

Consumer attitudes to CSR platforms, CSR initiatives, and reactions to CSR-based marketing strategies in Flemish Belgium and the Netherlands: A cross-cultural comparison



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Abstract

In recent years, the topic of corporate social responsibility (CSR) has been studied extensively. CSR is globally implemented and reported by corporations in order to show their stakeholders they actively support social and environmental issues and are 'doing good'. Consumers are a large and important stakeholder group for corporations involved with CSR. Despite the global relevance of CSR and the increasing globalisation process, few studies to date have investigated consumer perceptions of CSR cross-culturally. Hence, the present investigation compared consumer attitudes to CSR platforms and CSR initiatives, and their reactions to CSR-based marketing strategies in Flemish Belgium and the Netherlands. Using a survey, opinions regarding these CSR practices were collected from 228 respondents (114 Flemish, 114 Dutch). Furthermore, other scales measured respondents' cultural orientation related to CSR and the extent to which they provided socially desirable answers. Contrary to expectations, results indicated that Dutch and Flemish consumers have surprisingly similar attitudes to CSR platforms and initiatives, which were generally found to be positive. Their responses - in terms of attitude to the company and consumer-company identification (i.e. the extent to which consumers identify with the company described) to six CSR-based marketing strategies were also similarly positive. One of the hypotheses assumed that consumer-company identification would have a moderating effect on the influence of CSR-based marketing strategies on consumers' purchase intention, and was confirmed on the basis of the findings. The present study seems to confirm previous findings on what consumers perceive as important CSR practices, and contributes to a greater understanding of consumer perceptions of CSR cross-culturally. Future research may experimentally compare the effect of the most effective CSR-based marketing communication strategies on Flemish and Dutch stakeholders, or across other cultures that are likely to be involved with one another with regard to managing stakeholder and CSR communications.

Keywords: corporate social responsibility; consumer perceptions; cross-cultural; CSR platforms; CSR initiatives; CSR-based marketing strategies; the Netherlands, Flemish Belgium

1. Introduction

The trend of increasing global competition has affected corporations worldwide and their policies concerning corporate social responsibility (CSR). CSR is a prominent part of the corporate brand that corporations share with stakeholders in order to create favourable reactions (Gao, 2009b), and it has drawn the attention of many scholars. CSR implies that businesses should realise actions that conform to societal norms and values (Maignan, 2001). If companies fail to do so, stakeholders –particularly consumers - may perceive them as socially insincere (Becker-Olsen, Codmore, & Hill, 2006). Consumers have a critical view on corporations' motives to implement and communicate about their CSR actions, and if a corporation's objectives and actions do not conform to consumers' expectations, scepticism may arise (e.g. Becker-Olsen et al., 2006; La Ferle, Kuber, & Edwards, 2013). Yet, when proactive corporations surpass consumers' expectations of CSR, this may lead to positive attitudes and behavioural intentions (Becker-Olsen et al., 2006).

Consumers' perceptions of CSR initiatives are crucial for corporations, as consumers may repay corporations' CSR actions by buying their products or using their services. However, to date, there is little knowledge regarding consumer response to CSR initiatives and communications across cultures (Planken, Nickerson, & Sahu, 2013). Therefore, comparing consumer attitudes regarding CSR cross-culturally is a promising research avenue, as corporations need to know to what extent CSR communications are perceived differently in different cultures (Maignan, 2001; Planken et al. 2013). Moreover, since CSR is perceived as globally relevant and is associated with the globalisation process (Gao, 2009a; Gjølborg, 2009; Mueller, Hatrup, Spiess, & Lin-Hi, 2012), scholars have recognised the value of adopting a cross-cultural perspective in CSR research of stakeholder perceptions (e.g. Becker-Olsen, Taylor, Hill, & Yalcinkaya, 2011; Mueller et al., 2012).

To address the need for comparative research into consumer attitudes to CSR platforms and CSR initiatives, and responses to CSR-based marketing strategies (Maignan, 2001; Planken et al., 2013; Planken, Sahu, & Nickerson, 2010; Bhattacharya & Sen, 2004), the present study aims to provide insight into consumer perceptions of these CSR constructs across two cultures that have not been compared before. This study will compare consumer reactions to CSR in two

Western countries that, despite sharing the same language, are culturally different with regard to one of Hofstede's (1984) cultural dimensions: Flemish Belgium and the Netherlands. Due to the anticipated cultural differences between Flanders and the Netherlands with regard to Hofstede's cultural dimension that is relevant with respect to CSR, the two cultures are expected to differ in consumer responses to CSR.

2. Literature Review

2.1 Consumer perceptions of CSR

Since consumers have been recognised as an important and large stakeholder group to corporations – especially multinational corporations (MNCs) – and CSR research alike (e.g. Bhattacharya & Sen, 2004; Planken et al., 2010; Ramasamy & Yeung, 2009), consumer responses to CSR have been increasingly investigated (e.g. Bhattacharya & Sen, 2004; Maignan, 2001; Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). For example, Planken et al.'s (2013) cross-national study investigated consumer responses to CSR in the Netherlands and India in terms of consumer attitudes to CSR platforms, CSR initiatives, and reactions to CSR-based marketing strategies. Since there reportedly is uncertainty with respect to consumers' perceptions of CSR efforts of corporations and the effectiveness of, among other things, CSR platforms and initiatives adopted by corporations (Öberseder et al., 2014; Planken et al., 2013), the present study focuses on consumer attitudes towards CSR in terms of CSR platforms, CSR initiatives, and their reactions to CSR-based marketing strategies in order to find out how CSR practices are perceived across cultures.

Attitudes to CSR platforms. CSR platforms refer to Carroll's (1979; 1991) conceptualisation of CSR. His CSR pyramid addresses corporations' social responsibilities, ranging from obligatory responsibilities (at the bottom of the pyramid) to voluntary responsibilities (at the top of the pyramid). Obligatory responsibilities include economic (i.e. profitability of the company) and legal responsibilities (i.e. operating the business according to the law). The responsibilities that are voluntary, yet expected by society (Carroll, 1979; 1991), are ethical (i.e. avoiding environmental harm, promoting fair trade) and philanthropic responsibilities (i.e. improving quality of life).

Carroll's CSR pyramid (see Figure 1) has been adopted in prior CSR consumer research to investigate the relative importance consumers attach to CSR platforms cross-nationally (e.g.; Maignan, 2001; Maignan & Ferrell, 2003). Maignan (2001), and Maignan and Ferrell (2003) conducted consumer surveys to gather attitudes to the four responsibilities in Germany, France, and the US. Both studies showed that German and French consumers assigned more importance to legal and ethical responsibilities, as opposed to US consumers, who thought that the economic responsibility was more important. The studies above, along with recent studies of consumer perceptions toward Carroll's pyramid (e.g. Planken et al., 2013) suggest that there is still a need to investigate other cultures in order to gain knowledge on cross-cultural differences in consumers' CSR perceptions. New cross-cultural knowledge on consumer perceptions of CSR can be implemented by corporations, especially MNCs, in their corporate and stakeholder communications (i.e. targeting at and aiming to communicate with consumers from various cultures effectively).

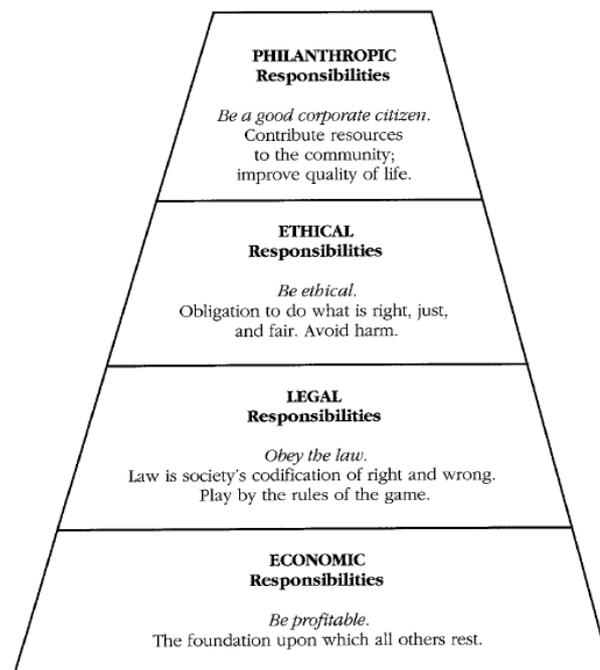


Figure 1. Carroll's pyramid of corporate social responsibility (Carroll, 1991, p. 42)

Attitudes to CSR initiatives. Prior studies have shown what types of CSR initiatives are commonly reported and engaged in by corporations. For instance, Esrock and Leichty's (1998) content analysis of US corporate web sites showed that, at the time, 82% of the 100 analysed *Fortune 500* companies provided CSR information in order for stakeholders to perceive them as socially responsible. The most frequently reported CSR initiatives were community involvement, ecology/environment, and education (Esrock & Leichty, 1998). A few years later, Maignan and Ralston (2002) examined CSR information disclosure on *Fortune 500* corporate web sites in the US, the UK, France, and the Netherlands. They showed that all analysed corporations communicated CSR initiatives to the public; however, the extent to which they did differed across countries. In addition, the most frequently reported corporate initiatives were volunteerism; philanthropy; sponsorships; code of ethics; (product) quality programs; health and safety programs; and management of environmental impacts. More recently, Silberhorn and Warren (2007) conducted a content analysis that explored definitions of CSR that were published on corporate websites of 20 British and 20 German randomly selected corporations. They found that the corporations averagely mentioned 11 CSR initiatives, among which management of environmental impact; code of ethics and business conduct; and philanthropic programmes were the most frequently discussed initiatives.

The studies above have shown that corporations engage in a wide variety of CSR initiatives that they communicate to their stakeholders (including consumers). However, a few scholars have noted that how such initiatives are perceived by consumers has not been subject to much research (e.g. Bhattacharya & Sen, 2004; Planken et al., 2013; Planken et al., 2010). Planken et al.'s (2013) consumer survey did investigate consumer perceptions of six different CSR initiatives and showed that Dutch and Indian consumers perceived environmental projects and initiatives focusing on employees' working conditions as most important. Since there is limited evidence regarding consumer attitudes towards different CSR initiatives, the current study investigates consumer attitudes to frequently reported CSR initiatives as presented in Table 1. The six selected initiatives were previously investigated by Planken et al. (2013), who based their list of frequently implemented initiatives on prior research based in Europe and US (Esrock & Leichty, 1998; Maignan & Ralston, 2002).

Table 1. *The most frequently reported CSR initiatives based on Planken et al. (2013).*

CSR initiative	Specification
1. Community projects	Corporation organises community projects (e.g. community development, sustainability) to repay their debts to society
2. Environmental / ecological initiatives	Corporation aims to decrease the negative impacts its productive activities have on the environment
3. Donating to causes (philanthropic programmes)	Corporation adopts a procedure that assigns grants and donations (i.e. directly donates to a cause)
4. Improving employees' working conditions	Corporation focuses on employees as primary stakeholder by means of a formal programme (e.g. health and safety)
5. Sponsoring	Corporation aims to provide assistance to a cause (financially or in-kind)
6. Responsible business practice	Corporation encourages practices that enhance its reputation of being a responsible citizen

Responses to CSR-based marketing strategies. In order to elicit favourable consumer reactions to the organisation, corporations can use CSR (i.e. address to their CSR actions) in their marketing strategies. It is assumed that CSR-based marketing communication strategies enable corporations to evoke desirable organisational and brand images among consumers (Pomeroy & Dolnicar, 2009). Kotler and Lee (2005) derived six commonly used CSR-based marketing strategies from interviews with managers of 25 US-based MNCs (e.g. Starbucks, American Express), and other experts of CSR, including academics. With their overview, Kotler and Lee aimed to support CSR practitioners more widely to successfully implement strategic CSR initiatives in their marketing communications in order to create awareness of the corporation implementing CSR (i.e. being a good citizen), and stimulate support from consumers. The six CSR-based marketing strategies they distinguish are cause promotions; cause-related marketing (CRM) corporate

social marketing; corporate philanthropy; community volunteering, and socially responsible business practices.

