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I Introduction

The introductory chapter provides a background to the topic of CSR and the consumer's perspective towards the phenomenon. Furthermore, a discussion of the problem area, formulation of the research questions and a final presentation of the study's purpose, perspective and limitations will be presented.

“I think corporations today work with CSR in order to be able to market it, not because they actually care”

(Johan, 21 years old, personal communication 2013-03-19)

Recently our society has started to become more concerned and interested in the concept of Corporate Social Responsibility (CSR). Corporations today engage and emphasize more on their CSR initiatives and communicate their efforts made as much as they can (Gruber, Schlegemilch & Öberseder, 2011). Several marketers consider CSR initiatives to be prominent within marketing and encourage corporations to focus on this, but how the actual consumers views these matters needs to be discussed (Carrigan & Attala, 2001).

Research shows that the consumers' interest in CSR initiatives has increased (Gruber et al., 2011). Hence, corporations need to take into consideration the consumers' response, opinions and the actual awareness of the initiatives. Studies show that consumers have a low level of awareness about what CSR is which might affect the outcome and results of corporations' CSR initiatives (Gruber et al., 2011). One thing that plays an essential role in the consumers' response to CSR initiatives is the opinion towards corporations' motives for engaging in these matters. If the consumers' view the motives as only being profit-motivated it has a negative impact of the their reaction while a socially motivated initiative has a positive impact (Gruber et al., 2011). The motive plays a crucial role when accepting the concept in the consumers' perspective (Ellen, Webb & Mohr, 2006). The consumers' perception of the authenticity of a corporation's initiatives is important if a corporation is to succeed with their CSR initiatives (Beckman, Colwell & Cunningham, 2009). Authentic CSR, which means that the initiatives feel trustworthy and honest, can strengthen the corporation while inauthentic CSR can be harmful for them (McShane & Cunningham, 2012).

This thesis will investigate what corporations should consider in order to achieve authenticity in their CSR engagements from the consumers' perspective. We believe this is an important topic to investigate since CSR is a major part of most businesses but we have seen many consumers questioning the trust and underlying motives of their initiatives. In order to answer our main research question, one qualitative study in form of focus groups and one quantitative study in form of a questionnaire will be conducted.

1.1 Background

CSR has become a major part in corporations' daily work and this area has obtained extensive research from the corporations' perspective. CSR as a concept is a well-known phenomenon where Bowen, who may be one of the founders of the concept, defined it in 1953 as;

“To pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society”

(Bowen, 1953, p.6 cited in: Spencer & Butler, 1987)

There are today numerous definitions of CSR (Carroll, 1991; Henriques & Richardson, 2004; Friedman, 1970; European Commission, 2011; World Business Council for Sustainable Development, 2000). The different definitions have raised an issue of how to define whether a corporation actually is responsible or not (Lantos, 2001).

One reason for why the focus of CSR has been introduced is due to the recent development of enhanced transparency of corporations. A crucial impact of the transparency is that consumers today have access to a larger amount of sensitive information regarding corporations (Tapscott & Ticoll, 2003). Due to the technological development corporations are forced to change since consumers and other stakeholders find out if they behave irresponsible, and if the corporations would ignore to adjust to these changes they will lose trust and relationships (Tapscott & Ticoll, 2003).

The consumers' perspective of CSR is a relatively new research phenomenon. Previous studies have shown that corporations' CSR initiatives can affect consumers' opinions and purchase behavior, given that the consumers are aware of them (Pomeroy & Dolnicar, 2009). Further Lee and Shin (2009) present a positive linkage between the consumers' awareness of CSR initiatives and the purchase intentions. Thus in general consumers have a low level of awareness of these initiatives (Gruber et al., 2011). Lee and Shin (2009) also recognized differences between the CSR initiatives. A higher awareness of CSR initiatives had a positive linkage to the effects of corporate social contribution compared to when a corporation focuses on environmental issues.

When discussing CSR and the consumers, the consumers' responsibility is needed to be considered as well. To be able to make the consumers more involved, the information about CSR should be simple to find and understand. CSR initiatives should be clearly connected with the corporation in order to gain value from those initiatives (Gruber et al., 2011). How the consumers will perceive the message that the corporations communicate to them is influenced by how much trust the consumers have in the corporation. Trust is a crucial factor when it comes to creating relationships between the consumers and the firm (Rousseau, Sitkin, Burt & Camerer, 1998). A high level of trust is important for a corporation, since a lack of trust makes it harder to reach the consumer in a positive way (Grönroos, 2008).

I.2 Problem Discussion

Corporations increase their focus on CSR initiatives and many marketers now take in concern CSR within their marketing strategies. According to previous studies several corporations take for granted that consumers would be attracted while working with CSR strategies (Devinney, Auger, Eckhardt & Bithnell, 2006). Thus, an interesting part to keep in mind is that it is very hard to show results of the financial benefits of investing in CSR (Porter & Kramer, 2006). Another confusing factor of these initiatives is that due to multiple different definitions CSR has become a vague concept (Carroll, 1991; Henriques & Richardson, 2004; Friedman, 1970; European Commission, 2011; World Business Council for Sustainable Development, 2000). With different views of CSR among corporations, we can understand that it is even more difficult for the consumers to understand the concept.

The consumers' side of CSR has not gained the same attention within research, even thus corporations' CSR initiatives in many cases are there to attract the consumers (Carrigan & Attala, 2001). It is important to distinguish if consumers reward corporations that are working with CSR initiatives or not and how the consumers actually view CSR. Within the concept several different initiatives can be conducted and in order to achieve a positive view of the contributions it is vital for corporations to know which initiatives are relevant for consumers.

Many consumers do not trust the corporations' initiatives and believes corporations only engage in CSR matters for their own benefit. If this is the case the corporations loose the benefits of engaging in CSR and the view of the corporation will instead turn negative. It is therefore important for corporations to understand how they can make their contributions more authentic.

We want to investigate what corporations should have in mind when engaging in CSR to make the consumers believe in them and not question the authenticity of the initiatives. Our main question is;

What should corporations consider in order to achieve authenticity in their CSR engagements from the consumers' perspective?

In order to answer our main question we need to illustrate how consumers view and value CSR and the following research questions will provide the basis of this thesis;

- *How do consumers evaluate and view CSR?*
- *Which initiatives within the CSR concept is relevant for the consumers?*
- *When is CSR authentic for the consumers?*

1.3 Purpose

Within this thesis we want to investigate what corporations should consider in order to achieve authenticity in their CSR engagement from the consumers' perspective. Therefore we illustrate CSR from the consumers' view, to further on be able to develop valuable guidance for corporations.

1.4 Perspective and Delimitations

Since our purpose is to come up with guidance for how corporations should work in order to achieve authentic CSR from the consumers' perspective, the thesis is written and analyzed from the consumers' point of view.

This thesis will not be consisting of research of consumers' definition of CSR but mainly regarding their opinions and views of it. Since we had a time limit of our research and we still wanted gain clear and concise results, the research has been limited to only consist of people living within the Jönköping region.

1.5 Definitions

Corporate Social Responsibility (CSR) - CSR has been defined in many different ways through history (Carroll, 1999). In this thesis, the concept is based on "The Triple Bottom Line" where social, environmental and economic perspectives are the three basic performances (Henriques & Richardson, 2004).

Authenticity - Being authentic means that something is trustworthy, genuine and honest (Dictionary, 2013). In this thesis this means how trustworthy, genuine and honest consumers believe corporations' CSR initiatives are.

Transparency - Corresponds to the degree corporations' initiatives, impacts, decisions and policies are made visible to significant stakeholders (Crane & Matten, 2010).

Consumer Social Responsibility (CNSR) - CNSR is a concept that can be defined as consumers' behavior of being consciously concerned of their consumption choices based on moral and personal beliefs (Devinney et al., 2006). In this thesis CNSR corresponds to the consumers' own responsibilities.

Corporate irresponsible behavior – Within this thesis this will be referred to actions made by corporations without taking in concern the consequences and their responsibilities according to our CSR definition.

2 Frame of reference

In this chapter, a short literature review where a broad view of CSR will be presented, which will be followed by the theoretical framework which is designed in order to support the thesis in an accurate manner. The theory will be used when evaluating the consumers' view and opinions of CSR.

2.1 Literature Review

In this section we will present previous research that is relevant to our investigation. We will provide a broad understanding of the concept of CSR in order to introduce the reader to the concept.

2.1.1 CSR as a Concept

According to Werther and Chandler (2011) CSR influences all parts in a corporation, which means that all actions a corporation undertake will affect stakeholders. This makes it important for the corporation to build close and trustful relationships with their stakeholders, because employees want to work at corporations they respect, consumers want to buy products from corporations they can trust and suppliers want to make business relationships with reliable corporations. Corporations who work with CSR also have an ability to differentiate themselves from their competitors and create a great marketing advantage (Werther & Chandler, 2011).

Almost every corporation implement CSR in their own way and therefore several different definitions of the concept exist. In the early 1970's, according to Milton Friedman (1970), CSR of a corporation only concerned to increase its' profit. This definition of CSR has during recent years been developed and today several more aspects are included. Werther and Chandler (2011) define CSR as the interaction between corporations and the community they are operating in, as well as employees, suppliers, consumers and the environment.

2.1.2 Criticism of CSR

Many of today's CSR initiatives are diffuse and unclear (Porter & Kramer, 2002). There is often a lack of well-defined social and economic goals from the corporations and sometimes it only reflects the management's personal values, beliefs and interests, instead of the corporation's. In fact many CSR-programs are not related to the corporation's primary operations, they are instead used to create positive public relations, goodwill and raise employee morale (Porter & Kramer, 2002).

A further argument against CSR is the consequences of integrating CSR in a corporation. The costs can increase, which can lead to increased costs for the consumers. If this happens it can affect the competitive advantage for the corporation, due to the risk that many consumers may dislike these changes (Carroll & Buchholtz, 2003).

Friedman (1970) believes that a corporation's primary mission is to manage shareholders' capital through profit maximization. Friedman means that many CSR initiatives reduces the profits and therefore are not in the shareholders' interest.

Another thing to have in mind is that it is very hard to quantify the benefits of investing in CSR, the connection between corporations good initiatives and consumer attitudes is so indirect it is impossible to measure (Porter & Kramer, 2006). Research made on the effect of a corporation's social reputation in relation to their performance on the stock market and consumers purchasing preferences has been questionable with no significant results (Porter & Kramer, 2006).

2.2 Theoretical Framework

In the following section we will present applicable theories to be able to investigate our purpose.

2.2.1 CSR as a Marketing Strategy

The strategy of a corporation clarifies how the corporation will achieve their vision and mission and can give the corporation a sustainable competitive advantage (Werther & Chandler, 2011). When using CSR as a marketing strategy corporations need to identify opportunities to create a stronger competitive position in their key markets through their CSR initiatives, for enhanced consumer value (Piercy & Lane, 2009).

Porter and Kramer (2006) propose that today's CSR efforts rely on four arguments to justify attention and recourses for their initiatives: (1) moral obligation, (2) sustainability, (3) license to operate and (4) reputation. The moral obligations (1) are the responsibilities for corporations to do "the right thing", sustainability (2), is the importance of the environmental and societal effect of the business. License to operate (3) is the permission a corporation needs from governments, communities and other stakeholders to perform their business and the reputation (4) means that CSR can be used as initiatives to enhance a corporation's image, strengthen their brand or increase their share prices. To create a good reputation has become more important for organizational success. A corporation's reputation reflects the consumers' thoughts about the products and their performances, based on other consumers/suppliers earlier experiences (Boulstridge & Carrigan, 2000). Several corporations believe that their product, service or brand equity is the key motive of their reputation. Despite this, research has shown that even if a corporations' product or

service stays unaffected, irresponsible behavior can dominate and change a corporations reputation from positive to negative (Bromley, 2001). Consumer relationships can build long-term brand equity, customer loyalty and trust (Godfrey & Hatch, 2007; Bhattacharya & Sen, 2004).

When using CSR as a marketing strategy the corporations need to meet their stakeholder group's short-term and long-term needs (Podnar & Janic, 2006). This makes it important for the corporation to analyze and identify whom their stakeholders are and what they want from the corporation (Shuili, Bhattacharya & Sen, 2010).

2.2.2 Triple Bottom Line

One of the most common definitions in the CSR concept is that corporations integrate social and environmental concerns in their businesses. CSR development rests on three fundamental performances, (1) social, (2) environmental, and (3) economic performance, which also is called the Triple Bottom Line (Henriques & Richardson, 2004).

According to Dahlrud's (2008) theory of how CSR is defined, the Commission of the European Communities in 2002 wrote that CSR meant that corporations have responsibilities and take actions beyond what they legally and economically are demanded to. The responsibilities they take can be summed up to meeting the Triple Bottom Line of economic, environmental and social performance (Dahlrud, 2008). The Triple Bottom Line was in 1984 defined by John Elkington as that it represents the idea that businesses nowadays does not only work with the single goal of adding economic value, but also the goals of adding environmental and social value (Crane & Matten, 2010). Elkington proposes that corporations need to measure their performances and success not only by looking at the profits, return on investments and shareholder value. They also need to look at their impact on the environment, the broader economy and the society they operate in (Savitz & Weber, 2006). Corporations should aim for conducting their businesses in ways that are securing a long-term economic performance, while they are not behaving in a short-term behavior where they waste the environment and act in a socially damaging manner (Porter & Kramer, 2006).

If corporations are working with this concept in a positive manner it results in an increase of its value. The value that is increased is included by the shareholder value and profitability as well as environmental, social and human capital (Savitz & Weber, 2006). (See Figure 2.1 below) With help from the Triple Bottom Line corporations are able to gain information or calculate in numbers or words the degree to which a corporation is or is not behaving in a way that is creating value for its shareholders and society.

Figure 2.1

Typical Measures	<i>Economic</i>	<i>Environmental</i>	<i>Social</i>
	Sales, profits, ROI	Air quality	Labor practices
	Taxes paid	Water quality	Community impacts
	Monetary flows	Energy usage	Human rights
	Jobs created	Waste produced	Product responsibility
	TOTAL	TOTAL	TOTAL

Figure 2.1 The Triple Bottom Line (Savitz & Weber, 2008, p.xiii)

2.2.3 Consumers and CSR

Boulstridge and Carrigan (2000) conducted a study where they investigated if consumers care about corporate responsibility. They found that most consumers had lack of information to distinguish if a corporation had behaved irresponsible or not. They also found that the main purchasing criteria for the respondents where quality, value, price and brand familiarity.

The motives for CSR engagement for corporations play a crucial role in consumers mind when accepting the concept. Different types of attributions to get response from consumer regarding corporations CSR initiatives have been recognized. These attributions are: (1) other-centered, (2) self-centered and (3) win-win. Other-centered attribution is a stakeholder and value driven attribution where the consumer perceives that the corporation is morally committed and wants to help. The self-centered attribution is a strategic and egoistically driven attribute where the corporations engage in CSR to increase their profit and for other strategically reasons (Ellen et al., 2006). According to Ellen et al. (2006) the value-driven attribution increases the trust between the consumer and the corporation, meanwhile the strategy-driven attribute can have a negative impact on the consumer's perception.

