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Role of CSR and Brand Image

A qualitative study on IKEA



Author: Arefa Islam
Supervisor: Alina Husung
Examiner: Frederic Bill
University: Linnaeus University
Term: 23VT
Subject: 4FE25E
Level: Master

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Arefa Islam

Abstract

Purpose

The primary objective of this study is to make theoretical advancements and practical insights for companies aiming to strengthen enhance their brand image through the implementation of CSR initiatives..

Background

CSR entails committing to ethical conduct and sustainability, taking steps to minimize societal and environmental impacts caused by a company's operations. Nowadays, companies are expected to demonstrate their values and prioritize actions that address economic, environmental and social needs. Consumers evaluate brands not only based on product functionality but also emotional and social attributes associated with the brand. CSR can help businesses retain existing customers and attract new ones.

Design/Methodology/approach

The qualitative single case study focuses on IKEA and its CSR initiatives incorporating feedback from customers. The study employs abductive reasoning and utilizes semi-structured interviews as the primary research method. Both primary and secondary data sources are used to conduct this study, providing a comprehensive view of IKEA's CSR efforts and their effect on customer perceptions.

Findings

The findings from the study on IKEA's CSR initiatives reveal a range of attitudes and perceptions among consumers. While some value and prioritize ethical and socially responsible practices when choosing a brand, others prioritize factors such as price, quality and convenience.

Key words: Corporate social responsibility (CSR), Brand, Brand Image, Purchase intention.

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1. Introduction

1.1 Background and Problem discussion

Corporate Social Responsibility or CSR involves making a commitment to ethical behavior and sustainability, and taking actions to reduce or eliminate any negative social or environmental impact that may result from the company's activities (Martinez and Bosque, 2013). In recent years, Corporate social responsibility (CSR) has been recognized as a powerful strategic marketing strategy (Khan & Fatma, 2023). The term "Corporate social responsibility (CSR)" encompasses not only environmental factors but also economic, legal, social factors and philanthropic ones such as community involvement, charitable work and donations (Abd-Al-Salem, 2020). Nowadays companies are expected to express their values and prioritized their actions in a way that satisfies the legitimate economic, environmental, and social needs of society (Park et al., 2014). Accordingly, organizations are increasingly incorporating CSR initiative into their business plans in order to gain brand growth (Ramesh et al., 2018).

Due to strategic significance in business industries, CSR initiatives have become a major focus in the highly competitive market (Carroll and Shabana, 2010). This is highlighted by the fact that companies are investing substantial amounts of money in CSR activities (Fatma et al., 2015). On the other hand, consumers are concerned about CSR and hold businesses to a high standard for upholding their social and ethical obligations (Khan & Fatma, 2023). People typically evaluate brands based on more than just the products they offer; in addition to the functional qualities, they also consider the emotional and social qualities connected to the brand so managers are increasing pressure to compete, which forces them to adjust to shifting customer expectations (Ramesh et al., 2018). Moreover, many businesses have a great expectation for CSR initiatives because they believe that they will improve their brand, corporate social responsibility, customer awareness, and even financial performance (Korschun et al., 2014). In addition to product related brand features, such as improved quality and modern design, companies should also incorporate CSR as a fundamental element of their brand, given its increasing importance (Werther and Chandler, 2005). CSR can help a business maintain its current consumers and draw in new ones by boosting brand equity and promoting the company's brand image (Liu et al., 2020).

Several studies have claimed and suggest that CSR has a significant impact on consumer decision making (Tourky et al., 2020), brand preferences (Boccia & Sarnacchiaro, 2018) and brand recommendation (Luffarelli & Awaysheh, 2018). In addition, the CSR program also leads a variety of activities such as cause marketing, social marketing, corporate philanthropy, and community service (Kim et al., 2012). Customers carefully consider a brand's attribute, favorable brand image and favorable brand attitude since there have been lots of availability of products; they also respond to advertisements and other motivating factors (Ramesh et al., 2018). When making any purchase decisions, the customer, a key stakeholder, serves as a

transnational beneficiary and judge of the company's CSR effort (Bianchi et al., 2019). In addition, when consumers are informed about CSR initiatives, brand awareness and consumer attitudes both improve which influences their purchase intention (Ramesh et al., 2018). Researchers have made numerous arguments regarding the relationship between CSR and loyalty, claiming that consumers are more likely to stick with a company that practices social responsibilities and support charitable causes (Eshra & Bashir , 2018). The majority of companies commit themselves to business activities that bring about changes to the society as a result of the growing public demand for transparent CSR activities (Ramesh et al., 2018). Moreover, in a long term relationship, a company's reputation is determined by how effectively consumers feel it satisfies their wants and demands (Lee et al., 2017). As a result, trust in a long-term relationship is directly affected by positive business reputation and brand image (Abd-Al-Salem, 2020). In the long run, CSR initiatives will have a positive impact on stakeholders' advocacy behaviors as well as their attitudes and behaviors including their intentions to make purchases and seek employment (Du et al., 2010).

Gila et al., (2021) conducted a quantitative analysis to explore the correlation between CSR and brand image. Their findings indicate a favorable influence of strong alignment between CSR practices and brand image. However, their study did not explore the underlying mechanism or processes through which could influence brand image. Previous studies have highlighted the positive impact of CSR on brand image and reputation (Heaier et al., 2018; Kotler and Lee, 2005). Nevertheless, the results have been inconsistent, and some studies have found no significant relationship between CSR and brand image . Moreover, the mechanism through which CSR initiatives effect brand image are not understood. Therefore, there is a need to provide insights into the effectiveness of CSR initiatives in enhancing brand image and reputation (Ramesh et al., 2018).

1.3 Purpose/research questions:

The primary objective of this study is to make theoretical advancements and practical insights for companies aiming to strengthen enhance their brand image through the implementation of CSR initiatives..

Research question 1 : What is the role of CSR in building brand image?

Research question 2 : How does it affect consumer purchase intention?

2. Literature Review

2.1 Brand Image

Brand image is the combination of structured connections with meaning consumer perceptions of a brand as expressed by the brand association stored in consumers' memories (Lee and Lee, 2018). A company's brand image has long been acknowledged as a major factor in its ability to remain profitable, and it has always been essential to creating successful business (Liu et al., 2020). In order to generate uniqueness and set the brand apart from the competitors, brand image combines the favorability, strength, and distinctiveness of brand associations (Ramesh et al., 2018). Brand associations stored in consumers' memory and obtained from the overall of brand -related activities that the business is engaged in are what constitute brand image (Abd-Al-Salem, 2020). Based on their knowledge and level of trust in the brand, consumers build an opinion of the brand in their minds (Ramesh et al., 2018). The perception of a brand by an individual is recognized as subjective process that involves the integration of intellectual and emotional interpretations (Alwi and Kitchen, 2014). Because it is associated with the subject's personality and evolves via interactions with its stakeholders, brand image transcends the technical, functional, and physical characteristics of the product (Bianchi et al., 2019). Additionally, product's identification, personality and consumer views can be influenced by brand image (Papoli, 2011). Brand image and brand trust both are identified as vital influence elements that have a long term relationship with customers (Abd-El-Saleem, 2020).

Engaging in CSR activities can potentially improve the overall corporate image of a company, which in turn can have a positive impact on the brand image of the company (Lee and Lee, 2018). Companies can utilize distinctive brand imagery to foster favorable feelings about a brand (Wu and Wang, 2014) and CSR can be used to improve brand perception (Porter And Kramer, 2006). Perception, which comprises brand equity and performance, determines the consumer's perception of a company. On the other hand, the firm's operating procedures, behavior in the competitive environment, and notably the value it creates for the business and society all have an impact on brand (Papoli, 2011). Customers will be satisfied if the brand performs effectively, which will lead to their developing a favorable attitude and finally developing loyalty (Ramesh et al., 2018). In addition, Customers are more likely to believe in the quality of the goods they purchase when a brand has a strong reputation, which also helps in their decision-making (Khan and Fatma, 2023).

2.2 Corporate Social Responsibility (CSR) – definition

In the past 70 years, CSR has expanded rapidly and recognized as a legitimate academic area with implications for academia, industry and society (Tourky et al., 2020). Although there are many different definitions of CSR, it is generally agreed that business action imposes obligations on stakeholders besides owners such as employees, customers, the government and the community at large (Carrol and Shabana, 2010). According to their circumstance,

traits, and level of development, businesses and government entities define CSR from different perspectives (Phan et al., 2021). CSR can be defined as a promise or commitment to the community's welfare, and it is possible to accomplish this goal by utilizing flexible business procedures and corporate resources (Lu et al., 2020). According to the World Business Council for Sustainable Development (2000) defines corporate social responsibility as the ongoing obligation of businesses to act in an ethical manner, enhance economic growth, and improve the well-being of employees, their families, the local community and society as a whole.

CSR is a broad term that encompasses various environmental, social and ethical responsibilities (Eshra & Beshir, 2018). However, CSR is seen as having a very high short-term cost even though it can increase customer satisfaction and loyalty while bringing profits for the company (Abbasi et al., 2012). Organizations are now required to consider society's interests when developing their strategy and to engage in 'corporate citizenship' which involves taking some responsibility for social welfare (Carroll, 2000). Moreover, business ethics, charity enterprises, corporate citizens, sustainability, and environmental responsibility are all part of CSR. It is a dynamic idea that constantly encounters difficulties in various economic, political and social contexts (Phan et al., 2021). According to Turker (2009), CSR is a responsibility that goes beyond corporate interests and has a positive impact on all stakeholders. The majority of the early studies characterized CSR as a variety of charity endeavors; however, the trend is shifting, and managers now see CSR as strategic initiatives at creating and enabling value for an enterprise (Ramesh et al., 2018). Depending on the importance of stakeholder requests, CSR performance may need to change gradually. In order to satisfy customers, a company must engage in CSR activities (Phan et al., 2021).

