An analysis of the consumer knowledge, expectations and perspective towards CSR – H&M Sweden

In partial fulfillment of the requirement for MASTER OF SCIENCE in business administration with specialization in INTERNATIONAL MARKETING

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ABSTRACT

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Title An Analysis of consumer knowledge, expectations and perspective towards CSR – H&M, Sweden

Purpose of study CSR studies mostly show a corporate vision for using CSR as a strategically tool for sustainability and profit. However the consumer is observed as a major passive investment. The purpose of the study is to analyze the consumer knowledge about corporate environmental contribution, a policy used by H&M in Sweden and also intends to present consumer perspective and expectations.

Research Question What are consumers’ expectations and perspectives towards CSR at H&M? How consumers could become a dynamic part of H&M’s CSR stakeholders?

Methodology Deductive method was used for the research design, collecting and analyzing of data, due to the nature of the investigation

Conclusion Referring to the Corporate Citizenship responsibility from the consumers perspective, consumers should be informed about Corporate Citizenship responsibility actions in order to educate them and make them more sensitive towards the dynamic role they are given.

Keywords CSR (Corporate Social Responsibility), Sustainability, Ethics, Consumer Perspective, Global brands, Dirty laundry, Corporate Strategy, CSM, CC (Corporate Citizenship)
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Finally, I would like to thank my co-author; it has been a great experience and joy working with you Carrie. Thank you for your hard work and dedication and I also got a sister in the bargain. THANK YOU...

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Carrie Cerna de Ramirez

"The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The Great teacher inspires" - William Arthur Ward and we are inspired by Peter Dobers
GLOSSARY

The glossary gives an overview of the most frequent used terms, keywords and concepts through out the thesis

CSR
Corporate Social Responsibility; is an idea, where companies need to take responsibility for their impact on the society, environment and economy

CC
Corporation Citizenship; Businesses are socially, legally, ethically and economically responsible, placed on them by stakeholders. Consumers and employees using their individual power to punish unethical companies

CSM
Corporate Social Marketing; a commercial marketing used to promote goods and services for the benefit of consumers, such as commercials against the injurious side affects of smoking

BCI
Better Cotton Initiative; is an organization working to make global cotton production better for the people producing it and better environment

ISO
International Organization for Standardization; an organization, who develops, designs and published international standards

Nonylphonel Ethoxylates
is a persistent and bio accumulates aquatics organism that can cause long term adverse affects to environment, and NP is also classified a risk to impaired fertility and birth defects

PFC
is used in impregnation of clothing - when wastewater from factories flow out, remnants of the substances pollute water ways and drinking system - a huge risk to health of millions of people and it is also carcinogen
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**Introduction**

Big corporations such as H&M, which is one of the largest international clothing retailers in the world (laborlawforum, 2013) have problems that are unveiled and published in media. There have been numerous allegations and lawsuits against H&M in the past, such as the reports of using harmful chemicals in H&M products, by Greenpeace, (dirty laundry 1 and 2, 2011). Lawsuits against H&M in the past, such as a former employee sued the company for not paying overtime compensations (laborlawforum, 2013). These allegations and lawsuits have spread and are creating a bad reputation for the firm.

H&M has done a lot of changes since 2009 in their CSR policies and overview. As a multinational corporation their major concern are expansion, profitability and establishment of a network of suppliers that will warranty their quick delivery to the stores globally and the cost reduction for the process. H&M has to face many issues regarding their raw materials, specially cotton and wool. To this H&M became a member of the Better Cotton Initiative (BCI), recycled cotton and wool. These initiatives became a “logo” for H&M ecological cotton and wool without pesticides. H&M would respond by giving more information about overusing resources to wash and dry their garments. The years to following, major investments were included, a code of conduct for H&M employees, suppliers and third parties, such as supporting union in Bangladesh and the reduction of dangerous chemicals used in all H&M clothes by 2013 and 2020 (H&M, 2013; Greenpeace, 2013).

Since there has been a lot going on with H&M, it initially started more from a corporate view regarding their raw materials, stating that they provided consumers with high quality products. What they did not take in to account was that these products were made with materials that were altering and damaging the local environment they came from. Then suddenly activists, NGO’s (namely Greenpeace) pointed out all the issues this giant retailer was provoking. H&M reacted to these accusations by turning CSR activities and polices in to their competitive strategy and sustainability. However, why H&M took such precautions and just why CSR?

Lee and Dongyoung (2009), Shelley (2008) and Claydon (2011) strength their ideas about consumers being the focus of attention instead of the rest of the stakeholders’ needs. So this guides our sense of investigation to find out how much H&M consumers have knowledge about their CSR practices and which are their expectations and perspectives towards it and even if they would be using their power of boycott/ punish against this company if they feel affected in their personal values.

1.1 **Background**

Corporate Social Responsibility (CSR) has become a topic in concern for many businesses around the world. CSR is aimed to find resources to help actively in social concern being the most popular areas, environmental issues and human rights. Other areas such as development and education are being targeted as well (Porter, 2008, p479).

According to Porter (2008), CSR is a difficult term, but there are basically four (4) reasons why companies implement CSR as part of the business (Porter, 2008, p479). The moral appeal is to be
good citizens and “do the right thing”. This means that business successful level is measured as well as how strong their ethical values are perceived by the communities and environment.

Porter (2008) also states that reputation is used by many companies to justify CSR initiatives on the grounds that they will improve a company’s image, strengthen its brand, enliven morale, and even raise the value of its stock (Porter, 2008, p480). We find these categories among large companies dealing with CSR policies around the world, though Porter states that there is opportunity for development in order to make corporations more competitive.

But many other authors have a different view of CSR. According to Mintzberg (2007), businesses use its resources to support political issues, non-profitable activities (Mintzberg, 2007). Furthermore the process of evaluating and rewarding managers is not designed to recognize performance in areas of social concern (Mintzberg, 2007; Robert A. 2007). Corporations manipulate sensitive legislations to fool the government, suppliers and consumers using fake policies. The author further more pin points that corporations manipulate and use fake CSR politics when threaten by employees for unethical practices to cover the interests of the corporation (Mintzberg, 2007). According to Mintzberg (2007), the idea of CSR is for corporations to find out what is useful to the society and focus on it, rather to attract attention to their bad practices (Mintzberg, 2007; Robert A. 2007).

Many authors have tried to give a definition for CSR (Corporate Social Responsibility). Dujmovic et al (2010), defines CSR as the fundamental core for activating supplementary resources and developing integration meanwhile Porter sees CSR as a source of opportunity and competitive advantage (Porter, 2008, pp. 479-480). Other authors such as Mintzberg has not even an direct definition for CSR and states that CSR can be viewed from two different positions: as a cover up to deflect attention from the disappearance of direct stakeholders’ control and as a natural knowledge and impression of the coming corporation age (Mintzberg, 2007, p4). Mintzberg bases his premises on other expert opinions such in the case of Milton Friedman who defines Corporate Social Responsibility “as a shifting of power into the hands of people less subject to traditional forms of control, but concludes, as a result, that it is a fundamentally subversive doctrine” (Friedman, 2007, p3). As it can be noticed there is more than one perspective defining and understanding CSR. Some writers perceive it as a strategy at the same time some others can define it as a “cloud of smoke” to hide some activities or an assignment of power given to the people involved in doing business outside the shareholders. None of them diverse directly to the definition given by The Commission of the European Communities in 2001 where it is regarded as a concept whereby companies bind social and environmental issues within their businesses and that their relationship/ interaction with their stakeholders are on voluntary basis found in Dahlsrud (2008). As CSR cannot be defined under a standard concept it is also getting hard to define catalysts that move companies to concentrate and define and work through their CSR strategies and policies.

We are going to define H&M’s CSR activities as a strategy for competitiveness since the focus is given to the sustainability efforts supporting developing programs for education, health, clean water and human rights among the environmental compromises signed up by H&M (H&M, 2013)

H&M has a large number of consumers around the world being a multinational company which gives us the opportunity to study a sample of international consumers in Sweden, to describe and analyze these consumers knowledge, perspectives and expectations towards H&M’s CSR activities (H&M, 2013).
1.2 Problem statement

CSR is a very important and a very diverse topic, which came in use in late 1960’s. The term CSR actually came in existence when the term stakeholder was formed (Carroll et al. 2010). There are many arguments for and against CSR (Porter, 2008). Many experts and business managers argue that it makes longer term profits while on the other hand, CSR distracts from the economic role of business (Mintzberg, 2007). After reading a high volume of scientific articles written by different authors such as Claydon (2011), Lee, Shin (2009), Dobers (2009), Ildiko (2009), Poolthong (2009), Glazer et al (2009), Shelly (2008), Bhattacharya (2007) related to CSR, it came out that all these articles are about the affects/side effects of CSR – but from a “Company’s perspective”. There are few articles related to CSR giving attention to the consumer reactions towards CSR policies such as how CSR affects consumer behavior or loyalty to the brand. Such in the case of that corporate environmental contribution has little impact on consumers purchase intentions (Lee, Shin 2009), due to the lack of “low communication” and “the outcomes of corporate environmental activities are not adequately delivered to consumers” – lack of knowledge (Shelly, 2008).

H&M has been on the spot for many issues regarding Human Rights such as child labor and unfair salaries and working conditions. Despite all these problems H&M has overcome all the public scandals to situate in a privileged level for CSR policies in the world (Greenpeace, 2013).

H&M had many CSR issues in the past year since they faced public demands for not complying with the requirements. There has been numerous complaints about human rights violations and usage of chemicals in H&M clothes (Greenpeace, n. d. 2011). In summer 2011, Greenpeace released reports dirty laundry 1 and 2, stating that H&M’s suppliers in China use highly toxic chemicals in their products, nonylphenol ethoxylates and PFC as well as the company lack policies to eliminate the release of such chemicals over the entire production line (dirty laundry, 2011; Greenpeace, 2013). In 2011, Greenpeace released another press, stating that H&M still uses nonylphenol ethoxylates, which H&M proclaimed being used since 2009 (Greenpeace, 2013).

It became interesting to know actually how focus is given to the role, CSR plays into large corporation businesses and their corporate culture; their daily approach to society and how corporate societal marketing (CSM) is highlighted into global societies (Kotler et al. 2006).

Sweden has been the model for many countries around the world guiding and showing how actual CSR should be part of a successful business even when in the past some of these companies have dealt with hard critics and public scandals about how their business lines were affecting not only consumers but suppliers and third parties around the world (The Swedish Institute n. d, 2011).

1.3 Purpose/objective

CSR studies mostly show a corporate vision for using CSR as a strategically tool for sustainability and profit; however from the corporation view consumers are observed as a major passive investment according to Jansson et al. (2009). There is a necessity to have information from the customers’ point of view since there is not so much material about it. The purpose of the study is to analyze the international consumer knowledge about corporate environmental contribution, a policy used by H&M in Sweden. Describe and analyze these consumers’ perspective and expectations towards CSR activities at H&M being a multinational corporation and the power consumers have to punish or reward a corporation for being socially and environmentally responsible. Furthermore describe as
well the deal of the process between the Corporate Citizenship Responsibility and Citizen Consumer and responsibility taking.