How positive or negative a consumer finds a corporation is often based on the consumers' belief of the corporation's ethicality/unethicality (Ajzen, 2008). According to Ajzen (2008) these beliefs do not always emerge from rational reasoning and might sometimes be biased. Beliefs can come from different sources and therefore three different beliefs have been identified: (1) descriptive beliefs, (2) informational beliefs and (3) inferential beliefs (Ajzen, 2008; Fishbein & Ajzen, 1975). The descriptive beliefs are the most prominent and are based on first hand experiences (direct experiences). Corporation's ethical reputation regards the direct experiences and often involves sales or service-related interactions. If a

consumer in some way feels deceived or unsatisfied with the corporation, a negative perception may appear and this can damage the corporation's reputation (Brunk, 2010). The informational beliefs regard all types of communication from a corporation, such as advertising and annual reports. The Internet, TV and newspapers are thus the most frequently used information sources (Brunk, 2010). New technologies as for example smartphones have made it even easier for consumers to receive information (Berry & McEachern, 2005). The first-hand experiences are often a base for the evaluation of the corporation's ethicality meanwhile the second-hand experiences a consumer obtain can be a base for a corporation's reputation. The third source of beliefs, the inferential beliefs, is based on conclusions and is used when the first two beliefs are missing or when the consumers evaluate the information as missing or too complex. This often leads to that consumers apply their own knowledge to draw conclusions, which in turn can create inaccurate conclusions (Broniarczyk & Alba, 1994; Brunk, 2010). This means that corporations only have a limited control over its reputation and should take the ethical behavior (responsibility) into consideration when conducting a corporation.

Lee and Shin (2009) conducted a research where they investigated the relationship between consumers' awareness of CSR initiatives and their purchase intentions. They found a positive linkage of purchase intentions and consumers' awareness of CSR activities. Another interesting finding from their research was that social contributions had a greater positive effect on the purchasing intentions compared to environmental contributions, in linkage to their awareness of CSR initiatives (Lee & Shin, 2009).

2.2.3.1 Consumers as Stakeholders

According to Bhattacharya and Sen (2004) there is one stakeholder group that is more liable towards corporations CSR initiatives than others, which are the consumers. This is because there is a positive connection between corporations CSR initiatives and the consumers' response to the corporation and its products (Bhattacharya & Sen, 2004).

Even if CSR initiatives are more or less expected of a corporation, consumers generally have poor knowledge and awareness of what CSR actually stands for (Pomeroy & Dolnicar, 2009). According to Bhattacharya and Sen (2004) research has showed that consumers are more attracted to buy products from a corporation where they find the CSR initiatives interesting and where they can see a connection between the corporation and its CSR initiatives. It has also been found that irresponsible behavior from a corporation is affecting the consumers purchasing intention more than when corporations act responsible (Bhattacharya & Sen, 2004).

If the corporation understands the consumers and how they react to CSR, they can develop CSR initiatives that are great for its purpose but also for its business. To create the best consumer outcome of CSR, corporations need to consider both external and internal outcomes. The external outcome for the consumer will be the purchase and the loyalty for

the corporation and the internal outcome is instead the attitude and the awareness of how and why the corporation is working with CSR (Bhattacharya & Sen, 2004).

2.2.4 Consumer Social Responsibility (CNSR)

The CSR trend among corporations has resulted in an increased effect on consumers in many aspects. Social responsibility has been discussed as a general responsibility where the corporations should communicate their responsibility to the consumers. Caruana and Crane (2008) describes that the lack of awareness about CSR initiatives from consumers makes it hard for them to be socially responsible. This means that today's corporations do not communicate the initiatives in an accurate way to make it easier for the consumers to engage in these questions (Caruana & Crane, 2008).

Consumer social responsibility (CNSR) is according to Devinney et al. (2006) defined as;

“the conscious and deliberate choice to make certain consumption choices based on personal and moral beliefs”

(Devinney et al., 2006 p.3)

The two basic components that are described are (1) the ethical element that concerns the non-traditional and social parts of a corporation's products and processes and (2) the consumerism element which indicates that the desire from the consumers are to some extent responsible for the increasing impact on ethical and/or social factors. Despite these two parts described, Devinney et al. (2006) means that CNSR is often associated primarily with the environmental issues.

CNSR can further be shown in three different ways; (1) activity in which consumers engage in donations or on the other hand protests or boycotts, (2) activity about consumers' purchasing or non-purchasing behavior and (3) opinions in market research and surveys (Devinney et al., 2006). When measuring the behavior in (2), Devinney et al. (2006) means that the consumers do not act as they say they want to do. They may say that they care, but the price will always play a significant role when deciding which company to purchase from. The understanding of CNSR needs to be considered by corporations in the consumers' complex purchasing process to be able to make successful strategies to change this behavior (Devinney et al., 2006).

When developing a marketing activity/campaign most corporations take for granted that consumers have knowledge and interest in CSR initiatives (Devinney et al., 2006). This means that many corporations target their marketing to conscious consumers, independent on if their target group are conscious or not. Devinney et al. (2006) also present the fact that many consumers may be conscious, but they do not think that the responsibility is theirs.

Clearly, consumers have an important factor when it comes to CSR but this factor has thus not been noticed enough. The CSR initiatives need a greater impact, and to be able to fulfill this the corporations need to recognize the complexity of consumers and take appropriate actions to educate and guide them. Devinney et al. (2006) are discussing some issues that corporations should take into account to develop a proactive approach when it comes to CSR; choose the initiatives carefully. There should be a focus on one single or very few initiatives that is/are relevant to the product/service. This can be explained by the fact that consumers often are concerned by one issue rather than a broad variety. It is also important for corporations to not underestimate the functionality of the product. In the end the consumers will buy the products that fulfill their needs. Devinney et al. (2006) also gives the advice to communicate with the right language to the specific target. There could be differences in how consumers value different CSR initiatives.

2.2.5 Authenticity and CSR

In today's business both authentic CSR and inauthentic CSR can be found. Inauthentic CSR can be harmful for the corporation meanwhile authentic CSR can strengthen the corporation (McShane & Cunningham, 2012). Consumers view a corporations' authenticity in different ways depending on what the consumer evaluate and under what circumstances they are under (Grayson, 2002).

To succeed and to get acceptance of corporations CSR initiatives the consumers' perception of the authenticity is important (Beckman, et al., 2009; Debeljak, Krkac' & Bus'ljeta Banks, 2011). A corporation's different stakeholders, such as the consumers, need to have knowledge of CSR to be able to understand its authenticity (Debeljak, et al., 2011). Grayson and Martinec (2004) means that authenticity is a judgment of how real something is and that consumers use authenticity for example to decide whether to build a relationship with a corporation or not or as a purchase decision.

Consumers respond more positively while they can see a connection between the CSR initiative and the corporations' values (Ellen et al. 2006). How the consumer perceives the corporations authenticity may differ, as well as corporations way of managing the consumers' different perception of the authenticity (Grayson & Martinec, 2004). According to Grönroos (2008) it can have negative consequences for the corporation if they do not meet their consumers' expectations.

Corporations, who use marketing strategies to focus on building relationships with consumers, also need to see an importance of exceeding the consumers' expectations. In order to gain trust from the consumers, it is also important that the consumers feel they can rely on what the corporation communicates. Without trust from the consumers it is difficult for a corporation to reach their consumers in an efficient way (Grönroos, 2008). According to Ertzgaard (2004) a corporation can create trust through good communication with their consumers, adjusted after the consumers' needs.

Establishing relationships between a corporation and its consumers will generate more benefits than just the value related to the core product.. This means a good relationship between the corporation and its consumers will add value to the total value experienced by the consumers (Grönroos, 2008).

2.2.6 CSR in Media

Media is a highly visible secondary stakeholder to corporations, which should be considered with great concern (Maignan, Ferrell & Ferrell, 2005). Media have through their messages the ability to influence many other stakeholders, primarily the consumers (Mark-Herbert & von Schantz, 2007).

2.2.6.1 Irresponsible Behavior's Attention in Media

“Uppdrag Granskning” is a television program where they from a critical perspective inspect authorities, organizations and corporations that have influence on decisions that affects the citizens. The main purpose is to inform and educate the public about what authorities, organizations and corporations sometimes try to hide irresponsible behavior (SVT 1, 2011).

One case that has received attention in media is about how Nestlé marketed their milk replacement in developing countries. The replacement should be mixed with water, and in many developing countries there is a lack of clear water, many infants died. This campaign started in the 70's and is still running in some countries (SVT 2, 2012). Another case, that more recently has come up in the medias, is the inspection of H&M's low wages and unfair working conditions in their production sites in Cambodia. The debate lasted for several weeks and focused on how one of the largest corporations in Sweden, H&M, did not take their social responsibility (Svenska Dagbladet, 2012).

2.2.7 Transparency

According to Crane and Matten (2010) transparency corresponds to the degree a corporation's activities, policies, decisions and impacts are shown towards their stakeholders. The term can be applied to any aspect of the corporation but are in a commercial view mainly concerned with social issues (Crane & Matten, 2010). Prior, corporations highly valued keeping commercially sensitive information to themselves in order to reduce the chance for competitors to exploit it. Thus, recent development has put pressure on corporations to make this information public and there are demands for greater transparency. For example was Nike, after concerns regarding the working

conditions in their factories occurred, forced to leave out information about the location of their suppliers (Crane & Matten, 2010).

People have nowadays the ability to access larger amounts of information about corporations behavior, performances and operations through new tools that have been developed. Tapscott and Ticoll (2003) states that for example instant communication, Google and interfering media as reasons for why corporations today are more naked than ever and are forced to reconsider their values and behavior. Corporations put effort to be more responsible in order to build trust and relationships and are actively choosing to be open with information (Tapscott & Ticoll, 2003).

There has been an increased access to information for consumers primarily due to the Internet. This gives them the ability to find out if a corporation is acting irresponsible through looking up information regarding their social and environmental impacts, and later on might demand and force corporations to change (Tapscott & Ticoll, 2003).

2.3 Summary of Theoretical Framework

CSR is a vague concept with several different definitions, but within this thesis we have focused on Triple Bottom Line (Henrique & Richardson, 2004) as a definition of the concept. The CSR development rests on three fundamental performances, which is called the Triple Bottom Line, including (1) social, (2) environment, and (3) economic performance (Henriques & Richardson, 2004).

Consumers generally have poor knowledge and awareness of what CSR actually stands for (Pomeroy & Dolnicar, 2009). To receive response from the consumers regarding corporations CSR initiatives, the motives behind these are important. To receive response, different types of attributions have been recognized. These attributions are: (1) other-centered, (2) self-centered and (3) win-win. Other-centered attribution is a stakeholder and value driven attribution where the consumer perceives that the corporation is morally committed and wants to help. The self-centered attribution is a strategic and egoistically driven attribute where the corporations engage in CSR to increase the profit and for other strategically reasons (Ellen et al., 2006).

Many corporations today take for granted that their consumers have knowledge and interest in CSR when conducting marketing activities/campaigns (Devinney et al., 2006). The lack of awareness of CSR initiatives from the consumers' perspective makes it hard for them to take own responsibilities. This means that today's corporations do not communicate the initiatives in an accurate way to make it easier for the consumers to engage in these questions (Caruana & Crane, 2008; Devinney et al., 2006). If the corporation comprehend the consumers and how they react to CSR, they further can develop CSR initiatives that are great for its purpose but also for the business (Bhattacharya & Sen, 2004).

To succeed and to get acceptance of corporations CSR initiatives the consumers' perception of the authenticity is important (Beckman, et al., 2009; Debeljak, Krkac' & Bus'ljeta Banks, 2011). For corporations to reach their consumers, trust is needed (Grönroos, 2008). Trust can through good communications, adjusted after the consumers need be created (Ertzgaard, 2004). Consumers view a corporations' authenticity in different ways depending on what the consumer evaluate and under what circumstances they are under (Grayson, 2002).

3 Methodology and Method

In this chapter we are going to discuss different methodologies and present what type that will be used in the research. Then the specific method will be determined and described in detail. The method that will be chosen is based on what suits best to be able to reach the purpose and answer our research questions.

Research is a practice where several methods and procedures are used to obtain scientific knowledge (Welman, Kruger & Mitchell, 2005). It is something people deduct in a systematic way to gain a deeper understanding and increase their knowledge of a matter (Saunders, Lewis & Thornhill, 2007). Methodology concerns the philosophical and logical principles as well as the underlying assumptions within research (Svenning, 2003). The choice of methodology affects the research approach and research strategy. Further, the approach that has been chosen as a base of the study has effect on the success and quality of the study.

Within research there are two main philosophies used as research paradigms within methodology, namely, (1) interpretivism and (2) positivism (Saunders et al., 2007). Interpretivism sees an importance of understanding dissimilarities between humans in the role of being a social actor. Interpretivism's focus is to conduct the studies among people rather than objects (Saunders et al., 2007; Bryman & Bell, 2011). Positivism is a philosophical method, which usually involves a quantitative research. Research within the approach is limited to only consist what can be measured objectively and observed, that exists independently from individuals' feelings or opinions (Welman et al., 2005). Another important part of research made under the positivist philosophy, is that the research is conducted in a neutral and value-free way (Saunders et al., 2007). The strive of positivism is to come up with a universal law that can be applied on population, that will describe or explain the causes of why the human is behaving the way it does in the context investigated (Starrin & Svensson, 2009).

Within our thesis we are aiming to gain knowledge of consumers views and opinions regarding CSR. Since the concept we have examined is not well investigated from the consumer's perspective it was difficult for us as researchers to know beforehand what we were looking for. Therefore an interpretivistic approach has been used as a base for this study, which helped us to gain in-depth understanding through developing qualitative data. It has also been beneficial to use since this approach has been helpful for our study to explain, describe and discover the data (Starrin & Svensson, 2009). This was suitable in this thesis since we needed to find out how the participants evaluate and discuss the concept of CSR. However, we were also interested in conducting an analysis that could be applicable to a greater population. Hence, a positivistic methodology has been used as a compliment and to strengthen our results from the interpretivistic approach.

CSR as a concept is hard to define and there are as many views of it as there are stakeholders. Therefore it was more suitable to use a flexible study with the interpretivistic approach as a base, in order to gain deeper insights and more understanding of how the

consumer actually felt about and evaluated the concept. Consequently, since we wanted to illustrate CSR from the consumers' perspective and furthermore their views and opinions, it was difficult to measure results and to be objective. But after examining and analyzing the findings it was beneficial to strengthen them by investigate them further with a quantitative analysis to be able to make a more general conclusion.

3.1 Research Approach

When conducting a research, there are two ways to draw conclusions; on the one hand induction is constructed on empirical evidence and on the other hand deduction is based on logic (Ghauri & Grønhaug, 2010; Saunders et al., 2007; Bryman& Bell, 2011).

