The Influence of CSR
How Consumers are Affected by Food Company’s Work with CSR

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This thesis started in January 2019 and marks the final part of a four-year education, Master Program in Business and Economics at Luleå University of Technology. It has been a challenge but it has also emerged me into the world of academia. During this period of time I have come to learn more about the concept of CSR than I initially thought was possible. I hope this thesis will provide assistance to people interested in knowing more about the connection between consumer’s perception of CSR and how it affects them.

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ABSTRACT

Corporate Social Responsibility has grown in importance of the present society and therefore becomes a meaningful operation for companies today. Since the society is structured by consumers, companies have been forced to adapt this concept in their work, by the reason of keeping and gaining the consumers. For companies to be able to do so, they have to understand their customers and be aware of the different consumers purchase intention. These intention have shown to differ in regard of different industries, which is why this study have chosen to focus on the food industry, where the criticisms for the CSR initiatives are high. Consequently, the purpose of the study is to describe how consumers’ in the food industry perceive CSR and to explore how the perceived CSR affects their purchasing intention. Two research questions were made and to be able to answer these, relevant theories was established. The research was conducted using a quantitative study and a descriptive approach to analyze the collected data. The collection of data was made through nine interviews, divided into three involvement level for the reason of including all kinds of consumers.

The results found that the general brand appearance is reflected in the companies’ products and therefore made their purchase based on this. The consumers perceived it hard to gain credible knowledge of companies CSR which leads them to make their purchase based on responsible certified labelling or recognition of the products instead. The consumers have a higher credibility for the negative information about companies. They therefore acts with CSR as a purchase criterion of this as they exclude products from this kind of companies. The consumer did however not act with CSR as a purchase criterion if the price was too high, as this was of a greater importance than CSR for the consumers. Because of the low information level and the low credibility, the consumers rather makes their decision based on what they perceive as less irresponsible instead of what they perceive as responsible.

**Keywords:** CSR, Corporate Social Responsibility, Consumer perception, Consumer awareness, Consumer values, Consumer attitudes, CSR purchase criterion
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1. INTRODUCTION

This introduction will provide background information regarding the research topic, where definitions and terms used will be defined. Thereafter a problem definition will be discussed that in turn leads to research questions. After the problem area the purpose of the thesis and the delimitations will be presented.

1.1 Background

The concept of corporate social responsibility (CSR) has continued to grow in importance and significance over the decades (Carroll & Shabana, 2010). It has gained a more prominent role in corporate marketing communication. The concept is aimed at the voluntary responsibility that companies choose to take towards society and the environment. (Virvilaite & Daubaraite, 2011) Today companies have recognized the importance of CSR, mainly because of the increased awareness to various factors that are likely to be affected by firm’s actions, such as environmental degradation, human rights and social ethical issues (Sharma & Mehta, 2012). The concept CSR dates back to the 1950’s where Howard Bowen wrote the article “The Social Responsibilities of the Businessman”, in which he described what social responsibility one could expect from a company, the discussion about CSR received a breakthrough (Garriga & Melé, 2004). Bowen (1953) argued that business people have the obligation to pursue desirable policies in terms of societal objectives and values. This argument was rejected by Milton Friedman’s famous statement that the social responsibility of business is to make profits (Friedman, 1970). Through the influence of social media and better education consumer are more aware of the corporations’ responsibility. The role of businesses in society is no longer focused on creating wealth alone but is also focused on acting responsibly towards stakeholders (Harrison & Freeman, 1999).

Defining the concept of CSR is a difficult task, as several researchers have introduced a large number of different definitions and models (Carroll & Shabana, 2010). Corporate social responsibility has been evolving as early as the 1930s. CSR can be defined as treating the stakeholders of the firm ethically or in a responsible manner (Carroll, 1991). Most notably, the CSR pyramid by Carroll (1979) is a normative description of the concept of CSR. Carroll’s CSR pyramid is widely accepted and includes four dimensions: economic, legal, ethical and philanthropic. Economic responsibility refers to the profitability of the organization, while legal
responsibility is complying with laws and regulation. These two responsibilities are required. As for the ethical perspective, the organizations’ operation should go beyond the laws to do the right thing in fair and just ways, this classifies as an expected responsibility. Philanthropic responsibility refers to voluntary giving and service to the society, and is desirable. The pyramid encompasses the entire range of responsibilities of a business (Carroll, 1991).

According to Porter and Kramer (2006) companies should see CSR as an opportunity to strengthen the company's identity and a way to contribute to society. This is because companies often have to be responsible for not having taken enough social responsibility, which means that a negative image of the companies is builds, which in turn means that society has a negative attitude to them. If companies analyzed the possibilities for social responsibility instead of seeing the work with CSR as a cost, it could be a source of innovation and competitive advantage for them if they contribute to society in the right way (Porter & Kramer, 2006).

Previous studies indicates that the fulfillment of CSR has a positive effect on the evaluation of business activities by consumers, which has a positive impact on the current purchasing behavior and future purchase intention of consumers. This also signals that consumers who are more aware of CSR are more likely to purchase the products of a certain company, which is the main reason why companies have to implement CSR-related activities (Boonpattarakan, 2012).

1.2 Problem Discussion

Because of the world’s contemporary fast development, a change in company’s competitive strategies and a need of increased innovation has been seen in the last 10 years. The consequences of this is a force of them trying to differentiate themselves in new ways and the solution for many companies has been to use CSR as a motive when marketing themselves (Pomering & Dolnicar, 2009). The concept has therefore got a lot of attention in the past years and the increased awareness has contributed to the customer engagement of how they can participate to become more socially responsible. This engagement therefore takes an effect on all companies since consumers’ expectations of the companies now has changed to consist a wider content of society's value (Marin, et al., 2009). Hence this expectation, it is required that the consumer has access to information of the company, which claims companies of being able to provide them with knowledge about what they do and how they pursue their CSR initiatives. This becomes important for the companies since studies show a correlation between a
company’s CSR initiatives and the consumers’ attitudes towards the company. CSR has therefore been developed to be characterized as a practice that companies should obey (Rahim, et al., 2011). The result of this is that companies today are facing an increasing pressure to behave social responsible (Mohr, et al., 2001).

Considering the comprehensive way of defining the concept of CSR, it becomes reasonable that the behavior in social responsibility is also extensive. In terms of specific product purchase, the complexed responses of the consumers to CSR initiatives is a reason for the fact that models of effectiveness within CSR have given the interaction between a company's financial performance and CSR a relationship. The personal behavior importance seeing what good CSR is depends on how companies work with CSR and affects consumers differently on an individual level. The chances of that CSR are being used as a criterion of purchases will increase if the consumers will support the cause that the CSR activities seeks (Bhattacharya & Sen, 2004).

Research has not only established general elements of CSR that apply on all industries, it has also found unique subsequent distinct CSR issues among the different industries. The consumer’s idea of CSR does not fit all, and it needs additional research to analyses the CSR of a specific industry since the expectations of CSR are depending on it (Maloni & Brown, 2006). In the industry of food, companies faces a lot of challenges, such as obesity, food safety, alcohol abuse and packaging management (Cuganesan & Ward, 2010). The industry therefore struggles to meet stakeholder’s criticism about the social responsiveness that they are trying to participate in being. Despite strict and intensive work in implementing CSR initiatives, consumer’s expectation are high. (Schroder & McEachern’s, 2005) CSR initiatives in the food industry is common known for establishing and promoting fair trade, fitness, healthy living and eating, charitable giving, sustainability, employment policies, organic production and support for local communities (Jones & Hillier, 2007). Even though the food industry companies are having these ambitions, they still meet resistance and perception that their work with CSR is only for the cause of a good reputation and for the company to receive the advantage it gains for its business (Anselmsson & Johansson, 2007).
1.3 Research Problem

Based on the above discussion, this study wants to contribute with an understanding of consumer’s perception of food industries CSR initiatives. The purpose of this thesis is therefore to describe how these perceived CSR initiatives within food industries affects the purchase intention.

In order to achieve the purpose, the study aims to answer the following research questions are defined:

- RQ 1: How do consumers perceive CSR within the food industry?
- RQ 2: How do CSR affect consumers within the food industry?

1.4 Delimitation

In order to narrow down the extent of this study we have chosen to focus our research on the food industry since they work with CSR to a great extent. The study will also use Carroll’s definition of CSR as our main definition. Consequently, the study will focus towards consumer perception of CSR in the food industry in Norrbotten and therefore the study will be highlighted from a consumer perspective.
2. LITERATURE REVIEW

In this section different theories that are relevant to the study will be introduced. An overall description of CSR and the different level of consumer involvement will be presented, followed by the consumer’s perception and CSR as a purchase criterion. The chapter will then continue on and connect the most relevant studies and theories with the given research questions in a theoretical framework.

2.1 Corporate Social Responsibility

2.1.1 The Concept of CSR

The concept CSR dates back to the 1930’s, however, it was first in 1950’s the concept got a definition (Carroll, 1991). In 1953 when Howard Bowen wrote the article “The Social Responsibilities of the Businessman”, in which he described what social responsibility one could expect from a company, the discussion about CSR received a breakthrough (Garriga & Melé, 2004). Bowen (1953) argued that business people have the obligation to pursue desirable policies in terms of societal objectives and values. This argument was disputed by Milton Friedman’s famous statement that the social responsibility of business is to make profits (Friedman, 1970). Through the influence of social media and better education consumer are more aware of the corporations’ responsibility. The role of businesses in society is no longer focused on creating wealth alone but is also focused on acting responsibly towards stakeholders (Rahim et al., 2011).

Corporate Social Responsibility have several definitions, where the most common is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis’ (Prieto-Carrón et al., 2006). The reason for developing CSR as a concept is based on the demand by the society and by the consumers (Lii et al., 2011). If it is clear that consumers prefer sustainable options and are interested in social issues, it will be reflected on companies to offer this and therefore integrate CSR initiatives (Van Marrewijk, 2003). The concept has shown a result of an increased profitability among companies and a potential contribution for competitive advantage. These factors leads the company motivated for using CSR as a tool in their operations (Khojastehpour & Johns, 2014).
However, consumers value CSR differently depending on how they affect them personally. In the food industry, ethical problems can have a direct impact on the individual by influencing their health, which in turn contributes to the fact that it is important from the consumer's side to consume fair trade and organic food products (Joergens, 2006). Working with CSR or sustainability in the food industry is something that companies need to work with actively. Researchers say that this will make it easier for companies to meet future challenges more proactively (Manzini & Accorsi, 2013). Several researchers have introduced different models that have ranked companies’ CSR work at different levels to take into account the most important CSR dimensions from a business perspective. Carroll's CSR pyramid is one of these and is considered widely accepted which is why the following section is based on the framework of Carroll (Ibid).

### 2.1.2 The Carroll’s Pyramid of CSR

Carroll’s definition of CSR is one of the more popular constructs of CSR that has been used in the literature and practice for several decades. In 1979, Carroll proposed his original four levels of responsibility in 1979 (Baden, 2016). Later in 1991, Carroll created a graphic depiction in form of a pyramid, beginning with the economic responsibilities as the foundation for all business activity, followed by legal, ethical and philanthropic responsibilities respectively (Carroll, 2016). The framework is shown in Figure 1 below.

![Carroll’s Pyramid of CSR](image)

**Figure 1:** Carroll’s Pyramid of CSR  
**Source:** Adapted from Carroll 1991
Economic and legal responsibility is required, while ethical responsibility is expected and ultimately the philanthropic responsibility is desirable. The relationship a stakeholder has with an organization (such as an employee, shareholder, consumer and so on) affects the importance placed on the CSR dimensions. For example, the shareholders' biggest concerns are based on an economic aspect, while consumers have a stronger ethical focus (Smith, et al., 2001). The optimal approach to investigating the impact of CSR is to define its multidimensionality based on the expectations of different stakeholders to find a balance between these expectations (Maignan, 2001). This study are interested in consumers' perception of CSR, so it will focus on the relationship between CSR and consumers as the stakeholder group.

**Economic Dimension**

The economic dimension refers to a company's obligation to its owners to be productive, profitable and to maintain financial wealth. This means that the company's main work is to produce goods and services that are demanded by consumers, this process should generate profits for the company and its owners, otherwise the company risks its survival on the market. Because the company has a financial responsibility as a basis in its work, they can achieve the desired profitability, a strong competitive position and high operational efficiency (Carroll, 1991). In contrast, Smith et al (2001) writes in his article that consumers do not worry about a company's financial responsibility. Ramasamy and Yeung (2009) further argues in their studies that consumers consider that financial responsibility should not be classified as a social responsibility and that it does not have a positive effect on consumers.

