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Master's thesis

What if Dutch companies are bad and Belgian companies are good?

A study on the effects of perceived motive for a company to engage in CSR on Dutch and Belgian consumers' perception of the company and purchase intention.

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Abstract

The present study examined the effects of perceived motive (intrinsic, extrinsic or one of two mixed motives) for a company to engage in CSR on Dutch and Belgian consumers' perception of the company and purchase intention. This study is relevant because, as far as the researcher of the current study is aware of, there have been no cross-national studies on the effects of perceived motive for CSR in European countries until this moment. In this study, a survey with a single stimulus text was used. 125 Dutch and 80 Belgian respondents read a fictitious company's webpage on CSR and filled in a questionnaire. The following research questions were tested: To what extent does consumers' perceived motive for a company's CSR differ across the Netherlands and Belgium? To what extent does perceived motive for CSR affect Dutch versus Belgian consumers' perception of the company and to what extent does this perception affect their purchase intention? It was found that respondents from both countries more often attributed a mixed motive that was mainly extrinsic to a company than any other motive. Furthermore, regardless of nationality, respondents that attributed a mixed motive that was mainly intrinsic had a more positive perception of the company than respondents that attributed a mixed motive that was mainly extrinsic or an extrinsic motive. Also, respondents that had a positive perception of the company had a higher purchase intention than respondents that had a neutral or negative perception, regardless of their nationality. Overall then, no cross-national differences were found. From these findings, it can be concluded that Dutch and Belgian consumers do not differ much in their attribution of motives. Furthermore, it can be concluded that the more consumers, regardless of their nationality, believe a company to be intrinsically motivated, the more positive their perception of the company is. In addition, the more they have a positive perception of the company, the higher their purchase intention.

Keywords: CSR; perceived motive; perception of the company; purchase intention; Dutch; Belgian; consumers

Introduction

Nowadays, more and more organisations consider corporate social responsibility (CSR) as an important part of their business strategy (Bhattacharya & Sen, 2004). If a company wants to be regarded as modern and legitimate, it has to engage in CSR activities (Gjøølberg, 2009). CSR can be described as: “a commitment to improve community well-being through discretionary business practices and contributions of corporate resources” (Kotler & Lee, 2006, p. 3). According to Kotler and Lee (2006), improving community well-being consists of supporting society as well as maintaining the environment. Various researchers have found that a company’s engagement in CSR leads to positive outcomes in terms of stakeholder behaviour towards the company, such as purchase intention and loyalty, and stakeholders’ evaluations of the company (e.g. Becker-Olsen, Cudmore & Hill, 2006; Becker-Olsen, Taylor, Hill & Yalcinkaya, 2011; Bhattacharya & Sen, 2004; Brown & Dacin, 1997; Ellen, Mohr & Webb, 2000; Sen & Bhattacharya, 2001). Especially consumers are influenced positively by a company’s CSR activities (Bhattacharya & Sen, 2004). For such positive outcomes to come about, a number of researchers have noted that it is a prerequisite that consumers are made aware that an organisation is socially responsible (Bhattacharya & Sen, 2004; Mohr, Webb & Harris, 2001). However, organisations often find it difficult to communicate about their CSR activities because consumers tend to be sceptical towards organisations that emphasise that they are socially responsible (Mohr et al., 2001; Morsing, Schultz & Nielsen, 2008). This phenomenon is called the ‘promoter’s paradox’ (Schmeltz, 2012). The paradox is that if organisations communicate about their CSR activities, consumers might be sceptical of the organisation’s intention to communicate about this because they might have the feeling that a company is only engaging in CSR as a marketing strategy. However, if organisations do not communicate about their CSR activities, there is a chance that consumers are not aware that an organisation is socially responsible and thus do not develop a more positive attitude towards the organisation (Schmeltz, 2012). Interestingly, Schmeltz (2012) suggests that today’s young consumers are relatively less sceptical about the fact that organisations explicitly communicate about their involvement in CSR activities because they regard CSR as an essential part of a company’s business strategy and thus think it is only natural that that company communicates about it. Furthermore, Schmeltz (2012) suggests that young consumers nowadays are primarily interested in a company’s underlying motives for CSR (not whether or not they engage in CSR) and that not all consumers attribute the same motives to a company. This study investigated which motives today’s consumers attribute to a company and what the effects are on perceptions and behavioural outcomes.

Motives for CSR

Graafland and Mazereeuw-Van der Duijn Schouten (2012) state that organisations can have three potential motives to engage in CSR, namely one extrinsic motive and two intrinsic motives. First, companies could be extrinsically motivated to improve their financial performance or, in other words, to gain more profits. CSR can improve the financial performance of a company in various ways. It can, for example, contribute positively to corporate reputation (Brown & Dacin, 1997) which can lead to increases in sales and market shares (Graafland & Mazereeuw-Van der Duijn Schouten, 2012). Second, companies could have (one of) two intrinsic motives, namely engaging in “CSR as moral duty” or “CSR as an expression of altruism” (Graafland & Mazereeuw-Van der Duijn Schouten, 2012, p. 380). The first intrinsic motive, i.e. CSR as moral duty, implies that the organisation believes that there is some kind of social norm that forces it to do something good for society or the environment (Etzioni, 2010). In other words, the organisation feels pressure from its stakeholders and society in general to be socially responsible. The second intrinsic motive, i.e. CSR as an expression of altruism, implies that organisations engage in CSR because they want to contribute to the common good as they genuinely care for the well-being of society (Graafland & Mazereeuw-Van der Duijn Schouten, 2012). In other words, the organisation does not require anything in return for doing good.