1.4 Research question

Many authors have argued and discussed about CSR but always from a company's perspective and that outcomes of corporate environmental activities are not properly delivered to consumers (Shelly, 2008). Based on the research and lack of considerable amount of consumer knowledge, expectations and perspectives, we decided to search more in detail the relationship existing between the international and national consumers' knowledge, expectations and perspectives towards CSR at H&M Sweden. Authors like Jansson, Nilsson and Claydon have referred to the passive role consumers have adopted in the past and the need for the evolution in the vision of CSR that consumers adopt a role in the process of pushing companies to become more socially and environmentally responsible, Jansson and Nilsson (2010) and Claydon (2011). These claims will lead us to understand the actions consumers are expected as responsible entities able to inspire and demand sustainability from companies they buy from, routing to our research questions

- **What are consumers’ expectations and perspectives towards CSR at H&M?**
- **How consumers could become a dynamic part of H&M’s CSR stakeholders?**

1.5 Audience

The targeted audience for this research are students at all level at Mälardalens University in Sweden, as part of DIVA to become a source of suitable and reliable information within the broad and interesting topic of CSR and consumers, and how important is to focus as well as in consumers as an active component in the organization and execution of CSR policies and activities within a company.
Research tools

Our goal for researching information was to be updated and for that reason we have used different resources and channels, such as different databases and websites as mentioned below.

2.1 Keywords
CSR (Corporate Social Responsibility), Sustainability, Ethics, Consumer Perspective, Global brands, Dirty laundry, Corporate Strategy

When finding articles related to the topic, CSR and Consumer Perspective were the most productive and enriching keywords combined with different aspects, such as strategies, marketing, knowledge, consumer behavior, society, responsibility. The way these concepts relate to each other will guide the following section which refers to the academical support and references for the research questions and findings

2.2 Databases/Websites
Table 1 illustrates an overview of the databases, websites used for the research work

<table>
<thead>
<tr>
<th>Databases</th>
<th>Topic</th>
<th>URL</th>
</tr>
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<tbody>
<tr>
<td>Google Scholar</td>
<td>Books, Scientific articles</td>
<td><a href="http://scholar.google.se/">http://scholar.google.se/</a></td>
</tr>
<tr>
<td>ScienceDirect</td>
<td>Scientific articles, journals</td>
<td><a href="http://www.sciencedirect.com/">http://www.sciencedirect.com/</a></td>
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<tr>
<td>Emerald</td>
<td>Scientific articles</td>
<td><a href="http://www.emeraldinsight.com/">http://www.emeraldinsight.com/</a></td>
</tr>
<tr>
<td>Greenpeace</td>
<td>Reports, dirty laundry</td>
<td><a href="http://www.greenpeace.org/sweden/se/">http://www.greenpeace.org/sweden/se/</a></td>
</tr>
<tr>
<td>H&amp;M</td>
<td>Sustainable strategy, reports</td>
<td><a href="http://www.hm.com/se">http://www.hm.com/se</a></td>
</tr>
<tr>
<td>NGOs</td>
<td>News, scandals</td>
<td><a href="http://aulaborlawforum.org/">http://aulaborlawforum.org/</a></td>
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<td><a href="http://english.people.com.cn/">http://english.people.com.cn/</a></td>
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Figure 1 Databases
Source: authors own
2.3 Mapping

The following mapping illustrates the concepts that are interrelated in this research as a part of the CSR cycle that takes place between international consumers at H&M and the decision making regarding H&M’s CSR activities and policies for being recognized as a well known international social and environmentally responsible corporation. There are concepts that are going to be developed and explained in detail in this paper as consumer knowledge, perspectives and expectations towards CSR practices at H&M as a catalyst for sustainability and their contribution for the society.

![Mapping Diagram]

International Consumer at H&M: knowledge/ awareness, perspectives and expectations towards CSR activities

H&M CSR activities and Policies to protect the environment and social development

CSR: Corporate Social Responsibility as an engine for sustainability

Figure 2 Mapping
Source: authors own
Conceptual framework

There are some concepts that are interrelated when it refers to CSR and consumer behaviour, sustainability and environment. Some other concepts are in between and act as a link among perspectives for CSR and empowerment of consumers. As we see the relationships in this specific conceptual framework are the focus of this research and the ones that have major influence in each other such as responsibilities, environment, strategies and sustainability because all of these together make up the major concerns for CSR. The cycle shown in figure 2, mapping shows the interaction between CSR as sustainability strategies,

H&M’s CSR activities and policies to protect the environment and social development and the international consumers’ at H&M and their knowledge/ awareness, perspectives and expectations towards CSR activities. These three relationships are going to be the major concern for this study because the aim is to describe and identify when these relationships are established, how they interact with each other and to what extent one is dependent of the other one as well as to analyze how these relationships can be kept an interaction among each other.

Sustainability and CSR are usually identified as one concept however authors such as Porter, and Kotler et al. (2006) agree that CSR are the set of actions that will lead to sustainability, whether as a strategy for competitiveness (Porter, 2008, p479), a camouflage for governmental requirement compliance leading to fraudulent and unclear purposes Mintzberg (2007) or a marketing activity purely to lead to better revenues using CSR as propaganda (Kotler et al. 2006).

H&M as a multinational corporation have their business activities in different regions in the world; their supply chain is more international and depends on many different suppliers and third parties. (H&M, 2013) The production processes are affecting the environment as mentioned in a previous section of this document because of the use of some chemicals for manufacturing clothes and the contamination of water sources for example, where these garments are produced. Raw materials production and preparation needed for the textile industry affect as well the environment causing other issues such as the process to obtain their main materials as with cotton and wool. To compensate these issues, the corporation decided to take some actions such as using only ecological cotton and wool, and modifying the textile in order to recommend to consumers to use lower temperatures to clean their clothes from H&M to save energy awarding the consumers a participative role.

There are other aspects that will influence consumer knowledge, perspectives, behaviour and expectations such as marketing ethics and scandals. These relationships are interrelated between consumers’ perspectives, marketing, ethics and consumer behaviour because all of them affect the buying decision for the consumers. For example a campaign sponsored by activists against a company or a product, will affect the consumers ´decision making whether to punish the corporation not buying their products or compensating them by paying even more price for them (Jansson et al. 2010, p113). This same statement is made by Glazer et al. (2009) “A person who joins a consumer boycott is typically willing to pay a higher price for a good produced by a firm not boycotted” (Glazer et al. 2009). Ki-Hoon-Lee and Dongyoung Shin (2009) also refers to this influence by stating that “CSR
activities affects corporate social contribution and local community contribution affect consumers purchase intention while corporate environmental protection and contribution have no effects on consumers’ purchase intention” (Ki-Hoon, 2009; Lee et al. 2009).

3.1 Literature Review

The following investigation analyzes the perception, the knowledge and the expectations from consumers towards Corporate Social Responsibility specifically for H&M Sweden. The decision making process based on the acceptance or rejection of products before buying reflects the attitude of the consumer to the company that sells them.

This literature review intends to demonstrate based on previous studies about the link between Corporate Social Responsibility and consumer behavior and the awareness of the consumers about the social responsibility of H&M Sweden that provides the products.

The literature review is based on the general concepts and perception of CSR to then follow and develop the linkage between the orientation and perception of the consumer based on corporate opinions and former academicals writing and research results discussed thoroughly.

3.1.1 Consumer Knowledge

Consumers has a baggage of information regarding a product or service that they will be able to use as long as they need to make a decision whether what to buy, how much it costs and where to get it Capraro et al. (2003). This can be influenced by many different sources in the surrounding for example, marketing campaign, family or friends, media and considering the level of information about the consumers choices available will turn out in reducing the customers’ sensibility to know and search for the information about products or services Capraro et al. (2003)

The value of the trade off for the customer when referring cost and benefit would be another alternative. Consumers that are aware the costs being more expensive or cheaper compensate their needs to satisfy their well-being search are going to be choices of elections when buying a product or service from a company Capraro et al. (2003). This is the reason why the amount of lack of information of choices and opportunities will make consumers to think less about their choices and stop looking for the information they need. This behavior is reinforce the level of comfortability of the consumers about preserving their old choices instead of researching for new better alternatives because it is easier for them to consume exactly the same kind of products even when products show to have less quality or cheaper trade off that do not really satisfy their need with a complication level of knowledge and purchase decision making Capraro et al. (2003)

In the case of consumers in developing markets, they will be provided with information from different sources such as advertising, their own personal testing products for quality, price and self-esteem and better image, and brad experience to name some which is definitely going to accept the choices consumers make regarding what to buy and where from Coulter et al. (2005)

When consumers are expose to a direct marketing campaign and the information given is reinforced by people and facts around them, consumers will more likely “trust” the information given if the companies expose consumers to their information and this at the same time is reinforced by acquaintances and people they are in touch with then product knowledge, experience and personal choice are the ones reinforcing the predetermined idea about a product being better than other
products with similar characteristics and even more benefits for the consumers. Reducing customers’ choices to purchase and reduce the level of curiosity to search for product information in advertising or more reliable source including product level itself Coulter et al. (2005)

3.1.2 Consumer Perspective

According to Chakroun CSR’s perspective is related to sustainability and development. This means that all the elements, stakeholders, actions, policies and expenses made in the name of CSR will always implicate directly or indirectly development and sustainability for a positive or a negative point of view (Chakroun et al. 2010)

Lee, Shin (2009), Dobers (2009), Ildiko (2009), Poolthong (2009), Glazer et al. (2009), Shelly (2008), Bhattacharya (2007) related to CSR, they referred to the affects/ side effects of CSR – but from a “Company’s perspective”. CSR is the focus of attention to the consumer reactions towards CSR policies such as how CSR affects consumer behavior or loyalty to the brand. Such in the case of that corporate environmental contribution has little impact on consumers purchase intentions (Lee, Shin 2009), due to the lack of “low communication” and “the outcomes of corporate environmental activities are not adequately delivered to consumers” – At the same time Jansson and Nilsson exposes the consumers such as active individuals responsible for changing the society and the surroundings. Consumers need to understand that through their perspective as buyers and inquisitors of product and service quality and standards, they should have a more active role determining when a company is socially and environmentally responsible. For this purpose there should be elements of judgments and perspectives of concepts such as development and sustainability are intrinsic to the mere existence of CSR. (Jansson et al. 2010, p112).

Corporate Social Responsibility has turn into a critical element for the development of every society around the world Ildiko (2009). In the modern economy there is a need of going international, and the differences among individuals, nation interest and companies revenues are the most visible – economical problem, then CSR is seen as the power to move all the resources in order to create integration and benefits for all the individuals involved in the process. CSR then is perceived as the creation and putting into practice the best possible solutions to large human issues creating value and maximizing stakeholders’ revenues at the same time.