2.3 The impact of CSR on Brand Image

The construction of a brand's image can be influenced by all commercial activities, but CSR has the strongest impact on this aspect of the brand (Lee and Lee, 2018). Additionally, brand image, which consumers think and feel about the business and brand, is one way that CSR helps to increase satisfaction (Bianchi et al., 2019). CSR initiatives can assist build a positive brand image, which may help distinguish the company's goods or services. As a result, CSR serves as a crucial source of long-term competitive benefits as an emotional component of brand image and loyalty (Martinez and Bosque, 2013). In addition to brand identification and recall, brand loyalty, employee motivation and loyalty, and a favorable reputation among competitors, a company can benefit greatly from having a positive corporate image (Lu et al., 2020).

CSR serves as a tool to build brand loyalty and image, but its impact on image is more significant (Martínez et al., 2014). According to numerous research, there is a significant link between CSR and brand image (Bianchi et al., ; Liu et al., 2020). The idea of being responsible and transparent toward these by respecting the environment, reducing the consumption of natural resources, participating in social causes, and treating employees fairly is connected to the growth of a positive brand image and stakeholder engagement (Ramesh et al., 2018). The impact of CSR on brand awareness and brand image is another significant benefit. As a result

, a many studies have examined at how CSR influences a variety of factors , including employee commitment to the firm, job satisfaction, desire to quit and brand image (Tian et al., 2011)

According to Martínez et al., (2014), the company’s brand image is a vital intangible asset, but many businesses lack awareness of how it is perceived by consumers. Consequently, there is a positive correlation between consumers’ perception of Corporate Social Responsibility (CSR) and both aspects of brand image (Martínez et al., 2014). A number of studies have shown that CSR and brand image are strongly correlated (Wu and Wang, 2014). According to Becker-Olsen et al., (2006) found that 52% or survey participants were dissatisfied with the goods and services provided by companies they believed to be irresponsible. However, There is still a lack of a comprehensive framework for analyzing the connection between various CSR aspects and brand image (Liu et al., 2020). A company’s image is a resource that must be positive and well known in order to have an impact on how consumers view a company’s operations. As a result, CSR perceptions play a vital role for generating insightful content that helps toward brand image building (Ramesh et al., 2018). Additionally , CSR strategy can stimulate customer engagement with a brand and foster a favorable brand image in consumers’ perception (Wu and Wang, 2014). On the other hand, depending on the consumer’s evaluation processes, the effect of perceived CSR on brand image varies as well and has a favorable valence (Martínez et al., 2014).

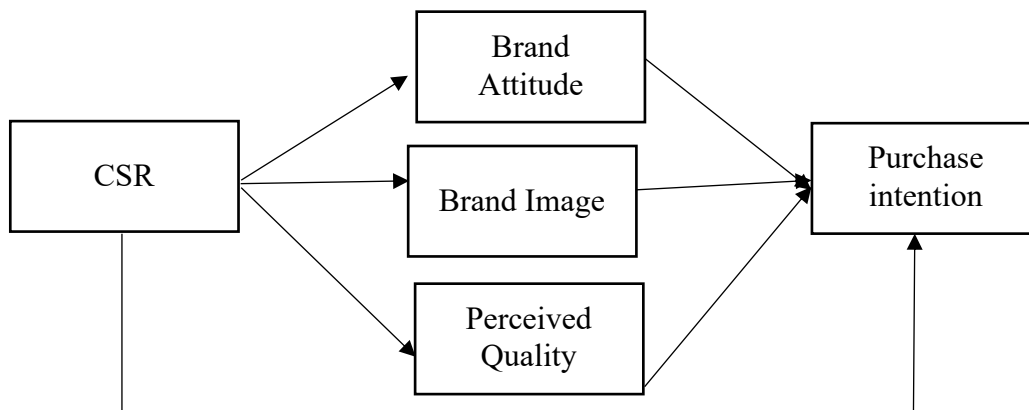


Figure 1: Conceptual framework adapted from Consumer's response to CSR activities: Mediating role of brand image and brand attitude by Ramesh et al., (2018) p.380

2.4 CSR effects- consumer perception and purchase intention

The implementation of effective CSR policies can have a favorable impact on how consumers perceive the business (Sen and Bhattacharya , 2001). Consumers’ perception of CSR can influence their purchase intentions and the reputation of the company (Bianchi et al., 2019). Several studies have demonstrated that CSR initiatives yield positive effects in various areas, encompassing consumers’ attitude (Kim and Ferguson, 2019), perceptions, and purchase intention (Bianchi et al., 2019; Shah and Khan, 2020). Luo and Bhattacharya (2006) discovered

that CSR has a positive correlation with market value , which was mediated by customer satisfaction. On the other hand , Aguilera et al. (2007) found that CSR had a negative effect on purchase intentions. Additionally, the quantity and type of CSR information released determines how business, products , and purchasing intents are envaulted (Mohr et al., 2001). The concept of purchase intention has been the subject of a great number of studies , especially in the area of marketing and management (Shan and Khan, 2020). Numerous prior studies have demonstrated that both corporate and brand image have an impact on performance variables including purchase intention (Lee and Lee 2018; Lee and Shin, 2010). CSR practices have a significant influence on its corporate image which in turn affect the consumers' purchase intention (Du et al., 2010). Moreover, Customers' favorable perception of a company is greatly influenced by its engagement in CSR and these positive impressions can impact how customers assess the company's products and services (Khan and Fatma, 2023).

Gatti et al., (2012) stated that CSR, combined with perceived quality , can enhance a company's competitive advantage by influencing consumers' purchase intentions. According to these author , the effect of CSR on purchase intention is mediated by factors such as attitude towards corporate values and experience Additionally, CSR can have a positive effect on purchase intention through consumer ethics and has a beneficial impact on perceived quality and value of a product, as well as positive affecting purchase intention (Lee and Lee, 2018). Therefore, it can be concluded that consumer's perception of CSR can influence their purchase intentions (Bianchi et al., 2019).

3. Methodology

3.1 Research Approach

The author of this study has entered the research with a predetermined theoretical framework “Consumer's response to CSR activities: Mediating role of brand image and brand attitude” In order to ensure the relevance of the results to the research question ((Alvesson & Kärreman, 2007; Coffey & Atkinson, 1996). Therefore, the author has found an abductive approach to be a suitable fit to pursue this study as suggested by the researchers. Since abductive research is not either data-driven or hypothesis-driven, it has allowed the author to secure equal engagement with empirical data and extant theoretical understanding in parallel (Thompson, 2022). As a consequence, it lets the author to investigate existing theoretical framework in a simplified way and also navigates towards more logical explanation of the focal phenomenon of CSR. Following the literature review, empirical data collection methods were employed to gather primary data through conducting semi-structured interviews. By combining empirical data with existing theories, the research aimed to provide detailed and specific conclusions regarding the role of CSR in building brand image.

3.2 Research Design and Strategy:

The quality of business research is assessed based on the criteria set forth in the research design. There are various research designs that can be utilized to study business problems, among which three designs stand out: exploratory, descriptive, and causal design. (Saunders et al., 2016 ; Hair et al., 2011). According to Saunders et al., (2016) the exploratory design is beneficial when there is limited knowledge about the research topic, as it can provide insight and potentially generate new research questions. The design allows for flexibility during the research process accommodating changes and challenges (Saunders et al., 2016). Therefore, the author has chosen to use an exploratory research design to pursue this study.

According to Saunders et al., (2016), the choice of a research approach depends on a number of variables, including research questions and objectives, level of prior knowledge, time constraints, and financial resources. Bryman and Bell (2015) defines a case study as a thorough and comprehensive investigation of a single case, involving in-depth analysis and examination. Due to its success in helping researchers comprehend complicated social processes, case studies are being used more frequently (Yin et al., 2009). Given the conditions mentioned, the researcher has determined that a single-case study research design is appropriate for this exploratory study and the case refers to a single organization - IKEA.

3.3 Data Sources

There are two categories of data sources used in academic research : primary data and secondary data, according to Bell et al., (2019). Primary data are first-hand observations made

by the researcher with a specific research objective in mind (Bryman and Bell, 2015). There are many techniques to gather it, including surveys, interviews, observations, and experiments. While secondary data is data collected by the researchers or organizations for their own research or administrative purpose (Bryman and Bell, 2015). It can be obtained from various sources including government agencies, academic databases and research reports.

In this report, the primary data collection method was mainly used due to the nature of the research topic, as primary data could provide more recent and specific information that would help achieve the research objectives. However, secondary data was also utilized to gather information on existing theories and concepts that form the foundation of the study. The study aims to examine the impact of CSR on brand image and consumer perceptions, and a questionnaire is chosen as the most suitable method to gather comprehensive insights into customers' experiences and attitudes toward CSR initiatives.

3.3.1 Chosen Case

IKEA

IKEA, established in 1943 by Ingvar Kamprad in Älmhult, Sweden, is a renowned multinational company recognized for its range of self-assembled furniture, kitchen appliances and home accessories (about ikea, n.d.). In this study, IKEA's CSR activity was chosen due to its focus on using an increased amount of recycled and renewable materials in order to minimize waste within its operations. Additionally, IKEA is creating more opportunities for vulnerable and marginalized people and communities. They have also established one of the first-ever corporate outdoor air pollution disclosures across its value chain (IKEA Sustainability Report FY22, 2022). The case of IKEA was influenced by a study of Hanh (2015), which examined and argued that IKEA's CSR initiatives center around exploring and analyzing CSR policies to assess the company's ethical conduct within the business environment.

