

The Finnish Consumer's Buying Behaviour in Relation to Corporate Social Responsibility

Finnish Textile and Fashion ry

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| <p>Sammandrag:</p> <p>I detta arbete undersöker författaren hur den finländska konsumenten blir påverkad av socialt ansvar. Målet är att undersöka hur socialt ansvar hos företag påverkar konsumentens köpbeslut. Konsumenten är påverkad av många olika faktorer. En av de viktigaste delarna av marknadsföring är att förstå kundens behov och det är viktigt att inse att kundens behov bör uppfyllas men aldrig helt och hållet eftersom affärlivet inte är altruistiskt. Denna undersökning är baserad på hur socialt ansvar påverkar konsumentbeteendet. Socialt ansvar är ansvaret varje organisation har för påverkan av dess beslut och aktiviteter på samhället och miljön. Eftersom miljö- och globala frågor är allt mer i ytan är det även relevant för företagen att inkludera socialt ansvar i deras affärsplaner. Detta arbete använder en kvantitativ undersökningsmetod kombinerat med litterära studier. För att insamla data används en webbenkät vars svar sedan analyseras med hjälp av SPSS. Resultaten visar att socialt ansvar inte är ett viktigt kriterium då den finländska konsumenten inhandlar kläder. Det visar sig även att konsumenten i sitt köpbeslut starkt blir påverkad av en brist på information om socialt ansvar.</p> | |
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| <p>Abstract:</p> <p>This thesis is a research about consumer behaviour in relation to corporate social responsibility. The goal is to research how social responsibility in companies, affect the Finnish consumers' buying decision. Consumer behaviour is a broad subject. The consumer is affected by a lot of different factors. The understanding of the customers' needs and wants is one of the most important parts of marketing. It is important to understand that the customer's needs should be satisfied but never completely since business is not altruistic. This research is based on how social responsibility affects the consumer behaviour. Social responsibility is the responsibility each organization has for the impacts of its decisions and activities on the society and environment. Social responsibility is becoming more important for the companies to include in their business plans since the global and environmental issues are becoming more apparent. The thesis is using a quantitative research method combined with literature studies. Data is being collected via a web survey and is then analysed with the help of SPSS. The results show that social responsibility is not a very important criterion when the Finnish consumer is buying clothes. The results also show that the consumer is strongly affected by a lack of information about social responsibility.</p> | |
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1 BACKGROUND

This Degree Thesis is written as an assignment from the federation Finnish Textile and Fashion. The Thesis is going to research if the consumers' buying behaviour when buying clothes, is affected by social responsibility. Fashion and clothing has been an interest of mine for a long time but during recent years I have begun wondering where the clothes come from and how they are produced. This is a challenging thing to measure but I find it important to bring awareness to this issue, which is why I chose to research about this subject. Social responsibility, although an unknown term for many, has become much more visible during the past decade because of the awareness of sustainable development. Social responsibility is means of achieving sustainability (ASQ).

Adopting key social responsibility principles such as accountability and transparency can help ensure the long-term viability and success of any organization or system. Another important social responsibility principle is ethical behaviour. For the consumer to be able to actually be aware of how socially responsible a company or an organization is some sort of transparency is needed. Without transparency of the company it is impossible for the consumer to know if the company puts any effort on being socially responsible. Any company can promote itself as being socially responsible but in order to actually measure it, it has to be visible for the surroundings. But not all companies strive to be socially responsible. Some companies even focus on portraying them as not being socially responsible or just not mentioning anything about it. (ASQ) Although this is the case, when mentioning companies in this study, the assumption will be that it is a company, which is socially responsible and transparent about it. Unless, of course, mentioning otherwise.

2 FINNISH TEXTILE AND FASHION RY

Finnish Textile & Fashion is a federation that strives to improve the requirements of textile- and clothing companies. The goal of the federation is to strengthen the profile of the textile industry in Finland and to make it possible for member companies

to thrive and compete in the global market. Its mission is also to get more textile- and clothing businesses, products and branch-related jobs to the Finnish market.

The main activities of the federation are to influence the job market and industrial policy in Finland and in the EU. All of this is possible by advocating training and education as well as research and product development.

The federation negotiates collective bargaining agreements and takes a stand in national and international matters and standardization. Finnish Textile & Fashion is also involved in research and development programs and helps to start growth and internationalization projects with educational institutions and research institutes for its member companies. General research in their field is also supported through annual scholarships.

Finnish Textile & Fashion is a member of Confederation of Finnish Industries (EK) through Tekstiili- ja Lasitalojen liitto TL ry. (Suomen Tekstiili ja Muoti 2016)

3 PROBLEM

Many companies and organizations have realized the importance of social responsibility in today's society but the main this research is going to be about is whether the consumer is affected by it and what kind of motives lay behind the buying decision. The consumer plays a major role in all sectors of economic activities, which is why it is important for the company or organization to be aware of the consumer's interests. In this particular case the interest meaning social responsibility. There are different types of social responsibility, both consumer social responsibility (CnSR) and corporate social responsibility (CSR), but in this Thesis the main focus is on the corporate social responsibility and its effects on consumer behaviour. A main character of social responsibility is that individuals and companies act in a way that takes the environment and the society into consideration (Investopedia).

The issue here is if and how the consumer is affected by the company's social responsibility. There are a lot of motives that affect the consumer's buying decision

and this research is questioning what these motives are. Social responsibility is of course a positive feature in a company or organization but is it really a criterion for making a buying decision? Especially younger consumers, that more often than not, have smaller possibilities to invest in more expensive clothes. I am bringing this up because clothes, which are produced ethically and responsibly, are often expensive because it simply is more expensive for the company to produce them. This might be problematic because for many young costumers the price is the main factor.

3.1 Purpose

The purpose of this study is to research the motives behind the target group's buying behaviour when buying clothes and if the target group is affected by social responsibility when making a final buying decision.

3.2 Focus/Limitations

This research is focusing on social responsibility and consumer behavior. Social responsibility is a part of sustainable development so it is important to mention it as well in this Thesis. Although it is important the study is not going to focus on sustainable development as a whole because it too broad and includes different factors which might not relate to social responsibility or consumer behavior.

Consumer behavior is also a very broad subject with characteristics from psychology, sociology, anthropology, marketing and economics. (Evans et al. 2006) It is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon 2013 p.31). This is why it is important to know what to focus on when researching consumer behaviour. The part of consumer behaviour this Thesis focuses on is the process of the individual choosing to purchase products and what factors this process involves. Such as internal or external factors and how these affect the

buying decision. The usage or dispose of products is not something that is going to be included because it is not of interest in this study.

4 METHOD

A common conception of research methods is to think of the research methods as the contents of a toolbox. There is a problem and in order to solve it, you need the tools. (Radford, G. P., & Goldstein, S. Z. 2002).

When deciding what kind of research method one is going to use, there are two main strategies to choose from: quantitative and qualitative. (Bryman & Bell, 2011) The quantitative and qualitative research methods contain many differences, but shortly one could say that quantitative research emphasizes quantification in the collection and analysis of data while the qualitative research usually emphasizes words. (Bryman & Bell 2011 pp. 26-27) When conducting a research it is important to keep critical thinking in mind. Quantitative research methods are rewarding when one wants to analyse numbers but there are a bunch of critical points to keep in mind such as: the reliance and procedures hinders the connection between research and everyday life. There is no guarantee that the respondents have enough knowledge to answer a question the way the researcher wishes for. (Bryman & Bell 2011 p. 168)

4.1 Choosing of method

This study is going to use a quantitative research method and study literature. Even though quantitative research is the collecting of numerical data, according to Bryman & Bell, it is good to bear in mind that there is a great deal more to it than the presence of numbers. It is also important to have a theory in mind when researching. In this Thesis the research will originate from a deductive theory. Deductive implies that there already exist theories and facts about the subject being researched and from those theories a hypothesis is deduced. (Bryman & Bell 2011)

When you have a hypothesis you have to choose which research strategy you will use. In this case the hypothesis is the question of how a certain group of consumers and their buying behaviour is affected by social responsibility. The next step the selection of the research site and then the selection of respondents. During this step it is important to find an appropriate community to research. The following step includes administration of the research instruments. Once the information has been collected it has to be converted into data. When the data has been converted there is a need to analyze the data and develop the findings in the data. The final step is then to write down the conclusions. When writing down these conclusions it is important for the researcher to convince the readers that the research is relevant. (Bryman & Bell 2011 pp. 150-152)

4.2 Web survey

In order to gather data a web survey is going to be conducted with a program called QuestionPro. The target group for this web survey is the Finnish consumer, which is why the survey is going to be conducted in Finnish. The data collection method with a web survey is chosen because it is easy to gather a larger number of answers through this. The types of questions in the survey are going to be personal factual questions, questions about attitudes, questions about beliefs and questions about normative standards and values. Because most of the questions are closed, it is easier for the respondents to answer. The web survey is also quicker than personal interviews. (Bryman & Bell 2011)

In the book about research methods (Bryman & Bell 2011) it is suggested that the characteristics of the interviewer can affect the respondent's answers and this problem is of course absent when using a web survey. Another positive factor about conducting a web survey is that all the questions are asked in the same order and in the same way, since there is no interviewer who might change the nature of the questions. (Bryman & Bell 2011 p. 233)

Although the web survey is in this case the most relevant method there are a few challenges to keep in mind. For instance the absence of the interviewer might affect

the honesty of the respondent. Another challenge affecting honesty as mentioned earlier that when it comes to issues such as the environment and responsibility the individual has a tendency to sugar-coat their answers to ease their conscience. (Bryman & Bell 2011 pp. 233-234)

The biggest challenge that this study is going to face is to get enough respondents to answer the questions. Because of this challenge it is important to send out the web survey through the right channels and make it appealing for the respondents.

