

The Effects of Motives and Impact on Perceived Reputation in Corporate Stories

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Abstract

With the increasing attention of corporations for Corporate Social Responsibility (CSR), this article describes a 2 x 3 between-subjects experimental design, with a sample size of N=172, that focuses on the effects of motives and impact within CSR in corporate stories on scepticism, purchase intention, credibility and perceived reputation (consisting of corporate ability and CSR). CSR is manipulated on both motives (intrinsic, extrinsic and a combination of both) and impact (high and low) to examine the effects of these variables on the way potential consumers view a company. It was expected that scepticism, purchase intention, credibility and perceived reputation would be influenced by the different motives and impact of CSR. Results show that only motives resulted in significant change on scepticism and CSR. The other variables were not significantly affected by motives and/or impact. This research ends with the discussion and implications of its findings.

Keywords: *corporate social responsibility, motives, impact, environment, consumers, corporate story*

Introduction

Traditionally, consumers' main care about companies used to be the quality of their products, getting value for money and a good financial performance (Dawkins & Lewis, 2003). However, times change and these demands have changed with it (Dawkins et al., 2003). At the moment Corporate Social Responsibility (CSR) is considered rather important. Companies for whom CSR is part of their activities focus on giving back to society. CSR is defined as: "corporate social responsibility associations reflect the organization's status and activities with respect to its perceived societal obligations" (Brown & Dacin 1997, p. 68). It is found that positive CSR associations can be beneficial to product evaluations (Brown et al., 1997) and, that CSR initiatives will positively influence company evaluations (Sen & Bhattacharya, 2001). Examples of CSR are: the way the company treats its employees, how involved it is in the community and how it deals with ethical and environmental issues (Dawkins et al., 2003). Perceived responsibility is named by Dawkins and Lewis (2003) as having a great influence on the perception of the company. Should CSR be effective in positively influencing the perceived company reputation, companies will be able to benefit from it with a more favourable reputation.

In the present research the focus will be on CSR and how consumers' perception of CSR can be influenced by the motives and impact of an organization (Du et al., 2010) measured by scepticism, purchase intention, credibility and perceived reputation (consisting of corporate ability and CSR).

There are different ways in which CSR can be communicated. However, in this research the communication of CSR is expressed through corporate stories. Corporate stories are chosen for being able to convey the organisations' core values and to position themselves with regard to the competition (Van Riel, 2003). Will an organization benefit from its implementation of CSR, it will have to communicate about it to its (potential) consumers. While this may seem beneficial to the company, it is possible that this communication can lead to problems (Dawkins et al., 2003). For, why would profit-focussed companies undertake any CSR projects? One of the issues when it comes down to communication of CSR activities is that consumers may become sceptical towards the communication (Du et al., 2010). Balancing various efforts, such as profit and CSR, prove to be difficult for many organizations (Mohr & Webb 2005). This becomes even more difficult, since people do expect companies to give back to society, yet at the same time, they feel that this is not something the organization should be very forward about (Morsing, Schultz & Nielsen, 2008). Another problem is that consumers are not very aware of CSR activities, their knowledge about it tends to be low (Du et al., 2010). This creates discrepancy between informing consumers with low knowledge on the CSR activities undertaken by the organization, yet at the same time, not being able to express this too explicitly. The problem that may arise from it is that consumers tend to become suspicious of possible ulterior motives (Du et al., 2010). The suspicion that an organization might have ulterior motives can result in more negative company evaluations (Forehand & Grier, 2003). Therefore, when communicating about CSR issues, the possibility of suspicion towards the company and its reasons as to why they are involved, should be kept

in mind to keep consumer scepticism to a minimum (Du et al., 2010). This research contributes to the literature by examining the effects of both motives and impact together on scepticism, purchase intention, credibility and perceived reputation through CSR in corporate stories. Results indicate only a significant change on scepticism and CSR through motives. The other variables were not significantly affected by motives, impact nor was there an interaction effect between motives and impact.

Corporate Story

A corporate story is called the “binding plea behind the organization” (Rijna & Van der Jagt, 2004, p. 16). Stories have been used in order to convey information for centuries, it is a tradition (Rijna et al., 2004). This tradition can be used in the form of a corporate story for the corporation to create a link with the consumer, it should connect to them (Hatsch & Schultz, 2003).

A corporate story has to suffice to a number of demands in order to create a beneficial reputation and image (Vendelø, 1998). It is important that credibility is kept high, because without it, it will be difficult to build a positive image (Vendelø, 1998). Next, focussing on the consumer and informing them on what they want to know about the company, is something the company should adapt to (Vendelø, 1998). Finally, the corporate story should make it clear what it is the organization does and what they plan to do in the future, with this, this means that they should emphasize how they expect to achieve and realise that goal (Vendelø).

Corporate stories can very well be used to inform others about CSR activities. The company reputation can be of positive influence in the way products or services are being judged by the customer and how future possibilities are being viewed (Vendelø, 1998).