Consumers are aware that companies can have different motives to engage in CSR. A number of studies (e.g. Becker-Olsen et al., 2006; Bhattacharya & Sen, 2004; Brown & Dacin, 1997; Ellen et al., 2000; Loussaïef, Cacho-Elizondo, Pettersen & Tobiassen, 2014; Mohr et al., 2001; Schmeltz, 2012; Sen & Bhattacharya, 2001) have found that consumers do not always believe that organisations are intrinsically motivated and truly care about society or the environment without expecting anything in return. Schmeltz (2012) specifically investigated young consumers’ opinions about organisations’ engagement in CSR in Denmark and found that the majority of the participants believed that companies were extrinsically motivated. Loussaïef et al.’s (2014) study showed similar results. French and Norwegian young consumers in their study believed that organisations have mainly extrinsic motives and that organisations’ main focus is to make more money. Becker-Olsen et al. (2006) found that American consumers assume that commercial organisations are either profit-motivated and therefore firm self-serving (i.e. extrinsically motivated) or socially motivated and thus public serving (i.e. intrinsically motivated) to engage in CSR. Groza, Pronschinske and Walker (2011) distinguish three possible motives, suggesting that American consumers can perceive an organisation as values-driven (i.e. CSR is the right thing to do) (i.e. intrinsically motivated), stakeholder-driven

(i.e. stakeholder pressure to engage in CSR) (i.e. extrinsically motivated) or strategic-driven (i.e. CSR to maximize profits) (i.e. extrinsically motivated). Mohr et al. (2001) found that most American consumers in their study attributed (one of two types of) mixed motives – rather than a single motive – for CSR. The first is mostly firm-serving and partly for the public (i.e. mostly extrinsically motivated and partly intrinsically motivated) and the second is mostly public-serving and partly for the firm (i.e. mostly intrinsically motivated and partly extrinsically motivated).

In sum, previous studies differ as to the categorisation of motives for CSR that are suggested or investigated, but the current study will investigate consumers' attribution of four potential motives, based on the studies of Becker-Olsen et al. (2006) and Mohr et al. (2001), namely an intrinsic motive, an extrinsic motive, a mixed motive that is mostly intrinsic and partly extrinsic, and lastly a mixed motive that is mostly extrinsic and partly intrinsic (see Method). It was hoped that this would allow for a nuanced view of consumers' perceptions of motives for CSR as the attribution of motives is not black and white and some consumers have even been shown to attribute mixed, rather than single, motives (Mohr et al., 2001).

Motives attributed by the consumer and the relation to outcomes

The perceived motive for a company to engage in CSR, or in other words the motive attributed by the consumer, plays a significant role in the model of Bhattacharya, Korschun and Sen (2009). Their model, based on a series of studies they conducted in the U.S. (Bhattacharya & Sen, 2004; Sen & Bhattacharya, 2001; Sen, Bhattacharya & Korschun, 2006), explains how different stakeholders respond to CSR. The model suggests that consumers' behavioural intentions (e.g. purchase intention) depend on the company's motive to be socially responsible. Furthermore, it predicts that if consumers perceive the company as intrinsically motivated, they will have a positive image of the organisation and be more likely to buy the organisation's products.

Various studies (e.g. Becker-Olsen et al., 2006; Ellen, Webb & Mohr, 2006; Mohr et al., 2001; Schmeltz, 2012; Walsh & Bartikowski, 2013), which are described below, seem to have found evidence for the predictions made by Bhattacharya et al. (2009). In their studies of the impact of consumers' perceived motive on attitude, Becker-Olsen et al. (2006) and Mohr et al. (2001) both found that consumers have a more positive attitude towards the organisation if they attribute intrinsic motives for its CSR activities instead of extrinsic motives. Walsh and Bartikowski (2013) investigated how American and German consumers' perceptions about the organisation's engagement in CSR are related to consumer behaviour. They found that if

consumers, both in the U.S. and in Germany, have positive associations about the company's engagement in CSR and perceive the company as intrinsically motivated, they will be more satisfied with the company. Ellen et al. (2006) researched American consumers' attributions about companies' motives in relation to a number of consumer outcomes, namely attitude, purchase intention and recommendation intention. They found that a perceived extrinsic motive led to a less positive attitude towards the organisation, a lower purchase intention and a lower recommendation intention than a perceived intrinsic motive. Schmeltz (2012) found that Danish young consumers who believe that a company is intrinsically motivated have a more positive attitude towards an organisation and a greater purchase intention than those who perceive the organisation as extrinsically motivated. Interestingly, Schmeltz (2012) found that even if (Danish) young consumers perceived an organisation as extrinsically motivated, they still had a positive attitude towards the organisation, although significantly lower than those who attributed an intrinsic motive. According to the researcher, it seems that young consumers have a positive attitude towards an organisation that engages in CSR, regardless of its motive, because at least the organisation is doing good, under all circumstances. Similar results were also found in studies on motives attributed by (American and German) consumers in general, regardless of age category (e.g. Becker-Olsen et al., 2006; Ellen et al., 2006; Walsh & Bartikowski, 2013).

The studies discussed above have shown that consumers attribute different motives to companies for engaging in CSR and that these motives affect various consumer outcomes, such as attitude towards the company and purchase intention (e.g. Becker-Olsen et al., 2006; Ellen et al., 2006; Groza et al., 2011; Loussaïef et al., 2014; Mohr et al., 2001; Schmeltz, 2012; Walsh & Bartikowski, 2013). However, most of these studies, except for the study by Mohr et al. (2001), did not investigate the effect of perceived mixed motives on consumer outcomes. The current study will focus on today's consumers' attribution of motives and the effect of (mixed) motives on the perception of the company and purchase intention and especially how this differs across countries.

Cross-national differences in perceptions of CSR and motives

The differences found in perceived CSR motives indicate that, as Bhattacharya and Sen (2004, p. 12) state "[...]what works for one consumer segment does not work for another". Differences in consumers' perceptions of CSR do not only occur within, but also between countries. For example, Maignan's (2001) study found cross-national differences in consumers' perceptions of CSR. It showed that Americans find economic responsibility the most important

responsibility of economic, legal, ethical and social responsibilities that companies should fulfil according to Carroll (1979). In contrast, French consumers find legal responsibility most important and German consumers find both legal and ethical responsibility most important. Maignan (2001) also found that French and German consumers, in contrast to American consumers, are more likely to buy a company's products if the company is taking social responsibility. In a study of Spanish and English consumers' attitudes to CSR, Singh, De los Salmones Sánchez and Del Bosque (2008) found that Spanish consumers are less interested in a company's CSR activities than English consumers are. A possible explanation for these findings is that there is not much general awareness or knowledge about CSR in Spain (Singh et al., 2008). This would seem to be confirmed by Gjølborg (2009) who found that companies in the United Kingdom are more developed in terms of CSR practices than companies in Spain. If companies in a certain country are overall quite developed in terms of CSR practices, consumers might have had more time to think about a company's motive and therefore might be more sceptical of an organisation's motive to engage in CSR and thus attribute an extrinsic motive to this organisation.