The following investigation analyzes the perception, the knowledge and the expectations from consumers towards Corporate Social Responsibility specifically for H&M Sweden. The decision making process based on the acceptance or rejection of products before buying reflects the attitude of the consumer to the company that sells them.

This literature review intends to demonstrate based on previous studies about the link between Corporate Social Responsibility and consumer behavior and the awareness of the consumers about the social responsibility of H&M Sweden that provides the products. The literature review is based on the general concepts and perception of CSR to then follow p and develop the linkage between the orientation and perception of the consumer based on corporate opinions and former academicals writing and research results discussed thoroughly.

As discussed in previous chapters it is difficult to give a specific definition for CSR since the concept will depend on a big scale on the purpose as CSR is being applied, it can be a strategy for competitiveness as Michael Porter states (Porter, 2008, p480), an opportunity for failure and fraud
and social development as Henry Mintzberg claims (Mintzberg, 2007; Robert A. 2007) or simply as a Marketing tool as described by Kotler and Keller (Kotler et al. 2006, p709).

The Commission of the European Communities in (2001) has defined CSR, a concept whereby companies integrate social and environmental concerns in their business operation and their interaction with their stakeholders on a voluntary basis cited by Dahlsrud (2008), (Dobers, 2009).

This means that from the corporate perspectives CSR is observed as companies being actively part of the development of the communities they support, and that CSR activities and policies involve managers, stakeholders and the community itself as well in the process.

Academicals such as Ditlev-Simonsen, Green and Poolthong agrees that there are many interests involved within CSR implementation from the corporative perspective, companies gain consumers’ loyalty, good reputation, increasing their sales and profits numbers as well as the opportunity not only to be more attractive to consumers but also to attract high qualified employees.

In order to support the statements we have presented aiming that CSR should be observed from the consumers’ perspective. According to Jansson and Nilsson (2010), there is not much empirical research data focusing from corporate citizenship perspective, which is related to CSR (Jansson et al. 2010, p120). Jansson and Nilsson (2010) also refer to Corporate Citizenship and the Citizen Consumer: Introducing Matrix. Some academicals such Gao, Poolthong, Mandhachitara, Ditlev-Simonsen, and Green state that consumers have an active role when it comes to CSR. People are being more conscious about what they consume and are concerned about how their decision making will affect their environment especially when it refers to global enterprises (Porter, 2008, p480).

As CSR definitions emerge and some other concepts are added by companies such as CC (Corporate Citizenship). Jansson and Nilsson (2010) reflect that CC is the involvement of a company to both society and the environment through its various business activities, investments and public involvement. This concept is more relevant to companies such as Motorola, Pfizer and DHL because it is already part of their CSR policies and strategy (Jansson et al. 2010, p97).

For example one main reason why corporations are into the “the Green era” despite of the downturn is because they need to reinforce credibility in their businesses (The Economist: A Stress Test for Good intentions, 2009) So this means that many accompanies such as INTEL, IKEA, American Electric Power and GE are already cutting costs and making their value chains greener cutting costs and helping the environment (The Economist: A Stress Test for Good intentions, 2009).

Global companies around the world have a homework to comply with, their social responsibility and it is not the governments the ones dictating the directions of this roads it is actually consumers the ones who are being more conscious about how their decision making when buying can actually affect or benefits the environment they are living in (Porter, 2008, p480) However this guides to another question what are the companies doing for satisfying the consumers curiosity and will to learn and help in.

Consumers have the power to punish or to reward a company. People base their decision making on their hierarchical needs. According to Maslow’s Hierarchical Pyramid of Needs, consumers buy to satisfy their needs according to the following classification: Physiological Needs, Safety and Security, Self –Esteem and Self –actualization. These needs are categorized in their order of importance.
According to Maslow, the self-actualization needs are the ones being the most complex (Evans et al. 2010)

Many companies use Cause-related marketing as a path to engage with social causes (Ildiko, Virag-Neumann, 2009). Ildiko (2009) also claims that there is concrete evidence proofing that consumers are willing to use their purchasing power to boycott, punish or even reward companies based on their social responsibility and this is also confirmed by Glazer et al. (2009). So corporations are willing to find the way to implement CSR and making money at the same time (The Economist: A Stress Test for CSR, 2009).

Jansson and Nilsson (2010), states that consumers lavish time, attention and income on goods that are charged with cultural meaning and use the contents of such products to express “cultural categories and principles, create and sustain life styles, construct notions of the self, and create (and survive) social change” (Jansson et al. 2010, p107). Consumer knowledge about their needs and how to satisfy them is relevant for CSR. In the highest developed needs for human beings there is a sense of morality and creativity as well as social acceptance and purpose. If people have their basic needs covered and fulfilled they will certainly give more time to think about satisfying more complex needs and desire to become more aware of the needs as a social individual.

Corporate Social Responsibility has always being close related to sustainability and development since these both concepts have been the focus of studies for decades and many activities has claimed that development and the economical growth is harmful to the environment (Dujmovic et al. 2010).

Lee and Dongyoung made a random study with people in South Korea where 250 people participated (Lee et al. 2009). The research showed that the knowledge consumer had about the CSR activities practices affects their decision making while purchasing. Then the results for further discussion indicated that there is a strong link between the knowledge consumers have would alter their choices while purchasing products and services even in international environments (Lee et al. 2009)

Another study for searching how consumer behavior is affected by the awareness of corporate social responsible behavior was carried out by Shelley in 2008. It showed that consumers who are exposed to clear messages regarding CSR had a positive reaction towards companies that show corporate social responsibility and tell their consumers about these activities. The image of the company improved positively and consumers showed their will to maintain their loyalty towards the products and services (Shelley, 2008) Shelley claims as well as only few companies provide information to their consumers about their social practices creating a negative impact in the sustainabilit of the business (Shelley, 2008).

Another author, J. Claydon (2011) states that businesses should back off and stop just focusing only on shareholders as the core category taken in consideration, rather began focusing on other groups also that can be affected by the activities of the corporation (Claydon, 2011).

Claydon (2011) also refers to the activist influence during the 1970’s that led to the driven change in business on a public scale (Claydon, 2011) in the same article, Claydon (2011) refers to Arvidson et al. (2008) and explains that “we are experiencing an emergence of a new ethical economy” through the demonstration of economic system which operates with a logic of value output that is related to creating of efficient social relations (Claydon, 2011, pp 415-416).
For Claydon (2011) the Consumer driven corporate responsibility demonstrates that, in order to remain profitable, consumer demands for CSR must be fulfilled. As a result the corporations activate the profitability of the business as well as the social involvement of it, creating more value obtaining a higher reputation and appreciation for the public, and focus more on finding CSR activities that engage the customers and create more demand for the company’s CSR attracting more social responsible and ethical customers turning the business more profitable by keeping the existent customers and adding even more (Claydon, 2011).

Claydon explains with this model that there is a continuous relationship between all the parties involved in CSR. When a company adopts and implements CSR activities within the company, such as best practices to safe resources such as water or energy, code of conducts, or social development programs and plans, at any stage of the products’ life cycle, this action brings on more customers or consumer awareness with proper information about the new intentions of the company. This at the same time brings better reputation and more profitability if the consumer loyalty to the products and brands is increased by taking an active role for buying more from the corporation. Then it creates product and CSR activities awareness that makes the consumer demand CSR from other companies that offer similar products or services that do not comply with the same policies towards CSR. These consumers create higher demands for CSR which challenges companies for competitiveness and CSR implementation to start the circle again. In this model the active action of consumers being empower for demanding CSR makes companies to be more social and environmentally responsible.
“The legal responsibilities are also required by society and demands that the company abides by the law” (Jansson et al. 2010, p312) and this follows with the Mintzberg (2007) perspective that companies have the opportunity to become closer to the community and still continue to be profitable (Mintzberg, 2007) However there is a risk that if the legislation is weak and superficial, the risk for fraud and manipulation will be higher (Mintzberg, 2007).

Nowadays the environmental issues are on the focus of attention of many corporations and public in general. Consumers are becoming more aware and anxious about environmental issues in their societies and somehow they are more demanding with the companies (Frederick, 2006).

Jane Claydon offers a new model for CSR against the conventional one corporation have used in the past decades. (Claydon, 2011) This model shows a CSR process that is based upon the consumer claims for CSR. Then as a result the corporations obtain a positive reputation and appreciation to the consumers’ perspective since they are actively engaged in this purpose (Claydon, 2011).

The consumer driven Social Responsibility is basically a circle where the companies show a responsible behavior to the society, then consumer becomes aware of that, demands for it and the business continues to be profitable since the circle completes (Claydon, 2011).

The advantage of this model is that “it can be used at any lifecycle stage” meaning that if the effectiveness of CSR is not proven yet to attract consumers to be more active in the business process, then CSR policies can be used to attract more consumers from their competitors that are not complying with their customers’ demands making the business profitable and sustainable as well as keeping the consumer power in their favor (Claydon, 2011).

3.1.3 CSR and Environment
Jansson and Nilsson (2010) reflect that the leading corporations are taking the environmental issues very seriously but there is still a long way to go. Besides these issues, the economical growth and the lack of basic resources are causing further growth as well as generating huge hidden expenses, associated with health issues and other environmental problems such as water shortage etc (Jansson et al. 2010, p312). Since the focus of study is the level of knowledge, perception and expectation from consumers of CSR policies and activities at H&M we want to focus on this specific aspect of the connection.

H&M has claimed itself to be the ethical solution for fast fashion giants (Seagal, 2013). The journalist wrote an article for the “The observer magazine”. Seagal states that H&M is “audacious” for this statement since the company has been held responsible for degradation of poorest countries in the world. Seagal interviewed Helena Helmersson who is the head of sustainability at H&M headquarters in Stockholm. Through the article Helmersson explains about the different actions H&M is holding responsible for among them environmental and Labor issues.

Helmersson declared that H&M follows its sustainability requirements very strictly. For example: 2,5 million pairs of shoes were made using lower-impact water based detergent as well as the contractors were asked to sign a code of conduct that ensured “good” working conditions and use more organic cottons in the production. Furthermore the long term vision and ambition of the company is to use fully sustainable cotton by 2020 (Seagal, 2013).
From the company's perspective this will be a challenge for their image and of course to attract employees and to satisfy customers’ demands regarding CSR, however how much H&M customers know about this? Do these CSR comply with their expectations and perceptions for CSR activities and their decision making when buying from H&M? The answer for these interrogations will be presented in the finding chapter ahead.

3.1.4 CSR and Sustainability

According to the authors Jansson and Nilsson (2009), sustainability needs the participation of multiple actors to be significant for the reality (Jansson et al. 2010, p112) the authors claim that if consumers are introduced to the theoretical field of corporate citizenship (CC), then there is a possibility of understanding how corporations and consumers are equally responsible for a sustainable future (Jansson et al. 2010, p112).

The authors also state that the consumer has been given a more active role in the society, meaning that nowadays is the consumer the one who is leading the aspects and guidelines of CSR more than governmental institutions or the business themselves (Jansson et al., 2010, p110). Furthermore, the consumers have the obligation and power to criticize products and the corporations and thus need to step up and accept their responsibility in their purchasing behavior (Jansson et al., 2010, p111).