Dependent variables

The corporate stories will be measured on a number of dependent variables. First of all scepticism. As mentioned previously, scepticism is a potential problem when communicating CSR. Second, purchase intention is measured as well, referring to the likelihood the consumer intends to buy from the company. Third, in order to determine whether credibility increases when scepticism decreases, credibility is added as a dependent variable. Fourth, reputation is a complex variable and consists of a number of dimensions (Fombrun, Gardberg, & Sever, 2000). Fombrun et al. (2000) see reputation as a combination of six items, social and environmental responsibility (CSR), emotional appeal, products and services (corporate ability), vision and leadership, workplace environment and financial performance (Fombrun et al., 2000). For this research, corporate ability and CSR are chosen because corporate ability and CSR can influence how products are evaluated by consumers (Brown et al, 1997) and

because of the increase of attention for CSR and the way the company makes and delivers its products (corporate ability), both are measurable for a fictitious company, the other items of reputation are more suited for measuring for an actual corporation. There are four control variables; perceived fit, environment, philanthropy and purchase and recycling. The perceived fit between the organization and the CSR policy are being kept the same across the conditions. In this case a high fit was used, which means that there is a clear connection between the company and the CSR activity. The other three control variables will check whether peoples' preconceived ideas about environment, philanthropy and recycling influence the evaluation of the company.

Motives

There seems to be friction between a profitable corporation that at the same time is active in CSR. These contradictions are thought to produce scepticism among consumers. Therefore, the effects of motives are in this research. When communicating CSR, a company will add information about why they support CSR. The organization can refer to motives that benefit the organization or motives that benefit society. Certain motives can be interpreted as being altruistic, whereas others may be interpreted as being for the company's own benefit. In order to distinguish between the companies' own benefits and altruistic motives, we will follow the classification of motives of Du et al. (2010) who have differentiated motives into intrinsic and extrinsic motives.

First, intrinsic motives, according to Du et al. (2010) refer to a sincere interest and attention towards CSR with no ulterior motives present in the motives of giving back to society. The CSR cause that is presented is given honest attention. Time and finances are purely utilized in order to benefit this specific cause. These types of motives are positive and beneficial to the project. Since the organisation portrays the CSR activity as genuine, it is expected that it will have a positive impact on the company's perceived reputation. Since we like to examine the differences between responses of consumers based on different motives, the first research question refers to the expectation of the effects of intrinsic motives. Therefore, it is expected that these kinds of motives will result in a positive evaluation of the company, as it is honest and lacks ulterior motives. This results in hypothesis H1a. *A corporate story with intrinsic motives will result in a higher purchase intention, a higher credibility, a higher perceived reputation and lower scepticism than a corporate story with extrinsic motives (expectations from third parties).*

However, there is a possible problem. Which is that intrinsic motives can be interpreted as being deceptive for the following reason: most companies only inform consumers about intrinsic motives, while consumers are well aware that an organization is not solely interested in CSR for the benefit of the society, but also to benefit themselves. This leads to consumers feeling deceived, resulting in scepticism (Forehand et. al., 2003).

Second, extrinsic motives are mainly used by corporations to raise their profile (Du et al., 2010). Using CSR in this way means that the reason to give back is to make sure it will reflect well on the company and give them a reputation boost. This way, projects are used with the intent to benefit from it, while the project itself is of secondary importance. The second research question relates to the expectations of how extrinsic motives will be interpreted. Since it is solely used for the company's own benefit, it is expected that consumers will react more negatively to these intentions. This results in hypothesis H1b. *A corporate story with an extrinsic motive will result in a lower purchase intention, a lower credibility, a lower perceived reputation and higher scepticism than a corporate story with the combination of in- and extrinsic motives and intrinsic motives.*

Finally, it is possible to combine the two kinds of motives, by acknowledging the existence of ulterior motives. Forehand et al. (2003) have found that when extrinsic motives are admitted next to the intrinsic motives, a company will enhance its credibility on behalf of its CSR projects and at the same time will improve its generosity. As research, conducted by Forehand et al. (2003), has shown, it might be beneficial to acknowledge extrinsic motives next to intrinsic ones, since companies that admit the existence of firm-serving motives do not suffer from negative evaluations. The combination of intrinsic and extrinsic motives combines the sincerity of the intrinsic motives and the honesty of acknowledging the presence of company benefits, it is expected to do better than just intrinsic and just extrinsic motives. This results in hypothesis H1c. *A corporate story with a combination of in- and extrinsic motives will result in a higher purchase intention, a higher credibility, a higher perceived reputation and lower scepticism than a corporate story with intrinsic motives and a corporate story with extrinsic motives.*

Societal impact

Another aspect expected to be of influence besides motives, is the impact of the CSR project itself. Impact is defined as focussing on the output of the CSR activities, the gain that the project has cultivated (Du et al., 2010). This can be measured in, among others, money that has been donated, or the number of people that have benefitted from the CSR activity (Du et al., 2010). Ultimately, its effects should be demonstrable, and it is this demonstrable output that is one of the aspects that will be used to determine its influence on the perceived reputation of the organisation. It is found that impact has a positive effect on the company evaluation and positively influences consumer purchase intention (Mohr et al., 2005). Expected as well is a connection with scepticism; the CSR message is expected to be viewed less sceptical when impact is explained in detail (Pomering et al., 2009). Specifying impact will give consumers the opportunity to distinguish between sincere organizations and those that intent to profit from it themselves (Pomering et al., 2009).

