling techniques that can be used to gather data; probability

sampling and non-probability sampling. This thesis will be conducting non-probability sampling for all collection of data, i.e. both the quantitative and the qualitative research.

For the intended survey, which is the quantitative research, there will be a self-selection sampling method. Self-selection sampling is conducted by the researchers advertising the need for participants through a media, and then collecting the data from volunteered respondents (Saunders et al., 2012). This will be achieved by posting a link to the Internet survey on the social media site Facebook, where individuals in the researchers' network can choose to participate. The use of Internet when gathering a sample is of advantage when having a short amount of time, as well as keeping the costs low (Wright, 2005). The self-selection sampling is believed to provide a generalised view of the Swedish consumer, in order to establish a base for the qualitative research.

The largest disadvantage of using self-selection sampling is the degree of bias. The voluntary participants in the survey may be consumers who are interested in the topic at hand, which can lead to the sample not being completely representative of the entire population (Bajpai, 2011). The advantages of time and cost in self-selection sampling make it worth risking the bias, according to the authors of this thesis. Since there is no possibility for this thesis to perform a probability sampling where all Swedish consumers would have an equal chance to participate, this method of non-probability sampling is more likely to provide acceptable data.

Non-probability sampling will also be used for the qualitative research, however in this case there will be a haphazard sampling method. Saunders et al. (2012) describe haphazard sampling as occurring when the sample is chosen without any apparent relationship to the research question, where the most common method is convenience sampling. Convenience sampling is when the sample is easily available to the researchers (Saunders et al., 2012; Bajpai, 2011), which is how participants for the interviews will be contacted. However, there are criteria which will have to be fulfilled; the participants should be of a different age range, as well as be equally distributed over gender. Potential participants who match these criteria will be contacted by the researchers, and thereafter interviewed. Even though convenience sampling has shown to be prone to bias (Saunders et al., 2012), it is still believed by the researchers that the method is appropriate for the purpose of this thesis.

3.2.3 Survey

The survey for this thesis will consist of structured interviews with closed questions, with all participants answering the same questions that are in a predetermined order. Structured interviews give the respondents a limited amount of answering possibilities, therefore there is a smaller probability of any misinterpretations (Saunders et al., 2012). This will be a self-completed survey, posted on social media for contacts of the researchers to see, and where the respondents read and answer the questions without the interviewer being present. In addition to multiple-choice questions, the survey will include closed ranking questions where the respondents are offered a list of items and are asked to rank them. The survey will be

constructed via the Internet using Qualtrics Survey Software, with anonymous answers. According to Mohr et al. (2001) anonymity are important in order to reduce the risk of respondents giving answers which they believe are socially acceptable.

3.2.3.1 Survey Design

The survey begins with a brief introduction and explanation regarding the research topic and the purpose of the research. The introduction further highlights the reason for wanting the respondents to answer the survey, in order to make sure that the validity of the survey is as high as possible.

The entire survey consists of questions which provide a number of alternative answers where the respondent is asked to only choose one. In the beginning of the survey (questions 3 - 9) the questions are list questions where the respondent has a list of responses and he/she can choose any of them. This form of questions has been used in order to ensure that the respondent has considered all possible responses (Saunders et al., 2012). Question 10 is a ranking question, which asks the respondents to rank the alternatives. This type of question was used to discover the relative importance of the different factors for the respondent (Saunders et al., 2012).

Thereafter the questions 11 – 20 are category questions, which are questions constructed for the response to only fit one category. The reason for using this particular question type is because these questions are useful when the authors want to collect data concerning behaviour or attributes (Saunders et al., 2012). The final question of the survey is an open question, which is useful for the authors since it emphasises what is utmost important for the respondent (Saunders et al., 2012).

3.2.4 Interviews

The data collected through the qualitative study in this thesis will be semi-structured interviews, which are often referred to as qualitative research interviews according to King (2004). The reason for using semi-structured interviews is that the interviewee will be able to give in-depth answers in their own words, while being guided by the researchers through the topic. According to Easterby-Smith, Thorpe and Jackson (2008) semi-structured interviews should be used if the research question is complex or open-ended, or where the logic of the questioning may need to vary, which aligns with the purpose of this thesis. The authors of this thesis will conduct nine semi-structured interviews since at least eight interviews are necessary for a qualitative research project according to McCracken (1988). The participants that took part in the interviews will remain anonymous in the findings. Mohr et al. (2001) argue that anonymous interviews are important in order to reduce the risk of participants giving answers that they believe are socially acceptable. Moreover, the qualitative research will conduct interviews with one participant at a time, in order to further minimise a potential bias. The participants have been selected carefully and span between the age spans that the authors used in the survey.

4 Empirical Findings

In this section, the empirical findings will be summarised and present the information gathered in the research process. Firstly, the findings from the quantitative research will be presented, followed by cross tabulations and chi square test of relevant parts. Following will be the findings from the qualitative studies, presented anonymously.

4.1 Findings from Survey

4.1.1 Background of Respondents

A total of 212 persons responded and completed the questionnaire. Because of the survey implementing a self-selection sampling method the response rate is considered being sufficient for the survey.

Out of the 212 respondents, 82 were men and 130 were women. Even though there is a slightly larger number of female participants, still, it is considered to be a satisfying number of male respondents.

The age of the respondents were highly dominant in the interval of 19-24, with 48% of the participants being within this age span. The number could be reasonably explained by the researchers themselves all belonging in this interval, thus, having a majority of contacts around the same age. The total distribution of the participants age can be seen in figure 2.

| # | Answer | Response | % |
|---|---------|----------|------|
| 1 | -18 | 2 | 1% |
| 2 | 19 - 24 | 102 | 48% |
| 3 | 25 - 34 | 26 | 12% |
| 4 | 35 - 44 | 21 | 10% |
| 5 | 45 - 54 | 37 | 17% |
| 6 | 55 - 64 | 22 | 10% |
| 7 | 65 - 74 | 1 | 0% |
| 8 | 75+ | 1 | 0% |
| | Total | 212 | 100% |

Figure 2 Age Distribution

When it came to highest completed educational degree, 39% of the respondents had finished university. 57% had a finished degree from high school, while only 4% had solely finished secondary school.

Only one participant choose not to answer the question about monthly income, as it was the only voluntarily one throughout the survey. 41% of the respondents had a monthly income

between 15 000 – 29 999 SEK, closely followed by 36% in the interval between 0-14 999 SEK. For the higher incomes, 16% earned between 30 000- 44 999 SEK, and only 7% had a monthly income of 45 000 SEK or higher.

In order to investigate if the participants showed any connection between awareness and actively seeking out information, it was asked if they were a member of any environmental, human rights, or animal rights organisation. The respond was that 88% answered no to this question, thus only 12% are members in any sort of the implied kind of organisations. As a follow up to this, the respondents who answered yes were asked to list the organisations which they are members of. Some of the most common ones were Naturskyddsföreningen (The Swedish Society for Nature Conservation), Green Peace, Amnesty, The UN, Child Fund, Doctors Without Borders, Sightsavers, UNICEF, and the Red Cross.

4.1.2 Most Important Factors When Purchasing Clothes

The participants were asked to rank five factors in the order of what was perceived to be the most important when purchasing clothes. Quality proved to be the most important factor for about half of the participants, but the factor of price was not far behind. These two reasons were the most important factors for the majority of the participants. On the bottom of the ranking however, the brand of the product and the service of the store is found. These two factors show little importance for the customers, leaving the responsibly produced factor in the middle, not being highly important but not irrelevant for the participants in the survey.

4.1.3 Locus of Control

In order to gain insight whether the consumers feel that their actions can affect a company, they were asked how much they perceived their actions to influence an organisation. A total of 51% responded that they believed their actions only influenced a company “a little”. However, 33% answered “quite a lot” to this question, and 5% “a lot”. 10% felt like their actions did not matter at all to influence a company.

4.1.4 Importance of Responsibly Produced Clothing

A majority of 57% of the respondents answered “quite important” to the question if it was important to them personally that the clothes which they purchase are responsibly produced. For 25% this factor was “not that important”, and 3% responded “not important at all”. A small portion of 16% answered that this factor is “very important” to them.

4.1.5 Engagement in Search For Information

This question is about to what extent the participants perceived themselves to search for information on what clothing is responsibly produced. Only 1 person out of the 212 respondents answered “a lot” to this question, giving a percentage of less than 0.005%. 11% of the participants responded to search “quite a lot” for this kind of information. The majority however- 55% - responded to only do this “a little”. 34% responded that they do not seek out information actively at all.

4.1.6 Reactions Toward Covering in Media

Even though there were not a large amount respondents that actively sought out information about companies' production, there is a high response rate from the participants that they would react to the unethical behaviour of apparel companies when it is reported about it in the media. Only 4% stated that they would not react at all, followed by 24% which stated they would react "a little". The majority would react "quite a lot", with 39% of the respondents. 33% indicate that they would react "a lot".

4.1.7 What Would Affect the Purchasing Behaviour

In order to investigate what kind of negative CSR that affects the consumer purchasing behaviour, four questions were asked in a similar manner, in an attempt to explore what caused the largest reactions.

The first question was regarding if bad working conditions would affect the purchasing behaviour of consumers'. 45% answered "quite a lot" to this question, with 27% responding "quite little" and 25% "a lot". 3% stated that it would not affect them at all.