Not only do consumers' perceptions of CSR differ between countries, but also the motives they attribute to organisations for engaging in CSR. The study by Becker-Olsen et al. (2011), for example, confirms that consumers from different countries assign different CSR motives to a company. Amongst other things, they investigated whether Mexican and American consumers perceived a company that engages in CSR – Nokia, in this particular study – differently in terms of motive. They found that Mexicans assigned intrinsic motives to Nokia's CSR, while Americans perceived Nokia to be extrinsically motivated. Becker-Olsen et al. (2011) suggest that these differences could be due to the fact that the United States are more developed in terms of CSR practices than Mexico and therefore that American consumers are more sceptical of a company's motive for CSR than Mexican consumers. Furthermore, Becker-Olsen et al. (2011) found that Mexicans had a more positive attitude towards Nokia and a higher purchase intention than Americans.

The current study

The studies discussed above have shown that consumers assign different motives to companies for engaging in CSR (e.g. Becker-Olsen et al., 2006; Groza et al., 2011; Mohr et al., 2001; Schmeltz, 2012) and that perceived intrinsic motives can lead to positive consumer attitudes and intentions towards the organisation (e.g. Becker-Olsen et al., 2006; Ellen et al., 2006; Mohr et al., 2001; Schmeltz, 2012). These studies all limited their research to the analysis of

consumers from one country only. Only few studies to date have investigated to what extent consumers in different countries assign different CSR motives and to what extent this, in turn, affects consumer outcomes differently. One rare example is the study by Becker-Olsen et al. (2011), discussed earlier, which showed that there are cross-national differences in (the effects of) perceived motives. Therefore, there is a need for more comparative research into the different types of perceived motives attributed by consumers and the effects on consumer attitude and behavioural intentions in different other countries than the ones investigated so far (e.g. Becker-Olsen et al. (2011) who investigated consumers from Mexico and the U.S.). To date, as far as the researcher of the current study knows, there have been no cross-national studies on the effects of perceived motive for CSR involving different European countries. Therefore, the current study investigated this topic among consumers in the Netherlands and Belgium. These two countries were selected because they differ as regards their engagement in CSR activities (Gjølberg, 2009). Gjølberg (2009) concluded that the Netherlands is relatively more developed in terms of companies' CSR practices than Belgium. Furthermore, a report of Vlerick Business School (Baeten, 2016) shows that Dutch CEO's have more socially responsible aims than Belgian CEO's, which suggests that CSR is more embedded in Dutch business practices than in Belgian business practices. Besides that, a report issued by the European Commission (Steurer, Margula & Martinuzzi, 2008) shows that, in 2006, the Netherlands invested twice the amount of money in CSR than Belgium. Therefore, it might be assumed that Dutch companies engage relatively more in CSR than Belgian companies. This is relevant to the present study because the differences in companies' CSR practices between the Netherlands and Belgium might affect consumers' perceptions about a company's motive to be socially responsible differently in these countries, as Becker-Olsen et al. (2011) have suggested on the basis of findings from their study.

In short, this MA study aims to investigate the extent to which Dutch and Belgian consumers perceive a company's CSR motives differently and to what extent this affects their perception of the company and consequently their intentions to buy the company's products (differently). Based on the study of Becker-Olsen et al. (2011), it could be expected that Dutch consumers, like American consumers, believe that a company is extrinsically motivated to engage in CSR because Dutch companies are assumed, like American companies, to be relatively more developed in terms of CSR (Baeten, 2016; Gjølberg, 2009; Steurer et al., 2008). Furthermore, it could be expected that Belgian consumers, like the Mexican consumers in Becker-Olsen et al.'s (2011) study, believe that a company is intrinsically motivated to engage in CSR because Belgian companies are assumed to be relatively less developed (versus Dutch

companies) in terms of CSR engagement (Baeten, 2016; Gjølborg, 2009; Steurer et al., 2008), just like Mexican companies. Therefore, the following research question and related hypotheses were proposed:

RQ1: To what extent does consumers' perceived motive for a company's CSR differ across the Netherlands and Belgium?

H1a: Dutch consumers will assign an extrinsic motive to a company that engages in CSR.

H1b: Belgian consumers will assign an intrinsic motive to a company that engages in CSR.

Previous studies (e.g. Becker-Olsen et al., 2006; Ellen et al., 2006; Mohr et al., 2001; Schmeltz, 2012) have found that perceived intrinsic motives lead to positive evaluations about the organisation and positive behavioural intentions towards the organisation on the part of the consumer. Based on these previous studies and based on the model for understanding stakeholder responses to CSR of Bhattacharya et al. (2009), it could be expected that a perceived intrinsic motive leads to a positive perception of the company, which in turn leads to a high purchase intention. In contrast, it could be expected that a perceived extrinsic motive leads to a less positive perception of the company than a perceived intrinsic motive, which in turn leads to a lower purchase intention than a more positive perception of the company. As mentioned above, it could be expected that Belgian consumers will attribute an intrinsic motive to the company, while Dutch consumers will attribute an extrinsic motive to the company. Based on this assumption, it could be expected that Belgian consumers will have a more positive perception of the company and consequently a higher purchase intention than Dutch consumers. Therefore, the second and third research questions and related hypotheses were proposed:

RQ2: To what extent does perceived motive for CSR affect consumers' perception of the company, and how does this differ across the Netherlands and Belgium?

H2a: The more consumers perceive a company that engages in CSR as intrinsically motivated, the more positive their perception of the company will be.

H2b: The more consumers perceive a company that engages in CSR as extrinsically motivated, the less positive their perception of the company will be.

H2c: Belgian consumers will have a more positive perception of a company that engages in CSR than Dutch consumers.

RQ3: To what extent does consumers' perception of the company affect purchase intention, and how does this differ across the Netherlands and Belgium?

H3a: The more consumers have a positive perception of a company that engages in CSR, the higher their purchase intentions will be.

H3b: The more consumers have a negative perception of a company that engages in CSR, the lower their purchase intentions will be.

H3c: Belgian consumers will have higher intentions to purchase the products of a company that engages in CSR than Dutch consumers.

Method

Instrument

In this study, a survey was conducted in which respondents were presented to a single stimulus text and were asked to answer questions about the perceived motive for a company to engage in CSR, their perception of the company and their purchase intention.