3.3.2 Semi-structured interview:

According to Bell et al., (2019) structured interview, semi-structured interviews, and unstructured interviews are only few of the several types of interviews that exist. Semi-structured interviews provide researchers with the flexibility to collect information in an adaptable manner, allowing concepts and theories to emerge from the data. In contrast, structured interviews, commonly used in survey research, involve predetermined questions that serve a specific purpose (Bell et al., 2019). To obtain a comprehensive understanding of the topic, the author utilized semi-structured interviews, which involve a set of predetermined questions but allow for additional follow-up questions to be asked during the interview (Bell et al., 2019). The technique allows researchers to explore respondent's perception and

motivations, particularly in the case of under-researched topics, providing an opportunity to gain further clarity on their answer (Barriball and While, 1994). The online interview method was more convenient in terms of time and cost, and also offered some flexibility compared to face-to-face interviews (Bell et al., 2019).

The author has considered the input of twenty interviewees, all of whom have remained anonymous to uphold ethical standards in this study. Upon conducting the fifteenth interview, the author noticed a consistent pattern and repetition in the feedback received, leading them to conclude the interviews to avoid redundant data. The interviews were designed to allow participants to freely express their opinions and provide detailed insights into their perception of IKEA's CSR initiatives. The study included a diverse group of respondents, comprising both male and female individuals aged between 22 and 57 years old. The interviews for this research had an average duration of 30 to 35 minutes.

3.4 Sampling

3.4.1 Sample Size and Sample Selection

In order to ensure that every unit in the population has an equal and known probability of being chosen, Bell et al., (2019) claim that a sample is chosen using a random selection technique. This approach, referred to as probability sampling, is employed to minimize sampling error and enhance the chance of obtaining a representative sample from the target population (Bell et al., 2019). According to Saunders et al., (2016), a nonprobability sampling strategy was employed to pick the sample members, which means that convenience and subjective judgment were utilized to make the decision rather than the more common random sampling. However, determining the right sample size is not an easy task because it depends on many different variables and does not have a single, clear solution. The choice of sample size required careful thought and evaluation of numerous factors (Bell et al., 2019). To ensure depth and diversity of perspective within manageable limits, a sample size of 20 participants was determined as suitable for this research. The number was considered sufficient to capture a range of experience and opinions relevant to the impact of CSR activities on brand Image (Bell et al., 2019). Bell et al., (2019) also noted that time and financial restrictions frequently play a role in sample size decisions. While the chosen sample size may be relatively small, it was selected strategically to optimize available resources and time while aiming for meaningful and comprehensive data collection (Bell et al., 2019).

3.5 Data Analysis Method

3.5.1 Thematic Analysis

The selection of research methods primarily involves choosing data collection techniques that align well with the research questions to be addressed, ensuring a strong alignment between the chosen methods and the research objectives (Saunders et al., 2016; Bryman and Bell 2015).

The type of research approach , whether inductive, deductive or abductive , also affects the qualitative analysis process (Saunders et al., 2016). In this abductive study , which focuses on individual respondents' perceptions across a single case, the author has opted for thematic analysis (Fick 2022). According to Bell et al., 2019 thematic analysis is a widely used method for analyzing qualitative data which involves identifying and categorizing themes or patterns within data. This approach helps to identify patterns and meaning within the dataset that are relevant to the research question.

After completing the data collection phase, the researchers followed a step-by step thematic analysis process based on the methodology proposed (Miles and Huberman, 1994). The process involved transcribing the interviews from audio to written format and performing a detailed analysis of the content at a micro level. The researcher categorized and coded the content , identifying emerging themes that were relevant to the research objectives. Thematic analysis was used to identify patterns within the dataset, with each theme representing a category of codes related to the research question. The analysis progressed through three stages: first-order themes (descriptive codes), second-order themes (categorized themes), and third-order themes (linked to theoretical dimension). A diagram illustrating the stages of thematic analysis was provided in Figure 2.

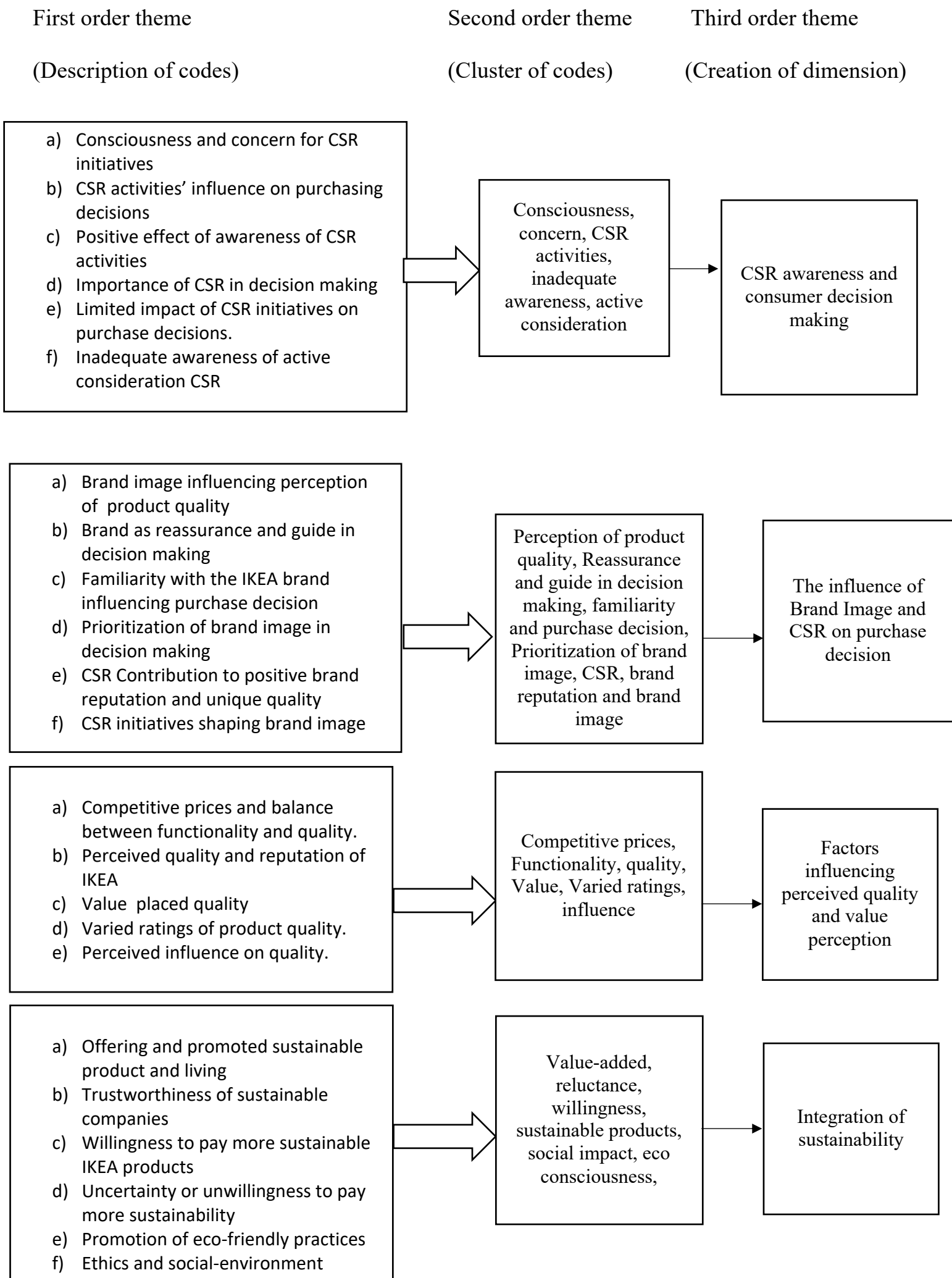


Figure 2. First, second and third-order themes during thematic analysis

3.6 Research Quality

3.6.1 Reliability and Validity

The quality of research encompasses factors such as reliability and validity. According to Saunders et al., (2016) state that reliability pertains to consistency and replication, while validity relates to the appropriateness of measures analysis in assessing outcomes, as well as generalizability of the findings. Maintaining research quality is essential to establish credibility and ensure consistency (Bryman and Bell 2015; Saunders et al., 2016). Validity focuses on the accuracy and truthfulness of the findings, while reliability assess the consistency of the results across different researchers or replication attempts. Additionally, the research should maintain transparency and objectivity, enabling readers to interpret the information effectively.

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3.6.2 Ethical and Societal Issues:

Researchers commonly adopt various measures in regards to ethical and unethical practices, as the distinction between them may not always be clear (Bell et al., 2019). Qualitative research carries potential risks for both participants and researchers, including the influence of emotions and values on the research process (Bell et al., 2019). Four important ethical principles have been identified by Bell et al., 2019 1) Protecting participants from damage. 2) Obtaining participants' aware consent 3) Honoring the participants right to privacy and 4) Refraining from deceit in research. The goal of ethical consideration is to protect the rights of the interviewees and prevent any harm to them or the company's operations (Saunders et al., 2016; Bryman and Bell 2015).

Furthermore, considering the broader societal impact of the study, it is essential for researchers to address societal concerns and align their work with social responsibility, as it promotes the well-being and interest society as a whole (Bell et al., 2019). The study's research design phase, focused on examining the impact of corporate social responsibility activities on brand image, aiming to elucidate the role of organizations in promoting the societal well-being and addressing pertinent concerns. During the primary data collection process, participants were provided with information regarding the research purpose and their voluntary participation, with an emphasis on their autonomy. Additionally, informed consent was obtained, allowing

participants to withdraw from the study at any time and confidentiality was maintained by using fictive names and anonymizing identifying information during data analysis.