The second question was regarding child labour. This factor received a more definite response from the participants – 67% answered a lot, 20% quite a lot, 11% a little, and 2% not at all.

When it came to negative effects on the environment, the responses where once again divided. Most of the respondents - 43% - answered "quite a lot" to this, followed by 29% answering "a lot". 22% responded that this would only affect them "a little", and for 6% this does not matter at all.

The last question was about the cruel treatment of animals. The responses were similar to the answers concerning child labour, with a steady decline from "a lot" to "not at all". 46% answered "a lot", 34% "quite a lot", 15% "a little", and lastly 4% responded "not at all".

4.1.8 Continuation of Purchasing Behaviour

This question asked the participants if they would continue purchasing clothes from a company if they discovered that the company was involved in unethical activities. The majority of the respondents – 56% - responded that they would keep purchasing clothes from the company, but less so than before. 36% stated that they would completely stop purchasing clothes from the company, while 8% answered that they would keep their purchasing behaviour the same.

However, the next question asked whether the participants had stopped purchasing a product from a company in the past, due to their unethical behaviour. The answers here were that 66% never had stopped purchasing a product, while 34% had.

In addition, the participants where asked if they would consider to start purchasing clothes again from the company, if it was proven that they had stopped with their unethical actions. 78% responded yes to this question, while 22% answered that they would not do this.

4.1.9 Actions to Show Disapproval

In the last structured question, the participants were asked to identify what actions they would take in order to show their disapproval of how a company acted. Multiple answers were possible, as to see what the consumers would do if they did not have any limitations.

Criticising the company in question to friends and family received the largest amount of responses, with 123 peoples indicating that they would do this.

Close behind came boycotting of the company and their products. 108 people stated that they would stop purchasing from the company in question to show their disapproval.

After these two actions came criticising the company through social media. 47 of the participants would choose to let others know how they felt through social media.

37 participants indicated that they would feel affected by the companies actions, but would not act in any way at all to show their disapproval.

Lastly, 4 participants would choose to protest against the company, and 7 would choose some other course of action.

4.2 Cross Tabulation of Survey

By implementing cross tabulations on questions that relate to each other, factors can be analysed with a chi square test to see which variables are significant when related to each other. A level of significance of 0.05, or 95% certainty, will be implemented throughout the testing. The chi square values, as well as the degrees of freedom, were provided through the cross tabulation program in the Qualtrics Software which was used for the survey. In order to ensure that these numbers are correct, the researchers calculated a sample of them. By ensuring that the numbers provided and the sample which was calculated corresponded, it was decided that the Qualtrics Software is reliable.

4.2.1 Impact of gender

According to the answers received on the question regarding the importance of clothes being responsibly produced, women are more likely to see this as a significant factor. Although the respond rate of women is higher, a chi square test can support this hypothesis.

Null hypothesis, H_0 : The difference in answers between male and female are due to chance.

Alternative hypothesis, H_A : The difference in answers between male and female are not due to chance.

With a chi square (χ^2) of 8.53, and the degrees of freedom being 3, we can reject the null hypothesis. This indicates that women are more likely to think of the clothes being responsibly produced as an important factor when purchasing clothes.

The final cross tabulation being made with regards to gender is how the participants state that they actually have stopped purchasing clothes from a company due to it behaving irresponsible. With the χ^2 being 3.03 and degrees of freedom being 1, the null hypothesis will be

accepted in regard to this question. This means that there is not sufficient evidence to prove a significant difference between how men and women has stopped purchasing clothes due to irresponsible behaviour.

These tests' show how women seem more likely to feel that it is important to purchase clothes that are responsibly produced. However, there is no evidence of females actually boycotting companies in a higher regard than men.

4.2.2 Impact of Age

The linkage between age and the importance of clothing being responsibly produced are the next factors being tested. With the most respondents being in the age range of 19-24, these elements are being tested for possible connections.

H_0 : The difference in responses in different age groups is due to chance.

H_A : The difference in responses in different age groups are not due to chance.

In this case the χ^2 is 21.19 and degrees of freedom are 21. The null hypothesis is accepted, and shows that there is no evidence of age being of significant importance when stating how important it is that clothes are responsibly produced.

4.2.3 Members of organisations

One of the questions in the survey asked the participants if they were members of a environmental, human rights, or animal rights organisation. This was in order to investigate if there is a difference between how important these members view corporate irresponsibility compared to the rest of the participants. By reviewing the numbers, it is suggested that members of organisations care more about their clothes being responsibly produced, and therefore there are the following hypotheses:

H_0 : Members of organisations are not more likely to care about responsible production.

H_A : Members of organisations are more likely to care about responsible production.

With a χ^2 of 4.63 and degrees of freedom of 3, the null hypothesis is accepted. This means that there is no evidence of members of organisations perceiving it as more important than other participants that clothes are responsibly produced.

4.2.4 Locus of Control

In order to investigate whether the participants felt that their actions would influence a company, and if there was a linkage between this and if they would keep purchasing clothes from a company that has behaved irresponsibly, these two factors where tested together.

H_0 : Individuals who feels that their actions influence companies are not more likely to stop buying clothes from a company who are irresponsible.

H_A : Individuals who feels that their actions influence companies are more likely to stop buying clothes from a company who are irresponsible.

In this case the χ^2 is 38.57 and the degrees of freedom 6, rejecting the null hypothesis. Due to this it can be seen that there is a strong relationship between how influential the consumer feels and their actions.

4.2.5 Importance to Consumer

The answers from the survey indicate that if the respondents state that it is important to them that the clothes which they purchase are responsibly produced, they are more likely to try to seek out information themselves.

H_0 : The connection between individuals who believe it is important that clothes are responsibly produced and how much engagement is put into gaining knowledge about this is only due to chance.

H_A : The connection between individuals who believe it is important that clothes are responsibly produced and how much engagement is put into gaining knowledge about this is not due to chance.

For these factors, the χ^2 is 97.44 and the degrees of freedom being 9. This result in a rejection of the null hypothesis, and it can be stated that there is a linkage between these two factors.

In order to further test the relationship of how important it is stated that responsibly produced clothing is to the participants, it is compared with the question of how the respondents would keep purchasing clothes from a company if they behaved irresponsibly.

H_0 : The connection between individuals who believe it is important that clothes are responsibly produced and if they would keep shopping at an irresponsible company is due to chance.

H_A : The connection between individuals who believe it is important that clothes are responsibly produced and if they would keep shopping at an irresponsible company is not due to chance.

For this case the χ^2 is 39.83 and the degree of freedom 6, rejecting the null hypothesis. From this it is seen that there is a connection between these two factors as well.

4.2.6 Attitude-Behaviour Gap

By using a cross tabulation of the questions concerning continuing purchasing at a company and if the participant had done this in reality, it is intended to investigate if there is any indication of an attitude-behaviour gap. The questions were regarding whether they would stop purchasing clothing from a company that behaved irresponsibly, and if they had previously stopped purchasing from a company due to this reason at any point in time. The results showed that 92% of the participants stated that they would shop less, or stop completely if they discovered that a company was behaving irresponsibly. However, only 36% of these people stated that they previously had stopped purchasing from a company because of corporate irresponsibility. This can be seen in table 1.

| | | Would you continue to buy clothes from an apparel company if you found out that the company is involved in unethical activity? | | | Total |
|---|-------|--|---------------------------|-------------------------|-------|
| | | Yes, I would continue to buy as usual | Yes, but I would buy less | No, I would stop buying | |
| Have you previously stopped purchasing product from a company based on unethical company behaviour? | Yes | 1 | 26 | 45 | 72 |
| | No | 16 | 19 | 32 | 140 |
| | Total | 17 | 118 | 77 | 212 |

Table 1 Cross Tabulation

4.3 Findings from Interviews

The authors undertook semi-structured interviews with nine individuals. In order to avoid gender bias affecting the results, four of the selected individuals were female and five were male. In terms of educational background, one of the interviewees had completed elementary school, six had completed high school and two had achieved a University degree. Out of the nine interviewees only one was a member of an environmental, human rights, or animal rights organisation.

The key themes that emerged from the interviews were demographic differences, negative factors concerning production practices, price and quality, lack of information, external factors and awareness, availability and style, locus of control and attitude versus behaviour. The contribution of each key theme towards understanding how negative CSR actions within the apparel industry influence Swedish consumers' attitude and purchasing behaviour is discussed below.

4.3.1 Demographic Differences

There was only one response concerning demographic differences from the interviews that was distinguished. The oldest interviewee did not feel that price was important when purchasing clothes. Quality was the only factor that the interviewee viewed as important for the purchasing decision. Furthermore, two male respondents stated that they had stopped purchasing from a company that had been irresponsible in their production.

4.3.2 Contributing Negative Factors Affecting Consumers Purchasing Decision

The interviewees were asked to identify what negative factors related to the production part of an apparel industry that would affect their personal purchasing behaviour. The responses from the interviewees were similar, since only four contributing factors were mentioned. In eight of the nine responses the interviewed individuals expressed concern and emotion towards child labour and poor working conditions. However, only one of the interviewees showcased concern for environmental damage or abuse towards animals. The reasoning for

these factors being of importance was mostly that children should not be working, as well as that it should not go against basic human rights laws. One interviewee said that:

"It is important for me, both that I will not get poor health because of clothes, and that others do not get poor health of the situation to produce the clothes. I do not want to feel that what I use is at the expense of others' situation".