A single stimulus text was developed in which a fictitious company's CSR activities were described. The brand name of the fictitious company used in this study was Esple, which was evaluated positively, in terms of creating positive brand associations (e.g. warmth or strength), by the participants in Klink's (2000) study on fictitious brand names. In the current study, a fictitious company and brand name was used to make sure that the answers of the respondents were entirely based on the information in the single stimulus text and could not be affected by previous experiences with a real company. The information in the stimulus text was based on the Supplier Responsibility page of Apple's website as Apple is one of the ten companies with the best CSR reputation, according Forbes Magazine (2017). The CSR activities described in the stimulus text related to the protection of the environment and the education of the company's employees. These aspects of CSR were selected from the original Apple text because they coincide with the definition for CSR by Kotler and Lee (2006), namely improving community well-being by maintaining the environment and supporting society, as used in this study. Moreover, various studies have shown that both the environment and the education of employees are regarded as important aspects of CSR (Slapnicar, 2004; Vives, 2006). In the present study, Esple was presented as an electronics company as the stimulus text was based on the webpage of electronics company Apple.

Only one stimulus text was created for the present study, as even a single stimulus text may trigger behaviour. This means that the manipulation of stimulus texts was not necessary to trigger behaviour as even a single stimulus text may affect consumers' opinions and behaviour.

Therefore, a survey with a single stimulus text was deemed sufficient to investigate consumers' behaviour.

The variables in this survey were the consumer's perceived motive for a company to engage in CSR, the consumer's perception of the company and the consumer's purchase intention. The first variable, perceived motive for a company to engage in CSR, was measured by one item with four response options, based on the item to elicit perceived motive used by Schmeltz (2012). Respondents in the present study indicated which of the four motives they wanted to assign. They could choose only one of the four options. The four response options in the present study included one intrinsic motive, one extrinsic motive, one mixed motive that was mainly intrinsic and partly extrinsic and one mixed motive that was mainly extrinsic and partly intrinsic. The response options for an intrinsic motive and extrinsic motive were from the same as in Schmeltz' (2012) study. The response options for the two mixed motives were constructed by combining the intrinsic and extrinsic motive options used by Schmeltz (2012). An example of a response option, e.g. for the extrinsic motive, was: "I think that Esple only engages in CSR because this way the company attracts more consumers and thus generates greater profits".

To measure perception of the company, the scale developed by Hoeken and Renkema (1998) was used. Hoeken and Renkema (1998) distinguish three subconstructs, namely trustworthiness, expertise and attractiveness. In the current study, these subconstructs were analysed together to determine what respondents think of the image of the company overall rather than a single aspect of the company's image. Each subconstruct was measured with five items on 7-point Likert scales (1 = "Totally disagree" and 7 = "Totally agree"). An example of an item for trustworthiness was: "According to me, Esple seems honest". An example of an item for expertise was: "According to me, Esple seems proficient". An example of an item for attractiveness was: "According to me, Esple seems pleasant". The reliability of 'perception of the company' comprising fifteen items was good: $\alpha = .92$.

Furthermore, purchase intention was measured using the scale developed by Yoo and Donthu (2001). The scale consisted of two items on a 7-point Likert scale (1 = "Totally disagree" and 7 = "Totally agree"). An example was: "I would like to buy Esple's products". The reliability of 'purchase intention' comprising two items was acceptable: $\alpha = .72$.

In addition, a control variable was included, namely social desirability. A number of researchers (e.g. Devinney, Auger & Eckhardt, 2010; Mohr et al., 2001; Öberseder, Schlegelmilch & Gruber, 2011) have suggested that respondents have the tendency to give socially desirable answers in studies about CSR. Therefore, this variable was measured to find

out if this was a potential bias in the current study, using the scale developed by Strahan and Gerbasi (1972). The scale consisted of ten items on 7-point Likert scales (1 = “Totally disagree” and 7 = “Totally agree”). An example of an item for social desirability was: “I’m always willing to admit it when I make a mistake”. The reliability of ‘social desirability’ comprising ten items was acceptable: $\alpha = .79$.

Finally, bio data were collected (i.e. gender, age, educational level and nationality) with closed multiple-choice questions. For the stimulus text and the complete questionnaire used in the survey, see Appendix A.

Respondents

205 respondents, selected based on their nationality (i.e. Dutch or Belgian), took part in this study. Many consumer studies require that their participants are 18 years or older (e.g. Carpenter, 2008; Holbrook, 1993; Schmeltz, 2012). Similarly, the respondents that were selected in this study needed to be 18 years or older to be considered consumers. In total, 125 Dutch and 80 Belgian respondents, aged 18 years or older, participated in the survey. The Dutch sample consisted of 42 male respondents and 83 female respondents. The Belgian sample consisted of 37 male respondents and 43 female respondents. A Chi-square test showed that there was no significant difference in gender between Dutch and Belgian respondents ($\chi^2(1) = 3.30, p = .069$). This means that there was an equal distribution of gender in both groups. The Dutch respondents were between 18 and 32 years old, with an average age of 22 years old ($M = 21.84, SD = 2.52$). The Belgian respondents were between 18 and 72 years old, with an average age of 23 years old ($M = 22.94, SD = 7.52$). On average, the respondents in both samples were relatively young and of the same age as the young consumers in Schmeltz’ (2012) study and Loussaïef et al.’s (2014) study. An independent samples t-test for age with as between subject factor nationality (Dutch versus Belgian) showed no significant main effect of nationality ($t(87.92) = 1.24, p = .217$). As the assumption of homogeneity of variance was violated, the t-test for equal variances not assumed has been reported. There was no significant difference between the age of Dutch and Belgian respondents. Furthermore, educational level varied amongst the respondents in both groups from no education at all to higher education. 93% of the Dutch respondents had an academic degree (i.e. college or university degree) whereas only 38% of the Belgian respondents had an academic degree. Most Belgian respondents (62%) had a degree in secondary education. A Chi-square test showed that there was a significant difference in educational level between the two groups ($\chi^2(1) = 65.77, p < .001$).

