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# **Malmö consumer's attitude behavior gap**

## **A quantitative study**

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## **Abstract**

<b>Title</b>	Malmo consumer's attitude behavior gap: A quantitative study
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<b>Course</b>	Undergraduate project in marketing, 15 credits Authors, Alan Nori and Yousif Rashid
<b>Supervisor</b>	Clara Gustafsson
<b>Key words</b>	CSR, Ethical Consumption, Consumer Behavior, Attitude Behavior Gap
<b>Purpose</b>	The purpose of this thesis is to examine, analyze and describe the effects and role that CSR and ethics have on consumer behavior in Malmo. Furthermore we aim to research what Malmo consumers preferences are regarding price, quality, social equality when purchasing products and if demographical factors affects preferences or behavior.
<b>Methodology</b>	This thesis uses a quantitative method in form of surveys. This is a deductive research with a positivism as perspective.
<b>Theoretical perspectives</b>	The thesis uses a stand point from CSR but the main focus lies on the relationship between attitude and behavior regarding ethical consumption. Consumer behavior theories are explained. Furthermore there is regular and ethical decision making theories.
<b>Empirical foundation</b>	The empirical foundation is based on 200 surveys in form of questioners.
<b>Conclusions</b>	Malmo consumers have no attitude behavior gap regarding unethical and ethical firms. Furthermore we can conclude that malmo consumers have a positive attitude towards rewarding ethical firms and boycotting unethical firms. Additionally they think that more knowledge on the behavior of firms is necessary and that it could change their purchase inte

**Abstrakt**

**Titel** Malmö consumer's attitude behavior gap: A quantitative study

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**Handledare** Clara Gustafsson

**Nyckelord** CSR, Ethical Consumption, Consumer Behavior, Attitude Behavior Gap

**Syfte** Syftet med uppsatsen är att undersöka, analysera och beskriva effekten och rollen som CSR och etik har på konsumenternas beteende i Malmö. Syftet är också att ta reda på vad Malmö konsumenternas preferenser när det gäller pris, kvalitet, social jämlikhet när de köper varor och om demografiska faktorer påverkar preferenser eller beteenden.

**Metod** I den här undersökningen används en kvantitativ metod i form av enkäter. Det är en deduktiv forskning med en positivistisk perspektiv.

**Teoretisk perspektiv** Den här forskningen använder CSR som utgångspunkt men huvud fokuset ligger på relationen mellan attityd och beteende gällande etisk konsumtion. Konsumentbeteende teorier förklaras och utöver det förklaras även vanliga och etiska beslutsfattande teorier.

**Empiri** Empirin är baserad på 200 enkäter som delades ut i Malmö i form av frågor.

**Slutsats** Malmö konsumenter har ingen attityd-beteende gap gentemot etiska och oetiskablag. Vidare kan man också konstatera att Malmö konsumenter ha en positiv attityd gentemot att belöna etiska bolag och straffa oetiska bolag. Utöver det tror Malmö konsumenter att mer information om bolags oetiska och etiska handlingar kan påverka deras köpbeteende.

## **Preface**

This thesis has been written under the spring 2015 in Lunds University. This thesis is a bachelor thesis in marketing with the focus on consumers attitude-behavior towards ethical and unethical firms. We hope that this thesis gives a better insight on the attitude behavior gap towards ethical and unethical firms.

We want to thank Clara Gustafsson and Johan Anselmsson for their help and guidance during the process. This thesis would not be possible without them!

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## **Definitions**

Before reading this thesis it is useful to look at some of the concepts and terms used in this text to get a better understanding.

CSR - "The social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that a society has of organizations at a given point in time"

Ethical Consumption- "Ethical consumption is the conscious and deliberate choice to make certain consumption choices due to personal and moral beliefs"

Consumer Behavior- "the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires."

Consumer Purchase Behavior- It is the sum of consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior when buying a product or service.

Attitude-Behavior Gap- It is the gap that occurs when the attitude of the individual do not correlate with their behavior.

# *1. Introduction*

## *1.1 Problem introduction*

Ethical consumption is fairly new and has gained considerable attention for the last 10 to 15 years (Crane and Mattern, 2003). We can see the development of stores that sell and buy ethical products in Malmo have steadily increased since 2006 (Malmo, 2015). Needless to say, the act of ethically consuming something one way or another, has been around for centuries (Ibid).

In 2006 Malmo became the first fairtrade city in Sweden (Malmo, 2015). There are now 70 cities in Sweden that are fairtrade certified (Fairtrade, 2015). The fairtrade city concept was founded in 2001 in UK (Fairtrade, 2015). There are approximately 45 stores in Malmo that are fair trade certified by Malmo city council and twice as more that just sell ethical marked products (Malmo, 2015). The ethical consumption is popular in Malmo, stores and organizations that are a part of the “Fairtrade City” stretches all the way from football clubs and barber shops to hotel and restaurants (Malmo, 2015). To receive the ethical label “fairtrade” and become a part of “Malmo Fairtrade City” companies have to fulfill some quotas (Malmo, 2015). However, is there an ethically minded customer group in Malmo that consumes products that are ethically labeled if so; who are these people and how do they look like? Is the Malmo fairtrade city concept just something that Malmo announces to look good compared with the other cities or is there really a high demand for ethically labeled products and services?

Concepts like CSR and ethical consumption finds great importance in today’s societies where social unjust, unequal distribution of resources and pollution that affects the climate is a big part of it. Even though the concepts CSR and ethical consumption becomes more and more in the limelight and consumers are more informed than ever; they are believed to have a bad attitude towards unethical corporations, however some still choose to buy their products (Carrigan et al, 2000). Carrigan et al. (2000) study shows that there is an attitude and behavior gap regarding ethical consumption. Given thought to the uprising fair trade stores and ethically labeled products in Malmo one can ask if this is true.

It can be argued that it should be common sense that companies who engages in “good activities” for the society should attract consumers to their products, and engagement in unethical activities should be punished by boycotting the products of the company (Carrigan et al, 2001). There are different point of views regarding this topic. One point of view is that corporations that engages in ethical activities will be rewarded by consumers (Joergens, 2006). According to Mcguire et al. (1988) there is a correlation between companies with CSR and their financial situation. Carroll supports this statement by arguing that companies that decide to take social responsibility has the purpose to add profit to their organization (Carroll, 1999).

Carrington et al. (2010) arrived to the conclusion that it is rarely that consumers throw in ethical products in their shopping basket. Important factors that matters when purchasing are, price, value, quality and brand recognition (Ibid). For this reason it is interesting to take a closer look to this topic. An article that has treated this topic specifically is “Do consumers really care about corporate social responsibility: Highlighting the attitude behavior gap” (Carrigan et al, 2000). The aim of this article was to investigate the consumers attitude and behaviour towards CSR. Carrigan et al. (2000) came to the conclusion that unlike what the literature that they used for their research stated, they came to the conclusion that it is hard to find any link between financial performance and ethical behavior. Furthermore they suggested that consumers deeds and thoughts may vary greatly and that there was a gap between the consumers attitude and behavior. They even stated in the article that no participant in their research used corporate behavior in their purchasing decision.

Another article that discusses the attitude-behavior gap topic written by Carrigan and Attalla (2001) is “the myth of the ethical consumer: do ethics matter in purchase behavior?”. The purpose of their research was to find whether consumers really care about ethics when purchasing or not. The findings that they concluded was similar to the findings of Carrigan’s et al. (2000) article. They suggested that poor ethical behavior of companies has no effect on the purchasing behavior of the consumer. Furthermore they came to the conclusion that consumers could accept and justify the unethical behavior of some companies, at least the consumers that they researched could.

Furthermore an article that treats the ethical consumption topic is “The influence of firm behavior on purchase intention: do consumers really care about business ethics” written by Creyer (1997). The findings of this article had some similarities with the earlier articles mentioned above but with slight differences. The findings that they concluded was that ethicality of a firm is important in the eye of the consumer, the consumer expects ethical corporate behavior from corporations, consumers are willing to pay higher price for ethically produced products, and last but not least consumers are willing to buy from unethical firms but for a lower price as an act of punishment towards that firm.

we can conclude that the three article mentioned above have in common that they focus on finding a link between the consumers attitude and behavior towards ethical and unethical firms in general. They investigate deeply whether consumers really care about how ethical a firm is before purchasing a product or not. Even though there was some similarities between their findings they did not have the same outcome. For this reason we find it interesting to do a similar research but applying it in Malmoe, Sweden instead and compare our finding with the findings of the articles mentioned above. We will have these articles as a standpoint throughout the thesis.

With this background we want to investigate Malmoe consumers attitude and behavior towards corporate unethical and ethical behavior. Furthermore we want to find if there is any gap or correlation between Malmoe consumers attitude-behavior and if demographical factors like education, age and gender affects behavior or attitude.

Unlike the mentioned studies above we find it more suitable to use a quantitative method because we do not want to create a deeper understanding regarding consumer attitude-behaviour. With this thesis we hope to contribute a better insight into the topic “attitude-behavior gap” and ethical consumption in general and specifically in malmoe.

## *1.2 Research question*

Is there any significant correlation between age, salary and education regarding attitude and behavior when ethically consuming in Malmoe, Sweden? Furthermore, is there a gap between attitude and behavior towards ethical and unethical firms in Malmo, Sweden?

### *1.3 Purpose*

The purpose of this thesis is to examine, analyze and describe the effects and role that CSR and ethics have on consumer behavior in Malmo. Furthermore we aim to research what Malmo consumers preferences are regarding price, quality, social equality when purchasing products and if demographical factors affects preferences or behavior.

## *2. Theory*

*The following theory chapter will present and explain a number of terms and concepts that are carefully selected to strengthen the relationship between the introduction, theory and the results of the thesis. This chapter will begin with the concept of fairtrade and then go on breaking the theory of CSR into pieces and explain it. Furthermore the chapter will go on explaining the decision making process theories and present how it affects the consumer behaviour and ethical consumption to create a solid red line. Finally this chapter will discuss the consumer attitude and behaviour gap in relation to CSR and highlight what prior researchers has stated regarding this problem. The hypothesis will also be presented in the end.*

### *2.1 Fairtrade City*

The fairtrade city concept was founded in UK since 2001 (Fairtrade, 2015). There are now 1700 cities in the world that are fairtrade certified and follows ethical guidelines (Fairtrade, 2015). Fairtrade is an independent product labeling that prevents child labor and discrimination, and helps to give farmers and workers in developing countries improved working and living conditions (Fairtrade, 2015). The ethical stamp guarantees workers at least the minimum wage. Furthermore there is a premium price when purchasing fairtrade products that is used to develop the local community socially and economically. For example a new school, new house and health care, or to investment in agriculture (Fairtrade, 2015).

Research made by Granqvist et. Al. (2007) examined if the preference increased or decreased as a consequence of more information about a products was given regarding fairtrade stamp. The article examined specific ethical markings and had a brand focus, where the sample consisted of students. The authors concluded that the preference increased as information was given to a product regarding fairtrade. Another article that focuses on fairtrade certified products is De pelsmacker et. Al. (2005). Their purpose was to investigate how much consumers are willing to pay more for fairtrade certified coffee. They concluded that there is a 10% premium price that consumers are willing to pay for fairtrade coffee.

## 2.2 CSR

According to Carroll (1999) the inventor of CSR is Howard R. Bowen. His work created the basis for what we call CSR today. The concept has been in focus since the 1990's and is still undergoing development today. If you take a look at fig 1. you can see that the concept is divided into four sub-branches, these are ethical, legal, economic and philanthropic branches (Carroll, 1991). Each component is treated separately, but together they make up the concept CSR (Carroll, 1991).

The increasing interest in CSR has raised questions about the definition of CSR. Several researchers has described a general definition for what CSR means and includes but there is no globally agreed definition (Boulstridge et al, 2000). We will mention two definitions in this thesis even though there are many definition on what CSR is and includes.

Archie B. Carroll defines CSR as: "The social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that a society has of organizations at a given point in time." (1979. p.500).

Another definition is the EU commission's definition of CSR. It follows: "The responsibility of enterprises for their impacts on society." (Europa.eu, 2015).

As you may see this definition is less detailed and more open for interpretation. To this definition there is further information attached to how companies should take responsibility and how they should act (Europa.eu, 2015). Although we do not think it is necessary to mention these given thought that the aim and focus of this thesis is ethical consumption and behavior.