According to Ghauri and Grønhaug (2010) and Saunders et al. (2007) the induction method is often used in interpretivism (qualitative) studies where you go from assumptions to conclusions. The induction approach gives the researcher a possibility to draw general conclusions from the observations. What is important to be aware of is that the researcher can never be totally sure when making these conclusions. Within this thesis induction will be a good way of conducting the first study, the qualitative (Ghauri & Grønhaug, 2010).

The deductive way of conducting a research is more often used within positivism (quantitative) researches. Through logical reasoning the researcher can draw conclusions, and this method are often associated with scientific research (Ghauri & Grønhaug, 2010; Saunders et al., 2007). We could then, by existing knowledge, use our findings to empirically investigate these, and then present them in operational terms. This type of building theory was suitable for the second part of this thesis, the quantitative, since in this part we wanted to find if the findings from the qualitative study were relevant for a greater population as well (Ghauri & Grønhaug, 2010).

The process when using induction is that observations/findings are used to make theory, while the deduction is reversed since the theory is used to make observations/findings (Bryman & Bell, 2011). The thesis is primarily inductive, but to strengthen the findings the thesis also uses deduction.

Saunders et al. (2007) states that a combination of induction and deduction could lead to a great possibility of a successful research, and this is why we have chosen to use this in our thesis. Peirce presented a third approach in which the other two approaches are combined. This approach is called abduction, which he describes as following; "the process of forming an explanatory hypothesis. It is the only logical operation which introduces any new ideas." (The Peirce Edition Project, 1998, p.216). Suddaby (2006) further describes it as a type of analytic induction where the researcher moves between induction and deduction. This gives the researchers flexibility to design a unique research approach. In this thesis this has been preferable since there are limited numbers of previous studies about the consumer's perspective of CSR. In order to come up with relevant observations

that can be generalized, observations from the qualitative study were needed to be taken into account before conducting the quantitative study. If we had chosen only one approach we would have excluded relevant information, findings and results that were needed to make our study significant in relation to our purpose.

3.2 Research Strategy

There are several different research strategies to use when performing a research study. The one to choose is based on the research objectives and how to meet the research questions of the study (Saunders et al., 2007). In this thesis we have chosen to use a mixed method approach where we combine a focus group with a questionnaire. Why will be discussed and explained in the following sections.

3.2.1 Mixed Methods

This thesis has been developed through a mixed method approach, which means combining quantitative and qualitative research within a single project. Lately there has been an increase of the usage of mixed methods (Bryman & Bell, 2011). Bryman and Bell (2011) states that this increase has acquired credibility in the field of business studies. The increase may be described with the fact that researchers have found a way of how to make unique and complementing studies (Bryman and Bell, 2011).

According to Hammersley (1996) there are three approaches to mixed methods research. (1) Facilitation, where one research strategy is used in order to support research using the other research strategy. (2) Complementarily which is used when two research strategies are used to gain different aspects. (3) Triangulation, when the researchers use qualitative research to validate quantitative findings or vice versa. Since this thesis will conduct focus groups and then a questionnaire based on the findings from the focus groups, a triangulation approach has been chosen. Svenning (2003) also present theories about how beneficial triangulation can be since the researchers have the ability to use different studies to complement each other. The quantitative data can answer the question "how many?" since it is more generalizing while the qualitative study can answer "why?" since it is more exemplifying.

According to Barbour (2007) and Morgan (1997) focus groups can be useful when developing a questionnaire, which in our case is a reason for using a mixed method approach within our study. The focus groups can help to capture parts that needs to be measured in the survey, determine the dimensions of these parts but also to provide formulations that express the researchers' intention to the survey respondent (Morgan, 1997). Bryman and Bell (2011) mentions that a qualitative research often includes an open-ended approach to data collection, but the data and findings can be tested in a quantitative

research with more participants. In our case the focus groups will be used to investigate how consumers view and value CSR, and then our findings or analysis received from the focus groups will be measured with the help of a questionnaire to strengthen our analysis and conclusions.

3.2.1.1 Focus Groups

”Any group discussion may be called a focus group as long as the researcher is actively encouraging of, and attentive to, the group interaction”

(Kitzinger & Barbour, 1999, p. 20)

One of the most significant features with focus groups is that it relies on generating and analyzing interaction between participants rather than asking the same questions to every participant in turn. By these interactions you can generate information that you first did not plan (Barbour, 2007; Morgan, 1997).

It can be hard to decide whether to use one-to-one interviews or focus groups. Thus, in our case one-to-one interviews where you gain in-depth information about every participant is not needed (Morgan, 1997). Focus groups require people who are comfortable to speak in a group of people. It is also important to have participants who want to actively participate and contribute. Focus groups should not be used to produce narratives and should not be developed from the interest of the moderators (Morgan, 1997). With this in mind we have designed open-ended questions primarily. By using these types of questions we were able to ask “Why not?” questions, which is mentioned as a benefit of this method. This gives us the ability to get the explanation and understand our participants’ answers but also their reasoning behind it (Barbour, 2007).

The purpose of qualitative sampling is to reflect the variety within a group rather than collect one representative sample (Kuzel, 1992). This means that analyzing the group discussion is crucial since this is where you can find the differences between the participants. When using focus groups as a research strategy you actually have the ability to receive direct evidence about group members’ similarities and differences (Morgan, 1997).

We believe that focus groups have been a very suitable method for our purpose. The interactions have given us valuable information and by analyzing the reasoning we could find guidance for corporations when it comes to authentic CSR.

3.2.1.2 Questionnaire

Based on our analysis and findings from the focus groups we have developed a questionnaire to use as a compliment of our study. As mentioned before, we could gain

dimensions, parts and formulations from the focus groups that can be measured with the help of a questionnaire (Morgan, 1997). In our case we wanted to measure if the views and evaluations of CSR from the participants within our focus groups could be applicable to a wider population by investigate it with the help of a questionnaire. According to Saunders et al. (2007) a questionnaire collect primary data through asking respondents to answer exactly the same set of questions and is usually analyzed with the help of a computer

Before starting to design a questionnaire it is needed to have knowledge about exactly what is needed in order to gain the results that was aimed for, which in our case meant that it was designed after the analysis of the focus groups (Saunders et al., 2007). The questionnaire has been helpful in order to strengthen the findings investigated, if the respondents of the questionnaire answered in a similar way of what we prior had found. According to Saunders et al. (2007) the benefits of using a questionnaire is that the results gained are easy to evaluate and measured, which also have made it easier for us to analyze the findings correctly.

3.3 Research Design

Since CSR from the consumers' perspective is not well researched, it has been hard for us to decide the target group with age, occupation and gender in consideration. When researching an undeveloped subject where differences between target groups are not known, it may according to us be preferable to aim for a wider target. We have therefore decided to construct focus groups as mixed as much as possible. These opinions have also been applied when conducting the questionnaire.

3.3.1 Focus Groups

There have been conducted three focus groups in this research, the first on Tuesday 12th of March, the second on Monday 18th of March and the third on Tuesday 19th of March. Each focus group contained five persons with a mix of age, gender and occupation. The focus groups were held at one of the researcher's home and lasted between one and a half and two hours.

Where to hold a focus group will influence the empirical result and by choosing a homelike environment the participants will feel more safe and comfortable. This can be beneficial when the research questions concerns private life attitude; if the participants are going to discuss private attitudes it can be good to welcome them to your private home (Halkier, 2008). Of what the researchers understood, the homelike environment was stimulating for this type of research. The participants did not show any sign about being uncomfortable.

Edmunds (1999) indicates that at least two or more focus groups should be conducted, but further Halkier (2008) means that this can differ from project to project. When conducting

a research where the focus groups will be used in combination with another type of research within the empirical data, fewer groups will be enough (Halkier, 2008). Thus, if the research would not include a complementary research, in this case a questionnaire, a larger number of focus groups may have been to prefer. After three focus groups we believed that we had enough data for our purpose.

There are many different views about how many participants there should be in a focus group, thus there are indications of that this number has crucial effect. By using large focus groups there is a risk since the participants may be divided into sub-groups during the discussion (Halkier, 2008). To avoid this division and to make a good balance the number of five participants was chosen. One argument for choosing quite small groups is that it gives the researchers the ability to receive in-depth information. Since the focus groups lasted between one and a half and two hours, this also was a factor to gain in-depth information.

To make the research reliable and trustworthy all the focus groups were audio-recorded, which all participants gave approval to. Saunders et al. (2007) states that it may be hard to manage and note key points at the same time, and it is good if there are two interviewers. This is why the researchers decided to have two moderators and one secretary. The secretary was then able to focus on all non-verbal communication. There have been discussions about whether to video-record it or not. As Barbour (2007) mention this may affect the participants in a negative way where they may feel uncomfortable, which is the main reason to why the focus groups were not video recorded. We believe that the secretary was able to capture the non-verbal communication instead. The focus groups have also been transcribed, which is preferred when making a systematic analysis. The transcription made it easier for the researchers to review the data, since it was written down and in some extent also reduced from data that is not needed to be included in the research area (Halkier, 2008; Edmunds, 1999). The fact that we decided to transcribe afterwards ensured us to be involved and totally focused about the discussion within the focus groups. We were also able to listen to interesting parts multiple times, which may benefit the analysis. All our specific questions within the focus groups can be found in the appendices (Appendix 1), but the complete transcription will be available upon request.

3.3.2 Questionnaire

The questionnaire was developed from analysis and findings from the focus groups and was developed to strengthen these findings. The answer alternatives were developed out of the discussion from the focus groups, which gave us the ability to analyze the subject out of differences and similarities among consumers.

It is highly important to make sure that the questions that you are asking are understood by the respondents in the way you as an investigator is aiming for, but also that the answers given are understood correctly by the researcher (Saunders et al., 2007). We indicate that

we had enough of information to design the questionnaire since we had done a lot of literature research and also analyzed the results from the focus groups before developing it. In the focus groups it was shown different opinions and views, which have been the base for the design of the questionnaire.

Figure 3.1 Age Variety

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
18-25	34	28,3	28,3	28,3
26-34	23	19,2	19,2	47,5
35-49	16	13,3	13,3	60,8
50-64	23	19,2	19,2	80,0
65<	24	20,0	20,0	100,0
Total	120	100,0	100,0	

The respondents could be anyone in the Jönköping region who was at least 18 years old. One of the most important parts when conducting a survey is to obtain an adequate sample since it is impossible to ask all members of a large population. If the sample is chosen properly, it is possible to draw strong conclusions (Graziano & Raulin, 2010). In total there were 120 respondents in a broad variety of ages as shown in Figure 3.1. In addition to this there was an equal amount of men and women, where 49,2 percent were women and 50,2 percent were men. Since we did not know about any differences between gender and age when we conducted the focus groups, we chose a high degree of variety in the questionnaire as well to be able to connect the studies and to make conclusions. The variety of similar amount of participants also contributed to minimize the risk of biased answers because of age/gender. Graziano and Raulin (2010) mean that the size of an sample needs to be determined for each project. Since the questionnaire is a compliment to the focus groups we believe the amount of respondents, 120, is enough for this thesis.

The delivery and collection questionnaire gave us the ability to receive quick answers. We believe that the personal contact with the respondents gave us a high respond rate as well. The results from the questionnaire were later on analyzed with help from SPSS. With SPSS cross tabulations could be made to analyze relationships between answers.

The design of the questionnaire can be found in the appendices (Appendix 2), but the complete data analysis in SPSS will be available upon request.

3.3.3 Analysis of Data

Since we have decided to use the abduction approach for our research, we have gained both qualitative and quantitative data. As important it is to collect data it is to present them in a structured way, to be able to analyze them and achieve the purpose. First we presented our findings and analysis from our qualitative study, secondly we presented our findings and analysis from the quantitative study and thirdly we summarized the two studies' analysis and findings in relation to each other that was used in the development of the conclusion.

Figure 3.2 Components of Data Analysis: Interactive Model

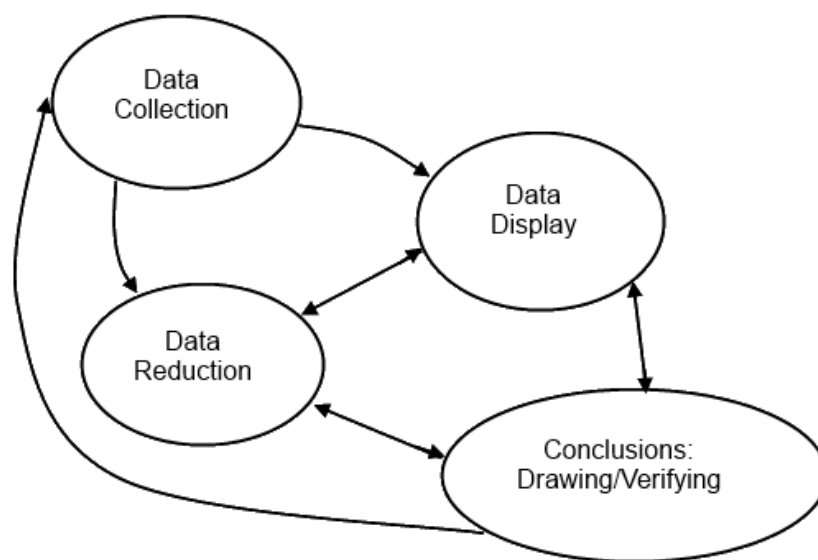


Figure 3.2 Components of Data Analysis: Interactive Model (Miles & Huberman, 1994, p.12)

Our data for the qualitative study were collected from our focus groups and as mentioned before were transcribed after the focus groups were conducted. When analyzing our data from our focus groups we have used the qualitative analyzing method stated by Miles and Huberman (1994) which consists of 3 major analysis activities when analyzing your collected data; (1) data reduction (2) data display and (3) conclusions: drawing/verifying (Miles & Huberman, 1994).

Data reduction – The data reduction occurs continuously and refers to the process of simplifying, selecting and transforming your data (Miles & Huberman, 1994). In our case this meant to look over our collected data, reduce it and decide what patterns that best summarized our findings. Our transcriptions were made in Swedish so we then translated them to English when presenting summaries and paraphrasing what participants said to

show our findings in a clear way.

Data display – This refers to the compressed information assembling that will be used to draw conclusions (Miles & Huberman, 1994). In our case this is referred to when we assembled our data to extended text and also categorized them.

Conclusions: drawing/verifying – Here is where the qualitative analyst is starting to decide what the data means through stating explanations, regularities, patterns etcetera (Miles & Huberman, 1994). This is where we decided our relevant findings that would further be investigated in our quantitative study.

In our quantitative study the data was collected from our 120 respondents of the questionnaire. The data was inserted in the program SPSS where we conducted frequency tables and cross tabulations. These were translated into tables and diagrams that were analyzed by us to logically draw conclusions from our findings.

In the last section we have looked at our analysis and findings from both studies to summarize our results. This is done since we wanted to use these results and interpretive them into our conclusion where we present guidance for corporations of how to achieve authentic CSR.