Procedure

The data in this study was collected in a consumer survey using an online questionnaire developed in Qualtrics. The study had a cross-national perspective given that two nationalities were involved, i.e. Belgians and Dutch. Dutch respondents were mainly recruited within the researcher's own network and at the Radboud University Nijmegen. Belgian respondents were recruited within the researcher's own network and by e-mailing professors of universities and colleges of higher education in Belgium and asking them to forward the link to the questionnaire to students at these educational institutions. All respondents received the link to the online questionnaire in Qualtrics via digital media (i.e. WhatsApp, Facebook, E-mail or digital newsletter of school faculty). The respondents did not receive any reward for participating in this study. The procedure was the same for every respondent and the questionnaire was filled in on an individual basis. Before starting the questionnaire, each respondent was thanked for their participation. Furthermore, they were told what was expected from them and that the researcher was interested in their honest opinions. Also, it was made clear that all data would be dealt with confidentially and anonymized. It took approximately five to ten minutes to complete the questionnaire. The questionnaire was available online between 23 April 2017 and 12 May 2017.

Statistical treatment

A Chi-square test was used to test the difference in perceived motive for Belgian and Dutch consumers. Furthermore, a two-way univariate analysis of variance with perceived motive and nationality as factors was used to test the (interaction) effect of perceived motive and nationality on the perception of the company. In addition, a two-way univariate analysis of variance with perception of the company and nationality as factors was used to test the (interaction) effect of perception of the company and nationality on purchase intention.

Results

A descriptive statistics test showed that the respondents in this study, both in the Dutch sample ($M = 4.67$, $SD = .52$) and in the Belgian sample ($M = 4.64$, $SD = .63$), tended not to give socially desirable answers ($M = 4.66$, $SD = .56$).

Perceived motive

A Chi-square test showed a significant relation between nationality and perceived motive ($\chi^2(3) = 17.01$, $p = .001$). Table 1 shows that the Dutch respondents attributed a mixed motive that

was mostly extrinsic and partly intrinsic significantly more often (49%) than the Belgian respondents (31%). The Belgian respondents attributed an intrinsic motive significantly more often (10%) than the Dutch respondents (0%) (see Table 1). Most Dutch and Belgian respondents attributed a mixed motive that was mostly extrinsic and partly intrinsic (see Table 1). Dutch and Belgian respondents did not significantly differ in the attribution of an extrinsic motive and a mixed motive that was mostly intrinsic and partly extrinsic. Thus, H1a, which predicted that Dutch consumers would assign an extrinsic motive to a company that engages in CSR, was partially supported as Dutch consumers, although they did not assign a motive that was entirely extrinsic, assigned a mixed motive that was mostly extrinsic. H1b, which hypothesized that Belgian consumers would assign an intrinsic motive to a company that engages in CSR, was not supported as most Belgian consumers assigned a mixed motive that was mainly extrinsic and only partly intrinsic.

Table 1. The observed count and percentages of perceived motive per nationality.

	Dutch nationality n = 125		Belgian nationality n = 80	
	Observed count	Percentage	Observed count	Percentage
Extrinsic motive	14	11%	8	10%
Mixed motive: mainly extrinsic, partly intrinsic	61*	49%*	25*	31%*
Mixed motive: mainly intrinsic, partly extrinsic	50	40%	39	49%
Intrinsic motive	0*	0%*	8*	10%*

* significant difference at the $p = .001$ level

The effect of perceived motive on perception of the company

A two-way analysis of variance with perceived motive and nationality as factors showed a significant main effect of perceived motive on perception of the company ($F(3,198) = 7.03$, $p < .001$, $\eta^2 = .096$). Respondents that attributed a mixed motive that was mainly intrinsic and partly extrinsic to the company had a more positive perception of the company ($M = 5.24$, $SD = .57$) than respondents that attributed a mixed motive that was mainly extrinsic and partly intrinsic ($p = .009$, Bonferroni-correction, $M = 4.91$, $SD = .78$) or an extrinsic motive ($p < .001$, Bonferroni-correction, $M = 4.46$, $SD = .78$). Respondents that attributed an extrinsic motive to the company had a less positive perception of the company ($M = 4.46$, $SD = .78$) than respondents that attributed a mixed motive that was mainly extrinsic and partly intrinsic ($p = .040$, Bonferroni-correction, $M = 4.91$, $SD = .78$). There was no significant difference between the perception of the company of respondents that attributed an intrinsic motive and respondents

that attributed an extrinsic motive ($p = .088$, Bonferroni-correction) nor was there a significant difference between the perception of the company of respondents that attributed an intrinsic motive and respondents that attributed a mixed motive that was mainly extrinsic and partly intrinsic ($p = 1.000$, Bonferroni-correction). Also, there was no significant difference between the perception of the company of respondents that attributed an intrinsic motive and respondents that attributed a mixed motive that was mainly intrinsic and partly extrinsic ($p = 1.000$, Bonferroni-correction). H2a, which predicted that the more consumers perceived a company that engages in CSR as intrinsically motivated, the more positive their perception of the company would be, was partially supported as significant results were only found for a mixed motive that was mainly intrinsic and partly extrinsic, a mixed motive that was mainly extrinsic and partly intrinsic and an extrinsic motive. No significant results were found for an intrinsic motive. H2b, which hypothesized that the more consumers perceived a company as extrinsically motivated, the less positive their perception of the company would be, was completely supported. Nationality was not found to have a significant main effect on perception of the company ($F(1,198) < 1$). The interaction effect between perceived motive and nationality was not statistically significant ($F(2,198) = 1.46$, $p = .235$, $\eta^2 = .015$). Thus, H2c, which predicted that Belgian consumers would have a more positive perception of a company that engages in CSR than Dutch consumers, was not supported.

The effect of perception of the company on purchase intention

To analyse the effect of perception of the company on purchase intention the data for perception of the company was recoded into three categories, namely a negative perception of the company (scores before recoding: 1.00 – 3.00), a neutral perception of the company (scores before recoding: 3.01 – 4.99), and a positive perception of the company (scores before recoding: 5.00 – 7.00). A two-way analysis of variance with perception of the company and nationality as factors showed a significant main effect of perception of the company on purchase intention ($F(2,200) = 24.51$, $p < .001$, $\eta^2 = .197$). Respondents that had a positive perception of the company had a higher purchase intention ($M = 4.28$, $SD = .99$) than respondents that had a neutral perception of the company ($p < .001$, Bonferroni-correction, $M = 3.43$, $SD = 1.06$) or a negative perception of the company ($p < .001$, Bonferroni-correction, $M = 1.88$, $SD = .63$). Respondents that had a negative perception of the company had a lower purchase intention ($M = 1.88$, $SD = .63$) than respondents that had a neutral perception of the company ($p = .009$, Bonferroni-correction, $M = 3.43$, $SD = 1.06$). Therefore, both H3a, which predicted that the more consumers had a positive perception of a company, the higher their purchase intentions

would be, and H3b, which predicted that the more consumers had a negative perception of a company, the lower their purchase intentions would be, were supported. Nationality was not found to have a significant main effect on purchase intention ($F(1,200) < 1$). The interaction effect between perception of the company and nationality was not statistically significant ($F(1,200) < 1$). Thus, H3c, which hypothesized that Belgian consumers would have higher intentions to purchase the company's products than Dutch consumers, was not supported.