Since impact is expected to influence the way consumers will interpret the motives and intentions of an organization, the effects of impact will be measured in this research. This

leads to hypothesis H2. *A corporate story with a high impact will result in a higher purchase intention, a higher credibility, a higher perceived reputation and a lower scepticism than a corporate story with a low impact.*

Pre-test

Since it is expected that corporate stories inform consumers well about companies, this type of text is examined next to a standard web text in order to check whether there is a significant difference between the use of a corporate story and a web text.

Many company websites make use of the third-person view (Janssen, Van Daltsen, Van Hoof & Van Vuuren, 2012). When looking into the corporate stories on electrical company websites many write their core values from a "we"-perspective. Therefore, two corporate stories are tested, one with a "we"-perspective and one with a third-person perspective. In order to determine which text is best to present potential consumers with the information about the CSR of the organisation, a pre-test is being used. These results will be used in the main study. It is expected that (potential) customers will prefer one of the two corporate stories over the normal web text. The website text includes basic information about the company and its CSR efforts, but does not include detailed information about its project. The two corporate stories are more detailed, using metaphors and quotations, which are missing in the web text. It is expected that the corporate stories will result in better scores on credibility, purchase intention, perceived reputation and a lower score on scepticism than the basic web text. The research question for the pre-test is as follows: *The corporate stories will result in a more favourable perceived reputation of the company than the web text.*

Design

In order to research the best way to present the participants with the CSR information, three different versions (a corporate story written in the third-person, a corporate story from a "we"-perspective and a standard web text) of the same text were written. It was decided that the stories would involve a fictitious organization in order to prevent the influence of prior knowledge (Kamalski, Sanders & Lentz, 2008). This means that it was important for the story to be clear and coherent.

The corporate stories consisted of around 400 to 600 words (this is the proposed number of words for a corporate story according to Van Riel, 2003). Janssen et al. (2012) have researched the aspects that should be incorporated in a corporate story as described in literature and have compared this with actual corporate stories in order to determine which literary techniques are being applied in practise. They concluded that, among others, certain aspects were well represented: readers were not addressed directly in the majority of the corporate stories and little over half of all researched corporate stories used the third-person approach (Janssen et al., 2012). Illustrations were present in a great deal of the stories (82,1%, and 51,5 % of stories used photographs) and colour matched the corporate design, which was present in all stories (Janssen et al., 2012). The suggested structure of Rijna et al. (2004) was only present in 24,4% of the corporate stories researched (Janssen et al., 2012). Core activities

were presented 93,3% of all cases and a vision of future endeavours in 37,8% of the cases (Janssen et al., 2012). Other aspects present were titles, headlines, paragraphs, metaphors and examples (Janssen et al., 2012). The literary techniques used for the creations of these two corporate stories were based on this study.

The two corporate stories and web text followed the history, present, future timeline of Rijna et al. (2004). Both corporate stories used illustrations and colours aligned with corporate design. Arguments were present as were titles, headlines, paragraphs and examples. Table 1 shows which aspects were used in which condition. Each story told about the founding of the company, adjectives were used to make descriptions clear. The content was the same; each text told the history of the company, the present and future endeavours. Core values were mentioned and the CSR project of environmentally friendly transportation was described.

The web text was a plain text, informing the reader about the company history, the present and the future and the same headlines, core values and core activities, titles and paragraphs were used as with the two corporate stories, illustrations and colour from the corporate design, but none of the other aspects mentioned above from the research of Janssen et al. (2012) were present. The difference between the corporate stories and the web text is that the web text is more factual and business-like than the other two. By use of metaphors and adjectives, the corporate stories become more stories rather than just a statement of facts.

Table 1. Literary aspects of the three stories in the pre-test.

	Web text	CS Third person reference	CS Self-reference ("we")
Content			
Not addressing the reader	x		
Third person		x	
Self-reference ("we")			x
Arguments present		x	x
History, present, future timeline	x	x	x
Core values	x	x	x
Core activities	x	x	x
Future endeavours	x	x	x
Examples		x	x
Metaphors		x	x
Adjectives (positive)		x	x
Layout			
Illustrations	x	x	x
Colour from corporate design	x	x	x

Each condition was presented in the same manner: each had the same layout; images were used, as was a quote from the director, which was enlarged and repeated in the sidebar to stand out. At the same time, the website layout also consisted of a company header with a corporate design. The stories were made to look like web pages with navigation buttons at the

top of the page. Headlines were identical and consisted of the following: “history”, “services”, “vision” and “ambition: electronic vehicles”.

In this research, scepis has been measured to determine how the corporate story or web text affect the level of scepis participants perceive from the corporate story. Purchase intention will give an indication of the influence the corporate story has on the intention of the reader to purchase the product. Credibility was expected to increase when scepis decreased and vice versa, considering high scepis would not go hand in hand with a high credibility of the company. Reputation was divided into two sub-constructs: corporate ability and Corporate Social Responsibility. Corporate ability refers to how well a company produces its products or what the quality is of their services (Brown et al., 1997). CSR has to do with what social issues are important to the organization, which can influence the evaluation of the company (Brown et al., 1997).

