Cross-border Online Purchase Intent:
An Investigation of CSR-conscious Young Adults

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Abstract

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Title: Cross-border Online Purchase Intent: An Investigation of CSR-conscious Young Adults
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Research Question: What factors affect the online purchase intent of CSR-conscious young adults buying from IOVs and how?
Purpose: With the worldwide increasing access and usage of the Internet, cross-border shopping has emerged as an online trend, especially amongst young adults. Simultaneously, CSR-consciousness has spread rapidly around the globe. Consequently, it is this study’s purpose to gain a deeper understanding of factors influencing CSR-conscious young adults’ cross-border online purchase intent.
Method: For the sake of reaching a deeper understanding of factors influencing online purchase intent this study applies qualitative research methods. Primary empirical data is collected via focus group interviews. In order to introduce a relatable online shopping scenario to the interviewees, the investigators present the interviewees with a case company during focus group sessions. Ikea’s online store is chosen as a case, since Ikea is a well-known IOV engaging in CSR practices. Lastly, the empirical findings are assessed by doing a thematic analysis.
Conclusion: The conceptual model (see Figure 3. OPIM) proves to be suitable for exploring cross-border online purchase intent of CSR-conscious young adults, as each element appears to play a vital role in understanding influences on behavioural intention to purchase products or services online. With the help of the OPIM, several
contributions could be made in this particular field of research. Firstly, this study uncovered a relationship between company size and CSR-conscious young adults’ trust, as part of their perceived quality. The relation is negative when investigating at the trust towards CSR promises but positive when looking at trust towards payment procedures. Secondly, non-monetary sacrifices, stemming from IOVs’ intangible nature, have a strong negative impact on the behavioural intention to purchase goods and services online, while comparing it to physical store counterparts. Thirdly, the investigators discovered how convenience and flexibility concerns lower potential customers’ perceived usefulness of IOVs. Fourthly, IOVs need to positively influence subjective norms and tailor online loyalty programs to increase potential customers’ commitment to purchase their products and services online. Lastly, this study finds that the level of satisfaction with a given online purchase is part of a mental re-evaluation process that directly influences potential future purchases.

**Abbreviations:**

B2B: Business to Business Relationship  
B2C: Business to Consumer Relationship  
CSR: Corporate Social Responsibility  
IOV: International Online Vendor  
IS: Information Systems  
IT: Information Technology  
OPIM: Online Purchase Intent Model  
TAM: Technology Acceptance Model
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1. Introduction

1.1 Background

Information and communication technologies have become more affordable over recent years, causing the world wide web to experience a clear increase in both access and usage of Internet traffic (International Telecommunication Union, 2017). A trend emerging from the growing number of online users is cross-border shopping, since online shopping reduces both psychological barriers and geographical distances perceived by consumers (Kim, Dekker and Heij, 2017). As of 2016 consumers even made more purchases online than in physical stores (UPS, 2016).

Simultaneously, there has been a development of teaching corporate social responsible values. A trend that started predominantly in Anglo-Saxon regions more than two decades ago and has since been spreading to other continental regions, which in turn lead to growing Corporate Social Responsibility (CSR) awareness around the globe (Matten and Moon, 2004; Lee and Shin, 2010).

As CSR-consciousness represents a prerequisite for respondents targeted in this study, thus is not a factor that the authors investigate, the researchers of this study will base their research on one broader working definition of the CSR concept. CSR itself is an ambiguous concept. There is a variety of different definitions consisting of several dimensions addressed by different authors (Dahlsrud, 2008). For the sake of simplification the investigators of this study will base their research on one broader working definition of the CSR concept. ‘CSR refers to the integration of an enterprise’s social, environmental, ethical and philanthropic responsibilities towards society into its operations, processes and core business strategy in cooperation with relevant stakeholders’ (Rasche, Morsing and Moon, 2017). The full term CSR-conscious is a combination of the previously defined term ‘CSR’ and the suffix ‘conscious’, which means to be aware or have knowledge of something (Oxford Dictionary, n.d.).

Schlegelmilch, Öberseder and Gruber (2011), call for research that includes a cross-national sample. As previous studies in the literature focus on consumers within a national setting, this study aims to address this topic and offer new insights, from an international perspective, using a cross-national sample in order to embrace the idea that the online consumer market is increasingly international and should be studied as such.
1.2 Problem Formulation and Research Question

This study’s purpose is to explore and reach a deeper understanding of the factors affecting online purchase intent in a CSR cross-border shopping context. More specifically, the thesis seeks to investigate and identify a number of important factors (perceived sacrifice, perceived quality, perceived value, perceived usefulness, subjective norms, commitment and satisfaction) that have an effect on online purchase intent. It also seeks to generate understanding about how these factors affect purchase intent of CSR-conscious young adults buying from International Online Vendors (IOV).

The research question therefore is:

**What factors affect the online purchase intent of CSR-conscious young adults buying from IOVs and how?**

The investigators intend to find answers to the research question by leaning on findings made in the quantitative study: ‘The International Online Consumer: The Effect of CSR, Commitment and Cross-Border Shopping on Purchase Intent.’ written by Anastasiadou, Lindh and Vasse and has been accepted for review by the Journal of Global Marketing in March of 2018. The authors chose to lean on this paper, as it is a recent study using quantitative methods to collect primary data on consumers’ buying behaviour and attitude towards CSR and IOVs.

The above mentioned study is two-sided and firstly established the profile of the international online consumer and secondly investigated the impact CSR, commitment and buying from IOVs has on consumers’ purchase intent. The study concluded that the international online consumer displays a notable sensitivity towards CSR practices by companies. The study also revealed that the effect the propensity to buy internationally has on purchase intent is very significant and is further strengthened if there is strong commitment as a mediating factor.

In the online environment, where consumers engage with companies solely through the web, commitment can be assumed to prevail as an important driver for future actions, such as purchase intent. In a competitive environment where relationship building is challenging, and consumers encounter both domestic and foreign retailers, adopting socially responsible activities can lead to increased loyalty and more purchases. Taking this notion into account, the present thesis will use CSR and purchasing from IOVs as a context and deepen the understanding of which factors have an impact on purchase intent, such as commitment.
The investigators of this study will focus on researching the purchase intent of CSR-conscious young adults. Young adults between 18 and 35 years of age were chosen as they, according to Anderson and Rainie (2012), are more likely to adopt new technologies early on than other age groups. Furthermore, 96% of people between 18 and 29 years of age are internet users. Additionally, people born between the 1980s and the early 2000s, also known as millennials, are the most CSR-conscious generation (Saussier, 2017). Finally, the authors argue that statements made by young adults are of high importance, as they represent long term potential customers for the foreseeable future. All the aforementioned aspects make young adults a suitable target group for studying CSR-conscious people’s online purchase intent.

After carrying out the literature review and presenting the conceptual model, this study will conduct qualitative interviews with 2 focus groups to reach empirical findings on the factors influencing CSR-conscious online purchase intent. The case chosen for the focus group interviews is Ikea’s online store (www.ikea.com), since the investigators believe it is a good case to explore due to the fact that it is a well known brand, engages in CSR practices along with loyalty programmes and also has a presence online, meaning it would cover a variety of aspects which this study focuses on. The empirical findings will be assessed by doing a thematic analysis in order to conclude the study with relevant in-depth information. In a last step this study’s contributions and limitations will be discussed.

2. Literature Review

2.1 Commitment

A broadly accepted definition of commitment is the desire to maintain a relationship (Morgan and Hunt 1994). According to Anderson and Weitz (1992), commitment enhances the stakeholder’s mutual gain in transactions. Moreover, commitment is often studied within the context of both satisfaction and loyalty (Ruben, Paparoidamis and Chung, 2015). According to Morgan and Hunt (1994), When buyers and sellers retain a committed relationship, they are both more willing to collaborate and are more flexible (Noordewier et al. 1990). Organisations can provide this in building their customer relationships, since a strong sense of commitment is positively related to buyer satisfaction (Rodrigues et al, 2006), which often is cause of commitment.

To elaborate more, commitment is the willingness to continue a relationship because of its perceived essential value (Moorman, Rohit and Zaltman, 1992). However, while firms cannot
easily diffuse their commitment in foreign markets, buyers perceiving distrust have two clear options: they can either easily avoid buying from an IOV or search for relevant information that can result in reducing their distrust (Safari, Thilenius and Hadjkhani, 2013). CSR could potentially play a crucial role to put such concerns in rest.

Furthermore, customer commitment contributes to building a strong customer base and can guarantee business development (Kotler and Armstrong, 2008). Moreover, according to Dick and Basu (1994) consumers’ commitment and loyalty play a crucial role for companies, regarding gaining a competitive advantage. Retaining the already established consumer base seems to be a necessity, as the trade off of attracting new customers is rather high (Chiou and Droge, 2006).

It is important to understand commitment in relation to purchase intent from a theoretical perspective. In this study, the Investment Model (Rusbult, 1980) has been selected to examine commitment. The investment model is a social psychological model originally developed to explain factors predicting commitment in romantic relationships. Specifically, the model identified quality of alternatives, satisfaction level and investment size as the three independent causes of commitment. Although the model was originally developed to examine commitment in romantic relationships, it also provides a highly validated framework that is applicable to commitment in various contexts (Rusbult, Agnew and Arriaga, 2012). Since 1999, plenty of additional research has been published that measure the investment model or aspects of it. Some of these studies confirm the findings from earlier publications on the applicability of the investment model in understanding commitment in various types of relationships, beyond romantic involvements (Rusbult, Agnew and Arriaga, 2011). Recent research also has confirmed findings from earlier publications on the applicability of the investment model in understanding commitment to non-person targets (Rusbult, Agnew and Arriaga, 2011). For example, the investment model provides predictive value in understanding employees’ attitudes towards different employment changes (e.g., changing department or relocating to a different office; Van Dam, 2005), clients’ commitment to their bank (Kastlunger et al., 2008) and customer loyalty to specific brands (Li and Petrick, 2008). The model can in total provide a new perspective to commitment (Boyle, Connolly, Hainey and Boyle, 2012). Thereby the investigators believe this model could be further modified and in combination with the TAM model provide new insights about the relationship between commitment and online purchase intent.
According to the investment model (Figure 1, Rusbult, 1980; 1983), there are three predictors of relationship commitment: quality of alternatives, satisfaction level, and investment size. Quality of alternatives refers to the availability and attractiveness of alternatives to a relationship (Rusbult and Martz, 1995). People are more likely to feel committed to their relationships if such alternatives are missing, or if these alternatives are less desirable than the current relationship. Therefore, low quality of alternatives increases commitment. Satisfaction level is the positive feelings that result from being part of the relationship (Rusbult et al., 2012). People are more likely to endure in relationships when they are satisfied. Finally, investment size refers to the proportion of tangible or intangible resources that are bound to a relationship, such as money and time (Uysal, 2016). High investment conveys a higher cost to terminating a relationship, since these investments would be lost or devalued if the relationship is about to end. According to the above statement, higher investment increases commitment (Rusbult and Martz, 1995).