Some of the six strategies, such as CRM for instance, have been well researched. Overall, prior research has shown that CRM generally is received favourably by consumers (e.g. Farache, Perks, Wanderley, & Sousa Filho, 2008; Grau & Folse, 2007). Particularly in the last decade researchers have conducted experimental studies to investigate potential factors that influence consumer responses to CRM, such as company origin (La Ferle et al., 2013), donation proximity (Grau & Folse, 2007), and brand/cause fit (Nan & Heo, 2007). For instance, Nan and Heo (2007) compared an ad with CRM content with the same message without CRM content and found that consumers in the US showed more positive attitudes toward the CRM ad as opposed to the ad without CRM content. La Ferle et al. (2013) compared responses to CRM campaigns in the US and India and found that there existed cross-national variability: Indian consumers' attitudes to the CRM practices were more positively affected when a local company initiated CRM as opposed to a MNC, whereas US consumers' attitudes did not differ with regard to company type. Another commonly researched CSR-based marketing strategy distinguished by Kotler and Lee (2005) is corporate philanthropy. Gautier and Pache's (2015) meta-study reviewed 162 academic studies on corporate philanthropy in order to find out what the drivers and expected outcomes of this strategy are. With respect to the expected outcomes of corporate philanthropy, they also discussed how it is perceived by consumers. The authors addressed three experimental studies part of the meta-analysis sample, which found that both corporate philanthropy and CRM affect consumers' attitudes toward corporations and their products positively. Furthermore, mixed results were found on the effect of corporate philanthropy on consumer attitudes towards the firm, since one study proved that corporate philanthropy is effective in strengthening company-customer relationships, whereas another study of the meta-study sample suggested, on the basis of the results of two experiments, that corporate philanthropy may be ineffective for purchasing and brand evaluations (Gautier & Pache, 2015).

Kotler and Lee's (2005) six CSR-based marketing strategies (see Table 2) have rarely been tested together and comparatively. One of the exceptions is an unpublished study by Dahl and Persson (2008), who studied Swedish consumer responses to all six strategies in terms of attitude to the company and purchase

intention. Furthermore, Planken et al. (2013) investigated the six strategies and their effects on Dutch and Indian consumers' attitude to the company and purchase intention. Since purchase intentions are beneficial for corporations, the present study will also examine the effect of the six CSR-based marketing strategies on consumers' purchase intentions. Additionally, the effect of the six CSR-based marketing strategies will be tested on a second related and relevant consumer construct, namely consumer-company identification. Prior studies have suggested that a company's (communicated) CSR initiatives can lead to increased consumer-company identification and that consumer-company identification has a positive mediating effect on purchase intentions (e.g. Bhattacharya, Korschun, & Sen, 2009; Lee & Qu, 2011; Öberseder et al., 2014). Sen and Bhattacharya (2001) define consumer-company identification as "consumers' perceived congruence between their own characters and that of the company" (p. 227). Indeed, Lichtenstein, Dumwright, and Braig (2004) showed that consumer-company identification mediates the relationship between CSR and purchasing behaviour. A plausible explanation for this effect may be that the more consumers identify with a corporation, the higher the likelihood is for them to support the corporation in terms of making a purchase (Lichtenstein et al., 2004). Therefore, on the basis of prior research involving the effects of CSR perceptions on consumer-company identification and purchase intention, the first hypothesis of the present study was as follows:

H1. The influence of CSR-based marketing strategies on consumers' purchase intention is positively moderated by consumers' consumer-company identification.

Consumer perceptions of the three CSR constructs discussed above (attitudes to CSR platforms and initiatives, and reactions to CSR-based marketing strategies) will be researched in the present study. This study is largely replicated from Planken et al.'s (2013) recent survey investigating Dutch and Indian consumers' CSR perceptions. The authors found cross-national differences (generally for their responses to CSR-based marketing strategies) as well as similarities (i.e. similar attitudes among Indian and Dutch consumers regarding CSR platforms and CSR initiatives) and indicated the need to further investigate stakeholder responses to

CSR cross-culturally. Hence, the present study additionally examines the potential influence of culture in order to enable making cross-cultural comparisons.

Table 2. Six CSR-based marketing strategies (Kotler & Lee, 2005, p. 34)

Strategy	Specification	Examples (company: DELL)
1. Cause promotion	Corporation raises awareness about a social cause by means of an advertising campaign	“Dell sponsors efforts to collect used computers for donations to local nonprofits and public agencies”
2. Cause-related marketing (CRM)	Corporation contributes to a particular cause on the basis of product sales of a specific product and time period	“Dell offers 10 percent off selected new products when up to three used products are recycled online”
3. Corporate social marketing	Corporation aims to sustainably change consumer behaviour by means of a campaign	“Dell offers free and convenient return of used printers for recycling or reuse”
4. Corporate philanthropy	Corporation <i>directly</i> contributes to a cause, not necessary product-related promotion	Dell’s “Direct Giving” programme ensures employee donations to a cause that fosters environmental projects
5. Community volunteering	Corporation stimulates employees and partners to do volunteering work, not necessarily product-related promotion	Globally, Dell employees take part in “Global Community Involvement Week” (activities such as park cleaning)
6. Socially responsible business practice	“Blanket” strategy including the other strategies, portraying the corporation as a ‘good corporate citizen’	“Dell creates product design programs with specific environmental guidelines, policies, and goals”

2.2 The influence of (national) culture on consumer perceptions of CSR

CSR perceptions may vary across cultures. Culture forms people's perceptions, communication, and behavioural standards. Variations in consumer attitudes and behaviours with respect to CSR may be influenced by cultural differences. For instance, Walsh and Bartikowski (2013) found, concluding from their experiment that investigated the effects of corporate ability and CSR on US and German consumers' behaviour (in terms of word-of-mouth and loyalty intentions), that culture moderated the relationship between consumers' CSR associations and their behaviours.

Several means of measuring culture have been applied in prior research to study the potential effect of national culture on consumer attitudes and behaviours related to CSR. In particular, Hofstede's (1984) national cultural dimensions and their relationship with CSR attitudes in different cultures have commonly been researched across cultures. Since Hofstede's cultural dimensions are measured by means of an index (ranging from 1-100), researchers are able to make comparisons across countries. One of Hofstede's cultural dimensions reflects the extent to which societies value gender roles (assertive vs. caring) and social roles, which may be connected to the perspective cultures have toward CSR. This dimension, named 'masculinity' (MAS) has two opposite poles, referring to a 'masculine' and a 'feminine' culture. Masculine cultures generally value assertiveness, competitiveness, and achievement and focus on material success (Hofstede, 2001; Kim & Kim, 2010). Corporations in cultures with a higher masculine orientation have been found to focus less on ethical issues and behaviours (e.g. associated with CSR) than those in lower masculine (i.e. more feminine) cultures (e.g. Peng, Dashdeleg, & Chih, 2014; Thanetsunthorn, 2014). Furthermore, scholars have found a negative relationship between corporations' CSR performance and corporations' MAS level (e.g. Peng et al., 2014; Ringov & Zollo, 2007). The opposite pole of masculinity, femininity, is associated with tenderness, modesty, and a focus on the quality of life (Hofstede, 2001). Relationships, cooperation, and caring for others are highly valued (Kim & Kim, 2010). Feminine characteristics are suggested to be more closely related to the nature of CSR than masculine characteristics, with the focus on solving societal issues and improving society (Planken & Verheijen,

2014; Williams & Zinkin, 2008). Indeed, some studies have found evidence of a positive relationship between femininity and affinity with CSR. For example, Katz, Swanson, and Nelson (2001) studied the impact of national culture (including MAS) on CSR, and more particularly, on MNCs' corporate citizenship in Japan, Mexico, the US, and China. They showed that there is a relationship between MAS and CSR perceptions across cultures: the MAS score of the four countries indeed influenced countries' expectations of and behaviour toward CSR. More specifically, support of the environment and social issues was valued more highly in relatively more feminine countries than masculine ones. In another study, Planken and Verheijen (2014) experimentally investigated consumer responses to corporate giving initiatives (corporate philanthropy, CRM, and a control condition) in Germany and the Netherlands and whether MAS moderated the influence of the investigated initiatives on consumer responses. Their findings indicated that MAS, however, did not have a moderating role.

Results from the above studies are mixed with respect to the relationship between MAS and attitudes toward CSR. Although these studies have investigated the role of MAS in relation to CSR, none of them has investigated the potential influence of MAS on consumers' attitudes to CSR platforms, CSR initiatives, and their responses to CSR-based marketing strategies across different cultures. Furthermore, little research on consumer perceptions of CSR has been conducted in Europe as opposed to the US. Therefore, the present study adopted a cross-cultural perspective to study consumer reactions to CSR from two European cultures that show contrasting scores on the MAS index, and that are relatively under-investigated in this research area: Flemish Belgium and the Netherlands. The Dutch show a low score for MAS (14/100), indicating that they would be more 'feminine' than the Flemish, who show a relatively high score for MAS (54/100, The Hofstede Centre, 2012). Based on Hofstede's MAS scores for Belgium and the Netherlands, the second hypothesis was formulated:

H2. Dutch consumers are relatively more 'feminine' than Flemish consumers.

Furthermore, prior research has shown that masculinity is negatively associated with countries' perceptions of CSR (Katz et al., 2001). Therefore, the third hypothesis was formulated:

H3. Dutch consumers have relatively more positive attitudes toward CSR platforms and CSR initiatives, and more positive reactions to CSR-based marketing strategies (in terms of higher purchase intentions and consumer-company identification) than Flemish consumers.

3. The present study

The purpose of this study was to compare consumer attitudes to CSR platforms, CSR initiatives, and responses to CSR-based marketing strategies in two Western European countries that are culturally different with respect to MAS (Hofstede, 2001). It seems reasonable to assume that, in relation to MAS, consumers from the Netherlands and Flemish Belgium would differ in their perceptions of CSR practices communicated by corporations.

Furthermore, to the best of this researcher's knowledge, there have been no studies to date that compare Flemish and Dutch consumers' reactions to CSR. As this study provides insights into Flemish and Dutch consumers' attitudes to CSR and the potential influence of their cultural values, the findings of the present study can contribute to the CSR literature from a cross-cultural consumer perspective and may stimulate future research in this area for other cultures and corporations adopting and communicating CSR.

Besides, the present study can provide more insight into the potential influence of consumer-company identification on consumers' purchase intentions, and stimulate further exploration of the relevance of consumer-company identification for CSR communication research as well as practice.

The insights gained from this study can be used by corporations to create a better understanding regarding the effects of their CSR communications on consumers as a primary stakeholder group. Since the cross-cultural aspect is particularly relevant for MNCs, insights in consumer perceptions of CSR across cultures may help managers develop efficient CSR campaigns that meet consumers' expectations locally as well as globally.

Taking into consideration the potential cultural difference in MAS between Flemish and Dutch consumers as discussed above, the main research question that aimed to support the research objective of the current study was as follows:

Main RQ:

To what extent do attitudes to different CSR platforms, CSR initiatives, and responses to CSR-based marketing strategies differ among consumers from Flemish Belgium and the Netherlands?

The following sub questions were formulated:

RQ1. To what extent does the relative importance Flemish and Dutch consumers attach to different CSR *platforms* (i.e. the economic, legal, ethical, and philanthropic) differ?

RQ2. To what extent does the relative importance Flemish and Dutch consumers attach to different CSR *initiatives* differ?

RQ3. To what extent does the effect of Kotler and Lee's (2005) six CSR-based *marketing strategies* on Flemish and Dutch consumers' consumer-company identification and purchase intention differ?