When analyzing the answers the program that is going to be used is called SPSS, since it is a very useful one when making these types of researches. It helps to equip the research with a useful transferable skill. (Bell & Bryman, 2011) SPSS is the most used computer software for the analysis of quantitative data.

4.3 Literature review

The literature review provides the basis on which you justify your research questions and build your research design (Bryman & Bell 2011 p. 91).

The relevant literature to study in this research is about consumer behaviour and social responsibility. When studying consumer behaviour the focus is specifically on the consumer's choices and attitudes and what factors affect these. Consumer behaviour is a broad subject covering a lot of different aspects so it will have to be narrowed down and focus on what this study actually is about. When studying social responsibility I am going to study social responsibility and its core.

The literature that is going to be reviewed for this research is books and articles on available Arcada databases. Online bibliographical databases on the Internet are an invaluable source of journal references (Bryman & Bell 2011 p. 91). Critical thinking is also important when studying literature and trying to choose what to include and exclude from the Thesis. (Bryman & Bell 2011 p. 91) It is also important to constantly be aware of how reliable the sources are and if they are worthy of using or not.

4.4 Terms and definitions

Social responsibility: The responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that: contributes to sustainable development, including health and the welfare of society, takes into account the expectations of stakeholders, is in compliance with applicable laws and consistent with international norms of behaviour, is integrated throughout the organization and practiced in its relationships (TÜV Rheinland).

Sustainable development: Sustainable development is an on-going and structured process where society undergoes changes with the aim of securing desirable living conditions for the current and future generations (Ympäristöministeriö).

Consumer behaviour: The study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon 2013 p.31).

4.5 Information evaluation

When studying and reading about these subjects it is important that the sources are reliable and credible. One should of course never trust the Internet completely but by keeping a critical mind when researching there is no harm to be done. The data gathering method is going to be quantitative and this whole study would probably be different if it would be a qualitative method because shortly explained, the quantitative focuses on quantification of numbers and the qualitative focuses on words.

The quantitative research method used is a web survey but if it would be a qualitative method like for example personal interviews the structure of this thesis would be different. The study would be a deeper research based on a small number of individuals. There would be more detailed and personal answers but not the possibility to gather the same amount of answers. It would also be possible to ask other kinds of questions and have a discussion about certain subjects.

5 THEORY

5.1 Consumer behaviour

The understanding of the customers' needs and wants is one of the most important parts of marketing. As a marketer it is important to realize that the customer needs should be satisfied but never completely since business is not altruistic. (Evans et al. 2006) It is also important to realize that marketers can satisfy these needs only to the extent that the people or organizations that will use the products and services they sell. So needless to say, understanding the consumers is the most vital part of marketing. (Solomon 2013)

Consumer behaviour is a process that has a range of steps and affecting factors. (Solomon 2013 p. 32) In the book Consumer Behaviour (Evans et al. 2006) there is three main parts mentioned that describes consumer behaviour: the individual aspects of consumer behaviour, social and group aspects of consumer behaviour and integrated approaches to consumer behaviour.

When dividing the influences affecting consumer behaviour a helpful method is to divide the factors into internal and external influences. (Patidar 2014) This thesis is focusing on researching the internal influences, but it is important to remember that every single influence is important.

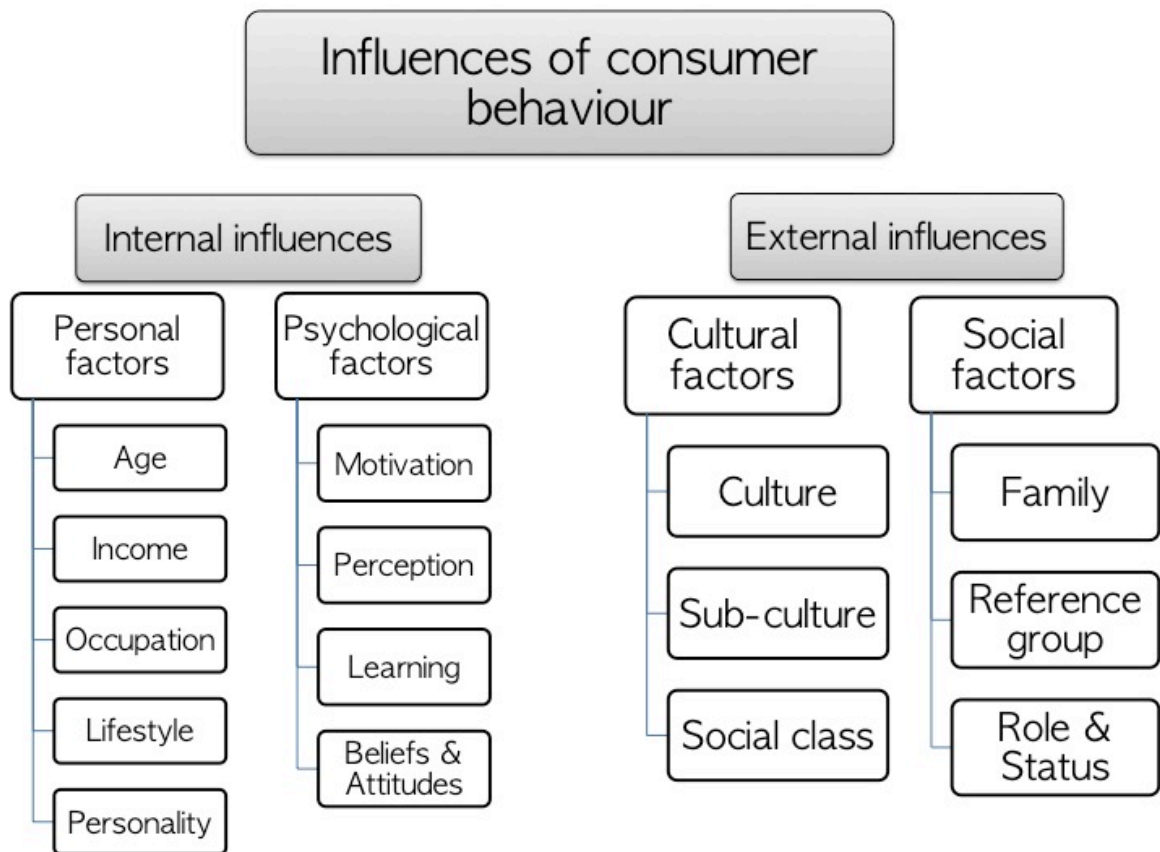


Figure 1 Influences of consumer behaviour (Patidar 2014)

5.2 Influences of consumer behaviour

When researching consumer behaviour it is helpful to divide the different consumer influencing factors into external and internal influences. (Patidar 2014) These can then be divided into different factors. Internal influences include: personal factors such as age, income, occupation, life style and personality and psychological factors such as motivation, perception, learning and beliefs & attitudes. External influences include: cultural factors such as culture, sub-culture and social class and social factors such as family, reference group and role & status. (Patidar 2014) All of these influences are of course part of affecting the consumer behaviour but in this research the main focus is going to be on motivation and attitudes.

5.3 Internal Influences

As can be seen in figure 1, internal influences can be divided into two main factors: personal factors and psychological factors.

5.3.1 Personal factors

Age: dividing consumers in age groups, is a helpful tool. It is helpful because although every individual is different from each other, people in the same age group have a tendency to have the same set of values and common cultural experiences. (Salomon 2013 p. 35)

Income: people who have the same income usually have similar professions and share the same taste in music, clothing, leisure activities and art. It is also common that they attract each other and share values and ideas. (Solomon 2013 p. 35-36)

Occupation: the occupation of an individual plays an important role in the individual's consumer behaviour. The profession usually has a strong connection with the products and brands the individual chooses. (Management study guide)

Lifestyle: lifestyle defines a pattern of consumption that reflects a person's choices of how to spend her time and money. (Solomon 2013 p. 493)

Personality: personality as a definition is those inner psychological characteristics that both determine and reflect how a person responds to his or her environment. These characteristics affect the way consumers respond to marketers' promotional efforts and how they consume different products. So personality traits are a really defining factor of consumer behaviour. (Schiffman et al. 2010 p. 137)

5.3.2 Psychological factors

Motivation: A basic concept in human behaviour and also consumer behaviour is motivation, which is why it is so important to understand and study.