- Male, 53

Harmful materials concerning the individual personally was another negative factor that affected the interviewees' purchasing decision. Out of the nine interviewees, two mentioned that they took this factor into account when purchasing clothes.

4.3.3 Locus of Control

Five of the interviewees argued that they believed that their reactions did have an impact on corporate behaviour. One male interviewee believed that the action to go back to a company that had been irresponsible, but was now responsible in their production would encourage other companies to do the same. Another interviewee mentioned that its influence on a company's behaviour was limited, due to the fact that today there are multinational apparel companies. This interviewee argued that even if an apparel company is irresponsible in their production, they have the possibility to purchase another company with better reputation. However, there was one interviewee that did not believe that their reactions would have an effect on corporate behaviour.

4.3.4 Price and Quality

Out of the nine interviewees, eight mentioned that price and quality are the most important factors guiding their purchase of apparel. There were several reasons given for why price was considered to be the most important factor for the respondents when purchasing clothes, yet all of them could be connected to the interviewees' current life situation. The participants argued that limited finances due to unemployment or being students affected their willingness to spend money on their clothing. Furthermore, there were arguments for why a consumer is not willing to pay more than necessary for any product. However, five of the interviewees claimed that they would not mind paying a higher amount of money for clothes that they knew were responsibly produced, but with the prerequisite that this additional amount would be within an acceptable price range. An example was given by one of the interviewees:

"If I was allowed to choose a garment that is, or I mean two that cost the same and one of the garments is responsibly produced, then I would have chosen the one that is responsibly produced. But I am not willing to spend 500 SEK more for the garment".

- Female, 22

As previously stated, price was not the only factor of high importance when influencing the purchasing behaviour of the Swedish consumers. Throughout the interviews, it was clear that the quality of the clothes was an additional important factor. Five of the interviewees acknowledged that price and quality are interlinked, thus affecting the purchasing behaviour. Interviewees that mentioned quality as a key factor argued that they wanted to purchase

clothing that was durable and reliable. This was clarified with examples of the clothes being durable through multiple times of laundering, and that the clothes should not contain any harmful materials. Two of the interviewees believed that paying more for a product would automatically contribute to higher quality, thus they were willing to pay more for apparel. Other participants argued that even if clothes are of high quality and cost more, it is impossible to know whether these clothes are produced in the same factories as the clothes of low quality.

4.3.5 Lack of information

Eight of the interviewees replied that information about production in the apparel industry was perceived to be close to non-existent, or not reliable. Three of the interviewees believed that it was solely the company producing the clothes that carried the responsibility to inform consumers. Only one participant believed that the responsibility lied with the consumers, while the remaining five interviewees stated that there was a shared responsibility of the company producing the clothes to give out information and for consumers to search for it. Even in the cases where it was believed that both parties had a responsibility, the interviewees argued that the main responsibility still lay with the company to make information available.

Regardless of who has the responsibility of making information available or pursuing it, the interviewees argued that the small amount of information that they perceived existed, was unreliable. According to the participants, the most common sources of collecting information were through Google, Flashback Forum, or looking into the companies' own policies and business/production methods. The majority of the interviewees argued that this information could not always be seen as reliable, since companies do not necessarily follow their own policies in practise and could therefore not be trusted. One participant stated:

"It should not only be themselves [the company] that say it, that they have corrected their mistake. It should be, in such cases, that independent auditors go there [to the company] who are not employed at the company so that they are not bias. Also that there are others that can confirm that this has been conducted in a good way, one cannot rely on what the companies themselves say".

- Female, 26

However, these methods were not the main source of information for any of the respondents. Most of the information that was found about companies' production was revealed when companies were exposed for behaving irresponsibly, and was then covered in media outlets such as TV news or newspapers. Moreover, one male interviewee mentioned that if a company had been exposed to be irresponsible by media he would not trust this information until it was proven accurate by other sources.

The most common response from the interviewees when mentioning the lack of knowledge concerning the production of apparel companies, was that the information is not easy to find or not even perceived to exist. All of the interviewees argued that the reason for them not gathering information themselves was due to lack of time or simply a lack of interest. The

interviewees further mentioned that if they would have had the possibility of accessing information about companies' production, they could more actively take this into account when purchasing clothes.

None of the interviewees could think of any examples of clothing companies that were responsible in their production. However, there were six interviewees that could do the reverse, and mention a company which they perceived as behaving irresponsibly. All of these participants mentioned the same company, which is one of the world's most valuable brands according to Forbes (2015).

4.3.6 Availability and style

The interviewees argued that they would purchase responsibly produced clothing, but that these product lines were not available to them. A couple of the participants stated that they had knowledge about companies with additional product lines that was branded as "Eco" produced clothing. Although, these interviewees did not know for certain what the company guaranteed with this branding. In addition, even if responsible clothes were available, these may not correspond to the style or fashion that the interviewees desired. The style of the clothes was used as a reason for not purchasing responsibly produced apparel, as one of the interviewed persons explained:

"One has one's way to dress, one cannot simply purchase another way to dress solely for the sake of it being ethical".

- Female, 46

4.3.7 Attitude versus Behaviour

All of the interviewees mentioned that they would react to negative information concerning a company's production. The only form of responsive action gathered from the interviews was that the participants would stop purchasing products from such a company, and eight of the interviewees would boycott a company exposed to such information. However, when the interviewees were asked to point out a specific situation where they had stopped purchasing clothes from a company due to irresponsible behaviour, there were only two male interviewees who could do this.

The reactions further differed depending on several surrounding factors. The first surrounding factor that emerged from the data was how the level of irresponsibility would affect the interviewees' reaction. Another factor was the attachment the interviewees' had towards a particular brand. One female interviewee argued that if a company that she had purchased her favourite brands from would be exposed to such information, she would not stop purchasing from that particular company. However, if it would be a company that she did not purchase clothes at often she would have no trouble switching to a substitute. This interviewee said that:

"It cannot be too complicated to switch between products, it needs to be replaceable in a good way. I have my favourite jeans and I need to have them".

- Female, 22

The interviewees were then asked if they would return to a company in case it had corrected its mistake of being irresponsible. All of the interviewees stated that they would return if a change had occurred and been proven to be reliable and trustworthy.

However, seven of the interviewees admitted that their behaviour did not match with their actions, and that they still made purchases from companies that they knew might be irresponsible. When reviewing these answers, it can be noted that three of the interviewees mentioned that they firstly would avoid purchasing clothes from an irresponsible company, but after a while they would probably change their behaviour and start purchasing from these companies again. They argued that the feeling of avoiding an irresponsible company only lasted for a limited period of time, after which this feeling gradually diminished.

Two of the female interviewees stated that there was no difference between their attitude and behaviour. However, when these two interviewees were asked if they had stopped purchasing from an irresponsible clothing company, neither one could give an example that this was something which they had done. The interviewees further argued that the reasons for why they did not purchase responsibly produced clothing. Eight of the interviewees mentioned lack of knowledge as a key factor, five mentioned price, and finally three of the interviewees mentioned style.

4.3.8 External Factors Influencing Purchasing Behaviour and Awareness

When asked, the interviewees stated that their purchasing decision was not solely based on their individual perception, but that it is also influenced by the perceptions and actions of the people surrounding them. The interviewees argued that people in society reacted in a similar manner as themselves, which was avoiding or boycotting companies that were exposed as being irresponsible in their production practises. According to the interviewees this influenced their purchasing behaviour by raising their awareness. In terms of awareness, the interviewees stated that it was created by others informing them regarding companies that had been exposed of irresponsible behaviour, making it possible for the interviewees to avoid these companies as well. However, the interviewees did not believe the social pressure resulting from this would affect their behaviour.

The spreading of information showed to mainly focus on negative information concerning companies. The interviewees stated that they more rarely received positive information about companies' production. The interviewees further indicated that they were more influenced by negative information than by positive information regarding companies' behaviour.

5 Analysis

This section will analyse the empirical data collected from the survey and the semi-structured interviews, as well as from the theoretical framework.

5.1 CSR and the Consumer

When comparing the findings from the quantitative and qualitative research, it is evident that the majority of the respondents place importance on clothing being responsibly produced. The survey presented that majority of the participants showed concern for responsibly produced apparel. This was further confirmed in the interviews where all respondents claimed to place emphasis on the matter. Consequently, it can be concluded that consumers show a general concern regarding products being responsibly produced in the apparel industry.

The empirical research investigated whether consumers who are members of environmental, human rights, and/or animal rights organisations are more likely to place importance on responsibly produced clothing than other respondents. The results from the survey and interviews presented no evidence of members displaying greater concern for responsibly produced apparel. Therefore, it cannot be assumed that being a member of an organisation necessarily suggests that the consumer is ethical, since Connolly and Shaw (2006) suggest that ethical consumers display an increased emphasis on CSR issues. Due to this, it can be established that a membership in organisations focusing on environmental, human rights, and animal rights is not a factor that affects Swedish consumers' attitude. However, it should be mentioned that the interviews only presented one individual who was a member of such an organisation, and it is therefore suggested that further qualitative research is conducted to support the assumption.