4. Methodology

4.1 Overview

A survey was conducted that measured consumers' attitudes to CSR platforms and CSR initiatives, along with their responses to the six marketing strategies in CSR identified by Kotler and Lee (2005) in terms of consumer-company identification (CCI) and purchase intention (PI). Since the present study aims to capture consumers' perceptions, attitudes and behavioural intention, a survey supported this purpose.

4.2 Instrument - questionnaire

The following variables were measured by means of a questionnaire: the relative importance Dutch and Flemish consumers attach to (1) four CSR platforms, and (2) six CSR initiatives (see Table 1). In addition, the effect of Kotler and Lee's (2005) six CSR-based marketing strategies (see Table 2) was measured on the dependent variables (3) CCI and (4) PI. Subsequently, respondents' cultural orientation in terms of masculinity (MAS) was checked by means of Hofstede and Minkov's (2013) MAS scale. Furthermore, respondents' tendency to provide socially desirable answers was checked by means of Reynolds' (1982) social desirability scale. Lastly, the questionnaire asked questions about respondents' personal background. The question blocks of the questionnaire were presented in the order as discussed above, as this specific order was expected not to affect respondents' responses.

The CSR platforms, CSR initiatives, and CSR-based marketing strategies were – for the most part - operationalised on the basis of Planken et al.'s (2013) survey instrument, allowing to compare Planken et al.'s results with the findings of present study. Attitudes to CSR platforms and CSR initiatives, reactions to CSR-based marketing strategies, as well as respondents' cultural orientation and social desirability were measured by means of seven-point Likert scales. Cronbach's alphas were calculated for multi-item scales (i.e. the scales for MAS and social desirability) and the ranges for reliability were evaluated on the basis of Nunnally and Bernstein (1994). The variables in the survey were measured by means of questions that were originally in English. The questionnaire (in English) is included in Appendix A. Since the survey was conducted among Dutch-speaking (Dutch and Flemish) consumers, the instrument was translated from English to Dutch by the bilingual researcher and was checked by a proficient speaker of English and Dutch in order to enhance measurement equivalence of the study. The Dutch questionnaire was subsequently checked by a Flemish-Dutch bilingual, who found minor linguistic differences and suggested adjustments. The adjustments were made to ensure translation equivalence of the questionnaire across the two cultures, and to make the Flemish version more natural to read for Flemish consumers.

The Dutch and the Flemish questionnaire versions are included in Appendix B and C, respectively.

CSR platforms. The relative importance respondents attached to Carroll's (1979) four CSR platforms, namely economic, legal, ethical, and philanthropic, was measured by means of four statements, one for each platform (1 = not at all important, 7 = very important). For example, the statements regarding the economic and philanthropic platforms were "Companies should be focused on making a profit so they can contribute to a strong economy", and "Companies should repay their debt to society by contributing to, for example, social and environmental projects", respectively. The four statements regarding CSR platforms were taken from Planken et al. (2013).

CSR initiatives. The six CSR initiatives that have been most frequently reported by corporations (see pp. 6-7) were investigated in this study, which are: community projects; environmental/ecological initiatives; donating to causes; improving employees' working conditions; sponsoring; and engaging in responsible business practice. Planken et al. (2013) measured the same selection of initiatives in their recent study for Dutch and Indian consumer perceptions of CSR. Their respondents indicated the importance they attached to the six initiatives by means of ranking them from one to six. In this study respondents indicated the importance they attached to each of the six statements separately. Each CSR initiative was represented by one statement. For instance, the statements regarding sponsoring and donating to causes were, respectively: "The company contributes to initiatives that support sports, education and the Arts, e.g. by sponsoring a local sports team or art exhibition, or making available study grants", and "The company gives financial support to charitable organisations and/or foundations (e.g. Cordaid, World Wildlife Fund, UNICEF)" (with 1 = not at all important, 7 = very important). The six statements were taken from Planken et al. (2013), although the second example statement was adapted to the Dutch and Flemish context of this study (as UNICEF was not listed in the examples given in the statement of Planken et al.).

CSR-based marketing strategies. The effect of six CSR-based marketing strategies was measured on the consumers' scores on the

dependent variables CCI and PI. The six strategies (see Table 2) were cause promotion; CRM; corporate social marketing; corporate philanthropy; community volunteering; and social responsible business practices. The strategies were derived from Kotler and Lee (2005), and the statements used to describe them were taken from Planken et al. (2013), who formulated their CSR-based marketing strategies on the basis of issues within the environmental domain (i.e. the ethical platform of Carroll). Although other CSR issues that can be subsumed under the remaining three CSR platforms are important too, the strategies solely addressed environmental issues as prior research has suggested that Dutch corporations (Maignan & Ralston, 2002) and consumers (Planken et al., 2013) may emphasise these concerns. Moreover, in 2012, 87% of 1.246 Dutch consumers that completed a survey regarding environmental issues indicated that a healthy environment is essential for the continued existence of society (Motivaction Research and Strategy, 2012). As regards Flemish consumers' attitudes to environmental issues, OVAM's (2012) online survey that examined environmentally responsible consumer behaviour of 1000 Flemish households showed that about 50% of Flemish consumers actively consider environmental impact, whereas 70% of respondents indicated they will account environmental impact as a purchasing criterion in the future. Since the results of the studies above may indicate differences between Flemish and Dutch consumers and their attitudes toward environmental issues, the environmental domain seemed suitable to investigate. The following are the statements regarding the CRM and corporate philanthropy strategies, respectively: "The company informs consumers that it will donate 5% of the sales price of every product it sells to a research foundation that studies the effects of global warming ", and "The company announces that it is to directly donate funds to a research foundation that studies the effects of global warming ". After each of the six statements describing the CSR-based strategies, respondents rated the company that featured in each statement on the two dependent variables CCI and PI. CCI was evaluated by means of one item and was based on Du, Bhattacharya, and Sen (2007). The item states: "My sense of this company matches my sense of who I am" (1 = completely disagree, 7 = completely agree). Similarly, PI was measured by means of one item (taken from Planken

et al., 2013) namely: “This strategy would increase my willingness to buy this company’s products” (1 = completely disagree, 7 = completely agree).

Masculinity (MAS). The MAS orientation of respondents was measured using the MAS scale of Hofstede and Minkov’s (2013) Values Survey Module (VSM). The scale consists of eight items, of which four measure masculinity, and the other four measure femininity. An example statement is “In choosing an ideal job, how important would it be to you to...”, with two examples of answers that refer femininity and masculinity, respectively: “...have sufficient time for my personal or home life”, and “...get recognition for good performance” (1 = of very little or no importance, 7 = of utmost importance) (Hofstede & Minkov, 2013). After recoding the four items that measured femininity, the reliability of MAS comprising eight items was insufficiently reliable ($\alpha = .31$). Consequently, factor analyses were performed in order to find an alternative construction of the MAS scale. The two-factor solution found by means of the factor analyses was found to be insufficiently reliable as well ($\alpha = .28$). As a final solution, the reliability of the four items that only measured respondents’ masculinity orientation (excluding the four items that measured femininity) was calculated, which was bordering on acceptable ($\alpha = .64$). Hence, the analyses conducted with respect to MAS excluded the four items that measured femininity and focused on the four items that measured masculinity only.

Social desirability bias. Subsequently, the questionnaire included questions that address social desirability bias. Social desirability bias is present when respondents feel the need to present themselves positively (Furnham, 1986; Levin & Montag, 1987), which may well be the case in a survey administering attitudes with respect to CSR. This type of bias has been commonly encountered in self-administered questionnaires (Reynolds, 1982). One of the most popular scales that measures social desirability is the Crowne and Marlowe (1960) 33-item Social Desirability Scale. Reynolds (1982) developed short versions of the scale by Crowne and Marlowe that are valid and reliable. For reasons of expediency, the shorter 11-item *Marlowe-Crowne (M-C) Form A scale* was used in this study to measure social desirability bias among respondents. Six of the 11 statements described personal attitudes and traits that are not socially desirable. The other five

items (see numbers 3, 5, 7, 8, and 11 in Appendix A) were reverse-coded in the original scale, and were used for this study in the same manner. Examples of the statements include: “I’m always willing to admit it when I make a mistake” (reverse-coded), and “I am sometimes irritated by people who ask favours of me”. The abovementioned scales have been criticised due to the binary answer possibilities, namely true/false responses (Lee & Sargeant, 2011). For this reason, researchers have used seven-point Likert scales instead (e.g. López, 2008). To ensure consistency with the other scales of the questionnaire instrument and to be able to calculate respondents’ mean scores on social desirability, the present study also measured social desirability by means of seven-point Likert scales (1 = completely disagree, 7 = completely agree). The reliability of social desirability comprising 11 items was bordering on sufficiently reliable ($\alpha = .64$). Subsequent factor analyses did not show a factor solution with a higher reliability of the scale.

Background questions. The final section of the questionnaire contained background questions regarding respondents’ gender, age, education level, nationality, and mother tongue. Respondents’ nationality and mother tongue were asked in order to ascertain that only nationals (i.e. Flemish and Dutch) were represented in the final sample.

The questionnaire started with instructions. The instructions include elements that aim to reduce social desirability bias and acquiescence. Acquiescence is “the tendency of some respondents to agree with survey statements, regardless of content” (Shavitt, Lee, & Johnson, 2008, p. 1120). To reduce acquiescence, respondents were informed that their answers would be processed anonymously, that there were no wrong answers to the survey and that they should give honest answers (Podsakoff, MacKenzie, & Lee, 2003).

Pre-test. A pre-test was conducted among seven (four Dutch, three Flemish) consumers of various ages in order to test the comprehensibility and the usability of the survey. The respondents did not take part in the actual survey. Feedback on the survey was given by respondents of the pre-test, which led to minor adaptations of the instrument. Initially, CCI was evaluated by means of two items, based on Lee and Qu (2011). The first item stated:

“The image of [company] overlaps with my self-image” (1 = completely disagree, 7 = completely agree), and was followed by a second, related, item: “Degree of overlap between what you are like and what [company] is like” (1 = no overlap, 7 = complete overlap). The second item, however, was perceived as ambiguous by the majority of the pre-test respondents. The operationalisation of CCI was therefore adapted on the basis of the single-item measurement of Du et al. (2007) and the pre-test was conducted with the same respondents once more. Since this single-item measure of CCI did not lead to any further remarks by respondents, it was adopted for the official survey. The average time respondents took to complete the survey was nine minutes. The reliability of the multi-item scales of MAS (eight items) and social desirability (11 items) in the pre-test were good ($\alpha = .87; .81$, respectively).

4.3 Procedure and respondents

Respondents were approached via diverse channels and the survey was distributed in an online as well as print version. With the aim of creating demographically diverse samples that should reflect a culture’s consumers (with regard to gender, age, and education), respondents were approached via face-to-face communication in public places (e.g. cafés, shopping malls), and lectures at university extension classes (i.e. refresher courses that are usually taken by diverse age groups). When approaching respondents, the purpose of the research was explained briefly and respondents were asked to provide their opinion about CSR by means of the survey. They were verbally informed by the researcher that their answers would be dealt with confidentially and processed anonymously. The online versions of the survey (i.e. Dutch and Flemish) were self-administered (via *Qualtrics.com*) and contained forced choice questions that aimed to prevent item non-response. Respondents for the online survey were targeted via social media and direct mail. Direct mails were particularly sent to adult education centres in both the Netherlands and Flanders, in order to reach a diverse group of consumers (with regard to age and education, since the education levels and courses of adult education centres vary). The digital versions of the survey were distributed based primarily on two types of non-probability sampling: convenience and snowball sampling. First, sampling units in the researcher’s

network (i.e. convenience sampling) were recruited, after which they were asked to introduce other potential respondents (i.e. snowball sampling). On average, the survey took approximately 5 to 10 minutes to complete. Data collection took place from 17 April to 6 May 2015. It was aimed to reach a total of 200 respondents (100 per culture) within the data collection period.