It is the driving force within individuals. Produced by a state of tension it is the result of an unfulfilled need that moves us away from psychological equilibrium or homeostasis. (Evans et al. 2006)

The individual has both physiological and psychological drives and both attribute to motivation. In this Thesis one could say that the psychological drive is more important to focus on. There are a whole range of psychogenic drives that occurs from our culture, social environment and social group interactions. (Evans et al. 2006)

There is also positive and negative motivation as well as internal and external motivation. The terms speak for themselves. When researching motivation it is useful to ask the respondent how they perceive product attributes and what these reveal about their values. This research is called mean-end chain. (Evans et al. 2006)

Perception: Simply put, perception is the way each individual sees the world. Two individuals that are presented to the exact same stimuli under the exact same conditions can still perceive them differently. The way the individuals perceive these things is based on each person's own needs, values and expectations. Consumers are subconsciously very selective when it comes to which aspects of the environment (stimuli) they perceive (Schiffman et al. 2010).

Learning: Learning is a complex subject because there is no generally accepted definition of learning but in this case it is going to be from a marketing perspective. It is the process by which individuals acquire the purchase and experience that they apply to future related behaviour (Schiffman et al. 2010 p. 210). Learning is a quite lasting change in the individual's behaviour caused by experience. It is good to remember that it is an on going process that basically never ends. (Salomon 2013)

Attitudes (& Beliefs): An attitude is a lasting, general evaluation of people (including oneself), objects, advertisements, or issues (Solomon, 2013 p. 273). Attitude is used in a lot of different scenarios and contexts but when mentioning attitude in this thesis I am referring to the description above.

Beliefs are a number of different statements the individual has about something that reflects the individual's knowledge and assessment of this something. (Shiffman et al. 2010 p. 366)

The functional theory of attitudes, developed by psychologist Daniel Katz, is a pragmatic approach claiming that attitudes exist because they serve a function to the individual. The theory consists of different attitude functions: utilitarian function, value-expressive function, ego-defensive function and knowledge function. (Solomon 2013 pp. 273-274)

An attitude has three factors: affect, behaviour and cognition. Affect portrays the consumer's feelings towards an attitude object. Behaviour is as one can presume, the consumer's intentions to take action about it. Cognition refers to the consumer's beliefs about the attitude object. All of these three factors correlate when the consumer is making the buying decision and when the marketer is trying to evaluate the consumer's attitude towards the attitude object. (Solomon 2013)

Because there are so many different types of attitudes it is also important to realize that the attitudes are created in different ways and forms. The attitudes of consumers also have different levels of commitment. Even though one might not actively think about it on a daily basis, attitudes impact the choices we make as consumers. According to Solomon we can divide the level of attitude commitment in three levels: compliance, identification and internalization. Solomon mentions a variety of theories to how we as consumers create attitudes. (Solomon 2013)

In order to keep a harmony and consistency among our different attitude-components we are motivated to even change our behaviour if needed. This is called the principle of cognitive consistency. The principle of cognitive dissonance is when we are motivated to reduce a negative feeling in order to keep a balance because two cognitive elements clash. (Solomon 2013)

Another theory of how attitudes are formed is called the self-perception theory. It implies that we determine our own attitudes by observing our behaviour. It also im-

plies that we recognize another individual's attitudes by following his/her behaviour. The social judgement theory concludes that the individual has an existing standard attitude to which the new information is shaped around. (Solomon 2013)

Attitude models are determining the different factors that influence the individual's opinion of the attitude objects. As mentioned earlier, attitudes are more complex than one might realize. Because of this it is important for the researcher to have a working attitude model in order to understand the different factors affecting attitudes. A model that researchers could use is the multi-attribute attitude model. This type of model assumes that a consumer's attitude toward an attitude object depends on the beliefs she has about several of its attributes (Solomon 2013 p. 282). The most popular multi-attribute model is the Fishbein model, which measures three components of attitude: salient beliefs individuals have about an attitude object, object-attitude linkages and evaluation of the attributes. (Solomon 2013)

An attitude-affecting factor that I find worthy mentioning in this attitude section is social pressure. More often than one would like to admit it, we are affected by what we believe other people would like us to do. This also affects the consumer's decision-making progress, as social acceptance is important for the most of us.

Changing the consumer's attitudes is a challenging task for the marketer. When trying to change the consumer's attitude persuasion is the most important factor but it is also important to be aware of the basic psychological principles that might affect the individual to change her mind. They are the following: reciprocity, scarcity, authority, consistency, liking and consensus. When trying to change the consumer's attitude an important tool is the communications model. It defines the components they need to control in order to communicate with their customers. Although the traditional communications model is a very useful tool it is good to remember that the consumer is not a passive receiver of different messages. (Solomon 2013)

In today's world the consumers have a greater control over which messages they choose to process. Another factor to remember is that the source has to be credible in order for the message to be effective. The message itself also has different factors that affect how it is perceived. Finally it is the characteristics of the target group that

determine if it is the nature of the source or the message itself that is more effective. (Solomon 2013)

5.4 External influences

The external influences can be divided into two further influences, which are cultural- and social factors. As can be seen in figure 1 the cultural factors are: culture, sub-culture and social class. The social factors are: family, reference groups and roles & status. (Patidar 2014) Although the internal and external influences are equally important in consumer behaviour, this research is focusing on the internal influences since they are more relevant in this particular subject.

5.4.1 Cultural factors

Culture: Simply said culture is the personality of a society. Culture is a broad subject but in this context a relevant definition is: “the learned beliefs, values, and customs that serve direct the consumer behaviour of members of a particular society” (Schiffman et al. 2010 p. 366).

Sub-culture: Sub-culture is a group of individuals that share beliefs, values and customs that separates them from other members of the same society. (Schiffman et al. 2010 p. 392) Every individual belong to many different sub-cultures depending on different factors. (Solomon 2013 p. 508)

Social class: Social class hierarchically divides individuals into different status classes which leads to that every class have either lower or higher statuses than other classes. (Schiffman et al. 2010 p. 76) Different status factors, that affects which social class the individual belongs to are for example, relative wealth, power and prestige. (Schiffman et al. 2010 p. 338)

5.4.2 Social factors

Family: Family is one of the most important social groupings for many individuals, especially for children growing up. (Schiffman et al. 2010 p. 338) Although family is a quite basic concept (two or more individuals related by blood, marriage or adoption who reside together) it is more complex than that. (Schiffman 2010 et al. p. 318) Other types of families grow quickly in our society for example intentional families; groups of individual who meet regularly for different occasions that are not related in any way. (Solomon 2013 p. 398)

Reference groups: From a marketing point of view, reference groups are groups that are perceived as credible and act like references for the individuals in their consumption decisions. There are a few different types of reference groups such as: normative reference groups (closest family for a growing child), comparative reference groups (a group that an individual finds worthy of imitating), membership groups and symbolic groups.

Roles & Status: Individuals play different roles in different situations. It is completely normal for each individual to change their roles according to what situation they are in. (Schiffman et al. 2010 p. 163) Because of these different roles, individuals might change their consumer behaviour according to their role. (Solomon 2013 p. 40) From a marketing point of view the consumer with more purchasing power has a higher status. So basically in a marketing society the status is depending on how much purchase power the consumer has.

When studying consumer behaviour it is also important to try to understand the consumer response to marketing actions. A quite useful model is the hierarchy of communication effects. It includes: exposure, attention, perception, learning, attitude, action, post-purchase. These are relevant when studying consumer behaviour and how they react to marketing actions. (Evans et al. 2006)

Another factor to remember when studying consumer behaviour is consumer demographics such as: age, gender and occupation. There are different types of ages,

physical and cognitive. In marketing the cognitive age is a useful tool since it usually means that the individual feels younger than their biological age. (Solomon 2013)

5.5 Social responsibility

The importance of focusing on the global and environmental issues is continuously growing so it is natural for companies to be aware of this subject when constructing their business plans. A way of doing it is focusing on corporate social responsibility, something that earlier was seen as some sort of luxury for a small percentage of companies is nowadays a well-known subject of the public. (Aras et al. 2016)

The general idea of corporate social responsibility (CSR) is that businesses should have more responsibility and duties towards society rather than their stakeholders. (Paetzold 2010) When focusing on social responsibility as an organization or company there is an international standard called ISO 26000 (International Organization for Standardization), which provides guidance on the social responsibility of organizations. (TÜV Rheinland) It is developed to help organizations measure the social responsibilities that are relevant and significant to their vision. (ASQ)

As mentioned already, social responsibility is the responsibility each organization has for the impacts of its decisions and activities on the society and environment. The idea is that the company's focus should not be entirely on maximizing the profits but also on being socially responsible. Social responsibility also leads to developing businesses with a positive relationship to the society. (Investopedia) According to ISO the relationship between the organization and society is increasingly being used as a measure for their performance. It has become more popular for companies to include social responsibility into their business models. Many investors and consumers use the level of social responsibility in a company as a criterion for interacting with it. (Investopedia)