Discretionary responsibilities are what we refer to philanthropic activities, this assumption is made from looking at fig.1. However, Carroll says that there has to be a holistic approach to the definition of CSR, this must include the economic, legal, ethical and discretionary

categories all together (1979).

### The Pyramid of Corporate Social Responsibility



Fig 1. Carroll, the pyramid of corporate social responsibility sid 42 business horizon 1991

The layout will follow fig.1 where each component will be explained in relation to ethical consumption. Although there will be some extra parts that we believe is needed to “paint the picture”. The CSR part of this chapter will focus on Carroll’s work but will also refer to other articles and researchers.

### 2.2.1 Philanthropy (Discretionary responsibilities)

To be a good corporate citizen requires corporations to be philanthropic (fig1). This can be summarized as engaging in events or programs that benefits society, welfare or goodwill (Carroll, 1991). There are different views on corporate philanthropy. Some argues for corporate philanthropy and some do the opposite. Friedman (1962) states, that "There is one



and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits”. He means that the only way to make a society develop is to maximize the profits, and not engage in philanthropic activities. However, recent research suggest that philanthropy increases a firm’s moral capital (Godfrey, 2005). Not only does philanthropy increase moral capital but it also benefits the society (fig.1).

### *2.2.2 Ethical Responsibility of CSR*

The ethical responsibility is composed of standards and expectations of what is regarded as fair and just in the eyes of the stakeholders, i.e employees, consumers shareholders and the community as a whole (Carroll, 1979). Creyer (1997) also supported this statement in the article “The influence of firm behavior on purchase intention: do consumers really care about business ethics”. The research in that article was conducted through a survey on the parents of an elementary school. The purpose of the research was to measure the respondent's reaction toward ethical behavior of corporations. What they found out was that some of the parents stated that they were willing to reward ethical corporations by paying higher prices for their products. Furthermore they found that most of the parents regarded ethical behaviour from the corporations as a obligation.

### *2.2.3 The Legal responsibility of CSR*

There are different laws and regulations that has to be fulfilled by corporations in order for them to be able to continue their economical responsibility mentioned in the previous chapter.

Companies are expected and must comply with laws and regulations of the government (Carroll, 1999). Therefore companies must pursue their economic mission within the framework of the law (Ibid). The problem with the law is that it can not cover all the issues that a corporation may face. The concept of what is considered to be a ethical behaviour changes continuously, therefore it is difficult for the law to catch up with these concepts given the thought that the law process is very bureaucratic (Carroll 1998). With this said it can be concluded that a corporation can follow the law and still be unethical.

### *2.2.4 The Economical responsibility of CSR*

The economical responsibility is viewed as an obligation for the corporations. Historically the economical responsibility of corporation was two main objective to achieve, one objective towards the society and one objective towards themselves. The objectives towards the society

was to provide goods and services for the society at a reasonable price. The second objective towards the corporation itself was to make profits to be able to continue providing goods and services at a reasonable price for the society and furthermore to increase the value for their shareholders, pay their employees and take care of the stakeholders interests (Carroll, 1979).

## *2.3 Decision making*

With decision making theories we hope to get a better view of how the consumer is thinking when purchasing something and to see if this can be applied to ethical consumption. We believe that some parts of this process have great effect on ethical consumption.

### *2.3.1 Five step decision making process*

The regular and maybe most famous decision making process is the five stage model (Kotler & Keller, 2012; Engel et al. 1970). Which follows as fig 2. Need recognition, information research, evaluation of alternatives, purchase and postpurchase evaluation. Consumer must first develop a need through, internal or external stimuli. For example, getting hungry or seeing a friend's new car. However not all purchases follow these steps, this model is intended for when buying new unfamiliar products or extensive purchases such as a TV, or a car (Ibid). For further detail regarding this model we refer to Kotler & Keller's Marketing management 14th edition p. 166 (2012). However we recognize that the third and fourth step are most decisive when purchasing in relation to the consumers perception regarding price, quality and value (fig 2).

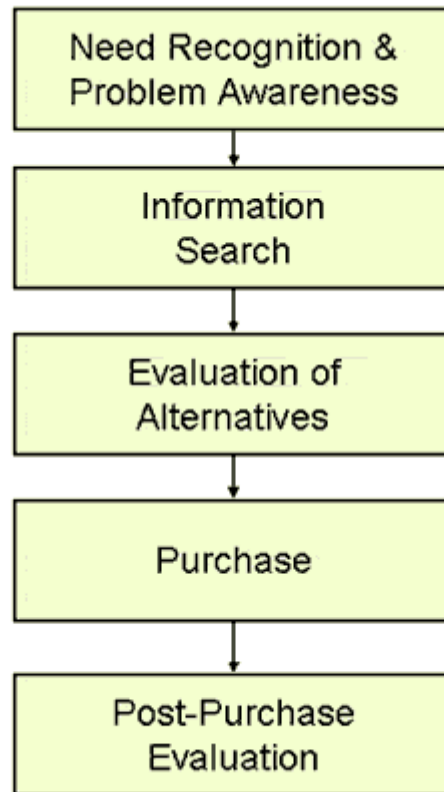


Fig2. Five stage model. Marketing management 14th edition, p. 166.

### *2.3.2 Fast and slow decisions*

Some decisions are taken without any thought. Daniel Kahneman who was awarded the nobel prize in economics 2002 says that there are two systems in the brain that govern our decisions. One that thinks fast and one that thinks slow (2011). His theory is quite interesting. System 1 which is the fast thinking system operates automatically, intuitively, involuntary, and effortlessly. For example, when driving. System 2 operates when solving problems, reasoning, computing, focusing, concentrating, considering other data, and not just jumping to quick conclusion (Kahneman, 2011). This is relevant to our study because it explains that some purchases do not need extensive thinking and happen almost unconsciously while other need critical thinking.

### *2.3.3 Decision making: External Factors*

Tellis & Gaeth (1990) argues that price and quality are the most general factors when purchasing but that quality is more problematic because it is harder to determine the quality before the purchase. Zeithaml (1988) says that consumer perception of price, quality and value are crucial factors on shopping behavior and choice of product. However, not all customer check prices when purchasing especially products like margarine, cold cereal, toothpaste, and coffee (Zeithaml. 1988). Taking these factors in mind we can achieve a better understanding of what is important when purchasing and apply this to our study.

### *2.3.4 Decision making : Internal factors*

Individual decision making includes personal attributes, education, employment background, personality, beliefs and values (Ford & Richardson, 1994).

These factors will help us to understand which possible factors that matters when purchasing and it will help us narrow our survey questions. However, the article by Ford & Richardson (1994) is very extensive and it is not relevant to mention all parts and aspects of this study.

That is why we will summarize their findings.

#### *2.3.4.1 Individual factors*

Ethical decision making factors include 1. personal attributes, 2. education and employment background.

1. Personal attributes are those set by birth circumstances or those set by birth. These are religion, nationality, age and sex. In some studies ethics beliefs and decision making were affected by personal attributes (Ford & Richardson, 1994). Out of fourteen studies, seven found out that females act more ethically in some situations (Ibid.). There are mixed conclusion on the age, nationality and religion variable and research has found different views (Ibid.).
2. Education and employment factors has found out that there are some correlations. Studies conducted measured the relationship between people with education and their ethicality, however there were mostly mixed results. There was no significant results regarding employment.

*“In some instances, type and years of education and type and years of employment are related to an individual's ethical beliefs and decision making behavior. However, in other situations, ethical beliefs and decision making are*

*independent of education and employment*” (Ford & Richardson, 1994, ethical decision making and empirical research, p. 211)

## 2.4 *Consumer behavior*

We understand that consumer behavior is a huge field that includes psychology, marketing, economy and other instances. There are a lot of articles regarding this field, however we want to make it clear that we are focusing on the purchase behavior part.

This thesis aims to research Malmo consumers attitude, behaviour and purchasing intention towards unethical and ethical firms in Sweden. Therefore we find it important to research the consumer behaviour given it includes the three parts mentioned above. We will explain and define these three aspects of consumer behaviour down below to create a deeper understanding when analysing the surveys.

To explain what the consumer behavior is first we have to define it. Solomon et al. (2013) define consumer behavior as: “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” (p.3). With this said the consumer behavior can be defined as three stage consumer purchasing process, i.e: pre consumption, consumption and post-consumption (ibid.). It is important for marketers to analyse the consumer perception at each stage and not only at the consumption stage (ibid.). As solomon states the consumers value creation occurs in every consumption stage and not only during the consumption stage, and that is the term called for “value in use” (ibid.). Down below is an illustration for some issues that emerge during the

consumption process.

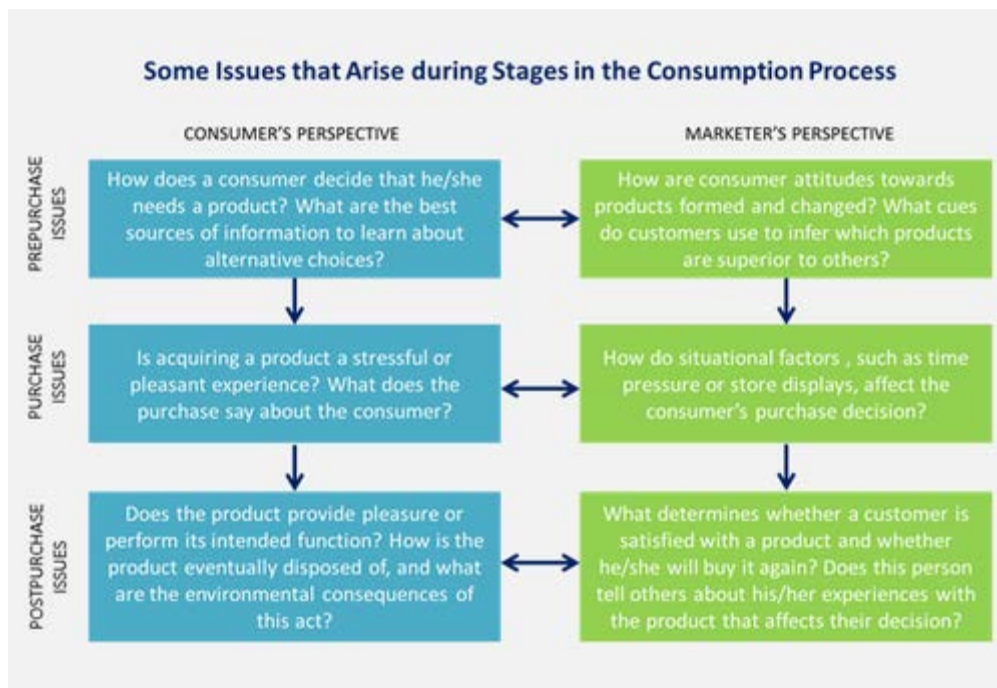


Fig 3. (Consumer behaviour issues, Solomon et al (2013, p.5))

## 2.5 Ethical consumption

Crane & Matten (2003) claims that the term ethical consumption is not easy to define however their definition states: “Ethical consumption is the conscious and deliberate choice to make certain consumption choices due to personal and moral beliefs” (Crane & Mattern, 2003; Wright et al., 2004, Journal of consumer marketing. p. 401). Ethical consumptions was believed to be a consumer resistance movement (Szmigin et al., 2002), but is in fact a legitimate form of consumer empowerment (Eccles et al., 1999). Wright et al. (2004) claims that anti brand communities, with other words ethical consumers are not geographically restricted and that they share the common understanding of a shared community. However, studies suggest that in order for consumers to care and make ethical purchases, there has to something that affects them personally (Boulstridge et al., 2000). On the other side Boulstridge et al. (2000) says that there are a lot of studies claiming that price, quality and value for money are strong motivations when purchasing. Carrigan & Attalla (2001) also made a similar statement but they also added brand recognition.

Although, Boulstridge et al. (2000) claims that price, quality, and value for money are stronger incentives than ethical purchase we aim to see if this statement is correct, there for naturally transforming this into our first hypothesis.

*H1. Price, quality and value for money matter more when purchasing compared to ethical consumption. (Based on Boulstridge et al. 2000)*

## ***2.6 Attitude-Behaviour gap***

The attitude-behavior gap has been identified by various researchers and we will mention some of these in this section.