This study aimed to select samples that were representative for consumers in the Netherlands and Flemish Belgium. The criterion for defining 'consumers' was purchasing power. They had to be responsible for doing grocery shopping for themselves and/or their households. Respondents of a minimum age of 18 were included in the sample, since the likelihood of having a job and hence purchasing power from this age on was expected to be high. Questions in the final section of the questionnaire checked for age and grocery shopping. Young respondents (<18) and those who indicated not to do the grocery shopping were excluded from further analyses.

Initially, a total of 258 respondents completed the survey. After filtering data on the basis of the abovementioned criteria, the final sample contained 228 respondents. The cultures were equally represented, since there were 114 Flemish and 114 (both 50%) Dutch respondents. These respondents also met the criterion of nationality in relation to mother tongue: all Flemish respondents indicated their mother tongue was Dutch (instead of French, which may have been possible). The sample consisted of 91 (39.9%) males and 137 (60.1%) females, and ages ranged from 18 to 65 ($M = 36.36$). Most respondents completed higher (vocational) education (42.1%), followed by university education (31.1%) and intermediate (vocational) education (24.6%), and the education level of respondents varied from no education to university-educated.

The characteristics of the respondents (per culture) are presented in Table 3. Characteristics of respondents varied slightly per culture. In both the Flemish and Dutch sample, males were slightly under-represented (39.5% and 40.4%, respectively), and ages ranged from 18 to 65. There were some differences with regard to education level, since in the Dutch sample there were many higher educational consumers (44.7%), whereas in the Flemish sample there were relatively few consumers that completed intermediate education (21.9%).

Table 3. Respondents' characteristics in terms of gender, age, and education level (Dutch, Flemish)
Note: $N = 228$

		Dutch	Flemish
Gender	Male	46 (40.4%)	45 (39.5%)
	Female	68 (59.6%)	69 (60.5%)
	<i>Total</i>	114 (100%)	114 (100%)
Age	18-24	34 (29.8%)	35 (30.7%)
	25-35	40 (35.1%)	21 (19.1%)
	36 and older	40 (35.1%)	58 (50.9%)
	<i>Total</i>	114 (100%)	114 (100%)
Education	No schooling completed	1 (0.9%)	-
	Lower	2 (1.8%)	-
	Intermediate	31 (27.2%)	25 (21.9%)
	Higher	51 (44.7%)	45 (39.5%)
	University	29 (25.4%)	42 (36.8%)
	Prefer not to answer	-	2 (1.8%)
	<i>Total</i>	114 (100%)	114 (100%)

5. Results

This study aimed to investigate to what extent there are differences between Flemish and Dutch consumers' relative importance attached to CSR platforms, CSR initiatives, and their responses to CSR-based marketing strategies in terms of CCI and PI.

Repeated measures analyses of variance (ANOVAs) were conducted in order to answer the main research question (including sub questions). These statistical tests enabled detection of significant interactions between the independent variables and significant differences between the Flemish and Dutch cultures. Whenever the assumption of sphericity was violated, the F -value was calculated with the corresponding test, which was either Greenhouse-Geisser (if epsilon was $< .75$), or Huynh-Feldt (if epsilon was $>$

.75). Furthermore, whenever the assumption of equality of error variances was violated (as was the case in a minor number of CSR platforms, CSR initiatives and CSR-based marketing strategies), the significant Levene's test was reported.

5.1 Flemish and Dutch consumers' relative importance attached to CSR platforms (RQ1)

Table 4 presents the mean scores and standard deviations of the importance respondents attached to the four CSR platforms, overall and per culture. A repeated measures ANOVA was performed, with platform as within-subject factor and culture as between-subject factor. Levene's test was significant for the economic platform ($p < .05$). The repeated measures ANOVA showed a significant main effect of platform ($F(2, 477) = 81.93, p < .001, \eta^2 = .27$). The main effect of culture was not significant ($F(1, 226) = 1.62, p = .204, \eta^2 = .01$). The main effect of platform was qualified by a significant interaction effect between platform and culture ($F(2, 477) = 5.43, p = .004, \eta^2 = .02$). Regardless of the respondents' culture, the legal platform was significantly rated as the most important platform of the four platforms presented ($M = 6.36, SD = 0.80$). The second most important platform was the ethical platform ($M = 6.25, SD = 0.92$), followed by the philanthropic platform ($M = 5.33, SD = 1.41$). Lastly, the economic platform was rated as the least important one ($M = 5.27, SD = 1.01$). Two subsequent one-way (repeated measures) ANOVAs (one per culture), which were performed in order to explore the interaction effect, showed that the difference between the evaluations of the four platforms was significant for both cultures (Flemish: $F(2, 212) = 41.74, p < .001, \eta^2 = .27$; Dutch: $F(2, 249) = 46.18, p < .001, \eta^2 = .29$). Flemish respondents rated the CSR platforms in the following decreasing order of importance: legal ($M = 6.41, SD = 0.81$); ethical ($M = 6.34, SD = 0.97$); philanthropic ($M = 5.55, SD = 1.34$); and lastly, economic ($M = 5.12, SD = 1.20$). The Dutch valued the legal ($M = 6.32, SD = 0.79$) and ethical ($M = 6.17, SD = 0.86$) platforms the highest as well, followed by the economic platform ($M = 5.41, SD = 0.75$), and lastly, the philanthropic platform ($M = 5.11, SD = 1.44$). However, pairwise comparisons showed that for the Flemish as well as the Dutch, the legal and ethical platforms did not

differ significantly from each other (Flemish: $p = 1.00$; Dutch: $p = .642$). Neither did the economic and philanthropic platforms (Flemish: $p = .147$; Dutch: $p = .328$). The other pairwise comparisons did show significant differences for both cultures between the economic platform compared with the legal and ethical platforms ($p < .001$), and the philanthropic platform compared with the legal and ethical platforms ($p < .001$).

Table 4. Mean scores on the importance of the four CSR platforms investigated as a function of culture (Dutch, Flemish)
Note: 1 = not at all important, 7 = very important; SD in brackets

	Dutch (n = 114)		Flemish (n = 114)		Total (N = 228)
1. Legal	6.32 (0.79)	1. Legal	6.41 (0.81)	1. Legal	6.36 (0.80)
2. Ethical	6.17 (0.86)	2. Ethical	6.34 (0.97)	2. Ethical	6.25 (0.92)
3. Economic	5.41 (0.75)	3. Philanthropic	5.55 (1.34)	3. Philanthropic	5.33 (1.41)
4. Philanthropic	5.11 (1.44)	4. Economic	5.12 (1.20)	4. Economic	5.27 (1.01)

5.2 Flemish and Dutch consumers' relative importance attached to CSR initiatives (RQ2)

The mean importance attached to each of the initiatives, overall and per culture, are presented in Table 5. A repeated measures ANOVA with initiative as within-subject factor and culture as between-subject factor showed a significant main effect of initiative ($F(4, 930) = 126.44, p < .001, \eta^2 = .36$). The main effect of culture was not significant ($F(1, 226) = 3.69, p = .056, \eta^2 = .02$), and neither was the interaction effect between initiative and culture ($F(4, 930) < 1$). Regardless of respondents' culture, the initiative that was rated as the most important was 'improving employees' working conditions' ($M = 6.21, SD = 0.89$). 'Environmental/ecological initiatives' was rated as the second most important initiative ($M = 6.06, SD = 1.00$); however, pairwise comparisons showed that there were no significant differences between the evaluations of 'improving employees' working conditions' and 'environmental/ecological initiatives' ($p = .464$). The subsequent initiatives

were rated in the following decreasing order of importance: ‘responsible business practice’ ($M = 5.62$, $SD = 1.16$); and ‘community projects’ ($M = 5.01$, $SD = 1.38$). The two initiatives that were assigned the least importance, ‘sponsoring’ ($M = 4.70$, $SD = 1.40$) and ‘donating to causes’ ($M = 4.51$, $SD = 1.49$), did not differ significantly from each other ($p = .718$).

Table 5. Mean scores on the importance of the six CSR initiatives investigated as a function of culture (Dutch, Flemish)
Note: 1 = not at all important, 7 = very important; SD in brackets

	Dutch ($n = 114$)	Flemish ($n = 114$)	Total ($N = 228$)
1. Improving employees' working conditions	6.10 (0.97)	6.32 (0.79)	6.21 (0.89)
2. Environmental / ecological initiatives	5.91 (1.09)	6.20 (0.88)	6.06 (1.00)
3. Responsible business practice	5.49 (1.14)	5.75 (1.16)	5.62 (1.16)
4. Community projects	4.99 (1.44)	5.04 (1.32)	5.01 (1.38)
5. Sponsoring	4.62 (1.43)	4.77 (1.37)	4.70 (1.40)
6. Donating to causes	4.33 (1.57)	4.69 (1.40)	4.51 (1.49)

5.3 The effect of CSR-based marketing strategies on CCI and PI (RQ 3)

Consumer-company identification (CCI). A repeated measures ANOVA for the six CSR-based marketing strategies with strategy as within-subject factor and culture as between-subject factor showed a significant main effect of strategy ($F(5, 1053) = 65.88$, $p < .001$, $\eta^2 = .23$). The main effect of culture was not significant ($F(1, 226) < 1$), and neither was the interaction effect between strategy and culture ($F(5, 1053) = 1.48$, $p = .198$, $\eta^2 = .01$). Regardless of culture, the CSR-based marketing strategy - and thus the generic company - respondents significantly identified the most with was the company using the strategy ‘socially responsible business practice’ ($M = 5.78$, $SD = 1.04$), followed by ‘corporate social marketing’ ($M = 5.08$, $SD = 1.35$). Pairwise comparisons showed that these two strategies led to significantly greater CCI than the other four strategies ($p < .05$). Respondents identified with the generic company to a lower extent when it used the final three CSR-based marketing strategies, namely: ‘corporate philanthropy’ ($M = 4.87$, $SD = 1.25$); ‘CRM’ ($M = 4.78$, $SD = 1.33$); ‘community volunteering’ ($M = 4.78$, $SD = 1.49$). However, pairwise comparisons showed these latter strategies did not differ significantly from each other (all p 's $> .05$). Lastly, the generic company

respondents significantly identified the least with, which was confirmed by pairwise comparisons ($p < .001$), used the strategy 'cause promotion' ($M = 4.19$, $SD = 1.40$).

Purchase intention (PI). A repeated measures ANOVA for the six CSR-based marketing strategies with strategy as within-subject factor and culture as between-subject factor showed a significant main effect of strategy ($F(5, 1056) = 49.90$, $p < .001$, $\eta^2 = .18$). Neither the main effect of culture was significant ($F(1, 226) < 1$), nor the interaction effect between PI and culture ($F(5, 1056) = 1.99$, $p = .083$, $\eta^2 = .01$). Regardless of culture, the CSR-based marketing strategy and thus company respondents significantly reported the highest purchase intention for was the generic company described as using the 'socially responsible business practice' strategy ($M = 5.60$, $SD = 1.09$). Pairwise comparisons showed that this strategy differed significantly from the other five strategies ($p < .001$). The four subsequent CSR-based marketing strategies led to the following mean purchase intentions with regard to the generic company using the strategies: 'CRM' ($M = 4.85$, $SD = 1.44$); 'corporate social marketing' ($M = 4.81$, $SD = 1.41$); 'corporate philanthropy' ($M = 4.74$, $SD = 1.35$); and 'community volunteering' ($M = 4.61$, $SD = 1.43$). For these four strategies, pairwise comparisons showed no significant differences (all four p 's $> .05$), but did show that the strategy 'cause promotion' ($M = 4.11$, $SD = 1.54$) led to the significantly lowest purchase intention ($p < .001$).