5.6 Main principles of Social Responsibility

ISO 26000 has defined seven main principles of social responsibility that are valuable guidelines for each organization: Accountability, transparency, ethical behaviour, respect for the stakeholders interests, rule of law, international norms of behaviour and human rights. (TÜV Rheinland)

Mentioned first is accountability. Accountability is an ethical concept that has several meanings. (Visser et al. 2010) Considering this research is referring to organizations and companies, accountability in this case means the organization being answerable for every decision and activity and their impact on the society, the economy and the environment. (TÜV Rheinland)

Transparency in an organization means to be open about the decisions and activities that have an impact on the society and the environment. (TÜV Rheinland)

Ethical behaviour is also a principle mentioned that is quite obvious in many situations. Simply said ethics are the guidelines for what morally is right and wrong. Business ethics is mainly focusing on the rules not covered by the law. It is the guidelines of right and wrong beyond what is defined by law. (Visser et al. 2010)

It is also important for the company to respect, consider and respond to the interests of its stakeholders. The sustainability of the organization is dependent on the relationship with the stakeholders. (Visser et al. 2010)

To respect the rule of law and following the international norms of behaviour are quite obvious terms that speak for themselves.

The final principle, human rights, is a very broad subject. It is good to keep in mind that although human rights, is a universal concept, different cultures have different views on human rights. (Spagnoli 2007) This thesis though, is focusing the UN definition of human rights. It contains 29 articles about what rights every individual is entitled to. A basic concept is that everyone is equal and has the same rights regard-

ing race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status (The United Nations).

6 EMPIRICAL DATA AND ANALYSIS

The data was gathered with the help of an online survey program called QuestionPro. The language of the survey was Finnish although this Thesis is written in English, the reason being that the target group is Finnish consumers. The questions were about the consumer's behaviour and attitude when buying clothes focusing on the aspect of social responsibility. The point of the web survey was to research if and how the consumer is affected by social responsibility when buying clothes. The questions were constructed considering attitudes, behaviour and beliefs.

The online web survey was posted on Facebook. In the post people were asked to answer the survey and then share it on Facebook since this would bring more visibility to the survey. A total of five people shared it. Of the gadgets used to answer the survey, 58.51% were smartphones, 40.43% were laptops/computers and 1.06% was a tablet. To analyse the data gathered by the web survey I used SPSS, which is software by IBM that is used for analysing statistics. (IBM)

6.1 Data Results

6.1.1 Gender

There were a total of 81 answering and a missing value of 4. Of the individuals answering the survey, there were 56 women (nainen) and 21 men (mies).

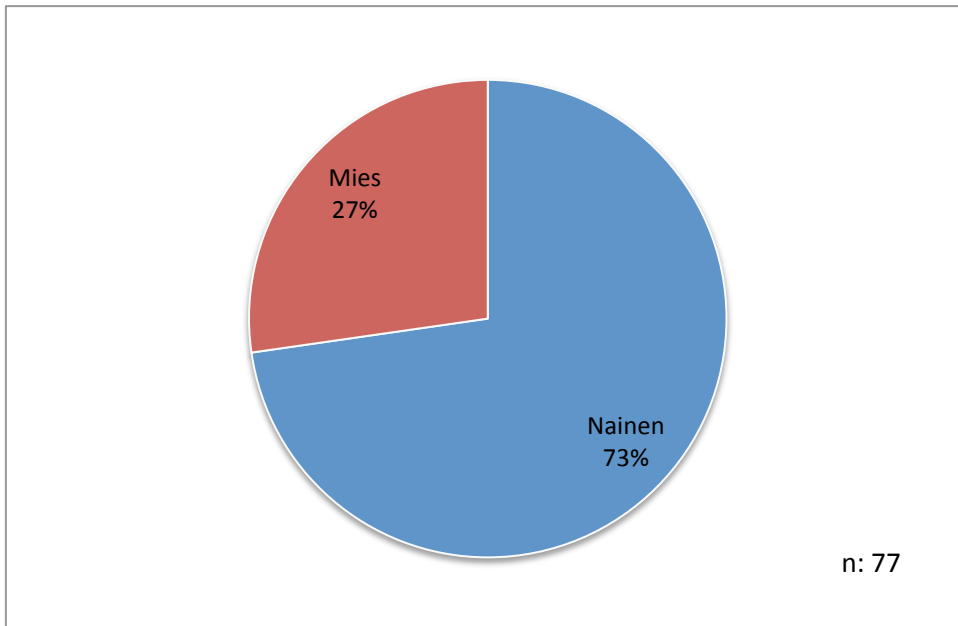


Figure 2 The gender of the respondents (2016).

6.1.2 Age

In the survey there were five different age-categories: under 21, 21-30, 31-40, 41-50 and over 51. The category with the most participants was clearly 21-30 with 64 individuals, which was 79% of the total answers. The second largest was the over 51 category with 8 individuals. The under 21 category had four respondents and the 41-50 category only had one. As you can see from the graph, the 31-40 category had zero respondents which is why it is not included in the chart.

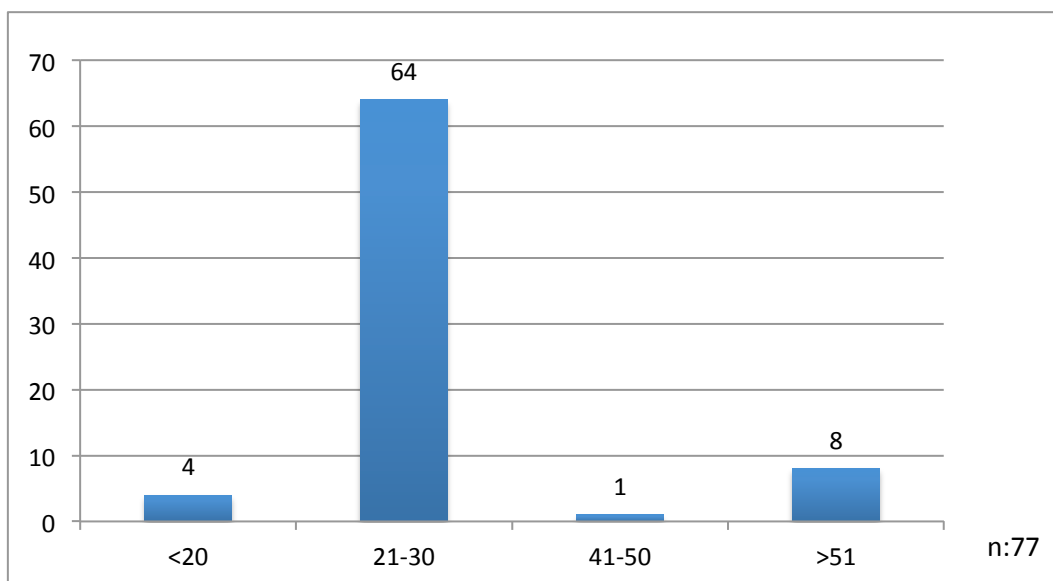


Figure 3 Age- groups of the respondents (2016).

6.1.3 Occupation

There were four different categories of occupation. Student and unemployed (opiskelija, työtön), student and employed (opiskelija, työssäkäyvä), full-time employed (työskentelen täysi-aikaisesti), unemployed (työtön). Of these the full time-employed had the most respondents with a total of 40 respondents. The second largest category was student and employed with 28 respondents. Student and unemployed had 7 respondents and unemployed had only 2.

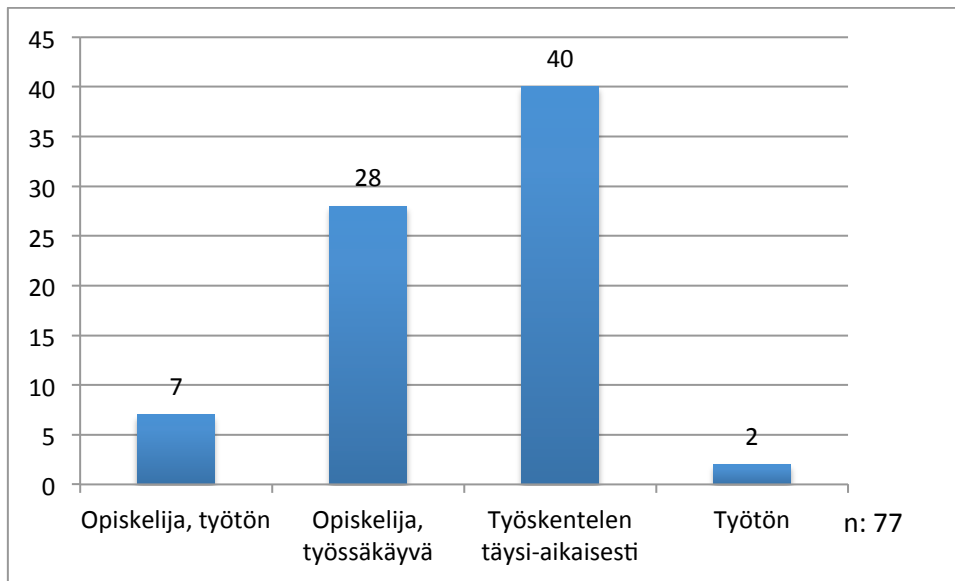


Figure 4 Occupations of the respondents (2016).