Sample

The total number of participants for the pre-test was 66, divided over three groups. The number of participants of the third-person corporate story was 23, for the web text, 22 participants and for the “we”-perspective there were 21 participants. The demographics of the sample are shown in Table 2. 72,2% of participants were between the ages of 18-25 and 95% were of the age of 18-30. Most of the participants were students (75,8%). There is a big difference in numbers between men (26,6%) and women (73,4%). Most participants have a university education 34,8%, and 27,3% have a VWO education, for HBO this is 25,5% and 12,1% listed their education as “other”.

Students (mainly of the University of Twente) have been approached to participate in this research. This group of people were easily reached and will make for a homogeneous group, which will keep the demographic factors will as equal as possible.

In order to conduct this, a number of three different corporate stories were written about a fictitious company called “EnergyInternational”. The reason is that using a well-known company would mean that respondents would be influenced by prior knowledge of the organization. EnergyInternational is an organization that provides electricity. This was chosen because it is a product everyone needs.

Table 2. Age, Profession, Sex and Education of the sample (N=66)

	N	%
Age		
18 - 25	48	72.7
25 - 30	15	22.7
30 - 40	2	3
40 - 50	1	1.5
Profession		
Student	50	75.8
Working	13	19.7
Intern	3	4.5
Sex		
Man	17	25.8
Woman	47	71.2
Missing	2	3
Education		
VWO	18	27.3
HBO	17	25.8
WO	23	34.8
Other	8	12.1

Instrument

The questionnaire consisted of closed questions. It was presented in an online survey. The online distribution made it possible to have the stories distributed randomly. It was not made possible for the participants to return to the text once they had started the questionnaire, in order to ensure that participants gave their initial thoughts about the company rather than pondering and rereading the assigned text before answering the questions.

The variables that were measured in the pre-test were; scepticism, purchase intention, credibility and perceived reputation. Reputation consisted of corporate ability and corporate social responsibility. Perceived fit was used as a control variable. Unless otherwise mentioned, answers were measured on a 7-point Likert scale (1= completely disagree; 7= completely agree), to get the best differentiation for a complex aspect such as reputation. Questions were adapted to suit the story, by adding the name of the fictitious organization to the questions.

Scepticism

Scepticism was measured with 8 items, based on questions used by Mohr, Eroglu and Ellen (1998) and Obermiller and Spangenberg (1998). The Cronbach's alpha was .79. An example of the statements is: *Most corporate social responsibility claims made in this corporate story are true.*

Purchase intention

Purchase intention was measured with 4 items, based on questions used by David, Kline and Dai (2005) en Dodds, Monroe & Grewel (1991). This was measured with a scale ranging from completely disagree to completely agree and from very improbable to very probable. Answers were measured on a 7-point Likert scale (1= very unlikely ; 7= very likely). The Cronbach's alpha was .89. One example of the statements all participants were asked to answer is: *How likely is it that you would buy products from EnergyInternational?*

Credibility

Credibility was measured with 4 items, based on questions used by Becker-Olsen, Cudmore & Hill (2006). The Cronbach's was .81. One example of the statements all participants were asked to answer was: *EnergyInternational is a firm I can trust.*

Perceived Reputation

Perceived reputation was divided into two sub constructs: corporate ability and Corporate Social Responsibility. This division was made since reputation is a very complex variable, consisting of six dimensions (Fombrun, Gardberg & Server, 2000). For this research we focus on two of those: corporate ability and CSR. Perceived reputation was measured with 6 items (three questions to measure corporate ability and three to measure CSR), based on questions used by Fombrun et al. (2000) en Walsh & Beatty (2007). The internal consistency of corporate ability and CSR was problematic, this can be viewed in Table 3. The first three questions were expected to measure corporate ability and the final three CSR. Because the questions did not correlate as expected, it was decided that for the pre-test reputation would be measured as a whole. Its Cronbach's alpha is .66. This is being increased by deleting the items "EnergyInternational would reduce its profits to ensure a clean environment" and "EnergyInternational supports good causes". This brings the Cronbach's alpha to .74 with 4 items. One example of the statements all participants were asked to answer was: *EnergyInternational stands behind its products and services.*

The pre-test has made it possible to test the measurements of the dependent variables and to make adjustments for the main research. This has led to adjustments regarding the measurement of the sub-constructs corporate ability and CSR, the pre-test has used reputation as a whole. In the main research, questions have been added in order for the sub-constructs to be measured separately.

Table 3. Summary of exploratory factor analysis results for reputation (N=66)

Item	Factor loadings	
	CA	CSR
EI stands behind products and services	0.58	
EI develops innovative products/services	0.74	
EI offers high quality	0.75	
EI would reduce profit		0.60
EI is environmentally conscious	0.73	
EI supports good causes		0.65
Percentage of variance	81.07	18.93

Note: only factor loadings above .5 are shown

Perceived Fit

The control variable perceived fit was measured with 3 items, based on questions used by Lafferty (2007). This question was measured by a scale ranging from completely incompatible to completely compatible, from not a logical choice at all to a very logical choice and from not credible at all to very credible. Answers are measured on 3 7 Likert-scales (1= very incompatible, 7= very compatible; 1= doesn't make sense 7= makes sense; 1= not believable at all , 7= very believable). The Cronbach's alpha is .76. One of the statements was: *I feel the partnership between EnergyInternationaal and the promotion of electronic vehicles is...*

Procedure

Participants were approached either by e-mail or in the computer rooms of the University of Twente and asked whether they would like to participate. The topic of the research was explained (corporate social responsibility) and they were informed that participation would take about ten minutes. Participants were required to read a text and complete the questionnaire. They were free to participate and finish the questionnaire at a time that suited them. They were given a small note containing the subject of the research (CSR) and the link to the online survey. Participants read one of the corporate stories or the web text (they were randomly assigned to one of the conditions) and answered the accompanying questions. Participants were rewarded for their commitment to the research in advance with a candy bar.