CCI and PI. Lastly, the two dependent variables CCI and PI were compared to each other in six paired-samples t -tests: one per strategy type. For four of the six marketing strategies (namely 'corporate social marketing'; 'corporate philanthropy'; 'community volunteering'; and 'socially responsible business practice'), respondents of both cultures reported a lower PI than CCI (all four p 's $< .05$). For the strategies 'cause promotion' and 'CRM' the differences between respondents' CCI and PI were not significant (both p 's $> .05$). An overview of the means and standard deviations of both variables can be found in Table 6.

Table 6. Mean scores of consumers' response to Kotler and Lee's (2005) six CSR-based marketing strategies in terms of CCI and PI as a function of culture (Dutch, Flemish)

Note: 1 = not at all important, 7 = very important; SD in brackets

	Dutch (<i>n</i> = 114)		Flemish (<i>n</i> = 114)		Total (<i>N</i> = 228)	
	<i>CCI</i>	<i>PI</i>	<i>CCI</i>	<i>PI</i>	<i>CCI</i>	<i>PI</i>
1. Cause promotion	4.13 (1.45)	4.11 (1.54)	4.25 (1.34)	4.11 (1.55)	4.19 (1.40)	4.11 (1.54)
2. Cause-related marketing (CRM)	4.79 (1.37)	4.90 (1.44)	4.77 (1.29)	4.79 (1.44)	4.78 (1.33)	4.85 (1.44)
3. Corporate social marketing	5.04 (1.44)	4.84 (1.44)	5.13 (1.25)	4.77 (1.40)	5.08 (1.35)	4.81 (1.41)
4. Corporate philanthropy	4.96 (1.23)	4.87 (1.27)	4.77 (1.27)	4.61 (1.41)	4.87 (1.25)	4.74 (1.35)
5. Community volunteering	4.64 (1.52)	4.47 (1.47)	4.91 (1.45)	4.74 (1.38)	4.78 (1.49)	4.61 (1.43)
6. Socially responsible business practice	5.75 (1.00)	5.51 (1.10)	5.82 (1.09)	5.69 (1.08)	5.78 (1.04)	5.60 (1.09)

5.4 Potential moderating effect of CCI (H1)

The first hypothesis of this study assumed that the influence of CSR-based marketing strategies on consumers' purchase intention is positively moderated by consumers' consumer-company identification. This hypothesis was tested by means of forming groups based on respondents' CCI scores for all six CSR-based marketing strategies (as analysed in RQ3). Per strategy, two groups were formed: a group named 'low CCI' (scores 1-3), and a group called 'high CCI' (scores 5-7). Respondents with the mid score, 4, were excluded from the groups since this score

represents a neutral response to CCI. Per strategy, one-way ANOVAs were conducted for PI with 'CCI group' as factor. All one-way ANOVAs showed significant effects of 'CCI group' on PI (all p 's < .001). The high CCI groups indicated a significantly higher purchase intention for all six strategies than the low CCI groups. Table 7 presents the means and standard deviations of the PI of the low and high CCI groups.

Table 7. Mean scores of consumers' response to Kotler and Lee's (2005) six CSR-based marketing strategies in terms of PI as a function of 'CCI group' (low CCI, high CCI)

Note: 1 = not at all important, 7 = very important; SD in brackets

	Low CCI	High CCI
1. Cause promotion	2.67 (1.10)	5.18 (1.12)
2. Cause-related marketing (CRM)	2.73 (1.31)	5.48 (0.95)
3. Corporate social marketing	2.52 (0.98)	5.33 (1.07)
4. Corporate philanthropy	2.74 (0.90)	5.37 (0.99)
5. Community volunteering	2.70 (1.22)	5.33 (0.91)
6. Socially responsible business practice	4.14 (1.46)	5.76 (0.98)

5.5 MAS orientation of Flemish and Dutch consumers (H2)

The second hypothesis assumed that Dutch consumers are relatively more 'feminine' than Flemish consumers. This was found not to be the case. In fact, the Flemish showed a higher MAS orientation ($M = 5.64$, $SD = 0.82$) than the Dutch ($M = 5.59$, $SD = 0.73$), although an independent-samples t -test showed that this difference was not significant ($t(226) = 0.47$, $p = .641$).

5.6 MAS in relation to attitudes and reactions to CSR (H3)

The third hypothesis of the present study expected Dutch consumers, which were assumed to be more feminine, to have relatively more positive attitudes toward CSR platforms and CSR initiatives, and more positive reactions to CSR-based marketing strategies (in terms of higher purchase intention and consumer-company identification) than Flemish consumers (which were assumed to be more masculine). The Dutch were found not to be significantly more feminine than the Flemish. However, the analyses for RQ1-3 also accounted for respondents' culture in order to find out whether Dutch consumers had more positive attitudes to CSR than the Flemish. Since neither the main effects of culture on the CSR platforms, CSR initiatives, and CSR-based marketing strategies (in terms of both CCI and PI) nor the interaction effects were significant, the Dutch and the Flemish respondents in this study did not seem to have significantly different attitudes and reactions to CSR.

5.7 The relationship between CSR perceptions and social desirability

Finally, it was checked whether social desirability was a potential factor in the present study. The relations between the social desirability scale and the dependent variables (CSR platforms, CSR initiatives, and responses to CSR-based marketing strategies) were investigated by means of correlations, as presented in Table 8. A significant negative correlation was found between social desirability and the ethical CSR platform ($r(228) = -.20, p = .003$). Moreover, significant negative correlations were found between social desirability and two of the six CSR initiatives: environmental/ecological initiatives ($r(228) = -.24, p < .001$) and responsible business practice ($r(228) = -.19, p = .005$). Lastly, significant negative correlations were found between social desirability and both dependent variables, CCI and PI, for three of the six CSR-based marketing strategies: cause promotion (CCI: $r(228) = -.19, p = .003$; PI: $r(228) = -.16, p = .015$); corporate social marketing (CCI: $r(228) = -.14, p = .041$; PI: $r(228) = -.16, p = .016$); and socially responsible business practice (CCI: $r(228) = -.21, p = .002$; PI: $r(228) = -.17, p = .009$). Since high scores on the social desirability scale indicate respondents did not provide socially desirable answers, the significant negative correlations between the social desirability scale and abovementioned dependent variables imply that respondents that did not provide socially desirable answers had more

negative perceptions of the dependent variables. In other words, social desirability may have been an influential factor for six of 16 CSR variables investigated.

Table 8. Significant correlations (*r*) between social desirability and CSR platforms, CSR initiatives, and CSR-based marketing strategies

	ETH	ENV	RBP	CP	CSM	SRBP
Social desirability	-.20**	-.24**	-.19**	-.19**	-.14*	-.21**
				(CCI)	(CCI)	(CCI)
				-.16*	-.16*	-.17**
				(PI)		(PI)

Note: ETH = ethical platform, ENV = Environmental/ecological initiative, RBP = Responsible business practice initiative, CP = Cause promotion strategy, CSM = Corporate social marketing strategy, SRBP = Socially responsible business practice strategy

* $p < .05$, ** $p < .01$

6. Conclusion and discussion

The objective of this study was to investigate to what extent attitudes to various CSR platforms, CSR initiatives, and responses to CSR-based marketing strategies differ among Flemish and Dutch consumers. This was done by means of a survey that measured consumer responses to these CSR practices, which may bring forward implications for corporate communications.

6.1 Flemish and Dutch consumers' relative importance attached to CSR platforms (RQ1)

The first sub question addressed the difference between Flemish and Dutch consumers' relative importance attached to the economic, legal, ethical, and philanthropic CSR platforms. It can be concluded from the findings that Flemish and Dutch respondents did not differ significantly with regard to the importance they assigned to the four CSR platforms. Regardless of culture, it turned out that the legal and ethical platforms were considered the most important platforms by the respondents, followed by the philanthropic and the economic platforms. This finding shares similarities with findings of prior studies. For example, Planken et al. (2013) found that Dutch and Indian respondents also indicated a priority for the ethical and legal platforms, respectively, followed by the philanthropic and economic platforms. In addition, Maignan (2001) showed that as opposed to US

consumers, German and French consumers consider legal and ethical platforms as the most important ones of the four platforms too.

The findings also indicated a significant interaction between CSR platform and culture. Pairwise comparisons showed that the legal and ethical platforms were reported as significantly more important than the philanthropic and economic platforms by both cultures, but that there were neither significant differences between the legal and ethical platforms nor the philanthropic and economic platforms for both cultures. This finding implies that both Flemish and Dutch respondents attached greater importance to the legal and ethical platforms than to the philanthropic and economic platforms, without any significant differences between the pairs of CSR platforms.

6.2 Flemish and Dutch consumers' relative importance attached to CSR initiatives (RQ2)

The focus of the second research question was the difference between Flemish and Dutch consumers' relative importance attached to six commonly reported CSR initiatives. Concluding from the results, Flemish and Dutch respondents' importance attached to the six CSR initiatives did not differ significantly. The results showed that Dutch and Flemish consumers generally reported similar attitudes to the six platforms, and rated 'improving employees' working conditions' and 'environmental/ecological projects' as the most important, whereas 'sponsoring' and 'donating to causes' were seen as the least important initiatives of the selection. Respondents of the present study did not provide a ranking to the six initiatives as respondents of Planken et al.'s (2013) study did, indicating the findings of this study with regard to CSR initiatives could not be directly compared to Planken et al.'s (2013). However, the significantly most and least important CSR initiatives of this study may be linked to a suggestion made by Planken et al. As Planken et al. noted, environmental projects and initiatives that aim to improve employees' working conditions, relate to the legal and ethical platforms, which were then again highly valued in Planken et al.'s as well as the present study. The same applies to the initiatives that were seen as less important: sponsoring and donating to causes, which reflect the philanthropic platform (Planken et al., 2013). Since respondents of this study attached less importance to the philanthropic platform in comparison with the legal and ethical platforms, the results seem to support prior

findings. Since these particular CSR initiatives have not been studied in relation to stakeholder attitudes before, despite their popularity, further research could provide further evidence of the importance of these six CSR initiatives among different cultures and/or different stakeholder groups.

6.3 The effect of CSR-based marketing strategies on consumer reactions (RQ3)

The third research question aimed to investigate the differences between Flemish and Dutch consumers' reactions to Kotler and Lee's (2005) six CSR-based marketing strategies in terms of consumer-company identification and purchase intention. It can be concluded from the findings that the effects of the six CSR-based marketing strategies did not lead to significantly different consumer-company identification and purchase intention of the Flemish and Dutch respondents. Neither the main effects of culture nor the interaction effects of CSR-based marketing strategy and culture were significant for respondents' consumer-company identification and purchase intention. The effects on the two dependent variables and comparisons to prior research are discussed per dependent variable.

Consumer-company identification. Regardless of culture, the highest consumer-company identification was reported for the strategy socially responsible business practice, followed by corporate social marketing. Next came corporate philanthropy, closely followed by CRM and community volunteering. The lowest consumer-company identification was reported for the strategy cause promotion.