6.1.4 What are your criteria when buying clothes?

What are your criteria when buying clothes was a multiple response question where the respondent could choose three answers at the most. The different criteria were: brand (tavaramerkki), fit (istuvuus), quality (laatu), design (suunnittelu), responsibly produced (vastuullisesti valmistettu), price (hinta) and other (muu). The different criteria had the following responses; brand: 12, fit: 71, quality: 55, design: 15, responsibly produced: 7, price: 56

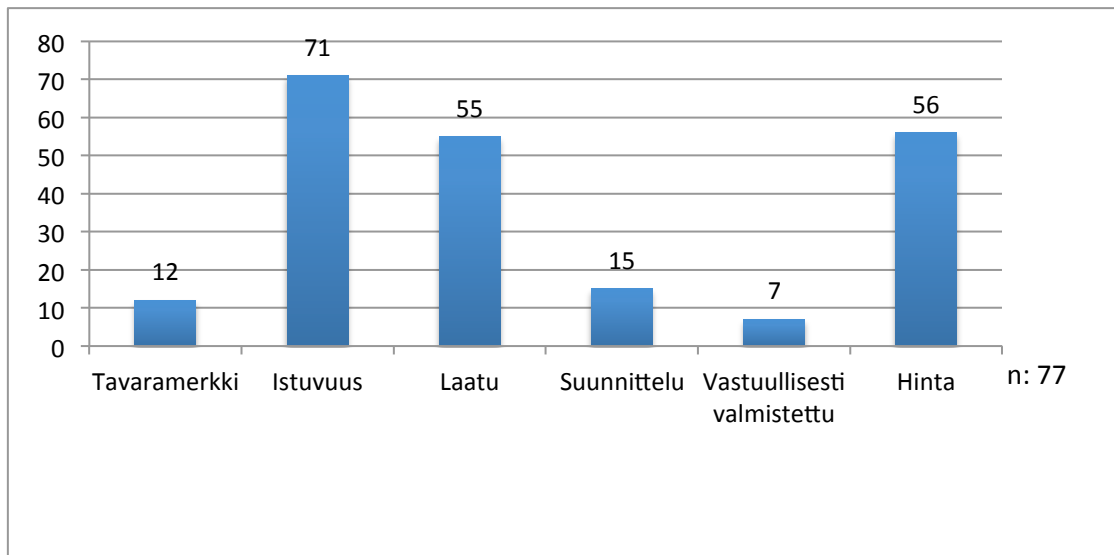


Figure 5 The respondents' criteria when buying clothes (2016).

6.1.5 Have you ever bought responsibly produced clothes?

When asking if the respondent had bought responsibly produced clothes, 74% of the respondents had and 26% had not.

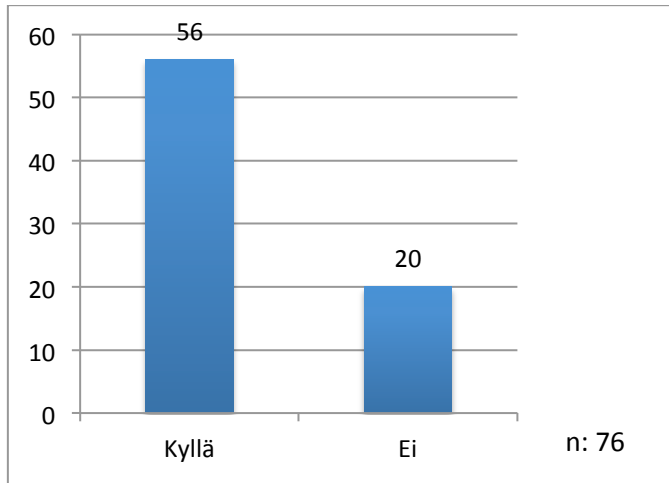


Figure 6 The distribution of respondents that have or have not bought responsibly produced clothes (2016).

6.1.6 Why would you not buy responsibly produced clothes?

This was also a multiple response question that allowed the respondent to choose three answers to the maximum. The different options and their amount of responses were: finding them is too difficult (niiden löytäminen liian työlästä): 33 responses,

too expensive (liian kallista): 40 responses, the clothes are too boring (vaatteet liian tylsiä): 8 responses, too little information (liian vähän tietoa aiheesta): 41 responses, the supply is too limited (liian vähän tarjontaa): 35 responses, the companies are exploiting responsibly produced clothing from a marketing point of view (yritykset hyväksikäyttävät vastuullisesti tuotettuja vaatteita markkinointimielessä): 13 responses, I always buy responsibly (ostan aina vastuullisesti): 2 responses, other (muu)

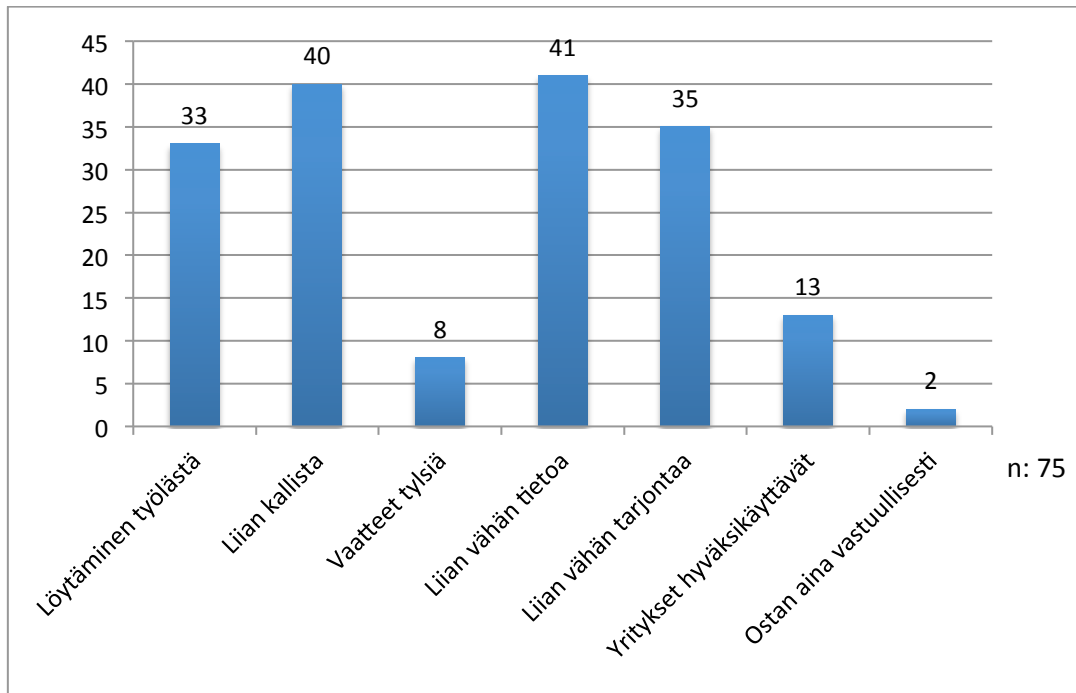


Figure 7 The factors affecting the buying decision negatively, according to the respondents (2016).

6.1.7 What would make you buy more responsibly?

This question was, as well as the one above is a multiple response question with a maximum of three answers. Here are the following options and amount of responses: a wider range of products (laajempi tarjonta): 52 responses, my favoured brands would produce responsibly produced fashion: 37 responses, better design/fit (parempi muotoilu/istuvuus): 11 responses, cheaper price (halvempi hinta): 39 responses, more information about the subject (enemmän tietoa aiheesta): 39 responses, other (muu).