Even though researchers have argued that we live in the “ethics era” (Smith, 1995), there are many researchers that have found a gap between the consumers attitude-behavior regarding ethical/unethical firms. When Carrigan & Attalla (2001) conducted their research they found out several points that argues against the statement that we live in the “ethics era” and that consumers has become more socially responsible. In their research they claim that the ethical behavior of a company has little influence on the consumer's purchase decision making, and in addition to that they claim that the link between CSR and consumer purchase behavior remains unproven. Furthermore they stated that none of the participants in the research had boycotted any products for ethical reasons and that the participants did not feel that they could really make a difference by making ethical choices. However the participants stated that they could think of making ethical choices if they felt that they were given enough information about them making real difference. This statement is contrary to what the participants in Creyer (1997) article claimed, and i.e. more available information would make a little difference to their purchasing. Carrigan & Attalla (2001) also concludes that preferences such as price, value, brand image and trends still have the dominant influence in the purchasing decision. Creyer (1997) supports this statement in her article by mentioning that the general opinion of the participants was that they would not buy from even the most well-behaved company if their products cost more than other companies. In the end it can be concluded from Carrigan & Attalla (2001) article that ethical consumers still exists even though that they are a minority. Furthermore when looking at demographical variables Ford & Richardson (1994) pointed out that in some studies there were a correlation between age, education and salary regarding ethical decision making

For conclusion this headline covered all the hypothesis that will be tested in this thesis. The several claims that was mentioned above are common problems that researchers have tried to solve through the history of CSR. For this reason we want to test if this hypothesis and statements can really be implied on Malmo consumers.

*H2. Consumers do not have enough information or knowledge regarding unethical and ethical firms (Based on Carrigan & Attalla (2001))*

*H3. Consumers would boycott unethical firms if they have enough information (Based on Creyer (1997))*

*H4. Consumers are willing to boycott unethical firms. (Based on Carrigan & Attalla (2001))*

*H5. Consumers are willing to reward ethical firms (Based on Creyer (1997))*

*H6. Higher educated consumer have stronger ethical attitudes (Based on Ford & Richardson (1994))*

*H7. There is a gap or association between Malmoe consumers attitude and behavior regarding ethical and unethical firms in general. (Based on Carrigan & Attalla (2001))*

*H7a: There is a gap between the attitude and the behaviour of the respondents regarding unethical firms in general*

*H7b: There is a gap between the attitude and the behaviour of the respondents regarding ethical firms in general*

*H7c: There is a gap between the attitude and the behaviour of the respondents regarding the use of child labour*

*H7d: There is a gap between the attitude and the behaviour of the respondents regarding unethical environment behaviour of firms*

*H7e: There is a gap between the attitude and the behaviour of the respondents regarding the unethical working relations of firms*

## ***2.7 Recent studies regarding the ethical consumption field***

Using old researches can question the validity and the trustworthiness of this thesis (C. Gustafsson, 2015). That is why we will present some recent studies regarding the ethical consumption, attitude-behavior and consumer behavior field. Keyword that will be used to search for the studies will be Attitude behavior gap, ethical consumption, CSR, consumer behavior.



An recent research that is similar to our thesis is “Consumer behavior and purchase intention for organic food” written by Rana & Paul (2012). The purpose is to understand the behavior of ecological consumers and their intention to purchase organic food and also which factors that influence the purchase. Our aim is to find out whether there is a gap or not, Rana & Paul’s aim is to understand the behavior and attitude. They used a quantitative research which 463 Indian respondents participated in. Which is what we also will do but instead with 200 respondents. They found out that health, availability and education from demographic factors positively influenced the consumers attitude towards buying organic food. We think that our thesis has a lot in common with Rana & Paul (2012). Their focus is ecological consumers, but those consumers can be regarded as ethical consumers.

“Do consumers care about ethics? Willingness to pay for fair-trade coffee” written by De Pelsmacker et al (2005) is another article that treats ethical consumption, behavior and attitude. The purpose is to investigate to what extent consumers

are willing to pay for the fair-trade coffee, and how consumers differ in terms of their willingness to pay. They write that they will describe fair-trade in context of of ethical consumer behavior. With other words we can say that their field is ethical consumption. De Pelsmacker et al. (2005) found out that consumers buying behavior is inconsistent with their attitude towards ethical products. They used a quantitative method where 808 Belgian respondents participated. They also found out that the average price premium that consumer were willing to pay fair-trade labeled was 10%. Their article is quite similar to ours but we have some differences in what we study, they focus on fair-trade labeled coffee in Belgium. We study ethical consumption in general in Sweden, Malmo.

## *Summary*

*Fairtrade is an ethical stamp that gives workers and farmers in developing countries fair wages and equal rights. CSR is comprised of four components; philanthropic, ethical, legal and economic responsibilities. Together they make the concept of CSR. However, each of these components have a different level of importance. The definition of CSR was mention in this chapter. After CSR the chapter continues to explain decision making and how different types of factors affects this process. The five step decision making process is presented. However the decision making headline is connected to the consumer behavior which is*

*explained afterwards. The chapter begins its end with the ethical consumption headline which moves on to the main headline of the chapter. This is the attitude behavior gap where different theories and articles are presented. It is also here where the hypothesis of the thesis is presented. Lastly we present recent theories regarding the ethical consumption and attitude behavior subject.*

### **3. Method**

*This chapter will begin with mentioning the article that will be used as basis for this thesis. Furthermore this chapter will explain the differences and similarities between our research and the research that we chose to use as the basis. After explaining differences and similarities this chapter will go on and point out which variables, concepts and dimensions that will be included in this thesis. Furthermore this chapter will explain the choice of method and the reasons behind it. Additionally it will define and explain the terms that will be used in the method. At last this chapter will go on explaining the survey construction, design, where and how it will be conducted.*

#### **3.1 Starting point - E. Creyer's article**

As mentioned in the introduction and the literature we have three articles as inspiration for our thesis i.e Carrigan & Attalla (2001) “the myth of the ethical consumer: do ethics matter in purchase behavior?”, Carrigan et al, (2000) “Do consumers really care about corporate social responsibility: Highlighting the attitude behavior gap” and the article that will be as the starting point for the method which is; Creyer's (1997) article “The influence of firm behavior on purchase intention: do consumers really care about business ethics?”

The research in their article was conducted with a quantitative method which is the method we also will be using in our research too, and the purpose was to analyse the expectation and the attitude of the consumer regarding the ethicality of firms. Furthermore the article analyzed how the firms behavior influences the consumers purchase intention which is similar to the field of study that we have. The final purpose was to explore the relationship between expectation

about the ethicality of corporate behavior and how the consumer would like to respond to ethical and unethical acts of corporations. The survey was conducted in the year 1997 and included 450 questionnaire, where 280 of them were usable which provided a response rate of 62 percent. The Creyer (1997) research focused on the attitude of the consumer from an ethical perspective. Furthermore the article had four different constructs that are mentioned down below:

1. Importance of the ethicality of a firm's behavior
2. Willingness to reward an ethical firm via purchasing behavior

3. Willingness to punish an unethical firm via purchasing behavior
4. Expectations regarding the ethicality of corporate behavior in today's society

The four constructs above were measured with the help of a 27-item questionnaire where the participants could respond on a seven point scale where 1 meant “disagree completely and 7 meant “agree completely”. Furthermore the questionnaire was not divided into different parts thus the all the questions served the same purpose. Because of the similarity in the study field and the method to conduct the research that was mentioned above we chose to use the Creyer (1997) as the main starting point in the method chapter.

### *3.1.1 The focus of this thesis*

With the help of Creyer (1997) article as the starting point and the other two articles mentioned in the introduction (Chapter one) as inspiration we design our survey with the purpose of finding an attitude-behaviour gap or correlation among Malmoe consumers regarding ethical/unethical corporations from three demographic variables point of view, e.i. education, age and salary. Like mentioned previously Creyer (1997) researched and measured the expectation and the attitude of the consumer regarding the ethicality of firms. Their survey measured what the consumers expected of corporations regarding ethics. Our thesis will not measure the expectation of Malmoe consumers, it will measure consumer attitude and behaviour, we find it irrelevant to measure the expectation hence we will research the attitude-behavior gap. Unlike Creyer (1997) research our research questionnaire will be divided in four different parts, the first part will measure the respondents knowledge, the second part will measure their attitude, the third part will measure their behaviour and the last part will contain demographical questions to the participants.

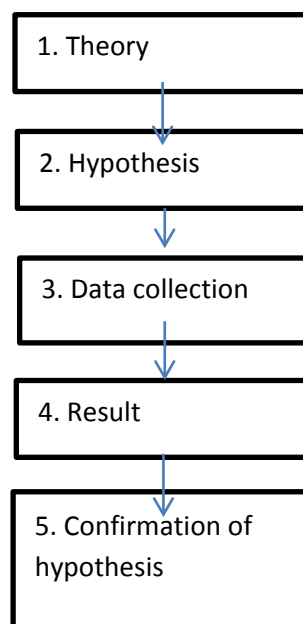
## *3.2 Quantitative Method*

We have chosen to analyse and perform the research with a quantitative method. The purpose of this thesis is to analyse and investigate whether there is a gap between the Malmoe consumers attitude-behavior towards ethical/unethical firms and not create a deeper understanding regarding consumer behavior. For this reason it is more suitable to use the quantitative method rather than qualitative method.

Quantitative Method can be described as a special research strategy that collects numerical data, has a objectivistic view on reality, uses a positivist philosophy for research and the relationship between theory and research is of deductive reasoning type (Bryman & Bell 2013). Therefore we will use a positivist philosophy. Unlike quantitative method the qualitative method focuses mainly on words and not quantifying, it is useful if the purpose of the research is to analyse a topic deeper (ibid.). Other differences is that qualitative method focuses to generate theories and furthermore the quantitative method emphasizes an inductive view on the relationship between theory and research. That is why we have chosen a quantitative method. There are of course more differences between quantitative and qualitative researches that can be mentioned. First we have to explain the terms deductive and induktiv.

### *3.3 Research methodology – Deductive and Inductive*

Bryman & Bell (2013) explains the deductive process as the most common process in social science between theory and practice. The deductive process is shown in Fig4. But shortly explaining it, is that it puts a hypotheses to the test. Through formulating the hypotheses from given theory, the researcher proceeds to collect data and compare the results (Bryman & Bell, 2013). The inductive process can simply be explained as the opposite to deduction where the researcher first makes an observation then proceeds to formulate a theory (Ibid.). As we are conducting a survey through a quantitative method to find out an attitude-behaviour gap among Malmoe consumers regarding ethical/unethical corporations from three demographic variables, the deductive process falls naturally as research methodology for us. We are testing other theories, not making our own theory.



### *3.4 Research method: Survey*

Studies regarding ethical consumption that uses a qualitative interviews are Carrigan, Attalla. 2001; Boulstridge, Carrigan. 2000; Wright et al. 2004. Studies using quantitative surveys are Creyer (1997), Chang et al. (2013), Rana & Paul (2012), De Pelsmacker et al. (2005). We have chosen to use surveys as our method, we will explain why we have chosen this method but first explain the two methods.

There are two main tools that can be used to collect data. These two tools are surveys that are distributed to the respondents and the other tool is structured interviews (Bryman & Bell 2013). Even though these two tools are very alike, the difference lies in how the answering of the question is administered. Structured interviews are always administered by an interviewer unlike a survey where the respondent has to answer the question unaided (ibid). For this reason the survey tool compared to structured interview has less open questions, it also has an easier structure to follow and understand. Furthermore it also minimizes the risk of the respondent becoming bored (ibid).

When comparing structured interview with surveys there are some advantages and disadvantages of using surveys. One of the biggest advantage of surveys over structured interview are that the method of using surveys is cheaper especially if the respondents are on different geographical places. Even if the interview is performed through telephone there are still some cost advantages with surveys, given that we are two poor students with limited resources the survey method lies in our favour. Another advantage is that surveys are much easier to distribute. Unlike structured interviews surveys can be distributed in massive numbers directly in same moment either electronically or manually outdoors. To answer our research question and test our hypothesis we need a big number of surveys. Information regarding the survey will shortly be mentioned.

Surveys which are filled unaided do not generate any interviewer effect. When a respondent is interviewed by a person there are many factors from the interviewer that affects the respondent when answering. For example factors as gender, ethnic background and social background can affect the answer of the questions. Some of the humans feel that it is easier to

answer some sensitive questions when answering alone and unaided (Bryman & Bell 2011). We hope to not affect our respondents when we ask them to fill out the survey, and we need as genuine answers as possible.