Before comparing these results to prior studies, it should be noted that Planken et al.'s (2013) and Dahl and Persson's (2008) studies of the effects of the same six CSR-based marketing strategies were measured in terms of (Dutch and Indian, in Planken et al. and Swedish in Dahl & Persson) consumers' attitude to the company instead of consumer-company identification, disabling direct comparisons. On the whole, it turned out from Planken et al.'s investigation that the strategy 'socially responsible business practice' led to the most positive attitude to the company in the Netherlands. The same strategy evoked a higher consumer-company identification in this study for both cultures. A clear difference, however, is the position of CRM in the list of the six marketing strategies. In Planken et al.'s study as well as Dahl and Persson's, only one other strategy, socially responsible business practice, led to a higher attitude to the company. In the current study

CRM was rated as the fourth of six strategies, indicating that consumers may not identify with a company implementing CRM as much as it may positively affect their image of the company, as Dahl and Persson and Planken et al. showed. With respect to CRM, prior studies that have experimentally assessed the impact of CRM on consumer attitudes have shown that CRM creates a favourable image among consumers (e.g. Farache et al., 2008; Grau & Folse, 2007; Nan & Heo, 2007). More particularly, consumers were found to have a more positive attitude toward companies that adopt and/or report CRM activities than those that do not (Farache et al., 2008; Nan & Heo, 2007). Although the findings of prior studies demonstrate the effectiveness of CRM, in the present study CRM did not turn out to be the most effective in terms of consumer-company identification. This might be due to consumer scepticism toward companies supporting causes (La Ferle et al., 2013); however, further research is needed to find out how effective CRM is in comparison to Kotler and Lee's (2005) five other CSR-based marketing strategies.

Purchase intention. Regardless of culture, socially responsible business practice also evoked the most positive reaction in terms of purchase intention. Subsequent strategies consumers of both cultures indicated a high purchase intention for were (in descending order) CRM, corporate social marketing, corporate philanthropy, community volunteering, and lastly, cause promotion.

The finding is similar to earlier studies. Socially responsible business practice was also highly evaluated in terms of purchase intention by Planken et al.'s (2013) Dutch and Indian respondents. The same applies for Dahl and Persson's (2008) sample of Swedish consumers. The purchase intentions of the Dutch respondents of Planken et al.'s study decreased in the same order as those of the Dutch sample reported in the present study. It would therefore appear that the CSR-based marketing strategies broadly evoked a similar purchase intention for Dutch respondents of both studies.

Comparison of consumer responses. Finally, comparisons of respondents' consumer-company identification and purchase intention showed that, for four of the six strategies, the Flemish and Dutch consumers indicated a significantly higher consumer-company identification than purchase intention for the company described in the statement. The CSR-based marketing strategies thus affected consumers' sense of identification with the company more strongly than their purchase intentions. This result confirms previous findings by Dahl and Persson

(2008) and Planken et al. (2013), who found that the six strategies had a significantly more positive effect on consumers' attitude to the company than purchase intention. In order to explain this finding, it could be argued that purchase intention is a concept very close to actual behaviour, which is influenced by other individual factors that could not be accounted for in this study.

With regard to the strategies that caused the most positive consumer responses, Dahl and Persson argued that these strategies require "a higher effort from the company" (Dahl & Persson, 2008, p. 49). Indeed, the statements of 'socially responsible business practice' and 'CRM' included an announcement of the company that it was going to undertake a certain action in relation to CSR (i.e. reducing its own negative impact on the environment by using less energy, donating 5% of the sales price of every product it sells to a research foundation). These strategies seemed to affect consumer responses more positively than those that aimed to solely inform and encourage consumers with regard to CSR.

6.4 Moderating effect of consumer-company identification (H1)

It has turned out that consumer-company identification significantly and positively moderated the influence of Kotler and Lee's six CSR-based marketing strategies on consumers' purchase intention, confirming H1. Similarly, Lichtenstein et al. (2004) found that consumer-company identification significantly and positively mediated the relationship with US consumers' perceptions of CSR and their purchase intentions. Öberseder et al. (2014) confirmed this finding in their study for Austrian consumer perceptions of CSR. Since the present study found a positive moderation of consumer-company identification on the effect of CSR-based marketing strategies on purchase intention, it seems likely that the greater the extent of consumers' identification with a company, the greater the likelihood is that they actually purchase from the company in order to patronise the company (Bhattacharya et al., 2009; Lichtenstein et al., 2004).

6.5 MAS in relation to attitudes and reactions to CSR (H2 & H3)

No significant differences were found between Dutch and Flemish consumers with regard to their MAS orientation. Hence, H2 could not be supported. H3, stating that Dutch consumers had relatively more positive attitudes toward CSR than their

Flemish counterparts, could not be supported either, since no significant differences were found between the two cultures in the analyses for RQ1-3. Surprisingly, both Flemish and Dutch consumers seem to be relatively more masculine than feminine, since the mean scores on the MAS scale by both cultures were above the midpoint of the seven-point scale. As opposed to the assumption, the Dutch appear to be more masculine instead of feminine. It is difficult to clarify this finding, but it might be due to the fact that culture shifts over time and that the Netherlands has been found to become more masculine (Gerritsen, 2014). If this would be the case, the difference in MAS orientation between Belgium and the Netherlands may become smaller, drawing their values with regard to MAS closer together. In their study for the potential moderation of MAS on the influence of CSR on German and Dutch consumers' responses, Planken and Verheijen (2014) found that, although the Dutch and Germans did differ significantly with respect to MAS orientation, MAS did not act as a moderator. The MAS orientation of the Dutch and German respondents, however, was in the opposite direction than was assumed. The authors suggested that this finding might have been influenced by the cultural values of their sample (i.e. young and highly educated consumers). Since the sample of the current study was slightly overrepresented by relatively young consumers, the homogeneity of MAS orientation may also be due to this factor.

6.6 Differences in attitudes and responses to CSR between Flemish and Dutch consumers (main RQ)

On the basis of the results derived from RQ1-3 and H1-3, the overarching research question can be answered. The main question of the present study was as follows:

To what extent do attitudes to different CSR platforms, CSR initiatives, and CSR-based marketing strategies differ among consumers from Flemish Belgium and the Netherlands?

On the basis of the analyses of RQ1-3, solely one interaction effect was found, namely between the four CSR platforms and respondents' culture. However, the only difference found between Flemish and Dutch respondents and their importance assigned to the CSR platforms, was not significant. The main effects of culture and the other interaction effects between the CSR constructs and culture

were not significant. In conclusion, Flemish and Dutch consumers generally did not differ significantly with respect to their attitudes toward CSR platforms, CSR initiatives, and their responses to Kotler and Lee's (2005) CSR-based marketing strategies. Overall, the evaluation of the CSR constructs was neutral (for a minority of the CSR constructs investigated) to positive (as scores were above the midpoint of the seven-point scales).

6.7 Limitations and suggestions for further research

The present study contains a number of limitations that may have affected the findings. Firstly, methodological limitations should be noted. Since the research sample was somewhat unequally distributed (i.e. the 20-25 age group was slightly overrepresented), this restricts generalisations to be made. Moreover, the multi-item scales (i.e. for social desirability and MAS) of the survey bordered on sufficiently reliable. The social desirability scale significantly correlated with six of the 16 CSR variables researched. This finding indicates that social desirability may have played a role in this study. Since no results were provided on the potential role of social desirability and its influence on perceptions of the CSR constructs examined for respondents that did provide socially desirable answers, future research could generate knowledge on this topic. This would especially be a promising line of research since the topic of CSR may provoke respondents to provide socially desirable answers in order to present themselves positively in relation to socially responsible behaviour. With respect to the other multi-item scale, MAS, limitations should be taken into consideration too. Although Hofstede's dimensions are commonly used to measure national culture, they have been criticised in prior studies, claiming that they lack validity and reliability when measuring culture at the individual level (e.g. Kang & Alcantara, 2011). Alternatively, Schwartz's (1994; 2009) values can be used to characterise individual culture and to examine motivational bases of attitudes and behaviours. One of Schwartz's dimensions, 'harmony vs. mastery' significantly correlates with Hofstede's MAS dimension (Hofstede, 2001). Since Schwartz's cultural values have not been studied extensively in cross-cultural research (Hsu, Woodside, & Marshall, 2012; Shavitt et al., 2008), it would be a promising consideration for future research.

Secondly, there are limitations with respect to the topic of CSR in general. Consumers' awareness of CSR is an issue here. In this study it was assumed that respondents were aware of CSR, yet consumers have been found to have a low awareness of CSR in general (Öberseder et al., 2014). In addition, prior research has shown that CSR is not a dominant criterion for consumers when it comes to purchase decisions (Marin & Ruiz, 2007), and that CSR affects purchase intention to a limited extent: other factors (e.g. brand, price) majorly influence consumers' purchase intention (Marin, Ruiz, & Rubio, 2009; Öberseder et al., 2014). Moreover, there is a discrepancy between purchase intentions and actual purchase behaviour. Previous research has noted that consumers express positive attitudes toward CSR and intentions to support CSR by, for instance, making a purchase from socially responsible businesses; yet, when actual consumption is considered, solely few consumers transform their words into deeds (Öberseder et al., 2014; Ramasamy & Yeung, 2009). Therefore, future research should focus on collecting data from actual buying (hence actual purchasing behaviour) in particular situations.

On the basis of the findings of the present study, further research is recommended to experimentally compare the effect of the most effective CSR-based marketing communication strategies (i.e. socially responsible business practice, CRM, corporate social marketing) on Flemish and Dutch stakeholders' attitudinal and behavioural responses. Other internationally relevant cultures could be compared too, in order to expand empirical knowledge on stakeholders' perceptions of CSR and for corporations to meet stakeholders' expectations and attitudes with regard to CSR in other cultures too.

6.8 Managerial implications

Promoting CSR is regarded as a "complex challenge to marketers" (Pomeroy & Dolnicar, 2009, p. 288). The present study has shown, however, that promoting CSR to Dutch and Flemish consumers would not seem to require an entirely different approach to the two cultures. Since Dutch and Flemish consumers generally responded similarly to the CSR platforms, CSR initiatives, and CSR-based marketing strategies, managers should take into consideration the CSR practices that were regarded as most important and created the most favourable response in their communications with consumers. The CSR practices that have

shown to be successful in the present study may help (internationally) operating corporations make strategic choices in implementing and communicating their CSR policy. Specifically, managers may focus on emphasising their corporation's similarities with the consumer in terms of personal characteristics and values (related to CSR), in order to enhance consumer-company identification. As consumer-company identification positively moderates the influence of CSR-based marketing strategies on purchase intention, a focus on consumer identification is recommended in order to strengthen relationships with this stakeholder group and to create a favourable and socially responsible image.

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Appendix A: Instrument (questionnaire): original (English) version (excluding introduction)

Part 1

The following four statements relate to the different responsibilities companies are said to have to society. Please indicate the degree of importance you **personally attach** to each of these responsibilities.

	Not at all important	Not important	Somewhat unimportant	Neutral	Somewhat important	Important	Very important
1. Companies should be focused on making a profit so they can contribute to a strong economy.	<input type="checkbox"/>						
2. Companies should obey the law and adhere to regulations under all circumstances.	<input type="checkbox"/>						
3. Companies should do business in an ethical and morally responsible way under all circumstances.	<input type="checkbox"/>						
4. Companies should repay their debt to society by contributing to, for example, social and environmental projects.	<input type="checkbox"/>						

Part 2

The following six statements are examples of different types of CSR initiatives that companies can be seen to implement nowadays. Please indicate the degree of importance you **personally attach** to each of these responsibilities.

	Not at all important	Not important	Somewhat unimportant	Neutral	Somewhat important	Important	Very important
1. The company contributes to socially oriented initiatives aimed at improving circumstances for man and society (e.g. homeless project, free meals for the elderly, sports facilities for inner city youths).	<input type="checkbox"/>						
2. The company contributes to environmental initiatives aimed at protecting and minimising damage to the environment (e.g. by using raw materials responsibly, saving energy, or protecting the natural environment).	<input type="checkbox"/>						
3. The company gives financial support to charitable organisations and/or foundations (e.g. Cordaid, World Wildlife Fund, the Heart Foundation).	<input type="checkbox"/>						
4. The company launches initiatives to improve working conditions for its employees (e.g. promoting worker safety and diversity on the work floor, providing childcare facilities for employees).	<input type="checkbox"/>						
5. The company contributes to initiatives that support sports, education and the Arts (e.g. by sponsoring a local sports team or art exhibition, or making available study grants).	<input type="checkbox"/>						
6. The company implements policy to promote fair and ethical business practices (e.g. by signing Fair Business contracts or implementing a Code of Ethics in the company).	<input type="checkbox"/>						

Part 3

Companies can market their CSR in different ways. Below, I present six descriptions of the different marketing strategies companies use. After each description, please indicate how the marketing strategy affects your view of the company.