5.1.1 Demographic Differences

The result from the survey indicated the existence of a difference between genders regarding the importance of purchasing responsibly produced apparel. Thus, females place an increased emphasis on clothes being responsibly produced compared to men. This confirms the findings of Wagner et al. (2008) and Klein et al. (2004), who argue that females care more about negative CSR than men do.

Similarly, further findings from the qualitative study indicated that there is a difference between females and males reaction towards corporate irresponsibility. Although, this difference is only evident when comparing past actions between genders and not when comparing how the participants claim they would react. Furthermore, previous studies have not identified a similar difference between the genders (Carrigan & Attalla, 2001; De Pelsmacker et al., 2005). Consistently, the survey did not display any dissimilarity between the reactions of male and females. It is therefore concluded that there is not sufficient evidence to support that gender can have a significant impact on attitudes and reactions towards negative CSR.

Furthermore, the empirical findings do not show sufficient evidence to confirm that age plays a role in influencing consumers' attitude or behaviour concerning negative CSR. Thus, neither the survey nor interviews could present any significant differences regarding attitudes

or reactions corresponding to consumer's age. These findings are inconsistent with previous research by Arlow, (1991), and Wagner et al. (2008), suggesting that age affects the impact of negative CSR on consumers. However, the qualitative study presented that the oldest interviewee was less concerned about price than the other participants. Nevertheless, this does not confirm that age is a factor that impact consumers regarding corporate irresponsibility, and it is therefore suggested that this matter is investigated further.

Previous research by Dickson (2005) suggests that consumer attitude is affected by the consumers' level of education. When presenting the results from the quantitative and qualitative research, there is no indication that education impacts consumers' attitude towards corporate irresponsibility.

Based on the findings in the empirical research, it can be established that the age and educational levels of consumers do not impact consumer attitude and behaviour. The results have further presented that gender does not influence consumer reactions towards corporate wrongdoing. Conversely, the findings suggest that gender is connected to the level of importance put on issues related to irresponsible production by companies. Thus, it is suggested that gender does impact consumer attitude regarding corporate irresponsibility but there is not sufficient evidence suggesting that it affects behaviour in a similar manner.

5.2 CSR and Culture

The findings from the quantitative study presented how a majority of the participants responded that responsibly produced apparel is an important factor when purchasing clothing. Moreover, during the interviews there was a pattern of responses indicating that the participants cared about clothing being responsibly produced. Furthermore, the results from the survey showed that almost all respondents (92%) answered that they would purchase less from a company, or stop buying there completely, if knowledge regarding irresponsible behaviour was presented to them. The interviewees responded in a similar fashion, and stated that they would react towards the actions of the company. Despite the participants in the empirical research claiming that they are positive towards punishing irresponsible companies, both the quantitative and qualitative research showed that the majority of the respondents had not punished companies for irresponsible behaviour in the past.

Based on previous research by Williams and Zinkin (2008), combined with Sweden's scores on Hofstede's cultural dimensions (Hofstede et al., 2010), it was expected that Swedish consumers would punish a company if it was revealed that said company was behaving irresponsibly. The empirical research conducted supports the proposition that consumers in Sweden are likely to penalise companies for irresponsible behaviour. Yet, it should be mentioned that the proposition based on previous research was only compared to the participants' statement of how they claimed to react and not with past actions. Furthermore, although the findings speak in favour for that the Swedish consumer would punish companies for corporate wrongdoing; it should be noted that the empirical research provides no method of comparing this to other countries and cultures. It is therefore suggested that future studies conduct further research regarding the matter in order to create more reliable information.

5.3 Locus of Control

The results from the conducted survey indicated that half of the respondents believed that they could influence change in a company to some extent. A third of the participants stated that they perceived that they could impact company behaviour “a lot”. Furthermore, the quantitative study revealed a positive connection between consumer perception of individual influence on corporate behaviour and which consumers who stated that they are probable to take action against company misconduct. Thus, consumers who believe their actions can impact companies to change their behaviour are more likely to show their dissatisfaction through action.

This is consistent with the findings from the interview were five respondent mentioned the matter. The majority of the participants responded that they do possess power that can affect the irresponsible companies to change for the better. However, one interviewee argued that the power emerged from consumers with similar attitudes towards the wrongdoing converge and take action. Furthermore, one of the participants responded that its influence on company behaviour was very limited claimed that this was due to that multinational apparel companies that are irresponsible have the possibility to start over again through acquisition of other companies with better reputation. When comparing the interviewees’ locus of control with the individuals’ claims regarding the likeliness of them taking action against corporate wrongdoing, there is solely a relationship between the response and the locus of control for individuals with the internal kind. Thus, a relationship between internal locus of control and the likeliness to act against corporate irresponsibility can be established. On the other hand, there is no apparent connection between external locus of control and the probability to show discontent against corporate misconduct. It should be noted, however, that there is limited evidence confirming the latter assumption. Therefore, it is argued that the qualitative study show a connection between locus of control and the probability of taking action against in general.

The quantitative research presents findings similar to Bray et al. (2011), suggesting that locus of control does influence consumers’ likeliness to act against corporate wrongdoing. Similarly, the result from the qualitative study presents that consumers’ level of internal locus of control have an apparent connection with whether they would take action against irresponsible companies. Consequently, confirming the study by Bray et al. (2011), there is sufficient evidence to support that locus of control impacts consumers’ behaviour in general. However, it was indicated in the interviews conducted that external locus of control did not influence consumer behaviour towards the issue of corporate wrongdoing related to production practices. Yet, there was limited evidence supporting this statement and it is recommended that future research investigate the issue further.

5.4 CSR and Purchasing Criteria

Previous research by Öberseder et al. (2011), suggest that there are several determinants that decide whether consumers consider CSR in their purchasing decisions. When viewing the results from the interviews conducted, the participants provided arguments for why they did not purchase responsibly produced clothing, which included income and work situation. This

aligns with the studies of Öberseder et al. (2011), and Carrigan and Attalla, (2001), where price and financial situation are considered central factors for consumers. Furthermore, there is evidence in the empirical findings, as well as in previous research (Öberseder et al., 2011; Carrigan & Attalla, 2001), that these factors are considered to be more important than ethical values. It can therefore be argued that these findings support the claim by Öberseder et al. (2011), suggesting that consumers do not purchase responsibly until other factors that are perceived as more important are fulfilled.

5.4.1 Information and Awareness

The qualitative research revealed that consumers possess a limited amount of knowledge concerning apparel companies' production practices. The respondents were not aware of corporations that were responsible or irresponsible. This indicates that the consumers are unaware of production practices within the apparel industry regardless if the company is socially responsible or not. This is consistent with previous research stating that few consumers are aware of companies' CSR activities (Bhattacharya & Sen, 2004; Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001).

When comparing the results from the qualitative and quantitative studies, it is made clear that consumers do not generally seek out information regarding companies' production. The quantitative study further demonstrates that there is a connection between individuals who value responsibly produced products and the level of engagement put into information search. This implies that consumers who place more importance into purchasing responsibly made clothing are more likely to actively search for information about corporations' production policies and previous scandals. A majority of the interviewees who did not actively put effort into finding information regarding this matter stated that it was due to time constraints and lack of interest. Similarly, Titus and Bradford (1996) acknowledge time pressure as a reason for unawareness among consumers. If information about negative CSR was received through social means, such as from people in their surroundings, the interviewees acknowledged that this would affect their attitude regarding the company in question. The participants did however not believe that the social pressure from peers would affect their behaviour.

Moreover, the majority of the respondents in the interviews conducted claimed that the information about corporations' production practices was limited. Furthermore, the interviewees did not possess sufficient knowledge about how to access this information and mentioned that the facts provided by the companies themselves were prone to be unreliable. Previous research by Öberseder et al. (2011) suggests that consumers are unlikely to consider negative CSR when making a purchase if they have no or limited information about the matter. This was confirmed by the majority of the participants in the interviews, who stated that their lack of information and knowledge were large contributors to why negative CSR did not influence their decision-making process when purchasing apparel. As a result of the inadequate awareness and access of information among consumers concerning apparel companies' production it can be established that limited awareness and knowledge is a barrier to why consumers may not change their purchasing behaviour.

5.4.2 Availability

When conducting the interviews, a majority of the participants mentioned the lack of availability of responsibly produced clothing. Furthermore, it was mentioned that the style of the responsibly made products was a key factor along with availability that influences whether the consumers would switch to a more responsible brand. Some of the respondents acknowledged the existence of brands that have launched ethical and responsibly made collections in addition to their usual range of products. However, they were uncertain about what the labelling on these collections meant. The findings from the empirical study regarding if availability is an important purchasing criterion is confirmed by the research conducted by Carrigan and Attalla (2001) and Joergens (2006). It is, therefore, suggested that consumers do find availability an important criterion when making a purchase. In addition, the information that consumers rely on the labelling on apparel to make conscious purchasing decisions, even though they are uncertain of its meaning, is consistent with research by Carrigan and Attalla (2001). The finding implying that the style of the clothing can be a barrier to purchasing more responsibly is confirmed by Carrigan and Attalla (2001), and Bhattacharya and Sen (2004), suggesting that consumers are unwilling to compromise with product factors, including appearance and quality. It can be concluded that consumers are passive when purchasing apparel and are not willing to go through additional inconvenience in their decision-making process.