4. Empirical material

4.1 Semi-structured interview from the Customers of IKEA

4.1.1 Attitudes and Perception Towards CSR initiatives of IKEA

In this study's interviews, it was discovered that respondents had a variety of opinions and perceptions about IKEA's Corporate Social Responsibility (CSR) initiatives. The analysis of the respondents' perspectives on consciousness and concern for CSR initiatives reveals individuals like Anfa, Akhi, Sourav, Dip, Dihan, Tonny, James, Hrithik and Menk hold a high level of consciousness and concern for CSR initiatives. They express a positive opinion about the brand, believing that it deserves more recognition.

My experience with IKEA has always been pleasant and easy regardless of online and in-store shopping. Big parking area, store layout, good pricing keeps me going back to store. On the other hand effective customer care and good delivery system makes the online shopping much easier (Personal communication, Anfa, 2023).

4.1.2 The influence of Brand Image on Consumer Decision Making

Many respondents expressed a strong connection between brand image and their decision making process. They emphasized the importance of brand is conveying trust, reliability, and quality. Respondents indicated that they preferred to choose well-known and reputable brands over lesser-known or generic alternatives. They believe that established brands often have proven track records, and are more likely to deliver a satisfying product or service.

CSR is really important for me when I make any product purchases as it significantly influences my decision-making process. Due to global warming ,it is crucial for every company to prioritize environmental concerns and produce sustainable products. It's utmost important to me that a company is trustworthy , ethical and genuinely concerned about the well-being of society and the environment (Personal communication, Akhi, 2023).

Brand image influenced their perception of the overall product quality and their willingness to make a purchase. The brand served as a reassurance and a guide in making choices but did not override other important considerations. The analysis of the respondents' perspectives on influence of CSR activities on purchasing decisions reveals that individuals like Akhi, Azbah, Peter and Messi expressed a different viewpoint. These participants indicated that CSR activities do not have significant impact on their decisions-making process . However, they acknowledge that if they were already aware of a company's involvements in CSR activities, it would have a positive effect on their decision-making process.

I won't claim that my purchasing decision is largely influenced by CSR activities of a company. But if I already knew about that company's involvement in CSR activities, then I think it plays a positive role in my purchasing decision (Personal communication, Raef, 2023).

4.1.3 Customer Experience and Brand Perception of IKEA

The interviews revealed a generally positive experience with IKEA as a brand, characterized by convenience, good quality products, a wide selection, and trustworthiness. Respondents Anfa, Raef, Akhi and Hrithik appreciated the ease of shopping at IKEA, both in store and online. They mentioned factors such as ample parking space, well-designed store layouts, reasonable pricing, and efficient customer care and delivery systems. The simple, pared down, and minimalistic design of IKEA furniture was mentioned as a positive aspect by some interviewees.

Whenever I am think of IKEA several factors come to mind. First of all their product is really affordable for all type of customers. IKEA stores are renowned for their unique showroom where I can explore different room displays and have an idea to decorate my own room. Even they are commitment to sustainability by promoting eco-friendly practices (Personal communication, Akhi, 2023).

The participant believes that familiarity with the IKEA brand plays role in their purchase decisions. They appreciate IKEA's simplicity, affordability, and attractive design. They recognize that finding a company that offers both good quality and low prices is rare, and IKEA has consistently delivered on this front over the prices.

My personal opinion is it plays a role at least if you know IKEA beforehand. For me, IKEA is simple and affordable and at the same time with a nice and cozy design. I know that very few companies can give me good quality and low price at the same time, which IKEA is doing for years (Personal communication, Raef, 2023).

4.1.4 IKEA's Reputation and Brand Image

The interviewees mentioned that IKEA is recognized as the world's largest seller of furniture and has a positive reputation in the industry. Azbah and Anas emphasized the affordability of IKEA'S products. They highlighted that IKEA offers furniture and home goods at prices that cater to various customer budgets. The unique showroom experience provided by IKEA was mentioned by interviewee three.

The brand image is influencing purchasing decisions as it shapes perceptions and behaviors. Personally, I prioritize brand image when choosing products and IKEA

stands out due to perceived quality and reputation. I prefer IKEA over the brands because they not only offer competitive process but also strike a good balance between functionality and quality. Their brand image resonates with making them my preferred choice (Personal communication, Akhi, 2023).

Respondents one, three, five, ten and thirteen emphasized that IKEA is considered one of the best furniture brands due to its focus on quality, functionality, affordability, and sustainability. Respondent fifteen mentioned that elegance comes to mind when thinking of IKEA as a brand. They associated the brand with stylish and well-designed furniture. The concept of DIY assembly was highlighted by respondent five that IKEA products often require assembly by the customer, which adds to the brand's uniqueness.

Cheap , affordable , large selection of variety of home furniture and of course their DIY assembly (Personal communication, Anas, 2023).

These associations contribute to the overall perception of IKEA as a popular and well-regarded furniture brand.

4.1.5 Perception of IKEA's Initiatives: Influence on Future Purchasing Decisions

Anfa, Raef and Akhi expressed that they highly appreciated IKEA's CSR initiatives, such as reducing energy consumption, providing a good working environment for workers, and supporting local communities. They mentioned that these initiatives would positively influence their decisions to continue purchasing IKEA products in the future.

The brand image is influencing purchasing decisions as it shapes perceptions and behaviors. Personally, I prioritize brand image when choosing products and IKEA stands out due to perceived quality and reputation. I prefer IKEA over the brands because they not only offer competitive process but also strike a good balance between functionality and quality. Their brand image resonates with making them my preferred choice (Personal communication, Akhi, 2023).

On the other hand , Anas stated that their likelihood of purchasing from IKEA in the future would depend on their specific needs. They did not consider purchasing from IKEA more frequently if there is a need. Several interviewees mentioned that they would take into account IKEA's CSR initiatives when making future purchasing decisions. They emphasized the importance of a company's contribution to society and the environment and stated that they would think about these initiatives when deciding to purchase from IKEA. However, Anas acknowledged that she didn't consider IKEA's CSR initiatives before, but after reflecting on the importance of such initiatives, the respondent expressed the intention to think about them during their next purchase from IKEA.

4.1.6 Perception and Knowledge of IKEA's CSR Efforts

When contemplating IKEA's CSR efforts, specific activities that come to mind for participants include reducing plastic usage, utilizing recycled wood, fair trade practices, reducing carbon footprints, environmental responsibility, waste reduction and recycling programs offering sustainable products, and promoting sustainable living.

Their Fair trade practices, Reducing carbon footprints, Environmental responsibility (Personal communication, Sourav, 2023).

On the other hand, Anfa and Peter mentioned a lack of awareness or knowledge about IKEA's CSR activities, while respondent one highlighted the importance of ethical consideration such as not operating in dictatorships, avoiding child labor, and promoting efficient transportation for environmental protection.

That they should not operate in dictatorships. That they do not have child labor. That they make transport more efficient and in that way protect the environment (Personal communication, Peter, 2023).

4.1.7 Consumer Attitudes towards Sustainability and Price

The analysis of the respondents' perspectives on the willingness to pay more for sustainable IKEA products reveals that individuals like Anfa, Akhi, Anas, Dip, Dihan, Junoon, Tonny, Azbah, Messi, and Menk expressed a positive inclination towards paying a higher price for IKEA products if they were aware of the company's efforts towards sustainability. These individuals considered sustainability to be an important factor in their purchase decisions and saw sustainable companies are more trustworthy.

Sustainable companies are more likely to be trusted by me and my purchase behavior also influences a lot by that. As I consider myself as a conscious consumer, I would be willing to pay more for an IKEA product if they put efforts towards more sustainability (Personal communication, Anfa, 2023).

However, Raef, Sourav, James, Peter, Hrithik and Messi were uncertain or not willing to pay more for sustainability.

4.1.8 Importance of affordability, design, quality, and sustainability

According to the interviewees' comments, the qualities of price, design, quality, and sustainability are all regarded as significant when making decisions regarding the purchase of IKEA products. The fact that affordability was listed as a crucial characteristic suggests that the ability to afford IKEA products has a great impact on consumers' decision-making.

All the four attributes are important for me but mostly affordability and quality (Personal communication, Anas, 2023).

Design was also considered very important, highlighting the recognition of IKEA's creative and appealing design as a factor that influences purchase decisions. Quality was mentioned as another key attribute, indicating that the interviewees place a high value on the quality of IKEA products when making their purchasing decisions. Sustainability, although not specially mentioned in the given response, can be inferred to be somewhat important since durability is mentioned.

One or several of these factors really pop up in mind while purchasing a product, specifically an IKEA product. Design and quality are the two most important features to me. My years of experience with IKEA products assure me of quality. Then I look for my affordability. Finally I look into how sustainability the product already is or might be (Personal communication, Raef, 2023).

4.1.9 Perceived Quality Ratings of IKEA's product

The ratings for the quality of IKEA products varied. While seven respondents expressed satisfaction and rated the quality as high, others highlighted the need for improvement. The affordability and use of sustainability materials were appreciated, but there were concerns about the longevity and consistency of quality to express different products.

The IKEA brand showcases furniture of different quality. Since most of the products are affordable and made of sustainable materials, sometimes they do not meet the longevity criteria. Although IKEA is constantly developing its products, I think it needs to improve more in terms of quality (Personal communication, Anfa, 2023).

Overall the average rating for the quality of IKEA products ranged from 7 to 8 out of 10.

4.1.10 Perspective on the Effect of IKEA's CSR Initiatives on Product Quality

When asking about the impact of IKEA's CSR initiatives on the perceived quality of their products, there was divergence of opinions. Five respondents believed that CSR initiatives and product quality influence each other, with the possibility of a high level of CSR resulting in low-quality products and vice versa.

In today's competitive market, companies are constantly working to reduce its environmental footprint, promote local businesses and workers safety. And all these CSR initiatives and product quality influence each other. Sometimes high level of CSR comes with low quality products. On the other hand, low CSR offers high quality products (Personal communication, Anfa, 2023).