**Legal responsibility**

The second level of the pyramid assumes that companies must comply with laws issued by state and local authorities. That is, the company is expected to continue its financial assignments within the framework of the law. It is also important that the company defines itself as a legal citizen by providing goods and services that meet the minimum legal requirements (Carroll, 1991). The legal responsibility of companies can directly affect the functions and quality of their products, and it is easy for consumers to formulate opinions in this regard.

**Ethical responsibility**

Ethical responsibility includes the activities and practices that are expected or prohibited by society, even though its practice is not codified by law. Because the company takes an ethical
responsibility, the company is expected to do what is fair and avoid unfair actions that affect the company's stakeholders, such as consumers, employees, shareholders and society at large. The ethical responsibility is related to complex issues, such as environmental protection, personnel management, health and safety at work and relationships with suppliers and consumers. Ethical and legal responsibility is considered to have a dynamic interaction. An ethical responsibility always creates higher expectations for the company because social media forces the company to act at levels that are considered close or over what is required for legal responsibility (Carroll, 1991). Smith et al. (2001) further writes that consumers consider that a company's compliance with ethical and legal mandates is the most important.

**Philanthropic Responsibility**

Philanthropic responsibility is more desirable or voluntary initiative of the company, although there is always a societal expectation that companies should provide it. This is done by engaging in various activities and actions that promote the well-being and development of society as a whole. Philanthropy includes contributions of financial resources, such as contributions to art, charity or education (Carroll, 1991). Although many studies argued that there is a positive effect of philanthropic responsibility on company performance, some studies showed that philanthropic behavior by a company had no significant positive impact on consumer behavior (Page & Feam, 2005). There are two reasons to explain this inconsistency. First, philanthropic activities will consume certain resources in a company. When the company invests the money in a charity project, this money cannot be used to improve production facilities, develop leadership skills or enter new markets. Some consumers are less willing to sacrifice basic functional properties in the product due to the investment in philanthropic actions. Second, non-profit organizations are expected to contribute to social issues such as health, education and the promotion of voluntarism. Companies can work with non-profit organizations to promote social programs instead of doing it independently. Thus, consumers pay less attention to their own philanthropic activities. (Becker-Olsen, et al., 2006).

2.1.3 **CSR in The Food Industry**

There is limited research made on CSR within the food industry (Cuganesan, et al., 2010). However, the existing studies have shown an increasing importance of CSR in the mentioned focused area. The increased importance has it foundation in the essence of the requirement of animal and plant based supplies that is necessary for the consumer. It also based on the complicated situation of the intense labor nature that exist within the food industry. Several
food industries have been pressured by just not the laborers but also by NGOs of the cause of produce farmers wage conditions, but also by the concern about the price and quality of their fair trade products. Additionally, campaigns about animal welfare, humane slaughter, overfishing and use of antibiotic have also been brought up (Maloni & Brown, 2006). Animal welfare, production processes, and technology as qualitative and intangible factors have been noted, by several works, to have an improved importance by consumer’s preferences within the food industry (Phan-Huy & Fawaz, 2003; Tutwiler, 2003). To be able to understand and define food industry social responsibilities, researchers have tried to construct elements of CSR that can be applicable for the corporations. These elements varies from importance of the consumers, but studies agrees on some common subject, such as animal welfare, fair trade, biotechnology, health, distribution, and agricultural methods (Manning, 2013). Busch (2003) have supplemented these elements by gathering values of safety, environment, labor, quality, and price as well. Assembled from the different researchers such as the above, Maloni & Brown (2006) have made a framework that describes unique CSR applications based on elements. Overall, they have made eight categories: animal welfare, biotechnology, community, environment, financial practices, health and safety, labor, and procurement. This framework have come to be a sort of overall definition in studies for the CSR within food industries, since it contains all the discussed important issues according to consumers (Ibid).

2.2 Consumer Involvement

CSR within food industries has shown a varying among the variables affected, based on the consumers. Present studies shown that the deeper preferences towards these variables does not have to be directly linked to the decision-making process of the consumers because of the routine nature in the purchase of food. The variables are however depended with the concept of involvement, which is well established and widely discussed in the theory of consumer behavior and their purchase intention (Tarkiainen & Sundqvist, 2009). A general definition of involvement is provided by Celsi and Olson (1988): “The concept of felt involvement refers to a consumer’s overall subjective feeling of personal relevance.” The definition of the concept is utterly broad and doesn’t make a contrast between the various types of involvement that appears in reality (Richins, et al., 1992). Consumer involvement is characterized as the feelings of interest, concern and enthusiasm towards the products categories and brands. In consumer marketing, the concepts is important since it provides a motivational effort. This can define different kinds of consumer’s behavioral outcomes, such as the type of purchase criteria, the
variety-seeking behavior, the extensiveness in search of information, the decision-making process length and the brand switching. The literature of high and low involvement have assumed a distinctive dichotomy between the different levels, and this is what is of interest since each level is connected to an apparent contrast of the behavioral outcomes. Especially the routine buying behavior, that is, for example, the weekly grocery shopping. This has regularly been considered as a low involvement purchase activity, which is known for its trivial search for information, negligible consideration of brand choice and the easily switching of brand to similar products as substitutes (Beharrell & Denison, 1995). The association about the degree of engagement regarding product within the food industry is generally recognized with low involvement. But consider today's interest and concern for the socially responsibility, present studies show a higher level of involvement regarding food. The findings therefore show a variation in the level of involvement based on the particular consumer, its values and attitudes (Tarkiainen & Sundqvist, 2009). The buying behavior is established by just these mentioned factors, first of all it is affected by the consumer’s attitudes, which in turn is connected to the deeper value systems of the consumers. Studies regarding the association of consumers values and their behaviors show that the consumers who are more likely to employ responsible behavior within the environmentally and socially interest hold collective, society-directed values in contrast to the consumer with individualist and self-directed values (Collins, et al., 2007). The explanation of how the diversity of involvement can occur is related to techniques of converting low involvement products into high involvement ones. There is four different ways of doing this: by connecting the product to some related issues, by connecting the product to some related personal situation, by connecting the product to some related personal values, by connecting the product to some related criteria. (Kotler, 1997).

There is only a small group of consumer that use CSR as a purchase criterion regularly (Andreasen’s, 1995). Four different consumer segments have been identified; pre-contemplators, contemplators, action-oriented consumers, and maintainers (Mohr et al, 2001). The first segment mentioned, pre-contemplators do not have CSR as a purchase criterion at all and neither do the contemplators, but do however think about the concept at least. Action-oriented consumers do have CSR as a purchase criterion to some extent and the maintainers do always have CSR as a purchase criterion. The pre-contemplators and contemplators do yet perceive companies who work with CSR as valuable which means that the majority of consumers have a positive attitude against CSR. However, there is less consumers who consider CSR to be important, as the action-oriented consumers do. And there is even less consumers
who position CSR as a criterion on regular basis, where the maintainers is considered a minority (Mohr et al. 2001).

2.3 Consumers CSR Perception

Even though socially responsible companies are encouraged by studies, it is the general concept of social responsibility that is considered and not the consumer's perception of CSR. Because companies is dependent of the consumer, not only the corporate perspective regarding CSR is important, but the consumers point of view as well. (Freeman et al., 2010). Companies therefore needs to know how the consumers perceive CSR and how they react on it, since it will affect their business outcome. But since the definition of CSR is too broad and complex, the consumer are having a hard time processing it, which leads them to categorize particular areas and connect various importance to them (Öberseder et al., 2013) Consumers will perceive companies CSR activities differently and this is by the reason of every consumers uniqueness, and their own set of individual variables, such as values and attitudes. Their personal perceptions of the CSR activities will therefore vary dependent of consumer. (Kotler, 2014) The determination of the consumer’s social responsibility are dependent on the factors they prioritize in their purchasing decision and this is determined by the consumer’s perception of CSR. What determines consumers' social responsibility depends on which factors are prioritized in purchasing decisions, which is determined by the consumers CSR perception. (Mohr et al., 2001).

2.3.1 Awareness

The awareness of the concept CSR and the knowledge about its initiatives is generally low among consumers (Sen & Bhattacharya, 2001). Factors within company’s responsibilities can be more recognizable among the consumers, but how the companies actually is approaching them is often harder to be described (Auger et al., 2003). To have knowledge for individual awareness of companies CSR activities, consumer involvement or engagement in the mentioned initiatives are useful. Consumer involvement give a comprehensive understanding of what the company is trying to achieve (Raub & Blunschi, 2014). Priluck & Till (2004) confirms this as they mention involvement as a factor that lead to increased awareness. Research state that consumers lack of knowledge and awareness about what companies that engage in CSR do, is contributing to CSR having less impact on consumers values (Belk, et al., 2005; Sen, et al., 2006). CSR communication conducted by companies has also been shown to carry skepticism (Beckmann, 2007). When consumers are making a purchase decision, the knowledge about the perception of a company’s CSR activities are lacking. This is primarily
because of the broad and complex definition about CSR and the activities the companies have are considered hard for the consumers to grasp and understand (Mohr et al., 2001). For the consumers that are aware, they have however shown to have a value towards it (Bhattacharya & Sen, 2004) and where the relationship between their awareness and perception are positive (Lee & Shin, 2009). Lee & Shin. (2009) state that higher level of awareness of CSR activities have higher positive effects on the consumers purchase intention. Additionally, the consumers CSR awareness lies within the company’s products and therefore do represent the company as a whole (Rhou, Y., Singal, M., & Koh, Y., 2016).

2.3.2 Values

An individual’s value is the consideration that something is believed to gain importance, worth or usefulness of something. Social values can be defined as the stable preference about a certain pattern of outcome for the individual and others’. It affects the capability of CSR because it is connected to consumer’s motivation to process the CSR activities. (Van Lange et al., 1997) To understand the orientation of social value better, it can be categories into three typologies: prosocial, individualistic and competitive. The prosocials are searching for equality, since they tend to minimize the gap and maximize the outcome between themselves and others. The individualists tend to maximize the outcome of themselves with limited or non-existing regard of the outcome of others’. The competitors are seeking advantage over other since they tend to maximize the outcome of their own relative to the outcome of others’. The three presented categories of social values have displayed to conclude a field of social behaviors, Prosocials are, for example, more likely to help others and to use public transport instead of using their own car, relative to the individualists and competitors. (McClintock & Allison, 1989) Further on, prosocials are therefore expected to have a higher level of support for the social initiatives from companies and are more susceptible to their CSR activities, because of their own perceptions. Related to this orientations, studies have also found a group of consumers they call activists, who tend to have an ethical criteria to their purchase, have a greater awareness for companies CSR activities and tend to investigate in the CSR behavior of companies. (Dawkins 2005). With, so called, disbelievers who puts their values in that the companies only purpose is for the shareholder returns to be maximized and with the activists who values the companies responsibility towards the larger social and environmental issues - there is a field of varying among the consumers who are having a support of their receptivity to companies involvement in CSR. Researcher therefore claims that these consumer values will reflect on their position to companies CSR. The consumers of prosocials or activists will have a more effective output on
companies CSR, while consumers of individualists, competitors or disbelievers will have a less effective output. (Cone, 2008).

2.3.3 Attitudes

Attitude have a broad definition and is the tendency, orientation and/or expression of an action, which is connected actual behavior. (Ajzen & Fishbein, 2005). According to Ajzen (1991) is the definition “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question”. It can be developed from the perception based in emotions, behavior, previous experiences or a combination of all the mention variables as it can be seen as potential sources of evaluative information (Fazio, 2007). Consumer’s attitudes is founded in the deeper value systems of the theirs and there is shown to have a positive relation between values and attitudes, where the consumers with prosocial values are more likely to engage in CSR attitudes than those who hold individualist, competitive values (Collins, et al., 2007). The values are the driver of the consumers CSR attitudes, expectation and relations. This perception of the relationship between the consumer’s attitudes and values is confirmed by Rokeach (1973), who accentuated that values, compared to attitudes, are a more dynamic concept as it have a direct connection to motivation. This means that values are the base and guidance for our attitudes, in other words are the attitudes functions of values (Rokeach, 1973). Because of this, the key to understand and integrate the CSR attitudes of the consumers is founded in a more deep understanding of the value system of the consumers. Few studies have been made about consumers’ willingness of making an effort to support companies that work with CSR and punish the companies of opposite work, where the research is primarily focused on industry business (Smith, 1996). As stated, the extent of research is limited regarding the studying of the consumers CSR attitudes and often in the spotlight of the consumer’s response to future purchase intention rather than present intention and behavior (Creyer & Ross, 1997).