2.2 International Online Vendors

Online shopping or e-commerce often happens across national borders (Hwang, Jung, and Salvendy 2006). Online shopping across borders, is growing at a fast pace (Chomsky, 1999). Cross-border online vending appears to be of high value for firms nowadays (Kawa and Zdrenka, 2016). Thus IOVs search for potential customers across local borders in an effort to extend their customer base. In this thesis, the researchers refer to IOVs as vendors who operate or distribute their products in countries other than their country of origin. Thus, consumers have the possibility to choose from a variety of vendors online, which do not
necessarily operate in the consumer’s domestic market, resulting in consumers’ engaging in cross-border online shopping.

The catalyst for cross-border shopping is internationalisation, which according to Safari, Thilenius and Hadjikhani (2013), is when companies have operations in more than only their country of origin. In the online world national borders are virtual and easier to cross. The reduction of geographical distances and restrictions sets the foundation for the international marketplace where IOVs operate and expand. However, this online cross-border phenomenon can often be rather obscure, due to the fact that consumers are not always aware that they conduct purchases from an IOV, since the latter can appear or position itself as a local online store, but actually operate in another country i.e. have its domain in a country different from the nationality it appears to have. Safari, Thilenius and Hadjikhani (2013) further argue that the identity of an IOV is often ambiguous with regard to its country of origin and the geographical location it operates from. IOVs therefore represent a stark contrast to traditional brick-and-mortar stores.

2.3 Technology Acceptance Model

The Technology Acceptance Model (TAM) was first developed by Davis in 1985. It is a conceptual model that modifies Fishbein and Ajzen's (1975) Theory of Reasoned Action to explain how system characteristics of computer based information systems affect users’ acceptance of such information systems (IS). This is relevant, as it supplies a theoretical framework capable of explaining not only what IS characteristics, i.e. online store design, could influence the end users intent to make use of an online store but also how they influence such behaviour.

![Figure 2. The Technology Acceptance Model (Davis, Bagozzi and Warshaw, 1989)](image_url)

In essence Davis’s (1985) TAM (see Figure 2. TAM above) shows that initially external variables, such as an online store’s design features, influence the end user’s perceived
usefulness and perceived ease of use of the given webstore. These are categorised as two cognitive user responses. After these are cognitively assessed, they influence the user’s attitude towards using the online store, which is described as the user’s affective response. The user’s mental evaluation of his cognitive and affective response creates motivation towards using the online store. Davis, Bagozzi and Warshaw (1989) later established that motivation then transforms into a behavioural intention to use IS. As Davis (1985) described in his earlier work, behavioural intention is seen as the result of a person’s deliberation, conflict and commitment over a certain timespan. This in turn leads to the user’s behavioural response of actually using the IS or in this case the online store.

Since the TAM’s creation, more than a quarter of a century ago, it has been popular amongst researchers and, hence, been further developed to more accurately depict different effects of IS on usage patterns in today’s technological climate (Marangunic and Granic, 2014). The following chapter will discuss extensions to the TAM model the investigators deem to be relevant for this research.

A substantial addition to the TAM is Venkatesh and Davis’ (2000) extension, which takes social influence into account. Social influence is investigated through the criteria subjective norms, voluntariness and image.

The term subjective norms is defined as a "person's perception that most people who are important to him think he should or should not perform the behavior in question" (Fishbein and Ajzen 1975, p. 302). Venkatesh and Davis (2000) state, that it directly influences the intention to use IS, i.e. online stores, since people behave a certain way, even if they do not favour that behaviour but because relevant peers expect them to behave that way. In theory this means that the effect of subjective norms could lead to someone using a website from a socially responsible company, not because the person perceives it to be more useful but because the person wants to act in conformity with influencer expectations.

Venkatesh and Davis (2000) find that voluntariness addresses the fact that compliance to influences of subjective norms happen in mandatory but not obligatory situations. Meaning compliance only occurs in scenarios where social actors have the ability to reward behaviour and punish non-behaviour.

Furthermore, Venkatesh and Davis’ (2000) established that people react to the influences of subjective norms to maintain or establish a desired image amongst a peer group. While the
concept of image is understood as "the degree to which use of an innovation is perceived to enhance one's [...] status in one's social system" (Moore and Benbasat, 1991, p.195).

2.4 Online Purchase Intent

One element that has not yet been considered in the literature review is the monetary aspect. This study not only aims to investigate CSR-conscious people’s intent to use online stores, as is open to investigation with the original TAM, but also people’s intention to actually purchase products and services in those stores. For this reason, this study needs to further investigate what influences a potential consumer when purchasing something online.

Spears and Singh (2004) define the intention to purchase as a person’s willingness to pay money for a product or service. While the term purchasing can be understood as the action of paying for a product or service. As Dodds and Monroe established in 1985, a person’s intent to purchase something depends on their perceived quality, sacrifice and value. This concept has later been adopted by Lapierre (2000) who states that perceived value is to be understood as the result of a tradeoff between perceived quality and perceived sacrifice. Whereas perceived quality is understood as the consumer’s perception of benefits of a given service, i.e. design features, trustworthiness and more, and perceived sacrifice being expenses such as time and money spent on obtaining a given service (Boksberger and Melsen, 2011; Zeithaml, 1988). Perceived service quality dimensions were originally developed to measure the perceived quality of offline services but have since been modified to accurately measure perceived online quality services, by including i.e. server problems, connectivity issues and other technical issues (Collier and Bienstock, 2006; Zeithaml, Parasuraman and Malhotra, 2002).

3. Conceptual Model

According to Green’s (2014) study on theoretical and conceptual frameworks in qualitative research, new researchers consider it beneficial to conceptualise a model based on a theoretical framework before later refining it during the empirical data collection and analysis. This is done to create a better fit for the different stages of a study, make the findings more meaningful and increase the findings generalisability to a certain extent. Moreover, taking such an approach should result in a coherent structure that is both more accessible and useful to readers and future researchers alike. Considering these aspects and all previously, in the theoretical framework, introduced criteria, the researchers of this study propose the
following conceptual model which will serve as a guidance during the investigation and exploration of CSR-conscious young adults’ cross border online purchase intent.

Figure 3. Online Purchase Intent Model (OPIM)

3.1 Perceived Value

As previously established, perceived value is seen as the trade off a person makes between the perceived quality and the perceived sacrifice (Lapierre, 2000). Boksberger and Melsen (2011) emphasise that perceived value is not simply a trade off between two isolated factors, i.e. quality and price, but rather has to be understood as a combined assessment a person makes of several benefits and sacrifices with customer satisfaction having a influence on the overall perceived value as well. Hence, the model has been fitted with an arrow pointing from satisfaction towards where the trade off between perceived quality and sacrifice is being made to reach the perceived value (see Figure 3. OPIM).

3.1.1 Perceived Quality

According to Collier and Bienstock (2006) there are 3 broad dimensions that can be investigated, in order to get a deeper understanding of a person’s online service quality perception. These 3 dimensions are called process, outcome and recovery dimensions. The two latter dimensions investigate perceived online service quality after an actual purchase
intention is established. As this study centers around factors influencing online purchase intent and not the evaluation of the online service quality of completed purchases, the investigators of this study have decided to exclude purchase outcome and recovery dimensions and focus on the process dimension instead.

Collier and Bienstock (2006) state that the process dimension consists of factors like design, privacy, functionality, information accuracy and, the previously in the TAM introduced factor (see Figure 2. TAM), ease of use. Ease of use is considered to be one of the most important service quality factors to consider for online shoppers. It essentially captures if an online shopper has to do a lot of clicks, if it is easy to navigate through the menus and if one can easily change or cancel an order. While ease of use investigates how much effort an online shopper has to put into finding desired information on a given online store, information accuracy captures how transparent and concise this information is presented. Functionality addresses page loading times, payment options and the accuracy of links provided on a website. Privacy is looking at security aspects of an online store. This includes i.e. whether a online store shares information with third parties or how discrete available payment methods are. Lastly design, which has been proven to play a significant role in how people assess an online store’s overall quality (Wolfinbarger and Gilly, 2003), focuses on aesthetic elements of an online store, meaning fonts, colours, pictures, animations, audio placement and other elements.

Lee and Lin (2005) discussed trustworthiness as a further factor influencing online service quality perception. Trust is gained by instilling confidence in people. It emanates from the perceived security a customer has in a given online purchasing scenario (Gefen, Karahanna and Straub, 2003). In this study's case, trust directed towards Ikea’s CSR promises, the online store’s handling of personal information or trust in the payment process provided on the online store can be explored.

In short, perceived quality can be seen as the positive aspects of a person’s perceived value of purchasing a given online product or service, while perceived sacrifice addresses the negative aspects attached to the online purchasing process.

3.1.2 Perceived Sacrifice

According to Boksberger and Melsen (2011) perceived sacrifice can be separated into 2 broader categories. On the one hand, there is the monetary sacrifice a person makes. This addresses how high a person perceives the price of a given online product and service to
be. Is the price considered to be too high, then the perceived monetary sacrifice will fall out greater as well (Zeithaml, 1988).

On the other hand, Boksberger and Melsen (2011) mention non-monetary sacrifices as well. They are defined as the time, effort, and search costs one spends on trying to purchase a product or service (Zeithaml, 1988). In other words, this aims at investigating how much time a potential customer needs to spend on searching for something, completing all the necessary purchasing steps and finally how much effort it would take to navigate through the Ikea online store menus to purchase a product or service.

After all qualitative benefits and sacrifices have been weighed out to build a perceived value, the value then both directly influences and is influenced by a person’s commitment and perceived usefulness (see Figure 3. OPIM).

### 3.2 Perceived Usefulness

The OPIM (see Figure 3. OPIM) takes this element from the original TAM (see Figure 2. TAM) to address the impact a person’s perceived usefulness has on online purchase intent. Davis, Bagozzi and Warshaw (1989) define perceived usefulness as the degree to which a person considers an IS to be efficient and improving for his or her work performance. The investigators of this study chose to make perceived usefulness a separate element from perceived value, since literature on perceived online service value does not consider perceived usefulness when discussing perceived quality and sacrifice.

The OPIM considers the element of perceived usefulness to be linked to perceived value nonetheless. This is due to findings of a positive correlation between perceived usefulness and the value of a purchase made in a e-commerce scenario (Henderson and Divett, 2003). Additionally, the investigators of this paper argue that, if an online service is perceived to be of high or low overall value it will directly influence the assessment of the perceived usefulness of the given service and vice versa.

### 3.3 Subjective Norms

As established in chapter 2.3 Technology Acceptance Model, subjective norms accounts for a person’s perception of peers’ or influencers’ expectation of a behaviour one will or will not perform (Fishbein and Ajzen, 1975). Venkatesh and Davis (2000) proved that it directly influences a person’s intention to use an IS, such as an online store. Since using an online store is a prerequisite for purchasing things online, the investigators consider it safe to
assume that subjective norms also directly influences one's intention to purchase products and service in a given online store (see Figure 3. OPIM).

Venkatesh and Davis (2000) further show that subjective norms can influence a person’s intention to use a IS through perceived usefulness. This is done through internalisation, which means that if a peer or influencer suggests that an IS is useful, the person it is recommended to starts to believe it is useful.

In a study on the role of subjective norms in environmental commitment Davis et al. (2015) found that the belief about others’ approval and disapproval of a certain behaviour influences commitment towards the intention to behave a certain way. subjective norms therefore directly influence commitment towards behavioural intention to purchase online (see Figure 3. OPIM).