Strategy 1: “The company informs consumers about the effects of global warming and then encourages them to donate money to a research foundation that studies the effects of global warming”.

	Completely disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Completely agree
1. My sense of this company matches my sense of who I am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. This strategy would increase my willingness to buy this company's product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Strategy 2: “The company informs consumers that it will donate 5% of the sales price of every product it sells to a research foundation that studies the effects of global warming”.

	Completely disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Completely agree
3. My sense of this company matches my sense of who I am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. This strategy would increase my willingness to buy this company's product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Strategy 3: “The company informs consumers about the effects of global warming and encourages them to behave in a (more) environmentally friendly way by giving them tips about how to reduce their impact on nature and the environment in their own household”.

	Completely disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Completely agree
5. My sense of this company matches my sense of who I am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. This strategy would increase my willingness to buy this company's product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Strategy 4: “The company announces that it is to directly donate funds to a research foundation that studies the effects of global warming”.

	Completely disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Completely agree
7. My sense of this company matches my sense of who I am	<input type="checkbox"/>						
8. This strategy would increase my willingness to buy this company’s product	<input type="checkbox"/>						

Strategy 5: “The company announces that it is to organise a day off for its employees (with retention of salary) so that they can work as volunteers, planting trees for day as part of a local environmental protection initiative”.

	Completely disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Completely agree
9. My sense of this company matches my sense of who I am	<input type="checkbox"/>						
10. This strategy would increase my willingness to buy this company’s product	<input type="checkbox"/>						

Strategy 6: “The company announces that it aims to reduce its own negative impact on the environment by using less energy, recycling more materials, and transporting fewer goods”.

	Completely disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Completely agree
11. My sense of this company matches my sense of who I am	<input type="checkbox"/>						
12. This strategy would increase my willingness to buy this company’s product	<input type="checkbox"/>						

Part 4

Please think of an ideal job, disregarding your present job, if you have one. In choosing an ideal job, how important would it be to you to:

	Not at all important	Not important	Somewhat unimportant	Neutral	Somewhat important	Important	Very important
1. Have sufficient time for your personal or home life.	<input type="checkbox"/>						
2. Get recognition for good performance.	<input type="checkbox"/>						
3. Have security of employment.	<input type="checkbox"/>						
4. Have a job respected by your family and friends.	<input type="checkbox"/>						
5. Have chances for promotion.	<input type="checkbox"/>						

In your private life, how important is each of the following to you:

	Not at all important	Not important	Somewhat unimportant	Neutral	Somewhat important	Important	Very important
6. Keeping time free for fun.	<input type="checkbox"/>						
7. Doing a service to a friend.	<input type="checkbox"/>						
8. Thrift (not spending more than needed).	<input type="checkbox"/>						

Part 5

Listed below are a number of statements concerning personal attitudes and traits. Read each item and decide to what extent you personally agree or disagree with the statement.

	Completely disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Completely agree
1. It is sometimes hard for me to go on with my work if I am not encouraged.	<input type="checkbox"/>						
2. I sometimes feel resentful when I don't get my way.	<input type="checkbox"/>						
3. No matter who I'm talking to, I'm always a good listener. (reverse-coded)	<input type="checkbox"/>						
4. There have been occasions when I took advantage of someone.	<input type="checkbox"/>						
5. I'm always willing to admit it when I make a mistake. (reverse-coded)	<input type="checkbox"/>						
6. I sometimes try to get even rather than forgive and forget.	<input type="checkbox"/>						
7. I am always courteous, even to people who are disagreeable. (reverse-coded)	<input type="checkbox"/>						
8. I have never been irked when people expressed ideas very different from my own. (reverse-coded)	<input type="checkbox"/>						
9. There have been times when I was quite jealous of the good fortune of others.	<input type="checkbox"/>						
10. I am sometimes irritated by people who ask favours of me.	<input type="checkbox"/>						
11. I have never deliberately said something that hurt someone's feelings. (reverse-coded)	<input type="checkbox"/>						

Part 6

Finally, I would like to ask you some personal details.

1. What is your gender?

- Male
- Female

2. What is your age?

3. What is the highest level of education that you have completed?

- No schooling completed
- Lower education
- Intermediate (vocational) education
- Higher (vocational) education, no university (e.g. university of applied sciences)
- University education
- Prefer not to answer

4. Do you do the grocery shopping (for yourself or your household)?

- Yes
- No

5. What is your nationality?

- Belgian
- Dutch
- Other, i.e.

6. What is your mother tongue?

- Dutch
- French
- Other, i.e.

Once again, thank you for taking part in this survey. In case you have any remarks, please indicate them below.

Remarks:

.....

.....

.....

Appendix B: Instrument (questionnaire): Dutch version

Studie naar Maatschappelijk Verantwoord Ondernemen (MVO)

Beste meneer/mevrouw,

In het kader van mijn scriptie voor de master Internationale Bedrijfscommunicatie, doe ik een vergelijkend onderzoek naar de meningen van Vlaamse en Nederlandse consumenten over maatschappelijk verantwoord ondernemen (MVO), ofwel duurzame bedrijfsvoering.

Het invullen van de vragenlijst zal ongeveer 5 tot 10 minuten duren. Er bestaan geen foute antwoorden, er wordt enkel naar uw persoonlijke mening gevraagd. Probeer u daarom altijd een antwoord – zo eerlijk mogelijk - in te vullen. Uw antwoorden zullen **anoniem en vertrouwelijk** verwerkt worden en alleen voor dit onderzoek worden gebruikt.

De vragenlijst bestaat uit een aantal stellingen. Voor deze stellingen vragen wij u om uw mening te geven op basis van een antwoordschaal. De antwoordmogelijkheden variëren van ‘zeer mee oneens’ tot ‘zeer mee eens’, of van ‘zeer onbelangrijk’ tot ‘zeer belangrijk’. Vink het bolletje aan dat **het beste** bij uw **persoonlijke mening** past.

Voorbeeldvraag:

	Ze er mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Ze er mee eens
“Bedrijven zouden eerlijk moeten zijn over hun bedrijfsvoering”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bij voorbaat hartelijk dank voor het geven van uw mening!

Vriendelijke groeten,

Esther Verlouw
Radboud Universiteit Nijmegen

Z.O.Z.

Deel 1

De volgende vier stellingen gaan over de verschillende verantwoordelijkheden die bedrijven zouden hebben tegenover de maatschappij. Geef alstublieft aan in hoeverre **u persoonlijk** belang hecht aan ieder van deze verantwoordelijkheden.

	Ze er on be lan gri jk	On be lan gri jk	En ig sz ins on be lan gri jk	Ne utra al	En ig sz ins be lan gri jk	Be lan gri jk	Ze er be lan gri jk
1. Bedrijven zouden gericht moeten zijn op het maken van winst zodat ze kunnen bijdragen aan een sterke economie.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Bedrijven zouden onder alle omstandigheden de wet moeten naleven en zich aan de reglementen moeten houden.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Bedrijven zouden onder alle omstandigheden zaken moeten doen op een ethische en moreel verantwoordelijke manier.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Bedrijven zouden hun schuld aan de samenleving moeten terugbetalen door bijdrage te leveren aan, bijvoorbeeld, sociale en milieugerichte projecten.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deel 2

De volgende zes stellingen bevatten voorbeelden van verschillende soorten maatschappelijk verantwoordelijke initiatieven die bedrijven tegenwoordig toepassen. Geef alstublieft aan in hoeverre **u persoonlijk** ieder van deze initiatieven belangrijk vindt.

	Ze er on be lang rijk	On be lang rijk	En ig sz ins on be lang rijk	Ne utraal	En ig sz ins be lang rijk	Be lang rijk	Ze er be lang rijk
1. Het bedrijf draagt bij aan sociaal georiënteerde initiatieven die beogen de omstandigheden voor mens en maatschappij te verbeteren (bijvoorbeeld daklozenprojecten, gratis maaltijden voor ouderen, sportfaciliteiten voor jongeren in binnensteden).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Het bedrijf draagt bij aan milieugerichte initiatieven die beogen milieuschade te minimaliseren (bijvoorbeeld door grondstoffen verantwoord te gebruiken, energie te besparen, of de natuurlijke omgeving te beschermen).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Het bedrijf geeft financiële steun aan liefdadigheidsinstellingen en/of stichtingen (bijvoorbeeld Cordaid, Wereld Natuur Fonds, UNICEF).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Het bedrijf lanceert initiatieven om arbeidsomstandigheden voor de werknemers te verbeteren (bijvoorbeeld om veiligheid van de werknemers en diversiteit op de werkvloer te bevorderen, kinderopvang voor werknemers te organiseren).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Het bedrijf draagt bij aan initiatieven die sport, onderwijs en de kunsten ondersteunen (bijvoorbeeld door lokale sportverenigingen of een kunsttentoonstelling te sponsoren, of door studiebeurzen beschikbaar te stellen).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Het bedrijf voert beleid om eerlijke en ethische bedrijfspraktijken te ondersteunen (bijvoorbeeld door Fair Trade contracten aan te gaan of een gedragscode in te voeren).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deel 3

Bedrijven kunnen hun maatschappelijk verantwoorde initiatieven op verschillende manieren in marketing inzetten. Geef alstublieft na iedere beschrijving van de verschillende marketingstrategieën hieronder aan hoe de strategie **uw persoonlijke mening** beïnvloedt.

Strategie 1: “Het bedrijf informeert consumenten over de effecten van het broeikaseffect en moedigt hen vervolgens aan om geld te doneren aan een onderzoekinstelling die de effecten van het broeikaseffect bestudeert”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
1. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
2. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 2: “Het bedrijf informeert consumenten dat het 5% van de verkoopprijs van ieder verkocht product zal doneren aan een onderzoekinstelling die de effecten van het broeikaseffect bestudeert”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
3. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
4. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 3: “Het bedrijf informeert consumenten over de effecten van het broeikaseffect en moedigt hen aan om milieuvriendelijker te handelen door tips te geven over hoe ze negatieve milieueffecten kunnen verminderen in hun eigen huishouden”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
5. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
6. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 4: “Het bedrijf kondigt aan dat het rechtstreeks geld gaat doneren aan een onderzoeksinstelling die de effecten van het broeikaseffect bestudeert”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
7. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
8. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 5: “Het bedrijf kondigt aan dat het een vrijwilligersdag gaat organiseren voor de medewerkers (met behoud van salaris) zodat zij bomen kunnen planten voor een lokaal milieubeschermingsinitiatief”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
9. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
10. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 6: “Het bedrijf kondigt aan dat het de eigen negatieve invloed op het milieu wil verlagen door minder energie te verbruiken, meer materialen te recyclen, en minder goederen te transporteren”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
11. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
12. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Deel 4

Denk aan uw droomberoep, zonder te denken aan uw huidige beroep, als u dat heeft. Voor het kiezen van uw droomberoep, hoe belangrijk is het voor u om:

	Ze er on be lang rij k	On be lang rij k	En ig sz ins on be lang rij k	Ne ut raal	En ig sz ins be lang rij k	Be lang rij k	Ze er be lang rij k
1. Voldoende tijd te hebben voor uw persoonlijke of privéleven.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Erkenning te krijgen voor goede prestaties.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Werkzekerheid te hebben.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Werk te hebben dat uw familie en vrienden respecteren.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Kansen te hebben om promotie te maken.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In uw privéleven, hoe belangrijk is het voor u om:

	Ze er on be lang rij k	On be lang rij k	En ig sz ins on be lang rij k	Ne ut raal	En ig sz ins be lang rij k	Be lang rij k	Ze er be lang rij k
6. Tijd vrij te houden voor plezier.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Een dienst voor een vriend te doen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Spaarzaam te zijn (niet meer uitgeven dan nodig is).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deel 5

Onderstaande stellingen gaan over persoonlijke houdingen en karaktereigenschappen. Geef alstublieft aan in hoeverre **u het persoonlijk** eens of oneens bent met iedere stelling.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
1. Het is soms moeilijk voor mij om verder te gaan met mijn werk als ik niet aangemoedigd wordt.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Ik voel mij soms boos wanneer ik mijn zin niet krijg.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Tegen wie ik ook praat, ik ben altijd een goede luisteraar. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Er zijn wel eens gelegenheden geweest waarbij ik van iemand heb geprofiteerd.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Ik ben altijd bereid om het toe te geven als ik een vergissing maak. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Ik probeer soms wraak te nemen in plaats van te vergeven en vergeten.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Ik ben altijd beleefd, zelfs tegen mensen die onaangenaam zijn. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Ik heb me nooit geërgerd aan mensen die een totaal andere mening dan de mijne uiten. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Er zijn tijden geweest dat ik behoorlijk jaloers was op het geluk van anderen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Ik erger me soms aan mensen die mij om een gunst vragen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Ik heb nooit opzettelijk iets gezegd om iemands gevoelens te kwetsen. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deel 6

Tot slot vragen we u nog enkele persoonlijke gegevens in te vullen.