5.4.3 Price and Quality

In accordance to previous research (Carrigan & Attalla, 2001; Boulstridge & Carrigan, 2000; Öberseder et al., 2011), price and quality have proven to be the most important purchasing criteria for consumers. The survey presented that consumers put emphasis on quality when making a purchase, with price being the second most important factor. In the interviews, a clear majority of the respondents stated that price and quality was key factors in the purchasing decision. However, the follow up questions revealed that price was the most significant out of the two. These findings show significant support for the already existing literature from Carrigan and Attalla (2001), as well as for research by Bray et al. (2011).

The participants argued that price was of most importance mainly due to their current life situation, including limited finances as a result of unemployment or studying. The reasons for the importance of quality were suggested to be increased durability and more reliable clothing, as well as the minimisation of harmful materials. Furthermore, some of the respondents mentioned that higher quality is linked to price. On the contrary, other interviewees claimed that better quality and a higher price does not result in more responsibly made clothing since there is a possibility that these could have been produced in the same factories as products of lower quality and price. By analysing these findings, it can be suggested that consumers are suspicious of whether higher price and quality inclines better production practises by companies.

Furthermore, the findings from the interviews imply that consumers are reluctant to pay extra and are unwilling to settle for less quality when it comes to responsibly produced cloth-

ing. The participants argued that a minor difference in price between a product that is responsibly produced and a product that is not could influence them to purchase the former one. Nevertheless, this was only the case if the quality of the garment was not compromised. This is consistent with previous research by Carrigan and Attalla (2001), and Bhattacharya and Sen (2004), who similarly suggested that consumers are reluctant to compromise price and quality for a more responsibly made alternative. These findings implies that consumers perceive responsibly made products to be of lesser quality and with a higher price, as is similarly suggested by Bray et al. (2011). However, it should be noted that a few of the interviewees stated that they were willing to pay more for responsibly produced clothing as long as the extra cost was within an acceptable price range. Despite of that, it can be established that price and quality are criteria that are of higher value for consumers than the responsible production of apparel. Furthermore, price can be assumed to be the overall most important purchasing criterion as suggested by the respondents in the interviews and supported by previous research (Bray et al., 2011; Öberseder et al., 2011; Carrigan & Attalla, 2001).

5.4.4 Attachment

Bhattacharya and Sen (2003) suggested that how attached a consumer is to a company which practices responsible behaviour influence the response of the consumer to corporate behaviour. Furthermore, these researchers argued that for the consumer to respond, a certain level of engagement in the specific CSR activity of the company needs to exist (Bhattacharya & Sen, 2003). The majority of the respondents in the qualitative study argued that they would have a negative response, such as boycotts, to corporations that were engaged in various irresponsible activities related to production. However, one respondent highlighted the importance of the brand of the company which performed these types of activities. The participant argued that a negative response to corporate irresponsibility would only occur if the company or its products were not of significant importance to the individual. This finding confirms research by Bray et al. (2011) stating that an allegiance or attachment to a company decreases the likelihood of a consumer response to any negative activity by the company. Furthermore, it can be implied that the matter has do with convenience and uncertainty avoidance for the consumer as well. To find a more responsible alternative that fulfils all the attributes of the irresponsible corporation can be considered impossible or too much of an inconvenience for the consumer.

When comparing the quantitative and qualitative research conducted it is evident that the respondents are more affected by the use of child labour than by animal abuse, poor working conditions or damage to the environment. The survey showed a clear result that child labour was the factor that was most likely to generate a response from consumers and causing them to alter their purchasing behaviour. The factors that were claimed to generate the most effect on consumers' behaviour in the interviews were child labour and poor working conditions. In addition, research by Bray et al. (2011) and Boulstridge and Carrigan (2000) suggest that consumers are more likely to respond to issues affecting their own person. Two of the participants in the interviews mentioned a factor that affected them personally that would also

change their behaviour. The interviewees pointed out that hazardous materials used in clothing would affect the purchasing behaviour, since this could endanger the individuals' own health as well as the health of the people working with the production.

The findings from the empirical research suggest that the study by Bhattacharya and Sen (2003) regarding that the level of attachment consumers' possess can influence consumer behaviour, can similarly be applied to irresponsible corporate behaviour as well. Furthermore, it can be concluded that child labour and poor working conditions are the factors that the respondents claim to influence their purchasing behaviour the most. This contradicts the study by Carrigan and Attalla (2001), where the exploitation of animals was the factor which created the highest response from the participants. Yet, the quantitative research presented that animal welfare along with child labour were the factors influencing the respondents the most. However, in the qualitative study in this thesis, animal welfare and issues concerning the environment were looked at with lesser importance than factors relating to people. Additionally, it should be noted that the level of engagement in factors related to production are likely to vary according to consumer groups. However, a reaction from the consumers is less likely if the company has a large amount of loyal consumers who have a significant attachment to the brand or its products. Thus, it can be concluded that the level of attachment to a company or a specific cause can possibly be both a barrier and an enforcer for consumers to change their purchasing behaviour.

5.4.5 Attribution and Suspicion

The qualitative research showed that the participants did not trust claims from the companies themselves claiming that they were responsible in the production of their products. This was mainly due to a suspicion towards whether the companies followed their claimed statements about responsibility in reality. One of the participants stated that it is difficult for consumers to know about corporations' production practices and further explained that corporations are very unlikely to reveal irresponsible behaviour themselves. The statement is consistent with previous research suggesting that consumers are more likely to trust information regarding companies' CSR activities if it comes from another source than the company itself (Yoon et al., 2006).

Furthermore, the interviews revealed that consumers are suspicious of what companies mean when labelling clothes as responsibly made, including labelling such as "Eco". The participant mentioning this confusion implied that a lack of knowledge was the main reason for the suspicious reaction. Similarly, a lack of information contributed to participants questioning if a higher price and better quality of a product inclined a more responsible product as well. The participants being suspicious of the linkage between these factors pointed out that they lacked the knowledge whether the product with a higher price and quality is produced in the same factories as products of lower price and quality.

Previous research suggests that irresponsible corporate behaviour creates more intense reactions among consumers than responsible behaviour (Bray et al., 2011; Bhattacharya & Sen, 2004; Mohr et al., 2001). Similarly, the interviews conducted in this thesis indicated a pervasive correspondence bias similarly identified in research by Yoon et al. (2006). This bias imply

that consumers are likely to associate companies with negative attributes if they are informed about irresponsible corporate behaviour when combined with limited previous knowledge. This is evident to a small extent in the findings from the interviews as the participants were solely able to identify irresponsible companies and none who were responsible.

It is suggested by the authors of this thesis that the reason for the existence of suspicion towards apparel companies emerges from a lack of information. The lack of knowledge in combination with the perceived biased information provided by the companies themselves, are believed to be the main reasons for consumer suspicion. In addition, it should be noted that there is the presence of a pervasive correspondence bias that impacts uninformed consumers to focus on corporations' irresponsible activities rather than the responsible ones. Furthermore, it can be argued that consumers' suspicion contributes to a barrier preventing them from altering their purchasing behaviour in favour for more responsible companies. Additionally, it should be noted that suspicion was not evident in all of the interviews and can therefore not be considered to be one of the key factors influencing Swedish consumers' purchasing behaviour.

5.5 Consumer Reactions

The quantitative study presented that the majority of the respondents would react in some way to corporate irresponsibility. As mentioned by Grappi et al. (2013), and Romani et al. (2013), corporate irresponsibility can influence the emotions of consumers and trigger a change in purchasing behaviour. This was confirmed in the quantitative research, where a connection emerged between the level of importance consumers felt about responsibly produced apparel, and whether they would continue shopping at the irresponsible company. Thus, this indicates that the stronger the emotional connection is to the irresponsible behaviour in question, the more likely it is that the consumer takes action against it. Similarly, the qualitative study revealed that all respondents claimed to react negatively to corporate wrongdoing. However, the findings from the interviews suggested that the intensity of the reaction was impacted by surrounding factors, including the brand of the company and level of misconduct.

Furthermore, the kind of action consumers claim to take when reacting to information about corporate irresponsibility varied between the quantitative and qualitative study. Approximately half of the participants in the survey claimed that they would continue purchasing from an irresponsible company, but reduce the amount purchased. However, the majority of the respondents would criticise the company in question to people in their surroundings as a responsive action. This confirms the findings of Öberseder et al. (2011), who suggest that word of mouth is an important factor when sharing emotions. To completely boycott the company was mentioned as the second most common action to undertake. On the contrary, the interviews suggested that consumers would primarily boycott the wrongdoing corporation and no other form of responsive action was mentioned during the qualitative research. The significance of boycotting as a response to corporate irresponsibility is supported in research by Klein et al. (2004), where consumers see boycotting as an effective action to take against companies.

Throughout the empirical research conducted, the participants exhibited a tendency to rely on constructive punitive actions when responding to companies' irresponsibility. In the situation where a former irresponsible company changed its behaviour for the better, the majority of the respondents in the survey claimed to be willing to start purchasing there again. Likewise, all of the participants in the interviews stated that they were willing to do the same. This behaviour can be interpreted as a way of influencing companies' behaviour to become more responsible and can therefore be seen as a constructive punitive action, as suggested by Romani, et al. (2011).