3.4 Commitment

When marketplaces operate online, they have no physical interplay with consumers and are highly impersonal and therefore e-sellers struggle to build enduring relationships with their consumers (Wagner and Rydstrom, 2001). Thus, sellers pursuing to get involved with e-commerce, attempt to employ tools such as loyalty programmes and memberships, in order to attract the consumers and retain the established relationships.

Previous literature proposes that there is a direct positive relationship to be found between commitment and purchase intent (Eastlick, Lotz and Warrington, 2006). Customer loyalty, is very important to retailers, since high customer acquisition expenditures are hard to retrieve without the commitment and the repeated purchases from the consumer’s side (Wallace, Giese and Johnson, 2004). Thus, commitment results in higher purchase intent levels and in addition, decreases the hazard of losing buyers to more appealing options (Shankar et al., 2003).

According to Davis (1985) behavioural intention is built through mental consideration, internal conflict and commitment. The investigators of this study therefore argue that perceived value, perceived usefulness and commitment influence one another in the process of mental deliberation towards behavioural intention to purchase an online product or service (see Figure 3. OPIM).
3.5 Intention to Purchase

After the mental deliberation of the factors perceived value, perceived usefulness, commitment and subjective norms is completed, a decision has been made and a behavioural intention towards online purchasing a product or service is established (see Figure 3. OPIM).

This element does not only address people who have the intention to purchase but also other types including i.e. recreational online shoppers who find intrinsic reward in the shopping activity itself, meaning they can visit online stores without feeling the need to actually purchase any goods or services (Guiry, Mägi and Lutz, 2006).

3.6 Actual Purchase

Since purchase intention is not equal actual purchase behaviour there is a need for a separate element called actual purchase (Brown, Pope and Voges, 2003). In this step a person either makes the actual purchase or refrains from purchasing a certain online good or service. This step addresses the purchasing action rather than any cognitive assessment, as the other elements of the OPIM addressed (see Figure 3. OPIM).

According to the OPIM’s logic (see Figure 3. OPIM) people willing to complete an actual online purchase, are those who consider the overall benefits to outweigh the overall sacrifices of obtaining a given good or service, i.e. furniture delivery. Hence, people refraining from the actual purchase perceive that the sacrifices outweigh the benefits.

3.7 Satisfaction

After the actual purchasing or non-purchasing behaviour has been completed, a person evaluates his or her choice. This is addressed with the satisfaction element of the model. Satisfaction or dissatisfaction results from a person’s evaluation of the action made based on the purchase decision (see Figure 3. OPIM). A person evaluates a purchase, i.e. furniture delivery service, made and reaches either the positive feeling of satisfaction or the negative feeling of dissatisfaction. Similarly, if a person decides not to purchase furniture delivery, person will evaluate his or her non-purchasing behaviour accordingly.

The aspect of satisfaction is important as it, addresses re-evaluation and thus highlights the OPIM’s dynamic structure. As discussed in the beginning of the OPIM introduction (see 3.1
Perceived Value), satisfaction has an influence on the overall perceived value of purchasing a given product and service online (Boksberger and Melsen, 2011).

Furthermore, the investigators assume that satisfaction with a purchase or non-purchase decision could increase or decrease one’s perceived usefulness and alter the perception of subjective norms in relation to a given online product or service. In the Ikea online store case it can be argued that customers would hypothetically perceive the furniture delivery service to be more useful once they previously made a satisfying experience with it. Regarding subjective norms the investigators argue that, i.e. a satisfying experience with purchasing a good or service online effects how much credibility one would give to negative comments by peers and influencers.

4. Methodology

4.1 Primary Sources
This study is conducted with qualitative methods. Qualitative research is conducted in order to gain a deeper understanding of particular research areas, relationships, problems or events (Björklund and Paulsson, 2014, p.69). According to Bryman and Bell (2015, p.404), the research participants’ experiences, views and perceptions constitute the very core of qualitative studies. When conducting qualitative studies, the investigators also play a significant role in the study, as they gather information and further analyse the data collected. There are various ways to approach and collect data in qualitative research. Qualitative studies can be conducted by taking field notes from social interactions or observations, by recording conversations or by conducting and transcribing interviews prior to further analysing them. Moreover, Bryman and Bell (2015, pp.479-481) mention that researchers using qualitative research methods can do so by conducting various types of interviews such as focus group interviews, in-depth interviews and individual interviews for data collection.

4.2 Qualitative Research and Focus Groups
According to CTB (2018), a focus group is a small-group discussion and is used in order to learn more about opinions on a specific topic or concept. The group’s composition and the group discussion should be carefully planned to create a welcoming environment, in order for participants to feel free to talk openly and provide honest opinions. The main advantage of focus groups is the use of group interaction to produce insights that would be less
accessible without the interaction found among the participants in the group (Morgan, 1988). Moreover, focus groups allow one participant to continue the discussion from another interviewee’s statement or to collectively brainstorm together, and this may result in a large number of ideas, opinions, issues, and topics being discussed (Berg, 1998). Participants are actively encouraged to not only express their own opinions, but also respond to other members and questions asked by the interview leaders. Moreover, due to the fact that focus groups are structured and directed, but also expressive, they can yield a lot of information. As a result focus groups offer an in-depth and varied discussion and understanding of the topic, something that would not be reached via quantitative surveys. According to Greener (2008), the leader role varies greatly in focus groups, partly depending on the understanding of the process by participants. Too much control from the leader will make it harder for a free flowing discussion to construct meaning and reveal new insights. Too little control from the leader might lead to lack of time discipline and the ignoring of some of the key issues. Some greater control is usually helpful and where steering is needed, the leader can intervene as necessary.

In addition, the authors have chosen to use semi-structured focus group interviews due to several advantages. Primarily, focus group interviews are commonly used in order to explore the depth and nuances of participants’ opinions regarding complex issues (Barriball and While, 1994), in this case, the concepts of CSR and online shopping, where the interviewees may need additional information and explanation about certain terms or questions, which the investigators are then able to address immediately. Secondly, this also allows the authors to further probe for more information and clarification of the answers received by the interviewees and thus obtain the most relevant and rich results possible for the research. Moreover, due to the emergent and open-ended nature of focus groups, the purpose of this study is purposively broad to provide opportunities for fluid discussions during the focus groups and rich descriptions of personal experiences and interpretations (Grow and Christopher, 2008).

Qualitative interviews are further a well suited data collection tool in order to investigate attitudes, values beliefs and motives (Barriball and While, 1994) which are what the authors of this study are investigating in the extent of understanding and predicting young adults’ purchase intent on IOVs while affected by specific factors. Thereby, face-to-face focus group interviews would be the most suitable approach for collecting rich data, as it can be rather difficult to get an in-depth understanding of the factors mentioned, by conducting questionnaire surveys or e-mail interviews. By using focus group semi-structured interviews
as a method, the authors were further able to construct 11 previously assessed questions, which they could ask the interviewees and the latter could respond freely in their own words (Bryman, 2004). This also gave the authors the opportunity to ask the interviewees follow-up questions during the interviews, considering the interviewees’ reaction or answer to the previously asked question. This allowed the authors to get a deeper understanding of the subject of the research (Bryman and Bell, 2015, pp.479-481).

4.3 Focus Group Interviews

In this study of understanding how specific factors affect purchase intent of CSR-conscious young adults buying from IOVs, primary data is collected through focus group interviews, held at the University of Mälardalen, Sweden with the students of the university. Thus, consistent with the qualitative approach, purposive sampling is used (Blaikie, 2000). Purposive sampling is a form of non-probability sampling that does not aim for a full representation of the target sample population; the goal is therefore not to make generalisations about the whole population, but rather to identify interesting themes within a homogenous sample to be further studied in future research. Participants were therefore recruited by convenience sampling which includes reaching out to the investigators’ personal contacts and using complementary snowball sampling. Snowball sampling identifies cases of interest from people who know other people who can potentially provide rich information (Creswell, 2007). Snowball sampling is an appropriate complementary method for selecting the participants for this study since it helped the investigators to gain access to potential candidates, with whom the authors did not have any contact prior to the focus group sessions.

Regarding recruitment of participants, the authors made the initial contact with the potential interviewees via Facebook to establish participation. More specifically, the investigators posted focus group invitations on the International Marketing 2017-2018 Facebook group to reach out to people of different nationalities. This is done to ensure an international sample for the focus group interviews. Subsequently, the authors scheduled the session dates, times and locations according the participants’ preferences and the interview locales’ availability. After the agreement to participate, the investigators sent the participants private messages and posts in order to thank them for their participation, and remind them of the date, time, and location of their group and additionally informed them that light refreshments and snacks would be served.
The authors attempted to over-recruit by one to two people to help mitigate no-shows, however, one of the groups did have a smaller number of people due to cancellations and schedule constraints. More specifically, the first focus group included all interviewees that were expected to participate, plus 2 participants that were additionally recruited via snowballing. For the second focus group, 1 participant who was expected, did not attend. Lastly, the investigators followed-up to ensure attendance with the participants by personal messages on Facebook in order to remind them of the focus group the day before the session (Morgan, 1988). Furthermore, the interviews were conducted over a period of three days on Friday the 20th of April, and Monday the 23rd of April within the time frame of 9 and 14 o’clock respectively, due to the university being the most crowded at this time of day.

The interview questions for this study were constructed as both open-ended and close-ended questions. The use of open-ended questions is common in qualitative research in order to gain descriptive and in-depth answers from the interviewees, which is the aim of focus group interviews. However, close-ended questions were necessary for this study, in order to assess the main characteristic traits of the participants and to also conclude if they were aware of the CSR concept. Thus the question ‘Are you aware of the concept CSR’ is necessary in order to figure out whether or not the interviewees were familiar with the concept. Since CSR is a concept, there is a possibility that the participants were aware of it meaning but not of its term. To avoid confusion, the investigators provided the participants with the CSR definition used in the introduction of this study. Moreover, the questions mainly refer to ‘how’ or ‘to what extent’ the interviewees experience an event in order for them to elaborate on their answers. However, this does not assure that the interviewees answer the questions intricately, which is a factor that the investigators have taken into consideration, although it did not hinder the collection of relevant and rich data.

Two focus group interviews were conducted, including seven female and seven male interviewees in total, between the age of 22 and 33 with ten different nationalities. The investigators chose to conduct the focus group interviews including young adults as participants, since they are part of the age bracket that does most of the online shopping and is the most CSR-conscious (UPS, 2016; Saussier, 2017). More specifically, among global participants in the Nielsen’s study (2014) who are responsive to sustainability initiatives, half are millennials, which will pay more money for sustainable products and will check the packaging of products for sustainable labeling. These young customers will purchase more eco-friendly products over conventional ones and have personally changed their behaviour to decrease their impact on global environmental issues (Nielsen, 2014). Moreover, these
consumers are more likely to become loyal members of a firm’s brand, if they know the company is aware of its effect on the environment and society (Nielsen, 2014). Furthermore, according to Wallace (2018), 67% of millennials prefer to conduct purchases online rather than in physical stores.