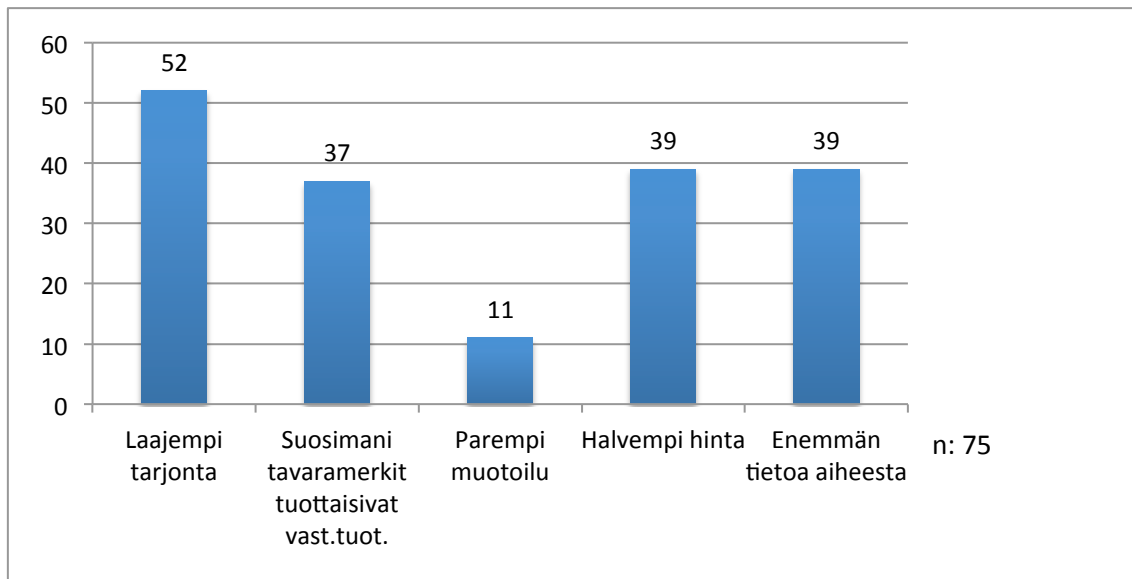


Figure 8 The factors affecting the buying decision positively, according to the respondents (2016).

6.1.8 Which of the following statements are true?

This was a multiple response question where the respondent was free to choose the amount of answers. The different options and amount of responses were: the authorities should regulate the clothing supply to more responsible options (viranomaisten pitäisi säännellä markkinoilla olevaa vaatetarjontaa vastuullisempiin vaihtoehtoisin): 32, it is the consumer's responsibility (kuluttaja kantaa itse vastuun): 46, it is the companies responsibility to offer more responsibly produced clothes (vaateyritysten vastuu tarjota vastuullisesti tuotettuja tuotteita): 43, although I am aware of the negative parts of the clothing industry, I do not care about them (vaikka tunnenkin vaateteollisuuden negatiiviset puolet, en välitä niistä): 10, I believe that bad environment- and working conditions are a necessary evil so that the developing countries can thrive (mielestäni huonot ympäristö- ja työolot ovat välttämätön paha, niin että kehitysmaat kehittyisivät): 4, none of the alternatives (ei mikään vaihtoehdoista): 2.

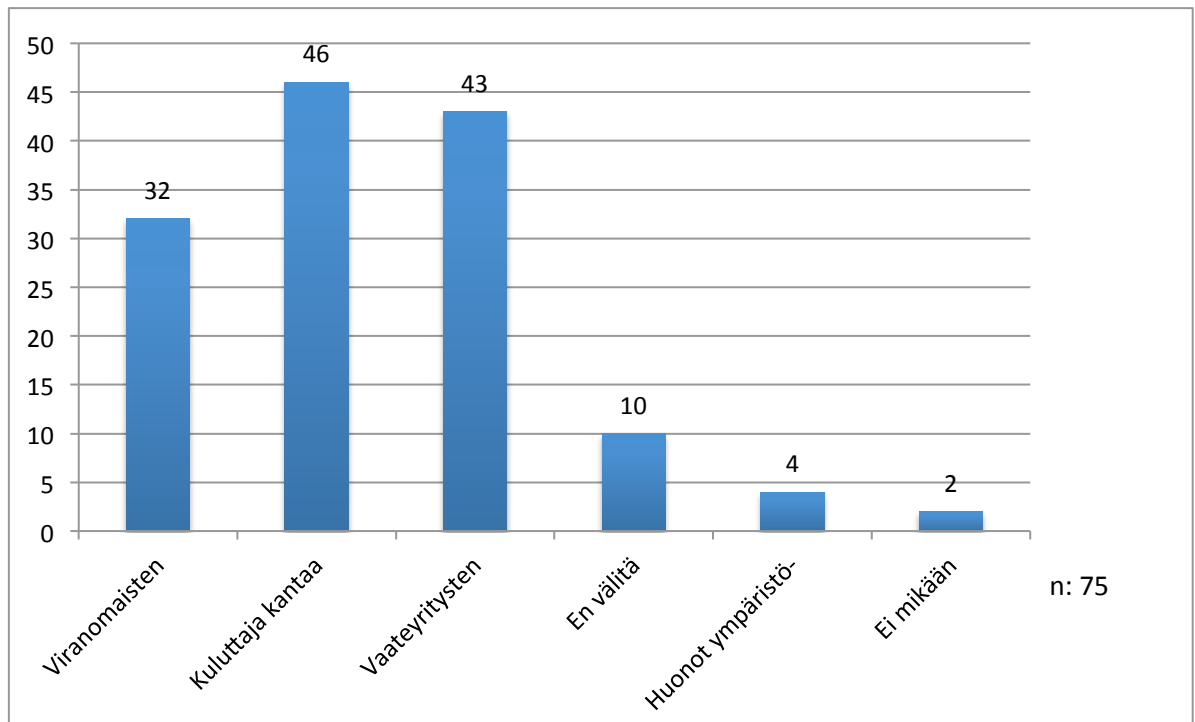


Figure 9 Statements that the respondents believe to be true (2016).

6.1.9 Which of the following would encourage consumers to buy more responsibly produced clothes?

This was the final multiple response question in the survey and the respondent was able to answer a maximum of three responses. The different options were: the legislation would be regulated (lainsäädäntöä kiristettäisiin), the companies would offer more responsible options (yritykset tarjoisivat enemmän vastuullisia vaihtoehtoja), the consumer would be given more information about the issues of the clothing industry (kuluttajalle annettaisiin enemmän tietoa vaateteollisuuden ongelmista), the consumers would boycott the non-responsibly produced clothes (kuluttajat boikotoisivat ei-vastuullisesti tuotettuja vaatteita), the external control of clothing companies (vaateyritysten ulkopuolinen valvonta), other (muu).

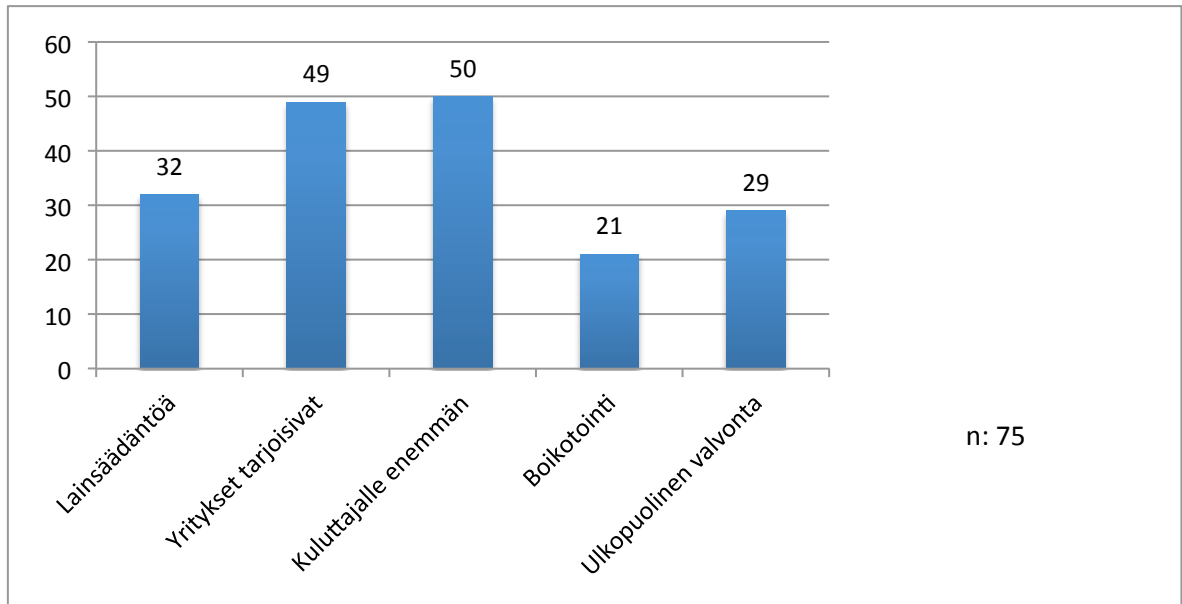


Figure 10 Factors that would make the consumer buy more responsibly, according to the respondents (2016).

6.1.10 Do you have information about the social- and environment impacts of the clothing industry?

Of the total respondents answering about the amount of information they had on the subject, only 3% had a lot of information about the subject (paljon tietoa aiheesta). A whole of 80% had some information (jonkin verran tietoa) and 17% had no information about the subject (ei yhtään tietoa aiheesta).