### *3.4.1 Survey construction*

The purpose of the survey is to answer the research question, test the hypothesis and to fulfill the aim of this thesis. The survey questions are based on three big concept. These are; knowledge, general attitudes and general behavior. Creyer (1997) also constructed their survey this way. Creyer (1997) later divided each question to the appropriate concept. When each question was distributed to the right concept they calculated the mean value of the total questions in each concept (Creyer, 1997). However, we choose to include concepts because it makes the survey's layout much easier to follow, it creates a red line and to be able to compare the different variables. It also makes it easier to match the variables; for example, attitude towards child labor and behavior towards companies who has child labour. We constructed the survey so that each question has an opposite question it can be matched with. However there is one question that is not matched, that is question 12; which will be used to test H1. We refer to table 7.1 in appendix for question 12.

Knowledge concept consists of three questions, attitude category consists of eight questions, behavior category consists of nine questions. There are totally 24 question. We planned to have more question but then the survey would take too much time to fill out. The survey took approximately 3 minutes to fill out and consisted of 3 pages. Creyer (1997) had 27 questions. We used a likert scale to answer the questions. Originally the scale consist of 7 alternatives. It starts with strongly disagree (1) and ends with strongly agree (7). However as our study needs the respondent to take a stand, we removed the middle option and ended up with 6 alternatives. Johan Anselmsson<sup>1</sup> guided us to this decision. The likert scale also implies crucial statistical calculations. With this method we can correlate the answers made by the respondents in SPSS. In a yes or no survey we can not do that. The advantage with using the likert scale is also that it is easy to understand for the respondent (Bryman & Bell, 2013). However, there is risk for making the respondents tiered because they have to take a stand on

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<sup>1</sup> Johan A. University lecturer and docent at institution of economics in Lunds University. 2015-05-24. Private lecture

each question and carefully read each question (Bryman & Bell, 2013). Creyer (1997) also used the likert scale.

However, we had three questions that had a scale of 10 choices; education, age and salary. The reason for this was to be able to compare the three demographic variables with each other. Johan Anselmsson<sup>2</sup> said that it would be best to split the age, salary and education into 10 choices because they all had different scales. This way we can use various tests in SPSS.

### *3.4.2 Time horizon*

The survey took about four to five days from beginning till the end. This includes constructing the survey question, fixing the layout, getting feedback, pilot testing, handing out the survey and putting the finished surveys into SPSS. Handing out the survey took the most of the time, it took us two days.

### *3.4.3 Data Collection*

We will only use primary sources to test our hypothesis. Primary sources will consist of surveys that aims to analyze the gap between consumers attitude behavior towards ethical and unethical firms. However, there has also been information gathered from secondary sources. Secondary sources are used for articles and research to enhance our hypotheses.

## *3.5 Demographic variables*

In their article “Ethical Decision Making: A Review of the Empirical Literature” Ford & Richardson (1994) summarized prior research regarding ethical decision making. They arrived at that there are two types of variables individual and situational factor. Ford & Richardson (1994) points out that in some studies there were a correlation between age, education and salary, although the results were inconsistent. Creyer (1997) has not used demographical variables, However, in our survey we will include age, education and monthly salary to see if intention and behavior correlates with these variables. Also this makes our thesis more unique and it adds a scientific contribution to the topic of ethical consumption, consumer behavior, attitude behavior gap and ethical purchase behavior.

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<sup>2</sup> Johan A. University lecturer and docent at institution of economics in Lunds University. 2015-05-24. Private lecture



### *3.6 Sample, population and location*

Bryman & Bell (2013) says that populations is the universe of units from which the sample is to be selected. In our case the population is Malmo's inhabitants. Malmo had 317 930 inhabitants in January 2015 (Malmo.se, 2015). We will select a sample from this population to gather the surveys from.

The sample was taken from the inner city of Malmo (centrum). The inner city is a densely populated area, there lived 48 744 people 2014-01-01. This was the latest numbers that was available from Malmo.se (2015). However, people from all over Malmo comes to the centrum to shop and consume products. This is why we chose to take our sample from the inner city, there are different age groups and different types of people. This benefited our survey with giving us a diverse set of samples. For the survey collection we used a non-probability sampling method. This means that the recipients will not be randomly selected. Bryman & Bell (2013) explains the difference between probability and non-probability sample. The probability sample is random and the recipients are chosen randomly with the help of a computer software or a mathematical algorithm. However, we chose to use convenience sampling which means that "it is simply available to the researcher by virtue of its accessibility" (Bryman & Bell, 2013, p. 197). Creyer (1997) also used a form of convenience sampling called snowball sampling. Snowball sampling is when "the researcher makes initial contact with a small group of people who are relevant to the research topic and then uses these to establish contact with others" (Bryman & Bell, 2013, p.200). Creyer (1997) sent self administered surveys to parents with the help of children in elementary school. Each child was given two surveys to take home to their parents. For every finished survey the teacher/class received 2 dollars (Ibid.).

We had direct physical contact with the respondent when handing out the survey. Out of the 210 surveys that we handed out we got a non response of 45 surveys, which gave us a total of 165 usable surveys. That is a response rate of 79%. When we handed out the surveys physically we did this on two locations. Outside a grocery store (ICA) and in the centrum (Gågatan). Our main concern was to get consumers of any kind to answer the survey. Therefore the centrum was an optimal choice because there were different type of consumers. However it is important to mention that the both locations are within the sample-zone.

As mentioned before the population we have selected is 317 930 inhabitants living in Malmo. The sample is respectively 48 744 people. Dividing the total respondents with the sample will give us the probability rate of each person in the sample-zone being selected. The chance of each individual being selected is 0.4% given that  $(210/48744)$ . Given thought that anyone can visit centrum we can reflect on the results of this thesis of being not completely accurate to the chosen sample. However we did not ask the respondents where they lived so we can not really know. However we do not believe that the results would be any different because our survey questions are not geographically restricted. But it is possible that sample is relative to the demographical factors. Some neighbourhoods have older people living there and we know that age is correlated with higher salary and education. Also some neighbourhoods are more troubled than other and some have more students living there which indicated that they are more educated. However this is precisely why we chose centrum to represent Malmo. It is because people from all over Malmo visits centrum and we can get more solid results.

### *3.7 Pilot test*

We conducted three pilot tests to ensure that our survey did not have any major flaws. We gave our first survey to Gustafsson<sup>3</sup>. She carefully read through our survey and pointed out what we could change. Some question were inconsistent, some had wrong grammar and spelling and some were hard to understand. We improved the survey with what Gustafsson had pointed out. After the improvement we let our friend Hardy Salih read the survey. He also noted that there was some problems with the spelling and that some questions were hard to interpret. However, he thought that the survey was to long and it took much time. We also thought this, so we removed 5 question. At last we sent our survey to Johan Anselmsson<sup>4</sup>, Lund university lecturer, docent, who gave us some important tips regarding statistical side of the survey.

### *3.8 SPSS*

We choose to use the statistical program SPSS to compile and analyse the gathered data. The survey was distributed to 200 persons and 35 was non-response which gives us a non-

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<sup>3</sup> Clara Gustafsson. Advisor. (2015-05-21)

<sup>4</sup> Johan A. University lecturer and docent at institution of economics in Lunds University

response rate of 17.5%. The non-response consisted of surveys that were not completely filled out and persons who were 17 or younger.

The minimum response rate of a research should at least be between 70-85% (Bryman & Bell, 2013). Given that 82.5% > 70% the response rate of this research is completely acceptable.

With the help of the program we are able to perform a Pearson correlation analysis and cross tabulation chi-square analysis which are the most suitable tests to our data given that we want to analyse a correlation and an association between two variables (Johan Anselmsson, Private lecture, 2015). The Pearson's correlation test will be used to find significant correlation between the demographical variables and the different concepts. The chi-square tests will be used to see if there is any relationship or gap between the respondents' attitude and behaviour regarding several dimensions. Furthermore to perform the chi-square test in SPSS we will divide the answers of the respondents into two alternatives, the first alternative will be given the value 1 and will be compiled of the 3 first answer alternatives in the survey i.e. 1,2,3. The other alternative will be given the value 2 and will be compiled of the 3 last answer alternatives e.i. 4,5,6. This division is important and has to be made when the purpose is to analyse two variables with cross tabulation chi-square test (Johan Anselmsson, Private lecture, 2015)

When performing the Pearson correlation test in SPSS it is of importance to only use the correlations that have a statistically significant correlation for the analysis. To determine which correlations are significant we looked at the P value. When the P value is less than 0.05,  $P < 0.05$  then there is a significance. The same interpretation will be used on the chi-square test. However when it comes to Pearson's correlation test there are two more levels of significance that is,  $P < 0.01$  and  $P < 0.001$ . These levels are displayed with tiny stars above the correlation value, one star being  $P < 0.05$  and so on. The highest level of significance is three stars which tells us that the correlations probability of occurring by chance is 0.1%.

## *3.9 Validity and Reliability*

### *3.9.1 Validity*

Validity is a rate that is used for knowing whether a concept, measurement or conclusion really measures what its meant to measure (Bryman & Bell 2013). There are several methods to measure the validity, i.e. face validity, concurrent validity, predictive validity, construct validity and convergent validity. Furthermore it is worth to mention that there is a distinction between internal and external validity. The external validity aims to measure to which extent the result of a study can be generalized outside its frames (ibid.). In our case, level of external validity can be question given that we use only 200 surveys. Even though the result of our research can be used as generalization of Malmo consumers, there is a possibility that it could not be applied outside Malmo's borders.

### *3.9.2 Reliability*

Reliability essentially deals with questions regarding the trustworthiness and consistency of surveys and measurements (Bryman & Bell. 2013). To state that a scientific report is reliable means that other researchers can perform the same exact experiment or research under the same conditions and generate the same results. The definition is "Yielding the same or compatible results in different clinical experiments or statistical trials" (Dictionary, reliability, 2015). To measure to what extent our research and result is reliable, we have to conduct the survey several times. If the research came to the same result then the reliability of the research is high. But because of the lack of time we were not able to conduct the survey several times. When in the process of research it is important to ask if the result of a selection of respondents results fluctuate over time or not (Bryman & Bell, 2013). Bryman & Bell (2013) explains that using the test-retest method you can measure if a measurement is stable or not. Some research topics or subjects are very unstable and fluctuate extensively especially when researching about beliefs and attitudes (ibid.). By carrying out the the test-retest we can find out if a measurement is trustworthy or not. Unfortunately we could not carry out a test-retest because of the lack of time. When having two or more observers for the same experiment Interrater reliability becomes highly important. Interrater reliability explains that all the observers share the same thought on the specific subject (Bryman & Bell 2013). For example, when watching a soccer game you usually see four referees in the beginning of the game. It is crucial that

these referees or observers share the same criterias for an offside or a penalty. Therefore it is important for two researchers to agree on the definitions that are used in the research.

## *Summary*

*The chapter started with explaining the differences and similarities such as variables, dimensions and constructs between our thesis and the research that we chose as basis. Furthermore after explain the similarities and differences this chapter went on describing what our research will focus on and which variables that will be used. The variables, i.e. Age, education and salary was mentioned under the demographical variables. After the demographical variables headline this chapter went on describing which method that will be used in this thesis. The method that was chosen for the research was quantitative method which was defined and explained under a headline for itself. The next headline dealt with explaining the sample and the population and describing how this research will choose the population and the sample. At last in this chapter the validity and reliability terms were described in details and even how they could be practiced on this research.*

## 4. Analysis

*This chapter will treat the data that was compiled through the collected surveys. The chapter will start with explaining the respondents profile in relation with the demographic variables and how they are distributed. After explaining the respondents profile this chapter will continue with mentioning the mean value of the concepts with their specific dimensions to give a possible understanding of the respondents standpoint. Furthermore after mentioning the mean value of the concepts with their different dimensions this chapter will go on explaining the mean values more in detail and correlate the demographic variables with the concepts. After the correlation analysis this chapter will go on testing the relationship between the respondents attitude and behavior to try to find out if there is a gap or an association between them. At last in this chapter we will present and mention the conclusions and discussion of this thesis. It is also worth to know that the hypothesis of this thesis's will be tested continuously through this chapter*

### 4.1 Respondents profile

Table 1 beside is the profile of the 165 respondents who participated in this research. We can observe under the column age that the biggest participants age group in the research was respondents between the 18-23 years, which stood for a staggering 47.6 % of all the respondents. Furthermore the second biggest participating age group with 21.1% were respondents between the ages 24-29.