In each focus group, the participants were asked to review Ikea’s online shop in order to apply a case for the questions asked. This enabled the investigators to reach a higher quality of answers since the questions asked were not generalised for online shopping, which can vary a lot among different IOVs, but rather focused on one particular IOV: Ikea. This also enabled the interviewees to engage actively in the discussion since all participants are familiar with the case. Each discussion is allowed to continue until it seemed all interaction and opinions had been exhausted. At the conclusion of each focus group, the authors provided a summary of the major points of the discussion and gave the participants the opportunity to confirm or clarify any of these points. This summary technique confirmed that the participants felt their thoughts were appropriately interpreted by the investigators (Lewis et al., 2007). The investigators thanked the participants for their time and feedback. The audio recording ran the entire length of each focus group interview and field notes were documented along with an Excel file tracking down every participant when they were active in the discussion. After each of the focus groups, the authors sent out personal messages via Facebook to thank the interviewees for their participation.

4.4 Operationalisation

The focus group interview questions developed for this study (see Table 1. Operationalisation of Interview Questions) are based on questions developed from previous research, such as questions from López-Nicolás, Molina-Castillo and Bouwman (2008) study about the influence of subjective norms on the technology acceptance process. The investigators of this paper consider them to be relevant because they address certain important factors closely connected to this study. Most questions from previous research, such as questions developed by Lee and Lin (2005) about the perceived quality of e-services, were designed for quantitative research. Necessary modifications to alter the formulation of the questions have been made, in order to make them more open and thus more suitable for qualitative focus group interviews. In addition, questions about commitment and satisfaction were included. The investigators made sure to maintain an open mind towards the research conducted and the data collected, regarding factors that could suddenly play an important role and affect purchase intent, in accordance with the qualitative
approach chosen for this study. More specifically the investigators included additional questions during the data collection, whenever they believe it is necessary to do so in order to unravel interesting themes that were not taken into consideration prior to conducting the focus group interviews. Moreover, interesting results occurred after analysing the collected data, that were not identified, thus not included in the literature review, which will be further discussed in the conclusion section of this study.

Lastly, the investigators created a semi-structured focus group interview guide to help guide the discussion and keep it on topic. The authors ensured to select the most important questions, resulting in a total of 11 interview questions. Conducting the focus group sessions took an average of 25 to 45 minutes, including the welcoming of the respondents and setting the environment. Although this time-frame could be considered as a rather short amount of time to collect rich and informative data, the investigators argue differently. The investigators argue that not only were they able to collect rich data and cover all aspects necessary, but they also believe this specific time-frame prevented the participants attention to elude and thus, it decreased unnecessary distractions. The investigators further argue that they succeeded in reaching the theoretical saturation point by conducting 2 focus group interviews, since similar answers, patterns and themes emerged during the data collection, both among interviewees participating in the same focus group, as well as during cross-comparisons between the 2 different focus groups.

The estimated time for the focus group interview also seemed to act as a motivation for the participants to become a part of this study, as most of them asked about the amount of time it would take to complete the focus group interview, and then proceeded to participate after being informed about the estimated time.

<table>
<thead>
<tr>
<th>Interview Questions</th>
<th>Basis in Theory</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>How easy do you find it to use IKEA's online shop?</td>
<td>Perceived Quality</td>
<td>Assessing young adults’ perceived quality by addressing the perceived ease of use of the online service.</td>
</tr>
<tr>
<td>What is your opinion of IKEA’s online store design features?</td>
<td>Perceived Quality</td>
<td>Assessing young adults’ perceived quality of the online service’s design features.</td>
</tr>
<tr>
<td>In your opinion, how trustworthy are IKEA’s CSR promises?</td>
<td>Perceived Quality</td>
<td>Assessing young adults’ perceived quality of the online service’s trustworthiness.</td>
</tr>
<tr>
<td>What is your opinion of IKEA’s prices?</td>
<td>Perceived Sacrifice</td>
<td>Assessing young adults’ perceived monetary sacrifice of</td>
</tr>
</tbody>
</table>
Since the interviewees do not complete an actual online purchase before the focus group interviews are conducted, the investigators choose to explore satisfaction by looking at young adults’ predicted post-purchase satisfaction. This means that the investigators explore satisfaction based on a hypothetical online purchase within the introduced Ikea online store scenario. Brown, Pope and Voges (2003) found that measuring predicted post-purchase satisfaction provides valid results, as it is an accurate predictor for a product or service’s online purchase suitability.
4.5 Validity, Reliability and Ethical Considerations

Data is considered reliable when it is consistent (Saunders et al. 2003; Cavana et al. 2001; Sekaran 2000; Zikmund 2003). Qualitative studies are usually complex and dynamic in nature and thus the flexibility that is inherent in focus group interviews makes it more difficult to ensure consistency (Saunders et al. 2003). In this study the use of focus groups combined with secondary literature provides a triangulation to the study and thus improve the level of reliability (Cooper and Schindler 2006; Saunders et al. 2003). In addition, as the questions were given to the interviewees at the time of the focus group interviews and not beforehand, resulting in them having no time available to prepare their answers in advance, reliability further increased.

This study also took the potential biased relationship between the interviewer and the interviewee into consideration. Bias is in general inaccuracies or errors in data (Sekaran 2000). The investigators therefore tried to avoid any bias in this study by being well prepared for the interviews and pretest the questions before conducting the focus group interviews (Saunders et al. 2003). The interviewers were moreover conscious of not leading or responding to questions in a positive or negative manner (Cavana et al. 2001). The investigators also ensured that the interviewees were comfortable with the setting and the environment for the focus group interviews and therefore held them at the University, which is a place familiar to all the participants of this study (Sekaran 2000). In addition, the participants were assured that the topics discussed would remain confidential and only be used for academic purposes (Sekaran 2000). Due to the limited number of focus group interviews for this research the findings cannot be representative of the total population and are therefore not generalisable (Saunders et al. 2003).

Validity in research, addresses the trueness or how valid the findings of the research are (Haskins and Kendrick 1993; Cooper and Schindler 2006; Saunders et al. 2003). In this research, data validity is established as the interviewers have the opportunity to probe and question the interviewees of the focus group interviews and are able to be very explicit in relation to the true meanings and views of the interviewees (Saunders et al. 2003). Moreover, the questions included in the focus group interviews are adapted from previous research that focused on similar themes, meaning the questions have been reviewed and assessed prior to this study and therefore the validity of the questions have been tested and verified.
Furthermore, the focus group interviews were audio recorded, transcribed and analysed by both investigators, who came to the same conclusion, which minimises the risk of misinterpretation and thus increases the validity of the findings. Moreover, the investigators provided the reader with detailed information and transparency about the data collection process, as well as detailed transcripts of the focus group interviews. Therefore, the investigators believe this study to be replicable, and believe that it has the possibility to provide more representative results in future research by including a larger sample size. However, it is important to highlight that it is “almost impossible to conduct a true replication” as Bryman and Bell (2015, p.412) state.

With regards to ethical considerations, the investigators assigned pseudonyms to the participants to ensure confidentiality. Prior to their participation, the interviewees were informed about the research topic (Sekaran 2000; Cavana et al. 2001; Davis 2000; Cooper and Schindler 2006) and an assurance is provided that all data will be treated confidentially and anonymously (Sekaran 2000; Cavana et al. 2001; Davis 2000; Cooper and Schindler 2006). The focus group interviews are all audio recorded and transcribed to ensure correctness of information (Polonsky and Waller 2005). Personal information is not asked and the interviewees have the opportunity to end their participation with the study and the focus group interview process at any time (Sekaran 2000; Cavana et al. 2001; Davis 2000).

4.6 Data Analysis

When completing the focus group interviews, the investigators transcribe the audio recordings. Field notes with descriptions of any physical nonverbal cues such as punctuations, pauses, laughs and other observations are documented and further taken into consideration and are transcribed into words in order to replicate the true nature of the focus group interviews. The investigators chose to analyse the transcripts using thematic analysis, which is a useful method for identifying, analysing, and reporting themes and patterns within data (Braun and Clarke, 2006). In order to conduct a thematic analysis, the transcription of the focus group interviews is necessary and served as an aid for the investigators to gain an overview of their collected data (Riessman, 1993). Moreover, the transcriptions gave the investigators the opportunity to review the participants’ responses repeatedly.

According to Braun and Clarke (2006), thematic analysis is a useful method when conducting research on an under researched topic or if the investigators are interviewing participants whose views and perceptions on the research topic are not known. The themes
and patterns identified in the findings are at a semantic level, meaning within the clear and true meanings of the data collected.

Braun and Clarke (2006) further emphasises that thematic analysis includes six steps, beginning with the investigator transcribing, reading, and reviewing the data collected. Then, primary codes and characteristics of the data are created. The third step is to search for themes and patterns in the data, following by labelling them, also known as coding. This third step includes the identification of concepts as themes given the concept formed a pattern within the data and is articulated repeatedly and intensely (Lewis et al., 2007). Braun and Clarke (2006) suggest that a fourth step, involves reviewing the themes and patterns and creating a thematic map. Further, the investigator defines and names the themes, completed by the sixth and final step which is writing the final report of the analysis.

This study follows these steps throughout the research process in order to be transparent and generate reliable and explicit results, appropriate to draw conclusions. The investigators choose to provide the reader with thematic descriptions of the entire data sets. Thus, not only the dominant themes found in the analysis were presented, in order to give the reader a notion of the most dominant themes and patterns found while collecting the data, but also provide a detailed description of less dominant aspects found. This is done in order to avoid an unconvincing analysis, which can occur when the presented data fails to either provide rich descriptions or interpretations of particular aspects of the data, or fails to provide sufficient examples from the data collected (Braun and Clarke, 2006).

4.7 Secondary Data

Zikmund (2003) states that the first step in exploratory research is to review the existing literature in the specific subject area and then further transform identified issues into more defined problems in order to develop research objectives. In order to gain a deeper understanding on which factors affect the purchase intent of CSR-conscious young adults buying from IOVs, secondary data is considered in order to further explain the theoretical aspects of this study, and to gain knowledge and information relevant to the chosen research topic, by reviewing already existing literature. Due to time and resource limitations, the investigators chose secondary analysis, which is a type of data collection proven to be efficient in terms of productivity and expertise (Smith et al., 2011).

In this study, secondary sources used were scientific articles, annual publications and books.
The databases used for collecting secondary data were ScienceDirect, ResearchGate and several more. Those were found via Google Scholar and Mälardalen University library’s own search engine and then filtered according to peer review counts. For web pages, the AAOCC-criteria were used to control if the used information is trustworthy, relevant and useful. In these criteria, sources are controlled on authority, accuracy, objectivity, currency and coverage (Kapoun, 1998). Reliability is ensured by exclusively entering relevant keywords into the research databases and search engines and then sorting the results by relevance, numbers of peer reviews and chronology. For the secondary sources found on the Internet, some of the relevant keywords used include: technology acceptance model, investment model, commitment, intention to pay, CSR, IOVs, Ikea, etc. Narrowing down the most relevant keywords can further increase the validity of the study, since it increases the extent to which the research process explores the concept in question (Bagozzi, Yi and Phillips, 1991, p.422). The keywords were searched by each investigator individually or together depending on the preference, followed by cross comparisons between findings. This investigator triangulation strengthens and rigors the trustworthiness and reliability of the data collected (Leech and Onwuegbuzie, 2007).

5. Empirical Findings

The empirical findings will be presented in accordance with the conceptual model’s suggested order (see Figure 3. OPIM). The investigators therefore begin with presenting the data collected as empirical findings starting from perceived quality and ending with satisfaction.