Results

In order to determine whether the condition of the web text and the two corporate stories were of influence on the way the dependent variables were judged, an ANOVA test was executed.

Sceptis results show $F(2, 63) = 0.63, p=0.53$, which means that there are no significant differences between the three conditions. Therefore, the condition does not influence the level of sceptis indicated by the participants. For purchase intention, the ANOVA shows $F(2,63) = 6.57, p= 0.00$. This means that the condition does influence the purchase intention. For credibility, $F(2,63)= 0.42, p=0.66$. Therefore there is no reason to assume that there are significant differences between the conditions for credibility. The ANOVA for perceived reputation has found $F(2,63) = 1.16, p=0.32$. Therefore, perceived reputation is not influenced by the condition of the text or corporate story. Perceived fit is rated differently across the three conditions $F(2,63)= 3.17, p= 0.05$

The post-hoc LSD test results indicate that only purchase intention and perceived fit were significantly influenced by the conditions. Purchase intention had a significant effect between the third person condition ($M= 2.98, SD= 1.22$) and the web condition ($M= 4.11, SD= 0.93$), $p= 0.00$. The third person condition also significantly differences from the “we”-condition ($M= 3.80, SD= 1.08$), $p= 0.02$. Perceived fit has shown a difference between the third person condition ($M= 4.75, SD= 0.89$) and the web condition ($M= 5.32, SD= 0.85$), $p= 0.03$. At the same time there has been a significant difference detected between the third person condition and the “we”-condition ($M=5.25, SD= 0.71$), $p= 0.05$. This means that the third-person condition has received the least favourable evaluation on both purchase intention and perceived fit. There is no significant difference between the web and “we”-condition for purchase intention ($p= 0.34$) and neither is there a significant difference between the web and “we”-condition for perceived fit ($p= 0.80$).

A linear regression was used to determine whether demographics influenced the dependent variables. Results show that that none of the demographics have influence on any of the dependent variables.

This means that the research question for the pre-test, *the corporate stories will result in a more favourable perceived reputation of the company than the web text*, is partially supported. It has turned out that the third-person perspective was rated lowest by the participants. There was no significant difference found between the web text and the “we” –perspective. Therefore the way the consumer is addressed seems to separate one corporate story from the other. It can be said that the “we”-perspective of the corporate stories does better, however there is no evidence to claim that the “we”-perspective does better or worse than the standard web text.

Conclusion

None of the three conditions (third person, web text, “we”- perspective) has had a significant influence on scepticism, credibility or perceived reputation, but there is significance between the condition and the purchase intention and the perceived fit. Purchase intention is higher for the web text and the “we”- perspective than it is for the third-person condition. For perceived fit, the same results apply: the purchase intention is higher for both the web text and the “we”- perspective in comparison with the third-person condition. These results lead to dismissing the use of the third-person condition as the version used to inform the participants about the organisations CSR efforts in the main study. Both the web text and the “we”- perspective are possibilities. Since there is no significant difference between the two, the corporate story with the “we”- perspective is used for the main research since there are clear guidelines as to what incorporates a corporate story. This gives the opportunity to check whether all conditions contain the same elements, and therefore diminishing any disparities.

Main Study

Design

This research uses a 3 (motives: intrinsic, extrinsic, combination) x 2 (impact: high and low) between-subjects experimental design.

All six of the corporate stories focused on the company's CSR project for promoting electrical vehicles. The impact was adjusted on high and low and motives were manipulated on intrinsic, extrinsic and a combination of those two motives, in which companies admitted that they benefitted from the project as well and that they did not endorse them solely for the benefit of others.

Examples of the manipulations are shown in Table 4.

Table 4. Examples of motives and impact

Examples of motives	
Intrinsic	“This is being vocalized by our director Marcel Jacobs: “We as an organization are in the midst of a strongly changing society and we feel it is our obligation to act in a responsible manner. This way, we provide a maximum contribution to the improvement of durability and a better environment”.
Extrinsic	“This is being vocalized by our director Marcel Jacobs: In order to participate with the increasing competition, we have to be a healthy organization with a profitable character. Therefore, we find it important to live up to the expectations of our stakeholders when it comes to profitability, durability and environment”.
Combination	“This is being vocalized by our director Marcel Jacobs: “We as an organization are in the midst of a strongly changing society and in order to participate with the increasing competition, we have to be a healthy organization with a profitable character, with which we live up to the expectations of our stakeholders. At the same time, we feel that it is important to act in a responsible manner and with that to provide a maximum contribution to durability and environment”.
Examples of impact	
High	“1 million electrical cars lead to a decrease of CO ₂ emissions that equals the annual energy use of 1,2 million households. When this energy is generated in a durable way, this saving equals that of 1,8 million households. This is possible because electronic vehicles are twice as efficient as conventional transportation”.
Low	“This way, we also provide indirectly to the contribution of the reduction of CO ₂ emissions”.