Others expressed the view that CSR initiatives contribute to building a positive brand reputation and can set a company apart from its competitors by showcasing unique quality and values. However, there were also participants who were uncertain or disagreed with the idea that CSR initiatives have an impact on the perceived quality of products. Overall, the interviews reflected a range of perspectives on this topic.

4.1.11 Customers' suggestion regarding IKEA's CSR initiatives

Opinions varied among the interviewees about the impact of IKEA's CSR initiatives on the brand image. Some suggested that the brand needs to focus on ethical responsibilities such as fair treatment of all stakeholders, investors, and suppliers, and involving employees in the CSR process to gain more trust from customers. Others emphasized the importance of producing sustainable products while maintaining good product quality and affordable prices. On the contrary, one interviewee suggested that IKEA should completely stop cooperating with dictatorships such as Russia and China.

I think that IKEA should completely stop cooperating/trading/operating with dictatorships such as Russia and China (Personal communication, Peter, 2023).

Raeef mentioned that any negative information about IKEA's CSR initiatives would have a detrimental impact on the established brand image in their mind. The respondent also highlighted that other brands often include brief comments or QR code to provide sustainable information about sustainability and CSR initiatives related to their products. He suggested that IKEA could adopt a similar approach to make consumers aware of their CSR initiatives and create a sense of responsible purchase. However, it was generally agreed that IKEA's CSR initiatives play a vital role in shaping its brand image as a socially responsible and ethical company.

As I mentioned earlier, initially I was not so concerned about IKEA's CSR initiatives. But with time I see it as a complete package. Being a Swedish brand, it gives me an image of Swedish way of sustainable living. So, in the other way round if I hear anything negative about IKEA's CSR initiatives, of course it will cost its established brand image in my mind.

I have seen with other brands that they make brief comments or simply add QR code to learn about sustainability of any particular product or story on any CSR initiative related to that product. I cannot remember if there is anything such in any IKEA product. I think it can be a good option to make consumers aware of their CSR initiatives as well as give consumers a feeling of responsible purchase. (Personal communication, Raeef, 2023).

4.2 IKEA's CSR Initiatives

To investigate the role of CSR in building brand image, this study analyzed secondary data related to IKEA's CSR activities (IKEA Sustainability Report FY22, 2022). The findings provide insights into the significant role that CSR plays in enhancing brand image.

4.2.1 IKEA's Sustainable Initiatives

The theory revealed that IKEA has implemented various CSR initiatives focused on sustainability, waste reduction, recycling, and the use of environmentally friendly materials. IKEA is actively working toward achieving 100% renewable energy across its entire value chain. The company has introduced a program that assists nearly 1,600 direct suppliers in transitioning to 100% renewable electricity. In their efforts to minimize their impact on the climate, significant progress has been made by incorporating environmentally-friendly changes in their product range, such as the introduction of more energy-efficient LED bulbs and the expansion of plant based food options. In collaboration with Danish Company Flow Loop, IKEA has joined forces to create a water recycling shower solution that encourages and empowers individuals to adopt water efficient practices in their households. This innovative solution effectively recycles and purifies shower water within a closed loop system. The primary objective is to achieve substantial water savings of up to 80% and reduce energy consumption by 70% in comparison to conventional shower solutions.

4.2.2 IKEA's Commitment to CSR and Brand Image Enhancement

Sustainability is deeply integrated into all aspects of their operations, guided by a comprehensive and unified approach. Each division within IKEA actively contributes to the overarching sustainability agenda. Collaborative sustainability working groups, comprising experts from Inter IKEA Group and franchisees, engage in strategic discussion and alignment to fulfill the collective sustainability objectives of IKEA. They are gradually phasing out less sustainable products and materials while introducing new alternatives. For instance, conventional foam, typically derived from virgin fossil-based sources, is being replaced with renewable polyols from natural oils like soy, castor oil, and rapeseed. Currently several products in the IKEA range feature foam with renewable polyol content. The findings demonstrate that IKEA's CSR initiatives have cultivated positive associations with the brand, as consumers closely link IKEA with values such as sustainability, innovation, and quality. These associations further enhance the brand image.

4.2.3 The Stakeholder Engagement and Collaborative Efforts

The findings indicate that IKEA's CSR endeavors have generated strong involvement from stakeholders. Customers, employees, and investors have demonstrated increased loyalty and

support for the brand due to its CSR initiatives. Collaborating with others is essential in achieving the sustainability goals set by IKEA. Building meaningful and robust relationships is emphasized, with the company's 225,5000 co-workers worldwide sharing common vision and values aimed at enabling them to lead more sustainable lives. In inclusive and diverse IKEA environments, each co-worker, including their families, actively contribute to creating a better business. Engagement with local communities is also a priority, involving learning, idea-sharing, and collaborative efforts to bring about positive effects on the environment, livelihood, and local economies. The IKEA business interacts with customers through various channels, including stores, online platforms, home visits, and the IKEA FAMILY program. Additionally, partnering with external collaborators and stakeholders is vital in addressing complex challenges that affect the IKEA business and achieving necessary systemic change.

4.2.4 IKEA's Commitment to Labor Standards, Empowerment, and Social Impact

In order to provide safe and healthy workplaces, IKEA is dedicated to honoring international labor standards and protecting human rights across all corporate operations. The organization strongly emphasizes giving people access to chances for personal growth and skill development so they can reach their greatest potential. With a focus on stability and predictability, IKEA offers employment opportunities that support livelihoods. Collaborating closely with stakeholders, IKEA actively contributes to defining fair income standards and prompting equitable income distribution throughout its value chain. Furthermore, the company empowers all individuals within the IKEA value chain to have a voice and actively participate in shaping their workplace environments. Gender equality and children's rights are integral to IKEA'S operations, integrating these principles into every aspect of the business. The company also prioritizes the facilitation of learning and employment opportunities for young people, recognizing their potential and the value they bring. Through establishing diverse business partnerships, IKEA drives innovation, business growth, and social impact within its value chain.

5. Analysis

The discussion section of this study focuses on the literature review and empirical data related to the impact of Corporate Social Responsibility (CSR) on brand image and consumer perceptions.

The analysis of the first research question focuses on understanding the role of CSR in building brand image. Brand image encompasses the interconnected relationships and consumer perceptions of a brand, encompassing the brand associations stored in the memories of consumers (Lee and Lee, 2018). Brand image is subjective and involves both intellectual and emotional interpretations. The literature review reveals that brand image is a combination of structure connections and consumer perceptions of a brand , encompassing favorability, strength and distinctiveness of brand associations (Ramesh et al., 2018). Moreover, it goes beyond the technical characteristics of a product and is influenced by brand trust. Engaging in CSR activities can enhance the overall corporate image, which in turn has a positive effect on brand image (Abd-Al-Salem, 2020; Heaier et al., 2018; Kotler and Lee, 2005). On the other hand , some customers emphasized the CSR activities were not significant factors in their evaluation of a brand or product. These findings suggest that the level of consciousness and importance attributed to CSR varies among individuals, While some consumers prioritize ethical and socially responsible practices when choosing a brand, others may prioritize factors. Customers are more likely to trust in the quality of a product when a brand has a strong reputation (Bianchi et al., 2019). CSR initiatives help foster favorable feelings and improve brand perception, which contributes to brand differentiation and competitive advantage (Gatti et al., 2012)

The analysis of the second research question explores the effect of CSR on consumer purchase intention. CSR is defined as a commitment to societal welfare beyond corporate interest, encompassing environmental , societal and ethical responsibilities (Martinez and Bosque, 2013; Lu et al., 2020).). Consumers' perception of CSR is positively correlated with both aspects of brand image (Wu and Wang, 2014). Furthermore , effective CSR policies influence consumers' perception of a business, purchase intentions, and the company's reputation. Consumers' favorable perceptions of a company is greatly influenced by its engagement in CSR , which effect their assessment of the company's product and services (Wu and Wang, 2014). Hence, CSR has a significant influence on consumer perception and purchase intention.

Numerous studies indicate a significant correlation between CSR and brand image (Martínez et al., 2014; Bianchi et al., 2019; Liu et al., 2020).. Positive brand image is associated with brand identification, recall, loyalty, and a favorable reputation among competitors. Consumer perception of CSR plays a vital role in shaping brand image and generating a favorable brand image in their perception. During the interviews, participants highlighted the substantial influence of IKEA's international presence and positive reputation on their overall perception of the brand. The widespread recognition of IKEA and its reputation as a reputable and trusted company played a significant role in shaping the participants' opinions. This findings

underscores the importance of brand reputation and international presence in shaping consumer perceptions (Bianchi et al., 2019) and attitudes (Kim and Ferguson, 2019) toward brand.

The empirical data collected through semi-structured interviews with customers of IKEA provided insights into their attitudes and perception toward CSR initiatives, the influence of brand image on consumer decision making (Tourky et al., 2020), customer experience and company's reputation (Kotler and Lee, 2005). The interviews revealed that some customers prioritize CSR initiatives and consider them important factors in their decision making process. They appreciated brands that demonstrate a commitment to social issues and environmental protection. These findings highlight that while CSR is not a primary factor for the participant, it can still influence their decision making when it is brought to their attention through marketing efforts.

By analyzing each research question separately, the analysis chapter provides a detailed examination of the role of CSR in building brand image and its effect on consumer perception. The analysis incorporates empirical findings, theoretical insights from the literature review, and the researcher's interviews to gain comprehensive understanding of the research objectives. The analysis chapter serves as a tool to connect the research questions with the collected data, theory, and previous research, facilitating the interpretation of findings and generating insights that contribute to the overall understanding of the topic.