From the research conducted in this thesis regarding consumer reactions, it can be suggested that consumers claim to react negatively towards corporate irresponsibility concerning production practices. As might be expected, the consumers who have a high level of engagement in issues involving corporate responsibility are more likely to take action to express their discontent. Furthermore, the findings imply that the reactions consumers take are in general constructive and with an intention to make corporations become more responsible in their behaviour. However, it should be mentioned that these findings are based on what consumers are claiming to do and do not investigate their behaviour in reality.

5.6 Attitude-Behaviour Gap

By comparing the responses of whether the participants in the survey would keep purchasing clothes from an irresponsible company, and if they had stopped purchasing clothes in reality, a gap was identified between consumers' attitude and behaviour. Almost all respondents claimed that they would shop less or stop purchasing completely from companies who were irresponsible. However, only one third of these could identify that they had stopped purchasing clothes in the past, due to corporate wrongdoing. This supports the research claiming that consumers' who may possess sufficient information, and have reacted to corporate wrongdoing, will not necessarily act accordingly (Titus & Bradford, 1996; Öberseder et al., 2011). As a result, an attitude-behaviour gap was found, suggesting that consumers' feelings towards irresponsible companies may not be converted into action. The existence of a gap between consumer attitude and behaviour is confirmed by Öberseder et al. (2011), Bhattacharya and Sen (2004), and Boulstridge and Carrigan (2000).

Similarly, further findings from the qualitative study acknowledged the presence of this gap and the majority of the participants identified a difference between their attitudes and actions. However, two of the participants claim that there is no difference between their feelings and what they do in reality. Yet, there is an indication of its existence when reviewing their answers. It is suggested that the reason for why some consumers are unaware of their attitude-behaviour gap should be investigated further in future research.

As previously mentioned, females have shown a tendency to care more about their clothes being responsibly produced than males in the research conducted. Consequently, if females show an increased concern for responsibly produced apparel, this should further indicate that females are more likely to take action against irresponsible companies than men. However, the quantitative study revealed that there was no significant difference between men

and women regarding the probability to act against corporate wrongdoing. Only two interviewees, who were male, could identify a point in time when they had stopped purchasing from a company due to irresponsible behaviour. Based on these findings, women show a tendency to possess a larger gap between attitude and behaviour than men. Conversely, the existence of a similarity or difference between genders has not been presented in any previous research found.

5.6.1 Factors Contributing to the Attitude-Behaviour Gap

According to the participants in the qualitative research, the main reasons for why consumers do not purchase responsibly are price, and lack of information and awareness. In addition, a few of the consumers mentioned the style of the responsible clothing that is available as a factor. These findings imply that the elements mentioned by the respondents are the main barriers preventing consumers from transferring their attitude into their behaviour. Based on this, an assumption can be made that these factors are the main contributors to the existence of an attitude-behaviour gap. This is consistent with previous research by Connell (2010), suggesting that the two barriers contributing to the presence of the gap between attitude and behaviour are reluctance to compromise needs and wants, and lack of knowledge. However, contradictory to Connell (2010), this thesis has acknowledged the mentioned factors as core factors, and suggests that there are several additional factors contributing as well.

As has been mentioned, the empirical research identified an issue related to the perception of that additional effort is needed in order to purchase more responsibly. This was especially evident in the qualitative research where consumers expressed their reluctance of going through extra effort concerning their purchases. Furthermore, the availability of responsibly produced clothing was considered a barrier as well. Despite the fact that the consumers' perception of limited availability of apparel that is responsibly produced can be linked to lack of knowledge, this indicates that there are few companies focusing on the production of responsibly made clothing. Furthermore, attachment to specific brands or products can be considered a contributing barrier as this has been suggested to possibly prevent consumers from switching to a more responsible company. Additionally, companies can encounter suspicion from consumers whether their CSR activities are genuine or not. It is therefore argued that this can be a factor, since consumers who doubt the sincerity of responsible companies' efforts might not purchase their products until they get reliable proof that they are genuine. However, it should be mentioned that the existence of an attitude-behaviour gap could be a result of a social desirability bias. Yet, the authors of this thesis believe that this is not the case as several measures have been taken to minimise this bias.

Thus, the core factors that have been identified to generate the attitude gap are consumers' lack of knowledge and consumers' reluctance to trade of needs and wants, especially concerning price. Other factors, however not regarded as core factors, that are argued to cause consumers to act incoherent with their attitude are the availability of responsibly produced clothes, consumers' attachment to brands and products, and consumers' suspicion towards corporate CSR actions.

6 Conclusion

In this part the findings of the thesis will be summarised in a structured way, while answering the research question and the purpose that were established.

In recent years, the apparel industry has received attention for numerous scandals related to companies' production practices (Nilsson, 2013). For this thesis, the aim was to expand the knowledge relating to *how negative CSR actions within the apparel industry influence Swedish consumers' attitude and purchasing behaviour*. This purpose has been achieved through the use of secondary data, in order to gain a deeper insight in the field, as well as through primary data. The primary research was collected through a mixed method of quantitative and qualitative research, consisting of a survey and semi-structured interviews. The findings enabled the performance of an analysis and the identification of patterns between consumer's attitude and behaviour.

The findings presented that negative CSR does influence Swedish consumers' attitude. In addition, this attitude was further impacted by individuals' locus of control. The findings further suggested that the actions taken by consumers in reaction to corporate irresponsibility are constructive. Yet, the empirical research identified the existence of a gap between consumers' attitude and behaviour. Thus, it is indicated that Swedish consumers do not necessarily transfer their attitude to their behaviour when purchasing apparel.

The presence of an attitude-behaviour gap was inconsistent with the expectations based on research of the Swedish culture, indicating that Swedish consumers would take action and punish corporate wrongdoing. Further research within the area displayed an increased gap among females than among men, implying that females possess a larger difference between attitude and behaviour. However, no indication of similar differences concerning other demographic factors was present.

The empirical research identified several barriers contributing to the existence of the gap in attitude and behaviour. The factors considered to be key barriers were consumers' lack of information and their reluctance to trade of personal needs and wants for societal responsibility. Further contributing factors were the perceived extra effort required to purchase responsibly, limited availability of responsibly produced apparel, attachment to brands or products, and consumer suspicion.

This thesis succeeded in fulfilling its purpose and answering the research question regarding how negative CSR in the apparel industry can affect Swedish consumers' attitude and behaviour. The result can aid companies within the apparel industry operating in the Swedish market to increase their knowledge concerning the consequences of having irresponsible production.

7 Discussion

This section will include thoughts about findings which have not been addressed in the main parts of the thesis, leading to limitations and needs of further research. Following, the practical implications which this thesis can contribute to are discussed.

7.1 Limitations and Future Research

Although the research is believed to be valid and reliable, there are some limitations which have been identified as existing in relation to the thesis. It is important to acknowledge these limitations, as they can affect the interpretation of the research.

The fact that the study focuses on consumer purchasing behaviour of the Swedish population, can be considered a limitation. Therefore, the findings of the thesis cannot automatically be considered applicable to other populations in other countries and cultures, with regards to consumer purchasing behaviour towards negative CSR actions within the apparel industry. A recommendation from the authors of this thesis is that this research could be supplemented with similar studies that are conducted with other populations. This would enable a comparison of consumer purchasing behaviour between countries and cultures, providing additional dimensions to the research topic and generating findings with an international perspective.

Furthermore, it is important to emphasise that all of the conducted interviews are held in Swedish and thereafter transcribed into English. This is considered a limitation, due to the fact that there is a possibility that information may have been lost in the translation process. Therefore, the interviews might not give a complete image and cloud the meaning of the interviewees' statements. Another limitation of using two different languages in the thesis is the possibility that expressions might differ. Hence, suggesting that certain statements in Swedish could imply something completely different from how someone would interpret the same statement in English.

A further limitation is that the data collection relating to the respondents' attitude concerning their purchasing behaviour is based on the respondents' statements only. Due to the limitations of time and financial resources, the authors chose not to investigate whether the respondents' purchasing behaviour was consistent with their statements, i.e. following their purchasing behaviour in reality. Consequently, this is an area that the authors of this thesis find interesting to further investigate.

Furthermore, even though the participants have been anonymous, there is still a possibility of a social desirability bias. However, the authors of this thesis have attempted to minimise it to a great extent. Yet, it is perceived to be inevitable to encounter this bias when conducting a study by solely relying on the participants' own statements.

It is additionally recognised that the quantitative data may provide a limitation when it comes to the age of the respondents. Most participants were within the same age interval, thus, the respondents in this age group had a greater influence on the results of the thesis, compared

to the respondents in other age groups. Therefore, it is suggested that future research conduct a quantitative study with participants of evenly distributed age.

There is limited previous research based on demographic differences and consumers' relation to negative CSR. The findings from this thesis have not been able to sufficiently support or contradict the research already existing. Because of this, the authors believe that further research is needed in this area in order to define whether demographics has an effect on the consumer purchasing behaviour. Furthermore, as solely one interviewee was a member of an environmental, human rights, or animal rights organisation, it is suggested that further research is conducted to investigate whether their attitude and behaviour differs from the rest of the population. Additionally, future studies are suggested to investigate the connection between consumers' locus of control and reactions, especially concerning external locus of control.