The three different motives are combined with the two kinds of impact into 6 corporate stories. These conditions are labelled as follows: intrinsic x high, extrinsic x high, intrinsic x low, extrinsic x low, combination x high and combination x low. Motives referred in intrinsic conditions to the benefit of the environment and for extrinsic conditions, motives were presented as something the organisation was expected to do and a way to keep up with their competitors. Impact was manipulated by adding numbers describing the amount of energy that would be saved with the used of electrical vehicles.

Sample

For the main study the total number of respondents was 208, of which 172 questionnaires were usable, since not all questionnaires were fully completed. Each condition had at least 25 filled out questionnaires. Table 5 shows an overview of the number of participants per condition.

Table 5. Number of participants for each condition (N=172)

Intrinsic x High	Extrinsic x High	Intrinsic x Low	Extrinsic x Low	Combination x High	Combination x Low	Total
27	32	27	32	27	27	172

Table 6 shows that the age-group of 18-25 consists of 85% of all participants (N= 146) and the participants of 18 through 30 consist of 97,7% (N= 167) of the total number of participants. The percentage of students is 86% (N= 148), and 5,2% (N= 9) of the participants are working on an internship. The division of men and women is skewed: 45,9% (N= 79) of participants are men and 52,9% (N= 91) are women, of two participants these results are missing. Of all participants, 49.4% (N= 85) study at higher education.

Table 6. Age, profession, sex and education of the sample (N=66)

	Frequency	Percentage
Age		
18 - 25	146	84.9
25 - 30	21	12.2
30 - 40	2	1.2
40 - 50	0	0
50 - 60	2	1.2
Missing	1	0.6
Profession		
Student	148	86
Working	15	8.7
Intern	9	5.2
Sex		
Man	79	45.9
Woman	91	52.9
Missing	2	1.2
Education		
Havo	7	4.1
VWO	71	41.3
HBO	37	21.5
WO	48	27.9
Other	9	5.2

Instrument

First of all, the corporate stories were written from the “we”-perspective and had, just as in the pre-test, the same uniform layout. Its structure was the same in each condition. Motives and impact were inserted as described in the design.

Since there were problems with the internal validity of reputation in the pre-test, additional questions were introduced to both corporate ability and corporate social responsibility to the ones that were already mentioned in the pre-test. Corporate ability was extended with the question: *EnergyInternational is a strong and reliable company* (Walsh et al., 2007). The questions added to corporate social responsibility were: *EnergyInternational maintains high standards in the way it treats people* (Fombrun et al., 2000) and *EnergyInternational seems to make an effort to create new jobs* (Walsh et al., 2007). *EnergyInternational seems to support good causes* (Walsh et al., 2007) was added to CSR as well. The pre-test did not include all questions from Walsh et al. (2007) and Fombrun et al. (2000). Since the questions from the pre-test did not reflect well for corporate ability and CSR separately, the additional questions were added from these articles, therefore making a separate evaluation of corporate ability and CSR possible.

The other measures were used exactly as they were in the pre-test: scepticism, purchase intention, perceived reputation and perceived fit were measured as in the pre-test. Additional control variables were added for environment, philanthropy and purchase and recycling.

Dependent variables

Scepticism had a Cronbach's alpha of .84 with 8 items. The Cronbach's alpha for purchase intention is 0.92, measured with four items. Credibility had an alpha of $\alpha = .83$. This item consists of 4 questions. For corporate ability (CA) the alpha was .82, with 4 items and for Corporate Social Responsibility the internal consistency is .75 with 6 items. Together CA and CSR measure reputation, with an internal consistency of .85 and a total of 10 items.

Control variables

Perceived fit was, just as for the pre-test, a control variable. Added to this were environment, philanthropy and purchase and recycling. The Cronbach's alpha for perceived fit is .79.

Support for the environment was measured with 3 items, based on questions used by Mohr and Webb (2005). This was measured on a 5 point Likert-scale ranging from never to always. The Cronbach's alpha for this item was .73. One example of the statements all participants were asked to answer was: *Companies should make every effort to reduce the pollution from their factories.*

Support for philanthropy was measured with 2 items, based on questions used by Mohr and Webb (2005). This was measured with a 5 point Likert-scale ranging from never to always. The Cronbach's alpha for this item was .70. One example of the statements all participants were asked to answer was: *Companies should regularly make donations to charity.* The alpha for philanthropy was quite below the level of .70, although it is not uncommon to keep a minimum level of .60 in social sciences. However, deleting "Organization acknowledges volunteer work" the alpha resulted in $\alpha = .70$.