Looking further under the column education we can see that the results was relatively scattered. The most common years of education after elementary school was 6 years with 20.5 % of all the participants. The second most common years of education after elementary school was 5 years with 17.5%. This is understandable given the thought that 47.6% of the participants were between the age 18-23.

Name	Frequency	Per cent
<b>Age</b>		
18-23	79	47,9
24-29	35	21,2
30-35	25	15,2
36-41	4	2,4
42-47	5	3,0
48-53	7	4,2
54-59	3	1,8
60-65	4	2,4
66 or older	3	1,8
Total	165	100,0
<b>Education</b>		
0 year	2	1,2
1 year	5	3,0
2 year	7	4,2
3 year	24	14,5
4 year	20	12,1
5 year	29	17,6
6 year	34	20,6
7 year	23	13,9
8 year	5	3,0
9 year	16	9,7
Total	165	100,0
<b>Salary</b>		
3000 or less	25	15,2
3001-6000	16	9,7
6001-9000	16	9,7
9001-12000	16	9,7
12001-15000	8	4,8
15001-18000	14	8,5
18001-21000	9	5,5
21001-24000	6	3,6
24001-27000	21	12,7
27001 or more	34	20,6
Total	165	100,0

Table 1. The respondents profile.

Furthermore 3, 7 and 4 years of study after elementary came in respectively third, fourth and fifth place very close to each other.

Under the salary column the distribution was also scattered but the most common participating group with 20.5% was the highest earning group with 27001 swedish krona or more. The second most common participating salary group was with the salary 3000 swedish kronas or less which stood for 15.7% of the participants. Table 1 beside is the profile of the 165 respondents who participated in this research. We can observe under the column age that the biggest participants age group in the research was respondents between the 18-23 years, which stood for a staggering 47.6 % of all the respondents. Furthermore the second biggest participating age group with 21.1% were respondents between the ages 24-29.

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## *4.2 Mean value of dimensions*

Below is table 2 that can give a possible understanding of the respondents standpoint on the four concepts. We can observe that table 2 is constructed of the four different concepts, i.e knowledge, attitude, behaviour and belief. Furthermore it can also be observed that each concept is measured in relation to specific topics and every topic is comprised with a set of different questions. For example it can be observed that the first column under concept i.e knowledge is measured in relation to the information topic. Furthermore it can also be observed that some of the topics are referred to a footnote. The footnote contains information on which questions the topics are comprised of to give a better understanding about what the topic discusses. For those topic without a footnote we refer to appendix 7.8 for a full list of

questions that comprises the topics. The four concepts will be measured using the mean value of the answers and accounting values below 3.5 as negative and values above 3.5 as positive.

Table 2 shows that the respondents in general have a very low knowledge on CSR with a mean value of 2.7. Unlike the low knowledge on CSR the respondents have a better knowledge regarding unethical firms behavior and they show great awareness with a mean value of 4.6. The attitude towards how much information that is available today is pretty low with a mean value of 2.3. With other words the respondents do not think that enough information on unethical and ethical firms are available today. The negative attitude towards the availability of information today can be linked to the fact that the respondents believe that more information on unethical and ethical firms would change their purchase behaviour scoring a mean value as high as 5.0. Even though the respondents believe that more information is positive it is clear that the respondents in most of the cases do not take the time to search information on a firm before consuming from the firm. That can be concluded with the help of the low 3.1 mean value of the respondents behavior towards searching information before consuming. Furthermore the general attitude of the respondents towards boycotting unethical firms and rewarding ethical firms was positive recording a mean value of 4.9 respectively 5.0. The attitude towards ethical and unethical firms is very similar and the respondents shows that they are willing to reward a firm for good behaviour as much as they want to boycott a firm for bad behaviour. The general behavior towards unethical firms was relatively positive with a mean value of 3.6 which in order shows that the consumer relatively act like they think but not in all cases. Unlike the behavior towards unethical firms the respondents make it clear that their behaviour towards ethical firms is much more positive with a mean value of 4.4. This means that the respondents acts more towards ethical firms by rewarding them. Lastly the respondents do not think that price and quality is more of importance than consuming ethically given the mean value of 3.0 when questioned if price and quality matters more than consuming ethically.

Concept	Topics	N	Mean	Std. Error	Std. Deviation	Participants standpoint
Knowledge	Information <sup>5</sup> (Unethical Firms)	165	4,6970	,10051	1,29103	+
Knowledge	Information(Csr)	165	2,7152	,15589	2,00246	-

<sup>5</sup> Information about acts of unethical firms. This sub-topic is a merger of survey questions 2-3.



Attitude	Unethical firms <sup>6</sup>	165	4,9121	,08866	1,13891	+
Attitude	Ethical firms <sup>7</sup>	165	5,0889	,05909	,75899	+
Attitude	Information	165	2,3394	,09554	1,22722	-
Attitude	Importance of price and quality	165	3,0788	,12066	1,54993	-
Behavior	Unethical firms <sup>8</sup>	165	3,6682	,12362	1,58791	+
Behavior	Ethical firms <sup>9</sup>	165	4,4747	,10104	1,29788	+
Behavior	Information	165	3,1636	,14419	1,85213	-
Belief	Information	165	5,0606	,09639	1,23810	+
TOTAL		165				

Table 2. Mean value of all concepts.

### *4.3 The four concepts; Knowledge, Attitude, Behavior and Belief*

The focus of this thesis has been to explore if there is attitude behavior gap towards ethical and unethical firms regarding consumers in Malmo. In this headline we will present each aspect separately and analyze them. They will be analyzed in relation to the variables and the demographical factors, this way we can get a better picture if the respondents attitudes, behavior, knowledge or beliefs are affected by age, salary or education. However we will not focus on the belief concept as it does not play a big role for the purpose of the thesis. Lastly there will be a comparison between the attitude and behavior.

#### *4.3.1 Knowledge*

The knowledge concept contains two topics; Knowledge about CSR and knowledge about unethical companies. The knowledge concept helps us to find out if consumers are aware of what is going on and if this awareness affects attitudes, buying behavior or other variables. Those results that has the highest significance will be mentioned thus giving us relevant data.

##### *4.3.1.1 Pearson correlation analysis- Knowledge towards CSR and ethical and unethical firms*

Down below we can see table 3. On the left side we have the topics and on the right side there are two topics and three demographic variables. The table shows us the pearson correlation and the significance level. We can see by looking at the table 3 which topics correlates with which demographical variables or topics. We will explain this in the text now.

<sup>6</sup> Participants attitude towards unethical firms. This topic is a merger of survey questions 6-9.

<sup>7</sup> Participants attitude towards ethical firms. This topic is a merger of survey questions 10-12.

<sup>8</sup> Participants behavior towards unethical firms. This topic is a merger of survey question 13-16.

<sup>9</sup> Participants behavior towards ethical firms. This topic is a merger of survey question 18-20.

In our study the level of knowledge regarding CSR is poor. The mean is 2.7 (Table 2). This means that the respondents knowledge towards CSR is low. However, in table 3 down below we can see that there is a significant correlation between knowledge about CSR and the years of study. Even though the positive correlation is not that strong given that correlation is 0.245 it has a significance level of  $P < 0.001$ . This tells us that there is a relationship between CSR and education. We can assume that the higher education the respondents has, the higher knowledge they will have regarding the concept CSR. Although we must consider that CSR is a specific concept that is often used in economic terms such as corporate context, annual reports, studies and articles related to the economic field. This implies that the respondents maybe are aware about firms ethical and unethical behavior, but not specifically about CSR.

However, looking at table 3 below we can see that those who had paid more for a product produced ethically (Behavior: ethical companies) had better knowledge on CSR. There is a significant positive correlation between question 1. and question 18; paying more for an ethical product and knowledge about CSR. The Pearson correlation is 0.230 which is not that strong and the significance is  $P < 0.01$  which indicates that the two variables are affected by each other. The correlation is low but it can be applied to some extent. The respondents who have previously paid more for a product produced ethically tend to have more knowledge about CSR. We can assume that more knowledge tends to affect ethical purchase behavior of the respondents. Furthermore there was no significant correlation between the demographic variables except education which was low, we refer to the table below.

Knowledge towards unethical firms has a much greater mean value than knowledge about CSR (Table 2). The mean is 4.69 which indicates that the respondents are aware that companies are carrying out unethical behavior (Table 2). There is no significant correlation between knowledge towards unethical firms regarding the demographical variables except salary but it is a weak positive correlation. The correlation is 0.190 and the significance level is  $P < 0.05$ . With other words we can say that there is a poor correlation. However, looking at table 3 below we can see that knowledge about unethical firms correlates with the behavior variables. The behavior variables are question 13-16, but they are put together in one concept and called behavior towards unethical firms. Behavior towards unethical firms have a statistical significance  $P < 0.001$  and a positive correlation of 0.307. This indicates that those respondents that boycott unethical firms have knowledge regarding unethical firms.

**Correlations**

Topic		Behavior ethical companies	Age	Salary	Studyyear	Behaviour:Unethical firms
Knowledge: CSR	Pearson Correlation	,230**	-	,047	,254**	,092
	Sig2.	,003	,567	,549	,001	,241
	Total	165	165	165	165	165
Knowledge: Unethical firms	Pearson Correlation	,202**	,135	,190*	,047	,279**
	Sig2.	,009	,084	,014	,546	,000
	Total	165	165	165	165	165
Knowledge: HM	Pearson Correlation	,197*	,087	,082	,152	,250**
	Sig2.	,011	,265	,295	,051	,001
	Total	165	165	165	165	165

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 3. Correlation with knowledge and demographical variables.

### 4.3.2 Attitude

The attitude concept consists of four topics, these are attitude towards unethical firms, attitude towards ethical firms, attitudes towards information and attitudes importance of price and quality. Attitudes towards unethical firms consist of question 6-9 . This topic focuses on the respondent's attitude and how they intend punish unethical firms. Attitudes towards ethical firms consist of question 10-13 and focuses on the attitude regarding ethical firms. Attitude towards information consists of one question, “I think there is enough information regarding companies unethical and ethical behavior”. Attitude towards price and quality regarding purchasing ethically consists of one question also, “I think price and quality is more important than purchasing ethically.

The mean value of attitudes towards unethical firms is 4,91 (Tabell). This shows that the respondents have positive attitudes towards boycotting unethical firms. Attitudes towards

ethical firms have similar mean value. The respondents have a positive attitude regarding ethical firms and are willing to reward them, the mean is 5.08 (Tabell). The mean value for attitude towards information is low, 2.33 (Tabell). The respondents feel that there is not enough information regarding companies ethical and unethical behavior. However, the respondents think that price and quality is not more important than ethically consuming, given the mean for the attitude towards price, quality compared to purchasing ethically is 3.07. We reject the hypotheses (H1) *Price, quality and value for money matter more when purchasing compared to ethical consumption*. We can say that the respondents value price and quality less than ethically purchasing. In E. Creyer's et al. (1997) study they had similar findings where the willingness to reward and punish had similar means. The willingness to punish 5.04 respectively to reward had a mean of 5.03. Rewarding and punishing is not discriminated, they share the same "value" for the consumer (Ibid).

#### *4.3.2.1 Pearson correlation analyses - Attitude towards unethical and ethical firms out of demographic*

Down below we can see table 4. On the left side we have the topics and on the right side the variables. The table shows us the pearson correlation and the significance level. We can see by looking at the table 4 which topics correlates with which demographical variables or topics. We will explain this in the text now.

In the table 4 down below we can see that there is positive correlation of 0.253 between age and attitude unethical firms and a statistical significance of  $P < 0.001$ . This implies that the older the respondents are the stronger they feel towards unethical firms and the more they are willing to punish those firms. There is also a significant positive correlation of 0.296 with a statistical significance of  $P < 0.001$  between salary and the attitude towards unethical firms when looking at the table below.

From the table 4 below we can also read that there is no significant correlations regarding attitudes towards ethical firms compared to demographical factors. However looking at table 4 we can see that there is a significant negative correlation regarding survey question 4; Attitudes towards information. The statistical significance level is  $P < 0.01$  and the correlation is -0,223. The question is "I think that there is enough information regarding ethical and unethical behavior of companies". Notice that this question has a negative construct. Negative correlation means that when a variable increases then the other one decreases. Therefore we

can conclude to some extent, that respondents who have a positive attitude towards ethical firms think that there is not enough information about firms ethical and unethical behavior.