2.4 Consumers CSR Purchase Criterion

*There is only a small group of consumers that uses CSR as a purchasing criterion regularly (Mohr et al., 2001). To understand how CSR affects the different consumers, Öberseder, et al. (2011) have presented three purchase criterion: Information, Price & Quality and Mediation of Brand.*
2.4.1 CSR Information

For a company’s CSR position, the most important and complex factor is the information. For the consumer to consider ethical aspects in the purchase decisions of the company’s products, information have shown to be a necessity (Bray et al. 2011; Devinney et al. 2006). Information can be divided into two different dimensions, which is the level of information and the type of information. Level of information is described as the extent, that means if the consumer have little or extensive level of information about the companies CSR activities. Type of information is described as if the consumer perceive the information about companies CSR activities as positive or negative. (Ibid)

If the level of information about a company’s CSR activities is considered to be limited by the consumers, the concept CSR will have a less possibility of being considered a purchase criterion by the consumers. In this scenario, as the consumers have no or little information, the purchasing behavior of their will therefore be more based on routine as they will overlook the vague information (Öberseder, et al., 2011). On the contrary, when the consumers are provided with an extensive level of information about a company’s CSR activities, the type of information can occur as both positive and negative as previously mentioned. When the consumers do seem to be resourced with information in a comprehensive extent, they perceive that it will be easier and that they will be more likely to have CSR as a purchase criterion (Schmeltz, 2012). The consumer’s evaluation of a company's products and the company as a whole, together with their purchase intentions, are therefore depending on the level and the type of CSR information provided (Mohr et al., 2001).

2.4.2 Price & Quality

Price and quality have been shown by past research to overweight the purchase decisions ethical values by the majority of consumers. However, there are consumers willing to pay higher prices for socially responsible products, based on engagement, but the average is not (Beckmann, 2007; Bray et al., 2011; Bhattacharya & Sen, 2004). Price is frequently only a justification for not considering products of socially responsible companies. Consumers assume that products of a socially responsible company are more expensive than alternatives. In some cases, such as fair trade products, this conclusion seems justified. However, there is a multitude of products of socially responsible companies that are not higher priced. (Mohr & Webb, 2005) Consumers may be willing to opt for the products of a socially responsible company when these are not more expensive than “regular” products. However, they often make wrong price assumptions.
It becomes clear that consumers infer that they will not be able to afford products of a socially responsible company. (Webb & Mohr, 1998) Finally, sometimes a company’s CSR efforts are actually incorporated into a product’s price, as in the case of fair trade. Consequently, there are consumers who do not have the values to buy these products and is controlled by the price instead. Consumers agreed that, in most cases, purchasing products of companies with positive CSR activities is related to the assumed price premium of such products: If the price differs only slightly, they would prefer the product of a socially responsible company over a company with a negative CSR profile. (Kim, 2017)

Quality perception issues took two clear forms. Some participants perceived products branded ‘Fair Trade’ as poorer in quality. However, others believed that, for instance, free-range chicken tasted nicer, so that their quest for quality drove them incidentally to ethical consumption. Consumers will not tolerate a loss in quality to purchase ethically. In this research, the perceived quality of ethical goods emerged as a clear influencing factor in the decision-making process. The quality of ethical goods was questioned, with the exception of local food produce, and most Fair Trade products were thought to be of inferior quality. (Öberseder, et al., 2011). The common perception was that if a company is primarily focused on maintaining ethical standards, then the quality of its products is likely to be lower. Others displayed a reluctance to consume ethically due to a perceived negative impact on quality. (Marquina Feldman & Vasquez-Parraga, 2013). According to Bhattacharya and Sankar (2001), consumers have more confidence in companies that work with CSR, which makes consumers believe that the companies’ products have better quality because they are produced in a more responsible manner. This means that CSR affects consumers' overall assessment. (Ibid)

2.4.3 Mediation of brand

Bhattacharya and Sankar (2001) further argue that CSR contributes to a positive overall view of the company, which consumers have in mind when choosing products. It has shown that there is a positive relationship between CSR and consumer attitudes to these companies and the products the company offers (Ibid). The mediation of brand include the image of the company, the credibility of CSR initiatives, and the influence of peer groups. These factors, by themselves, are not able to trigger an inclusion of CSR criteria in the decision-making process. However, consumers state that they might further enhance or decrease the probability of considering CSR in purchase decisions. (Öberseder, et al., 2011)
The image of a company is, according to the respondents, an indication of whether or not it employs socially responsible practices when conducting business. A positive perception of a company’s image evokes the association that the company behaves socially responsible. Our respondents believe that this, in turn, increases the likelihood to consciously opt for a company’s products and incorporate CSR efforts into their purchasing decisions. (Bhattacharya & Sankar, 2001)

The credibility of CSR initiatives constitutes another mediation factor. The respondents agree that credibility is influenced by the fit between a company’s CSR initiatives and its core business. Many consumers only consider a CSR initiative credible if it is aligned with a company’s core business. The respondents conceive that initiatives totally detached from the business a company is operating in appear less credible and are interpreted as a marketing ploy. Furthermore, initiatives are less credible if they involve only a monetary donation. Besides the fit, the credibility of CSR initiatives strongly depends on the channel of communication. (Lock & Seele, 2016)

Finally, the influence of peer groups, which is closely connected to the image of a company, is the last mediation factor. A company’s image frequently develops through interactions with colleagues, friends, or family. Consumer respondents stress that peer groups can also directly influence their assessment of CSR as a purchase criterion. Family and friends can either dissuade or encourage consumers to buy from a socially responsible company. According to the consumers, this leads them to either refrain from buying certain products or to support a specific company. (Öberseder, et al., 2011)

2.5 Frame of Reference

The study's frame of reference is based on the literature, theories and studies presented in the literature review. This frame of reference will form the basis for getting answers to the research questions and reaching the purpose of the study. The frame of reference will also form the basis for the interview guide. How the elements influence each other and how they are interconnected are presented below. At the bottom of the chapter in Figure 2, the study's frame of reference have been presented in the form of a model. This describes how the different parts of the literature belong together and how this is used in this study.
To understand CSR, a general definition of the concept is needed, which is why Carroll's Pyramid was presented. The pyramid consists of four levels; economic, legal, ethical and philanthropic responsibilities (Carroll, 2016). These levels are important to present in order to be able to connect to factors that are used in everyday language use and thus be able to add Carroll's pyramid into comprehensible contexts. The levels contain different factors depending on industry (Manzini & Accorsi, 2013) and therefore need to be determined in order to be able to link the concept of the study to the food industry. This was done by specifying CSR in the food industry, where Maloni & Brown (2006) has found eight factors that connect the concept to the food industry; animal welfare, biotechnology, community, environment, financial practices, health and safety, labor, and procurement.

When the concept CSR had been linked to the study, this was also needed for the study subjects concerned that is the consumers. To get all the different kinds of consumers, the concept of engagement was presented, which facilitates the categorization of the different consumer perceptions (Tarkiainen & Sundqvist, 2009). Where the consumers perception have greater extent at greater involvement level (Collins, et al., 2007). Theories are then presented that will help the study answer its research questions. First research question; how consumers perceive CSR, is presented through three perceptions; awareness, values, attitudes that are linked to each other. The theories say that the increased involvement is correlated to the awareness of the consumers (Priluck & Till, 2004). The awareness is in turn also connected to the consumer values since consumers lack of awareness about CSR is contributing to CSR having less impact on their values. This is also explained it in the context of those who did were aware of CSR, which showed positive results in terms of values (Sen, et al., 2006). Since the awareness is linked to different levels, the values and attitudes are also needed for this. The values are therefore presented in three different types; prosocial, individualistic and competitive. Where prosocial has lower values against CSR, individualistic has a mixture of the two other types and competitive has higher values towards CSR (McClintock & Allison, 1989). Consumers act on this and that is why their attitudes are presented. Here the theories link to the values where consumers who have prosocial values are more likely to engage in CSR attitudes than those who have individualistic values, which in turn are more likely to engage in CSR attitudes than the competitive values. (Collins, et al., 2007)

By understanding the consumer's perception of CSR, the study can then proceed with examining how this affects them. Therefore, theories are needed that help the study to answer
the second research question; How CSR affects consumers. This has been done through theories describing CSR as a purchase criterion dependent on three different variables; information, price & quality and mediation of brand (Öberseder, et al., 2011). These theories describe in which situations the consumers purchase according to their perceptions about CSR, depending on how the variables affect them. The first variable describes what amount and type of information about the companies affects consumers to purchase on their perceptions of CSR (Schmeltz, 2012; Öberseder et al., 2011). The second variable describe what price and quality difference affects the consumers to purchase according to their perceptions of CSR (Beckmann, 2007; Bray et al., 2011; Bhattacharya & Sen, 2004). The last variable describe what image of the company, what credibility of CSR initiatives and what influence peer group affects the consumers to purchase by their perceptions of CSR (Bhattacharya & Sankar, 2001; Lock & Seele, 2016; Öberseder et al., 2011).

These parts constitute the theoretical frame of reference and are assembled into a model illustrated in Figure 2 below. The frame of reference shows how the different engagement levels affects the consumer’s perception, which will say; their awareness, their values and their attitudes. This gets affected by the purchase criteria; information, price & quality and mediation of brand, which will lead to the consumers purchase intention.

![Figure 2: Frame of Reference](image-url)
3. METHODOLOGY

This chapter will present how the methodology is used in the thesis and why each method was chosen and its relevance. A presentation how data is collected in order to answer the purpose of the thesis will be given. Lastly, the analytical strategy used along with the validity and reliability of the data will be discussed.

3.1 Research Purpose

The research purpose can be exploratory, explanatory and descriptive. Exploratory studies are being characterized as a valuable tool to get to know what is happening by searching new insights by asking questions and through asses’ phenomenon in a new way. (Saunders, et al., 2009). This research purpose is often used when the study examines a new interest or when the knowledge about the area is new (Babbie, 2012). Because of this, the purpose of exploration is that the study make some observation for the reason of getting a better clarification about the studies research topic or field. (Ghauri & Grønhaug, 2005). An explanatory research can be defined as a study which is establishing causal relationships between variables. To be able to explain this given relationships between the variables the resolution is to study a problem or a specific situation. (Saunders, et al., 2009) Questions of ‘how’ and ‘why’ are consider to be described as explanatory and can be applied on research strategies such as experiments, histories and case studies. (Schell, 1992) To define an accurate image of a person, an event or a situation is the object of a descriptive research. (Saunders, et al., 2009) Descriptive researches are often used in business studies for the ambition of trying to understand consumer’s attitudes regarding a specific product, but also to determine their standing point and opinions about it. (Ghauri & Grønhaug, 2002) Based on the discussion above, this study have an exploratory research purpose. The subject of the study is relatively new witch can be related to seeking new insight where the exploratory research is suitable. It is also motivated by the reason of examining a specific situation, where this study consider the situation of the consumer’s perception and affection by CSR.

3.2 Research Approach

The research approach can be deductive or inductive. With a deductive approach, the purpose is to make assumptions through logical reasoning. Researchers in this type of research are building and directing theories or hypothesis from current knowledge in literature, which can
be a subject for the empirical examination and testing and through that be accepted or rejected. The main purpose for the research is not only to build theories and hypothesis from current knowledge, but also to present them in operative terms to be able to show how information could be gathered and try these theories and hypothesis and the concept that is used. Theories and hypotheses that are built on the deductive approach will affect the rest of the research process. Inductive methods are exploratory, trying to build explanations for what is happening from the data collected. It does not require you to make measurements and calculation methods in advance. In fact, it is often the case that the researcher chooses exploration for hypothesis testing precisely because she does not know what the right measures can be (David & Sutton, 2011). The extent to which existing knowledge and theories are available related to the topic of interest is depending on the selection of approach. A deductive approach is appropriate if prior knowledge and theories exist and are sufficient. The study have established a theoretical framework based on existing theories about the different areas affecting the study.