Conclusion & Discussion

Conclusion

First of all, this study investigated to what extent Dutch and Belgian consumers differ in their attribution of a motive for a company to engage in CSR (RQ1). Based on the study of Becker-Olsen et al. (2011), it was expected that Dutch consumers would attribute an extrinsic motive to a company (H1a) whereas Belgian consumers would attribute an intrinsic motive to a company (H1b). However, it can be concluded that the attribution of motives is not black and white, as Mohr et al. (2001) state, and that these expectations were not completely met. Most Dutch and Belgian consumers attributed a mixed motive rather than a single motive to a company. More specifically, most consumers in both countries attributed a mixed motive that was mostly extrinsic and partly intrinsic to the company. Therefore, it can be concluded that Dutch consumers indeed tend to attribute a motive that is (mostly) extrinsic rather than intrinsic, which partially supports H1a. Surprisingly, Belgian consumers attributed a mixed motive that was mostly extrinsic and partly intrinsic more often than an intrinsic motive, which rejects H1b. Nevertheless, it is interesting to mention that a few Belgian consumers did perceive the company's motive to be intrinsic whereas no Dutch consumers at all perceived the company to be intrinsically motivated. Overall, it can be concluded that Dutch and Belgian consumers do not differ much in their attribution of motives as most consumers in both countries attributed a mixed motive that is mostly extrinsic to the company.

Second of all, this study investigated to what extent perceived motive for CSR affects consumer's perception of the company and to what extent this differs across the Netherlands and Belgium (RQ2). Based on previous studies (e.g. Becker-Olsen et al., 2006; Bhattacharya et al., 2009; Ellen et al., 2006; Mohr et al., 2001; Schmeltz, 2012), it was expected that consumers who believe a company to be intrinsically motivated have a more positive perception of the company (H2a) than consumers who believe the company to be extrinsically motivated (H2b). These expectations were largely met. It can be concluded that the more consumers believe the company to be extrinsically motivated, the less positive their perception of the company is.

Consumers that attributed an extrinsic motive to the company had a lower perception of the company than consumers that attributed a mixed motive that was mainly extrinsic and partly intrinsic, which supports H2b. In addition, consumers that attributed a mixed motive that was mainly intrinsic and partly extrinsic to the company had a more positive perception of the company than consumers that attributed a mixed motive that was mainly extrinsic and partly intrinsic or than consumers that attributed an extrinsic motive, which partially supports H2a. However, there was not enough statistical evidence found to conclude that consumers that attribute an intrinsic motive to the company have a more positive perception of the company than consumers that attribute a mixed motive that is mainly intrinsic and partly extrinsic. Therefore, the expectation that the more consumers perceived a company as intrinsically motivated, the more positive their perception of the company would be, was not fully met. Besides that, it was expected that Belgian consumers would have a more positive perception of the company than Dutch consumers (H2c). However, no difference was found in the perception of the company of Dutch and Belgian consumers, which is why H2c was rejected. Overall, it can be concluded that consumers, regardless of their nationality, have a more positive perception of a company if they believe the company to be more intrinsically motivated than extrinsically motivated.

Last of all, this study investigated to what extent the consumer's perception of the company affects purchase intention and to what extent this differs across the Netherlands and Belgium (RQ3). Based on previous studies (e.g. Becker-Olsen et al., 2006; Bhattacharya et al., 2009; Ellen et al., 2006; Mohr et al., 2001; Schmeltz, 2012), it was expected that consumers who have a positive perception of a company have a higher purchase intention (H3a) than consumers who have a negative perception of a company (H3b). These expectations were completely met. It can be concluded that consumers who have a positive perception of a company have a higher purchase intention than consumers who have a neutral or negative perception of the company and thus both H3a and H3b were supported. Besides that, it was expected that Belgian consumers would have a higher purchase intention than Dutch consumers (H3c). However, there was no difference found in the purchase intention of Dutch and Belgian consumers, which is why H3c was rejected. Overall, it can be concluded that the more consumers, regardless of their nationality, have a positive perception of the company, the higher their purchase intention is and the more consumers, regardless of their nationality, have a negative perception of the company, the lower their purchase intention is.

In conclusion, Dutch and Belgian consumers do not differ much in their attribution of motives for CSR. Furthermore, it can be concluded that perceived motive affects consumers' perception of the company, which in turn affects purchase intention.

Discussion

Just like all studies, the current study has a number of limitations. There was no equality of variances in the samples. First of all, the size of the Dutch sample was much larger than the Belgian sample. Second of all, the samples differed in the level of education. Because of these differences, the two groups were not fully comparable and findings in which the two samples were compared should be interpreted with caution.

It seems that the findings of this research concurred with Mohr et al.'s (2001) study in which it was found that consumers tend to attribute mixed motives for a company's CSR activities rather than a single motive. In the current study, both Dutch and Belgian consumers more often attributed a mixed motive than a single motive to the company. In contrast, the findings of this study did not completely concur with the findings of Becker-Olsen et al.'s (2011) study on perceived motive in the U.S. and Mexico. It was expected that Dutch consumers, like the American consumers in Becker-Olsen et al.'s (2011) study, believed a company to be extrinsically motivated because Dutch companies are assumed, like American companies, to be relatively more developed in terms of CSR (Baeten, 2016; Gjørlberg, 2009; Steurer et al., 2008) whereas Belgian consumers, like the Mexican consumers in Becker-Olsen et al.'s (2011) study, believed a company to be intrinsically motivated because Belgian companies are assumed to be relatively less developed (versus Dutch companies) in terms of CSR engagement (Baeten, 2016; Gjørlberg, 2009; Steurer et al., 2008), just like Mexican companies. Most Dutch consumers in the current study assigned a mixed motive that was mostly extrinsic to the company. Furthermore, the current study did show that a number of Belgian consumers believed that the company was intrinsically motivated whereas no Dutch consumers believed the company to have intrinsic motives, which is similar to Becker-Olsen et al. (2011)'s finding that Mexican consumers were more likely to perceive a company as intrinsically motivated than American consumers. However, Becker-Olsen et al. (2011) found a large significant difference in the perceived motives of American consumers and Mexican consumers and such a difference was not found between the Dutch and Belgian consumers in the current study. After all, most Dutch and Belgian consumers attributed the same motive (i.e. a mixed motive that is mainly extrinsic and partly intrinsic) to the company. This lack of difference in motives attributed by Dutch and Belgian consumers might be explained by the