3.4 Research Quality

When measuring the quality of the data, it is often divided into validity and reliability. The demands of validity is general both in qualitative and quantitative research. Thus, the reliability is different within the two types of research strategies (Svenning, 2003).

3.4.1 Validity

The connection between theoretical and empirical data is often hard to determine. Thus, this is an important part of the thesis. It is defined as validity, and measures how well this connection is obtained (Svenning, 2003). Further, Bryman and Bell (2011, p. 159) describes validity as; “whether or not a measure of a concept really measures that concept.”

Conducting a research is a real challenge since several factors need to correspond. One of the most difficult parts is the method that is used when asking questions since they need to be asked in a clear manner without biased values from the moderators (Svenning, 2003). In the focus groups this was avoided through using open-ended questions and without any explanations based on our theoretical study about CSR. The only information that was given to the participants is a short Swedish translation of CSR (ansvarsfullt företagande).

The validity concept can be distinguished into two parts; (1) internal validity and (2) external validity. Internal validity concerns the logical part of the research and how the

structure of the project is composed (Svenning, 2003). What will increase the internal validity of this thesis are the questions that are being asked, participants in the investigations and where the study is conducted. The external validity are more related to the wider aspect of the research. It refers to how the results of the study are able to be generalized to other participants, conditions, times and places. When making statements about the overall population by using the sample, the sample needs to be recognized as an accurate representation of the population (Graziano & Raulin, 2010; Svenning, 2003). Svenning (2003) presents that quantitative research could be a good tool used for generalization, given that the empirical basis is correct. This thesis' research questions are focusing on consumers in the Jönköping region. To assure that the focus groups will cover the right participants to be able to generalize it in a wider population, the participants are chosen from a variety of ages, gender and occupation. The questionnaire was conducted to get quantitative data from a wider sample in the population of Jönköping.

3.4.2 Reliability

The reliability refers to that the results are trustworthy. This means that two different studies with the same purpose and research questions should end up in the same result (Svenning, 2003; Graziano & Raulin, 2003).

Interrater reliability refers to the fact that if a measure involves behavior ratings by observers, there should at least be two observers who are totally unaware of the other's observations (Graziano & Raulin, 2003). This was implemented through presentation of all three researchers during the focus groups. After the focus groups, the researchers were writing down their own observations before discussing them with the others.

When conducting the focus groups it is needed to be taken into account that people can and will be influenced by each other. This means that the answers should be carefully analyzed. However the group discussion was the basic material of the analysis where the vision was to provide guidance for corporations regarding authenticity and CSR from the consumers' perspective.

3.5 Critics of Chosen Method

In both the qualitative and the quantitative study we have asked the participants/respondents about their knowledge of CSR. We are aware of that this may be seen as a technical term, and this may affect the results we received when investigating the knowledge. The background of why we chose to investigate this anyway was; (1) We knew the concept by this term, (2) Many corporations use it in their communication, especially on their web pages (Lindex, 2013; Monki, 2013; Investor AB; 2013; Unicef, 2013), (3) We believe the term CSR should be known by consumers and (4) By investigating the knowledge of it we can provide guidance for corporations.

Since the participants in the focus groups did not know each other, there might have occurred incorrect statements from the participants since they wanted to look "better" than they actually were. We believe this problem always will occur when it comes to measuring behaviors and opinions in a qualitative study while observing people. Since we had students in our focus groups, they also may have affected the other participants because it turned out that they had more pre-knowledge than others. The students might then have gained respect from the other participants as being a trustworthy source of information and might have biased the discussion. One other difficulty with the focus groups is that abnormal opinions might have taken larger space in our data collection (Barbour, 2007).

In many of the questions within the questionnaire, the answering alternatives turned out to give a quite equal result. The concept of CSR can be hard to understand for the respondents, which in turn could lead to insecure answers. We believe this may be one of the reasons for gaining this result. Another explanation may be that we had too many alternatives to choose from, but this was deliberately in order to cover the findings from the focus groups.

When using mixed methods it is important to consider the weaknesses of both qualitative and quantitative methods. The fact that we had to study both the concepts, since we did not have any pre-knowledge, have been time consuming and may have taken more space than necessary within the process. Proponents within the classic way of designing methods states that researchers should always work within qualitative or quantitative research. Others also mean that the area needs more research about how to mix the methods properly. To understand from this, we are aware that some of our readers may be critical to our method choice, but we still believe we have underlying and strong reasons for using a mixed method approach (Burke Johnson & Onwuegbuzie, 2004).

4 Results and Analysis

In this chapter, the empirical findings from our qualitative and quantitative study will be presented and analyzed. In order to make it more clear for the reader the main findings are illustrated with the help of a figure we present below. All results will be discussed and interpreted and allow for the development of our conclusion.

In this chapter of our thesis we will present the result and analyze of our two studies. From our qualitative study we will present and discuss five main findings with underlying problems. Our quantitative study have been based on our findings from the qualitative study to be able to strengthen our findings, and in order to make it more clear for the reader the most relevant results will be presented in both words and figures. All results will be discussed and interpreted and with a combination of both studies our conclusion will be formed.

Our five main findings are illustrated in the figure below. We will present the underlying discussions and analysis of each element further on in the results and analysis chapter.

Figure 4.1 Authentic CSR from the Consumers' Perspective



4.1 Qualitative Study

When discussing CSR from the consumer's perspective there are many things that need to be considered by corporations. In the following section we are going to present the findings from the focus groups with underlying discussions and problems of these.

There was an overall positive impression and the participants showed an interest to learn more about the concept. What was interesting and motivating for us as researchers was that all the participants saw a relevance that this subject should be taken more into consideration from different point of views. One woman, 22 years old, stated within the focus groups that;

"I have a feeling that we have some knowledge, but that we should learn even more regarding these issues. I have never thought about CSR in this way before and I think it is really good to sit in a group like this and discuss it"

After a while of discussion regarding CSR there was a great understanding of the importance of working with these initiatives;

"My opinion is that you as a corporation today gain much more from this kind of behavior, earlier there has been a focus on other matters. Now, it has become a trend and we as consumers are much more sensitive. Especially now when the population on earth is so huge, our impacts can be extremely dramatic and we are significantly more vulnerable. CSR is then getting more important and I believe that it is possible for a corporation to be socially responsible and still make good money"

What is interesting in this statement is that this person puts "socially responsible" and "making good money" as opposites. We saw a pattern of this attitude towards CSR among the participants, since they often questioned if it was possible to succeed in both areas. This may be one of the starting points why consumers are skeptical when it comes to CSR and its trustworthiness. They do not know how corporations work with these initiatives, and this has led to confusions. This connects to the theory of Porter and Kramer (2002) that many CSR initiatives are unclear.

When conducting our focus groups environmental, economic and social initiatives has been mentioned when we asked questions regarding the relevant initiatives connected to CSR. With this in mind we decided to use the Triple Bottom Line concept as a definition of CSR throughout our research. This is connected to Dahlrud's (2008) theory of the definition of CSR that corporations take responsibilities beyond what they are obliged to within their economic, social and environmental performance and that corporations no longer only work with the single goal of adding economic value.

Ellen et al. (2006) presents a theory regarding attributions of engaging in CSR and during the focus groups we found a pattern that the participants wanted corporations to engage in

CSR initiatives due to an other-centered attribution, since they really cared. They were positive towards the meaning of the concept thus in reality they had the opinion that corporations only took advantage of CSR for their own beneficial gain, a so-called self-centered attribution. To be able to achieve authentic CSR we present following improvements that corporations should implement.

4.1.1 Know the Consumer

When working with and communicate CSR it is highly important to analyze and identify your stakeholders and understand what they are expecting and want from the corporation (Shuili et al., 2010). It is therefore important to understand and know the consumer. To learn from our focus groups we believe one common problem is that corporations communicate wrong information and misunderstand their target groups' demands and knowledge.

4.1.1.1 Knowledge

Several corporations take for granted that CSR initiatives would attract the consumers (Devinney et al., 2006). Thus it is hard to measure the benefits of investing in CSR and if it actually affects the consumers' attitudes (Porter & Kramer, 2006). From our research we found out that the overall knowledge among the participants regarding CSR was low. Some had heard about the concept but still did not know what it was about. This corresponds to the theory stated by Pomeroy and Dolnicar (2009) that consumers generally have poor knowledge and awareness of CSR. The participants had as well problems with giving examples of corporations that work with CSR. Thus, when discussing examples they could recognize some initiatives.

The participants that did have some pre-knowledge were the students, which were clearly shown in the beginning of the discussions since the students were those who could explain the concept to a greater extent in comparison to others. Following are three examples of definitions given from students;

“Corporations by actions beyond their own benefit are trying to help others in the environment and society. Thus, it may be made by personal gain”

”Corporations work towards a sustainable development within economics, the society and the environment”

”Corporations responsibilities towards the surrounding society”

All of these quotations can be connected to the Triple Bottom Line concept as mentioned before. We believe that CSR is being integrated in the education today, which might be a

reason for why the students could give definitions about the concept and had more pre-knowledge compared to the others.

The usage of the CSR concept as a word by corporations is something that the participants were questioning. They did not recognize the concept with those words or letters, but rather through other “words”. Why consumers associate it with other words might have several explanations but the primarily explanation we found is based on the theory where Devinney et al. (2006) describes that consumerism primarily is associated with environmental issues. Participants mentioned several words that could be directly connected towards the environmental element. They thought that CSR is a very good concept when all the vital parts were included, but thought that it would be great if corporations would put more effort in educating the consumers. Further in the discussions the participants thought that in a couple of years, the concept would be more well known. Some suggested;

“They should invest in teaching consumers what the term of CSR means.
They should focus on a campaign to make consumers aware of the meaning of this concept”

As mentioned earlier, the participants did not know what CSR was but when talking about the different parts of it was recognized. What is interesting thus is that many corporations use the word CSR on their web pages even if the knowledge is low from consumers (Lindex, 2013; Monki, 2013; Investor AB; 2013; Unicef, 2013). We think that this is strange, especially since many corporations use it within their marketing (Devinney et al., 2006). We have not found another word that would describe it better either, and this is why we think that the participant’s advice of a campaign could be a good idea. This can be connected to Devinney et al.’s (2006) theory that states that corporations should take into consideration the complexity of the consumers and educate and guide them when it comes to CSR. If some part of our society or corporations took that responsibility it would be easier for corporations to act in a better way and for consumers to embrace it since there would be a greater spread of knowledge. If consumers had more knowledge about the concept, they could also put pressure on corporations to act better when it comes to CSR.

4.1.1.2 Initiatives

It is interesting to look at what the participants thought were relevant initiatives for corporations to focus on in order to know how to present these initiatives in an authentic manner. We found that there is an importance of choosing your initiatives carefully in order for the consumers to believe in them. This is also stated in the theory written by Devinney et al. (2006) as well as there is an importance in only focus on initiatives that are relevant to the corporations’ service or product. In one of our focus groups these relevant initiatives were mentioned by one of the students, which well summarizes several general opinions and initiatives that were being mentioned by our participants; (It=CSR)

“CSR is getting more and more important since all of us needs to start to work together. Corporations today carries tons of resources and are as well consuming enormous amounts, but are on the other side able to provide us with job etcetera. However, they have an important role to make sure their business is done in a proper way and to make sure that people and the society is contributed by it. In ways that for example is included by supplying jobs, act socially responsible and act environmental friendly”

In this comment he connects CSR to several points from the Triple Bottom Line concept, see figure 2.1 from theory. Examples given by relevant initiatives such as jobs created, waste produced and human rights (Savitz & Weber, 2008). It is clear that this participant feels that there is a great importance for corporations in working with CSR initiatives. Corporations should take their responsibility and think further than their own profit making, since they have responsibilities for their surrounding society (Dahlrud's, 2008). These are also opinions that can be generalized as being stated or at least agreed by everyone, except for one, of the participants of the focus groups.

When looking at our findings and analyzing all of our focus groups we can make the statement that environmental issues were one of the initiatives that was mostly discussed by the participants. When being asked about what CSR is and if they have any examples they could give, examples connected to the environment was mostly mentioned and was what the participants had on top of their mind. This corresponds to the theory by Devinney et al., (2006) which means that environmental issues are mostly referred to when it comes to consumers and their own responsibility.

Why these activities are mostly mentioned may be because corporations mostly market and communicates, for example on their web pages, environmental initiatives (Telia, 2013; Gevalia, 2013; Renova, 2013; SJ, 2013; Hemköp, 2013). What the corporation decides to market is based on what they identify as a competitive advantage for them in their key market (Piercy et al., 2009). The participants did as well see a great relevance in working with environmental issues since there is a need for us to be careful with our surrounding environment and reduce our increasing impact.

Further on in the discussions, social issues were presented by the participants as one of the main initiatives to focus on. From the Triple Bottom Line concept social issues includes initiatives such as; human rights, product responsibility, community impacts and labor practices (Savritz et al., 2008). Within the discussion, several examples of cases were mentioned such as H&M's poor labor conditions and SAMHALL's usage of disabled people. The participants showed knowledge of social activities and saw a great relevance in corporations' work with these issues. Thus in the end it seemed that it was harder for the consumers to connect the social activities as CSR initiatives or give relevant examples within these manners. Thus from the discussions it was clearly showed that participants still put a lot of emphasis and value on these initiatives.

Within the economical issues of the Triple Bottom Line only supplying jobs and take care of the business it operates to gain profit was mentioned. They are both parts of the economic measure in figure 2.1 from theory (Savritz & Weber, 2008). Thus, these were only mentioned shortly and only by two participants who were both students. These initiatives was not questioned by any participant as if it was relevant activities within CSR or not, but it seemed like the others did not connect them as being parts of CSR.

4.1.1.3 Target Group

It is important to distinguish the corporation's targeted segment to be able to meet the demands and choosing suitable CSR initiatives (Shuili et al., 2010). We believe this can increase the authenticity, since it is known that consumers are evaluating authenticity depending on different circumstances (Grayson, 2002). We saw a pattern that consumers evaluated CSR differently depending on age, knowledge, life-situation and in some cases occupation.

According to one participant the social issues does not affect her in the same way as environmental issues. When she hears about for example a mistreated labor force she gets angry but it disappears quite fast and does not in the end affect her purchasing behavior. Thus buying environmentally friendly or organic products feels much more natural for her, in comparison to products where social issues have been considered, and she is more willing to be affected by environmental initiatives. This statement was made by another participant;

”the most important part are the social issues, but I have more knowledge regarding environmental issues”

She had a completely different view and can be connected to the fact that it is easier to receive information regarding corporations' work with environmental issues thus social issues is of greater importance for this participant. These different views can be explained through the fact that these two participants were in different life situations, where the participant who referred to environmental issues was a mum and the one who referred to the social issues was a young female student. The mum may be more concerned of buying for example ecological food for her children while the student has another focus such as human rights. Once again, this connects with the theory written by Grayson (2002) about different evaluations of CSR by consumers.