1. Wat is uw geslacht?

- Man
- Vrouw

2. Wat is uw leeftijd?

..... jaar

3. Wat is uw hoogst voltooide opleiding?

- Geen opleiding
- Lager onderwijs
- Middelbaar onderwijs
- Hoger onderwijs buiten de universiteit (hogeschool)
- Universitair onderwijs
- Geen antwoord / wil niet zeggen

4. Doet u doorgaans de boodschappen (voor uzelf of uw huishouden)?

- Ja
- Nee

5. Wat is uw nationaliteit?

- Belgisch
- Nederlands
- Anders, namelijk.....

6. Wat is uw moedertaal?

- Nederlands
- Frans
- Anders, namelijk.....

Nogmaals bedankt voor uw medewerking! Als u opmerkingen heeft, kunt u deze hieronder invullen.

Opmerkingen:

.....

.....

.....

Appendix C: Instrument (questionnaire): Flemish version

Studie naar Maatschappelijk Verantwoord Ondernemen (MVO)

Beste meneer/mevrouw,

In het kader van mijn scriptie voor de master Internationale Bedrijfscommunicatie, doe ik een vergelijkend onderzoek naar de meningen van Vlaamse en Nederlandse consumenten over maatschappelijk verantwoord ondernemen (MVO), ofwel duurzame bedrijfsvoering.

Het invullen van de vragenlijst zal ongeveer 5 tot 10 minuten duren. Er bestaan geen foute antwoorden, er wordt enkel naar uw persoonlijke mening gevraagd. Probeer u daarom altijd een antwoord – zo eerlijk mogelijk - in te vullen. Uw antwoorden zullen **anoniem en vertrouwelijk** verwerkt worden en enkel voor dit onderzoek worden gebruikt.

De vragenlijst bestaat uit een aantal stellingen. Voor deze stellingen vragen wij u om uw mening te geven op basis van een antwoordschaal. De antwoordmogelijkheden variëren van 'zeer mee oneens' tot 'zeer mee eens', of van 'zeer onbelangrijk' tot 'zeer belangrijk'. Vink het bolletje aan dat **het beste** bij uw **persoonlijke mening** past.

Voorbeeldvraag:

	Ze er mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Ze er mee eens
"Bedrijven zouden eerlijk moeten zijn over hun bedrijfsvoering"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bij voorbaat hartelijk dank voor het geven van uw mening!

Vriendelijke groeten,

Esther Verlouw
Radboud Universiteit Nijmegen

Z.O.Z.

Deel 1

De volgende vier stellingen gaan over de verschillende verantwoordelijkheden die bedrijven zouden hebben tegenover de maatschappij. Geef alstublieft aan in hoeverre **u persoonlijk** belang hecht aan ieder van deze verantwoordelijkheden.

	Ze er on be lang rij k	On be lang rij k	En ig sz ins on be lang rij k	Ne utraal	En ig sz ins be lang rij k	Be lang rij k	Ze er be lang rij k
1. Bedrijven zouden gericht moeten zijn op het maken van winst zodat ze kunnen bijdragen aan een sterke economie.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Bedrijven zouden onder alle omstandigheden de wet moeten naleven en zich aan de reglementen moeten houden.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Bedrijven zouden onder alle omstandigheden zaken moeten doen op een ethische en moreel verantwoordelijke manier.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Bedrijven zouden hun schuld aan de samenleving moeten terugbetalen door bijdrage te leveren aan, bijvoorbeeld, sociale en milieugerichte projecten.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deel 2

De volgende zes stellingen bevatten voorbeelden van verschillende soorten maatschappelijk verantwoordelijke initiatieven die bedrijven tegenwoordig toepassen. Geef alstublieft aan in hoeverre **u persoonlijk** ieder van deze initiatieven belangrijk vindt.

	Ze er on be lang rijk	On be lang rijk	En ig sz ins on be lang rijk	Ne utraal	En ig sz ins be lang rijk	Be lang rijk	Ze er be lang rijk
1. Het bedrijf draagt bij aan sociaal georiënteerde initiatieven die beogen de omstandigheden voor mens en maatschappij te verbeteren (bijvoorbeeld daklozenprojecten, gratis maaltijden voor ouderen, sportfaciliteiten voor jongeren in binnensteden).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Het bedrijf draagt bij aan milieugerichte initiatieven die beogen milieuschade te minimaliseren (bijvoorbeeld door grondstoffen verantwoord te gebruiken, energie te besparen, of de natuurlijke omgeving te beschermen).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Het bedrijf geeft financiële steun aan liefdadigheidsinstellingen en/of stichtingen (bijvoorbeeld Cordaid, Wereld Natuur Fonds, UNICEF).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Het bedrijf lanceert initiatieven om arbeidsomstandigheden voor de werknemers te verbeteren (bijvoorbeeld om veiligheid van de werknemers en diversiteit op de werkvloer te bevorderen, kinderopvang voor werknemers te organiseren).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Het bedrijf draagt bij aan initiatieven die sport, onderwijs en de kunsten ondersteunen (bijvoorbeeld door lokale sportverenigingen of een kunsttentoonstelling te sponsoren, of door studiebeurzen beschikbaar te stellen).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Het bedrijf voert beleid om eerlijke en ethische bedrijfspraktijken te ondersteunen (bijvoorbeeld door Fair Trade contracten aan te gaan of een gedragscode in te voeren).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deel 3

Bedrijven kunnen hun maatschappelijk verantwoorde initiatieven op verschillende manieren in marketing inzetten. Geef alstublieft na iedere beschrijving van de verschillende marketingstrategieën hieronder aan hoe de strategie **uw persoonlijke mening** beïnvloedt.

Strategie 1: “Het bedrijf informeert consumenten over de effecten van het broeikaseffect en moedigt hen vervolgens aan om geld te doneren aan een onderzoekinstelling die de effecten van het broeikaseffect bestudeert”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
1. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
2. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 2: “Het bedrijf informeert consumenten dat het 5% van de verkoopprijs van ieder verkocht product zal doneren aan een onderzoekinstelling die de effecten van het broeikaseffect bestudeert”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
3. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
4. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 3: “Het bedrijf informeert consumenten over de effecten van het broeikaseffect en moedigt hen aan om milieuvriendelijker te handelen door tips te geven over hoe ze negatieve milieueffecten kunnen verminderen in hun eigen huishouden”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
5. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
6. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 4: “Het bedrijf kondigt aan dat het rechtstreeks geld gaat doneren aan een onderzoeksinstelling die de effecten van het broeikaseffect bestudeert”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
7. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
8. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 5: “Het bedrijf kondigt aan dat het een vrijwilligersdag gaat organiseren voor de medewerkers (met behoud van salaris) zodat zij bomen kunnen planten voor een lokaal milieubeschermingsinitiatief”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
9. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
10. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Strategie 6: “Het bedrijf kondigt aan dat het de eigen negatieve invloed op het milieu wil verlagen door minder energie te verbruiken, meer materialen te recyclen, en minder goederen te transporteren”.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
11. Mijn beeld over dit bedrijf komt overeen met mijn zelfbeeld.	<input type="checkbox"/>						
12. Door deze strategie neemt mijn bereidheid om producten te kopen van dit bedrijf toe .	<input type="checkbox"/>						

Deel 4

Denk aan uw droomberoep, zonder te denken aan uw huidige beroep, als u dat heeft. Voor het kiezen van uw droomberoep, hoe belangrijk is het voor u om:

	Ze er be lang rijk	Be lang rijk	En ig sz ins be lang rijk	Ne utraal	En ig sz ins on be lang rijk	On be lang rijk	Ze er on be lang rijk
1. Voldoende tijd te hebben voor uw persoonlijke of privéleven.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Erkenning te krijgen voor goede prestaties.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Werkzekerheid te hebben.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Werk te hebben dat uw familie en vrienden respecteren.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Kansen te hebben om promotie te maken.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In uw privéleven, hoe belangrijk is het voor u om:

	Ze er be lang rijk	Be lang rijk	En ig sz ins be lang rijk	Ne utraal	En ig sz ins on be lang rijk	On be lang rijk	Ze er on be lang rijk
6. Tijd vrij te houden voor plezier.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Een dienst voor een vriend te doen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Spaarzaam te zijn (niet meer spenderen dan nodig is).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deel 5

Onderstaande stellingen gaan over persoonlijke houdingen en karaktereigenschappen. Geef alstublieft aan in hoeverre **u het persoonlijk** eens of oneens bent met iedere stelling.

	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
1. Het is soms moeilijk voor mij om verder te gaan met mijn werk als ik niet aangemoedigd wordt.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Ik voel mij soms boos wanneer ik mijn goesting niet krijg.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Tegen wie ik ook praat, ik ben altijd een goede luisteraar. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Er zijn wel eens gelegenheden geweest waarbij ik van iemand heb geprofiteerd.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Ik ben altijd bereid om het toe te geven als ik een vergissing maak. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Ik probeer soms wraak te nemen in plaats van te vergeven en vergeten.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Ik ben altijd beleefd, zelfs tegen mensen die onaangenaam zijn. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Ik heb me nooit geërgerd aan mensen die een totaal andere mening dan de mijne uiten. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Er zijn tijden geweest dat ik behoorlijk jaloers was op het geluk van anderen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Ik erger me soms aan mensen die mij om een gunst vragen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Ik heb nooit opzettelijk iets gezegd om iemands gevoelens te kwetsen. (reverse-coded)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deel 6

Tot slot vragen we u nog enkele persoonlijke gegevens in te vullen.

1. Wat is uw geslacht?

- Man
- Vrouw

2. Wat is uw leeftijd?

..... jaar

3. Wat is uw hoogst voltooide opleiding?

- Geen opleiding
- Lager onderwijs
- Secundair / middelbaar onderwijs
- Hoger onderwijs buiten de universiteit (hogeschool)
- Universitair onderwijs
- Geen antwoord / wil niet zeggen

4. Doet u doorgaans de boodschappen (voor uzelf of uw huishouden)?

- Ja
- Neen

5. Wat is uw nationaliteit?

- Belgisch
- Nederlands
- Anders, namelijk.....

6. Wat is uw moedertaal?

- Nederlands
- Frans
- Anders, namelijk.....

Nogmaals bedankt voor uw medewerking! Als u opmerkingen heeft, kunt u deze hieronder invullen.

Opmerkingen:

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