From the table 4 below we can also read that there are no significant correlations regarding attitudes towards ethical firms compared to demographical factors. However looking at appendix 7.4 we can see that there is a significant negative correlation regarding question 4; Attitudes towards information. The statistical significance level is  $P < 0.01$  and the correlation is  $-0,223$ . The question is “I think that there is enough information regarding ethical and unethical behavior of companies”. Notice that this question has a negative construct. This means that if the question has a low mean, the question is answered; I DO NOT think that there is enough information. Negative correlation means that when a variable increases the other one decreases. Therefore we can conclude to some extent, that respondents who have a positive attitude towards ethical firms and think that there is not enough information about firms ethical and unethical behavior

<b>Correlations</b>					
Topic		Behavior: Ethical firms	Age	Salary	Studyyear
Attitude: Information	Pearson Correlation	-,219**	,022	,026	-,082
	Sig. (2- tailed)	,005	,779	,743	,297
	N	165	165	165	165
Attitude: Ethical Firms	Pearson Correlation	,484**	,127	,105	-,109
	Sig. (2- tailed)	,000	,103	,180	,163
	N	165	165	165	165
Attitude: Unethical firms	Pearson Correlation	,474**	,253**	,296**	-,032
	Sig. (2- tailed)	,000	,001	,000	,680
	N	165	165	165	165

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4. Attitude concept compared with demographical factors.

### *4.3.3 Behavior*

The behavior concept consists of three topics, these are behavior towards unethical firms, behavior towards ethical firms and behavior towards information. Behavior towards unethical firms consists of four questions; 13-16. This topic focuses on if the respondents have previously boycotted firms for unethical behavior. This is linked with attitudes towards unethical firms. Behavior towards ethical firms consists of three questions; 18-19. This topic focuses on if the respondent has previously rewarded or bought ethical products for a higher price. The last topic has one question; "I have previously searched about a company's reputation before I have bought their product".

The mean for behavior towards unethical firms is 3.66 (Table 2). This is a positive behavior against unethical firms, which means that the respondents boycott the firms. However, it is by very small margins and we rather call this a draw, given that the standard deviation is 1.58 and it can go both ways (Table 2). However, it is safe to conclude that there are two different types of respondents; those who boycott and those who do not. We will in the next headline try to find out if there is any significant correlation between the demographic factors or the variables. This will give us a better picture but looking just at the mean value we can not draw any statements except that they are neutral.

However, the respondents took a different approach on behavior towards ethical firms. The mean value is much higher, 4.47 (Table 2). This tells us that the respondents share a positive behavior towards ethical firms in general. Behavior towards information has a mean of 3.1 which is negative but with small margins (Table 2). The respondents have previously not searched information regarding a firm's reputation before purchasing its products.

#### *4.3.3.1 Pearson correlation analysis - Behavior towards unethical and ethical firms*

Down below we can see table 5. On the left side we have the topics and on the right side the variables. The table shows us the Pearson correlation and the significance level. We can see by looking at the table 4 which topics correlate with which demographical variables or topics. We will explain this in the text now.

As we mentioned in the previous headline there was a positive behavior regarding unethical firms. However it is only by small margins and we can conclude that the respondents are neutral. By interpreting the Pearson correlation analysis we can see that behavior towards unethical firms has some significant positive correlations regarding the demographical factors. There is a significant positive correlation between behavior towards unethical firms and age (Table 5). The positive correlation level is 0.314 with a statistical significance of less than 0,01, that means that there is less than 1% chance of obtaining such a correlation coefficient by chance. However, this also means that the older the respondents are, the stronger they feel against unethical firms. When age increases so does level of boycott towards unethical firms. This is also applied backwards, the younger the respondents are the less likely they are to boycott unethical firms. We can conclude, even if the respondents are neutral, that the older age group are more willing to boycott firms.

Surprisingly there is also a significant positive correlation between behavior towards unethical firms and salary. The positive correlation is 0.300 with statistical significance of less than 0.01 (Table 5). Notice how similar both age and salary are to behavior towards unethical firms. This can depend on the fact that salary and age are highly positively correlated with a level of 0.547 (Appendix 7.5) and a statistical significance of less than 0.01. However, this means that the older the respondents are, the more money they earn and the more willing they are to boycott unethical firms. It may be possible that respondents who earn more money can “afford” to boycott some firms and products. For example consider this scenario; There is a rumor that McDonalds are treating their animals very poorly. Mr. Example does not like this and decides to boycott McDonald's. Mr. Example earns a lot of money and is 40 years old. He can easily go and eat lunch at the local steakhouse, which of course has higher prices. Now consider the same scenario but with a student instead. The student can not afford to go to the stake house and is forced to still eat at McDonalds.

Behavior towards ethical firms follows similar pattern as behavior towards unethical firms. However, the results are not exactly the same. Looking at table 5 below, behavior towards ethical firms has a weak positive correlation in relation to age. The correlation is, 0.177 with a statistical significance of 0.023. This suggests that the older the respondents are the more positive behavior they will have towards ethical firms. There is also a significant positive correlation with level of 0.284 and a statistical significance of less than 0.01 (appendix 7.4).

This indicates that when respondents earn more money they will have more positive behavior towards ethical firms. The level of positive correlation regarding behavior towards ethical firms are similar to the levels of behavior towards unethical firms.

They both show a correlation with age and salary and no correlation with education. However we can make some assumptions that can be applied to the respondents. The respondents showed greater mean value for behavior towards ethical firms than behavior towards unethical firms (Table 2). This means that the respondents (165) rewards ethical firms more than punishing unethical firms. However there is less correlation between behavior towards ethical firms, age and salary. This tells us that those who earns more money and is older have stronger behaviors towards unethical firms than ethical firms.

		Correlations		
Topic		Age	Salary	Studyyear
Behaviour Unethical firms	Pearson Correlation	,314**	,300**	,039
	Sig. (2-tailed)	,000	,000	,621
	N	165	165	165
Behaviour Ethical firms	Pearson Correlation	,177*	,284**	,032
	Sig. (2-tailed)	,023	,000	,683
	N	165	165	165

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Table 5. Pearson correlation between demographical variables

## 4.4 Hypothesis

### 4.4.1 Price and quality (H1)

Looking at the table 2 we can see that the respondents think that price and quality is less important than ethically consuming. The mean value for the attitude towards price and quality



compared to purchasing ethically is 3.07. Therefore we reject the  $H1_0$  and conclude that price, quality and value for money do not matter more when purchasing compared to ethical consumption

*H1<sub>0</sub>: Price, quality and value for money matter more when purchasing compared to ethical consumption*

*H1<sub>1</sub>: Price, quality and value for money do not matter more when purchasing compared to ethical consumption*

#### ***4.4.2 Knowledge: unethical and ethical firms(H2)***

It is clear from table 2 that the attitude towards how much information that is available is pretty low with a mean value of 2.3. With other words the respondents do not think that enough information on unethical and ethical firms are available today. We can conclude that the low mean value strengthens the evidence to reject  $H2_1$  and conclude that consumers do not have enough information or knowledge regarding unethical and ethical firms.

*H2<sub>0</sub>: Consumers do not have enough information or knowledge regarding unethical and ethical firms.*

*H2<sub>1</sub>: Consumers have enough information or knowledge regarding unethical and ethical firms.*

#### ***4.4.3 More information unethical and ethical firms(H3)***

The negative attitude towards the availability of information today can be linked to the fact that the respondents believe that more information on unethical firms would change their purchase behaviour scoring a mean value as high as 5.0 (Table 2). This strengthens the evidence to reject  $H3_1$  and conclude that consumers would boycott unethical firms if they have enough information.

*H3<sub>0</sub>: Consumers would boycott unethical firms if they have enough information*

*H3<sub>1</sub>: Consumers would not boycott unethical firms if they have enough information*

#### *4.4.4 Boycotting unethical firms (H4)*

Looking at table 2 the attitude of the respondents towards boycotting unethical firms was positive scoring a mean value of 4.9. This helps us to reject  $H_{4_1}$  and conclude that consumers are willing to boycott unethical firms.

*H<sub>4\_0</sub>: Consumers are willing to boycott unethical firms.*

*H<sub>4\_1</sub>: Consumers are not willing to boycott unethical firms.*

#### *4.4.5 Rewarding ethical firms (H5)*

It can also be observed from table 2 that the respondents have the same standpoint on rewarding ethical firms like boycotting unethical firms scoring a mean value of 5.0. With that observed we can conclude that consumers are willing to reward ethical firms and we can reject  $H_{5_1}$  and conclude consumers are willing to reward ethical firms.

*H<sub>5\_0</sub>: Consumers are willing to reward ethical firms*

*H<sub>5\_1</sub>: Consumers are not willing to reward ethical firms*

#### *4.4.6 Higher education - stronger ethical attitude (H6)*

From table 2 it can be observed that there are no significant correlations between the attitude towards ethical firms and the years of study after elementary school. Therefore we reject  $H_{6_0}$  and conclude higher educated consumers do not have stronger ethical attitudes

*H<sub>6\_0</sub>: Higher educated consumers have stronger ethical attitudes*

*H<sub>6\_1</sub>: Higher educated consumers do not have stronger ethical attitudes*

#### 4.4.7 Pearson chi-square

The aim in this section is to find out whether there is an attitude behaviour gap. To find out whether there is a gap or association between the attitude and behaviour of Malmoe consumers regarding the unethical behaviour of some firms in general we have chosen to perform a cross tabulation chi-square test in SPSS. Before performing the cross tabulation chi-square test Julie Pallant (2010) claims that there are two important assumptions regarding chi-square that has to be made to ensure the validity of the test. It is important to check that the two assumptions are not violated when the test is performed. The two assumptions are the following;

1. 80% of the cells must have the expected frequencies of 5 or more.
2. The variables that are tested have to be independent

#### 4.4.8 Regarding Unethical firms(H7a)

This hypothesis will test if respondents attitude associates with their behaviour regarding unethical firms. This hypothesis will be tested by analysing if there is any significant difference between the answers of the respondents on two questions. The two questions from the survey that we have chosen to analyse and try to find a significant difference between are “*I would consider boycotting a firm because of unethical behaviour*” and “*I have previously boycotted a firm because of the firms unethical behaviour*”. Furthermore the hypothesis that will be tested based on these two questions are;

*H7a0: There is a gap between the attitude and the behaviour of the respondents regarding unethical firms in general*

*H7a1: There is no gap between the attitude and the behaviour of the respondents regarding unethical firms in general*

The level of associated probability of occurring by chance will be set at 5%. Analysing the table 6 below we can gather the evidence that there is a significant relationship between the respondents attitude and behaviour towards unethical behaviour of firms in general given that  $p < 0.05$ . We observe that chi-square value of the table is 12.075 and has the associated probability of occurring by chance at one time in 1000 cases. Therefore we reject the H7a0

and conclude that there is no gap between the attitude and the behaviour of the respondents regarding unethical firms in general

**Table 6. Chi-Square Tests unethical firms in general**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12,075 <sup>a</sup>	1	,001		
Continuity Correction <sup>b</sup>	10,663	1	,001		
Likelihood Ratio	11,523	1	,001		
Fisher's Exact Test				,001	,001
Linear-by-Linear Association	12,002	1	,001		
N of Valid Cases	165				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,71.

b. Computed only for a 2x2 table

#### 4.4.9 Regarding ethical firms (H7b)

This hypothesis will serve the same purpose as the previous hypothesis but this time the attitude behaviour attitude behaviour gap will be tested towards ethical behaviour of firms. For this hypothesis we have chosen to test these 2 following questions; “*I would consider to pay a higher price for a product by buying from ethical firms*” and “*I have previously paid more for a product that has been produced under ethical conditions*”. The hypothesis based on these two questions will be the following;

*H7b0: There is a gap between the attitude and the behaviour of the respondents regarding ethical firms in general*

*H7b1: There is no gap between the attitude and the behaviour of the respondents regarding ethical firms in general*

Analysing the table 7 below we find out that there is a relationship in between the respondents attitude and behaviour towards ethical firms behaviour in general given that  $p < 0,05$ . Furthermore we observe that chi-square is 40.814 and has the associated probability of occurring by chance less than once in 1000. Therefore we reject the H7b0 that there is a gap between the attitude and the behaviour of the respondents towards ethical firms behaviour in general.