fact that the average age of the respondents in the Dutch and Belgian samples was relatively young. Both Schmeltz (2012) and Loussaïef et al. (2014) found that the majority of young consumers in their studies believed that companies, which engaged in CSR, were extrinsically motivated. Based on these studies, it could be expected that the consumers in the current study would assign an extrinsic motive too as they were relatively young. Therefore, the age of the consumers in this study might explain why both the majority of Dutch consumers and the majority of Belgian consumers assigned a mixed motive that was mostly extrinsic to the company. Future research should compare groups of consumers that differ in age and nationality to find out whether the consumers' age plays a more important role in the attribution of motives than the consumers' nationality. Another possible explanation for the lack of difference in motives attributed by Dutch and Belgian consumers is the fact that the assumed difference in CSR development in the Netherlands and Belgium is not large enough to create a substantial difference in the attribution of motives. Besides that, it might be possible that the data about CSR development in the Netherlands and Belgium that informed the above assumption (see Introduction) is outdated and that nowadays CSR has become more developed in Belgium. With hindsight, it would have been better to have done a pre-test to measure the development of CSR in both countries, before conducting the survey, to establish whether these two countries really differ enough to find cross-national differences in perceived motive. Future research should consider such a pre-test and should involve European countries that are assumed to differ more in terms of CSR development than the Netherlands and Belgium, such as Switzerland and Austria (Gjølborg, 2009), to determine whether cross-national differences, similar to the difference in perceived motive found by Becker-Olsen et al. (2011), can be found in European countries.

With respect to the effect of perceived motive on consumer outcomes – perception of the company and purchase intention in this study –, the results seem to confirm the findings of previous studies (e.g. Becker-Olsen et al., 2006; Bhattacharya et al., 2009; Ellen et al., 2006; Mohr et al., 2001; Schmeltz, 2012) which showed that a perceived intrinsic motive results in more positive consumer outcomes than a perceived extrinsic motive. The current study found that the more a consumer believes the company to be intrinsically motivated, the more the consumer has a positive perception of the company and, in consequence, the higher the intention to buy the company's products is.

Thus, the findings of this study contribute to the field of science, more specifically to research on the effects of CSR, by confirming, just like previous studies (e.g. Becker-Olsen et al., 2006; Ellen et al., 2006; Mohr et al., 2001; Schmeltz, 2012) have done, that perceived

motive plays an important role in consumer behaviour. Furthermore, this study is of added value as it shows that Dutch and Belgian consumers mostly attribute the same motive (i.e. a mixed motive that is mainly extrinsic and partly intrinsic) to a company and that they believe that a company has a mixed motive, rather than a single motive, to engage in CSR. The current study only focused on consumers, namely on their perception and the effects on their behaviour. Future research could investigate whether and to what extent perceived (mixed) motives have an effect on behaviour of other types of stakeholders, such as employees.

The findings of this study are also relevant for the business world. Based on these findings, marketers or communication specialists can decide whether a company should or should not communicate about its motives to engage in CSR. If a company is intrinsically motivated or at least mostly intrinsically motivated to engage in CSR activities then it would be advisable that a company communicates this to its consumers as this can lead to a more positive perception of the company and in turn to a higher intention to buy the company's products. An ethical implication might be that companies are not completely honest to their consumers. Companies might communicate that they are mostly intrinsically motivated and only partly extrinsically motivated in order to create more positive consumer outcomes, while in fact the company is mostly extrinsically motivated.

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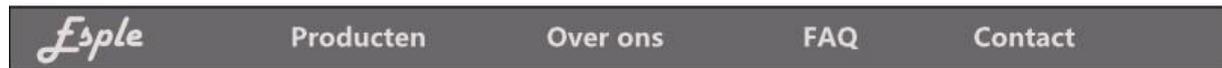
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Appendix A: stimulus text and questionnaire (in Dutch) used in survey

Single stimulus text: Esple's webpage



Verantwoordelijkheid

**Esple's producten zijn gemaakt om een positieve bijdrage te leveren.
Aan de wereld en aan de werknemers die ze maken.**

Esple besteedt een groot deel van het productieproces uit aan toeleveranciers en biedt daardoor werkgelegenheid aan miljoenen mensen in de hele wereld. Wij dragen de verantwoordelijkheid om de rechten van al onze werknemers te bewaken en om het milieu te beschermen. Wij vinden het belangrijk om te investeren in voorlichting en trainingen voor onze werknemers, zodat wij ze de nodige kansen, zowel nu als in de toekomst, kunnen aanreiken. Daarnaast kijken wij aandachtig naar elk detail in het productieproces van onze producten.

Esple hanteert een strenge gedragscode, die van de toeleveranciers vereist dat zij zich houden aan hoge normen voor veilige werkomstandigheden, een eerlijke behandeling van hun werknemers en een milieubewust productieproces. Elk jaar stelt Esple deze normen bij om de lat steeds hoger te leggen. Wij helpen onze toeleveranciers door voorlichting te geven, trainingstools te verstrekken en andere vormen van ondersteuning te bieden. Om te meten in hoeverre de prestaties van onze toeleveranciers verbeteren, voeren we regelmatig audits uit. We beoordelen ze in de volgende drie hoofdcategorieën: arbeids- en mensenrechten, milieubewustzijn, en veiligheid en gezondheid. In 2016 heeft Esple 545 audits uitgevoerd bij toeleveranciers. Dankzij een nauwe samenwerking zijn we erin geslaagd om het aantal toeleveranciers dat een hoge score behaalde tijdens de audit met 63% te verhogen.