5.1 Ikea Case and CSR

The case chosen for the focus group interviews is Ikea’s online store (www.ikea.com), since the investigators believe it to be a suitable case to explore, due to the fact, that it is a well known brand, engages in CSR initiatives along with loyalty programmes and also has an online presence, resulting in covering various aspects which this study focuses on. The investigators chose to provide the participants with the international online domain, which further included links to various national online stores, in order to highlight the fact that Ikea is indeed an IOV. Prior to conducting the focus group interviews, the investigators established that all interviewees are CSR-conscious and aware of some of Ikea’s CSR activities by asking them. The investigators also provided the CSR definition, which was previously presented in the introduction, to the participants to ensure everyone agrees about
the concept’s aspects and in order to further clarify any misconceptions around the concept (see 4.3 Focus Group Interviews, p. 21). Ikea is a Swedish-founded but Dutch-based multinational group, founded in Sweden in 1943 by Ingvar Kamprad. More specifically, Ikea is a world wide value-based service company, focusing in furnishing, with operations in 42 countries (Tengblad, 2018). Moreover, Ikea has established a well-known reputation for its CSR activities both in Sweden and abroad (Gronvius and Lernborg, 2009). According to Research Methodology (2017) Ikea’s Corporate Social Responsibility (CSR) efforts are led by Chief Sustainability Officer, Steve Howard. Ikea begun to publish CSR reports under the title “People and Planet Positive” in 2012. Their CSR initiatives include actions such as supporting local communities, educating and empowering employees as well as promoting gender equality and protecting minorities within the firm. Moreover, Ikea ministers to reduce its energy consumption and produce energy from alternative sources. Sustainable sourcing is therefore another CSR aspect Ikea aims to address within the scope of its operations.

5.2 Demographics

<table>
<thead>
<tr>
<th>Sample Number</th>
<th>14 Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>7 Female (50%) 7 Male (50%)</td>
</tr>
</tbody>
</table>

*Table 2. Demographics (gender)*

Both focus group interviews were conducted with university students within the age range of 22 to 32 years old. Out of the focus group interviews conducted, 7 students were female and 7 were male [see Table 2. Demographics (gender)].

<table>
<thead>
<tr>
<th>Age</th>
<th>22</th>
<th>23</th>
<th>24</th>
<th>25</th>
<th>26</th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

*Table 3. Demographics (age)*

The age range of the students participating started from the lowest at 22, of which four students were interviewed. Further on, one student is aged 23 and 24 respectively, four students were aged 25, two students were aged 26 and two more students were aged 32, which is the highest age of scale [see Table 3. Demographics (age)]. The investigators find it important to highlight that the interviews were conducted with students conveniently
available to participate in this study. Thus, no intentional distribution between genders or age is taken into consideration when conducting the focus group interviews.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Swedish</th>
<th>Greek</th>
<th>Dutch</th>
<th>Estonian</th>
<th>Kurdish</th>
<th>Lithuanian</th>
<th>Indian</th>
<th>Hungarian</th>
<th>Finnish</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

| Interviewees  | 8, 9, 10 and 14 | 3 and 6 | 1 | 2 | 4 | 5 | 7 | 11 | 12 | 13 |

Table 4. Demographics (nationality)

This study included participants from 10 different nationalities. More specifically, 4 students were Swedish, 2 students were Greek and one student is Dutch, Estonian, Kurdish, Lithuanian, Indian, Hungarian, Finnish and German respectively [see Table 4. Demographics (nationality)]. The study included a variety of nationalities in order to contribute in filling the research gap identified by Schlegelmilch, Öberseder and Gruber (2011), in relation to cross-cultural samples. For the empirical findings, the investigators chose to present the data collected as two different focus group interviews, in order to ensure that the true nature of the discussion is presented. The interviewees' nationality are coded as in the focus group interviews, meaning the first focus group interview included 10 interviewees, numbered 1-10 and the second focus group interview included 4 interviewees, numbered 11-14. Thus, interviewees 8, 9, 10 and 14 are Swedish, interviewees 3 and 6 are Greek, interviewee 1 is Dutch, interviewee 2 is Estonian, interviewee 4 is Kurdish, interviewee 5 is Lithuanian, interviewee 7 is Indian, interviewee 11 is Hungarian, interviewee 12 is Finnish and interviewee 13 is German.

5.3 Perceived Quality Findings

In order to collect information about the interviewees' perceived quality regarding Ikea’s online store, the investigators asked 3 questions. The first question is formulated as follows: *How easy do you find it to use IKEA’s online shop?*

Respondent 4 replied it is easy to use, however there were a lot of subcategories to go through in order to find the specific item. Interviewee 5 agrees. Interviewee 9 believes the
online store to be rather easy to navigate comparing to other websites, but the design and layout is very outdated he says. The rest of the interviewees agree. Interviewee 10 adds that he believes the website is not interactive, he is not fond of the layout and the amount of subcategories and options. Respondent 1 said The Dutch website is more modern has a better layout, is more structured and easier to navigate. The Swedish interviewee 8 asked the Dutch interviewee 1 if the user experience is better on the Dutch website comparing to the Swedish one. Dutch Interviewee 1 answered yes. Respondent 4 believes this is because IKEA Sweden takes for granted that Swedish consumers will purchase their products, so they do not need to invest in the website. Versus in foreign countries they invest more in their websites she adds. Interviewee 8 thinks it’s a good thing that IKEA's website is compatible with mobile devices, since most online traffic comes from tablets and smartphones instead of PCs he said.

When asked by the investigators if anyone else would like to comment on the above discussion, interviewee 3 agreed with the other respondents that the website's layout is outdated and resembles that of a warehouse, to his surprise. Therefore it did not attract him to further search for products. Respondent 5 believes the fact that the website is confusing is part of the company's strategy, since then IKEA consumers would visit the physical store and potentially purchase more products compared to online purchases. Interviewee 2 believes the website focuses on functionality instead of design, due to the fact that IKEA has plenty of different target groups.

Interviewees 11 and 12 find IKEA's online store to be very easy, since they had visited several times in the past they said. Interviewee 14 felt confused by the online store's layout, since it resembled two different websites depending on which page one clicked, she stated. Respondent 13 adds that there is a lot of information on the website, which made it difficult.

The second question asked in order to cover interviewees’ perceived quality was as follows: *What is your opinion of IKEA’s online store design features?*

Respondent 1 replied that although there are a lot of subcategories and information, this is necessary in order to find specific products. Interviewee 2 finds the website to be rather interactive due to the 3D customised product feature. Respondent 8 agrees with interviewee 2 and adds that IKEA's website provides the consumers with an online shopping list and detailed information on where to find the products in the physical store. Respondent 1 agrees with interviewee 8 and believes this to be very practical.
Interviewee 11 stated that the website provides a lot of options for the consumer to look at the products including size and colour for instance, which she believes is a good thing. Moreover, the website provides information about the booking and purchase process. Respondent 14 stated there is a lot of information about recalls and returns of products, safety instructions, what Ikea's actions are regarding protecting the environment etc. She believes it's a good thing that they had a lot of information on the bottom of the page and not on the top, it is more compact that way she says.

The third and last question covering interviewees' perceived quality was as follows: In your opinion, how trustworthy are IKEA’s CSR promises?

Interviewee 5 says how Ikea acts when it comes to CSR depends a lot on the country. Moreover, trust depends on the results they show about their CSR initiatives and if those meet their CSR promises. Respondent 9 says they are inconsistent since he believes Ikea states they are promoting equality in Sweden, however that is not the case in Saudi Arabia, which makes them less trustworthy since they change their values depending on the country they operate in. Interviewee 5 agrees with the above statement. Interviewee 4 adds that the bigger the company the less the trust, regarding CSR.

Respondent 1 further initiated a conversation by asking the group " But would you say that it's a dilemma that Ikea has to adapt to the culture or the country, or you have to stay with your own statements?" Respondent 9 agrees it is a dilemma. Respondent 6 states Ikea appears to be socially responsible although he says does not know how exactly they act in relation to CSR activities. Respondent 5 agrees with respondent 6 and believes that consumers in Lithuania do not care and are not very aware about CSR, thus companies do not engage in promoting their CSR practices. She believes there is a difference between countries where in Sweden people are more aware and knowledgeable about CSR, versus in Lithuania consumers focus on the fact that the products are cheap and nice. So for the Lithuanian context, it is not a matter of trust when it comes to CSR, but a matter of ignorance and low care according to Interviewee 5. Respondent 2 believes Ikea to be bad at communicating their CSR products in Sweden as well. She states they make a few efforts via their Ikea catalogues but not efficiently. She particularly stated "They try to do it in the Ikea Family catalogues but I don’t think they reflect diversity in any way really. They try too hard almost, so I wouldn’t say that I trust them, because of that."

Interviewee 11 says she trusts Ikea's CSR promises, since for instance you see a diversity in the Ikea Västerås when it comes to different nationalities she says. She adds that Ikea
publish CSR reports on their websites, which spread awareness of what they are doing to the consumers. Respondent 13 further elaborates that one would never hear of a discrimination scandal concerning Ikea in Germany and everybody feels very accepted there. Interviewees 12 and 14 agree with the above statement, with the latter adding that the same applies for USA.

An additional question from the investigators followed, regarding trust towards Ikea's payment method: "How trustworthy do you find Ikea's payment options?"

Interviewee 3 stated he trusts the company. He specifically stated: "I would definitely trust them. They're a big company. I think they're secure." All respondents agreed with this statement.

Interviewees 11, 12 and 13 stated they trust Ikea's payment options. Respondent 14 further added that she trust Ikea in general, regarding every aspect since they have established themselves as a good and trustworthy brand. She would not think twice about Ikea she says, whereas about other websites she might be skeptical, especially if none of her friends her made a previous purchase from the particular website. Interviewee 11 agrees with the above statement. When further asked by one of the investigators if the trust towards Ikea is unanimous, all respondents agreed.

5.4 Perceived Sacrifice Findings

In order to gather data about the interviewees’ perceived sacrifice regarding Ikea’s online store, the investigators asked 2 questions. The first question is formulated as follows: *What is your opinion of IKEA’s prices?*

Respondent 4 believes Ikea's prices to be good, especially for small everyday items. However, there are cheaper alternatives available in the market she says. Lithuanian interviewee 5 says Ikea is relatively new in Lithuania. She adds that local consumers started questioning the low prices and thereby do not trust the company. Interviewee 9 adds to the discussion that he considers the Ikea concept as value for money, where prices are low at times and quality is rather good in his opinion. Respondent 1 states this depends on what type of product one purchases, with interviewee 9 agreeing with this statement. Respondent 1 continues by saying the prices differ a lot depending on the quality of the products and their endurance. Interviewee 8 agrees with the above statement. Respondent 5 later adds that prices also depend on which part in life one is, e.g. if one is a student, the amount of money one invests varies. Moreover, she believes Ikea provides a variety to the consumers
between a bit more expensive furniture, which looks nicer, or cheaper ones which in her opinion is very good. Interviewee 4 stated that the prices vary from country to country as well.