![The CC Matrix Model](image)

In figure 5 The CC Matrix Model, represents the influence of Citizen Consumer and corporation citizenship. These relationships depend mainly on the level of involvement between Citizen Consumer and Corporation Citizenship. Citizen consumer refers to the consumers that are aware of what they want to purchase and from which provider. These consumers usually are more demanding of specialized characteristics of the products they purchase such as special and unique features and the contribution companies make into their society. When these consumers show a high level of Citizen Consumer responsibility as companies show the same level the result is a joint responsibility
for sustainability. This means that as the consumer is more aware of the role they play or demanding satisfaction from the company. Then if companies show a low level of Corporation Citizenship, it is the consumers the ones that show initiative for sustainability.

There are other difficulties that are addressed in this matter for example there are some consumers that are educated and can make their choices when buying based on the information given by the business that sells the products. These are educated involve consumers that are aware of certain aspects included in labeling of products such as credibility, confusion, cynicism as stated by Mendleson & Polonsky and Roberts in 1995 (Jansson et al. 2010, p111). Because of the awareness of the consumers, many of them will find out that labels can be faulty in their contents when they refer to quality and meaning that “there is a belief that the labeling may just be a way of selling a product without really doing something good for the social, ethical or environmental issues” said Jansson and Nilsson citing Crane, 2000 (Jansson et al. 2010, p111).

In the trendy business world CSR has focused the attention in the consumers more than on the other stakeholders (Jansson et al. 2009). In their point of view consumers can be charged with the responsibility of boycotting or rewarding companies according to the companies’ actions to show how social responsible they act towards their communities (Jansson et al. 2009). Then the consumers given the power of the responsible purchasing will give incentive such as profitable gains in the market for all the companies that decide to please the demands of their responsible consumer not just to avoid being punish for being unethical and not complying with the consumers demands but for keep on the competitiveness giving the perfect environment to a win-win situation for all stakeholders (Jansson et al. 2009).

Janson claims that corporate citizenship and the consumer seemed as a dynamic powerful part of the stakeholders and the motor of CSR practices needs some empirical studies that address the extern effects that make consumers act and use their purchase/economical power actively and what is the motivation consumers find in deciding to become responsible and use their power as determinant part of the CSR decision making for corporations (Janson et al. 2009).

It will be an amazing journey to observe and get the response of the consumers being exposed by H&M CSR activities, their showing knowledge about the current environmental issues the company is hold responsible for and what H&M consumers’ perspectives towards these practices and what they expect H&M to do in order to respond to the problems that are blame for.
Methodology and Process

Due to the nature of this investigation, we selected a deductive research strategy to carry out and analyze the data collection. The process started with the creation of a conceptual framework that provided a general overview of the processes and the interaction of the elements involved such as CSR, consumers and corporations. Then this was followed up by the research and collection of the relevant information with an accurate literature review that contained theories and reliable academic information regarding studies concerned with Corporate Social Responsibility and consumers’ knowledge, perspectives and expectations. As mentioned before there is limited material written about this topic and there is certainly a lack of empirical studies for this matter. Mostly all of them focus on the corporations decision making, marketing and stakeholders interests.

There is important criteria that this research study needs to comply: reliability, replication and validity. For this thesis external validity is a reliable criterion since it gives reinforces in general results from the variables, being a critical factor the selection of the sample for the purpose (Bryman et al. 2011, p42). Reliability refers to the measure of truth and reality of the results of the study then replication refers to the possibility of repeating the same procedure obtaining the same results. Validity focuses on the consistency and concordance with the conclusion of the research. (Bryman et al. 2011, p42). Other features like replication is very uncommon to happen when there is business activities involved. The conditions are very rare repeated and even when the processes are well explained and full in details will be still hard to find the exact same conditions to carry out the same research with the same intentions (Bryman et al. 2011, p42).

Finally for the conclusion part it was necessary to carry out a radical critique “A radical critique is one that challenges assumptions and conventional ways of doing things” (Fisher, 2007, p108). In order to develop a reliable radical critique the researcher must identify a conventional position, problematize it, identify contradictions and negations, spot the effects of false consciousness, and end with “an aporia” meaning that “the critique is ended in a with a view that something is wrong, but that it is difficult to see what can be done about it, short of changing human nature and sensibility” (Fisher, 2007, p109). The conclusion section contains all the outcomes found through this research.

4.1 Data Collection

Our intention for this research project is to focus our attention on the consumers’ reactions regarding environmental issues at H&M and how much they know about H&M CSR policies and activities and how they react towards them.

For this purpose we used the qualitative research process for collecting data, for presenting the results and the analysis. Our focus was to concentrate on the similar opinions people have towards corporate social responsibility and the patterns they show in how to decide whether to use or not to use their power as consumers to boycott companies that do not comply with their social and environmental responsibility.

There are several limitations we faced through the process of this research; the most relevant was time limitation as well as others that will be described further more in the following sections.
4.2 Primary Data

The design of this research was limited to two information collection instruments due to time constraints for the compilation of empirical data. The instruments designed was a questionnaire for the focus group that was intended to gather more general information about consumers’ knowledge, perspectives and expectations regarding CSR in general. The participants were chosen randomly and they all had different backgrounds in relation to age and gender. All the participants decided to answer in English even the option of conducting the focus group was available in Swedish. The invitation was extended originally to a suitable group of ten (10) participants and then reduced to a number of respondents of seven (7) in totals. We found no specific reason why the rest of participants did not attend regardless than the focus group did not attract enough to participate in the discussion. This meeting for the focus group was designed to last 45 minutes to give enough time to participate to all the discussants however the volume of responses obtained was satisfactory since they did not want to extend more in the responses.

The survey questions were derived from the discussion in the focus group. The set of twenty-five (25) questions were close and close- open questions to give the respondent the possibility to extend. To exceed our respondents’ expectations numbers, we sent the invitation for the survey to six thousand participants randomly. The survey was uploaded through an online webpage created for uploading surveys and questionnaires online [http://sv.surveymonkey.com/](http://sv.surveymonkey.com/). We obtained a total of 306 responses counting on 155 English respondents and 151 Swedish responses to be analyzed. There were two different options for the survey one in Swedish and one in English since H&M is an international company with international consumers and from our perspective it is important to reach both types of consumers the Swedish and the English speaker respondents to make a comparison and to find out if there is a difference or not between the responses obtained.

For Collis and Hussey a Deductive method is “where a theoretical and a conceptual structures are created and afterwards proved by practical observations where particular concepts are reasoned out from general assumptions (Collis et al. 2009, p333). This method consists of finding a set of variables that will be based on the theories that will make up the theoretical framework of the investigation. After identifying the variables it will be necessary to choose the data collection method, meaning that questionnaires for interviews, surveys and observations should be designed accordingly to the purpose and set up to make it up before conducting the pilot study and selecting the sample based on the researchers needs for this paper. Furthermore after an accurate observation and evaluation of the instruments we will proceed to the collection of the research data (Collis et al. 2009, p333)

The theories found and presented in the literature review provided ground for two hypotheses to be reviewed with the focus group

a) There was a missing link between what companies believe they do and what consumers actually perceive from the company’s actions

b) Consumers have power as an important deal for the stakeholders to control companies

We created our set of questions to conduct the focus group with the two hypotheses in mind. After discussing the interaction of these hypotheses within the questionnaire for the focus group, the outcomes of these interactions were tabulated. The results are presented in the finding section regarding the relationship with the knowledge, perspectives and expectations from H&M’s consumer towards Corporate Social Responsibility policies and practices within the company. These theories fit
the characteristics of being generalizations of particular activities (Fisher, 2007, p133). The Claydon’s CSR model “The Model of Consumer Driven Social Responsibility” (Claydon, 2011) and the “CC Matrix” explained by Jansson (Jansson et al. 2010, p114) were the bases for the construction of the survey questions and organize the into three different major categories. The analyses of this information are presented in further sections.

4.2.1 Sampling
The population for this research study was made up of H&M consumers who live in Sweden and willing to inform in Swedish or English about CSR. The sampling strategy we used for this research was Convenience Sampling. This sampling strategy has as its main goal to provide the researcher as many respondents and informers as possible because it is addressed to any available informer and respondent in the surroundings. (Bryman et al. 2011, p190). These informants were picked randomly and from different range of ages, ethnic background and language since we intended to reach Swedish and English speakers since the company is a multinational and in Sweden H&M sells to both national and international consumers and they were available to participate in the focus group. The same strategy was used to choose the respondents for the survey. This helped us to analyze their responses as H&M consumers that were critical as a primary data to our analysis of the outcomes.

4.2.2 Focus Group
The first step was to design our questionnaire for a focus group made up by H&M regular customers and the questions that we used to scrutinize their knowledge and perception about corporate social responsibility in general, on facts that have been going on in H&M for environmental issues and their knowledge perspectives and expectations about Corporate Social Responsibility policies and activities at H&M.

This focus group was made up by a minimum of six people and a maximum of ten. All of them represented regular customers at H&M. Based on their responses we wanted to test how much knowledge consumers had about environmental issues and their perspective towards H&Ms’ CSR policies and practices. Based on this we designed the survey. This survey was distributed randomly to H&M consumers representing different age groups.

Sample of the Questionnaires for the focus was designed based on open questions in order to allow the participants to provide as much information as possible about CSR and H&M as the topic of discussion. People were presented a set of open questions inviting them to share as much as they know about H&M and environmental issues even those companies that are involved in controversial environmental problems such as water pollutions due to chemicals and waste disposal of textiles and the elements involved in producing them. Questions included discussion topics such as the extent people think corporations have environmental responsibilities and how consumers should be responding to them, to what extent they should be responsible for what to buy and where to purchase from and their expectations from corporations.

4.2.3 Survey
The survey had a range of 306 people and we expected to have it ready to scan the information within a week. This made up our primary data. The survey that the consumers from H&M filled in is also shown in the appendix part. These surveys intended to reach general aspects about the consumer knowledge, perspectives and expectations about H&M and CSR practices. This information was obtained by close down question surveys and questions concerning about the last CSR H&M
have published in the annual reports. The surveys were posted and spread both in English and Swedish with the intention to reach a larger amount of respondents.

The process followed up by designing instruments for collecting primary data consisting of a questionnaire for a focus group and a survey intended to reach regular consumers of H&M products. Then we followed up the research by the tabulation and compilation of the gathered data for the finding section of this document to then make an analysis based on the theories presented in the previous chapter as a literature review to derive later in the conclusion section the answer to our research questions and further recommendations for the continuation of this interesting topic.