Onze werknemers

Naast het creëren van goede werkomstandigheden voor onze werknemers, vinden wij het belangrijk om de toekomstperspectieven van onze werknemers te verbreden. Dit doet Esple door allerlei voorlichtings- en trainingsprogramma's aan te bieden. Denk hierbij aan het behalen van een associate- of bachelordiploma, het volgen van een vakopleiding of een taalcursus.

Het milieu

In ons hele productieproces stimuleren wij programma's waarmee CO₂-uitstoot wordt geminimaliseerd, zo min mogelijk afval op stortplaatsen terecht komt, op water wordt bespaard en gevaarlijke chemicaliën worden vervangen. Daarnaast helpen we onze toeleveranciers om hun energieverbruik te verminderen en over te stappen op hernieuwbare energie.

Wil je meer lezen over onze vorderingen? Download dan het Voortgangsrapport 2017 (PDF).

Questions for perceived motive

Waarom denk je dat Esple aan maatschappelijk verantwoord ondernemen (MVO) doet?

(Met MVO wordt bedoeld dat Esple bijdraagt aan het behoud van het milieu en aan de toekomstperspectieven van werknemers)

- Ik denk dat Esple aan MVO doet omdat het bedrijf hierdoor meer consumenten trekt en dus meer winst kan binnen halen.

- Ik denk dat Esple met name aan MVO doet omdat het bedrijf haar winst wil vergroten. Daarnaast vindt het bedrijf het mooi meegenomen dat de winst vergroot kan worden door iets goeds voor het milieu en de werknemers te doen.
- Ik denk dat Esple met name aan MVO doet omdat het bedrijf iets goeds wil doen voor het milieu en haar werknemers. Daarnaast vindt het bedrijf het mooi meegenomen dat dit tot meer winst kan leiden.
- Ik denk dat Esple alleen aan MVO doet omdat het bedrijf daadwerkelijk om het milieu en het welzijn van haar werknemers geeft. Het bedrijf verwacht hier niks voor terug, zoals een verhoogde winst.

Based on: “Consumer-oriented CSR communication: focusing on ability or morality?.”, by L. Schmeltz, 2012, *Corporate Communications: An International Journal*, 17(1), 29-49.

Questions for perception of the company

	Helemaal niet mee eens	Niet mee eens	Enigszins mee oneens	Noch eens noch oneens	Enigszins mee eens	Mee eens	Helemaal mee eens
Ik denk dat Esple een eerlijk bedrijf is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Esple een bekwaam bedrijf is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Esple een prettig bedrijf is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Esple een aantrekkelijk bedrijf is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik denk dat Esple een onomkoopbaar bedrijf is.	<input type="radio"/>						
Ik denk dat Esple een vakkundig bedrijf is.	<input type="radio"/>						
Ik denk dat Esple een eervol bedrijf is.	<input type="radio"/>						
Ik denk dat Esple een vriendelijk bedrijf is.	<input type="radio"/>						
Ik denk dat Esple een bedrijf is dat zich fatsoenlijk gedraagt.	<input type="radio"/>						
Ik denk dat Esple een competent bedrijf is.	<input type="radio"/>						
Ik denk dat Esple een betrouwbaar bedrijf is.	<input type="radio"/>						
Ik denk dat Esple een gekwificeerd bedrijf is.	<input type="radio"/>						

Ik denk dat
Esple een aangenaam
bedrijf is.

<input type="radio"/>							
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Ik denk dat
Esple een deskundig
bedrijf is.

<input type="radio"/>							
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Ik denk dat
Esple een leuk
bedrijf is.

<input type="radio"/>							
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Based on: “Can corrections repair the damage to a corporate image caused by negative publicity?.”, by H. Hoeken & R. Renkema, 1998, *Corporate Reputation Review*, 2(1), 51-60.

Questions for purchase intention

Helemaal niet mee eens	Niet mee eens	Enigszins mee oneens	Noch eens noch oneens	Enigszins mee eens	Mee eens	Helemaal mee eens
------------------------------	---------------------	----------------------------	--------------------------------	-----------------------	-------------	----------------------

Ik zou de
producten van
Esple willen
kopen.

<input type="radio"/>							
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Ik ben van plan
om de producten
van Esple te
kopen.

<input type="radio"/>							
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Based on: “Developing and validating a multidimensional consumer-based brand equity scale.”, by B. Yoo & N. Donthu, 2001, *Journal of Business Research*, 52(1), 1-14.

Questions for social desirability

	Helemaal niet mee eens	Niet mee eens	Enigszins mee oneens	Noch eens noch oneens	Enigszins mee eens	Mee eens	Helemaal mee eens
Ik ben altijd bereid om mijn fouten toe te geven.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik probeer altijd mijn beloftes na te komen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb het nog nooit vervelend gevonden als iemand mij om een gunst terug vroeg.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb het nog nooit vervelend gevonden als mensen andere ideeën uitten die niet overeenkwamen met mijn eigen ideeën.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb nog nooit opzettelijk iets gezegd wat een ander gekwetst heeft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik vind het leuk om af en toe te roddelen.	<input type="radio"/>						
Het is wel eens voorgekomen dat ik misbruik van iemand gemaakt heb.	<input type="radio"/>						
Af en toe probeer ik dingen recht te zetten in plaats van het gewoon te vergeten en vergeven.	<input type="radio"/>						
Het is wel eens voorgekomen dat ik ergens op aandrang zodat ik mijn zin kreeg.	<input type="radio"/>						
Het is wel eens voorgekomen dat ik zin had om dingen kapot te slaan.	<input type="radio"/>						

Based on: "Short, homogeneous versions of the Marlow-Crowne Social Desirability Scale.",
by R. Strahan & K.C. Gerbasi, 1972, *Journal of Clinical Psychology*, 28(2), 191-193.

Questions for bio-data

Wat is je leeftijd? _____

Wat is je geslacht?

- Man
- Vrouw

Wat is je nationaliteit?

- Nederlandse
- Belgische
- Anders, namelijk: _____

Wat is je hoogst afgeronde opleiding?

- Geen
- Nederland: MBO
- Nederland: HBO
- Nederland: WO
- België: ASBO
- België: TSO 3^e graad
- België: KSO 3^e graad
- België: HOBU
- België: Universiteit
- Anders, namelijk: _____