**Table 7. Chi-Square Tests Ethical firms in general**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	40,814 <sup>a</sup>	1	,000		
Continuity Correction <sup>b</sup>	37,683	1	,000		
Likelihood Ratio	34,665	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	40,566	1	,000		
N of Valid Cases	165				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,22.

b. Computed only for a 2x2 table

#### *4.4.10 Regarding child labour (H7c)*

Furthermore we have chosen to test if there is a relationship between the respondents attitude and behavior regarding the use of child labour. To do that we decided to test these two following questions as variables; “*I would consider boycotting a firm that uses child labour*” and “*I have previously boycotted a firm that uses child labour*”. Basing the hypothesis on these two questions they will be the following;

*H7c0: There is a gap between the attitude and the behaviour of the respondents regarding the use of child labour*

*H7c1: There is no gap between the attitude and the behaviour of the respondents regarding the use of child labour*

When analysing the table 8 we can find that there is a relationship between the attitude and the behaviour of the respondents regarding the use of child labour given that  $p < 0.05$ . In addition we can also observe from the table that chi-square is 10.960 and has the associated probability of occurring i once in 1000. For this reason we reject the H7c0, i.e. there is a gap between the attitude and the behaviour of the respondents regarding the use of child labour.

**Table 8. Chi-Square Tests Child Labour**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10,960 <sup>a</sup>	1	,001		
Continuity Correction <sup>b</sup>	9,437	1	,002		
Likelihood Ratio	11,979	1	,001		
Fisher's Exact Test				,001	,001
Linear-by-Linear Association	10,893	1	,001		
N of Valid Cases	165				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,94.

b. Computed only for a 2x2 table

#### 4.4.11 Regarding environment (H7d)

The next test was also to find out if there is a gap between the attitude and the behaviour of the respondents but this time regarding unethical behaviour towards the environment by firms. To test the hypothesis we decided to use the following two questions as variables; “*I would consider boycotting a firm that harms the environment*” and “*I have previously boycotted a firm that has harmed the environment*”. Therefore the hypothesis that will be tested based on these two questions will be the following;

*H7d0: There is a gap between the attitude and the behaviour of the respondents regarding unethical environment behaviour of firms*

*H7d1: There is no gap between the attitude and the behaviour of the respondents regarding unethical environment behaviour of firms*

Analysing the table 9 we can see that there is a strong relationship between the attitude and the behaviour of the respondents regarding the unethical behaviour by some firms towards the environment. We can also see that the chi-square is 23.229 and has the associated probability of occurring by chance; less than once in 1000. Therefore we reject the h7d0 and conclude that there is no gap between the attitude and the behaviour of the respondents regarding ethical behaviour towards the environment.

**Table 9. Chi-Square Tests Unethical environment behavior**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	23,229 <sup>a</sup>	1	,000		
Continuity Correction <sup>b</sup>	21,358	1	,000		
Likelihood Ratio	27,816	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	23,088	1	,000		
N of Valid Cases	165				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 14,16.

b. Computed only for a 2x2 table

#### 4.4.12 Regarding working relations (H7e)

Here we want to test if there is a relationship between the respondents attitude and behaviour regarding unethical working relation of firms. To do that we have decided to analyse the following two questions as variables; “*I would consider boycotting a firm that have bad working relations*” and “*I have previously boycotted a firm because of its bad working relations*”. Based on these two questions the hypothesis of this test is going to be as following;

*H7e0: There is a gap between the attitude and the behaviour of the respondents regarding the unethical working relations of firms*

*H7e1: There is no gap between the attitude and the behaviour of the respondents regarding the unethical working relations of firms*

When performing the chi-square test on these two questions we can interpret from the table 10 that the attitude and the behaviour of the respondents towards firms with bad working relations associated strongly given that  $p < 0.05$ . Furthermore we see from the table that chi-square is 18.650 and has the associated probability of occurring by chance at far less than once in 1000. We have enough evidence to reject the H7e0, i.e that there is a gap between the attitude and the behaviour of the respondents regarding unethical working relations of firms.

**Table 10. Chi-Square Tests Unethical working relation**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	18,650 <sup>a</sup>	1	,000		
Continuity Correction <sup>b</sup>	16,921	1	,000		
Likelihood Ratio	21,238	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	18,537	1	,000		
N of Valid Cases	165				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 13,53.

b. Computed only for a 2x2 table

#### *4.4.13 Conclusion of attitude behaviour gap*

*H70: there is a gap between the respondents attitude and behaviour towards unethical and ethical firms in general*

*H71: there is no gap between the respondents attitude and behaviour towards unethical and ethical firms in general*

With the several performed tests that was explained above we can conclude that we did not find any gap statistically between the attitude and the behaviour of the respondents towards several different ethical and unethical behaviour of firms. This conclusion is made do to the fact that all the different behaviours that is tested gives the p-value below 0.05 which in order means that the attitude and the behaviour of the respondents associate with each other. This conclusion rejects our main hypothesis i.e. there is a gap between the respondents attitude and behaviour towards ethical and unethical behaviour of firms in general. Therefore based on the findings from these previous tests we reject H70 and we conclude that there is no gap between the respondents attitude and behaviour towards unethical firms and ethical firms in general.



## *4.5 Result and discussion*

Respondents have good knowledge regarding unethical firms but not CSR. Looking at the results from the survey we found out that the respondents have relatively low knowledge about CSR. However, those with higher education show higher knowledge of CSR. Therefore concluding that education is a factor regarding the knowledge of CSR. Respondents are aware that companies carry out unethical behavior but they are not aware regarding the concept of CSR. We believe this is because of that CSR is a concept used mostly in economic and educational purposes. We also found out that respondents who has more knowledge regarding unethical firms tend to boycott unethical firms.

Regarding general attitude towards ethical and unethical firms we found out that respondents are highly willing to boycott unethical firms almost as much as rewarding ethical firms. This means that there is no discrimination in the attitude of the respondents regarding ethical and unethical firms. They think as much badly about unethical behavior as they think good of ethical behavior. However respondents feel that there is not enough information regarding ethical and unethical firms. Older respondents share stronger feeling and attitudes towards unethical firms than younger ones. This can be because of that older respondents have more information or that they are more critical to younger respondents. Because of that age and salary are deeply correlated with each other, respondents who earn more money have stronger attitudes towards unethical firms also. There is no correlation regarding attitudes towards ethical firms and demographical variables. However, respondents who have a positive attitude towards ethical firms think that there is not enough information regarding ethical and unethical firms and that more information regarding ethical and unethical firms would affect their purchase behavior.

The respondents have a neutral behavior towards unethical firms. Older respondents have stronger behavior towards unethical firms than younger ones. This can be because of that older respondents have lived longer and that they have had more time and opportunities to boycott unethical firms than younger ones. This resulting in that younger respondents are less likely to boycott firms for unethical behavior. Respondents who makes more money also boycott firms more. This is because of salary and age are deeply correlated. Furthermore, the respondents reward firms more than they boycott them. Respondents who reward ethical firms and are both older and make more money. However we found out that older respondents tend to punish a firm's unethical behavior more than rewarding its ethical behavior.

Furthermore we have not found any gap between respondents attitude and behaviour regarding ethical and unethical firms in general. We can understand from the chi-square test that there is a strong relationship between the attitude and behaviour of the respondents towards unethical firms. The same thing can be said and applied for the respondents attitude and behaviour towards ethical firms where we have found a strong relationship between them. Moreover the respondents attitude towards boycotting firms that uses child labour is very positive and the behaviour relates significantly with the attitude which in order indicates that there is no gap. Same conclusion is made regarding the respondent's attitude and behaviour towards firms that harms the environment e.i that there is a strong relationship between the attitude and behaviour.. Lastly we have found that there is also a strong relationship between the respondents attitude and behaviour regarding firms that have bad working relations and the attitude towards boycotting such firms was also positive. All this results indicates that there is no gap between the respondents attitude and behaviour towards ethical and unethical firms in general and they also indicates that the respondents in general have a positive attitude towards both rewarding ethical firms and punishing unethical firms.

## ***5. Conclusion and Recommendation***

*In this chapter we will present our conclusion, contribution, recommendation and suggestions for future research. First we will present the aim of the thesis and the conclusion. There will be a brief piece mentioning prior research and what they have concluded. The conclusion will be mentioned together with the contributions of the thesis. Lastly recommendation and suggestions for future research will be presented.*

The purpose of this research is to find out whether Malmo consumers have a attitude behavior gap or association towards ethical and unethical firms in general. Furthermore this research aims to see if the different chosen demographical variables, e.i. salary, age, and education has any effect on the consumers attitude and behavior. With the conclusions that will be made we aim to provide a new insight to the attitude behavior field, ethical consumption and ethical decision making. Furthermore we aim to achieve a higher level of validity and reliability by proceeding from the three articles mentioned in the introduction chapter. From the three articles that we proceeded from we could gather different concepts, survey constructions and recommendations that were useful for this research. The attitude behaviour gap or association was identified with the help of pearson chi-square test and the pearson correlation test was used to analyse the effect of the demographical variables.

### ***5.1 Contributions***

This thesis has contributed new insight to the field of consumer behavior, attitude behavior gap, ethical consumption and ethical decision making. What is unique about this thesis is that it specifically researched consumers in Malmo. To be able to contribute with new insight to the attitude behavior gap field we used a quantitative approach. Other research used qualitative approach (Carrigan & Attalla, 2001; Boulstridge et al, 2000). We used three demographic factors to find out if they affect the ethical purchase decision, attitudes and behavior of consumers in Malmo. Higher education led to more knowledge on CSR for Malmo consumers. Age is a dominant factor for the attitudes towards unethical firms, older consumers in Malmo are more likely to have stronger attitudes towards unethical firms. Age

also affected the behavior towards firms unethical behavior, where older consumers had boycotted unethical firms more than younger ones. Consumers who earn more money reward ethical firms for their behavior more frequently than those who makes less money. However, there is no attitude behavior gap towards ethical and unethical firms in Malmo.

Our contribution regarding the Malmo consumer is: Malmo consumers are strongly aware about companies unethical and ethical behavior, but they do not have a lot of information regarding the concept of CSR. The Malmo consumer have strong attitudes towards unethical firms and they are not strongly positive towards boycotting firms. Malmo consumers have positive attitudes towards rewarding ethical firms and they are rewarding ethical firms through paying more for ethical products. Malmo consumers think that there is not enough information regarding unethical and ethical firms and that more information would change their purchasing behavior. Lastly, Malmo consumers behave as they think.

## *5.2 Recommendation*

This thesis concentrated firmly on the Malmo consumers attitude and behaviour towards ethical and unethical firms. With the help of the conducted analysis in the previous chapter we can compile the following recommendations. The first recommendation is that consumer has to be fed with more information regarding ethical and unethical firms in social media, news and the internet in general, given that the consumers do not think that they are provided with enough information. Companies and marketers should focus on informing consumers.

Furthermore respondents who had more knowledge about CSR and unethical firms in general have a higher intention towards rewarding ethical firms and punishing unethical firms. Firms that are engaged in ethical behavior should try to market this. The more knowledge the consumers have the more they tend to reward or punish firms. Although for unethical firms this can be problematic and we think that they should engage in ethical activities or market the good side of the firm.

## *5.3 Future research*

Given that the attitude behaviour gap topic regarding ethical and unethical firms is a very well researched field it is important to find a specific area in this topic to research. In this thesis we

specified us into comparing the results of the respondents in Malmoe. The recommendation for future researches is that a similar research can be performed but in different city in Sweden to see if the result of the study can be implied on the whole Swedish population in general. This recommendation can give a higher validity and reliability to the research if the same results were to be achieved. Furthermore we decided to measure if demographical variable such as salary, age and education had any effect on the attitude and behaviour of the consumers. Gender is a demographical variable that we did not take into consideration in this research, therefore it can be useful for future research to measure whether gender has any effect on the consumers attitude and behaviour towards unethical and ethical firms. Furthermore it is also worth to recommend a thesis with a higher number of respondents to give a bigger generalizing insight on the Swedish consumers and not only Malmoe consumers. Our research was conducted of 210 respondents and could only be generalized on Malmo consumers, a higher number of respondents, for example 1000 respondents could be used to generalize the results on more parts of Sweden than Malmoe.

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## 7. Appendix

### 7.1 Swedish Survey

#### Enkätundersökning

Vi är två studenter från Lunds Universitet som skriver vår C-uppsats i marknadsföring och ekonomi. Vi utför en undersökning angående konsumentattityder och beteende gentemot etiska och oetiska bolag.