The fact that this thesis has decided to solely focus on consumer behaviour in the apparel industry can be considered a further limitation. Consumer purchasing behaviour is likely to vary between different retail industries, because of varying relevance of factors. A suggestion for future research is to conduct studies in other industries, in order to be able to compare the purchasing behaviour of consumers in all retailing businesses. Furthermore, it has been recognised that the topic of CSR is a broad subject, which has been narrowed down for the purpose of this thesis. As CSR is not only a part of the production process of apparel companies, further research could benefit from investigating how the consumer purchasing behaviour is affected by CSR in other areas, such as marketing, governance, or donations to society.

As mentioned in the problem statement, the subject of CSR and how this affects consumers is a well-researched area. The research to date has mainly been concerning how positive CSR affects consumers' behaviour. As studies regarding the field of CSR have not been focusing on Swedish consumer behaviour, it is suggested that future research investigates how positive CSR affects Swedish consumer. Moreover, the research that focuses on negative CSR and Swedish consumers has, similarly, been very limited. Thus, this thesis should provide a good basis for future research.

7.2 Practical Implications

The findings throughout this thesis can increase marketers' knowledge regarding what consequences their socially irresponsible actions can have on consumers' attitude and behaviour. Firstly, consumers show an increased likeliness of responding negatively to irresponsible corporate activities regarding issues they are highly engaged in. Furthermore, marketers should be aware of that consumers tend to put more focus onto the negative activities of a company, rather than the positive ones. Consumers may be suspicious regarding companies' purpose to engage in CSR activities, hence, marketers' needs to convince consumers that their intentions are genuine. Moreover, consumers' perceived influence on corporate behaviour impacts the probability of them purchasing ethically. Thus, marketers of ethically responsible companies need to convince consumers that their actions can initiate a change in the behaviour of irresponsible companies.

Further implications for marketers are concerned with the consumers' limited amount of knowledge regarding CSR issues and corporate behaviour. For consumers to consider responsibility an important purchase criterion, marketers are advised to engage in activities which increase consumer awareness. Yet, possessing knowledge regarding these matters does not automatically generate consumers who purchase more responsibly.

Furthermore, consumers do not necessarily purchase responsible products simply because they express a desire to do so. In general, price, quality, and style are not factors consumers are willing to trade off for products to be responsibly produced. In addition, consumers are reluctant to undergo additional effort or inconvenience when making a purchase. Socially responsible companies are suggested to increase the availability of ethically manufactured apparel, as well as convince consumers that these products do not necessarily require additional effort or a sacrifice of personal needs and wants.

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Appendix I

Survey Questions in English

We are three students from Jönköping International Business School that are currently writing our thesis in corporate finance. Our paper focus on the behaviour of consumers and how this is affected by the actions of apparel companies. This survey will therefore look into the purchasing behaviour of Swedish consumers within the apparel industry.

The survey will take about 5 minutes. Your answers will be anonymous.

1. Gender:
 - Man
 - Woman

2. Age
 - -18
 - 19-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65-74
 - 75+

3. Highest finished degree
 - Elementary/Middle School
 - High school
 - University

4. What is your monthly income before taxes?
 - 0 – 14 999 SEK
 - 15 000 – 29 999 SEK
 - 30 000 – 44 999 SEK
 - 45 000 SEK +

5. Are you a member of an environment or human rights organisation? (such as Green-Peace, Amnesty)
 - Yes
 - No

6. If you answered yes on the previous question, what organisation?

Appendix

7. Rank the following factors from 1 to 5 based on what is most important for you when deciding from which company you purchase clothes. 1=very important, 5=not at all important.
 - Price
 - Quality
 - Responsibly produced (produced under good ethical, environmental and social conditions)
 - Brand
 - Service (the service you get when buying the product)

8. Do you feel that you can influence a company with your actions? (such as boycotts, using social media to raise your opinion and so on)
 - Very much
 - A lot
 - A little
 - Not at all

The following questions investigate how you as a consumer would be affected and react on companies' behaviour in the apparel industry. The focus is mainly on company behaviour that is unethical and that is unfair for company employees, damages the society, or damages the nature and environment.

We define responsibly produced as that the products are produced during good ethical, environmental and social conditions.

9. Is it important for you that the clothes you buy are responsibly produced?
 - Very important
 - A little important
 - Not important
 - Not important at all

10. Do you try to find information about if the clothes you buy are responsibly produced?
 - Always
 - Sometimes
 - Rarely
 - Never

11. Would you react if you got information about unethical behaviour regarding an apparel company through media?
 - Very much
 - A lot
 - A little
 - Not at all

Appendix

12. Would bad working conditions affect your purchasing behaviour?
 - Very much
 - A lot
 - A little
 - Not at all

13. Would child labour affect your purchasing behaviour?
 - Very much
 - A lot
 - A little
 - Not at all

14. Would negative effect on the environment affect your purchasing behaviour?
 - Very much
 - A lot
 - A little
 - Not at all

15. Would cruel treatment of animals affect your purchasing behaviour?
 - Very much
 - A lot
 - A little
 - Not at all

16. Would you continue to buy clothes from an apparel company if you found out that the company is involved in unethical activity?
 - Yes, I would continue to buy as usual
 - Yes, but I would buy less
 - No, I would stop buying

17. Have you previously stopped purchasing product from a company based on unethical company behaviour?
 - Yes
 - No

18. If you answered yes on the previous question: Would you consider starting buying its products again if the company stopped with the unethical action?
 - Yes
 - No

Appendix

19. If you would be affected by the fact that a company does not produce responsibly, which of the following actions would you as an individual consider to show you disapproval? You can choose more than one option.
- Criticise the company to your closest
 - Criticise the company through social media
 - I would be affected but not act
 - Protest against the company
 - Boycott the company/ stop buying the company's products
 - Other
20. Do you have anything you would like to add?

Appendix II

Interview Questions in English

1. Age?
2. Highest finished education?
3. Occupation?
4. Family?
5. Are you a member of an environmental, animal rights, or human rights organisation?
6. What factors are most important to you when purchasing clothes? Why?
7. Can you give examples of negative factors concerning companies' production that would affect your purchasing behaviour?
8. Why are these factors important to you?
9. Is it important to you that the clothes you purchase are responsibly produced? Why or why not?
10. How would you react to information about a company not being responsible in their production?
11. Would you consider to pay more for clothes that are responsibly produced? Why or why not?
12. Do you engage in gathering information concerning if your clothes are responsibly produced? Why or why not?
13. Do you believe that we as consumers receive sufficient information regarding how ethical companies are?
14. Can you give examples of companies that are responsible in their production? Do you purchase their products?
15. Can you give examples of companies that are irresponsible in their production? Do you purchase their products?
16. If a company has been irresponsible, would you continue to purchase their clothes? Why or why not?
17. If you would stop purchasing at a company, would you start purchasing there again if the company corrected their mistake?
18. Have you stopped purchasing clothes at a company due to their irresponsible production? If yes, can you elaborate? If not, why not?
19. How do you perceive others to react to irresponsible production of clothes?
20. How do others' reaction influence your reaction towards irresponsibly produced clothing?
21. Do you believe that it is the companies' responsibility to inform consumers about their business practices or does the responsibility lie with the consumer to retrieve that information?
22. Are you aware of how to access information regarding companies' production of clothing?
23. Do you believe that there is a difference between your attitude and your behaviour regarding irresponsible production? If yes, in what way?
24. Do you perceive that it is difficult to purchase responsibly produced clothes?
25. If yes, can you conclude the reasons for why it can be difficult to purchase responsibly produced apparel?
26. Do you have anything to add?

Appendix III

Impact of Gender

Kön - Viktigt

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| | | Kön: | | |
|---|-------------------|------|--------|-------|
| | | Man | Kvinna | Total |
| Är det viktigt för dig att kläderna du köper är ansvarsfullt producerade? | Mycket viktigt | 7 | 26 | 33 |
| | Ganska viktigt | 45 | 76 | 121 |
| | Inte viktigt | 27 | 25 | 52 |
| | Inte alls viktigt | 3 | 3 | 6 |
| | Total | 82 | 130 | 212 |

 Add Stub

| | | Kön: | |
|--|--------------------|---|------------|
| | | Är det viktigt för dig att kläderna du köper är ansvarsfullt producerade? | Chi Square |
| | Degrees of Freedom | 3 | |
| | p-value | 0.04 | |

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Kön - Slutat köpa

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| | | Kön: | | |
|--|-------|------|--------|-------|
| | | Man | Kvinna | Total |
| Har du slutat köpa kläder hos ett företag p.g.a. oetiskt beteende? | Ja | 22 | 50 | 72 |
| | Nej | 60 | 80 | 140 |
| | Total | 82 | 130 | 212 |

 Add Stub

| | | Kön: | |
|--|--------------------|--|------------|
| | | Har du slutat köpa kläder hos ett företag p.g.a. oetiskt beteende? | Chi Square |
| | Degrees of Freedom | 1 | |
| | p-value | 0.08 | |

Impact of Age

Ålder - Viktigt

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| | | Ålder: | | | | | | | | Total |
|---|-------------------|--------|---------|---------|---------|---------|---------|---------|-----|-------|
| | | -18 | 19 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ | |
| Är det viktigt för dig att kläderna du köper är ansvarsfullt producerade? | Mycket viktigt | 0 | 10 | 5 | 3 | 8 | 6 | 0 | 1 | 33 |
| | Ganska viktigt | 2 | 58 | 11 | 13 | 22 | 14 | 1 | 0 | 121 |
| | Inte viktigt | 0 | 30 | 9 | 5 | 6 | 2 | 0 | 0 | 52 |
| | Inte alls viktigt | 0 | 4 | 1 | 0 | 1 | 0 | 0 | 0 | 6 |
| | Total | 2 | 102 | 26 | 21 | 37 | 22 | 1 | 1 | 212 |