4.3 Secondary data
The secondary data was the selection of a variety of academically work describing the theories that focus on their relationship existing between CSR and consumer role and how they were related to each other. These theories were the matrix to analyze the responses from the focus group and the theories representing these relationships explained by Jansson et al. (2009) such as the CSR need of a new model for the sustainability of the company indicated by Claydon (2009). The missing link between consumer power and information about companies and their CSR activities and policies described by Bhattacharya et al. (2006), Shelley (2008), Poolthong (2009). It also refers to Maslow’s pyramids of needs in which consumers that are more advanced and have fulfilled already their basic needs will be more willing to find out and be more demanding towards social and environmental responsibilities from the company’s side as well as responsible customers making a relationship. The theories from the literature were the framework to carry out our research to find out the answer for our research questions and also for the deep analysis and recommendations that are presented afterwards.

4.4 Reliability
According to Bryman et al. (2011) it is necessary to have external and internal reliability to assure the quality in the research. To fulfill this requirement for internal reliability we attended together each step during all the research. We designed the instruments together, we applied the instruments together and we witness each other statement and give proof that all the data gathered through the research stands what we aimed for in order to present reliable information with a minimal error in response and interpretation. For the external reliability can be more difficult to prove since for the qualitative research the major attention is given to the interpretation of the data more than the interpretation given to the numbers that might results from the tabulation of the collected data via survey (Bryman et al. 2011, p394). However the results are confronted with each other both focus group and survey results display a similarity in responses to prove our hypothesis and define the variables. The responses and transcripts are attached to this thesis in order to provide reliability to this research.

4.5 Validity
According to Bryman et al. (2011) validity focus is to analyze if the results of a study can be made general assumptions based on the nature of the study and the individuals chosen to participate and the environment can be crucial to the field. To validate our research information we can state that findings are trustworthy since the survey were designed for the purpose of having only one respondent to answer and they were not allow to respond again so this comply with credibility. Then our results presented in the findings can be interpreted from different views. We gathered plenty of
information that might be useful for further or deeper studies that can be applied to other contexts such as study of consumer behavior or marketing itself in regards of CSR at H&M to present at example. Our findings are difficult to comply some reliable in time since other authors that might be interested to repeat the study might find that some of the respondents might have changed through times since human behavior is never static as either is the textile market, so it might happens that new and updated information should be necessary to validate our hypotheses once again with this we comply with dependability and conformability as well to totally reach the level of validity for our findings. (Bryman et al. 2011, p42).

4.6 Limitations
There are several limitations we found through this process. The most important one is time. We have short time in order to be able to gather all the information necessary to reunite a sample to collect our empirical data necessary to prove the theories and hypotheses for this research as well as to answer our research questions. Another limitation we found while administering the instruments was that people do not often attend invitations if the motivations is not enough to participate and share. Low responses rates was one of our limitations, as well as people decided no to answer certain survey questions- this modified our results and some information was aborted because of the lack of response.
Findings

In the previous methodology chapter we made a description of the sequence we followed in order to collect data to answer our research questions what consumers’ expectations and perspectives are towards CSR at H&M and how consumers could become a part of H&M stakeholders.

We intended to have a focus group of ten customers of H&M with international backgrounds and age ranges to talk about their experience as H&M customers and Corporate Social Responsibility at H&M. We had only seven informants. The meeting was set at Mälardalens University Campus in Västerås on May 7th, 2013 from 13:00 to 14:30 pm. We started the discussion by introducing the purpose of the focus group explaining to the informants that there were no right/wrong responses. The discussion started by asking general knowledge regarding social and environmental responsibility moving forward to more specific questions regarding CSR knowledge, perspectives and expectations from their point of view as consumers. We counted on a variety of responses that we will present ahead in this document. It was interesting to find out how the participants described vividly that corporations should be part of the community development and preservation. Consumers thought that there is a need for corporations to show responsibility but there were also other elements that were focus of attention such as legislation, governments to demand from corporations their active participation to preserve the environment and to control waste and pollution in their communities from the national scale to the international ones including in some of the opinions the European Union as well.

As the discussion continued the informants were asked to explain what responsible practices are. The informants agreed on common responses that corporations should provide the consumers more information about their activities. They stated that companies do not tell their consumers about what they are doing in order to comply with the sustainability standards that should include organizations to monitor their waste disposal or controls such as ISO (International Organization for Standardization) and CSS (Certificate Signing Services).

When it comes to H&M scandals, most of the participants were not aware of any in particular and they gave similar answers when asked about H&M CSR activities and policies. One of them had a vague idea about using cotton instead of plastic and that this could be considered an activity to show responsibility towards the environment. They reinforced with their responses that it is important that H&M informs their consumers about their activities regarding environmental responsibility actions because they said that there is information if they look for it but they would like the company to inform in more detail all the policies, activities, projects they have within their practices in order to easily identify H&M as a social and environmental responsible corporation.

Consumers agreed that is important that companies listen to their opinion as consumers. They affirmed that if consumers know that there are companies that do not comply with an environmental or social responsible behavior consumers would not buy from them; however another participant stated that there is a certain type of consumer with low incomes that are more price sensitive and their level of consumption is more oriented to fulfill their need of clothing with little or no conscious about environmental or social effect in the production of these affordable garments. Their opinions showed common statements such as the influence of propaganda while implementing social and
environmental responsible activities would make them decide in a more conscious manner whether to buy from one company or another one. The participants agreed on the fact that if they are informed about how the company is showing their social and environmental responsibility they as consumers would feel a more dynamic element of change since buying from social and environmental responsible companies will make them also responsible consumers towards their own community.

A slight reference towards social and ethnic background would showed in the responses for example when they stated that Swedish consumers are more aware about their purchasing decisions and might be more responsible towards the society and environment than people from other parts of the world even within the European community.

Finally all of the participants agreed that if companies such H&M inform more about their social and environmental responsibility policies and activities, people would simply recognize them easily, would create more information regarding the environment and even would make the consumers spend more money in their stores feeling good with themselves for buying products from a company that shows concern for the future generations. Furthermore, consumers think that their right to know about these social and environmental responsibility policies and activities is part of their consumers’ satisfaction and consumer care showed by H&M, or not visible presented by the company to its customers.

Definitely it was a common thought that the priority for companies is to keep profitable but for the eyes of these regular consumers of H&M products, the company would make and will surely make more profit by empowering the consumers by creating a social and environmental responsibility conscious promoting a win–win situation between society development, environmental safety consumer satisfaction, profitability and business sustainability.

Our major hypothesis for the focus group was that there was a missing link between what companies believe they do and what consumers actually perceive from the company’s actions. In the case of H&M consumers, the hypothesis is proven to exist since they mentioned in their answers that there was missing information regarding CSR at H&M. The variables here was a need of exposure from the participants towards CSR problems at H&M and policies activities to compensate them, if they are not aware of the actual situation with the environmental issues of the company how society expect to have control of the actual sustainable code the companies should show to their customers and the one that companies comply with.

Then our second hypothesis was consumers have power as an important deal of the stakeholders to control companies. Our intention was to find out if consumers actually have this power and how they use it or if they use it while they purchase to control companies’ corporate responsibility. The variables here were boycotting misbehaving companies, willingness to know more about CSR policies and activities and their power of purchase intentions.

Then from our literature review we can state that there are some other studies that show that if a customer is willing to participate and support a boycotting action, misbehaving against a corporation are willing to pay higher prices for the products offered by corporation that have shown social responsibility (Glazer et al. 2009). The presented theories above complies with the arguments of the authors Lee and Dongyoung (2009), Shelley (2008) and Claydon (2011) who performed studies to
prove that consumers who are aware about the CSR practices of the companies they purchase from are more demanding and their expectations are higher than those consumers who are not exposed to CSR messages.

5.1 Findings from Survey

The survey was distributed and launched in two versions one in Swedish and one in English. We obtained a total of 306 responses having 155 responses for the English version and 151 for the Swedish one. These responses represent a sample of people with different age ranges that are regular consumers at H&M. Respondents were chosen randomly for the advantage of having the availability of people answering the survey as detailed in the methodology part based on the Convenience Sampling strategy. We are going to present the findings for both surveys making a comparison in results among them because the results of the responses vary in terms of information they provide. For example for the Swedish version we had a total of 151 responses and from this total 58% were women and 42% men while in the English version from 155 responses 49% were women and 51% were men. We organized the flow of the responses according to the information we wanted to gather following these criteria: Perspective, Knowledge and Expectations towards CSR. Each set of questions are derived from the Focus Group answers, the CC Matrix theory and Claydon’s Model of Consumer Driven Social Responsibility.

The survey was designed into three parts. Each part intended to analyze the knowledge, perspectives and expectations from the consumers’ towards CSR policies and activities from H&M.

The first block refers to consumers’ perspectives towards CSR in general. In the first part consumers would respond differently, the majority of Swedish speaking respondents said that companies have responsibility towards society and environment, as well as the English speaking respondents agreed to this. When questioned about how many companies inform about their CSR operations and policies, Swedish respondents answered that companies do not inform about CSR. For the English speaking respondents the answers were similar up to a (40%).

While responding to interest about reading information about companies CSR, the majority of both respondents answered, that they are interested in reading about it (65%) and (71%) respectively. These contrasted to the (35%) Swedish respondents that were not interested and (29%) of the English speaking participants with similar answers.

Respondents were asked if they are used to look for information about companies that are socially and environmentally responsible, offering products. The majority of Swedish speaking participants responded that they seldom do this. While another (28%) answered that they never look for information. (32%) of English speaking participants answered that they often look for information and another (11%) never look for information.

Furthermore, only (4%) of Swedish speaking respondents and only (3%) of English speaking respondents actively buy products from socially and environmentally responsible companies while the majority in both responses are not so active and seldom buy products from socially and environmentally responsible companies.
The second block refers to consumers’ perceptions. In both the surveys, a small block of (31%) Swedish respondents and (26%) of English respondents answered that they have punished companies, while the majority (51%) and (61%) respectively have not punished any company for not being socially and environmentally responsible.

In regards with intentions to punish a company for not being socially or environmentally responsible, in both the responses the majority (65%) and (51%) respectively are willing to punish companies, while a small amount in both the cases (16%) and (15%) respectively are not willing to punish companies for not being socially and environmentally responsible.

We asked the respondents according to their opinions which were the most common sources they use to look for information regarding companies, to this; the Swedish speaking participants rated Internet, family and friends, TV and investigation, brochures and radio. On the other hand the English speaking respondents rated Internet, brochures, investigations, family and friends, TV, and radio.

We asked the respondents according to their opinion which were the most reliable sources of information regarding companies. Swedish speaking contributors answered documentaries, universities, government agencies, newspapers, NGOs, Companies and laboratories. While English speaking consumers rated documentaries, universities, government agencies, NGOs, companies and laboratories in that order.

The respondents were asked if they consider companies have any interest in showing to the public their CSR policies and activities. To this, the majority respondents in both the surveys, (53%) Swedish and (68%) English replied that companies have both interest and it’s about marketing. While only 8% of Swedish respondents believe that it’s only about marketing compared to (19%) English speaking respondents.

The third and the final block of responses refer to consumers’ expectations. As a part of our research we wanted to find out what regular consumers of H&M want from the company. To this part, the consumers responded that, companies should provide with more details about the company’s CSR activities and policies.