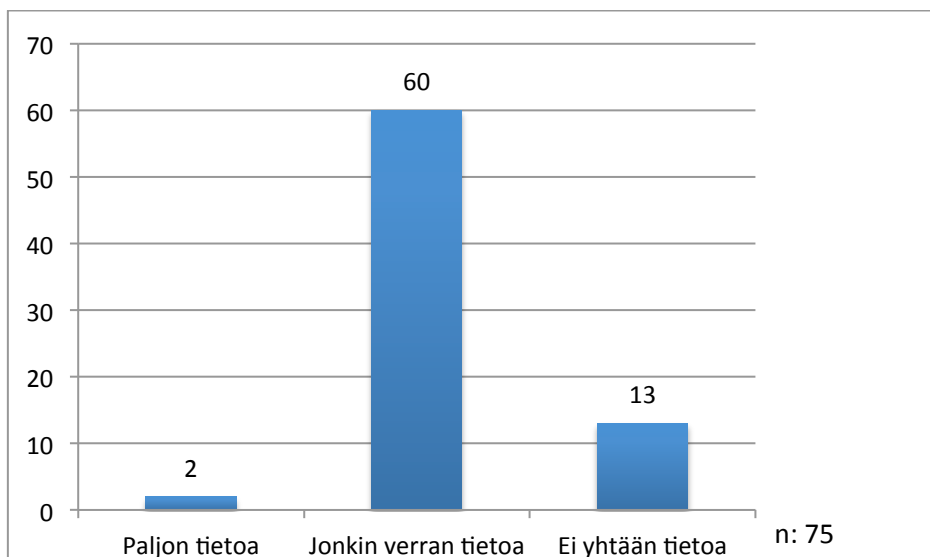


Figure 11 The amount of information each respondent has about the social- and environment impacts of the clothing industry (2016).

6.1.11 Do you believe that you are making a difference in some way when you choose responsibly produced clothes?

When asking the respondents if they believed that they were making a difference when buying responsibly produced clothing, 57% answered yes (kyllä) and 43% answered no (ei).

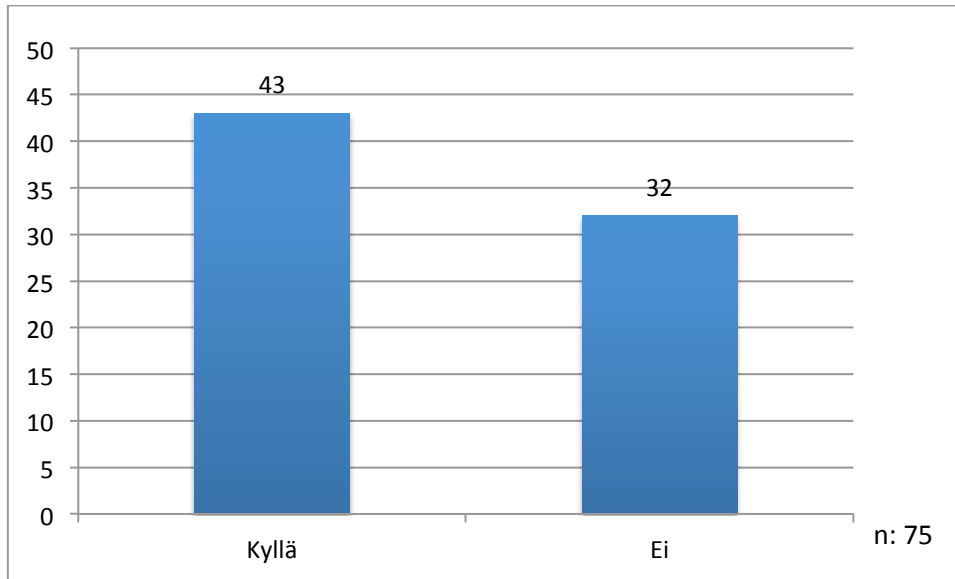


Figure 12 The distribution of respondents believing that they are making an impact when buying responsibly (2016).

6.2 Data Analysis

When analysing the results with the help of SPSS there were a lot of interesting findings. The program makes it possible to see how the different variables affect the responses, and this was done in order to get the information needed. As mentioned earlier in the theory of consumer behaviour the focus of the survey was on the internal influences of consumer behaviour. The questions in the survey were created regarding these influences. Both personal factors, such as: age, income, occupation and psychological factors, such as: attitudes, beliefs and motivation with attitude being the biggest focus. An attitude has three factors: affect, behaviour and cognition (beliefs). All of these have been considered when constructing the web survey because all of these correlate when the consumer is making the buying decision. Gender has been added as a factor although it was not mentioned in the theory because it is an equally important variable to analyse. This data analysis is based on these fac-

tors and functions as an insight into how the factors affect consumer behaviour in this research.

6.2.1 Gender

When asking the question if the respondent had ever bought a responsibly produced clothing 82% of the women answered affirmatively while only 50% of the men had done it. This could be the result of a lack in information about the subject because when asking the respondent why they would choose not to buy responsibly 71% of the men had a lack of information as a choice. Of the women 48% had this choice while the price was the biggest factor for them. The pattern was repeated when asking what would make the respondent to buy more responsibly, 63% of the men thought that more information about the subject would lead to buying more. The women had a broader supply as their number one option with 71% responses.

6.2.2 Age

Dividing individuals into age groups is a very useful tool because, as mentioned in the theory, people in the same age group usually have similar values. This was visible in the survey. In the age factor it was clear that the over 51 had the lack of information about social responsibility as an issue. In the survey 75% had the lack of information as an option when the question was why they would choose not to buy responsibly produces clothing. Over 71% thought that more information about the subject would increase their consumption of responsibly produced clothes. In the same category only 36% thought that the responsibility is the consumer's when it comes to buying responsibly while the other age-categories had 61% or more.

The price was a non-existent issue for the 41-50 year olds in this survey since not a single person had cheaper price as an affecting factor in what would make them buy more responsibly. This could be explained by the theory that most of the respondents in the same age category have similar values including financial matters.

6.2.3 Occupation

According to the theory, occupation is also a relevant way to divide consumers into groups. Although the theory mentions that specific professions has connections with the product that the consumer chooses, dividing individuals into a bit larger groups such as employed and unemployed is also a helpful tool.

When cross-tabulating occupation with the questions, every category had fit as their most important criteria and quality was the second most important one. Price was the second most important criterion when making a buying decision. Non-surprisingly, everyone in the unemployed category was affected by price when it came to what would make these buy more responsibly produced clothes. The unemployed students were mostly affected by the amount of information about the subject with 83%.

7 CONCLUSIONS

The purpose of this study was to research the motives behind the target group's buying behaviour when buying clothes and if the target group is affected by social responsibility when making a buying decision. According to the results of the web survey, social responsibility has quite little impact on the Finnish consumer's buying decision but does not rule out the amount of interest. The lack of information about social responsibility among consumers is actually the issue. Although the social- and environmental issues are becoming more and more public, there is still a big gap in the knowledge that the everyday consumer has about these issues.

For the organizations trying to emphasize social responsibility the next step would be to figure out how to market social responsibility in a way that would make it appealing for the consumer. A model for this could be the hierarchy of communication effects, which includes exposure, attention, perception, learning, action, post-purchase. It would also be important not to assume that the consumer knows the definition of social responsibility. As can be seen in the analysis of the survey results,

the amount of information that the consumers have about social responsibility is strongly affecting their buying decision. The fact that almost half of the respondents do not believe that they make an impact in some way when buying responsibly is also quite concerning. This could also be a lack of information about the subject or just plain ignorance, whichever it is, there lays importance in making the consumer realise that they in fact do make an impact with their buying decision in order to make a change towards the positive, hence changing the attitude of the consumer. Changing the consumers' attitudes would make a remarkable impact because attitudes impact the consumers' choices, many times unconsciously. When trying to make an impact on the consumers' attitudes it is important to remember that there are different forms of attitudes and attitudes are created in different ways.

7.1 INTROSPECTION

There are some changes I would consider doing, if I were to do this again. As mentioned already in the analysis chapter the age-category, 31-40, did not have any respondents at all. This is most likely the result of only having Facebook as a marketing channel for the web survey. Although it is a powerful channel for visibility and I am pleased with the amount of respondents it is quite limited to the largest age group of my connections there. This issue can also be seen by the fact that a total of 83% of the respondents were in the 21-30-age category, which is the largest age group of my Facebook connections. This could have been improved by trying to reach the missing age group through another channel by more thoroughly researching different types of platforms and channels for sharing the web survey as mentioned already in the method description.

Since this Thesis is about consumer behaviour, it has been a challenge to choose and include the most relevant theories about consumer behaviour. Consumer behaviour is a very broad subject so it has been a challenge to narrow it down and only bring up the theories that support the Thesis. Considering the outcome of the web survey I would research more about the consumer awareness about social- and environment issues and add this to the theory, leaving out some of the theory that now seem irrel-

evant to this research. Consumer awareness is an important factor to this Thesis, which should have been brought up in the theory section.

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APPENDICES:

APPENDIX 1: THE WEB SURVEY

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← takaisin poistu tutkimuksesta >

Sukupuoli

Nainen

Mies

Ikä

< 20

21-30

31-40

41-50

>51

Mikä seuraavista kuvailisi nykyistä elämäntilannettasi parhaiten?