6. Conclusions

This research aims to identify the crucial role of corporate social responsibility in helping the development of a favorable brand image for organizations. The research questions sought to understand the relationship between CSR and brand image as well as the influence of this brand image on consumer behavior (Abd-El-Saleem, 2020). The empirical data collected through interviews with customers of IKEA supported these findings, revealing that while CSR is not a primary factor for some participants, it can still influence their decision making when brought to their attention through marketing efforts.

The findings of this study contribute to the existing literature on CSR and brand image. The interview with IKEA customers highlighted the significance of CSR initiatives in their decision-making (Tourky et al., 2020) process and their association of IKEA with sustainability and responsible practices. The primary data collected from the website provided additional insights into the communication of CSR initiatives to customers. These findings align with previous research that has demonstrated a positive effect of CSR on brand image (Heaier et al., 2018; Kotler and Lee, 2005). They reinforce the notion that CSR initiatives contribute to building a positive brand image and can serve as long-term competitive advantages.

Future research in this area should consider several avenues for exploration. Firstly, a quantitative approach could be adopted to further investigate the relationship between CSR initiatives and brand image, providing statistical evidence and enhancing the generalizability of the findings. Additionally, conducting longitudinal studies would enable the assessment of the longer-term effect of CSR initiatives on brand image and customer perceptions (Lee and Lee, 2018; Bianchi et al., 2019).

However, it is important to acknowledge the limitations of this study. Firstly, the sample size of the semi-structured interviews and the specific focus on IKEA's sustainable initiatives may limit the generalizability of the findings (Saunders et al., 2016). Additionally, the reliance on self-reported data introduces the potential for biases and influences the accuracy of the results. This study is also limited by the time frame within which data was collected, as CSR initiatives and brand image can evolve over time. Moreover, the study acknowledged the contextual nature of the finding and that they may not be directly applicable to their companies or industries. By understating the effect of CSR on brand image, organizations can develop effective strategies to build a positive brand image (Ramesh et al., 2018 ; Bianchi et al., 2019). and engage with socially conscious customers.

In summary, this study underscores the importance of CSR in shaping brand image and influencing consumer purchase intention. By implementing effective CSR strategies, companies like IKEA can enhance their brand reputation (Heaier et al., 2018; Kotler and Lee, 2005), attract conscious consumers, and contribute to a more sustainable and socially responsible marketplace.

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Appendix 1

Appendix 1 : Questionnaire

Name:

Time:

Gender:

Age (Optional)

1. Please share some information with me about your interactions with the IKEA brand?
2. How frequently do you purchase from IKEA?
3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?
4. As a brand when you consider IKEA, what come to your mind?

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?
6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?
7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?
8. When considering IKEA's CSR efforts, what specific activities come to your mind?
9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?
10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?
11. How would you rate the IKEA products level of quality?
12. Do you think the quality of IKEA products has changed over time?

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

Appendix 2 : interviews

Name: Anfa

Time: 45 minutes

Gender: Female

Age (Optional)

01. Please share some information with me about your interactions with the IKEA brand?

My experience with IKEA has always been pleasant and easy regardless of online and in-store shopping. Big parking area, store layout, good pricing keeps me going back to store. On the other hand effective customer care and good delivery system makes the online shopping much easier.

02. How frequently do you purchase from IKEA?

Whenever I need to buy furniture the first name I think of is IKEA. Therefore every 2 to 3 months I visit my nearby IKEA and purchase something for my house. Each room of my house has something from IKEA. It can be a large wardrobe or a small planter.

03. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

In my opinion, every business has social responsibility that should be fulfilled. As a responsible citizen I am very much aware of my responsibility towards society. So, when I buy, I always try to make smart choice and think about company's environmental initiatives, labor and public accountability.

04. As a brand when you consider IKEA, what come to your mind?

The first thing that comes to my mind is that the IKEA brand is the world's largest seller of furniture with good reputation. In addition, brands affordability, recycle initiatives and good customer service attracts a large number of customers and that's why it is a most popular furniture brand in the world these days.

05. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

According to me, IKEA's positive brand image plays a vital role in customer's purchase decision. When people trust a brand, they always opt for the brand regardless of whether they have to pay a little extra for it. As the IKEA brand has successfully built its credibility in the market, it has also successfully increased the number of loyal customers.

06. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

Affordability: Companies success is highly dependent on its affordability. The Ikea brand is popular for creating efficient product for low and middle classes people. As all classes of people can afford most of the product they choose to purchase there.

Design: IKEA is renowned for its creative design all over the world. However, good design is not only about the looks but also how well the design works. Luxurious and useful design with affordable price tag always boosts sales of IKEA brand. Moreover, walking in an IKEA store easily provides design inspiration to anyone which also influence purchase decision of a customer.

Quality: IKEA surely makes affordable products but sometimes with not so good quality. Over the years IKEA made products from recycle materials which results in lower quality products. So, thinking about products quality plays a vital role in purchasing decision from IKEA.

Sustainability: Consumers are smarter than ever when making purchasing decision nowadays. People are more into sustainable products. For example, products with long lasting value, influences consumers purchase decision highly. However, IKEAS products have been criticized by a number of people for its low lifespan time to time.

07. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

IKEA has shown strong CSR initiatives over the times. According to me, IKEA practices more than enough CSR initiative as it can be. From environmental to economical, the brand has

shown great sense of responsibility and that has undoubtedly made me purchase from them now and then.

08. When considering IKEA's CSR efforts, what specific activities come to your mind?

When considering IKEA's efforts first thing come to mind is their environmental initiatives such as reduction of plastic usages and the usage of recycled wood.

09. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

Reducing energy consumption, good working environment for workers, supporting local communities are some of the CSR initiatives of IKEA that I highly appreciate. Therefore, I would continue to purchase IKEA products in future.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

Sustainable companies are more likely to be trusted by me and my purchase behavior also influences a lot by that. As I consider myself as a conscious consumer, I would be willing to pay more for an IKEA product if they put efforts towards more sustainability.

11. How would you rate the IKEA products level of quality?

The IKEA brand showcases furniture of different quality. Since most of the products are affordable and made of sustainable materials, sometimes they do not meet the longevity criteria. Although IKEA is constantly developing its products, I think it needs to improve more in terms of quality.

12. Do you think the quality of IKEA products has changed over time?

I think the quality of IKEA's products has upgraded in recent years. Making more sleek and elegant design, expanding products repair capacity, reducing the usage of plastic with more durable materials has added up to its quality.

13. Do you think the company's CSR initiatives have any impact on the perceived quality of their products?

In today's competitive market, companies are constantly working to reduce their environmental footprint, promote local businesses and workers safety. And all these CSR initiatives and

opportunity to assemble the product. Though it's time consuming, but when you are done, you can feel the accomplishment inside.

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

My personal opinion is it plays a role at least if you know IKEA beforehand. For me, IKEA is simple and affordable and at the same time with a nice and cozy design. I know that very few companies can give me good quality and low price at the same time, which IKEA is doing for years.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

One or several of these factors really pop up in mind while purchasing a product, specifically an IKEA product. Design and quality are the two most important features to me. My years of experience with IKEA products assure me of quality. Then I look for my affordability. Finally I look into how sustainability the product already is or might be.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

Not really! As said before, the purchasing decision comes first in mind and then comes the thinking of the CSR initiatives. And then the awareness might have influenced me to go to the IKEA-store again to purchase something else.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

I like IKEA's initiative to support young entrepreneurs and also to support the local crafts because I think this way those items reach us in a convenient way.

For some time now, I am also convinced with their circular buying system, the typical circular hub, which is a nice opportunity to recycle the products and also to reduce waste and gives the feeling to work for the sustainable planet campaign.

9. How likely are you to purchase an IKEA product in future because of their CSR initiatives?

There is high probability that I would go for that for their particular CSR activity, for example, to promote local craftsmanship.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

I would probably, but as mentioned earlier, it should still need to be a quality product and should be within my affordability range. I will not buy a product no matter how sustainable it is if it is a crap and doesn't meet the other criteria.

11. How would you rate the quality of IKEA products?

All the IKEA products are not the best quality ones, but when I consider both quality and price, I find IKEA products, in general, align almost smoothly with this point. I would rate it 8 out of 10 on average!

12. Do you think the quality of IKEA products has changed over time?

Not really, but I have noticed the reduction in size sometimes and change in price (higher price for the same product). Sometimes, I can feel a deteriorate quality of a product (change of origin, may be), trying to retain the same price or same size.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

IKEA's country of origin factor that is Swedish values plays a significant role in their CSR initiatives. My perception is that consumers in Scandic countries like Sweden are well informed and concerned about their purchase. Sustainable living and CSR in business practice are very common terms in their daily life. Following this lifestyle, when I see IKEA's campaign on their CSR initiatives in Africa and Asia, I take it positively. Especially when this initiative is product related for instance, organic cotton and water quality. I think it signals certain level of quality.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

As I mentioned earlier, initially I was not so concerned about IKEA's CSR initiatives. But with time I see it as a complete package. Being a Swedish brand, it gives me an image of Swedish way of sustainable living. So, in the other way round if I hear anything negative about IKEA's CSR initiatives, of course it will cost its established brand image in my mind.

I have seen with other brands that they make brief comments or simply add QR code to learn about sustainability of any particular product or story on any CSR initiative related to that product. I cannot remember if there is anything such in any IKEA

product. I think it can be a good option to make consumers aware of their CSR initiatives as well as give consumers a feeling of responsible purchase.