An interesting pattern we found was concerning the relevant initiatives among the different segments. In general there was a difference in the attitude that was connected to age. Overall younger people saw a greater relevance in social initiatives and gave several relevant examples concerning these initiatives and older participants rather gave examples that was connected to the environment. The older participants did often give examples of their own responsibility and primarily their environmental-friendly behavior. We believe that

environmental issues have been discussed and debated during a longer period than other parts of CSR, which connects with the theory by Devinney et al. (2006) who presents that CSR primarily is associated with environmental issues. The younger participants in our focus groups were looking at CSR from a more global context and gave examples of poor working conditions in less developed countries. Older participants were thus relating to CSR from a more local perspective and gave examples related to Sweden or even more local areas such as Jönköping City. The younger participants are often more involved in the technological development which then enhance their adaptability to the increased transparency and the fact that other parts than the environment also are discussed and debated today. This gives them an ability to easily find global information about social matters where corporations are or are not behaving in a proper manner (Cane & Matten, 2010). From our focus groups we also saw a pattern of that younger participants had greater awareness of CSR. According to Lee and Shin (2009) a higher awareness of CSR initiatives has a positive linkage to purchasing intentions, where social contributions had greater effects. This may also be a reason for why the younger participants mentioned and took in concern social initiatives to a greater extent. The older participants view CSR from a more narrow perspective and believe that they can have an impact for future generations while the younger participants were more critical due to greater knowledge of the global context.

All participants believed that marketing must be reliable for the consumer to be able to respond to the corporation. According to Shuili et al. (2010) corporations need to identify who their consumers are and what they want from the corporation to successfully use CSR in their marketing. In order to do this, the authenticity of corporations' marketing needs to reflect how the consumers want it to be (Grayson & Martinec, 2004).

How the consumers respond and act to marketing was according to the participants depending on where in life they were standing. The participant who brought this argument up meant that;

“When I was studying marketing I was more observant and drew attention to everything regarding trustworthy or non-trustworthy marketing. But now when life has changed I value other things, for example what my children are eating”

This corresponds to the theory written by Grayson (2002), that consumers view authenticity differently depending on evaluations and circumstances. Two participants were mothers of small children. Since it came out that Nestlé marketed their milk replacers in Africa and this further led to that many children died since they mixed it with polluted water, these two never purchase any products from this corporation (SVT, 2012). What is interesting thus is that the other participants were not as affected of this as the mothers. This may be an effect due to that people are “selfish” and more concerned about CSR initiatives that affect them directly, or in this case in relation to the fact that they had small children. This complexity of consumers makes it harder for corporations to develop

relevant CSR initiatives, thus this is an important part to consider when it comes to engaging the consumers (Devinney et. al., 2006).

4.1.2 Communicate Relevant Information

In this section we will analyze the importance of relevant communication from the corporations, which is needed since inauthentic views regarding corporations and their CSR engagements have been found. Participants have several times mentioned the lack of information as one of the reasons why CSR does not feel authentic.

Why consumers today may feel confused by corporations' CSR initiatives and their information about it might be corresponding to the theory presented by McShane and Cunningham (2012) that there are both authentic and inauthentic CSR initiatives. Through a corporation's communication regarding their CSR activities the consumers' needs, based on their own knowledge, determine whether a corporation is authentic or inauthentic. One way for the corporation to achieve authenticity is by communicating adjusted information based on their consumers needs (Ertzgaard, 2004). To learn from the focus groups, the consumers need clear and accurate information from the corporations to easily accept and understand their CSR initiatives. As of today the general opinion among the participants was that they did not receive enough information in order to trust the CSR initiatives. According to Caruana and Crane (2008) and Devinney et al., (2006) corporations do not communicate their initiatives in an accurate way for consumers. We believe one reason of why today's consumers believe that they do not receive enough information of CSR may be due to that corporations still communicates its information at a corporate level, which makes it difficult for the consumers to understand.

In our focus groups the participants believed that it was a good idea for corporations to communicate what responsibilities they were taking, the vital part was thus the way of how they communicated it. Many of the participants felt that corporations often use CSR to attract consumers and promises more than is being implemented. They believed that CSR marketing on television, which according to Brunk (2010) is one of the most common marketing channels, sometimes became a competition among corporations' amount of responsibility. One participant mentioned that this type of behavior from corporations makes it feel less credible and hard to understand the reasons why businesses work with CSR.

According to Devinney et al. (2006) it is common that corporations take for granted that consumers have knowledge regarding CSR when developing their marketing activities. Within our focus groups it was shown that the participants had poor knowledge, and therefore the corporations needs to communicate the initiatives at the same level as the consumers' knowledge in an educational manner. Some meant that communicating the initiatives at a right level could reduce negative prejudices of corporations. One participant said;

“I believe that previous prejudices about for example the clothing industry can through information from the corporation regarding for example what they are implementing in order to improve the working conditions or what environmentally friendly materials they use, can change the consumer’s view of the corporation”

When analyzing the participant’s statement, theory about different beliefs can be applied (Ajzen, 2008). The consumer in this case might lack both the descriptive beliefs and the informational beliefs, since the corporation does not communicate their CSR initiatives and the underlying motives enough. This might lead to that the consumer use their own knowledge regarding CSR, which in general is poor, to draw conclusions. According to the theory, there is a risk of letting consumers draw their own conclusions about the corporation since it may create a negative picture of the corporation (Broniarczyk & Alba, 1994; Brunk, 2010). This statement was given after a discussion regarding H&M’s working conditions in Cambodia, where the participant earlier stated several negative opinions about the corporation. It is clear that this participant had developed these opinions out of media’s limited amount of information regarding the case. H&M might have more information that could have been communicated towards the consumers to decrease the negative opinions.

In our focus group "follow-ups" was a recurrent topic. All participants agreed that irresponsible behavior by corporations was a reason why many participants lost their confidence and trust for corporations. In many of the participants’ mind, the corporations do not present enough achieved results when putting things right after irresponsible behavior have been noticed. One participant said;

“I never receive any information of what the corporations will do to prevent that similar incidents happen again”

This means that not enough “follow-ups” are made and for the participants it was important to see the result to be able to trust the corporation again. As mentioned by Rousseau et al. (1998) trust is an essential factor when it comes to creating relationships between the consumer and the corporation. It is harder to reach the consumer in a positive way if it does not trust the corporation (Grönroos, 2008).

4.1.3 Develop Clear Motives

One of the main problems we found within our focus groups that affected the perception of corporations’ CSR initiatives where the fact that the participants did not understand or agree with the underlying motives of the corporations’ engagements. According to Bhattacharya and Sen (2004) corporations need to take the internal outcomes, which can be that the consumers understands why corporations work with CSR, into consideration when creating CSR initiatives that are great for its purpose. The fact that the consumers do not

understand the underlying motives highly affects the view of the authenticity and has in the end a negative effect of the perception of the corporation.

During the focus groups it was discussed about why corporations conduct CSR initiatives. The most common answer to that question was that it has grown to a trend and that it needs to be taken care of now due to for example the threats of our climate. On the question of why it has grown to a trend the technological development was mentioned. There has been an increased transparency since consumers have an enhanced ability to find information on their own nowadays (Crane & Matten, 2010). One of the younger participants described why it has become a trend as;

“It has to do with the technological development. Due to Internet people today know what is happening. Everything is more transparent compared to what it looked like maybe 20 or 30 years ago. Corporations obviously are more aware of this now as well. Both consumers and corporations are becoming more aware. It becomes important to market themselves in a responsible way or otherwise they will not stand out among the consumers. It may not any longer be enough to just offer the lowest price. There are other requirements that are demanded as well.”

The transparency may be more clear by the younger consumers since they use Internet to a greater extent than older people, which also may be a factor of a greater knowledge of the concept by the younger participants. In this way, consumers get more aware of what is happening within corporations and this may be one of the reasons for corporations to engage in CSR (Tapscott & Ticoll, 2003).

4.1.3.1 Corporations' Own Benefit

Within the beginning of the discussions, several respondents gave a positive impression of what corporations are contributing with in order to take their responsibility. Further, the discussions indicated a more negative approach and participants questioned the authenticity of the initiatives through assuming that corporations mainly are conducting it for economic gain (a part of the self-centered attribution according to Ellen et al., 2006). For consumers today it is of high importance to understand the underlying motives for a corporation's CSR initiatives. If they do not accept the motive it can have a negative impact of the perception and attitude of the corporation for the consumer (Ellen et al., 2006). Within our discussions this is what happened several times when participants questioned underlying motives of why for example corporations such as H&M is producing “Conscious Collection” pieces (A collection made by recycled and environmentally friendly materials, H&M, 2013). The consumers need to know if H&M makes this collection since they really care (other-centered attribution according to Ellen et al., 2006), and then also present the background of why they care. All thus a pattern we saw was that participants wanted corporations to engage in CSR initiatives due to the other-centered attribution. They were

positive towards the concept thus in reality they had the opinion that corporations only took advantage of the concept for their own beneficial gain, a self-centered attribution. Some participant did even say that;

“I think corporations today work with CSR in order to be able to market it, not because they actually care”

This quotation once again connects to the fact that corporations take advantage of the concept and egotistically use it for a self-centered attribution (Ellen et al., 2006). Why this view has been brought up among the participants may be due to they do not understand and grasp the underlying motive for why they would otherwise engage in these matters (Debeljak et al., 2011).

One of the main discussions was regarding the fact that corporations within several industries tries to compensate their impact on the climate and environment. For example participants mentioned that corporations within logistics pollutes a lot due to heavy transports and therefore are trying to compensate their impact by investing within the rainforest to make sure that it will not be desolated by other corporations. According to the participants, this is made to create value for the consumer and to enhance their own brand but still, nothing is done to decrease their own pollution. Another participant mentioned that MAX has for many years planted trees in Africa that binds an equivalent amount of carbon dioxide that the company during a year have polluted, which many participants felt was a good idea. What was questioned in this example was that they as consumers did not know how long these contracts lasted and suggested that MAX should focus on their own production instead, where the consumers easier can see the information and improvements. Both of these examples were by participants argued to be positive contributions but they questioned the underlying motive of them. As mentioned within the theory section, for consumers to accept CSR engagements they need to understand or agree with the underlying motive of the activity (Ellen et al., 2006; Debeljak et al., 2011). In these examples it is easy for consumers to only see it as tools in their marketing strategies and will therefore be a self-centered attribution that can have a negative impact of the consumers' perception of the corporation (Ellen et al., 2006). It is as well important for corporations to implement CSR initiatives that the consumer feel is relevant for them, as in the above mentioned examples that it was more relevant for them when corporations focused to make their own production better, instead of compensate in other areas such as the rainforest. If it does not feel relevant, it can lead to a confusion and then lead to that they do not understand or agree with the motives. Hence this would lead to a negative impact of the perception once again (Devinney et. al, 2006; Ellen et al., 2006).

In our focus groups we used two stimulus articles (appendix 3 & 4) to find out the participants' judgments to corporations different CSR initiatives from a written source of information. One article was about how MAX Hamburgare changed their recipes of their hamburgers to become more environmental friendly and that some MAX restaurants were self-sufficient with electricity (appendix 3). The second article was about ICA and their

efforts to employ disabled people. Overall, most respondents favored what the corporations were trying to achieve and wanted to believe that in reality it was as good as it sounded, but after we asked more critical questions to the articles, such as “The new recipe on the hamburgers are made with only 82 percent beef to reduce impact on the environment, do you think it is okay with 82 percent beef?” and “400 people with various disabilities have received jobs at ICA from 2009 to 2011, do you believe this is a fair number?” participants re-read the articles more thoroughly and further many participants’ opinions changed. What were questioned were once again the underlying motives for the engagements.

Many corporations in the hamburger business have been marketing their burgers with 100 percent beef for several years. When MAX changed their recipes they meant that the reason was to reduce the environmental impact and this was something our participants thought was good. In the article MAX states that eggs and milk always have been ingredients of their recipe, but now they reduced their content of meat even more. The participants became immediately more hesitant and wondered what MAX have added instead. One participant was determined that corporations only implemented this to make money, which can be linked to the theory presented by Ellen et al. (2006) where different attributions to get response from the consumers is presented. The participants meant that;

“Whatever the corporation says the main focus will still be about money”

What the participant meant could be recognized as a self-centered attribution from the corporation. Same participant, supported by others, meant that both the new recipe and the restaurants that was self-sufficient with electricity primarily was implemented to increase the financial gain and secondarily to be able to use it in their marketing. Regarding the marketing some participants meant that the important thing in this case was how MAX communicated it.

The first impression when discussing the article about ICA was that they have taken the first step to work against prejudices against disabled people and the participants thought that this engagement felt up to date. Despite this the participants, after some critical questioning from the moderators, questioned the information about the amount of persons who have been employed over the past three years. Several participants meant that 220 ICA stores had the ability to employ even more people with a disability than the 400, as mentioned in the article (see appendix 4).

When information was given from one participant in the groups regarding ICA receiving grants from the state to pay salaries to employees with disabilities changed many participants view of ICA’s action. The same participant said;

“When the substance is that ICA do not pay the salaries for themselves but at the same time is a limited corporation (Ltd) which earn profits, I become doubtful. They use a workforce that the government pays for, which I think is wrong”

This raised other participants' thoughts about how corporations' highlights its commitment from a view that makes them look better than reality (self-centered attribution). This is again a clear example of how corporations use CSR in an irresponsible way, which increases the inauthenticity. None of the participants had ever seen an employee with disabilities in any ICA store and this was reducing their trust for ICA's motives in committing these engagements. ICA states in the article that they are working against prejudice (see appendix 4), but it was hard for the participants to see an improvement.

4.1.3.2 Money Distributed

For some organizations and corporations the trust and confidence in their initiatives has crucial effects of the business it operates. One participant mentioned that she donated money to "Médecins Sans Frontières", which she thought felt like a credible organization when she after each donation received a letter with information about how the money donated will be distributed. Because she thought it felt authentic she continued to donate money to the organization, which can be an example of Grayson and Martinec (2004) theory of that consumers use authenticity to decide if they should build a relationship with a corporation or not. A good relationship can contribute to more value than just the core product/service the corporations offer. According to Grönroos (2008) the relationship can contribute to a greater amount of value between the parties. The participants' trust lasted until her friend told her that you always get such letters independent on where you donate money, which in turn made her doubtful. Another participant said;

"Childhood Cancer fund also sends similar letters. I donated money there a few years ago and still get these letters sent home, although I do not donate money to them anymore. This highly reduces the trust"

Some of the participants thought it was difficult to donate money to such organizations, as they did not know how the money later on where distributed. One question that then arouse in our minds was; how could consumers trust in corporations' CSR initiatives, when they do not even trust charitable organizations?" Further, when the donater where to pay 100 Swedish crowns a month to children in Africa, they questioned how much of the money that really went to the children? For an organization like "Médecins Sans Frontières" or "the Red Cross" a good relationship with their consumers is crucial. According to Grönroos (2008) it is important that organizations or corporations that focus on building relationships with consumers, actually achieves their consumer expectations but also communicate trustworthiness. Without the trust, organizations like "Médecins Sans Frontières" and "the Red Cross" will have difficulties implementing their operations. Through communication adjusted after the consumers' need, trust between an organization and a customer can be built (Ertzgaard, 2004).