One of the investigators then summed up the discussion as follows: "From what I understand prices can be both good or bad. For instance in Lithuania the low price can be a sign of low quality. Whereas for respondent 9 it could be value for money so it depends on how they position themselves. And there are differences between countries. Do you agree with that statement?" All participants agreed with the above statement.

Interviewee 13 replied by stating that Ikea is known for having the lowest prices in the furniture sector and all respondents agreed with this statement. He further elaborates that every consumer visits Ikea for their first apartment and adds that one simply doesn't go anywhere else. Interviewee 11 agrees with the above statement. Interviewee 12 says Ikea has low prices, however other competitors with lower prices exist in the market. It depends on what you compare to she says, since Ikea offers both expensive as well as cheap options. She concludes that she thinks of Ikea as a low price chain. Interviewee 14 stated that she noticed Ikea's delivery rates were more expensive compared to the competitor MIO (retailer).

The second question asked in order to cover interviewees' perceived quality is as follows:

*How time consuming would you say it is to complete a purchase on IKEA's online shop?*

Respondent 5 replied that is is significantly less time consuming to purchase on Ikea's online store rather than on the physical store. Respondent 2 agreed with the above statement. Interviewee 10 says he does not like the physical store, but has not completed a purchase on Ikea's online shop. Respondents 1 and 9 concur. Respondent 9 said he searches for the products online but then completes the purchase at the physical store, as does respondent 10. Respondent 6 later adds that he would not buy furniture online, just because he wants to see the furniture in person and not because there’s something wrong with the website. Interviewee 1 states that an issue with Ikea’s online purchases is the expensive delivery in the Netherlands. Swedish respondent 10 agrees with the above statement. Interviewee 1 then says: "Yeah maybe, that’s a reason why people don’t buy it online." Respondent 4 agrees with the above statement.

Interviewee 13 believes it is a lot faster to complete an online purchase rather than go to the physical store in person. Interviewee 12 agrees and adds that it is time consuming to exit Ikea’s physical store. Interviewee 11 agrees with the above statement.
An additional question from the investigators regarding perceived sacrifice is included and formulated as follows: "But if you were to buy on the website, since you all browsed the website but didn’t complete the purchase. But would you think it would be easy? Would it be time consuming?"

Respondent 9 thinks it would be easy to complete a purchase at Ikea’s store online. Respondent 6 added that an online purchase would be quite simple for people who are 50 years or younger. Laughters followed with general agreement of the group. Interviewee 4 states it would be less time consuming to purchase online, however she believes most people prefer to purchase on physical stores. It is quite an experience she added and she would go to Ikea's physical store instead of their online store, although it is more time consuming.

5.5 Perceived Usefulness Findings

In order to gather data about the interviewees’ perceived usefulness regarding Ikea’s online store, the investigators asked the following question: To what extent would you say that an online purchase at IKEA could impact your daily productivity?

Respondent 9 replied by saying although an online purchase at IKEA is more time efficient, the physical store has advantages, including the fact that there is one close to him, easy transportation, easy location of the products, the experience of feeling and touching the product and the fact that the consumers can buy cheap lunch at Ikea's restaurant. These are all things the online store lacks he says. Interviewee states that it is more efficient to collect all information about the product and then purchase the product at the physical store in order to avoid delivery time. Interviewee 1 and 5 agree with the above statement, with the latter adding that this is nice since then you have more options to include while being at the store.

Interviewee 12 believes purchasing online would save her a lot of time. Interviewee 14 says since her money is limited she would have to deliver and assemble the product herself. Interviewee 13 adds that interviewee 14 would then have to carry the ready furniture home. Interviewee 12 agrees with the above statement.

An additional question by the investigators followed regarding perceived usefulness: "And now if you think of the product of Ikea as the CSR-conscious company itself. What are productivity enhancing features of buying anything at Ikea in a more general sense?"
Interviewee 8 said consumers can refresh their homes accompanied by a nice experience and feeling and the fact that you can assemble the product as you wish. He adds: "I think it’s more purchasing an experience than just a product." Respondent 10 stated this is in accordance to Ikea's marketing positioning, as every day life. Interviewee 8 adds that the Ikea concept is for everybody. Respondent 9 believes Ikea’s kitchen ware makes her more productive in the kitchen and they are also cheap. Respondent 1 believes the Ikea confined space utilisation simulation concept to be smart. She specifically said: ": I also think that it's kind of a smart thing they do. That they have in the store. They show a 50 square meter home and how you can actually make a nice place to live at a small... [respondent 10 says 'Budget'].

5.6 Subjective Norms Findings

In order to collect information about whether subjective norms influenced the participants’ attitude towards purchasing Ikea’s products, the investigators asked 2 questions. The first question is formulated as follows: Have you been recommended to purchase IKEA’s products/services online by your peers or other influencers?

Indian interviewee 7 stated that while in Sweden he has been recommended by a friend to purchase Ikea's products and actually completed a purchase. Interviewees 6 and 9 have stated they have been influenced by their mothers. Interviewee 5 said the international student community influenced her to purchase from Ikea, since they informed her about a free bus going to Ikea. Interviewee 1 agreed with the above statement.

Interviewee 13 replies that he has only been recommended to purchase from Ikea's physical store. Respondents 11 and 12 agree with the above statement. Interviewee 14 stated that there is usually a physical store nearby which makes it a nice experience. Interviewee 11 adds that you can thereby touch the furnitures.

One of the investigators further asked the interviewees: "If you think of Ikea in general, including the physical stores. Have you been recommended to purchase things in general?"

All respondents answered "yes". Interviewee 14 further elaborated that this also applies for the USA, since she has been recommended by friends to visit an Ikea store.

The second question asked in order to cover interviewees’ influence from subjective norms is as follows: To what extent have you been influenced by anyone to purchase IKEA’s online products/services?
Interviewee 5 responds she has been influenced to the extent to actually complete a purchase. Respondent 2 says other people have influenced her to visit Ikea, otherwise she would not visit the store.

Interviewee 13 says he hasn't been influenced by any influencer specifically, it's rather given that you visit Ikea for your first apartment as a student he says. Respondent 12 says she grew up in Sweden so she has been influenced her whole life regarding Ikea. Interviewee 14 and 13 add to the above statement as follows: "14: Nobody has to influence you". And "13: National pride."

5.7 Commitment Findings

In order to gather data about the interviewees’ commitment regarding Ikea’s online store, the investigators asked the following question: What is your opinion of IKEA’s loyalty program?

Interviewee 8 believes Ikea's loyalty program to be nice, including discounts on food, furniture and decorations. Respondent 10 stated he is not aware of their loyalty program, with 3 more respondents agreeing with his statement. Interviewee 4 stated that the Ikea family card includes a cheaper brunch which is very nice and interviewee 9 agrees with this statement.

Regarding Ikea's loyalty program, interviewee 14 stated she uses it while checking out at the cashier but she never gets anything from it she says. Interviewee 11 agrees with the above statement. Interviewee 11 adds that there are certain products one gets a discount on. Respondent 12 adds there is a half price offer for the breakfast buffet which she enjoys, with interviewee 11 also mentioning the Christmas Dinner at the restaurant for a very good price for loyalty members. Interviewee 14 states the only use for the Ikea family card is for the restaurant. Respondent 11 adds that some products are cheaper but not significantly. The interviewee further states she does not see the point of using the Ikea family card if one cannot buy products for a cheaper price.

The investigators then included an additional question to further explore commitment, thereby the question is if the respondents believe it is worth to be part of the loyalty program.

Interviewee 4 answered yes, especially since it is free to become a member. Dutch interviewee 1 added that she liked the fact that she could use her Ikea Family card both in Sweden as well as in the Netherlands. She says this is not common and gave the example of H&M (retailer), where she could not use her loyalty member card outside the Netherlands.
Respondent 4 agreed with the above statement. Respondent 1 added that consumers also get free coffee. Interviewee 9 says he uses his Ikea Family card mostly for the discounts on food, and added that the Ikea menu changes regularly.

5.8 Behavioural Intention to Purchase Findings

In order to collect data about the interviewees’ behavioural intention to purchase on Ikea's online store, the investigators asked the following question: *Would you be willing to purchase products and services in IKEA’s online stores?*

Plenty of respondents replied with: "Yes". Interviewee 10 then elaborated that he would be willing to purchase some products. Respondent 9 stated he would purchase online if he did not live very close to a physical store. Interviewee 1 added she would purchase online if she didn’t own a car. Respondent 5 believes he would purchase online, since if he went to the physical store he might not be able to decide and then he could complete the purchase online, he said. Interviewee 8 thinks the only occasion he would complete a purchase on Ikea's online store, would be if the product in question would not be available at the physical store. Respondent 7 stated he would want to buy online, since it makes sense to do so he says.

Interviewee 14 says she might purchase products in Ikea's online store. Interviewee 12 says she would not purchase if she had to pay for delivery. Respondent 13 says he would be willing to purchase online, but he rather prefers to complete a purchase at Ikea's physical store. Interviewee 14 agrees with the above statement. Respondent 11 says if a consumer visits Ikea's physical store, but is indecisive about the product they can at a later occasion purchase it online, instead of having to go back to the physical store. Respondent 12 stated that there is a possibility that one might live far away from the store, or that the specific product is out of stock. Interviewee 13 agrees with the above statement.

One of the investigators further asked the additional following questions: So did I understand it right? All of you would consider buying online? Even if you would prefer to go to the physical store?

Interviewee 12 responded "yes". Interviewee 14 says she once bought a product at Ikea's online store, since it is not available in the physical store, however she looked for the product in the physical store primarily, she says. Interviewee 14 further adds that when it comes to
clothes for instance she would try them on at the physical store and then order them online because she usually finds discounts online.

5.9 Satisfaction Findings

In order to collect data about the interviewees' satisfaction after completing a purchase on Ikea’s online store, the investigators asked the following question: *How satisfied would you think you would be if you were to complete a purchase on IKEA’s online shop?*

Interviewee 5 replied that the satisfaction depends on how high the consumer’s need is, so if one does not care about delivery time they would be satisfied. Respondent 10 added that it also depends on the fact if the consumer need to be present for the delivery to receive the package. Respondent 4 thinks satisfaction also depends on the type of product one orders and believes she would be satisfied after completing a purchase on Ikea’s online store. General agreement from the rest of the participants followed regarding the above statement.

Interviewees 11, 12 and 14 stated they would be satisfied. Interviewee 14 further stated that she is unsure about how satisfied she would feel if problems occurred during the purchase process though. She adds that those problems could be payment problems or long delivery time, however she would give Ikea a second chance since she trusts them she says. Respondent 13 stated he would be more calm and satisfied if he purchased from the physical store, since when buying online he feels he might have missed a cheaper option, whereas at the physical store he would have probably seen the cheaper alternative.

6. Analysis

The thematic analysis of the empirical findings will be conducted in accordance with the conceptual model’s suggested order (see Figure 3. OPIM). The investigators therefore begin with discussing empirical findings related to perceived quality and work their way through to satisfaction. The OPIM itself will be scrutinised and further refined throughout this process, as certain previously introduced factors might play a more significant, less significant or even insignificant role than previously anticipated.