For the questions regarding the environmental issues at H&M and the consumers’ perspectives we proposed two kinds of answers that were important for us as researchers. We asked H&M consumers if they knew about the contamination of Water in China. (41%) of the Swedish respondents and (71%) of the English respondents did not know about the contamination of water in China, while (4%) and (2%) respectively did not care at all.

For the second part, regarding the contamination of fish in China, (43%) of Swedish respondents compared to (75%) of the English respondents did not know about it, while a small percentage of (12%) in both the surveys were aware of this, while (3%) and (2%) respectively did not care about it.

Furthermore, the participants were asked to respond about the contamination of PFC in European Waters as well. To this (43%) of both respondents answered that they do not know, while only (12%) in both the cases had the knowledge, while on other hand (2%) did not care.

Another important question for the expectations frame was if the consumers would like that H&M provided more information to the consumers about its CSR activities. To this, in both the surveys, the
majority of respondents (75%) Swedish and (78%) English would like H&M to provide with more information, while (9%) and (8%) respectively did not care.

For regular consumers of H&M in Sweden, the importance of such needs goes in priority as follow: waste disposal, social development, climate change, human rights, educations, clean water and health.

All the consumers would like the company (H&M) to focus more on the following areas that were organized in order of their importance, according to consumers’ desire: social development, climate change, education, human rights, waste disposal, health and clean water.

5.2 Analysis

As stated in previous chapters in this research paper our purpose for this investigation is to describe and analyze gathered information in order to answer our research questions:

- What are consumers’ expectations and perspectives towards CSR at H&M?
- How consumers could become a dynamic part of H&M’s CSR stakeholders?

After tabulating the gathered data we are going to make an analysis based on the theories to support the relationship between consumer perspective, knowledge and expectations towards CSR policies and practices at H&M.

Authors such as Claydon (2011), Lee, Shin (2009), Jansson et al. (2009), Ildiko (2009), Poolthong (2009), Glazer et al. (2009), Shelly (2008), Bhattacharya (2007) have already stated that there is a missing link between the role consumers play when purchasing and how their decision making is affected by the power they have to decide over what companies they buy from and what products they consume, and the role they are expected to be a part of the stakeholders.

As shown in responses obtained from the applied instruments, consumers recognize their lack of information when it refers to CSR policies and activities towards the environment from companies in general and as consumers they claimed to have little or no information about H&M CSR. Since consumers claimed not to have enough information about this, they said they have a hard time to whether categorize a corporation as environmental and socially responsible from the ones that are not since either of them informs the consumers properly regarding this topic. This is proven already by a study presented by Shelley in 2008 where it is claimed that only few companies provide information to their consumers about their social practices creating a negative impact in the sustainability of the business (Shelley, 2008).

Jansson et al. (2009) presented a matrix the Corporate Citizenship (CC) Matrix in which the relationship between the Corporations level of Corporate Citizenship responsibility has a relationship between the levels of Corporate Citizenship responsibility from the consumers’ perspective. Being like the higher the level of Corporations level of Corporate Citizenship responsibility and the higher the level of Consumers level of Corporate Citizenship responsibility will result into a joint responsibility for sustainability. Meaning that if corporations do their part by taking dynamic decisions regarding CSR polices and activities, publishing problems and responding to environmental and social issues, they will create a better image, they will increase their profitability and sustainability by retaining their consumers’ loyalty improving not only highly conscious consumers’
satisfaction but also giving them the opportunity to be part of the company’s decision making. In the case of H&M both from focus groups responses and from the survey responses there is a marked need of consumers to get to know how H&M is being highly involved in Corporations level of Corporate Citizenship responsibility, so if the H&M will expose more information about their practices and consumers would get a better view towards H&M as an environmental and social responsible corporation.

On the other hand Jansson et al. (2009), stated that if corporations show only Corporate Citizenship responsibility then corporations expose themselves that their Corporate Citizenship responsibility will be driven by consumers given their consumers an active role to choose boycott the company for misbehaving against their consumers and the society by not showing enough concern whether to the environment or to the society in the community they operate. Then corporations need to wait for the consequences of consumers boycotting their products and revenues in order to correct this mistake and have a joint responsibility for sustainability as the ideal would be. Then when it is consumers showing a low level of Corporate Citizenship responsibility then it is companies the ones leading the initiative for sustainability that will lead in a long term that consumers do not care or will totally blind towards Corporate Citizenship responsibility.

What Jansson et al. (2009), intends to explain with the matrix is that there is a strong relationship between Corporate Citizenship responsibility - sustainability and the consumers Corporate Citizenship responsibility – sustainability. In the case of H&M, the relationship between Corporate Citizenship responsibility- sustainability is driven by the corporation showing according to the matrix a low level of Corporate Citizenship responsibility from the consumers’ perspective leading to a unsustainable practices from the company. As H&M describe their CSR policies and activities in their sustainable annual report, they show that they are driving themselves their own Corporate Citizenship responsibility leaving aside the integration of its regular consumers. There is information about CSR at H&M website but how many consumers would actually log into their website and check what they are doing regarding Corporate Citizenship responsibility. Environmental scandals pointed out by Greenpeace place H&M in the spot for scrutinizing reflections and even when they have signed agreements for stopping using chemicals in their garments and even when H&M have recognized this accusations as facts in the sustainability reports they are not getting any credit by not publishing their reactions towards this accusations. They are showing instead that they have other programs that compensate other environmental issues with campaigns such as Better Cotton Initiatives which refers to the membership as part of an organization that only buys from organic certified cotton producers. Pioneering Water Stewardship for Fashion in which they have an agreement with WWF in order to have cleaner water and educate people how to use water effectively even indicating how consumers will wash and take care of garments bought from H&M saving water when washing and saving energy by using lower temperatures to wash and dry their clothes.- Another CSR activity to compensate and respond to the human right issues for child labor, they created a program called , All for Children in which education and healthier conditions are promoted by sponsoring actions with UNICEF in developing countries. Long Live Fashion is H&M campaign to promote recycling of clothes in which consumers get discounts when they bring their old clothes in order to recycle the material instead of using new one. Full Audit Program is their initiative to compensate claiming for bad working conditions in Bangladesh and Quality Assurance that is referred to the internal code of conduct that all the stakeholders at H&M should comply addressed specifically with the suppliers for the company.
Despite all this efforts it seems that H&M has missed the benefits of letting an important part of their stakeholders learn about these practices: Its consumers. From all the responses we obtained from surveys and focus group consumers will request more information from the company so they can trust their clothes provider as a Corporate Citizenship responsible business.

Referring again to the Corporate Citizenship responsibility from the consumers perspective, consumers should be informed about Corporate Citizenship responsibility actions in order to educate them and make them more sensitive towards the dynamic role they are given. According to Maslow’s pyramid of needs, when the basic need are fulfilled then the individual moves to the next level trying to fulfill the more developed needs of self –esteem and self-actualization. Looking forward to fulfill these needs, consumers will be more aware about what they buy and where they buy it from if the there is a need of Corporate Citizenship responsibility.

As stated above and shown in the answers of the surveys consumers still see H&M as a Corporate Citizenship responsible corporation since it is H&M the one driving the initiative of responding to social and environmental issues by using their CSR policies and activities as their competitive advantage gaining full control over the consumers Corporate Citizenship responsibility, guiding them into the state of passive entities that buy what they are offered to fulfill their basic need of clothing not their developed advance needs of self –esteem and self-actualization as empowered entities to control and influence the company decisions making process towards Corporate Citizenship responsibility.

Jane Claydon also presents a model where consumers and corporations interact regarding sustainability and Corporate Citizenship responsibility. She stated in her studies that if consumers demand information about CSR activities and policies, this will lead the company to retain its consumers leading to major profitability for the company, then the company will improve their image and reputation which will as well attract new consumers which at the same time will demand more CSR actions and policies since they will feel that they are an active part of the decision making at the company, so consumers will become more aware of what companies do towards Corporate Citizenship responsibility increasing their own Corporate Citizenship responsibility as consumers. This will give them the active role they are entitled to have that is rarely used when purchasing and choosing the products to satisfy their needs.

From the survey we obtained also responses from H&M consumers stating that they will not mind pay more prices sometimes if they products they want to buy showed to be produced and sold by social and environmental responsible companies as in the case of H&M their CSR activities and policies would benefit more if their consumers were exposed directly to them as stated above for a win-win relationship towards sustainability.

Finally we would like that NGOs such as Greenpeace will cooperate more with organizations in Sweden in charge of informing customers about the products they consume. If companies are note telling their customers what the environmental and social issues they stand for and their activities and policies to compensate the damages, these organizations that claim to represent the consumers right to know and to use their power to punish misbehaving companies should and must have a more active role into the society.
Other facts that we found interesting is that when we compared both respondents Swedish speakers and English speakers, we found differences and similarities. Among the similarities we found out that both groups consider important companies should be socially and environmentally responsible for their behavior in the society, as well as their attitude towards the lack of information regarding CSR activities both groups of respondents agreed that they are missing information about this concern and this became their main reason why not giving CSR so much attention before. Both groups agreed they would like companies to provide more information about how they help sustainability in their communities and even abroad where many companies have operations. Both groups stated that for them it is interesting to get information, however they also answered that they rarely look for information about products being environmentally friendly or companies that sell them being certified and recognized as socially and environmentally responsible ones. Consumers pointed out as well that the sources they use to look for information when they want to know about a company and products, they certainly prefer to use internet, TV family and friends and investigations published by universities and investigations even for the published information they consider trustworthy.

This lead us to think that even NGOs has lost some path in informing people. Since organizations such as Greenpeace for example are interested in people to get conscious about their environmental responsibility is expected that they should look for the best and most accurate intention to approach consumers and tell them about the latest updates in regards of environmental issues. We could suggest taking into considerations looking closer to the sources people use to inform themselves about current issues regarding companies including CSR, certified and recognized as socially and environmentally responsible companies and products. We consider that a massive approach with facts and general information about the most critical issues going on in the society, being the social media a great opportunity to reach more people to a minor amount of time and costs. This approach could be valid as well for companies to use their CSR as a strategic for corporate societal marketing (CSM) is highlighted into global societies (Kotler et al. 2006), and would be a strategy to strengthen their image in the market, could become a source of competitiveness as H&M intends to implement it into their management strategies as they claimed they would become the more sustainable responsible company in the retailers industry (Seagel, 2013).