4.1.4 Encourage CNSR

Within the focus groups we talked a lot about CNSR and the overall impression was that consumers did not see their own responsibility in the context. We believe that consumers need to put more effort and interest in their own responsibilities before they are going to be able to respond to CSR initiatives and believe in them. Devinney et al. (2006) present theories about the importance of taking CNSR in consideration by the corporations to be able to change consumers' irresponsible behavior, and in turn achieve successful and authentic CSR initiatives. When asking the participants about consumers' responsibility one person mentioned;

“You as a consumer also have a responsibility, you should pay the price for the product you get for example”

This was the first comment about this subject, but when we later discussed it within the context of an example they did not mention their own responsibility. The discussion in this part concerned underpaid workers in developing countries that industrialized countries took advantage of. Here the participants did not reflect over their own responsibility but we believe that the consumer needs to understand the great impact their consumption has. Devinney et al. (2006) presents that the consumerism element are to some extent responsible for ethical impacts. Hence, the consumers are good at explaining that the production in low wage countries needs to be controlled in the right manner from the corporation, but they do not see their own responsibility. Thus, if there had not been a desire for the mass produced products, corporations had not produced it either.

One problem that was mentioned when talking about CNSR is that for example organic products often have a higher price than other products. This can be connected to Carroll and Buchholtz (2003) theory that consumer dislike increased product costs due to CSR initiatives. The participants often showed an interest of taking responsibility but meant that they did not have the ability to do so;

“Being responsible should not be about economic status, that it is more expensive to be environmentally friendly”

One part of CNSR described by Devinney et al., (2006) is the purchasing or non-purchasing behavior. To learn from the findings of the focus groups the non-purchasing behavior is one of the most significant problem for consumers to take responsibility, which in turn makes them more responsive for CSR initiatives. The price will always be an essential criteria when choosing between corporations. Consumers showed an interest of taking responsibility, but there is a need for development from corporations where they take responsibility at the same time as they produce the products that consumers demand on a relevant price-level. By working successfully with CSR and offer demanded products for the consumers will according to Bhattacharaya and Sen (2004) make the corporation more attractive. One participant had an interesting view when it came to shared responsibilities for consumers and corporations;

“When trying to get customers to actually think about the environment, the corporation needs to reduce their margins. Just to capture the new customer base, then maybe the price can be raised a bit again”

Clearly, the price is one big dilemma. We believe this quotation indicates that the consumers take for granted that corporations demand a higher price for these products to increase their profit, instead of the fact that it may be more expensive to produce these products. This shows that there is a hesitation of the authentic manner behind CSR initiatives from the consumers' view. Once again, this statement also shows that consumers believe corporations have a greater responsibility than consumers since the first action needs to come from them. As Carroll & Buchholtz (2003) presents, this is a common problem for corporations since they may lose their competitive advantage when increasing prices of the products.

The lack of information given from corporations was mentioned several times during the focus groups. We acquired the feeling that consumers often put the blame on corporations, since they refer more to the corporations' responsibilities than their own. They meant that corporations have the responsibility to inform consumers before they in turn are able to take responsibility. Some meant that maybe the corporations take enough responsibility, but they are just unsuccessful at informing the consumers about it. This can be connected to the theory presented by Caruana and Crane (2008). There is clearly a gap between what corporations think consumers perceive and what consumers actually perceive.

Most of the participants said that they as consumers should be more familiar with the concept. So, we believe that there is an interest by consumers but they do not put so much effort to take actions on their own. They are too comfortable and are not for example willing to pay more for a product that is produced in a way that could be linked to good CSR initiatives. Further they expect corporations to present the information about CSR in a visible way and are not taking actions to try to find the information on their own. It was also shown that consumers thought that their own responsibility did not matter;

“I think I am just a quantity of all people, and that it does not matter if I care or not”

We believe this is one of the greatest problems when it comes to CSR. There are too many people who are reasoning in this way, that they do not think that their actions will make a difference. We believe consumers need to gain something to start to act responsible. This can be made through improvements of for example corporations providing more information or putting the price-level on a demanded level from the consumers' point of view.

4.1.5 Consider the Corporations' Reputation

To create successful and authentic CSR, the corporations' reputation needs to be considered. According to Boulstridge and Carrigan (2000) the importance of the corporations' reputation has increased in order to gain organizational success. A corporation's reputation is according to Porter and Kramer (2006) one of four arguments to justify attention and resources for the corporations CSR initiatives. According to the findings from our focus groups irresponsible behavior may in worst case affect the consumers purchasing intention in the long run, which in turn can affect the corporations reputation.

4.1.5.1 The Effect of Irresponsible Behavior

According to Bhattacharya and Sen (2004) consumers can refer more to corporations' irresponsible behavior rather than responsible behavior, which also have been found in our focus groups. Many of the participants said that they did not know anything regarding corporations' responsibilities until something irresponsible were made. The reason for why these irresponsible actions are more remembered may be due to the discussions that arises afterwards about the corporations. According to the participants no one care when corporations act responsible, but that is not the case when corporations act irresponsible. Irresponsible behavior from the corporations can according to the participants destroy their reputation. This can be connected to Bromley's (2001) theory that even thus the corporations' product/service stay the same, irresponsible behavior can change the corporations' reputation. To learn from this, the irresponsible behavior may affect the consumers' perception of corporations in the long run.

One example that was brought up several times when it comes to corporations' irresponsible behavior was that many corporations today have their production in developing countries. According to the participants the corporations who choose this strategy have the responsibility to ensure that the workers' conditions are under control;

“If a corporation choose to have their production or purchase products from a developing country I believe they have a great responsibility to ensure that the workers on the production site are working under correct conditions. The workers do not have the same power as the workers in more developed countries since they may need their jobs for survival”

The participant meant that many corporations put the blame on others, such as country regulations, which was identified as an irresponsible behavior according to several participants.

4.1.5.2 Take Media in Consideration

One reason why consumers easier can refer to irresponsible behavior may be due to how media draw attention and present irresponsible actions made by corporations which they are trying to hide. One example of this is the Swedish TV-program “Uppdrag Granskning” where they inspect corporations and their actions (SVT 1, 2011). The H&M case that has been examined in “Uppdrag Granskning” concerning the poor working conditions at H&M’s factories in Cambodia was discussed during the focus groups. Almost everyone had knowledge about this case and was also agreeing on the fact that H&M have not taken enough responsibility.

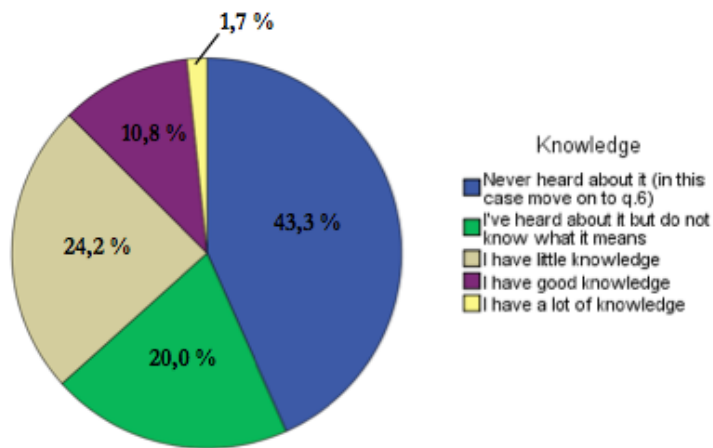
The clothing industry was the industry most participants referred to when giving examples in the focus groups. This may be an effect of that media is criticizing that industry specifically, while others have not been as much audited (SVT 1, 2011). Further, Mark-Herbert and von Schantz (2007) presents the theory that media has a great ability to influence people. This is an interesting finding since in our opinion there are several industries that should be audited as well and might even have a greater impact of for example the environment but due to media’s attention of the clothing industry consumers mainly focus on this. Media is, as mentioned in theory by Maignan et al. (2005), a stakeholder that should be handled with care as they have the ability to affect people through their communications (Mark-Herbert & Von Schantz, 2007).

4.2 Quantitative Study

In the following section we will present our results from the questionnaires. The quantitative study is our complementary study where we have developed a questionnaire based on the main findings from the focus groups.

The results will be presented in several figures and diagrams to make it easier for the reader to understand our findings. The pie chart diagrams are easily presented with percentages. The cross tabulations is used to see if there is a relation between questions, where one question is presented horizontally and the other one vertically. The reader can then see how different answer alternatives in the first question is represented in relation to the other questions’ answer alternatives and vice versa. The last figure (figure 4.8) is a ranking question which is designed differently than the other figures. This is made to clearly present the percentage of each alternative answered by the respondents.

Figure 4.2 Knowledge



When investigating the knowledge of CSR by our respondents, it was clear that there was a poor knowledge overall. 43 percent of the respondents had never heard about it, 20 percent had heard about it but did not know what it meant and only 1,7 percent thought that they had a lot of knowledge.

Figure 4.3 Age * Knowledge Cross Tabulation

Count		Knowledge					
		Never heard					
		about it (in this	I've heard about it				
		case move on to	but do not know	I have little	I have good	I have a lot of	
		q.6)	what it means	knowledge	knowledge	knowledge	Total
Age	18-25	7	4	13	9	1	34
	26-34	13	1	6	3	0	23
	35-49	9	5	1	0	1	16
	50-64	10	8	4	1	0	23
	65<	13	6	5	0	0	24
Total		52	24	29	13	2	120

In the cross tabulation it is investigated if there is a relation between age and knowledge, where the age is presented vertically and the knowledge horizontally. The tabulation shows how the different answer alternatives are distributed between the different age groups. For example, there were seven respondents who never had heard about CSR in the first age group (18-25).

In our focus groups one of the findings was that there was poor knowledge overall, and also that older people had even less knowledge than younger people. This corresponds to the findings from the questionnaire, where you can see that younger people have answered that they have a greater knowledge in comparison with the older people. What is interesting to see is that the knowledge is decreasing directly from 18-25 and 26-34. This may be affected by the fact that there are many students in the first group of age. Thus, within the columns “never heard about it” and “have heard about it but do not know what it means” there was a quite equal spread of ages.

Figure 4.4 Age * Most Important Part of CSR Cross Tabulation

Count		Most important part of CSR (You)			
		Environmental issues	Social issues	Profit	Total
Age	18-25	8	14	5	27
	26-34	3	7	0	10
	35-49	4	2	1	7
	50-64	6	7	0	13
	65<	10	1	0	11
Total		31	31	6	68

This question were only answered by those who did not answer that they had never heard about CSR, to make sure that the respondents did not guess what the concept was about which may have shown an incorrect result. Therefore there were only 68 answers on this question.

When measuring which part of CSR that is most important we found through the focus groups that both environmental issues and social issues were highly valued. Thus, the participants could refer more to environmental issues. What we also found was that older people were more concerned of environmental issues and younger people thought that social issues were more important. When investigating this in a larger context this actually corresponds to our findings. Social and environmental issues were equally valued, but there were clear differences when it came to ages, where the older people (65<) primarily answered environmental issues and younger people primarily answered social issues. Profit was mainly answered by the younger participants

Figure 4.5 Prominent Reason * Trust of CSR Initiatives Cross Tabulation

Count		Trust of CSR initiatives					
		Sometime					Total
		Not at all	Rarely	es	Mostly	Always	
Prominent reason	Because corporations care and wants to take their responsibility	2	6	15	17		40
	Because the consumer demands it	0	3	9	4		16
	Because of competitors' actions	0	1	2	2		5
	To gain more profit	3	11	7	2		23
	Because CSR is a trend	2	1	3	0		6
	To strengthen their brand	0	3	13	5		21
	Pressure from media	2	0	2	0		4
	Pressure from public sector	0	3	2	0		5
	Total	9	28	53	30	0	120

Questions regarding the authenticity gave a surprising result. According to the findings from the focus groups there would be a high degree of respondents that did not think that corporations conducted these initiatives because they want to care. But as shown in the figure above, there were many who answered the opposite (40/120). What can be interesting to look at was that those who answered that they thought corporation's work with CSR initiatives because they want to care had a quite large spread of the trustworthiness. None of the respondents did not either answer that they always trusted the CSR initiatives. This means that there is still a gap between how much consumers trust CSR initiatives and the fact that corporations conduct these initiatives because they care. If a corporation really cares, then it should be clear that they do it in a trustworthy manner as well.

The authenticity was hard to measure within the questionnaire, since a part of those who answered that corporations' prominent reason to engage in CSR initiatives was because they cared, later showed a low result of trustworthiness against the corporations. The qualitative study showed a more reliable result since we then were able to gain a deeper understanding through observations which was necessary since their reasoning, body language, voice level and feelings affected the results as well.

Figure 4.6 Prominent Reason * Knowledge Cross Tabulation

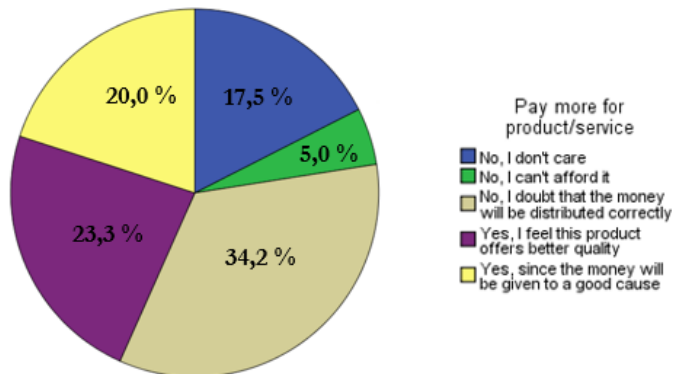
Count		Knowledge					
		Never heard		I've heard		I have a lot	
		about it (in	about it but			of	
		this case	do not know	I have little	I have good	knowledge	Total
		move on to	what it means	knowledge	knowledge	knowledge	
		q.6)					
Prominen	Because corporations care and						
t reason	wants to take their	24	8	6	2	0	40
	responsibility						
	Because the consumer	5	6	5	0	0	16
	demands it						
	Because of competitors'	2	2	0	1	0	5
	actions						
	To gain more profit	7	3	7	4	2	23
	Because CSR is a trend	3	0	1	2	0	6
	To strengthen their brand	7	3	8	3	0	21
	Pressure from media	1	1	1	1	0	4
	Pressure from public sector	3	1	1	0	0	5
Total		52	24	29	13	2	120

Since the result from the question about why consumers think corporations work with CSR initiatives (prominent reason) showed a different result compared to our focus groups we decided to further investigate why these differences occurred. In the focus groups we found tendencies of that participants with greater knowledge also were more critical about the concept. Hence, we investigated further how the knowledge and the prominent reason were connected.