6.1 Perceived Quality Analysis

The perceived quality aspects investigated during the focus group interviews were primarily ease of use, design features and trust.
Analysing the ease of use aspect reveals that people generally find the online store easy to use. This becomes apparent, due to several statements made i.e. ‘I found it easy,’ or ‘it’s very easy to navigate’ and the fact that these statements are met by a sense of agreement during the interview sessions. The interviewees describe the functional layout, more specifically how the different topics on the site are grouped, to be the main driver for the easy usability of the online store. However, some interviewees feel that the ease of use is hampered by the amount of steps they had to go through until they reach the final product because there were too many options available in the online store to i.e. modify desired furnitures individual features such as size, colour or building material. It can thus be concluded that the perceived ease of use is restricted when there are too many options available to the online consumer. This confirms and highlights the importance of ease of use when it comes to online shoppers’ perceived quality of services provided through online stores, much like Collier and Bienstock (2006) suggested (see 3.1.1 Perceived Quality).

A further issue identified by several interviewees is the outdated design, which overlaps with the next perceived quality aspect this study investigated. One interviewee mentioned that the old design does not adapt well to the layout the mobile device he is browsing on requires. This does not only negatively impact the perceived quality of the design but further restricts the ease of use. Others take issue in the overall design, as they perceive the online store’s design to be unpleasantly outdated when compared to other online stores. The aforementioned resonates well with Wolfinbarger and Gilly’s (2003) findings on design features’ direct impact on perceived service quality, which were previously introduced in the conceptual model proposition (see 3.1.1 Perceived Quality). These aspects also emphasise the importance of frequently refreshing the design features, in order to ensure they are responsive to different device formats and are not perceived to be aesthetically unpleasant. A design feature that positively influenced an interviewee was the arrangement of information provided through links or more specifically the fact that information about the company, recalls, CSR-activities and more is provided at the bottom of the online store, rather than at the top or nowhere at all. According to her, it both makes the information look more compact and reassures people, who wish to have more detailed information about specific company conducts. This reassurance funnels into trust which brings us to the next aspect of perceived quality addressed in this study.

Investigating the perceived trust in the focus groups proved to be a mixed bag. The wide range of opinions that are voiced largely seem to stem from the country context Ikea is doing CSR-activities in. While the majority agrees that Ikea’s CSR-activities can be trusted in its
home market and markets within its vicinity, there are some interviewees that questioned Ikea’s CSR-responsibilities in other countries. One example provided is that Ikea claims to be for equal rights but removed women from their images in their catalogues in Saudi Arabia. Another person pointed out that people in her home country Lithuania are less CSR-conscious and therefore would not necessarily be influenced by CSR statements but more by an online product’s or service’s price. Then, there were those who completely trusted Ikea, due to its inclusive code of conduct and its publicly accessible CSR reports.

Despite the mixed responses, it is clear at this point that trust directly affects online consumers’ perceived quality, just as Lee and Lin (2005) suggested (see 3.1.1 Perceived Quality). On the one hand, the company’s large corporate size appears to have a negative impact on people’s perceived trust in Ikea’s CSR-activities, as it is a more complex apparatus and thus difficult to comprehend. On the other hand, Ikea’s corporate size seems to have a positive influence on the interviewees’ trust towards payment security, as answers to a follow up question reveal. The answers show that there is unanimous trust in the payment options and process provided by Ikea’s online store. The reasoning behind it is, that Ikea as a corporation and brand has established itself in the global consumer’s mind, since people have been shopping there for many years.

6.2 Perceived Sacrifice Analysis

Analysing the statements made regarding perceived sacrifice in the empirical findings shows that the prices are considered to be rather low and do not seem to be too much of a negative influence on the perceived quality. The point is however raised that depending on the culture in other countries a low price could be both perceived as a positive but also as a bad influence on the perceived quality, since low prices can be associated with low quality. With regards to the Swedish market the low perceived quality appears to have a rather positive influence on the overall perceived value, as Ikea’s products were perceived to have a medium to high quality in relation to price and thus offer the customer good value for money. It is, however, mentioned that the price for delivery is perceived to be too high, especially when comparing to direct competitors. This is not considered a bigger issue, as people would be willing to pick up their purchase at the nearest physical store. The investigators therefore judge the overall perceived monetary sacrifice to be rather low but acknowledge the potentially strong influence monetary sacrifice appears to have on the evaluation of perceived value.
A different pattern emerges when assessing the empirical findings on perceived non-monetary sacrifice. On the one side, the risk of wasting time on a purchase in an online store is perceived to be low, particularly when compared to buying products at a physical store because of the physical stores’ sizes and labyrinth like layout. On the other side however, the interviewees feel that when buying products and services online, they sacrifice the desirable shopping experience they otherwise have at the physical store. The interviewees motivate this by mentioning that they would not be able to properly see, touch and try out products or possibly miss out on product models and special offers they would not see when browsing the online store. Furthermore, unlike the physical store, the online store does not offer them the experience of enjoying food and drinks at the end of the shopping process, which address sacrificing further tangible experiences that were not previously discussed in Boksberger and Melsen (2011) nor Zeithaml’s (1988) definition of perceived sacrifice (see 3.1.2 Perceived Sacrifice).

6.3 Perceived Value Analysis

Analysing the empirical findings shows that, as Lapierre (2000) and Boksberger and Melsen (2011) previously suggested (see 3.1. Perceived Value), both monetary and non-monetary sacrifices negatively influence the overall perceived quality resulting in a lower perceived value. Even though the interviewees appreciate the perceived quality aspects by stating that the online store is easy to use, less time consuming and offers trustworthy payment methods, they still prefer to visit the physical store nonetheless.

Although, the perceived monetary sacrifice did not strongly influence the deliberation process in Ikea’s case, the potentially negative impact of price on the perceived quality evaluation is still strongly considered by the interviewees of both focus groups. It is however, strongly perceived non-monetary sacrifices that deter the interviewees from using the Ikea online store. These sacrifices include giving up on a tangible shopping experience, which allows the consumer to properly see, touch and try out desirable products in combination with the opportunity to enjoy food and drinks at the nearby store or restaurant. In sum, the interviewees’ tradeoff of all the aforementioned factors results in a medium to low perceived value of Ikea’s online store.

6.4 Perceived Usefulness Analysis

In Ikea’s case, the interviewees state that a purchase in the online store would improve their daily productivity. Reasons for this are that an online purchase procedure would save time
and that obtaining a product would allow them to improve their living space and enhance productivity through the use of a given product.

Yet, when comparing the online store experience to a visit to the physical store many raised the point that the home delivery service for bigger items would not be flexible after the purchase is made, since one would need to be waiting at home at time of product delivery. Moreover, that the interviewees would need to carry up and assemble the furniture themselves unless they purchased an additional service that would likely cost a lot more.

This shows that perceived usefulness indeed both influences and is influenced by the overall perceived value of an online store purchase as well. Flexible delivery times and affordable home delivery with assembly services should be a prerequisite fulfilled by online companies that aim to offer useful services to their online shoppers. Consequently, it can also be confirmed that perceived usefulness has an influence on people's intention to purchase goods and services online, as was previously established by Davis, Bagozzi and Warshaw (1989) in a offline IS acceptance scenario (see 3.2 Perceived Usefulness).

### 6.5 Subjective Norms Analysis

Analysing the empirical findings addressing the influence of subjective norms shows that subjective norms indeed affect the behavioural intention to purchase. While the interviewees could not think of an example where they were explicitly recommended to use the Ikea’s online store in particular, they argued that there is no need for it as the Swedish society overall inexplicitly influences them to shop at Ikea.

Furthermore, when asked about whether subjective norms have a direct impact on their purchase intent towards Ikea in general, specifically including physical stores, the interviewees unanimously agreed that family members’ and social institutions’ recommendations directly influenced them to purchase products and services at Ikea in the past. The same is true for all international markets mentioned by interviewees during the focus group sessions. This highlights to what extent social norms can influence not only people’s intention to potentially use an online store as Venkatesh and Davis (2000) suggested, but goes a step further by showing that it directly influences both commitment and online purchasing behaviour as well.
6.6 Commitment Analysis

The analysis of the commitment element is conducted by assessing statements made on Ikea’s loyalty program. The findings showed that there are benefits to Ikea’s loyalty program that increased people’s commitment to purchase products or services.

Nonetheless, most of the perceived loyalty program benefits are tied to Ikea’s food store and restaurant, which are only accessible at the physical store. This results in a lower commitment to use the online store. Considering that commitment, perceived value and perceived usefulness are interrelated the online store’s perceived value and usefulness are reduced as well, arguably resulting in fewer online sales.

Considering Uysal’s (2016) findings on commitment (see 2.1 Commitment) it can be said that people are not particularly invested in or bound to their relationship with the online store in this particular case. Consequently, Ikea could increase people’s commitment to purchase products and services in their online store by offering more exclusive online deals to their loyal customer base.

6.7 Behavioural Intention to Purchase Analysis

Investigating the behavioural intention to purchase products and services in online stores uncovered that people are willing to do online purchases but would rather go visit the physical store in Ikea’s case. The reasoning behind this is the mental deliberation of the factors perceived value, perceived usefulness, commitment and subjective norms.

Perceived value plays a role since the newly identified perceived sacrifice, of not being able to use all senses and try out the product during an online purchase is considered to be too big. In addition, the interview answers uncovered that the same sacrifice would be perceived when buying clothes at an online store. The perceived usefulness is low as well, as the need to either pick up the products or stay at home and wait for a specific delivery time, is considered to be inconvenient and time-wasting. The commitment to make purchases at the physical store is higher too because there are not many perceived advantages of being a loyal online customer. Lastly, addressing subjective norms proves that there is only an inexplicit influence from social norms that directly influence behavioural intention to purchase products or services in this particular case.

However, the interviewees agreed that they still would be willing to use an online store, despite all of the aforementioned perceived shortcomings of online shopping, if the physical
store were out of stock of a desired item. Other factors causing an intention to purchase products or services online are, if the online store were to offer prices that are significantly lower than alternative stores and, if delivery costs of the products were lower as well. Both these aforementioned aspects reduce perceived monetary sacrifice and thus increase perceived value. Another condition under which the interviewees are more likely to consider using an online store is, if delivery would either be more flexible or entirely avoidable by picking up the products. From these statements the investigators gather, that product deliveries have a negative impact on the behavioural intention to purchase goods online, as they are perceived to be inconvenient and time-wasting thus reduce the perceived usefulness of the online store.

6.8 Satisfaction Analysis

The investigation of people’s anticipated satisfaction with the provided online store uncovered that most would consider themselves to be satisfied, but not without certain reservations. Uncertainty over the punctuality of the delivery service and the quality of the final product appear to be the most prominent concerns potentially causing dissatisfaction. An interviewee expected to be dissatisfied with an online purchase argues that he would not purchase products in online stores in general. This is due to the fear of overlooking other essential products and special offers in an online store, that he would otherwise spot in a physical store. In this particular case, the dissatisfaction causing fear appears to stem from the interviewee’s low perceived quality, caused by the low perceived ease of use of online stores.

Nonetheless, when further investigating what effect dissatisfaction could have on the overall online purchasing process, it has been mentioned that one would still consider online shopping at the same store provided there is a feeling of trust in the store. This reconsideration highlights the reevaluation aspect of the satisfaction element suggested in the OPIM (see Figure 3. OPIM).

7. Conclusion

7.1 Recap

The aim of this study is to provide an answer to the following research question:
What factors affect the online purchase intent of CSR-conscious young adults buying from IOVs and how?