Add Stub

| | | Ålder: | |
|--------------------|------|------------|--------|
| | | Chi Square | 21.19* |
| Degrees of Freedom | 21 | | |
| p-value | 0.45 | | |

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Members of Organisations

Medlem - Viktigt

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| | | Är du medlem i någon miljö- eller människorättsorganisation? (T.ex. Green Peace, Naturskyddsfören...) | | Total |
|---|-------------------|---|-----|-------|
| | | Ja | Nej | |
| Är det viktigt för dig att kläderna du köper är ansvarsfullt producerade? | Mycket viktigt | 3 | 30 | 33 |
| | Ganska viktigt | 19 | 102 | 121 |
| | Inte viktigt | 3 | 49 | 52 |
| | Inte alls viktigt | 0 | 6 | 6 |
| | Total | 25 | 187 | 212 |

Add Stub

| | | Är du medlem i någon miljö- eller människorättsorganisation? (T.ex. Green Peace, Naturskyddsfören...) | |
|--------------------|------|---|-------|
| | | Chi Square | 4.63* |
| Degrees of Freedom | 3 | | |
| p-value | 0.20 | | |

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Locus of Control

Handlingar - Fortsätta handla Color Scheme Data Options

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| | | Känner du att dina handlingar som individ kan påverka ett företags beteende (till exempel genom b... | | | | Total |
|--|---|--|---------------|------|-----------|-------|
| | | Mycket | Ganska mycket | Lite | Inte alls | |
| Skulle du fortsätta köpa kläder från ett företag om du fick reda på att de inte producerar ansvar... | Ja, jag skulle fortsätta köpa lika mycket | 0 | 2 | 6 | 9 | 17 |
| | Ja, men skulle köpa mindre | 6 | 38 | 66 | 8 | 118 |
| | Nej, jag skulle sluta köpa helt | 5 | 31 | 36 | 5 | 77 |
| | Total | 11 | 71 | 108 | 22 | 212 |

Add Stub

| | | Känner du att dina handlingar som individ kan påverka ett företags beteende (till exempel genom b... |
|--|--------------------|--|
| Skulle du fortsätta köpa kläder från ett företag om du fick reda på att de inte producerar ansvar... | Chi Square | 38.57* |
| | Degrees of Freedom | 6 |
| | p-value | 0.00 |

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Importance to Customer

Viktigt - Engagerar Color Scheme Data Options

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| | | Är det viktigt för dig att kläderna du köper är ansvarsfullt producerade? | | | | Total |
|---|---------------|---|----------------|--------------|-------------------|-------|
| | | Mycket viktigt | Ganska viktigt | Inte viktigt | Inte alls viktigt | |
| Engagerar du dig i att ta reda på om dina kläder är ansvarsfullt producerade? | Mycket | 0 | 1 | 0 | 0 | 1 |
| | Ganska mycket | 12 | 11 | 0 | 0 | 23 |
| | Lite | 21 | 83 | 12 | 0 | 116 |
| | Inte alls | 0 | 26 | 40 | 6 | 72 |
| | Total | 33 | 121 | 52 | 6 | 212 |

Add Stub

| | | Är det viktigt för dig att kläderna du köper är ansvarsfullt producerade? |
|---|--------------------|---|
| Engagerar du dig i att ta reda på om dina kläder är ansvarsfullt producerade? | Chi Square | 97.44* |
| | Degrees of Freedom | 9 |
| | p-value | 0.00 |

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Appendix

Viktigt -Fortsätta handla



Color Scheme

Data Opti

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| | | Är det viktigt för dig att kläderna du köper är ansvarsfullt producerade? | | | | Total |
|--|---|---|----------------|--------------|-------------------|-------|
| | | Mycket viktigt | Ganska viktigt | Inte viktigt | Inte alls viktigt | |
| Skulle du fortsätta köpa kläder från ett företag om du fick reda på att de inte producerar ansvar... | Ja, jag skulle fortsätta köpa lika mycket | 0 | 4 | 10 | 3 | 17 |
| | Ja, men skulle köpa mindre | 13 | 73 | 31 | 1 | 118 |
| | Nej, jag skulle sluta köpa helt | 20 | 44 | 11 | 2 | 77 |
| | Total | 33 | 121 | 52 | 6 | 212 |

Add Stub

| | | Är det viktigt för dig att kläderna du köper är ansvarsfullt producerade? |
|--|--------------------|---|
| Skulle du fortsätta köpa kläder från ett företag om du fick reda på att de inte producerar ansvar... | Chi Square | 39.83* |
| | Degrees of Freedom | 6 |
| | p-value | 0.00 |

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Appendix IV

| Degrees of Freedom | Chi-Square (χ^2) Distribution | | | | | | | |
|--------------------|--------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| | Area to the Right of Critical Value | | | | | | | |
| | 0.99 | 0.975 | 0.95 | 0.90 | 0.10 | 0.05 | 0.025 | 0.01 |
| 1 | — | 0.001 | 0.004 | 0.016 | 2.706 | 3.841 | 5.024 | 6.635 |
| 2 | 0.020 | 0.051 | 0.103 | 0.211 | 4.605 | 5.991 | 7.378 | 9.210 |
| 3 | 0.115 | 0.216 | 0.352 | 0.584 | 6.251 | 7.815 | 9.348 | 11.345 |
| 4 | 0.297 | 0.484 | 0.711 | 1.064 | 7.779 | 9.488 | 11.143 | 13.277 |
| 5 | 0.554 | 0.831 | 1.145 | 1.610 | 9.236 | 11.071 | 12.833 | 15.086 |
| 6 | 0.872 | 1.237 | 1.635 | 2.204 | 10.645 | 12.592 | 14.449 | 16.812 |
| 7 | 1.239 | 1.690 | 2.167 | 2.833 | 12.017 | 14.067 | 16.013 | 18.475 |
| 8 | 1.646 | 2.180 | 2.733 | 3.490 | 13.362 | 15.507 | 17.535 | 20.090 |
| 9 | 2.088 | 2.700 | 3.325 | 4.168 | 14.684 | 16.919 | 19.023 | 21.666 |
| 10 | 2.558 | 3.247 | 3.940 | 4.865 | 15.987 | 18.307 | 20.483 | 23.209 |
| 11 | 3.053 | 3.816 | 4.575 | 5.578 | 17.275 | 19.675 | 21.920 | 24.725 |
| 12 | 3.571 | 4.404 | 5.226 | 6.304 | 18.549 | 21.026 | 23.337 | 26.217 |
| 13 | 4.107 | 5.009 | 5.892 | 7.042 | 19.812 | 22.362 | 24.736 | 27.688 |
| 14 | 4.660 | 5.629 | 6.571 | 7.790 | 21.064 | 23.685 | 26.119 | 29.141 |
| 15 | 5.229 | 6.262 | 7.261 | 8.547 | 22.307 | 24.996 | 27.488 | 30.578 |
| 16 | 5.812 | 6.908 | 7.962 | 9.312 | 23.542 | 26.296 | 28.845 | 32.000 |
| 17 | 6.408 | 7.564 | 8.672 | 10.085 | 24.769 | 27.587 | 30.191 | 33.409 |
| 18 | 7.015 | 8.231 | 9.390 | 10.865 | 25.989 | 28.869 | 31.526 | 34.805 |
| 19 | 7.633 | 8.907 | 10.117 | 11.651 | 27.204 | 30.144 | 32.852 | 36.191 |
| 20 | 8.260 | 9.591 | 10.851 | 12.443 | 28.412 | 31.410 | 34.170 | 37.566 |
| 21 | 8.897 | 10.283 | 11.591 | 13.240 | 29.615 | 32.671 | 35.479 | 38.932 |
| 22 | 9.542 | 10.982 | 12.338 | 14.042 | 30.813 | 33.924 | 36.781 | 40.289 |
| 23 | 10.196 | 11.689 | 13.091 | 14.848 | 32.007 | 35.172 | 38.076 | 41.638 |
| 24 | 10.856 | 12.401 | 13.848 | 15.659 | 33.196 | 36.415 | 39.364 | 42.980 |
| 25 | 11.524 | 13.120 | 14.611 | 16.473 | 34.382 | 37.652 | 40.646 | 44.314 |
| 26 | 12.198 | 13.844 | 15.379 | 17.292 | 35.563 | 38.885 | 41.923 | 45.642 |
| 27 | 12.879 | 14.573 | 16.151 | 18.114 | 36.741 | 40.113 | 43.194 | 46.963 |
| 28 | 13.565 | 15.308 | 16.928 | 18.939 | 37.916 | 41.337 | 44.461 | 48.278 |
| 29 | 14.257 | 16.047 | 17.708 | 19.768 | 39.087 | 42.557 | 45.722 | 49.588 |
| 30 | 14.954 | 16.791 | 18.493 | 20.599 | 40.256 | 43.773 | 46.979 | 50.892 |