The lower knowledge the respondents had, the higher percentage thought that corporations were working with CSR because they wanted to take responsibility. To clarify this; 46 percent of those who never had heard about CSR, 33 percent of those who had heard about CSR, 21 percent of those who had little knowledge of CSR, 15 percent of those who had good knowledge and 0 percent of those who had a lot of knowledge thought that corporations did it because they care. This means that the more knowledge the respondents had, nonetheless answered that corporations work with CSR for this reason. By the respondents who had more knowledge regarding CSR alternatives as "to gain more profit" and "to strengthen their brand" were more common. We believe this is due to the fact that with greater knowledge arises more critical opinions of CSR. More

information from different views might have been obtained, due to for example the increased transparency (Crane & Matten, 2010; Tapscott & Ticoll, 2003).

Figure 4.7 Pay More for Product/Service

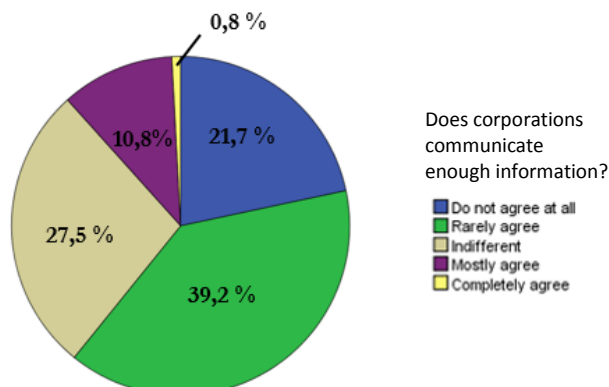


Price was discussed within the focus groups and according to us is one major factor of why consumers did not take their own responsibility. The inauthenticity was again shown since as many as 34,2 percent doubted that the “extra” money paid by consumers was distributed correctly.

This question was designed with three “no” alternatives since they were based on the result from our focus groups. Since it was five answering alternatives this could have made the result a bit bias. Despite this we received 40 percent “yes” answers, which we think is a significant result with this in mind.

In our focus groups many participants argued that they did not afford to buy products that were produced in a responsible way according to CSR initiatives. As shown in the figure this did not correspond to a larger context. The students took a lot of space in our focus groups, which may have affected the difference between our two studies.

Figure 4.8 Do Corporations Communicate Enough Information?



One result from the questionnaire that is well connected to the result from the focus groups is the amount of information corporations communicate. Most respondents answered that corporations do not communicate enough information about their CSR initiatives (60,9 percent). There is a large amount that is indifferent (27,5 percent), which also indicates that the information is not enough visible for consumers. This corresponds to the theory by Caruana and Crane (2008), about the fact that corporations do not communicate enough information.

Figure 4.9 Who Have the Greatest Responsibility?

	Public Sector		Corporations		Consumers		Media		Total	
1	20	16,7%	7	5,8%	41	34,2%	52	43,3%	120	100,0%
2	36	30,0%	16	13,3%	32	26,7%	36	30,0%	120	100,0%
3	35	29,2%	43	35,8%	22	18,3%	20	16,7%	120	100,0%
4	29	24,2%	54	45,0%	25	20,8%	12	10,0%	120	100,0%
Total	120	100,0%	120	100,0%	120	100,0%	120	100,0%		

This question was formulated in a way where respondents should rank the alternatives from four to one, where four was for greatest responsibility and one for least responsible. What we primarily wanted to investigate with this question was how consumers view their own responsibility in comparison to other known responsibility takers in the society (as mentioned by participants within the focus groups). The result is shown in figure 4.8 where 45 percent answered that the corporation have the largest responsibility, followed by the public sector, which 24,2 percent answered. The result shows that media have the least responsibility (43,3 percent), closely followed by consumers (34,2 percent). What clearly can be understood by this figure is that most respondents answered that corporations had the greatest responsibility, because a low percent of 1 (5,8 percent) and 2 (13,3 percent) were received, compared to the percent of 3 (35,8 percent) and 4 (45,0 percent), which were much higher.

We expected this result since the discussion in our focus groups mostly concerned the corporations' actions and responsibilities. When talking about CSR there is automatically a connection to corporations, but this question was meant to include more parts such as media, the consumer and public sector since they were mentioned within the focus groups as well. In this way we found out how consumers value corporations' responsibilities in a larger context as well.

Since the consumers have a lack of awareness regarding CSR we believe that they have difficulties to understand their own responsibility in the context as well. As Caruana and Crane (2008) means that better communication from the corporation will make it easier for the consumers to engage in these questions.

4.3 Summarizing Statements of Results and Analysis

In this section our analysis and results from both the qualitative and quantitative studies will be summarized in relation to each other and then be interpreted into the development of the conclusion.

Overall consumers showed a positive attitude towards CSR and have an interest of learning more about the concept. Therefore we believe there is room for development in the usage of CSR for the corporation to create a win-win situation where both the consumer and the corporation gain value from these engagements. Thus what is demanded from the consumers' point of view is to gain greater amount of knowledge and relevant information, which in turn increases the authenticity.

Overall people in Jönköping have poor knowledge of the concept of CSR. Through our qualitative study this has been shown since few participants showed pre-knowledge of the concept and had a hard time describing it. Giving relevant examples of how corporations today work with CSR was as well hard for them. This was also shown within the quantitative study where 43,3 percent never had heard about CSR and 20,0 percent had heard about it but did not know what it was. Further on in the research it has been clear that the usage of CSR or Corporate Social Responsibility as a word does not affect the consumer in the desirable manner since they do not know what it means. The word CSR is a business term, and may be one reason of why consumers did not recognize it and in turn may have affected the results concerning knowledge. Thus, we saw relevance in investigating it with this word since we have found that several corporations use it in their communication, especially on their web pages (Lindex, 2013; Monki, 2013; Investor AB; 2013; Unicef, 2013). Also whenever consumers actually do wish to look up what it means it is easily making them confused due to multiple definitions of CSR.

Primarily within our qualitative study only students had pre-knowledge and were able to describe different definitions and components of the concept. Within the quantitative study we could also see that there was a greater knowledge of CSR among the younger segment in general. Students' knowledge is due to the fact that they are nowadays, to a greater extent, introduced to the concept within their education. Within our quantitative study this finding was strengthened since it was as well shown that the younger segments (where many students were represented) had more knowledge and awareness of CSR. The younger population's knowledge is due to that they in general are more responsive for corporations' communication through a higher usage of Internet and other sources associated with transparency.

Knowledge and opinions can be connected, since the respondents who had more knowledge regarding CSR were also more critical compared to those who had poor knowledge. We believe the underlying reason for this is due to that those who have more knowledge have been more responsive for information regarding CSR. These findings were shown both in the quantitative and the qualitative study, mainly in the beginning during the general discussions. It became clear when discussing relevant examples that primarily

irresponsible behavior and negative views were referred to, which corporations need to consider while working with CSR. The ones that did show a positive view to CSR and believed that corporations engaged in these matters because they actually cared were mainly the ones with poor knowledge and further on also gave a naive impression.

The most relevant initiatives within CSR have, in our thesis, been shown to be environmental and social issues. From the qualitative study environmental issues was what many of the respondents had on top of their mind when being asked to present examples, but social issues were equally discussed further on in the discussions. When looking at the initiatives with the greatest importance there is a difference in the opinions among the participants and respondents. Thus, a pattern we noticed was that younger participants and respondents cared and was affected more by social issues while older participants and respondents saw a greater importance in the environmental issues. The only ones who connected CSR to the economic part of the Triple Bottom Line definition were the students, who also mentioned it in relation to the relevance of profit for corporations. What corporations need to consider is that CSR initiatives should be different depending on different target groups. According to Bhattacharaya & Sen (2004) the corporations needs to focus on both internal and external outcomes to be able to successfully work with CSR.

What we as researcher were reflecting over was that social issues are a part of the CSR initiatives that can be highly developed. Why several consumers question CSR is due to the fact that they do not know how to control the corporation's work and if they are actually conducting the changes they are communicating. Here is once again the authenticity of the activities the underlying problem, where an inauthentic behavior can give a negative perception of the corporation (McShane et al., 2012). What we as researcher realized was that as a corporation while working with their marketing, when it comes to the environmental impact it is very hard to show results of a corporation's contribution and the effect of their initiatives. Thus it is a lot easier to show a difference within the social initiatives where you are able to measure your improvement with actual numbers and studies that will be giving trustworthy results. Hence if a corporation wants to work with CSR to enhance their brand or improve the view of their corporation you are with social initiatives able to give more trustworthy and relevant results.

Consumers perceive that there is a lack of information from the corporations of their CSR initiatives, as shown in both the quantitative and qualitative study. They do not know what the corporations are doing, where to find information about it or if it even exists. Consumers do not feel that they have control over how well the initiatives are implemented by corporations. This is due to that corporations communicate their efforts in a confusing way. With a greater communication the consumers could be more educated and gain more knowledge of the concept, which in turn would raise the awareness of the importance of the their own responsibility. Hence, the consumer is as well bad at searching for information about these manners. According to the theory presented in this thesis, many corporations take for granted that consumers have knowledge about CSR. With our study

we can find a clear gap between consumers' knowledge and corporations' perception of the consumers' knowledge.

The discussions regarding the overall authenticity of CSR initiatives showed that the consumer needs to understand the underlying motives for corporations' engagement to achieve trust towards their CSR initiative. If a corporation does not succeed in presenting a relevant motive there is a high risk that consumers turn critical towards the engagement. In the end our main finding was that consumers do believe that corporations in general make these contributions for the wrong cause. Corporations are according to the participants conducting initiatives with a self-centered approach and mainly for their own benefit. This is a prominent reason for why several negative and critical thoughts of CSR were brought up during the discussions. It is therefore of high importance for corporations to conduct clear motives and only work with initiatives that feels relevant for them to engage in.

When CSR initiatives affect the price of products a non-purchasing behavior among the participants was often developed. The general view today is that when being responsible as a consumer there is often a problem since the products/services are too expensive when being connected to CSR initiatives. From the qualitative study we found that many consumers wants to buy these products/services, but there are only a certain amount of people who can afford it. Another finding that is strengthened by the quantitative study as well is that a large amount of the respondents doubted that the "extra" money paid by consumers were distributed correctly, which also was a reason for not purchasing such products/services. There is clearly a problem within this question since there is often a higher cost for corporations to engage in CSR. What needs to be developed is a balance between delivering CSR-concerned products and to sell it for a reasonable price for the end consumer, which in turn will make it easier for the consumers to engage. As mentioned earlier, by improving the engagement from consumers they will be more responsive to information, which in turn can contribute to authentic CSR initiatives.

Within this thesis it has also been found that media have a great impact on consumers when it comes to CSR initiatives. When acting irresponsible media often highlights these matters, and this was also what most participants in the focus groups referred to when giving examples. They also mentioned that they were more responsive to the irresponsible behavior.

5 Conclusion

In this chapter we are going to present our concluding remarks regarding our results. We have achieved to answer our purpose through our research questions and this has been done through a mixed method, with one qualitative and one quantitative study.

Within this thesis we have investigated what corporations should consider in order to achieve authenticity in their CSR engagement from the consumers' perspective. We have through a well-developed qualitative study managed to find relevant results that further on where used to conduct a quantitative study. This was made in order to reach a larger sample to strengthen our findings and make the conclusion more reliable. Overall, the impression we received from the consumers were that they have a positive opinion regarding CSR and think it is relevant for corporations to engage in these matters. Thus, how corporations work with it today is not accurate in the consumers' mind, which often creates an inauthentic view of CSR. We have through our findings developed the figure 4.1 "Authentic CSR from the Consumers' Perspective" where we presented five different elements that needs to be considered by the corporation in order to achieve authentic CSR in the consumers' mind. These element should be used as a guidance for corporations in their CSR engagements to increase the authenticity from the consumers' perspective in the Jönköping region.

Know the Consumer - To achieve authentic CSR it is important to understand the consumers. It is crucial to determine your target group in order to know how much knowledge they have regarding CSR and what initiatives they value and believe are relevant for the corporation to focus on.

Communicate Relevant Information - Consumers demand adjusted information in order to be able to understand corporations' CSR initiatives. With accurate information, knowledge and trust by the consumers will increase.

Develop Clear Motives - Corporations' underlying motives for their CSR initiatives needs to be clear, relevant and easy to understand by the consumers in order for them to evaluate them as authentic. Today many consumers believe that corporations engage in CSR due to a self-centered attribution. With clear motives this perception can be changed to a more authentic attribution.

Encourage CNSR - By encouraging the consumers' own responsibilities, the consumers' responsiveness to CSR will increase as well as their belief in them.

Consider the Corporations' Reputation - The corporation's reputation affects the authenticity of CSR initiatives. Irresponsible behavior is more referred to by consumers than responsible behavior, which partly is an effect of media's impact. This needs to be considered and responsible behavior is a determining factor when achieving authentic CSR from the consumers' point of view.

6 Discussion

In this chapter we are going to discuss the contribution of this thesis as well as discussion regarding limitations and suggestions for further research.

6.1 Contribution

We see a great importance for corporations in understanding the consumers while working with CSR, to succeed in their engagements. If consumers do not trust the initiatives that are made by corporations there is a high risk for inauthentic views. Therefore we believe our investigation will be able to contribute corporations regarding the fact that they can make their engagements more authentic. Our conclusions should be viewed as guidance and following all of these parts could lead to a development of a more successful CSR engagement.

Since there is a lack of research regarding the consumers' perspective of CSR, we believe we have made a contribution when it comes to further knowledge regarding this matter as well.

The people who were participating in our studies (especially the focus groups) expressed that they had increased their knowledge and interest of CSR by their involvement. Therefore we believe we contributed to a greater awareness of CSR for these people and hopefully they mediate this to others.

6.2 Limitations

Since CSR from the consumer's perspective has not been researched to a greater extent it has been hard and time consuming for us to find proper theories to base our investigation on. Since CSR is an unclear concept overall with several different definitions, we were forced to listen to our focus groups before setting an accurate definition for our research.

We believe we have done a proper research due to our purpose and time limit. If we had more time to investigate the problem we believe it would have been beneficial with more qualitative data, in order to form our guidance into definite implementations that should be made by corporations.

We have only conducted our investigation in the Jönköping region to come up with our elements. Thus, it is needed to consider that differences among regions may occur.

6.3 Suggestions for Further Research

We see a great possibility to research this area further since there is an importance of working with CSR as well as understanding consumers reasoning. Even if CSR is a field where considerable amount of research has been conducted, not a lot has been made from the consumer's perspective. One area we have found that can be highly interesting to investigate is to come up with a definition of how the consumers define CSR. This since as of today the concept has several definitions with no definitive answer of which one is the most relevant. Due to this, it is often confusing for the consumer to know how to view the concept which is a reason why we think it would be relevant to try to come up with a definite definition from their point of view.

We have done an investigation of how corporations should work in order to receive authenticity in their CSR initiatives from the consumers' perspective. Thus, what could be further researched is if this guidance actually works in real life by conducting for example a case study.