In turn of this, the study can either be quantitative or qualitative, where the quantitative research usually emphasizes quantification in data collection and analysis. It refers to things that have been counted or can be counted and which have been placed or can be placed in some sort of numerical scale. It requires these things to be specified so that they can be counted and erased. (David & Sutton, 2011) A quantitative research is a way of testing objective theories by examining the relationship between variables. These variables can in turn be measured, often through instruments for the reason of that the numerical data can be analyzed with the help of statistical procedures (Creswell, 2014). The quantification do often make the observation more explicit, but could also make it easier to collect, compare and summarize the data. It gives the possibility to statistical analysis, which could be everything between the simplicity of average to the complexity of formulas and mathematical models (Babbie, 2012) The main reason of doing the research in a qualitative approach is by the purpose of the research study and the research background and the researchers past experience. The research problem focus should be on exposing the individuals experience or behavior. Its focus could also be on uncovering and understanding a phenomenon to which the knowledge is limited. This is usually adapted in the science of social and behavioral subjects, but also among studies which purpose is to understand the human behavior and its functions (Ghauri & Grønhaug, 2005; Bryman & Bell, 2005). The qualitative approach does also have its target on words rather on numbers. It have a subjective focus which gets adapted by research questions. This can be either in the matter of online questionnaires with open-ended questions giving a short list of responses or in the matter
of a more complexed data collection with the transcripts of in-depth interviews (Saunders et al., 2007). The study’s purpose is to analyze and get a deeper understanding of existing differences regarding consumer perceptions and intention in order to be able to explain a wider concept of the theories. By allowing a more exploratory way of research, the qualitative method of research is considered appropriate in this study.

3.3 Research Strategy

Saunders et al. (2019) defines the research strategy as a method which function is to set up a plan for the procedure of answering the study's purpose. They have found eight different research strategies; Experiment, surveys, archival research, case study, ethnography, action research, grounded theory and narrative inquiry. The narrative inquiry is the fundamental of storytelling which is the base of how one are as an individual. The connection to stories is how the individual makes sense out of the world. It puts the cognitive mind and emotions in action and gives the answer to the ambition of knowing future happenings. The method of collecting data for the narrative strategy is by the approach of interviewing. As a part in the process of interviewing, it is most likely that the respondents will present answers in the form of stories, or so called narratives. The definition of a narrative is the description for an experience which is told on in a sequenced way that is indicating a flow of related happenings. If taken together, it will be of importance for the narrator and will give a context to the researcher (Coffey & Atkinson 1996). It constitute that understanding and meaning probably will be encourage by analyzing data in its original telling form rather than fragment them by developing categories and coding processes. This does however not exclude the accounts to be subjected in this type of strategy. The narrative strategy does rather assure the data to be organized with a regard of temporally contents and the respondents social or organizational contents. It have its focus on the interviews storytelling that is engaging by their structures and plots. It could also, alternatively, be used for the reason of creating a consistent story from the collected data received from the interview (Kvale, 1996). Saunders et al. (2009) describes this with: “Narrative strategy therefore allows the nature of the participants’ engagement, the actions that they took, the consequences of these and the relationship events that followed to be retained within the narrative flow of the account without losing the significance of the social or organizational context within which these events occurred.” As the studies purpose is to understand the consumers purchase intention by examining their perception and the affection
of CSR as a flow of related events, the narrative strategy is relevant. It is based on the consumers' experience and their stories about how they purchase which is the purpose of the strategy.

3.4 Data Collection

The data collection can be made from either secondary or primary data. The secondary data concerns already collected data and information about a specific subject, which is created for another purpose than the studies one. Data of this kind can be differentiated to some sort of internal sources. This sources can occur in the form of publication within a company or within an organization which includes scientific websites and online databases. It can also occur in the form of external sources such as books and articles (Kinnear & Taylor, 1996). The primary data differs from this, as this data is directly being collected by the researchers for a specific research purpose (Bryman & Bell, 2015) In this study, the data have been collected by using a combination of secondary and primary data. The secondary data were collected by the use of relevant websites, databases, articles and publication which were defined as reliable. The primary data were collected by the use of interviews of consumers.

Interviews are a method for data collection where information is obtained by an interviewer asking questions to the participants. In qualitative interviews, the researcher wants to have full and detailed answers. The implementation of a qualitative interview can vary widely when it comes to how the researcher relates to the respondents (David & Sutton, 2016). The researchers have therefore been aware of the risks as shown by adapting to the importance of the respondents confidentiality through anonymity. According to Bryman and Bell (2013) and David and Sutton (2016), an interview can be structured or unstructured. The structured interview is made by equal questions followed by a specific order which can tend to generate more closed answers. The unstructured interviews is made by adapting to the existing environment with no regard of order. This gives the respondents the ability to answer more open which usually result in the answers becoming personal and deep (David & Sutton, 2016). This study use a semi-structured interview and contained everything from standardized to unstandardized questions, opening with core questions and succeed with followed-up questions. The interview is starting from an interview guide that contains different themes that will be touched during the interview, but where the respondents has great freedom to answer in their own way. This gives them the opportunity to describe and explain their own experience in more detailed way when the questions were targeted, but still open. It gives the researchers the
opportunity to direct the respondents to the studied area which provides them a broader and deeper picture of the respondents experience as they have the possibility of increasing their understanding by the detailed explanation of each questions (David & Sutton, 2016)

As mentioned, the interview was started from an interview guide which were made with the frame of reference as a navigator for the construct. Since the frame of reference was made from previous research, the interview has its base on the theories affected by the consumers CSR perception of awareness, values and attitudes, together with their CSR purchase criterion of information, price & quality and mediation of brand. A total of nine interviews were conducted, three participants per the involvement level; low, middle and high. The interviews lasted for about 60 minutes and was carried out at the place and time that the respondent wanted. This is to create a security for the respondent and avoid the respondent not daring to give honest answers. Each respondent was also informed that all information would be kept confidential and that they remained anonymous throughout the interview and study. Each respondent also had to give their approval for recording the interview so that the researchers for the study could do a thorough transcription.

3.5 Sample Selection

As the entire population cannot be examined because of the study would become too extensive, a sample selection must be made (Saunders, et al., 2009). There are many different methods available to be used for the selection of the respondents. Non-probability sampling is one of them and is a method where the respondents are chosen based on personal document or convenience and where the population probability of any particular unit is unknown (Zikmund & Babin 2007). This type of sample selection is often used in when the research method is considered qualitative (Bryman & Bell, 2013).

Purposive sampling is defined as the principle of getting the best information by focusing on a relatively small amount of instances as consciously have been chosen based on their known attributes, this means that it is not made by probability selection. With a purposive sampling, the respondents is handpicked for the study on the ground of relevance for the issue or theory that is being studied and the knowledge that is being privileged or experienced by the topic. Purposive sampling is operating where researchers already know something about the given individuals or happenings and consciously are making a selection because of the fact that these
are seen as the examples that most likely will provide the study with the most valuable data. They are being chosen for the given purpose of the study where this purpose reflects the specific characteristics of the individuals or happenings, but also reflects on the relevance for the studied subject. The sample method can also be used as a way of getting the best possible information by choosing an object or a person which most possible have the experience or competence to gain quality information and valuable insight about the research subject. The use of this technique is a reasonable sample particularly used for creating an exploratory study. The advantage with a purposive sampling is that it makes it possible for the researcher to get close to people and happenings where there is good reason for believing that they will be critical for the research (Denscombe, 2014).

The sample selection was made through networking with acquaint for the reason of them recommending potential respondents. This was made for the cause of not knowing the respondents which may have affected their answers. It was also made because of getting relevant consumers that fits in the criteria of each involvement level. To control if the recommended respondents was suitable for the study, they were contacted by telephone and asked some control questions, which is presented in the Appendix 1: Interview guide. The respondent selected for the interviews were also adopted of different ages and gender in order to get a more accurate picture of the reality.

3.6 Data analysis

The analysis of qualitative data is often an action of finding patterns, to either explore or describe. There are different methods of doing this and the method used in this study is data reduction and pattern matching. In the data reduction analysis, the researchers are selecting, focusing, reducing and changing the collected data from the respondents, which will evaluate the necessary data for the reason of getting to the conclusions (Hultman et al., 2008; Miles & Huberman, 1994). There are six main steps for the data analysis in qualitative research (Creswell, 2014). The first step is to transcribe the interviews that is made by noting and categorize the given data given based on the source. The second steps contain reading through the information that has been gathered and trying to understand the meaning of the information. The third step is to code the data which consist of categorizing the information under specific title headings. The fourth step uses the coding to get a general description that can contain information about the individuals and places. The fifth step illustrates the description in the
fourth step that will be placed in the qualitative study. The sixth and last step is to interpret the gathered information (Ibid).

3.7 Credibility

To be able to estimate the research credibility of the study, there is some criterion that must be met (Bryman & Bell, 2013). Two aspects that have been highlighted to this is validity and reliability. The two concepts can be used to be able to confirm the quality of the study (Yin, 2009). This is to ensure that the result is trustworthy and to minimize wrong answers (Saunders et al., 2009).

Validity can be defined as the measurements relevance and can be divided into both internal validly and external validly (Yin, 2009). The internal validity indicates whether the study’s results are measuring what the study wants it to measure (Saunders et al., 2009). To create a high internal validly, a literature study that is including previous established theories with tested concepts have been created by the researcher. The study’s validly will therefore be increased and it will make it possible to measure what the researcher intend to. In this study, the interview questions was given an acceptable cover for the reason of being able to answer the study’s research question. As for the reason of the respondent’s anonymity, it gave them the opportunity to give their answers a more detailed explanation. This increase the validly as well, since the consumers had the possibility of giving their own understanding of their experience with reality (David & Sutton, 2016).

The external validly constitute in the extent as the results can generalize to other social environments and situations (Bryman & Bell, 2013). This have been shown to constitute a more comprehensive difficulty for the qualitative researchers since the studies normally are made as case studies with a limited sample selection. The challenge of being connecting the research to other cases and being able to make a generalization was a problem that the researcher was already aware of in the beginning of the research. The choose of doing a qualitative approach did come from the fact that the study wanted to go deeper for the reason of being able to analyze it against previous studies rather than examine broad and only the surface. The selection of the purposive sampling do also lead to a limitation in the studies generalization. With this said, the studies external validly is limited and can be consider relatively low. The studies validly does however not lie in the external type but in the internal type.
When measuring the data’s accuracy, the concepts reliability is being used. This is the question of a detailed description of all the studies different stages that have been completed from the start to the end (Yin, 2003). A study is reliable and applicable if a new researcher can make the study again, but with new participants and still get the same results, or if the study is only based on coincidence or random occasions. The goal of the study is therefore to make less errors and biases (Yin, 2003).

The reliability can also be divided into external and internal types. The external reliability indicates in what extent the study can be repeated. For the qualitative study it is hard to repeat the study in another occasion (Bryman & Bell, 2013). Since the study is made through a qualitative approach with interviews, it lead to the external reliability being relatively low. The reason to this is partly because of that the respondents can then have change in their perception about what the study is about and correct their answer based on it. Because of this it will be hard to make the same study again and the external reliably will be consider relatively low in this study, since the consumers way of constantly be affected by a changeable environment (Yin, 2003).

When it comes to internal reliability in a qualitative study, it consist of how the affected researcher interpreters the answers the study gains. This is a risk for the gathers data, as it could be interpreted falsely, which will make the internal reliability low (Bryman & Bell, 2013). To avoid this, the interview question guide was made in Swedish and then translated into English and the questions and answers was reviewed carefully to minimize the risk of being subjective. To be able to maintain a high reliability as possibly, the interview guide was made with questions that was easy to understand without attaching the questions to a given answer (Yin, 2003).
4. EMPIRICAL DATA

The chapter provides the study with the empirical data collected. This was done through three types of consumers; low-, middle- and high involvement consumers. The findings were divided by the two research questions, followed by the structure of the theoretical approach.

4.1 Consumer CSR Perception

Research question one’s data is structured after the respondents description of their perception about CSR, their awareness, values and attitudes towards the concept and how well they believe the companies adapt this and engage in CSR today.

4.1.1 Consumer CSR Awareness

Low involvement consumers CSR awareness:

The low involvement consumers varied between first not fully knowing what CSR is and then to recognize factors such as the legal responsibility or the animal welfare and employee rights. The consumers could very limited give an explanation of the meaning of the factors and could not address how the companies work with it.