On the other hand we can contrast certain responses from the two groups Swedish speakers and English speakers. We wanted to get to know the knowledge, perceptions and expectations from H&M consumers at an international environment as we stated before and it came out certain differences that actually coincide with some of the differences in ethinical background pointed out at the focus groups- When we exposed the participants to the information about the scandals and environmental issues H&M among other textile companies have held responsible for we gave them two set of negative responses.- Due to the nature of the deductive qualitative investigation our goal was to analyze the attitudes and behavior of the consumers exposed to certain information or disinformation to explain it clearer. Then we notice that between the answers “no” and “did not know” was a difference in attitude.- Answering “no” for us had a meaning of total disinterest in the topic meanwhile answering “I did not know” gives the opportunity to approach them with further more detailed information about the situation in order to provide them a better understanding of the situation in discussion.- As we said before this was our validity since we wanted to prove was that there is a phenomenon: People are not concerned if they do not know about it. As shown some people do not care and some other people are interested in learning about it as well. On the contrary for the English speaking respondents the answers were more determinant in the sense that we will
obtain a majority of rating for the no options; leading to the validation of the idea presented in the focus group, people who speak Swedish are more aware about their responsibility as consumers compared to the English speaking respondents with a more international background. This type of response would repeat even for the other questions from the same nature reinforcing the first attitude towards the intention to know more about the situation touching companies including CSR, certified and recognized as socially and environmentally responsible companies and products.

Both groups agreed again in their interest for further investments in CSR from H&M and they rated the importance of investments as follows waste disposal, social development, climate change, human rights, educations, clean water and health for the Swedish speaking participants and social development, climate change, education, human rights, waste disposal, health and clean waters. As we observe the option do not differ much more in importance for H&M consumers and the company would benefit a lot by giving them the opportunity to get to know in more detailed about these activities being already covered by considerable investments in different projects referring to these areas around the world.

Furthermore, we can answer the consumers’ perspectives and expectations towards CSR at H&M are managed nowadays by the interest of the company. Since consumers are not exposed to information regarding CSR policies and activities, they are still not using their power to control the intention towards a change and awareness about environmental and social responsibility. These make the consumers demand more information and even a higher level of Corporate Citizen responsibility and turning consumers in to a dynamic part of H&M’s CSR stakeholders.
**Conclusion**

CSR as we have advanced in our research may be defined and interpreted according to the interest stakeholders look at it. It can be a strategy for competitiveness as Michael Porter describes it or a marketing strategy as Kotler points it out or an effective dynamic process to get closer to the customers as Claydon and Jansson pointed out as well. So we cannot define CSR in one unique sense or definition but it will vary in intention and objectives.

It has been an interesting journey to know what the relationship between CSR policies and activities share with consumers’ knowledge, perspectives and expectations taking as a sample trying to identify these phenomena in at H&M, their CSR policies and activities and H&M consumers in Sweden. As we have stated before Sweden and specifically the company has been granted an honorary place to H&M among the most socially and environmentally responsible companies in Europe (The Swedish Institute, n. d, 2011). However so far it has shown to be having a lot of problems which is being responsible for mostly regarding human rights and working conditions but environmental as well. The signing agreement between H&M and Greenpeace to stop using the PFC chemicals in their garments have been a camp for the NGO in the latest years and even the expectations that the company would stop using these chemicals at the beginning of 2013. We consider is really misbehavior from the company not to tell their customers about this initiative.

As the objective of this research is to analyze the consumer knowledge about corporate environmental contribution, a policy used by H&M in Sweden and also intends to present consumer perspective and expectations to which we can conclude that there is a missing link regarding information availability for a more dynamic relationship between H&M and its consumers. For example it could be smarter investments to dedicate a better placement to their CSR policies and activities in the brochures they usually send their consumers on a monthly basis. It could be a win – win situation for the company as stated before since they will improve the image of the company to the eyes of the socially and environmentally responsible consumers. We came out that many authors have argued and discussed about CSR but always from a company's perspective and that outcomes of corporate environmental activities are not properly delivered to consumers (Shelly, 2008). Lee and Dongyoung (2009), Shelley (2008) and Claydon (2011) have stated in their works that consumers should be the focus of attentions instead of the giving the focus to the managerial and other stakeholders needs. Through this research we founded out how much H&M consumers have knowledge about H&M’s CSR practices and which were their expectations and perspectives towards it and even if they would be using their power of misbehaving against this company if they felt affected in their personal values. This intention of behavior was shown through the survey and the focus group. Claydon (2011), Lee, Shin (2009), Dobsers (2009), Ildiko (2009), Poolthong (2009), Glazer et al. (2009), Shelly (2008), Bhattacharya (2007) related to CSR, they referred to the affects/ side effects of CSR – but from a “Company’s perspective”. CSR is the focus of attention to the consumer reactions towards CSR policies such as how CSR affects consumer behavior or loyalty to the brand. Such in the case of that corporate environmental contribution has little impact on consumers purchase intentions (Lee, Shin 2009), due to the lack of “low communication” and “the outcomes of corporate environmental activities are not adequately delivered to consumers” – lack of knowledge (Shelly, 2008). This is proven by the responses obtained from the surveys and the focus groups about
consumers claiming to use their power to boycott and punish the misbehaving companies misleading the consumers into a passive role that allows companies to grow against sustainability. Based on the research and lack of considerable amount of consumer knowledge, expectations and perspectives, then we can conclude that consumers have limited knowledge about CSR at H&M because they are not exposed to the information properly there is very little incentive from other entities to point out the need to become responsible and according to our conclusions this corresponds to consumers agencies, environmentally concern NGOs so they push the companies to leave their passive role complying only with governmental requirements to comply with CSR creating an environment where all can benefit of the products and the services given to the community.

6.1 Discussion
The survey results showed that the majority of respondents would correspond to the “X” generation classification of consumers because of the range of ages. Consumers classified as “Generation X” are the ones that belong to a certain group of people that grew up exposed to changes. Most of them belong to a generation that is particularly concern about responsibilities and balance in life. They would look for the correct answers and actions in order to keep balance and even this will reflect into their attitudes towards the environment and the society. These customers are more aware and more concerned for electronic products and all initiatives that will improve their quality life and provide more comfort to the family and the surrounding community. This correspond to the H&M classification for their Sustainability reports from 2009 that would state that H&M is concerned to provide best quality products to best prices to conscious consumers. These phenomena we would recommend for further study because of the lack of time and not being the focus of our research we decided to leave it for further research.

6.2 Further research
We will also add that it would be interesting to continue our empirical study regarding the missing link between companies informing consumers and consumers using their knowledge whether to price or to boycott companies that are no considered environmentally and socially responsible. Due to time limitations we would have liked to apply and have more observations groups to see if the consumers who were subject of our study used their power against H&M or not.
Bibliography


1. Do you think corporations have any social-environmental responsibility?

2. What are responsible practices in your opinion?

3. Do you know any environmental issue H&M has been blamed for recently? Do you think the company reacted accordingly to correct the problem?

4. Do you think H&M really concentrate its efforts on the benefit of implementing and supporting environmental CSR practices, why and how?

5. Do you think the consumers’ opinions should reflect the Corporate Social Responsibility policies and activities at H&M?
7.3 Survey

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Master Thesis (EF0705)
School of Business, Society and Engineering
Master Program in Business Administration with Specialization in International Marketing
Västerås, Spring 2013

Administrators: Babrak Farid and Carrie Ramirez

ENGLISH VERSION

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Survey for Master Thesis <br>School of Business, Society and Technology

1. Customers Knowledge, Perspectives and Expectations

CSR (Corporate Social Responsibility) is a form of self-regulation whereby companies integrate social and environmental concerns in their businesses. The CSR model monitors and ensures its activities compliance with the spirit of law, ethical standards and international norms. Since 2000, CSR has become one of the core concepts of business.

This Survey is conducted by two (2) Master Students from MID university to identify consumer knowledge, perspectives and expectations towards CSR policies and activities at H&M. In order to achieve this goal, we have a set of 25 simple questions, whereby the respondents can choose one or multiple choices, based on the type of question. Kindly answer the below questions...

Thank you in Advance...

Regards
Babrak
Cerne

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Figure 5 English Survey
Survey for Master Thesis <br>School of Business, Society and

2. Knowledge, Perspectives and Expectations

1. What is your gender?
   - Female
   - Male

2. What is your age?
   - 18 to 24
   - 25 to 34
   - 35 to 44
   - 45 to 54
   - 55 to 64
   - 65 to 74
   - 75 or older
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<tr>
<td>3. Knowledge, Perspectives and Expectations</td>
<td></td>
</tr>
<tr>
<td>3. Do you think companies have responsibility with the social development and environment in the society? Choose only one choice from the following list that best represents your opinion</td>
<td></td>
</tr>
<tr>
<td>Yes, they do</td>
<td></td>
</tr>
<tr>
<td>Maybe</td>
<td></td>
</tr>
<tr>
<td>No they do not have any responsibility</td>
<td></td>
</tr>
<tr>
<td>I do not know</td>
<td></td>
</tr>
<tr>
<td>4. Do you think companies are currently informing you as a client about their policies and activities for being socially and environmentally responsible? Choose only one choice from the following list that best represents your opinion</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>I do not know</td>
<td></td>
</tr>
<tr>
<td>I do not care</td>
<td></td>
</tr>
<tr>
<td>5. Are you interested in reading information about how a company shows to be environmentally and socially responsible? Choose only one choice from the following list that best represents your opinion</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>I do not know</td>
<td></td>
</tr>
<tr>
<td>I do not care</td>
<td></td>
</tr>
<tr>
<td>6. Do you look actively for information about how companies are being socially and environmentally responsible? Choose only one choice from the following list that best represents your opinion</td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td></td>
</tr>
<tr>
<td>Often</td>
<td></td>
</tr>
<tr>
<td>Sometimes</td>
<td></td>
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<tr>
<td>Rarely</td>
<td></td>
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<tr>
<td>Never</td>
<td></td>
</tr>
<tr>
<td>Do not know</td>
<td></td>
</tr>
</tbody>
</table>
7. Do you actively look for products/services provided by environmentally responsible companies? Choose only one choice from the following list that best represents your opinion
- [ ] Always
- [ ] Often
- [ ] Sometimes
- [ ] Rarely
- [ ] Never
- [ ] Do not know

8. When you need to buy a product/service, do you purchase from companies that you consider socially and environmentally responsible? Please choose only one option that represents best your opinion from the list above
- [ ] Always
- [ ] Often
- [ ] Sometimes
- [ ] Rarely
- [ ] Never
- [ ] Do not know

9. Would you pay more for a product or service sold or provided by a company you consider environmentally and socially responsible? Please choose only one option that represents best your opinion from the list above
- [ ] Yes
- [ ] No
- [ ] I do not know
- [ ] I do not care

10. Have you punished a company for not being socially and environmentally responsible? Please choose only one option that represents best your opinion from the list above
- [ ] Yes
- [ ] No
- [ ] I do not know
- [ ] I do not care
Survey for Master Thesis

11. Would you punish a company that is not environmentally or socially responsible if you could? Please choose only one option that represents best your opinion from the list above.

- Yes
- No
- I do not know
- I do not care

12. When you look for information about how a company is being environmentally and socially responsible, which of the following sources you use?