It achieved this by choosing a suitable convenience sample and selecting focus group interviews as the appropriate means of investigating factors relevant to the Online Purchase Intent Model (OPIM), a model developed by the authors to investigate specific factors influencing CSR-conscious young adults’ cross-border online purchase intent. The development of this study’s model is based on merging the Technology Acceptance Model (TAM) with the Investment model. Additional factors such as subjective norms or the perceived value, which also address aspects like the perceived ease of use but newly consider relevant aspects like monetary sacrifice, were then added to the TAM accordingly. Finally, in order to acknowledge the dynamic nature of the consumer’s satisfaction, a feedback loop is added. After designing the OPIM and selecting valid, reliable and objective methods to investigate its factors, the investigators created a semi-structured focus group interview guide and ensured to select the most important questions, resulting in a total of 11 interview questions. Moreover, 2 focus group interviews were conducted, in order for the investigators to collect primary empirical data, which is then followed by a thematic analysis of the primary data in order to find clear answers to this study’s research question.

The authors chose Ikea’s online store as a representative case for this study. The investigators argue that conclusions drawn after analysing the data collected, could result in generalised managerial implications, especially for IOVs with similar operations to Ikea, since the factors investigated have also been established by previous research and could potentially apply for a variety of IOVs. Although the OPIM includes factors established prior to conducting this thesis’ research, the authors argue that the qualitative approach of this study has not been compromised. The investigators ensured to retain an open mind towards the research conducted and the data collected, regarding factors that could suddenly play an important role and affect purchase intent, in accordance with the qualitative approach chosen for this study. Moreover, a semi-structured interview guide is developed and used during the focus group interviews, which further helped the investigators to promote an open discussion among the interviewees. Finally, interesting results occurred after analysing the collected data, that were not identified, thus not included in the literature review, which will be further discussed in the following section of this study.
7.2 Findings and Contributions

The results of the analysis prove that the conceptual model (see Figure 3. OPIM) is indeed suitable to explore the cross-border online purchase intent of CSR-conscious young adults. Each element investigated appears to play a vital role in measuring influences on behavioural intention to purchase products or services online.

Starting with perceived value, which proves to be a tradeoff between aspects considered to be perceived quality and perceived sacrifice. The perceived quality, positively affects the online purchase experience, as long as the shoppers consider the online store to be easy to use. In this study's particular case, ease of use is perceived when the online shoppers quickly and intuitively find what they are looking for. The analysis consequently reveals, that the ease of use and design are close-knit factors. The reason for this being, that perceived ease of use and thus perceived quality improve when young adults consider the online store's design to be up to date and well organised. Investigating the trust aspect of perceived quality proves to be two folded. The level of trust online shoppers have in a company’s conducts largely depends on the company’s size. On the one hand, CSR-promises made by online stores operated by big companies appear to emit less trust in consumers, due to corporations’ complex and intransparent apparatuses. On the other hand, trust in payment and delivery promises increases with company size. The fact that the company size directly influences the trust consumers have in online stores is an unexpected pattern emerging from the analysis. Discovering the aforementioned pattern is a contribution of this study, leading the investigators to propose further research on the relation between company size and online consumers trust.

The investigation of perceived sacrifice reveals that both perceived monetary and non-monetary sacrifices have a strong negative impact on an online shopper’s intention to purchase a given product or service online. The investigation further uncovers that, if monetary sacrifice is perceived to be lower for products and services from a given online store than from other stores, it strongly improves the perceived value of the given online store. Non-monetary sacrifices identified during investigation are time and missing out on tangible impressions one can only gain during a physical shopping experience. While the sacrifice of time is perceived to be low for online stores and thus positively affecting perceived value, the contrary is observed for the sacrifice of missing out on impressions one can only enjoy during a physical shopping experience. In this study's particular Nikea case, the negative impact of not being able to see, touch and try out the products online, makes
customers prefer going to the physical store instead. This study contributed in identifying a non-monetary sacrifice addressing the intangible nature of online stores in contrast to their physical counterparts. A sacrifice that, as far as this study’s limitations allowed to investigate, could be offset by reducing the perceived monetary sacrifice of a given online store, i.e. by reducing prices or offering special deals exclusively to online customers. As a proposition, the investigators suggest that this particular sacrifice’s effect be researched in more detail as part of future studies.

The element of perceived usefulness ties in with perceived value, as one factor influencing the element is the time a customer spends on acquiring a desired product through an online store, which includes all services required during that process i.e. delivery. While the time saving aspect of online shopping is increasing the perceived usefulness of online stores, there is an aspect of time flexibility and convenience that is considered to reduce online stores’ perceived usefulness. The reason behind this is that online customers need to be waiting at home for the exact product delivery time provided by the online vendor. This study's analysis shows that managers working for IOVs can improve the online shoppers’ perceived usefulness and perceived value of the online store, by offering and clearly communicating more convenient and flexible product delivery times.

Results from the subjective norms analysis unveils that not only does subjective norms influence one’s perceived usefulness, but it also has a direct effect on people’s commitment and behavioural intention to purchase products and services at online stores, as Venkatesh and Davis (2000) suggested. This study further discovered that subjective norms’ influence is not only explicit, i.e. be it in form of direct recommendations by family members, but also inexplicit via social norm or public perception within a given society. The latter of the two factors highlights the importance of good public relations management.

The commitment analysis in combination with the findings of perceived sacrifice show the importance of offering price reductions and other discounts to an online store loyalty program. This increases online shoppers’ commitment to purchase products or services at a given store, and with it positively influences perceived value and usefulness as well. For companies who want to boost online sales but operate both traditional and online stores, this means that the benefits would need to be online exclusive. Due to online stores’ intangible nature, the investigators argue that online store loyalty benefits are more effective, if they target the reduction of perceived monetary, rather than non-monetary sacrifice. However, to more accurately assess what benefits could increase the commitment of shoppers to
purchase products and services online, the investigators propose further research to be conducted on that particular topic.

Thus far the study concludes that investigating the elements of perceived value, perceived usefulness, subjective norms and commitment provides a holistic picture of not only what influences CSR-conscious young adults’ behavioural intention to purchase products or services at IOVs, but also how these factors influence it. However, a further element incorporated in the conceptual model (see Figure 3. OPIM) looks into the level of satisfaction online customers expect to have after completing their purchase at a given online store. The results of the satisfaction analysis prove that the process of mental deliberation for purchasing goods and services online is not linear but dynamic, since reconsideration through satisfaction plays a vital role. One will base his or her next purchase intent on the level of satisfaction with the former online purchasing experience. This addresses the reevaluation aspect and simultaneously ties back to the previously discussed OPIM elements, i.e. perceived quality and sacrifice. While this study found traces of satisfaction’s influence on the trade-off between perceived quality and sacrifice, it did not find a direct link to perceived usefulness and subjective norms as suggested in the OPIM. The investigators therefore propose that further research is to be conducted on the online purchase satisfaction level’s influence on perceived usefulness and subjective norms.

Moreover, the investigators chose to develop a conceptual model with specific factors that could potentially affect purchase intent. The investigators wanted to explore and verify if these relationships between the OPIM’s factors and purchase intent exist, in order for the model to be further studied via a quantitative approach which could further measure the strength in those identified relationships along with hypotheses which could further validate of falsificate the results of this study. The investigators argue this conceptual model (OPIM) to be a contribution to the current scientific literature, since this qualitative study has identified relationships among factors and the OPIM could produce representative results by conducting further quantitative research, since this qualitative study has identified relationships among factors.

7.3 Limitations

There are limitations to this study, which the investigators would like to hereby address. First and foremost, the research conducted is based on the conceptual model (see Figure. 3 OPIM), which investigates online purchase intent as a rational process which involves
cognitive reasoning. This, however, means that online purchase intent not stemming from a clear mental deliberation, i.e. compulsive purchase behaviour, is not assessed in this study.

Secondly, the analysis of cross-border purchase intent with an international sample is not based on a theoretical construct that provides metrics on how to explore cultural influences on purchase intention.

Thirdly, this study investigates the online purchase intent towards a mix of both products and services without drawing a clear line between the two. Upon reflection the investigators of this study find that services and products could be more clearly distinguished from one another to potentially find factors more specifically tailored towards the individual categories.

Fourthly, as the study has gathered primary empirical data through focus group interviews, potential bias may exist as the overall discussion during the sessions might have been influenced by possible opinion leaders. In addition, the study has been conducted in the English language, which is not the mother tongue of any of the interviewees, misinterpretation of the statements supplied by the interviewees can therefore not be entirely ruled out. Furthermore, both focus group interviews were conducted in the English language, however there were no English speakers as participants, indicating that the discussion could have potentially been affected by a certain level of language barriers.

Lastly, the sample of this study is also rather limited in terms of age. All respondents are between 22-32 years old, which shows that in order to develop the quality and reliability of the data it could be suggested to include more participants from different age categories. Moreover, all participants are MDH students, meaning they are at the higher levels of education. Including participants from different educational levels could potentially generate different results.

7.4 Further Research

While conducting the research at hand, the investigators did not identify or separate factors influencing the purchase intent of online products versus services in particular. Future research could therefore further investigate this matter by proposing suitable metrics needed to explore the set of influences for products or services respectively.

The study focuses on Ikea as a case, representing the retail industry, but further suggestion for future studies would be to explore consumer behaviour towards a different online industry, such as Information Technology (IT), automotive, health care, cosmetics etc.
addition, further studies could explore business to business (B2B) relationships via the OPIM, since this study only focused on the business to consumer (B2C) relationship.

Moreover, this study is conducted using qualitative research methods which only explored and identified relationships among the OPIM’s factors but did not further measure the strength of these relationships. Therefore it is recommended to conduct further research using quantitative methods that could test and potentially validate correlation and causality between the OPIM’s individual elements.

The analysis of trust as a perceived quality aspect unveiled, that there is a relationship between company size and the level of trust potential CSR-conscious online customers perceive. While this study established that the relationship appears to be positive between company size and trust in online payment methods but negative with regard to trust in CSR promises, it did not go further in its investigation of those relationships. Future research could thus be conducted to, firstly, explore if there are more such company size to trust relationships and, secondly, find out more about the reason behind those relationships and their particular influence in a cross-border online purchase intent scenario.

The results on perceived online shopping sacrifices shows one of the most influential factors to be the non-monetary sacrifice of missing out on tangible experiences exclusively available in physical stores. Even though this study has successfully identified this perceived non-monetary sacrifice and its influence on the behavioural intention to purchase products and services online, it has not investigated how IOVs can offset this sacrifice apart from reducing the perceived monetary sacrifice through special online price discounts. The investigators argue that there are several more ways how IOVs can reduce the non-monetary sacrifices caused by online stores’ intangible nature. Identifying those ways could thus be subject of future investigation.

This study further uncovers that benefits collected through loyalty programs increase the cross-border online purchase commitment. Additional research in this particular field could therefore investigate what type of online loyalty program benefits have the most impact on the commitment to purchase products or services online.

Last but not least, no clear link from the satisfaction element back to perceived usefulness and subjective norms has emerged from the analysis of the empirical findings within this study. The investigators therefore suggest further research to explore, if these two links exist and what the nature of their relationship might entail.
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