Respondent LA was one of the respondents that did not understand the question at firsts but in a more detailed explanation of the concept he said: "it should be right". By this he meant that the law should be followed and that it should ensure that the companies do not deceive us consumers, that they do not put unreasonably high prices on what we shop and that they do not cheat with our money or the taxes. In a more detailed questioning of what he meant by deceiving consumers, he explained that the companies today are only looking to make money and that the Swedish state must ensure that they cannot exploit us by putting price unnecessarily high. Further, the respondent was also asked to develop what he meant when he considered that the law would be followed and then answered: “They probably have such good benefits that only benefit them compared to us consumers.”.

Respondent LB also had a hard time understanding the meaning of the concept, but finally came to the conclusion that "it has to do with the environment and things like that”. He motivated his response by mentioning emissions and when he continued talking he also found that the management of animals is also part of the companies' responsibility. He meant that the animals
should be treated right, that companies should not hurt them and they should not live on too small areas.

Respondent LC was almost directly involved in the concept and mapped environmental reasons and the suffering of the animals. “Companies should take responsibility for not emitting so much emissions and that their animals are taken care of properly. But such a thing you never know how it is with it, they say one thing but that is rarely true.” She then mainly chose to highlight and discuss the employees' rights. She believes that there should be reasonable wages for employees and that the companies should give everyone the chance by hiring from all different classes, and there should be no difference between people but equal terms.

**Middle involvement consumers CSR awareness:**

The middle involvement consumers was aware of factors such as the regulations, environment and employee right. These respondents showed a deeper understanding to the construct of CSR, but not for the company’s practical performance.

Respondent MA mentioned environmental responsibility, employee rights and reasonable pay for the work they perform. But the respondent thought that every business different responsibilities and gave examples of the food industry's social responsibility being to provide consumers with good food that is free from toxins and is organic, that they should be clear with the content so that consumers know what they are buying and that they are to protect the environment and animal rights.

Respondent MB also defines CSR on the basis that they should provide accurate information about their products. The respondent continuing with mentioning the law, but believes that the companies are pushing the borders a little and are in the lower part the constitutions. The respondent goes on to say that the animals should have it in a dignified manner and also that the staff is well treated.

Respondent MC defines CSR as that companies take their responsibility for the environment, laws and employees but also for their own country's sake. That the companies want to benefit Sweden and the country's development and hence put their focus on primarily Swedish goods being prioritized. This, together with the fact that the companies should choose not to import
goods from abroad just because it is cheaper, since both the environmental thinking, animal welfare and the working conditions look different in many places.

**High involvement consumers CSR awareness:**
The high involvement consumers had the deepest awareness of the concept CSR as they could refer to all elements constructed by the Carroll’s’ pyramid. They had detailed explanation to the elements, but particular for the environment and human and animal rights.

Respondent HA believes that the companies have an obligation to themselves manufacture their products in the healthiest, environmental and considerate way possible. With healthy products she mean goods that do not have clean ingredients, no artificial and chemical, it should be natural content, nothing processed or sprayed. With the environment, it is important that they think about their emissions, that the manufacture and production of both machinery, transport and wear-resistant product adhere to at least reasonable amounts of unnecessary for the environment. By being considerate, she mean not only the already mentioned areas of responsibility, but also the animals and human. That companies do not treat anything alive unworthy, painful and unbearable, as this is an inhumane way of not just acting on but also making money. It feels like it is so easy for companies to get away with such stuff by hiding behind a large company where there is no specific individual who has the responsibility that must put their conscience on it. Then it is especially important that companies really oppose that culture.

Respondent HB believes that there are different levels of corporate responsibility. "For example, following collective agreements, human and animal rights is pretty basic, it is well the minimum of what companies can do". The respondent then explains the concept at a slightly higher level and mentioned to sort waste, environmental policy, think about choosing company cars or choice of electricity supplier. Linked to the food industry, they should work to have clean foods, it is not possible to cope without additives, but that there is some limitation.

The first Respondent HC thinks about when to describe the concept is that company must do what they can, to support, write policies and to follow them. She gives the example of everything from buying good coffee in the coffee machines, caring about how to import goods, how the transport is made, thus caring about the whole chain. She continues to discuss gender
equality and diversity in the recruitment process, as well as the ambition that they are people with different backgrounds, gender and ethnicity

4.1.2 Consumer CSR Values

Low involvement consumers CSR values:
The low involvement consumers refers to their previous mentioned factors, and claims to value that the law should be kept, that the companies should take environment responsibilities and priorities animal and human rights.

When Respondent LA is questioned about which factors he considers important, he repeats his before mentioned statements and state that he values that the law should be kept. The respondent says that he trusts that the law contains all the parts he needs so that he can shop for food and know that everything is done right. In the event of continued discussion, he will conclude that it is important that the law contains the business-economic perspectives, that what we eat is not toxic and that the employees have good terms they can rely on.

Respondent LB explains that what he mentioned earlier is important, that is the environment and animal rights, but that there are for sure a lot more factors that are important as well, but that is what he would never think of. He defines himself as an inexpert, but thinks it is good with the people who are and fighting, for example, animal rights, "or what it may be".

The first reaction that Respondent LC gave when asked about her values was that the companies should act from a human perspective. When this was motivated, the respondent repeated the same explanations she had for the term CSR and when she was asked if she could come up with anything more, she expressed herself uncertain. "No, I don't really know, I don't think so".

Middle involvement consumers CSR values:
The middle involvement consumers had a wider span of values as they emphasize with CSR factors such as the sustainability, the employee rights and healthy products, human and animal rights.

Respondent MA initially valued mainly non-toxic food because it depletes our soil and nature, thus making it and we sick. He also values a serious sustainability work. When asked to develop
what he think should be sustainable he answered: “That is depending on what they do, everything should be sustainable, all food and all of their production.” He also believe companies should be social responsibility in their statics so he can make money on their return and then they can develop which leads to better products for the consumers. He motivates this with saying that because of this, people will want to appear more with the company, and explains that he does not want to buy products from a company that doesn’t stands for it.

Respondent MB argues for the employees and believes that if you buy imported cheap coffee then it is cheap for some reason and then the employees probably have it badly. The respondent is thus anti-imported, because in Sweden he knows that they are good, in other countries you do not know how the working conditions look or if in some cases child labor is carried out. However, he also buys Finnish because he thinks that it is also okay, since he has origin from there. The respondent also sympathizes with the animals, he thinks they are more innocent than humans and does not think that one should be so greedy that it will be at the expense of the animals. He concludes that he wants to buy goods where he knows it is right, that is, the animals is handled well and the employees have good conditions.

Respondent MC values that one should be able to trust that companies manufacture and sell good products. Thus, there should be no cheating on the food, it is actually taken from other countries where the rules are not as harsh or that you sell goods under the label ecologically, although it is not really. The food must therefore be edible, i.e. clean from toxins and chemicals. One has been searching for the infinite and immortal that causes the animals to become sick and to medicate them with antibiotics. One cannot choose shortcuts just to earn money. After all, it is the food we should eat and one should be able to buy a product without having to read the table of contents. Today it is just mass production and money in focus instead of that we and the animals should feel good. Animals are locked in, stressed, displaced and generally treated badly by large players, it is important to try to return to a society with small farmers where they take care of the animals in other ways.

**High involvement consumers CSR values:**

The high involvement consumers did consider all mentioned CSR as valuable but prioritized this as they primarily emphasize healthy products, which means nontoxic, food nutrition and natural products. They also valued future orientation and the environment.
Respondent HA believes that all the factors she mentioned are factors she values. She also believes that there are more factors that other individual’s values and which she would certainly consider important as well, but that precisely the factors she mentioned are the ones she wants the companies to take into account. She also considered that there are more or less valuable factors that she emphasize with. "The fact that the animals and the people behind the companies are good is the most important thing". She puts others before herself when she would rather buy a sprayed product than a pig that had gone bad.

Respondent HB requires that there should not be anything bad in the products he buys. He does not want the companies to keep up with additives, fillings, thickeners but if it is to preserve and color it is okay. However, if it is for the cause of making the product cheaper and to fill out it will be wrong. "If I had to decide, I would have gone all in to everything, but then it is said that it would not last in an ordinary grocery store" He wants the companies to make a good choice of what they have, that it should give food nutrition. He therefore values content, seasonal food, origin, organic, but above all taste. The respondent believes that since the companies are behind the important factors he just mentioned, he thinks that they are also behind responsibility he does not see directly. He therefore believes that the most important for him is the company, and that they conduct business for future generation. He is understandable because you cannot embrace everything, but he at least takes a position on some form of responsibility, he considers okay. “If the company decides to just carry electric cars, then be it, at least it something”.

Respondent HC values all factors that make the company and its production more environmentally friendly, climate-efficient and healthy. She wants transport and irrigation to be as low as they go as she cherishes that the companies should take care of our soil and health. "If you make money within a certain area, you cannot make it completely ruthless against what consumers get in themselves and how it affects nature.”

4.1.3 Consumer CSR Attitudes

Low involvement consumers CSR attitudes:
The low involvement consumers attitudes does manifested in habit formation to trusted products, brands and suppliers. They attitudes constitute regularly products that they always buy.
Respondent LA say that he always shop at a specific grocery store who he state is consumer-owned and with that he knows that they are not trying to deceive the consumers. He does, however, mean that he usually and always buy the same goods that he has always have and that he assumes the most affordable.

Respondent LB had a hard time answering how he was acting along the way, but mentioned some local producers that he knew people shop from. He also meant that he shop a lot based on what he recognizes from when he lived at his parents’ house.

Respondent LC claims that she often buys the same goods that she knows she is satisfied with. Because she has trouble relying on what is said about the companies, she believes that it does not matter what goods she shops. She continues and giving an example of organic goods, which she believe is difficult to rely on, that it is the same goods but only in other packaging.

**Middle involvement consumers CSR attitudes:**
The middle involvement consumers show a positive attitude against the local produce as they believe it to have a better ethical responsibility than foreign produce, due to the comparison of the laws in Sweden contra other countries.

Respondent MA believes that he is acting on the basis of producers that he thinks are good. He also mentions that he trades locally produced and ecologically to the extent that he considers reasonable, but believes that there are factors that can make him choose something that is not in some cases.

Respondent MB believes that he preferably buys organic and meat and dairy from Sweden. When he buys eggs, it should be demand-marked eggs because he then knows that the birds should have been good. As mentioned above, he also believes that there are factors that can do so that he does not act according to his values.

Respondent MC buys eggs and meat from local farms where she knows that the animals are treated well. She also tries to choose Swedish products and organic, but believes that there are exceptions to everything. "I might not be so good at buying locally and ecologically, sometimes you get a bit stingy".
**High involvement consumers CSR attitudes:**

The high involvement consumers did regulate their attitudes towards the ecological products and the local producers as well but motivated this by the environmental factors.

Respondent HA believes that she tries to trade seasonally, locally produced, Swedish and ecologically to the extent she can. However, she believes that where she lives, the supply is very limited but she does not know how her attitude had looked if she lived in a larger city. "If it turns out that you run around a lot of different grocery stores in order to live up to ones values". But she means that this is something she strives for.

Respondent HB buys Swedish, locally produced and organic. However, he believes that it is a difficult balance, which is most important. There are occasions when you have to choose between Swedish and ecological examples and mean that he has poor control of what is really best.

Respondent HC tries to make such choices that she knows contribute with less emissions, for example. She tries to act responsibly at large and motivates it because she cannot read in on every product, but by the bigger picture when she makes the choice that Swedish beans are better than cheese, for example. Then she goes a lot on markings, type requirement marking and fair trade marking because she finds it easier to navigate among everything that exists.

**4.2 Consumers CSR Affection**

**4.2.1 CSR as a Criterion of Information**

**Low involvement consumers CSR criterion of information:**

The low involvement consumers seek less information and the information they have comes to them from friends and the general press.

Respondent LA claims that he does not need any special information about the company's social responsibility. He says; "I am not worried about it, I buy what I want.” When he continued hearing, he added that as long as there is nothing further known that is negative. Which he also confirms when he described which brands he did not deal with and mentioned that he avoided pork from Denmark and beef from Ireland because he had heard that one can get sick by eating.
Respondent LB refers to acquiring information about the companies to acquaintances. But this means that it is just something that comes to him and is nothing he himself requests. "So I don't think I need any special information really," he says. The only information he himself is looking for is the product's judgment for taste, never something about the company.

Respondent LC states that she has poor information about the companies at all and the information she has is nothing she herself has acquired. She believes that she reads newspapers and sees the news where they often show how badly the animals have it and how much emissions the companies do, it is never something positive. Therefore, she believes that it doesn't matter what one chooses in the store because according to the information she gets it sounds like everything is just as bad anyway.