We have also found a potential gap in response to how corporations view the consumers' response to CSR initiatives in relation to the reality. This gap could be further investigated to gain a deeper understanding of why the consumers are not as affected by CSR initiatives as corporations think they might be. This can be made through an investigation from corporations' perspective as a compliment to our thesis.

One of our findings is that consumers do not see their own responsibility when it comes to acting responsible. Opinions and views regarding CSR could be further investigated in order to gain more knowledge of how consumers reason regarding these matters. It would also be interesting to find out which initiatives made by corporations that gain the largest responses from the consumers.

Finally, we believe we found many interesting and relevant conclusions as a contribution for corporations. It would be interesting to see if this corresponds to other regions as well.

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Appendix I Focus Group Questions

1. Har ni hört talas om CSR? Vad har ni i såfall för åsikt om CSR?
 - *Ge översättning efter diskussion: Ansvarsfullt företagande*
2. När tycker du att företag jobbar med CSR? Positiva och negativa exempel?
3. Ofta arbetar företagen med CSR i sin reklam, vad tycker ni om det?
 - Ex. Märker ni av detta? Har ni positiva och negativa exempel?
 - Ex. Ska det finnas med i deras reklam, synas på produkten?
 - Ex. Läger ni märke till olika typer av märkning av CSR-aktiviteter?
4. Hur påverkas kunder av positiva och negativa CSR-aktiviteter?
 - Ex. Hyllar man företag med gott rykte inom CSR, på samma sätt som man undviker företag med sämre rykte inom området?

STIMULUS artiklar

5. Varför tror ni att företag arbetar med CSR-frågor? *(relatera till stimulusmaterial)*
 - Ex. Tror ni på dem? Gör de det dem säger att de ska göra?
 - Ex. Tror ni att MAX gör det här för att spara pengar eller för att de på riktigt bryr sig om miljön?
6. Märker ni att engagemanget kring CSR har ökat? I så fall hur, och var? *(relatera till stimulusmaterial)*
7. CSR-frågor har diskuterats under en längre tid, har det gått så långt att ni förväntar er att företag ”sköter” sig när de kommer till dessa frågor?
8. Tycker ni att det finns företag/branscher som bör ta större ansvar när det gäller CSR-aktiviteter?
9. Är du intresserad av att lära dig mer om CSR? Hur viktigt är det för dig?
 - Ex. Bryr ni er om att köpa produkter från ett företag som arbetar med CSR? Varför/varför inte?
10. Vilka alternativa översättningar än ansvarsfullt ansvarstagande associerar ni CSR med? Varför?

Appendix 2 Questionnaire

1. Ålder

- ☐ 18-25 ☐ 26-34 ☐ 35-49 ☐ 50-64 ☐ 65 <

2. Kön

- ☐ Kvinna ☐ Man

3. Sysselsättning

- ☐ Studerande ☐ Arbetande ☐ Pensionär ☐ Arbetssökande ☐ Övrigt: _____

4. Hur mycket kunskap anser du dig ha om CSR (Corporate Social Responsibility)?

- ☐ Jag har aldrig hört talas om det (vid detta val, läs nedanstående kursiv text och gå sedan vidare till fråga 6)
☐ Jag har hört talas om det, men jag vet inte vad det innebär
☐ Jag har få kunskaper
☐ Jag har goda kunskaper
☐ Jag har mycket goda kunskaper

CSR översätts på svenska till ansvarsfullt företagande och handlar om aktiviteter som företag utövar för att ta sitt ansvar i utvecklingen mot en bättre värld. Med detta i åtanke, vänligen besvara kommande frågor.

5. Vad tycker du är den viktigaste delen för företag att jobba med inom CSR?

- ☐ Miljöfrågor (T.ex. klimatkompensation och ekologisk produktion)
☐ Sociala frågor (T.ex. mänskliga rättigheter och samhällets välfärd)
☐ Att tjäna pengar (T.ex. genom att marknadsföra sina CSR-aktiviteter)
☐ Annat (ge exempel): _____

6. Vilken är den främsta anledningen till att företag jobbar med CSR-aktiviteter?

- ☐ För att företaget verkligen bryr sig och vill ta sitt ansvar
☐ För att kunden efterfrågar det
☐ För att konkurrenterna gör det
☐ För att tjäna pengar
☐ För att CSR är en trend
☐ För att stärka sitt varumärke
☐ Påtryckningar från media
☐ Påtryckningar från offentlig sektor

7. Hur mycket litar du på ett företags CSR-aktiviteter?

- ☐ Inte alls
- ☐ Sällan
- ☐ Ibland
- ☐ Mestadels
- ☐ Alltid

8. Är du som kund beredd att betala mer för en produkt/service av ett företag som du vet jobbar med CSR-aktiviteter? Kryssa i den främsta anledningen.

- ☐ Nej, jag bryr mig inte
- ☐ Nej, jag har inte råd
- ☐ Nej, jag tvivlar på att de extra pengarna går "dit de ska"
- ☐ Ja, för att jag får känslan av att dessa produkter håller bättre kvalitet
- ☐ Ja, för att jag vet att de extra pengarna går till bra ändamål

9. Hur uppträder du som kund mot ett företag som agerat omoraliskt?

- ☐ Hopplöshet, alla företag agerar lika dåligt
- ☐ Likgiltighet, det spelar ingen roll hur jag agerar för jag är bara en i mängden
- ☐ Lojalitet, jag har alltid handlat av företaget och kommer rutinmässigt fortsätta att handla på samma ställe
- ☐ Övergående ilska, jag blir väldigt upprörd men glömmer det lika fort
- ☐ Nyfikenhet, jag skaffar mig mer information om händelsen
- ☐ Bojkott, jag handlar inte mer av det företaget
- ☐ Engagemang, jag jämför konkurrenters varor och ser om det finns bättre alternativ

10. Tycker du att företag idag ger tillräcklig och relevant information om deras CSR-aktiviteter?

Instämmer inte alls

Instämmer helt

☐ ☐ ☐ ☐ ☐

11. Vem bär det största ansvaret i utvecklingen inom dessa frågor? (Ranka 1-4, varav 4=störst ansvar)

- _____ Offentliga sektorn
- _____ Företagen
- _____ Konsumenten
- _____ Media

Tack för din medverkan!

Appendix 3 Stimulus Article for Focus Groups MAX Hamburgare

2013-03-11

Är en vegetarisk hamburgerkedja framtiden? - Miljöaktuellt

MiljöAktuellt

DETTA ÄR EN UTSKRIFT FRÅN MILJÖAKTUELLT

Artikels webbadress: <http://miljoaktuellt.idg.se/2.1845/1.299947/ar-en-vegetarisk-hamburgerkedja-framtiden>

framtiden

HALLÅ DÄR PÄR LARSHANS, HÅLLBARHETSCHEF PÅ MAX HAMBURGARE | 2010-03-04 14:52

Är en vegetarisk hamburgerkedja framtiden?

Av Mikael Salo

Max Hamburgare gör burgarna klimatsmartare genom att minska kötthalten, blir en arena för klimatpolitisk debatt och lanserar restauranger som vill bli självförsörjande på el. Miljöaktuellt tar ett snack med hållbarhetschefen på Sveriges mest miljöprofilerade snabbmatskedja.



Hallå där Pär Larshans, hållbarhetschef på Max. Moderaterna och Socialdemokraterna kommer att genomföra politiska klimatdebatter på era restauranger i vår. Hur kommer det sig?

– Vi fick en förfrågan om vi kan ställa upp med arenan och vi accepterade deras förfrågan. Det är kul att se att de har fokuserat på den uppmärksamhet vi fått, men har inget med agendan att göra. Det ska bli spännande att se vad som händer och sägs framöver. Jag anser att det är viktigt att behålla fokus på klimatfrågan så att i klimatskeptikerna tar ett steg framåt när det nu varit så kallt, som klimatskeptiker i mailat till mig och påtalat. Jag har svarat: "Men titta på Kanada, där har de haft det varmaste året på 150 år."

Undersökningar visar att pendeln i klimatfrågan håller på att slå tillbaka. Många skeptiska till att klimatförändringen faktiskt pågår. Har ni fått några reaktioner kunderna?

– Vi fortsätter att få en tydlig uppskattning. Falafelburgaren som vi lanserade nyligen har tagits emot mycket, mycket väl och vi har fördubblat försäljningen av vegetariska produkter. Det innebär att vi breddar målgruppen samtidigt som vi breddar utbudet.

Är framtiden en vegetarisk hamburgerrestaurang?

– Vi kommer aldrig att sluta att servera nötkött, men däremot så kommer vi att söka ett mer hållbart svenskt nötkött och det kommer i sin tur att gynna den svenska näringen. Ett problem idag är att vi inte kan beställa svenskt klimatsmart kött från våra svenska slakterierna. Jag ser en potentiell halvering av växthusgasutsläppen från den svenska nötköttproduktionen inom rimlig tid.

Ni har också sänkt kötthalten i hamburgarna?

– Vi har alltid haft ägg, potatis och mjölk i våra hamburgare, men nu vi har hittat ett optimalt recept med en kötthalt på 82 procent som verkligen tillfredsställer våra kunders önskemål. Jag är glad att det också är klimatsmart. Jag tror att vi i framtiden kommer inse att man måste öka andelen klimatsmarta råvaror.

Vad säger konkurrenterna med 100 procent kött i sina burgare?

– Vi fokuserar inte på konkurrenterna, fråga dem gärna själv. Vi försöker hitta andra branscher att benchmarka mot. Det finns faktiskt inte så många goda praktiska exempel att titta på i vår bransch. Det är nog därför vi har fått så mycket uppmärksamhet, i Sverige och i övriga världen.

– För tre år sedan trodde jag inte att jag skulle bli inbjuden till regeringen för att berätta vad vi tror och tycker om framtiden. Igår var jag på jordbruksdepartementet. Senaste tiden har vi exempelvis blivit intervjuade i bland annat BBC, dansk tv, haft besök av sex delegationer från Japan och alldeles i dagarna hörde miljödepartementet från Taiwan av sig.

Vad är nästa nyhet hos er?

– Vi har en ny typ av restaurangbyggnad med tydlig miljöprofil under uppbyggnad som öppnar i maj i Bromma och Enköpings Restaurangerna kommer att producera egen el genom solceller. Målet är att vi ska sänka energiförbrukningen men förhoppningen är att även kunna producera ett överskott på energi på sikt.

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Appendix 4 Stimulus Article for Focus Groups ICA

2013-03-11

www.dn.se/ekonomi/pa-ica-ar-handikapp-inget-hinder?rm=print

DN.se

En utskrift från Dagens Nyheters nätupplaga, DN.se, 2013-03-11 16:04:28
Artikelns ursprungsadress: <http://www.dn.se/ekonomi/pa-ica-ar-handikapp-inget-hinder>

På Ica är handikapp inget hinder

Publicerad 2011-01-08 08:57

Få svenska företag satsar på integration av funktionsnedsatta personer. Positiva undantag är Ica, hamburgerkedjan Max och tjänsteföretaget Sodexo, som målmedvetet satsar på jobb till funktionshindrade.

Icas reklamfilmer med Jerry har knappast gått någon förbi. Den första kom hösten 2009 och spelade på fördomar om funktionshinder, i detta fall Downs syndrom.

Filmen anmälades flera gånger till Reklamombudsmannen, RO, för diskriminering.

Nu var dock reklamens syfte tvärtom att utmana fördomarna, vilket också RO konstaterade.

I samma veva lanserade Ica "Vi kan mer", en riktad satsning på att rekrytera funktionsnedsatta, i samarbete med Samhall och Sveriges Kommuner och Landsting.

Efter drygt ett år deltar runt 200 Icabutiker, och över 400 personer har fått jobb. En del regelrätta anställningar, då ofta med hjälp av statligt lönebidrag, medan det i andra fall fortfarande är kommunerna som betalar. Målet är att skapa sysselsättning för ett tusental funktionsnedsatta.

Icas koncernchef Kenneth Bengtsson är övertygad om att projektet gynnar varumärket. Idén fick han när han såg en föreställning med teatergruppen Glada Hudik, där alla skådespelare har någon typ av funktionshinder.

– Jag blev väldigt berörd och tänkte att vi som företag skulle kunna göra något liknande. Alla ska få vara med och bidra efter just sina förutsättningar, säger han.

Hamburgerkedjan Max inledde sitt samarbete med Samhall redan 2004. I dag har så gott som alla de runt 80 restaurangerna minst en funktionsnedsatt person anställd.

Målet är två per restaurang. Och tjänsteföretaget Sodexo, som bland annat städar och driver personalrestauranger, samarbetar med Samhall sedan 2009. Sodexo har nu medarbetare med funktionsnedsättning i Gävle, Enköping, Uppsala och Stockholm.

Samhalls kommunikationsdirektör Lars Löw konstaterar att svenska arbetsgivares intresse över lag är lågt. Bara ett av tjugo företag prioriterar frågan, visar en undersökning från Skop. Som helhet har gruppens deltagande i arbetskraften sjunkit dramatiskt det senaste decenniet.

Samtidigt är alltså fler företag i dag beredda att tala öppet om sitt samarbete med Samhall:

– För bara några år sedan ville många inte lyftas fram i våra årsredovisningar, säger Lars Löw.

Lars Löw konstaterar att Icas Jerry-reklam betytt oerhört mycket för att stärka bilden av funktionsnedsatta i arbetslivet.

– Men så länge Jerry bara är praktikant så har Ica bara tagit ett steg. När Jerry blir anställd på riktigt blir det något annat.

Max Hamburgare har kommit steget längre, konstaterar Löw.

Hamburgerkedjan rekryterar direkt från Samhall och anställer efter en nio veckor lång introduktion, till exempel personer med adhd och andra intellektuella och neuropsykiatriska nedsättningar. De flesta arbetar med att städa bord, plocka brickor och visa gästerna till rätta, berättar Max hållbarhetschef Per Larshans.

– Efter några år klarar många samtliga restaurangens arbetsuppgifter. Skillnaden är att de kan ha lite längre startsträcka. Däremot brinner de här personerna ofta för sitt arbete och gör inte sällan efter ett tag ett bättre jobb än många av oss andra normalstörda.

400 HAR FÅTT JOBB I PROJEKTET "VI KAN MER"

• Projektet "Vi kan mer" startade 2009. Drygt 400 personer har hittills fått sysselsättning. Målet är 1.000 personer inom tre år.

• Drygt 400 personer har hittills fått någon form av anställning i 220 butiker.

n Personerna får kontakt med Ica på främst tre sätt: genom kommunernas verksamheter för funktionshindrade, statliga Samhall eller Arbetsförmedlingen.

• Anställningsformerna varierar beroende på hur många sysslor personen kan utföra, och de kan också ändras med tiden.

Kommun/stat kan stå för hela ersättningen, Ica kan få lönebidrag från Arbetsförmedlingen eller så betalar handlaren själv hela lönen.

• Det finns inga samlade uppgifter om hur många som har vilken typ av anställning eftersom alla Icahandlare är självständiga.