LUNDS  
UNIVERSITET

Undersökningen är **helt anonym**. Det tar ca. 2-3 min att utföra. Ringa in det svarstalet som ni tycker passar bäst på frågan.

1. Jag känner till begreppet CSR (Corporate Social Responsibility).

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

2. Jag känner till att vissa bolag på egen hand eller genom samarbete med leverantörer kränker mänskliga rättigheter eller/och arbetsförhållanden.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

3. Jag känner till att H&M samarbetar med leverantörer som kränker mänskliga rättigheter i Bangladesh eller Uzbekistan eller Kambodja.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

4. Jag tycker att det finns tillräckligt med information om bolags etiska och oetiska handlingar tillgängligt på sociala medier, nyheter och internet.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

5. Jag tycker att det är viktigt att företag ska ta ett socialt ansvar.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

6. Jag kan tänka mig att boycotta bolag pga. oetiska handlingar.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

7. Jag kan tänka mig att boycotta bolag som använder sig av barnarbete.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

8. Jag kan tänka mig att boycotta bolag som har skadat miljön.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

9. Jag hade kunnat tänka mig att boycotta bolag som har dåliga arbetsförhållanden

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

10. Jag kan tänka mig att betala ett högre pris för en produkt genom att köpa från etiska företag

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

11. Etiskt märkta produkter som fairtrade produkter, miljövänliga produkter och ekologiska produkter borde inte kosta mer än vanliga produkter.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

12. Jag tycker att pris och kvalitet är viktigare än att handla etiskt.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

13. Jag har någon gång under mitt liv boycottat ett bolag pga. bolagets oetiska handlingar.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

14. Jag har någong gång under mitt liv boycottat ett bolag pga. att dem har producerat produkter under dåliga arbetsförhållanden.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

15. Jag har någon gång under mitt liv boycottat ett bolag pga. att bolaget har använt barnarbete.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

16. Jag har någon gång under mitt liv boycottat ett bolag pga. att bolaget har skadat miljön.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

17. Jag har någon gång sökt information angående ett bolags rykte innan jag har handlat deras produkter.

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

18. Jag har betalat mer för en produkt som har producerat under etiska förhållanden

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

19. När jag handlar köper jag hellre etiskt märkta produkter över oetiska (Ekologiska, miljövänliga fairtrade).

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

20. Jag har tidigare köpt ekologiska produkter även om de har varit dyrare än liknande produkter

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

21. Jag tror mer kunskap om bolag hade påverkat mitt köpbeteende

1	2	3	4	5	6
Instämmer inte alls					Instämmer helt och hållet

22. Hur många år har du studerat efter grundskolan?

0år	1år	2år	3år	4år	5år	6år	7år	8år	9år

23. Ålder.

1	2	3	4	5	6	7	8	9	10
17 eller yngre	18-23	24-29	30-35	36-41	42-47	48-53	54-59	60-65	66 eller äldre

24. Månadslön (ink skatt).

1	2	3	4	5	6	7	8	9	10
3000 eller mindre	3000-6000	6000-9000	9000-11000	11000-14000	14000-17000	17000-20000	20000-23000	23000-27000	27000 eller mer

Tack för din medverkan!

Alan Nori

Yousif Rashid

## 7.2 Survey in English

1. I am familiar with the concept CSR (Corporate Social Responsibility).
2. I am aware that some companies on their own or through collaboration with suppliers violate human rights or/and working relations
3. I am aware that H&M collaborates with suppliers that violates human rights in Bangladesh or Uzbekistan or Cambodia.
4. I believe that there is enough information about the firm's ethical and unethical acts available on social media, news, and internet .
5. I believe that firms should take social responsibility
6. I can imagine boycotting firms due to unethical acts
7. I can imagine boycotting firms that uses child labor .
8. I can imagine boycotting firms that harm the environment.
9. I can imagine boycotting firms with bad working relations
10. I can imagine paying a higher price for a product by purchasing from ethical firms
11. Ethically Labeled products like fairtrade products, environmental friendly products and organic products should not cost more than standard products
12. I believe that price and quality is more important than purchasing ethically
13. I have some time during my life boycottat a firm due to the firms unethical acts .
14. I have some time during my life boycottat a company due to the fact that it has produced products under poor working conditions
15. I have some time during my life boycottat a company due to the that the company has used child labor.
16. I have some time during my life boycottat a company due to the fact that the company has damaged the environment .
17. It has happend tha i have looked for information about a company's reputation before I bought their products.
18. I have paid more for a product that have been produced under ethical conditions.
19. When I shop I rather buy ethically labeled products (Organic, eco-friendly fair trade) more than unethical
20. I have previously purchased organic products, although they have been more expensive than similar products
21. I think more knowledge about the firms behaviour would influence my buying behavior
22. How many years have you studied after elementary school?
23. Age.
24. Salary (including taxes).

### 7.3 The mean value of the concepts

Concept	Topics	N	Mean	Std. Error	Std. Deviation	Participants standpoint
Knowledge	Information (Unethical Firms)	165	4,6970	,10051	1,29103	+
Knowledge	Information(Csr)	165	2,7152	,15589	2,00246	-
Attitude	Unethical firms	165	4,9121	,08866	1,13891	+
Attitude	Ethical firms	165	5,0889	,05909	,75899	+
Attitude	Information	165	2,3394	,09554	1,22722	-
Attitude	Importance of price and quality	165	3,0788	,12066	1,54993	-
Behavior	Unethical firms	165	3,6682	,12362	1,58791	+
Behavior	Ethical firms	165	4,4747	,10104	1,29788	+
Behavior	Information	165	3,1636	,14419	1,85213	-
Belief	Information	165	5,0606	,09639	1,23810	+
TOTAL		165				

### 7.4 Attidue unethical firms correlation

#### Correlations

		Generalattitude Unethicalfirms	Studyyear	Age	Salary
GeneralattitudeUnethicalfirm	Pearson Correlations	1	-,032	,253**	,296**
	Sig. (2-tailed)		,680	,001	,000
	N	165	165	165	165
Studyyear	Pearson Correlations	-,032	1	,112	,128
	Sig. (2-tailed)	,680		,153	,102
	N	165	165	165	165
Age	Pearson Correlations	,253**	,112	1	,547**
	Sig. (2-tailed)	,001	,153		,000
	N	165	165	165	165
Salary	Pearson Correlations	,296**	,128	,547**	1
	Sig. (2-tailed)	,000	,102	,000	
	N	165	165	165	165

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 7.5 Correlation with CSR and knowledge unethical and ethical

Correlations

		Knowledge CSR	Knlun eth	KnIH M	Behpri ce	Ag e	Sala ry	Study ear	GeneralBehaviourUn ethical
KnowledgeCSR	Pearson Correlation	1	,195 <sup>+</sup>	,005	,230 <sup>**</sup>	-,045	,047	,254 <sup>**</sup>	,092
	Sig. (2-tailed)		,012	,945	,003	,567	,549	,001	,241
	N	165	165	165	165	165	165	165	165
Knluneth	Pearson Correlation	,195 <sup>+</sup>	1	,475 <sup>**</sup>	,202 <sup>**</sup>	,135	,190 <sup>*</sup>	,047	,279 <sup>**</sup>
	Sig. (2-tailed)	,012		,000	,009	,084	,014	,546	,000
	N	165	165	165	165	165	165	165	165
KnIHM	Pearson Correlation	,005	,475 <sup>**</sup>	1	,197 <sup>*</sup>	,087	,082	,152	,250 <sup>**</sup>
	Sig. (2-tailed)	,945	,000		,011	,265	,295	,051	,001
	N	165	165	165	165	165	165	165	165
Behprice	Pearson Correlation	,230 <sup>**</sup>	,202 <sup>**</sup>	,197 <sup>*</sup>	1	,164 <sup>*</sup>	,212 <sup>**</sup>	-,023	,568 <sup>**</sup>
	Sig. (2-tailed)	,003	,009	,011		,035	,006	,774	,000
	N	165	165	165	165	165	165	165	165
Age	Pearson Correlation	-,045	,135	,087	,164 <sup>*</sup>	1	,547 <sup>**</sup>	,112	,314 <sup>**</sup>

	Sig. (2-tailed)	,567	,084	,265	,035		,000	,153	,000
	N	165	165	165	165	165	165	165	165
Salary	Pearson Correlation	,047	,190*	,082	,212**	,547**	1	,128	,300**
	Sig. (2-tailed)	,549	,014	,295	,006	,000		,102	,000
	N	165	165	165	165	165	165	165	165
Studyyear	Pearson Correlation	,254**	,047	,152	-,023	,112	,128	1	,039
	Sig. (2-tailed)	,001	,546	,051	,774	,153	,102		,621
	N	165	165	165	165	165	165	165	165
GeneralBehaviourUnethical	Pearson Correlation	,092	,279**	,250**	,568**	,314**	,300**	,039	1
	Sig. (2-tailed)	,241	,000	,001	,000	,000	,000	,621	
	N	165	165	165	165	165	165	165	165

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

## 7.6 Correlation regarding ethical and unethical behavior

		Correlations				
		Age	Salary	Study year	GeneralBehaviourUnethical	GeneralBehaviourEthical
Age	Pearson Correlation	1	,547**	,112		,177*
	Sig. (2-tailed)		,000	,153		,023
	N	165	165	165	165	165
Salary	Pearson Correlation	,547**	1	,128		,284**
	Sig. (2-tailed)					
	N	165	165	165	165	165



	Sig. (2-tailed)	,000		,102		,000	,000
	N	165	165	165		165	165
Studyyear	Pearson						
	Correlation	,112	,128	1		,039	,032
	Sig. (2-tailed)	,153	,102			,621	,683
	N	165	165	165		165	165
GeneralBehaviourUnethical	Pearson						
	Correlation	,314**	,300**	,039		1	,576**
	Sig. (2-tailed)	,000	,000	,621			,000
	N	165	165	165		165	165
GeneralBehaviourEthical	Pearson						
	Correlation	,177*	,284**	,032		,576**	1
	Sig. (2-tailed)	,023	,000	,683		,000	
	N	165	165	165		165	165

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## 7.7 Correlation regarding attitudes towards unethical and ethical firms

Correlations

		Behp rice	Ag e	Sal ary	Study ear	Attitudetowa rdsinfo	GeneralattitudeEt hicalfirms	GeneralattitudeUne thicalfirms
Behprice	Pearso n Correl ation Sig. (2- tailed) N	1	,16 4*	,21 2**	-,023	-,219**	,484**	,474**
			,03 5	,00 6	,774	,005	,000	,000
		165	16 5	165	165	165	165	165
Age	Pearso n Correl ation Sig. (2- tailed) N	,164*	1	,54 7**	,112	,022	,127	,253**
		,035		,00 0	,153	,779	,103	,001
		165	16 5	165	165	165	165	165
Salary	Pearso n Correl ation Sig. (2- tailed) N	,212**	,54 7**	1	,128	,026	,105	,296**
		,006	,00 0		,102	,743	,180	,000
		165	16 5	165	165	165	165	165
Studyyear	Pearso n Correl ation Sig. (2- tailed) N	-,023	,11 2	,12 8	1	-,082	-,109	-,032
		,774	,15 3	,10 2		,297	,163	,680
		165	16 5	165	165	165	165	165

Attitudetowardsinfo	Pearson Correlation Sig. (2-tailed) N	-.219** ,005 165	,022 ,779 165	,026 ,743 165	-,082 ,297 165	1 ,023 165	-,177* ,023 165	-,310** ,000 165
GeneralattitudeEthicalfirms	Pearson Correlation Sig. (2-tailed) N	,484** ,000 165	,127 ,103 165	,105 ,180 165	-,109 ,163 165	-,177* ,023 165	1 ,023 165	,501** ,000 165
GeneralattitudeUnethicalfirms	Pearson Correlation Sig. (2-tailed) N	,474** ,000 165	,253** ,001 165	,296** ,000 165	-,032 ,680 165	-,310** ,000 165	,501** ,000 165	1 ,000 165

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## *7.8 Where each concept gets its topic and survey question from*

### **Knowledge: Information CSR**

Question 1.

### **Knowledge: Information Unethical firms**

Question 2-3

### **Attitude: Information**

Question 4.

**Belief: Information**

Question 5.

**General attitude: Unethical firms**

Question 6-9.

**General attitude: Ethical firms**

Question 10-12.

**Behavior: Unethical firms**

Question 13-16.

**Behaviour: towards information**

Question 17.

**Behavior: Ethical companies.**

Question 18-20.