Name: Akhi
Gender: Female
Age (Optional)

Time: 48 min

1. Please share some information with me about your interactions with the IKEA brand?

I enjoy purchasing from IKEA because it is truly unique brand. They offer a wide range of products across various categories, including household items, kitchen accessories, furniture, plants, and many more. The diverse selection available at IKEA allows me to find everything I need in one place, making it convenient and enjoyable to shop there

2. How frequently do you purchase from IKEA?

Whenever I need anything for my home, my first preference is always IKEA as I said in previous question they offer a wide variety of products. Therefore, at least I purchase from IKEA once a month.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

CSR is really important for me when I make any product purchases as it significantly influences my decision-making process. Due to global warming, it is crucial for every company to prioritize environmental concerns and produce sustainable products. It's utmost important to me that a company is trustworthy, ethical and genuinely concerned about the well-being of society and the environment.

4. As a brand when you consider IKEA, what come to your mind?

Whenever I am think of IKEA several factors come to mind. First of all their product is really affordable for all type of customers. IKEA stores are renowned for their unique showroom where I can explore different room displays and have an idea to decorate my own room. Even they are commitment to sustainability by promoting eco-friendly practices.

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

The brand image is influencing purchasing decisions as it shapes perceptions and behaviors. Personally, I prioritize brand image when choosing products and IKEA stands out due to perceived quality and reputation. I prefer IKEA over the brands because they not only offer competitive process but also strike a good balance between functionality and quality. Their brand image resonates with making them my preferred choice.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

Affordability: Its one of the most important attributes for me when making a purchase decisions. IKEA has the most affordable products , it's the one of the main reasons to purchase from there.

Design: Design is the another important fact for choosing IKEA brand. Because their design is really unique and simple which always influence me to purchase from IKEA. Even their store design is also very creative which is also inspire me to purchase.

Quality: If you are talking about quality , I think there should be further improvement in terms of quality . While some products are really good quality , there are others that do not meet the expected standards.

Sustainability: In terms of sustainability IKEA has made efforts to promote sustainability through various initiatives , such as sustainable materials, investing renewable energy and recycle programs. So, it's become the one of important attributes when I am making purchase decisions

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

Yes, several times I decided to purchase from IKEA because of their CSR initiatives. As I mentioned earlier their CSR activities like recycling and sustainable materials always influence my purchase decision.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

When considering IKEA's CSR efforts, several specific activities come to mind, waste reduction and recycling is one of them. IKEA has implemented recycling program to minimize waste.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

I believe that in the future, I would frequently choose to purchase from IKEA because of their CSR initiatives. If they become more committed to society and the environment by reducing waste and making sustainable products.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

Of course, I would like to pay more an IKEA product if you knew that company was making efforts to be more sustainable

11. How would you rate the IKEA products level of quality?

IKEA offers a wide range of products at various price points. In terms of quality I would rate them 7 out of 10.

12. Do you think the quality of IKEA products has changed over time?

Yes, I have noticed in changes in the quality of IKEA products over time. They have improved in certain sectors, especially furniture and household products. However, there is room for further improvement, particularly in their kitchen accessories. They should strive for higher quality in that area.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

Yes, in my opinion CSR initiatives have any impact on the perceived quality of their products, CSR initiatives contribute to building a positive brand reputation. It can set a company apart from its competitors by showcasing unique quality and values.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

As IKEA is one of biggest multinational company , I always have higher expectation form IKEA. I believe that IKEA should focus in producing more sustainable products.

Name: Sourav
Gender: Female
Age (Optional): 31

Time: 25 min

1. Please share some information with me about your interactions with the IKEA brand?

I think they serve me good quality product in a reasonable price.

2. How frequently do you purchase from IKEA?

80% of my household products are from IKEA

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

CSR might help to enhance the brand recognition , positive business reputation ,increased sales and customer loyalty, better financial performance.

4. As a brand when you consider IKEA, what come to your mind?

They serve the maximum and think about clients comfort and budget as well.

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

The brand is very catchy and bold for instant recognition .

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

These 4 points are the main key points which has been served by IKEA very smoothly they are easily affordable hence the design is minimal. Moreover, in terms of quality and sustainability they are doing good.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

Not really

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

Their Fair trade practices, Reducing carbon footprints, Environmental responsibility.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

More frequently depending on the necessity .

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

Would like to give it a thought.

11. How would you rate the IKEA products level of quality?

8 out 10

12. Do you think the quality of IKEA products has changed over time?

Yes ..changes about the fabric, material and comfort zone.

13. Do you think the company's CSR initiatives have any impact on the perceived quality of their products?

They can observe clients need and then carry forward it towards the design team to make it a balance.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

They need to make bridge connection between the customer and the design team .

Name: Anas

Time: 25 minutes

Gender: Female

Age (Optional)

1. Please share some information with me about your interactions with the IKEA brand?

As a brand I think IKEA is very good brand because whenever I want to buy something specially household and kitchen accessories my first priority is IKEA all the time

2. How frequently do you purchase from IKEA?

Its depend on my need and want. Basically I buy 2 or 3 times within 6 months approximately.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

Actually it's never affect my purchase decision while purchasing any products.

4. As a brand when you consider IKEA, what come to your mind?

Cheap , affordable , large selection of variety of home furniture and of course their DIY assembly .

5. In your opinion , how important is the brand image of IKEA when making purchasing decisions?

Brand image is very important for me when I am purchasing any product because a good brand always provide the best quality of product.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

All the four attributes are important for me but mostly affordability and quality.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

Actually I never purchase any products because of the company's CSR.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

As I mentioned in previous question, So I really never notice their CSR efforts.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

I think next time when I am going to purchase any products from IKEA I will think about their CSR initiatives because it's really important nowadays that how the company contribute into the society.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

Of course, I will pay more if they make their products more sustainable.

11. How would you rate the IKEA products level of quality?

For me 7.5 out 10.

12. Do you think the quality of IKEA products has changed over time?

Yeah, I have noticed the changes in their design and quality over the time . Even sometime I didn't find similar products which I purchased before because they always come with the new design and quality.

13. Do you believe company's CSR efforts have any bearing how well-liked its products are?

Yes , I think their CSR initiatives have impact on the perceived quality of products.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

As IKEA is very renowned company they have a significant impact on their brand image. Their CSR initiatives play a crucial role in shaping their brand image as a socially responsible and ethical company

Name: Dip
Gender: Female
Age (Optional)

Time: 22 minutes

1. Please share some information with me about your interactions with the IKEA brand?

I am a big fan of IKEA and my experience with IKEA is satisfactory.

2. How frequently do you purchase from IKEA?

I often buy from IKEA. Few times a month.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

CSR (Corporate Social Responsibility) is a vital factor to me when I make purchasing decisions.

4. As a brand when you consider IKEA, what come to your mind?

Their huge collection of products comes to my mind when I think of IKEA as a brand.

5. In your opinion, how important is the brand image of IKEA when making purchasing decisions?

In my opinion, their brand image is the one of the most important reasons when making purchasing decisions.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

Affordability, design, quality, sustainability these four attributes distinguish IKEA from other brands.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

Yes, I have purchased an IKEA product because of the company's CSR initiatives several times.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

IKEA offers inspiration and solution for sustainable living to customer. Therefore, their sustainable products immediately comes to my mind when considering their CSR efforts.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

I will purchase more IKEA products in future because of their CSR initiatives.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

Yes I would be glad to pay more for an IKEA product if you knew that company was making efforts to be more sustainable.

11. How would you rate the IKEA products level of quality?

I would rate IKEA as one of the best brands in terms of quality.

12. Do you think the quality of IKEA products has changed over time?

Yes, I think IKEA is continuously improving the quality of their products.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

Yes I think company's CSR initiatives have a vital impact on the perceived quality of their products.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

I really appreciate IKEA's CSR initiatives and its impact on brand image.

Name: Dihan

Time: 18 minutes

Gender: Male

Age (Optional) 33

1. Please share some information with me about your interactions with the IKEA brand?

My experience with IKEA is excellent.

2. How frequently do you purchase from IKEA?

Once a month.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

I consider CSR (Corporate Social Responsibility) as an important factor in making purchasing decisions.

4. As a brand when you consider IKEA, what come to your mind?

Reasonable prices come to mind when I think of IKEA as a brand.

5. In your opinion, how important is the brand image of IKEA when making purchasing decisions?

In my opinion IKEAs brand image is their USP.

6. How important are the following attributes of IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

All of the four following attributes of IKEA : affordability, design, quality, Sustainability are very important when making purchasing decisions.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

Not really.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

Sustainable products.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?
I would consider their CSR initiatives to purchase an IKEA product in future.
10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

Yes definitely I would be willing to pay more for an IKEA product if I knew that company was making efforts to be more sustainable.

11. How would you rate the IKEA products level of quality?

I would rate the quality of IKEA products as top notch quality.

12. Do you think the quality of IKEA products has changed over time?

No, I have not noticed any changes in the quality of IKEA products over time.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

I think company's CSR initiatives have major impact on the perceived quality of their products.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

IKEA's CSR initiatives are recommendable which increases their brand image.

Name: Junoon

Time: 25 minutes

Gender: M

Age (Optional)

1. Please share some information with me about your interactions with the IKEA brand?

I have good experience with IKEA as a brand compare to the price , the product quality is good. Also in one place you can buy almost everything that you need for your household.

2. How frequently do you purchase from IKEA?

Normally I visit IKEA in every 2 months.

3. How important is CSR (Corporate Social Responsibility) to you when making purchasing decisions?

CSR does not affect my purchase decision.

4. As a brand when you consider IKEA, what come to your mind?

Cheap and affordable product.

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

Not very Important to Me.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

It's important for me of all the attributes you are talking about. I want good quality product with affordable price.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

NO.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

IKEA offers inspiration and solution for sustainable living to customer. Therefore, their sustainable products immediately comes to my mind when considering their CSR efforts.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?
I didn't consider it before buying any product from IKEA but I think we should think about it . I will consider it next time while purchasing from IKEA.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?
Not sure right now. But if I have enough earning to support this sustainability I am willing to pay more.