Purchase and disposal was measured with 7 items, based on questions used by Mohr and Webb (2005) and were adapted to the text. This was measured with a 5 point Likert-scale ranging from never to always. The Cronbach's alpha for this item was .81. One example of the statements all participants were asked to answer was: *I recycle, and when given a chance, I switch to brands where a portion of the price is donated to charity.*

Procedure

Students (of the University of Twente and others) have been approached to participate in this research, either through e-mail or in person in the computer rooms of the university. They were asked to participate in a research regarding corporate social responsibility and would be required to read a text and complete a questionnaire and to subsequently answer accompanying questions. They either made the test then and there, or did this at a later time that suited them better. Questions they had about the nature of the research were answered, but not during the assignment, as most people chose to participate at a later time. They were given a small note explaining the research subject and providing the link to the website where they could enter questionnaire. Participants read one of the six corporate stories and answered its accompanying questions. It was not possible for participants to return to the text after reading it, this way their responses were a first impression of the company, rather than a receptive reading exercise. Those willing to participate were rewarded beforehand with a candy bar of choice.

Results

A MANOVA test was used in order to test the data for significant differences between the groups. Results are shown in Table 8.

Table 7. Multivariate Analysis of Variance (MANOVA) results

Source	Wilk's λ	df	F	p	partial η^2
Motives	0.85	12	2.33	0.01	0.08
Impact	0.99	6	0.39	0.88	0.01
Motives x Impact	0.92	12	1.21	0.28	0.04

The Effects of Motives and Impact on Perceived Reputation in Corporate Stories

Table 8. Analysis of variance (ANOVA) results

Source	Sum of squares	df	F	p	Partial η^2
A. Analysis of variance for scepticism					
Motives	5.20	2	2.92	0.06*	0.03
Impact	0.99	1	1.11	0.29	0.01
Motives x Impact	4.24	2	2.38	0.1	0.03
Error	147.12	165			
Total	2902.79	171			
B. Analysis of variance for purchase intention					
Motives	6.39	2	2.07	0.13	0.02
Impact	0.44	1	0.28	0.60	0.00
Motives x Impact	2.50	2	0.81	0.45	0.00
Error	254.46	165			
Total	1970.03	171			
C. Analysis of variance for credibility					
Motives	1.14	2	0.59	0.56	0.01
Impact	1.22	1	1.27	0.26	0.01
Motives x Impact	3.95	2	2.05	0.13	0.02
Error	154.14	165			
Total	164.85	171			
D. Analysis of variance for corporate ability					
Motives	1.01	2	0.54	0.59	0.01
Impact	0.86	1	0.92	0.34	0.01
Motives x Impact	2.34	2	1.26	0.29	0.02
Error	154.14	165			
Total	3438.88	171			
E. Analysis of variance for CSR					
Motives	3.58	2	2.35	0.1*	0.03
Impact	0.00	1	0.00	0.95	0.00
Motives x Impact	0.48	2	0.32	0.73	0.00
Error	125.78	165			
Total	3057.1	171			
F. Analysis of variance for reputation					
Motives	2.29	2	1.69	0.19	0.02
Impact	0.16	1	0.24	0.63	0.00
Motives x Impact	0.63	2	0.47	0.63	0.01
Error	111.6	165			
Total	3181.59	171			

** $p \leq 0.05$, * $p \leq 0.10$

The MANOVA test has shown that motives are significant ($p= 0.01$), whereas impact ($p= 0.88$) and the interaction between motives and impact ($p= 0.28$) were not significant. The ANOVA, shown in Table 8, indicated a statistically significant difference between motives on scepticism, $F(2,165)= 2.92$, $p= 0.06$ and CSR, $F(2, 165)= 2.35$, $p= 0.01$). This meant that hypothesis 2 was not supported. There was no significant influence found for the suggestions that a high impact would result in a higher evaluation and a lower scepticism than a low impact would. In fact, impact did not show any significant influence. This is also confirmed by the partial η^2 , impact and motives x impact show no effect, 0.00% of CSR is explained by impact or the interaction between impact and motives.

Table 9. Post-Hoc LSD results

	Motives	Motives	p
Scepticism	Intrinsic	Extrinsic	0.09*
		Combination	0.54
	Combination	Extrinsic	0.02**
CSR	Intrinsic	Extrinsic	0.67
		Combination	0.04**
	Combination	Extrinsic	0.09*

** $p \leq 0.05$

* $p \leq 0.1$

The Post-Hoc LSD test (Table 9), together with the means and standard deviations (Table 10), lead up to the testing of the hypotheses. For scepticism, it was indicated that there was a significant influence of motives on scepticism between the intrinsic. The intrinsic condition ($M= 3.93$, $SD= 0.99$) resulted in a lower scepticism ($p= 0.09$) than the extrinsic condition ($M= 4.23$, $SD= 0.93$). This would support H1a on the expectations of scepticism that the intrinsic condition results in lower scepticism than the extrinsic condition.

CSR has shown a significant difference between the intrinsic condition and the combination condition ($p=0.04$) and a significant difference between the extrinsic and combination condition ($p= 0.09$). As shown in Table 10, the combination condition ($M= 4.36$, $SD= 0.73$) is rated higher for CSR than the intrinsic condition ($M= 4.00$, $SD=0.96$). The combination condition ($M= 4.36$, $SD= 0.09$) was rated more favourably than the extrinsic condition ($M= 4.07$, $SD= 0.88$). However, H1a expected that the intrinsic condition would do better than the extrinsic condition on CSR, but results found no significant difference between the two.