**Middle involvement consumers CSR criterion of information:**
The middle involvement consumers are more active on their information search, they read and trust labels. They seek further information about the products that interest them but not on the product within their habitual purchase.

Respondent MA tries to keep abreast of how companies take their responsibility in society, but precisely the level of information plays a role. If two products are next to each other and he knows that one is better, he buys it because he has more information about it. But if there is only one product then there are different scenarios that are decisive for whether he buys it or not: he buys it if it is Swedish, but if it is foreign, he just trusts it if it is labeled as organic or fair trade, but he also adds that if he really needs the product, he still buys it. The information that the respondent wants if the company is the origin of their products, if it is labeled as organic, the content and if it is an animal, he wants to know what it is bred on. When the interviewer presses on information about the companies and not their products, the respondent believes that you do not have time to familiarize yourself with it and ask yourself what you can know about a company when shopping their food. "I want to know more about the product I like." The information that the respondent wants to find on the internet, but also means that information about, for example, scandals and the like comes to him via social media and news. The information about the company he gets more from information that comes to him than the one he is looking for, the one he is looking for is more about the product.
Respondent MB believes that he attaches great importance to searching for information without the fact that the information reaches him. If he can hear something bad, he will find out if it is right. He does not research things when he has not heard anything bad about it. Then I act in good faith that everything is as it should. I still buy a product even though I have some information about it as long as it is not bad information. It feels like it is something you need to know and it will come out. If the respondent hears something bad about the product then he checks up so that it is correct, but if he does not hear anything he trusts blindly that everything is all right. If I have not traded a special product before, I will take the cheapest. I still want to know where it is made, but if it is quality or not, I have to decide it myself after I have used the product. The information comes from social media, and the other media at all.

Respondent MC is of the opinion that she actually has quite a bit of information about the companies in general and trusts most of the laws to suffice. She buys a product even though she has some information about it and does not refrain from things just because she has some information about it. She believes that this should not lie on the individual, as it becomes too difficult for the consumer to shop. There are authorities that must keep it regulated so that we consumers should feel secure when we shop. Therefore, she thinks it should be employed even more people who work with such things so that we ourselves do not have to do it. All goods must have a good content declaration so she can make good choices when shopping and choosing what she thinks is important. Therefore, the respondent does not check anything before or after she trades.

High involvement consumers CSR criterion of information:

The high involvement consumers question the nature and veracity of the information that is available. Their information demands vary, from just reading the labels to active searching.

Respondent HA believes that it is difficult to get information about the companies and believes that she would not classify herself as having much information. Compared to others, she probably thinks it might, but she does not have what you can have and what she wants. She believes that it is difficult to know what information is right and what to listen to when everything is subjective and angled. "If I want good information, I go into the company's website, want to have bad information, I go into social media." She believes that people today are very provoked and have high demands so they are looking for errors at most. It is impossible that a company should not have any emissions at all, or not have any additives at all and such
things she does not think people are so indulgent with. She knows that she has limited knowledge of what is a reasonable amount and therefore does not express it. She considers herself good that they make demands on the companies so that it goes towards the right direction, but that it makes one uncertain about what is really useful, environmentally friendly or considerate. It becomes more like she has to make the assessment what is most right, so she must consider the pros and cons of choosing Swedish apples before organic apples if, for example, there is no combination of the factors.

For Respondent HB, the amount of information depends on which product it is, if it is in store, so much is needed, only the factors he mentioned earlier. However, if he orders something, he needs a lot of information. This is motivated by the fact that when he orders, he does so to get better and to know that it is better to need information. If the information he receives is negative then he will distance himself from the company directly. If he gets positive information about a company, he can imagine switching to them, then he cannot be faithful to the products.

Respondent HC believes that she really does not have so much information about the company but bases her judgment on it based on information about their products, which she gets by reading the table of contents, looking for labeling and reading on their websites. She believes that this is more product-driven, since she can refrain from certain products within the same brand because she knows that they are worse, but still trades other goods from there. She argues that it is difficult to know and be able to know everything about the companies, so she assumes more from the brand's feeling. She does not buy from the cheapest brand because she believes that they are worse and chooses brands that are better known by society and are considered better.

4.2.2 CSR as a Criterion of Price & Quality

Low involvement consumers CSR criterion of price & quality:
The low involvement are more likely to buy the cheapest product and does not consider the quality as they perceive this to not being any different to other products.

Respondent LA considered that the price had an important role in his choice of products, since he valued the low price because he felt that the difference in the products did not play a role and then it is unnecessary to pay a higher price for an item. When exemplifying a situation
where the company behind the product had greater social responsibility compared to a cheaper product, it meant that he rarely had any such information to take into consideration, but if he had it and it was just about a crown he had chosen it other product.

Respondent LB had no major preferences when it came to price. "I don't really look at the price when I shop, but the stuff I buy is usually on a medium price range". As previously mentioned, he rarely has information about the companies behind the products he buys but if he does, he would be able to buy independently of the price. However, he considered it more important that the food he bought would be good and was not willing to replace some products he considered too well for something else just because the company behind took greater social responsibility. He added, however, that this depends on the weight of responsibility. "If the company is known to roughly treat the animals, then I will of course waive even if I think the product is really good".

Respondent LC argues similarly to respondent A. "I do not notice any difference in the products in quality so I consider the price and buy what is less expensive instead". When the price was set in the context of animal husbandry as an example when the respondent previously mentioned them as a factor for corporate social responsibility, she defended herself by saying that she did not have any information and reliability for which companies really care, but if she had it she had considered the decision they did not divide too much in price.

**Middle involvement consumers CSR criterion of price & quality:**

The middle involvement consumers consider price to be important as well, but did however value the quality as they don’t tolerate loss before CSR consideration.

When asked how the respondent MA considers the price when he trades, he replied, "There is of course included in the calculation, but quality first and price then. On the other hand, it doesn't cost anything either. "When the respond explains where this shop is and why, then the price also comes in speech when he values places and brands that have reasonable prices. However, he believes that vegetables that are locally grown or organic are often expensive and that he can then choose other alternatives. However, there is a limit downwards, as the respondent believes that the brands that have unreasonably low prices have it for one reason and that it often depends on poorer quality, that it is sprayed and toxic. The respondent's view on quality often came up with almost every question that was asked. When he was to motivate
where he trades food and from which brands he motivated it because the places and brands have the best quality and with them he meant that the animals have got a nice and good upbringing. What was most important for the respondent according to himself was just the quality and the good raw materials because then the food tastes best.

Respondent MB is not so careful with the price because he thinks that shopping for so little when he is himself. But there are times when it gets cheaper he takes them when he says that he likes to shop on Tuesdays when they have a percentage discount on a whole purchase and if there are two goods that look exactly the same he always takes it cheaper. But even this respondent claims to have a limit that it should not cost as much as anything and say "if it costs as gold I do not buy it, type paprika, if I really do not have to". There are also brands that have too low a price since the respond believes that this will affect the product's quality and expresses itself: "if he buys imported cheap coffee then it is cheap for some reason". The respondent still believes that he considers the quality of what he buys very high. But as mentioned earlier, this is limited to a certain extent, since the cost is an influential factor. "I buy no shit, but there is no limit on the price as well." He also bases his choice of business and brands on its quality and prioritizes those whom he considers to be "lowest of the low".

When the respondent MC discusses the price effect, she means that she checks for extra prices and bunks up after that. When the respondent told about the different shops and brands she was trading from and why, this was partly due to which places and which goods had extra prices. The respondent looks up the information in flyers, plans his meals and visits the various shops and executes his action along it. Like the other two respondents, there is also a roof for the price at her and says: “I buy if there is cheaper fillet of beef, I do not buy the Swedish for double prices because it is scarce. But if the guarantor is in the shelf and the Northern Dairy, I always buy Northern dairies even though it costs more. This is because the price difference is too great. I can afford two more kronor but when the comparison price starts to come up to SEK 300, I feel that I prioritize the cheaper option.” She therefore considers quality to be important because she wants it to be good and fresh. She also expresses that it is more important than the price, but then quickly adds that the price still plays, like the example of the ox file, she knows that the Swedish ox file is really much better and really wants to buy it, but her limit is reached.
**High involvement consumers CSR criterion of price & quality:**
The high involvement consumer does not take price or quality into account, as they discuss that they exclude groceries that they perceived as being too high priced instead of excluding CSR.

Respondent HA as the respondent is currently a student, she believes that the price can partly have a role when she make purchase. It happens that she exclude some purchase in some occasions because she feels that the budget doesn't really hold that month. But that she still thinks and believes is that when she gets a better income then she will not be price dependent and that she then always can purchase what she want. "It is difficult at the moment but it is a goal I strive for." Because she does not define herself as a food fan, the quality is not a priority for her, but if she feel an extensive quality loss, she purchase in the same way as price and motivate; “There is nothing that I need that much”.

Respondent HB The price for the respondent are not consider important for him. Instead, he discusses that it depends more on product. With this he means that the quality is the one he values the most. Even though he values ecologically and locally, he still believes that the quality comes before. “Even though there is Swedish, I can buy from foreigners just because they are better”

Respondent HC believes that the price does not weigh heavily on her when shopping. "I have bought grapes for SEK 80 because they are echo and do not want to eat anything other than echo because it is spraying law". How she considers the quality means she gets a little in the same way as the price. But it also means that the quality of individuals is different, as organic is quality for her.

### 4.2.3 CSR as a Criterion of Mediation of Brand

**Low involvement consumers CSR criterion of mediation of brand:**
The low involvement consumer does not have CSR as a criterion of mediation of brand since they make their purchase on habit.

Respondent LA argues that the image of the company is something he takes into account to the extent that it is recognizable. "I often buy the same products always". However, if there is any new product, the respondent still believes that there has been a single occasion when he has
chosen another product for the packaging to have looked too unusual, which has made him suspicious. The credibility of CSR comes from mainly from acquaint which e blindly believes in when he does not understand why they would serve to make up something like that. The respondent believes that he always makes his own judgment on what he likes about the products and that he chooses not to listen so much to people.

Respondent LB is on the same track as above respondent and believes that he buys from the brands he recognizes. However, if they have a good or bad reputation about him, he is uncertain. But if they have a reputation and they know about them, he usually believes it. Regarding group printing, he usually always chooses and listens to what others say when he himself is not so familiar.

Respondent LC believes that the image of the company is not as careful as she is often skeptical of the ones she hears about the companies. "You never know what is true of all that is said." She believes that the information is often contradictory so she instead chooses to test the products herself before she makes an impression

**Middle involvement consumers CSR criterion of mediation of brand**

The middle involvement consumer has a large variation in the degree to which they trust company information, from very high to very low.

Respondent MA thinks that the image of the company is important when shopping. He believes that he has high expectations of the company's products that he buys and expects them to deliver. And that they should adhere to the prevailing laws and regulations so he knows that he is not getting married to me. He is, however, always critical of the information he receives and if there is anything he really needs to consider, he checks several sources. When it comes to group types, he means that there is a certain influence, but only on the ones he trusts. He always wants to get his own idea of things but still gets influenced by expert people.

Respondent MB believes that as long as they do not misbehave, he does not care much about the image of the company. The respondent also believes that he believes in the negative that he hears about the companies, if there is any positive, I will be more skeptical since I know that in many cases are bought opinions. Regarding group pressure, it depends on who it is. If it is a
vegan group then he is not so annoyed, but if there are some of his food-interested friends then he listens to that group because they know what they are talking about.

Respondent MC spontaneous response to how she considers the company's corporate social responsibility credibility when acting was "Zero. I do not trust anything about what someone says." Then she changes and says that she does, and it is in these cases that they are written about certain companies that she trusts when she thinks many companies are guarded. She believes that promising them something so there is a guarding of society that it is true, but that this does not apply to all companies. "On some badges it is so good about them, type ICA basic, but do not think they are good, do not think it is as well-behaved." When the question of peer pressure came up, she means that she listens to people you know have check. Those who have knowledge, for example, those who are in the industry, those who work in the food industry and agriculture and so.

**High involvement consumers CSR criterion of mediation of brand**

The high involvement consumers consider the image of the company important as they believe it to show the overall picture of the company.

Respondent HA The picture of how the company works with CSR is relevant when it comes to something negative, then she means that she waives directly. The same applies to positive information as she rather chooses something she has heard of, but even if she does not have any information about the company, she is acting instead of renouncing, regardless. As she mentioned earlier, she is very critical of what is right and not. She argues that she does not choose to take a position on the fact that any company does it well, but believes that she chooses to believe that some companies do it better than others. The sources she considers most reliable and affecting her are researchers and food stakeholders that she has got the feeling of being the most genuine, but still has a critical eye on everything.