11. How would you rate the IKEA products level of quality?

7 out of 10

12. Do you think the quality of IKEA products has changed over time?

Yes I have noticed in some product. Some of them are getting better and some of them loosing quality.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

I think they have.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

For me the important thing is good product quality with affordable price. They should keep good quality product by maintaining their CSR initiatives.

Name: Tonny
Gender: Female
Age (Optional) : 22

Time: 28 min

1. Please share some information with me about your interactions with the IKEA brand?

I like IKEA . However I would like them to be more eco-friendly/sustainable.

2. How frequently do you purchase from IKEA?

Twice a year.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

It's really very important while making purchasing decisions.

4. As a brand when you consider IKEA, what come to your mind?

Their Vegan meatballs.

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

Not super important.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

On a Scale 1-5.

Affordability: 4

Design: 3

Quality: 4

Sustainability: 5

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

I do not know about their purchase decision about their CSR for so "NO"

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

I do not know about their CSR activities that much .

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

As I mentioned it's not important for me so I don't think so it will affect my purchase decisions in future.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

Yes

11. How would you rate the IKEA products level of quality?

3 out of 5

12. Do you think the quality of IKEA products has changed over time?

No , I really never noticed.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

I think that people perceive companies with good CSR to have better quality.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

No.

Name: Azbah
Gender: Female
Age (Optional)

Time: 18 min

1. Please share some information with me about your interactions with the IKEA brand?

My experience with IKEA was very good because of the simple, pared-down and minimalistic design of the furniture and I am very satisfied to be using their products.

2. How frequently do you purchase from IKEA?

I usually buy from IKEA once a week or two weeks, because the items there are unique and many are good to use, whether it is dishes, simple household items, or lamps.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

It's very important to me when they're supporting issues they care about. Many people see their buying decisions as a way to support issues they care about. I think if a business shares the same values as a consumer, the consumer will likely view the business more positively.

4. As a brand when you consider IKEA, what comes to your mind?

I think Ikea is a brand which is best in furniture brands in the world because it is well-designed, functional, quality, affordable, and sustainable.

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

For me it is not important the brand image of IKEA when making purchasing decisions.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability?

For me affordability and quality are important.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

No I never purchase because of their CSR initiatives.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

I really don't know about their CSR initiatives.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

I think very often I purchase from IKEA when I need households products.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

Yes, of course.

11. How would you rate the IKEA products level of quality?

I think 8,5 because you should not expect to find heirloom quality furniture.

12. Do you think the quality of IKEA products has changed over time?

I think little but it becomes better increase in online purchases and demand for faster deliveries.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

I think CSR initiatives do not impact on the perceived quality of their products.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

No.

Name: James
Gender: Female
Age (Optional)

Time: 18 min

1. Please share some information with me about your interactions with the IKEA brand?
Ikea is one of good brand with reasonable price with items

IKEA is one of the good brand with reasonable price.

2. How frequently do you purchase from IKEA?
Yearly one or two time when needed.
3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

CSR is very important for me when I purchase anything I feel my amount will also distribute in social cause .

4. As a brand when you consider IKEA, what come to your mind?

Good brand with low price.

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

Very important by the brand image of IKEA I can rely with the product.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

Affordability, quality, design.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

No I never purchase an IKEA product because of the company's CSR initiatives

8. When considering IKEA's CSR efforts, what specific activities come to your mind?
Recycling and renewable energy .

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

I would like purchase based on my need not because of their CSR initiatives.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

No I don't want to pay for that

11. How would you rate the IKEA products level of quality?

8 in 10

12. Do you think the quality of IKEA products has changed over time?

No, I really don't noticed any changes in the quality of IKEA products over time.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

Yes, I think so.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

No , I don't want to add anything

Name: Peter

Time: 22 min

Gender: M

Age (Optional)

1. Please share some information with me about your interactions with the IKEA brand?

I have good experience with IKEA. I have visited IKEA in many countries. I have heard very good things about IKEA abroad. IKEA has meant a lot to the image of Sweden.

2. How frequently do you purchase from IKEA?

1-4 times/year

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

Not so important, but it is of course not a disadvantage.

4. As a brand when you consider IKEA, what come to your mind?

Affordable. Nice design. Easy. Stylish..

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

Not so important.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

Affordability: very important

Design: very important

Quality: very important

Durability: somewhat important

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

No.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

That they should not operate in dictatorships. That they do not have child labor. That they make transport more efficient and in that way protect the environment.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

I don't know yet.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

No

11. How would you rate the IKEA products level of quality?

Mixed – everything from poor quality to just fine

12. Do you think the quality of IKEA products has changed over time?

No , I really don't notice

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

No

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

I think that IKEA should completely stop cooperating/trading/operating with dictatorships such as Russia and China.

Name: Hrithik

Time: 25 min

Gender: M

Age (Optional)

1. Please share some information with me about your interactions with the IKEA brand?

IKEA stores provide customers with a unique experience, featuring spacious warehouse style outlets that showcase a wide selection of furniture displays and home décor setups. I have the opportunity to explore various room setting, browse through a diverse range of products.

2. How frequently do you purchase from IKEA?

Once or twice in a month.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

It is important in terms of ethical considerations, environmental consciousness, reputation and trust.

4. As a brand when you consider IKEA, what come to your mind?

When I think of IKEA as a brand, several things come to mind: Affordable and accessible, Flat-pack and self-assembly, Scandinavian design, Expansive product range, In-store experience, Swedish heritage, Sustainability focus, Flat-pack challenges.

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

It is important in terms of Trust and credibility, Consistency and familiarity, Brand values and alignment, Differentiation and uniqueness, Emotional appeal, Perception of quality, Word-of-mouth and recommendations.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

All of attributes are very important to me.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?

Yes.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

When considering IKEA's CSR efforts that stand out are their endeavors to minimize waste , encourage recycling, and incorporate eco-friendly materials come to my mind.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

No

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

I really don't know yet. Actually I am not sure.

11. How would you rate the IKEA products level of quality?

8 out of 10 in quality. 7 out of 10 in design.

12. Do you think the quality of IKEA products has changed over time?

I have been using Ikea for the last 1 and a half year. not that much changes I have noticed.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?

No idea at all.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?

No.

Name: Messi

Gender: Female

Age (optional): 51 years

1. Please share some information with me about your interactions with the IKEA brand?

I often buy IKEA goods, both new and used. Personally, I think the brand deserves a little more cred. IKEA has developed a lot in the last 20 years and today I think that many products are of good quality. In addition, they sometimes have fun design collaborations and protect the environment.

2. How frequently do you purchase from IKEA?

About 4-5 times a year. Just this year, however, it is significantly more because I have bought a new house.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?

Unfortunately, it's not something I actively look for, but if the company emphasizes it in its marketing, I'm happy to choose that option.

4. As a brand when you consider IKEA, what come to your mind?

Packages, kits and hex keys

5. How significant is IKEA's brand image, in your opinion, in influencing your purchase decisions?

Subconsciously, I'm probably thinking that IKEA is cheaper than others because that's the stamp the brand has. I probably also have an original image that IKEA's goods have a slightly lower quality than others. However, these are things that I think have changed and that, if I talk about the matter, I do not agree with myself about.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?

Price and design are most important to me. Quality and durability are not as important as I tire of things at a furious rate...

7. Have you ever decided to buy an IKEA product because of the company's CSR initiatives?

NO

8. When considering IKEA's CSR efforts, what specific activities come to mind?

I only know about the water hyacinth project and the PRIDE initiative

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?

If we talk about the near future, say 1-3 years, it is very likely if it is used in marketing. Otherwise not. In the future, I hope I've stepped up and started making more thoughtful choices.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?

YES

11. How would you rate the IKEA products level of quality?

It depends a little on what it is about but on average 6-7 /10.

12. Do you think the quality of IKEA products has changed over time?

Absolutely, for the better

13. Do you think the company's CSR initiatives have any impact on the perceived quality of their products?

No

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on the brand image?

No

Name: Menk

Time: 22 minutes

Gender: Male

Age (Optional) 40

1. Please share some information with me about your interactions with the IKEA brand?
IKEA is well known brand worldwide and that's enough to depend on it.

2. How frequently do you purchase from IKEA?
Actually I purchase whenever I feel that I need something special.

3. To what extent does CSR (Corporate Social Responsibility) factor into your decision-making?
It's so important especially regarding pricing.

4. As a brand when you consider IKEA, what come to your mind?
Elegance.

5. In your opinion , how important is the brand image of IKEA when making purchasing decisions?
It's important because IKEA brand lasts longer due to the high quality.

6. How important are the following attributes of the IKEA when making purchasing decisions: affordability, design, quality, sustainability ?
Affordability: it's necessary that prices are suitable for all.
Design: it is nothing negative to talk about that.
Quality: 100%.
Sustainability: IKEA is absolutely sustainable.

7. Have you ever decided to purchase an IKEA product because of the company's CSR initiatives?
Yes.

8. When considering IKEA's CSR efforts, what specific activities come to your mind?

When considering IKEA's CSR efforts, their sustainable product come to my mind.

9. Given their CSR initiatives, how likely are you to purchase an IKEA product in future?
I care about that, because it's saving my pocket.

10. If you knew IKEA was making efforts to be more sustainable, would you be willing to pay extra for an item from that brand?
Yes.

11. How would you rate the IKEA products level of quality?
100%

12. Do you think the quality of IKEA products has changed over time?
No, I haven't noticed.

13. Do you think company's CSR initiatives have any impact on the perceived quality of their products?
I think so.

14. Is there anything else you would like to add about IKEA's CSR initiatives and its impact on brand image?
Nothing.