Opiskelija, tällä hetkellä työtön

Opiskelija, työssäkäyvä

Työskentelen täysi-aikaisesti

Olen tällä hetkellä työtön

[Seuraava](#)

Online Survey Tool Powered by **QuestionPro**

This free survey is powered by **QuestionPro** [Create a Survey](#)

← takaisin poistu tutkimuksesta >

Mikä seuraavista on sinulle tärkein kriteeri ostaessasi vaatteita? (Valitse enintään kolme vaihtoehtoa)

Tavaramerkki

Istuvuus

Laatu

Suunnittelu

Vastuullisesti valmistettu

Hintaa

Muu

Oletko joskus ostanut vastuullisesti valmistettuja vaatteita?

- Kyllä
 Ei

Seuraava

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66%

Miksi ET valitsisi vastuullisesti valmistettuja vaatteita? (Valitse enintään kolme vaihtoehtoa).

- Niiden löytäminen on liian työlästä
 Se on liian kallista
 Vaatteet ovat liian tylsiä
 Minulla on liian vähän tietoa koko aiheesta
 Liian vähän tarjontaa
 Mielestäni yritykset hyväksikäyttävät vastuullisesti tuotettuja vaatteita markkinointimielessä
 Ostan aina vastuullisesti
 Muu

Mitä seuraavista tekijöistä saisi sinut kuluttamaan ENEMMÄN ns. vastuullista muotia? (Valitse enintään kolme vaihtoehtoa)

- Laajempi tarjonta
 Suosimani tavaramerkit tuottaisivat vastuullisesti tuotettua muotia
 Parempi muotoilu / istuvuus
 Halvempi hinta
 Enemmän tietoa aiheesta
 Muu

Seuraava

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83%


Mitä seuraavista väitteistä ovat mielestäsi tosia? (Voit valita useamman vaihtoehdon)

- Viranomaisten pitäisi säännellä markkinoilla olevaa vaatetarjontaa vastuullisempiin vaihtoehtoihin
 Kuluttaja kantaa itse vastuun ostoksistaan
 On pääasiallisesti vaateyritysten vastuu tarjota vastuullisesti tuotettuja tuotteita
 Vaikka tunnenkin vaateollisuuden negatiiviset puolet, en välitä niistä
 Mielestäni huonot ympäristö- ja työolot ovat välttämätön paha, niin että kehitykset kehittyisivät
 Mikään vaihtoehdoista ei sovi minulle

Mitkä seuraavista toimenpiteistä edistäisi vastuullisesti tuotettujen vaatteiden ostamista? (Valitse enintään kolme vaihtoehtoa)

- Lainsäädäntöä kiristettäisiin (kielletäisiin ei-vastuulliset vaihtoehdot)
- Yritykset tarjoisivat enemmän vastuullisia vaihtoehtoja
- Kuluttajalle annettaisiin enemmän tietoa vaateollisuuden ongelmista
- Kuluttajat boikotoisivat ei-vastuullisesti tuotettuja vaatteita
- Vaateyritysten ulkopuolinen valvonta
- Muu

Seuraava

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100%

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Onko sinulla tietoa vaateollisuuden sosiaali- ja ympäristövaikutuksista?

- Minulla on paljon tietoa
- Minulla on jonkin verran tietoa
- Minulla ei ole yhtään tietoa

Luuletko vaikuttavasi jollain tavalla valitsemalla vastuullisesti tuotettuja vaatteita?

- Kyllä
- Ei

Valmis

Online Survey Tool Powered by  QuestionPro

APPENDIX 2: ABSTRACT IN SWEDISH

SAMMANFATTNING PÅ SVENSKA

Bakgrund

Jag har gjort mitt slutarbete i samarbete med Suomen Tekstiili ja Muoti ry. Målet med denna studie har varit att undersöka hur socialt ansvar hos företag påverkar konsumentens köpbeslut. Målet har även varit att undersöka motiven bakom köpbesluten och i fall socialt ansvar har någon inverkan på dessa.

Jag har alltid varit intresserad av mode och kläder men har de senaste åren börjat fundera på varifrån kläderna jag köper kommer ifrån. Jag anser att det är viktigt att föra fram medvetenhet om ämnet vilket är orsaken att jag valde att göra en studie om detta ämne.

För att konsumenten verkligen skall kunna vara medveten om socialt ansvar är det viktigt för organisationen att vara tillräckligt genomskinlig med sina handlingar, utan det är det omöjligt för konsumenten att kunna veta i fall företaget verkligen är socialt ansvarsfullt. Vem som helst kan påstå sig vara socialt ansvarsfull men för att kunna mäta detta måste det vara synligt för omgivningen.

Problematisering

Fastän allt fler företag och organisationer börjar inse hur viktigt det är att inkludera socialt ansvar i sina verksamheter, har huvudpoängen med denna studie varit att undersöka i fall konsumenten blir påverkad av det och vilka andra motiv som ligger bakom köpbeslutet. Det som har undersökts är i fall socialt ansvar faktiskt är ett kriterium då köpbeslutet görs.

Konsumenten har viktig roll i alla sektorer av de ekonomiska aktiviteterna vilket gör det viktigt för företaget eller organisationen att vara medveten om konsumentens in-

tressen. I detta fall är intresset socialt ansvar. Det finns olika typer av socialt ansvar, men i denna undersökning skrivs det om corporate social responsibility (CSR). Det huvudsakliga karaktärsdraget av socialt ansvar är att individer och företag betar sig på ett sätt som tar omgivningen och samhället i beaktande.

Metod

Metoden som användes var en kvantitativ undersökning kombinerat med litterära studier. Målgruppen för denna undersökning var den finska konsumenten som skulle nås via olika marknadsföringskanaler. Konsumenterna undersöktes med hjälp av en webbenkät som skapades med hjälp av programmet QuestionPro.

En kvalitativ undersökning med hjälp av till exempel intervjuer, skulle ha gjort det möjligt att få mer personliga svar och insikter men det eftersom målet var att samla in en stor mängd svar så var webbenkäten mer relevant i denna studie. Den största utmaningen var få tillräckligt med data insamlat. Detta var möjligt tack vare en tillräckligt välgjord enkät och de rätta marknadsföringskanalerna.

Begreppsdefinitioner

Socialt ansvar: Socialt ansvar är ansvaret varje organisation har för påverkan av dess beslut och aktiviteter på samhället och miljön.

Hållbar utveckling: Hållbar utveckling är en pågående och strukturerad process där företaget genomgår förändringar med målet att försäkra sig om en önskvärd levnadsstandard för nuvarande och framtida generationer.

Konsumentbeteende: Studien om processerna involverade då individer eller grupper väljer, köper, använder eller gör sig av med produkter, idéer eller upplevelser för att tillfredsställa behov och begär.

Teoribeskrivning

Konsumentbeteende är ett mycket brett ämne vilket gjorde det en aning utmanande att välja ut teorier och information som var relevant för denna undersökning. Att undersöka och försöka förstå konsumentbeteende är den viktigaste delen av marknadsföring. En användbar metod att dela in influenserna som påverkar konsumenten i interna och externa influenser. Denna studie har fokuserat på de interna influenserna som ytterligare delas in i: personliga faktorer och psykologiska faktorer.

Socialt ansvar är kort sagt ansvaret varje organisation har för påverkan av dess beslut och aktiviteter på samhället och miljön. ISO 26000 har definierat sju huvudprinciper av socialt ansvar: ansvarsutkrävande, genomskinlighet, etiskt beteende, respekt för intressenternas insatser, lagar, internationella normer och mänskliga rättigheter. Dessa är värdefulla riktlinjer för alla organisationer men det är bra att komma ihåg att de inte är lagar.

Empiri

Informationen samlades in med hjälp av ett en webbenkät. Enkäten skapades med ett program vid namn av QuestionPro. Programmet är lättanvänt och webbenkätterna gjorda där ser professionella ut. Språket i enkäten var på finska eftersom målgruppen är de finska konsumenterna. Enkäten delades med på Facebook där det uppmuntrades att dela den vidare.

Analys och utvärdering

I dataanalysen användes programmet SPSS för att göra det möjligt att ta reda på hur de olika variablerna påverkade respondenternas svar. Webbenkäten drog in 81 svar med mycket lågt saknande värde. Diagrammen skapades med hjälp av SPSS, Excel och Word.

Slutsatser

Poängen med denna studie var att undersöka motiven bakom målgruppens beteendemönster då de köper kläder och ifall målgruppen verkligen blir påverkad av socialt ansvar då de gör sitt slutliga köpbeslut. Resultaten visade att socialt ansvar har en ganska liten påverkan hos den finska konsumenten men detta utesluter inte att det finns intresse. Det egentliga problemet gällande detta ämne är en brist på information om socialt ansvar. Trots att miljö- och sociala frågor är allt mer på tapeten så finns det fortfarande en brist på kunskap om detta.