Choose all the possible answers that represent your opinion:

- Television
- Printed Magazines
- Reportage
- Internet
- Radio
- Friends/family
- Other (please specify)

13. From your personal criteria who do you think presents more reliable information about a company being responsible? Choose all the options that best represent your opinion:

- Universities
- Newspapers
- Documentaries/television reports
- Medical Communities
- NGOs
- Companies
- Government Institutions
- Other (please specify)
Survey for Master Thesis <br>School of Business, Society and

14. Do you think companies that claim to be socially and environmentally responsible have a genuine interest in the community or it is just a marketing strategy? Choose all the possible answers that represent your opinion

- There is a genuine interest
- There might be an interest
- It is a combination of both
- It is only marketing
- I do not know
- I do not care

15. Why do you prefer to buy at H&M? Please choose all the possible answers that represent your opinion

- I like their products
- I like their quality and prices
- I like their social and environmental programs
- Other (please specify): ________________________________

16. Do you consider H&M being a social and environmentally responsible company? Please choose only one option that represents best your opinion from the list above

- Yes
- No
- I do not know
- I do not care

17. Which of the following social and environmental responsible activities from H&M are you aware of? Choose all the possible answers that represent your opinion

- Better Cotton Initiative
- Pioneering Water Stewardship for Fashion
- All for Children
- Long live Fashion
- Full Audit Program
- Quality Assurance
- Other (please specify): ________________________________
### Survey for Master Thesis<br>School of Business, Society and<br>

18. Do you know that four out of six pieces of clothing for H&M contain/ (are toxicated) contains nonylphenol ethoxylates and PFC* (toxic perflourinated substances)? Please choose only one option that represents best your opinion from the list

- Yes
- No
- I do not know
- I do not care

19. Did u know that 70% of Chinese’s water is toxicated with nonylphenol ethoxylates and PFC* (toxic perflourinated substances)? Please choose only one option that represents best your opinion from the list above

- Yes
- No
- I do not know
- I do not care

20. Did you know that these toxicics were even found in fish caught in Chinese water? Please choose only one option that represents best your opinion from the list above

- Yes
- No
- I do not know
- I do not care

21. Did you know that these toxicics nonylphenol ethoxylates and PFC* (toxic perflourinated substances) were detected in the Arctic as well as the European water system? Please choose only one option that represents best your opinion from the list above

- Yes
- No
- I do not know
- I do not care

22. Are you aware that NGOs as Greenpeace has an agreement with H&M that these chemicals will not be used any longer from January 2013, 2020 respectively? Please choose only one option that represents best your opinion from the list above

- Yes
- No
- I do not know
- I do not care
Survey for Master Thesis <br>School of Business, Society and

23. Would you like H&M to provide more information about the environmental and social problems they are held responsible for and the solutions H&M present to these issues? Please choose only one option that represents best your opinion from the list above
   - Yes
   - No
   - I do not know
   - I do not care

24. Would you please evaluate the order of importance of the following community needs according to your opinion? Please rank the options in order of importance according to your opinion

   Education
   Health
   Clean Water
   Waste disposal
   Climate Change
   Human rights
   Social development

25. Can you please rank in order of importance the following issues that according to your opinion should be more relevant to H&M environmental and social responsibility commitment? Choose all the possible answers that represent your opinion

   Education
   Health
   Clean Water
   Waste disposal
   Climate Change
   Human rights
   Social development
CSR (Corporate Social Responsibility) är en idé om att företag ska ta ansvar samt visa hänsyn till sociala och miljöfaktorer i sin verksamhet. CSR-modellen övervakar och säkerställer dess verksamhet följer lagar, de nationella och internationella etiska riktlinjerna. Sedan 2000 har CSR blivit en av de centrala begrepp / strategier för företag.

Denna undersökning genomfördes av två (2) masterstudenter från MDH universitet för att kunna identifiera konsumenternas kunskap, perspektiv och förväntningar gentemot CSR-policy och aktiviteter på H&M. För att uppnå detta mål, har vi en uppsättning av 25 enkla frågor, där vi med hjälp av er önskar att ni besvarar dessa nedanstående frågor.

Tack på förhand...

MVH
Babrak
Carrie

Figure 6 Swedish Survey
Survey for Master Thesis <br>School of Business, Society and<br>2. Konsumenternas Kunskap, Perspektiv och Förväntningar

1. Vad är ditt kön?
   - Kvinna
   - Man

2. Vad är din ålder?
   - 18 to 24
   - 25 to 34
   - 35 to 44
   - 45 to 54
   - 55 to 64
   - 65 to 74
   - 75 or older
Survey for Master Thesis<br>School of Business, Society and<br>

3. Konsumenternas Kunskap, Perspektiv och Förväntningar

3. Anser du att företag har ett ansvar gällande sociala frågor, utveckling och miljö i samhället? Välj bara ett val från följande lista som bäst representerar din åsikt

- Ja, det gör de
- Kanske
- Nej, de har inget ansvar
- Jag vet ej

4. Anser du att företag tar sitt ansvar genom att informera sina kunder om deras policy gällande samhälle och miljö ansvar? Välj bara ett val från följande lista som bäst representerar din åsikt

- Ja
- Nej
- Jag vet ej
- Jag bryr mig inte

5. Är du intresserad av läsa information om hur företag visar sitt samhälle och miljö engagemang? Välj bara ett val från följande lista som bäst representerar din åsikt

- Ja
- Nej
- Jag vet ej
- Jag bryr mig inte


- Alltid
- Ofta
- Ibland
- Sällan
- Aldrig
- Vet inte
Survey for Master Thesis <br>School of Business, Society and Environment

7. Söker du efter produkter och tjänster som erbjuds av företag med samhälle och miljö ansvar? Välj bara ett val från följande lista som bäst representerar din åsikt

- Alltid
- Ofta
- Ibland
- Sällan
- Aldrig
- Vet ej


- Alltid
- Ofta
- Ibland
- Sällan
- Aldrig
- Vet inte


- Alltid
- Ofta
- Ibland
- Sällan
- Aldrig
- Vet ej


- Ja
- Nej
- Vet ej
<table>
<thead>
<tr>
<th>Survey for Master Thesis &lt;br&gt;School of Business, Society and &lt;br&gt;Environment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Skulle du tänka dig bestraffa en företag som inte följer samhälle och miljö ansvar om du kunde göra det? Välj bara ett val från följande lista som bäst representerar din åsikt</td>
<td></td>
</tr>
<tr>
<td>☐ Ja</td>
<td></td>
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<tr>
<td>☐ Nej</td>
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<tr>
<td>☐ Vet ej</td>
<td></td>
</tr>
<tr>
<td>12. Vilka av de följande källor använder du dig av för att leta efter företags samhälle och miljö ansvar? Välj alla möjliga svar som representerar din åsikt</td>
<td></td>
</tr>
<tr>
<td>☐ Tyn</td>
<td></td>
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<tr>
<td>☐ Broschyrer</td>
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<td>☐ Undersökningar</td>
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<td>☐ Internet</td>
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<td>☐ Radio</td>
<td></td>
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<tr>
<td>☐ Familj/ vänner</td>
<td></td>
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<tr>
<td>Andra källor: förklara</td>
<td></td>
</tr>
<tr>
<td>13. Från ditt personliga kriterium vem anser du visar mer verklig information om företags samhälle och miljö ansvar? Rangordna dina alternativ i prioritetsordning enligt din åsikt</td>
<td></td>
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<tr>
<td>☐ Universitet</td>
<td></td>
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<tr>
<td>☐ Tidningarna</td>
<td></td>
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<tr>
<td>☐ Dokumentärer</td>
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<tr>
<td>☐ Läkemedelsföretag</td>
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<td>☐ TV undersökningar</td>
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<td>☐ NGOs</td>
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<td>☐ Företag</td>
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<td>☐ Myndigheter</td>
<td></td>
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<tr>
<td>Anmärkning:</td>
<td></td>
</tr>
<tr>
<td>☐ Ja, det finns en genuine intresse</td>
<td></td>
</tr>
<tr>
<td>☐ Det kanske finns en intresse</td>
<td></td>
</tr>
<tr>
<td>☐ Det är en kombination av båge intressen och marknadsföring</td>
<td></td>
</tr>
<tr>
<td>☐ Det är enbart marknadsföring strategi</td>
<td></td>
</tr>
</tbody>
</table>
Survey for Master Thesis <br>School of Business, Society and

15. Varför föredrar du att handla hos H&M? Välj alla möjliga svar som representerar din åsikt
   - Jag gillar deras produkter
   - Jag gillar kvalitet och priser
   - Jag gillar deras samhälle och miljö ansvarfull policy
   Annat: ________________________________

   - Ja
   - Nej
   - Jag vet ej
   - Jag bryr mig inte

17. Vilka av följande samhälle och miljö ansvar aktiviteter från H&M är du medveten om? Välj alla möjliga svar som representerar din åsikt
   - Ekologisk bomull
   - Hållbarhetsträger och lönefrågan
   - Fallstudier
   - Ökade insatser för Bangladesh
   - All for Children
   - WWF och Ren vatten
   Annat: ________________________________

18. Vet du att fyra av sex plag av H&M kläder innehåller giftiga kemikalier? Välj bara ett val från följande lista som bäst representerar din åsikt
   - Ja
   - Nej
   - Jag visste inte
   - Jag bryr mig inte
Survey for Master Thesis <br>School of Business, Society and

19. Ar du medveten att Greenpeace har en överenskommelse att H&M skulle stoppa användningen av giftiga kemikalierna i tillverkande processer av sina kläders plag? Välj bara ett val från följande lista som bäst representerar din åsikt

- Ja
- Nej
- Jag visste inte
- Jag bryr mig inte

20. Visste du att 70% av kinesiska vatten är Toxicated med nonylphophon etoxylater och PFC giftiga perfluorerade ämnen? Välj bara ett val från följande lista som bäst representerar din åsikt

- Ja
- Nej
- Jag visste inte
- Jag bryr mig inte

21. Visste du att nonylphophon etoxylater och PFC giftiga perfluorerade ämnen hittades i fisk i Kina? Välj bara ett val från följande lista som bäst representerar din åsikt

- Ja
- Nej
- Jag visste inte
- Jag bryr mig inte

22. Visste du att dessa nonylphophon etoxylater och PFC giftiga perfluorerade ämnen hittades i Artic samt i europeiska vatten System? Välj bara ett val från följande lista som bäst representerar din åsikt

- Ja
- Nej
- Jag visste inte
- Jag bryr mig inte

23. Skulle du vilja att HM informera mer i detalj om sin verksamhet för att visa sociala och miljömässiga ansvar? Välj bara ett val från följande lista som bäst representerar din åsikt

- Ja, gärna
- Nej tack
- Jag vet ej
- Jag bryr mig inte
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#### 24. Kan du ranka dessa viktiga behov i samhälle enligt din åsikt?

<table>
<thead>
<tr>
<th>Utbildning</th>
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<th>Miljö</th>
<th>Avfall</th>
<th>Mänskliga rättigheter</th>
<th>Social utveckling</th>
</tr>
</thead>
</table>

#### 25. Vad skulle du vilja att H&M skulle verka för gällande behov i samhället som miljö och samhälle ansvarfulla aktörer helst? Rangordna behov enligt din åsikt

<table>
<thead>
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