Respondent HB believes that the image of the company is important as they take place on the product and then thinks that he is looking for certifications such as requirements labeled for example. The respondent defines himself as critical, but believes strongly in such kinds of markings when he has worked in the industry and knows how hard one is being examined. His criticism is the basis for food fraud and sponsorship on websites, social media and among
influencers. If the products in an ordinary grocery store apply, I do not care but buy what is said, but for the products I order I am more critical and read more.

Respondent HC believes that the picture of the company's responsibility also takes place on the goods. She believes that if she knows that a company cherishes the environment because they have many organic goods, she also thinks that they have other good values as well. "For they would be strange if Donald Trump worked at Änglamark for example". Whether or not she believes the image is credible, she thinks it is difficult since in many cases she read about whether companies that in society are considered responsible, but which she then discovered do other non-responsible things in order to get that title. To get her credibility, she investigates the table of contents instead and sees if they keep that standard they promise. She considers herself to be affected to some extent by food enthusiast groups, but believes that this is usually only for inspiration, since she still forms her own image of the product.
5. ANALYSIS

In this chapter the empirical data will presented in the previous chapter be compared to the theoretical frame of reference.

5.1 Consumers CSR Perceptions

5.1.1 Consumer CSR Awareness

The consumer CSR awareness connected the consumers mentioned factors to Carroll’s pyramid (Carroll, 2016) where the amount of considered factors increase with involvement (Collins, et al., 2007). This was made for the reason of analyzing their ability of explaining them, which show how aware they are of the concept CSR (Priluck & Till, 2004).

The low involvement consumer’s awareness:

The low involvement consumers could mention factors such as the law, the environment and the animal welfare. This is included in two steps of the Carroll’s’ pyramid, which is the legal responsibility and the ethical responsibilities (Carroll’s’, 2016). The consumers could not give a further explanation of the factors which show a connection to a minor awareness among the consumers (Collins, et al., 2007). The consumers low awareness based on their minor consist of the Carroll's pyramid and their narrow explanation of the factors mentioned, could therefore be connected to their low involvement (Priluck & Till, 2004).

The middle involvement consumer’s awareness:

The middle involvement consumers could mention factors such as the environment, employee and legal rights, animal welfare, toxic free food and the society and covers the legal responsibility, ethical responsibilities and the philanthropic responsibilities as three steps in the Carroll’s’ pyramid (Carroll’s’, 2016). The consumers could to some extent give an explanation of the CSR factors they mentioned which presents an average awareness to the concept among the consumers (Collins, et al., 2007). The consumer’s medium awareness established by their inclement of the three steps in the Carroll’s pyramid and their intermediate explanation of these is a representation of their middle involvement to CSR (Priluck & Till, 2004).
The high involvement consumer’s awareness:
The high involvement consumers could mention factors such as health, environment, human and animal rights, considerate manufacturing, sustainable production, collective agreements and the law. For the high level consumers, the Carroll’s’ pyramid is revealed by their inclement of the total of the four steps; economic responsibility, legal responsibility, ethical responsibilities and the philanthropic responsibilities (Carroll’s’, 2016). The consumer’s explanation of this was made in a detailed way and show a high level of awareness towards CSR as a concept (Collins, et al., 2007). This high awareness based on their breadth in both mentioning CSR factors and giving extensive definitions to them show the relation towards their high involvement (Priluck & Till, 2004).

5.1.2 Consumer CSR Values

The CSR factors that the consumer discuss valuing have been analyzed and put in the context of McClintock and Allisons (1989) three types of values; prosocial, individualistic and competitive. Prosocials is known as the consumers who try to minimize the gap between themselves and others. The individualists is known as the consumers who tries to maximize the outcome of themselves with some regard of others. The competitors is known as the consumers who tries to seek advantage over others (Ibid).

Low involvement consumers CSR values:
As the low involvement consumers discussed that the law should primarily ensure that the companies would not set prices to favor themselves but favored the consumers instead, it will make it at advantage for themselves over the companies and their values could be connected to competitive values (McClintock & Allisons, 1989). They also discussed the environment and the animals but they cannot justify why it is important, they are too uninitiated and cannot answer why. The factors they valued matched in with prosocial values but the motivations as individualistic values since they do not embarrass themselves to acquire enough information to help them understand why this is his values (Ibid). The same reasoning goes for when they are mentioning the values of the employees since they have a limited explanation of why it's important and as they mostly discuss the importance for the employees, which includes themselves, it can be seen as more of individualistic values (Ibid).
Middle involvement consumers CSR values:
The middle involvement consumer did mentioned non-toxic food, sustainability work and the dividends as some of the factors they valued. This factors appreciated fit in with individualistic values because they only wants the companies to keep up with CSR for they own finances and health sake (McClintock & Allisons, 1989). As for the importance of employees and animal welfare they discuss it in a way that can be seen as prosocial values, since this is for the reason of others as they do not want them to be treated badly (Ibid). But they do also discuss the animal welfare in a way that can be seen as individualistic as it partly depends on that the quality fails (Ibid). This is also applicable on their motivation of the law as this would control the content in the food (Ibid).

High involvement consumers CSR values:
The high involvement consumers emphasize primarily with the employees and animals. They discusses that they would rather buy a sprayed product that affects their well-being than buying a badly treated chicken as it has affected someone else's well-being, which is in line with the prosocial values (McClintock & Allisons, 1989). The consumer does also value non-toxic food and sustainability development. The factors they appreciated fit in with individualistic values because of their motivation that they value the food for their own health and quality (Ibid). But as thei also discussed the factors such as environmentally friendly, climate-efficient and healthy and then uses motivation of the factors with words like; ‘our’ earth and ‘our’ health, it can also be linked to prosocial values (Ibid)

5.1.3 Consumer CSR Attitudes
The CSR consumer attitudes have been analyzed to the extent to which consumers are willing to make an effort to support socially responsible businesses and punish irresponsible organizations, which is connected to their value type (Smith, 1996; Collins, et al., 2007).

Low involvement consumers CSR attitudes:
The low involvement consumers have attitudes according to some of their values. However, as for the consumers only has values about few CSR factors, the attitude is still very limited (Smith, 1996; Collins, et al., 2007). As for the some of the others values of the consumers, they have attitudes according to their values to some extent. They act on them if they can, but has too little knowledge and information that the majority of how their actions are not based on their values and can therefore be connected to their value type (Ibid). And as for some other
values, they are not acting on them at all because they believe that it is not possible since they do not believe that the companies actually do take the social responsibility they claim. This means that not willing to make an effort to support their values (Ibid).

**Middle involvement consumers CSR attitudes:**
Middle involvement consumers discuss in which way they attitudes is related to their values, but mention that if the price is too high or the quality fails, they do not consider them. They are therefore only willing to make an effort to some extent (Smith, 1996; Collins, et al., 2007) The consumers did also give examples of products where their attitudes is being perceived in the same way as their values and is not based on price or quality. This values did however in most cases finally also come to the conclusion that they were dependent on something that would most likely make the consumers to make another decision but CSR (Ibid).

**High involvement consumers CSR attitudes:**
High involvement consumers strive of their attitudes and values being the same (Smith, 1996; Collins, et al., 2007), but consider this to be challenging in some situations when the products do not fit their demand. They have a correlation between their attitudes and their values but when the companies sometimes cannot meet all of their values they therefore have to make an assessment of which factors is most important (Ibid). They motivate their values being put in the context of attitudes with saying that they are always looking at the bigger picture of CSR which makes their individual acting in line with this (Ibid).

**5.1.4 Consumers Perception of CSR**

*The theories say that the increased involvement is correlated to the awareness of the consumers (Priluck & Till, 2004). The awareness is in turn also connected to the consumer values since consumers lack of awareness about CSR is contributing to CSR having less impact on their values. This is also explained in the context of those who did were aware of CSR, which showed positive results in terms of values (Sen, et al., 2006). The connection between these values and the consumer’s attitudes is that the prosocials have a more socially responsible attitude than the individualistic which in turn have a more socially responsible attitude than the competitive ones. (Collins, et al., 2007)*
Low involvement consumers perception of CSR:
The low involvement consumer’s awareness is low and they have competitive or individualistic values with a limited connection to their attitudes. This means that the data supports the theories since; low involvement are in line with low awareness which show less impact on the values, where the competitive and individualistic values have the least respective second least socially responsible attitude (Priluck & Till, 2004; Sen, et al., 2006; Collins, et al., 2007).

Middle involvement consumers perception of CSR:
The middle involvement consumers’ awareness is medium and they have individualistic and prosocial values which is partly connected to their attitudes. This means that the data supports the theories since; medium involvement are in line with medium awareness, which show limited impact on the values, where the individualistic and prosocial values have the second highest respective highest socially responsible attitude (Priluck & Till, 2004; Sen, et al., 2006; Collins, et al., 2007).

High involvement consumers’ perception of CSR:
The high involvement consumer’s awareness is high and they have individualistic and prosocial values which is connected to their attitudes. This means that the data supports the theories since; high involvement are in line with high awareness, which show higher impact on the values, where the individualistic and prosocial values have the second highest respective highest socially responsible attitude (Priluck & Till, 2004; Sen, et al., 2006; Collins, et al., 2007).

5.2 Consumers CSR Affection

5.2.1 CSR as a Criterion of Information

CSR as a criterion of information have been analyzed by two dimensions; level of information and type of information. Where the former present a high or low level of information and the second present the positive or negative type of information (Bray et al. 2011; Devinney et al. 2006).

Low involvement consumers CSR criterion of information:
For the low involvement consumers CSR is a purchase criterion regarding high level of information and positive information in some situations, for example when they choose to purchase at grocery-stores based on their awareness and values (Bray et al. 2011; Devinney et
al. 2006). Their information is however limited too few CSR factors and this is exemplified in the situation of the products the grocery-store sells, where CSR does not become a criterion regardless of information. CSR does although becomes a criterion of negative information because of the negative information they have on for example pork from Denmark, which they exclude. CSR will be a criterion when the consumers have a high level of information (Ibid). Based on their explanation that if they get information to them they will purchase with their values, but because they have so little information, they barely purchase because of it. They also state that in a situation where they have information, both positive and negative is a criterion for them (Ibid). But the consumers do however speak of CSR as not being a criterion for the consumers regardless of neither the level nor the type in some situations, since they still does not trust the information she gets anyhow (Ibid).

**Middle involvement consumers CSR criterion of information:**

For the middle involvement consumer, CSR is a purchase criterion regarding both type of high level of information but is depending on the situation, products and a variable of other things (Bray et al. 2011; Devinney et al. 2006). Positive high level of information can be a criterion if it meets all the other needs for the consumer and the same reasoning goes for negative high level of information (Ibid). It is however not a criterion regarding low level in some situations since the consumer does not exclude a purchase just because of it. They can also in some situations also not use CSR as a purchase criterion of information at all since they do believe that the law controls this (Ibid). According to themselves they therefore do not have to seek for information by themselves and do not neither have to adapt to the information that comes to them.

**High involvement consumers CSR criterion of information:**

The high involvement consumers have CSR as a purchase criterion of both levels of information and both types of information (Bray et al. 2011; Devinney et al. 2006). They motivate this by discussing all kinds of situations where they compare the pros and cons of the information and compare the information sources before making their purchase decision. The consumers prioritize the products where they have high positive information before the one with low information, as they read on the table of contents, looking for labeling and search on websites and then make their own assessment if they want to purchase the item. If they have negative information they exclude the products to all extent and CSR is therefore also included as a criterion for this (Ibid).
5.2.2 CSR as a Criterion of Price & Quality

CSR as a criterion of price and information have been analyzed by the consumers’ willingness to overlook the price and quality offered over the principle of CSR. (Beckmann, 2007; Bhattacharya & Sen, 2004; Bray et al., 2011)

Low involvement consumers CSR criterion of price & quality:
For the low involvement consumers is CSR almost never a criterion regarding products because then they only consider the cheapest alternatives (Beckmann, 2007; Bhattacharya & Sen, 2004; Bray et al., 2011). CSR is a criterion of price & quality in some situations when they have information about CRS but since the information is limited, it is not a criterion of price in most cases anyhow (Ibid). They mentioned that if they have the information about a company’s CSR, this will be a criterion regardless of the price and quality to some extent (Ibid). As the consumers in most cases base their purchase on the price they motivate this by not seeing any differences in the quality and claims that however there is not always an idea to consider CSR since one cannot be sure it's reliable.

Middle involvement consumers CSR criterion of price & quality:
To the middle involvement consumers will CSR not be a criterion if the price on the products is too high (Beckmann, 2007; Bhattacharya & Sen, 2004; Bray et al., 2011). They will not consider CSR as criterion if the quality fails either, but emphasize with the price in the first place (Ibid). The consumer does however consider CSR be in line with the quality in some situations which therefore makes CSR a criterion and does also consider a higher price to some extent as they do want to purchase based on their values (Ibid). They don't care if the price range differs with some crowns but if it gets to high, they believe it's not worth it regardless of quality and regardless of CSR.

High involvement consumers CSR criterion of price & quality:
For high involvement consumers is CSR a criterion regardless of price and quality in all situations (Beckmann, 2007; Bhattacharya & Sen, 2004; Bray et al., 2011). If they consider the quality loss being too high they choose not to purchase instead. They do consider a too high price in the same way, as they rather choose to exclude it than making a bad choice, but does however almost never exclude it anyway as they consider the purchase to important. They do
speak of ecological and local products as quality for them which makes CSR a purchase criterion regardless of both price and quality (Ibid).

5.2.3 CSR as a Criterion of Mediation of Brand

CSR as a criterion of mediation of brand have been analyzed by the consumers increasing possibility of making a purchase based on CSR with a more positive mediation of brand. (Bhattacharya & Sankar, 2001; Lock & Seele, 2016; Öberseder et al., 2011)

Low involvement consumers CSR criterion of mediation of brand:
To the low involvement consumers is CSR is not a criterion of the mediation of brand since they make their purchase on habit, where they recognize the product and if there is a situation that does not conclude this (Bhattacharya & Sankar, 2001; Lock & Seele, 2016; Öberseder et al., 2011). They partly listen to others but always tries to make their own assessment of it. They almost always makes familiar purchases and the mediation they gains comes exclusively from their relatives which they rely on, but comes in finite amount which does not affect CSR as a purchase criterion in a wide extent (Ibid). The consumer does also show low credibility to the concept and almost exclusively make their purchase based on own experience by testing the products themselves.

Middle involvement consumers CSR criterion of mediation of brand:
The middle involvement consumers are having CSR as a criterion of mediation of brand when they have information since they have high expectations when making their purchase in this kind (Bhattacharya & Sankar, 2001; Lock & Seele, 2016; Öberseder et al., 2011). They consider themselves very source critical and choose carefully which influences they trust. When the information is not as high, for the consumers is CSR a criterion of mediation of brand to the extent as the companies do not misbehave which they believes in more than positive attributes since they know many of those opinions are controlled (Ibid). They are more skeptical to some companies that have a less trustworthy image and choose which influences they listen to. CSR is therefore a criterion of mediation of brand to a limited extent (Ibid).

High involvement consumers CSR criterion of mediation of brand:
To the high involvement consumers is CSR always a criterion of mediation of brand but consider this to be hard to assess since the companies have reasons of mediate a positive image which is why they rather favor the criticism and elect credible influences (Bhattacharya &
Sankar, 2001; Lock & Seele, 2016; Öberseder et al., 2011). They also motivates the credibility for the mediation of brand with their experience within the business and knows how hard the companies with certificates gets inspected. Which is why the CSR is a criterion for them of the mediation of brand in the case of for example labeling (Ibid). But as the consumers consider mediation of brand important by talking much about the different brands and how they make their purchase based on this, it indicates that the CSR is always a criterion of mediation of brand for the consumers (Ibid).

5.2.4 Consumers CSR Affection

*To understand how CSR affects the different consumers, it have been analyzed in the context of the consumer’s affection of purchase criterion. The theories have presented three criterion; Information, Price & Quality and Mediation of Brand (Öberseder, et al., 2011), which have been put together and used as a guideline.*

**Low involvement consumers CSR affection:**
The low involvement consumers does not have CSR as a criterion even though they claim that they do in some situation. They have different obstacles that prevent them from having CSR as a criterion, which is either because of their low information level or the low credibility of the companies work with CSR, which is based on their low involvement (Öberseder, et al., 2011).

**Middle involvement consumers CSR affection:**
The middle involvement consumers do have CSR as a criterion of mediation of brand if this is negatively positioned, where the consumer therefore exclude their purchase because of it. CSR is however not a criterion in most of the other cases since the consumer is very price driven and does not tolerate in loss of quality either (Öberseder, et al., 2011).

**High involvement consumers CSR affection:**
The high involvement consumers consider CSR as a criterion of mediation of brand in all situations except for one respondent which will not consider CSR if the loss of quality is too extensive. They however do believe that the credibility for the concept is low which makes them think that it is hard to use CSR as a purchase criterion, but assert to make their purchase in the most responsible way they can (Öberseder, et al., 2011).
6. CONCLUSIONS

This chapter present the main findings of the study, where the research questions have been answered. Implications for practitioners, limitations of the study and suggestions for further research is presented at the end of the chapter.

6.1 RQ 1: How do consumers perceive CSR within the food industry?

The consumer’s perception about the concept CSR is founded by the general brand appearance which is reflected in their products. The consumers struggle with the perception of CSR awareness and finds it hard to gain credible knowledge about a company’s CSR initiative due to the low credibility that the concept has within companies. The information provided by companies about their work with CSR constitutes marketing for judgment meaning that the information is to their advantage. The given information is therefore biased from a company perspective to appear more positive and will not have a high credibility among consumers, which is why the consumers base their perception of CSR mainly on other factors. The consumers perceive companies to be reliable when the companies’ products have a responsible certified labelling or is recognized among consumers. Consumers base their values on certified labeling which is including fair trade, ecological and locally sourced food. Their perception of the labeling is positioned by the review of the companies keeping to the required standards that the labeling entails, but also Carrol’s legislative requirement where Sweden has strong environmental laws around animal husbandry and crop management. As for the situations when the information of this is lacking, as mentioned, the consumer could also alternatively perceive the companies reliability in their recognition of the products. The consumers therefore transfer their CSR purchase attitudes into habitual purchase attitudes instead.

It seems that the negative information about CSR is the most important type for the consumers, because of the low credibility for the positive type of information communicated by the companies. Since this type of information is gained either by the attention from the media or by the influence peer group, the sources is perceived as not being conspired to the advantage of the companies but rather for the advantage of the consumers. The negative information therefore exclude the consumers from making purchases of the companies’ products more than the positive information encourage consumers to make purchases.
Even though the consumers do perceive the labeling as the most reliable source of information to CSR, they still consider it inadequate since this often only contain one of the dimension of their values. The consumers rather makes their decision based on what is less irresponsible instead of what they perceive as responsible since they almost never have the perception of that the products can be defined as responsible. They only perceive the products partly responsible or does not have the information of it. Often they have to choose between one of their value against another of their values since the product does not include both. Their attitudes is therefore founded in their decision of what they perceive is the best alternative and most responsible among the choices they can make.

6.2 RQ 2: How do CSR affect consumers within the food industry?

The consumer do have the ambition to act socially responsible and therefore want to make their purchase based on this. They do however meet some obstacles that does not make it possible to have CSR as a purchase criterion in some situations.

The consumers found the price to be of great importance suggesting that Carroll’s economic considerations cannot be ignored since this outcompete CSR as a criterion when the price are seen of being too high. If the price of a product which is perceived as social responsible, are of a reasonable level, the consumer will however always consider these type of products before others.

As CSR being a criterion regardless of price it does however being followed by another obstacle, which is the information of CSR. Therefore, it does not always matter if the price being right since the consumers does have a low level of information of the products instead. This makes it hard for the consumer to have CSR as a purchase criterion since they don't know which products meets their values of social responsibility.

The low information among the consumers is not only based on the level of information but also type of information which has it foundation in the companies’ mediation of brand. The consumers’ image of the company brand have been seen to have a low credibility as the consumers perceive the products of not meeting their values. Because of the consumers brand distrust, CSR will have a limited affection on the consumers in their purchase decision.
6.3 Practical contribution

The practical implications that can be taken from this study are that it contributes with insights as companies can take advantage of in their marketing and CSR activities. The first recommendation is a combination of these factors as that companies could improve their communication of CSR activities. This is motivated because that the study show lack of information about CSR and as the company could improve this, the consumer indicates that they would choose to buy the company’s product in a greater expand.

It is also of great importance that the companies should avoid bad reputation since the negative information influence the consumers purchase decision more than a positive information. When the consumers receive the bad information about even just one product, it will affect the company’s image of a whole. This results in the company losing customers as the consumers intend to exclude the purchase of these kind of products.

Since it’s shown that the company’s product is reflected by the brand, companies should try to highlight these for a good image of their company. This could be based on the appearance of the product, such as a clear table of contents on the package of the product, labeling of responsible certificates and environmental packaging of the product. The companies should also try to reduce their toxins in their products and consider the origin of their products as the consumer’s values locally produced. As the consumer values this factors, the company would gain consumers on it.

Many consumers does also consider the price to be of a greater importance than the companies showed CSR activates and sometimes exclude responsible products because if it. The consumer does however want to act responsible so the companies to have to consider not making the price difference too extensive since they still can tolerate some differences.

6.4 Limitations

The study had some limitation including a restricted time span which compel the study to the extent. It affected the researchers of a limited literature source as more information could have been collected with more time. It also limited the researchers of a small sample selection with only nine participants, which can be seen not to represent the whole population of consumers.
The participants could also have been collected from a larger geographical area as the food industry could occur differently in other areas. And as they were only distributed between gender and age with no concerned of their background and other demographic differentials, it does also make the representation of the consumer population limited.

In qualitative research there is always a problem with the respondent’s validity in their answers. This could be angle for their own appearance, as they want to be seen as more socially responsible since they know this is a good thing. Or as they don’t want to admit adapting to other factors over CSR as it could be considered selfish. Their answers could also have been affected because that the interviews was made in Swedish and the translation of the concept CSR could have been adjusted.

6.5 Suggestions for further research

Further research could make a more representative comprehensive research with more participants. These participants could be collected from a wider geographical area, but also from a wider demographic area. This would fill in the gap of this studies limited representative population.

To make further research from a company’s perceptive and compare it to this study which is made from a consumer’s perspective could contribute to understand the differences of the perceptive and minimize the gap for a more synchronized business. They could also research more in each of the involvement level and look at which group it is more valuable to earn money from. Since that kind of study is made from the economical perceptive, it would help companies to increase profit.

As this study have chosen the criterion of three variables, further research could seek in to more variables that affect the consumer purchase intention. These variables could also be analyzed to which level these affect the consumers and at which level this stop affecting them. As the study could be extended to more variables, it also have the possibility of being limited to some specific products within the food industry. This is because of that the consumers attitudes could vary regarding of what kind of product they purchase and they therefore have different behaviors.
LIST OF REFERENCES


APPENDIX

Appendix 1: Interview-guide

Control questions:
1. Where are you shopping for food?
   - Why?
2. What is important to you when you are shopping for food?
   - Why?
3. From what kind of brands are you shopping?
   - Why
4. Which brands do you not buy from?
   - Why

RQ 1: How do consumers perceive CSR in the food industry?
1. What is corporate social responsibility for you?
2. How do you connect this to the food industry?
3. Can you name a company that you think of when you hear social responsibility?
   - Why do you think about it?
4. Can you name a company that you think about when you hear low social responsibility?
   - Why do you think about it?
5. What areas of responsibility do you think the food industry has?
6. What areas of responsibility do you think are important in the food industry?
7. Why are these responsibilities important to you?
8. How do you take these values into account when shopping?
9. Why do you take these values into account when shopping?

RQ 2: How does CSR affect consumers' purchasing decisions in the food industry?
1. How do you consider how much information you have about the company when you shop?
2. How do you consider the positive or negative information you have about the company when you shop?
3. What information do you need about a company when shopping?
4. Why do you need that information when shopping?
5. How do you consider the price when shopping?
6. How do you consider quality when shopping?
7. How do you consider the image of the company when you shop?
8. How do you consider CSR’s credibility when you shop?
9. How do you consider how influence peer groups affect you when you shop?

Rank and motivate following factors: Economic, legally, ethical, philanthropic responsibility.

Rank and motivate following factors: Animal welfare, biotechnology, community, environment, financial practices, health and safety, labor, and procurement.