Therefore, H1a was partially supported. The intrinsic condition did result in a lower scepticism than the extrinsic condition. However, there was no evidence to prove that the intrinsic condition resulted in a higher CSR than the extrinsic condition. Results did indicate that the combination condition lead to a higher CSR than both the intrinsic and extrinsic conditions.

Scepsis was also shown to be lower in the combination condition (M= 3.84, SD= 0.94) than in the extrinsic condition (M= 4.23, SD= 0.93). Keeping in mind that scepsis was lower in the extrinsic condition, it proved the expectations of scepsis in H1b, that the extrinsic condition would result in a higher scepsis than the combination and extrinsic conditions.

As indicated above, it has been proven that the extrinsic condition results in a lower CSR than the combination condition. However, there was no evidence to support the expectation that the intrinsic condition was rated more favourably than the extrinsic condition, as suggested in H1b.

Therefore, H1b was partially supported. Scepsis was lower in the combination condition than in the extrinsic and intrinsic condition and CSR was lower for the extrinsic condition in comparison to the combination condition, but this was not proven for CSR the intrinsic condition.

For the final hypothesis, it is proven that the combination condition resulted in a lower scepsis than the extrinsic condition, but this was not proven in comparison to the intrinsic condition. For CSR it was proven that the combination condition results in a higher score than both the intrinsic and extrinsic conditions.

Therefore, H1c is partially supported. It has been proven that the combination condition results in lower scepsis when compared to the extrinsic condition and that it results in a higher CSR compared to both intrinsic and extrinsic conditions. For scepsis there was no evidence to support the claim that the combination condition resulted in lower scepsis than the intrinsic condition.

Table 10. Means for scepsis and CSR for motives

Motives	Scepsis		CSR	
	M	SD	M	SD
Intrinsic	3.93	0.99	4.00	0.96
Extrinsic	4.23*	0.93	4.07	0.88
Combination	3.84	0.94	4.36*	0.73

*p≤0.1

In order to determine whether the co-variables perceived fit, environment, philanthropy, purchase and recycling were of influence on the results of the variables in relation towards the independent variables “motives” and “impact”, a MANCOVA was used.

Table 11. Multivariate Analysis of Variance (MANCOVA) results (N= 169)

Source	Wilk's λ	df	F	p	partial η^2
Perceived fit	0.00	6	17.00	0.00	0.40
Environment	0.97	6	0.84	0.54	0.03
Philanthropy	0.93	6	1.84	0.10	0.07
Purchase and Recycling	0.91	6	2.46	0.03	0.09
Motives	0.84	12	2.36	0.01	0.08
Impact	0.99	6	0.33	0.92	0.01
Motives x Impact	0.93	12	1.01	0.44	0.04

The MANCOVA results, shown in Table 11, made it clear that perceived fit is significant: $F(6, 154)= 17.00, p=0.00$. Environment was proven not significant: $F(6,154)= 0.84, p= 0.54$. Philanthropy was significant $F(4, 154)= 1.84, p= 0.10$ and Purchase and Recycling was significant as well $F(4, 154)= 2.46, p= 0.03$.

The ANOVA results in Table 12 show that perceived fit was significant for scepticism, purchase intention, credibility, corporate ability, CSR and perceived reputation ($p=0.00$ for all of these variables). Philanthropy shows to influence scepticism ($p= 0.02$) and purchase intention ($p= 0.01$). Purchase and Recycling has proven to be of influence on all dependent variables, it affects scepticism, corporate ability, CSR and perceived reputation ($p\leq 0.05$) and purchase intention and credibility ($p\leq 0.10$).

Parameter estimates indicated for perceived fit, that scepticism $\beta= -0.42, p=0.00$. This means that when perceived fit increases, scepticism decreases. When perceived fit increases, purchase intention will increase $\beta= 0.52, p=0.00$, credibility will increase $\beta= 0.55, p=0.00$, corporate ability increases with $\beta= 0.50, p=0.00$, CSR will increase $\beta= 0.38, p=0.00$ and perceived reputation will increase $\beta= 0.43, p=0.00$. Therefore, a high perceived fit will result in lower scepticism and be beneficial to the evaluation of purchase intention, credibility, corporate ability, CSR and perceived reputation. When philanthropy increases in importance for the potential consumer, scepticism will decrease $\beta= -0.20, p=0.02$ and purchase intention will increase $\beta= 0.28, p=0.01$. An increase in the importance of Purchase and Recycling proves to result in a lower scepticism $\beta= -0.17, p=0.10$, an increase in purchase intention $\beta= 0.42, p=0.00$, credibility $\beta= 0.30, p=0.00$, corporate ability $\beta= 0.18, p=0.08$ and perceived reputation $\beta= 0.15, p=0.09$. Overall, when the perceived fit is high, this will positively influence all variables, scepticism will decrease, whereas purchase intention, credibility, corporate ability, CSR and perceived reputation will increase. Environmental issues have not been proven to result in significant changes in any of the measured variables. To those who consider philanthropy important, it decreased their scepticism towards the company and it increased their purchase intention. People who indicated to take purchase and recycling into account showed a decrease in scepticism and an increase in their intent to purchase, an increase in credibility of the company, an increase in corporate ability and a more beneficial perceived reputation. It did not, however, influence CSR.

Table 12. ANOVA for dependent variables (N= 169)

Source	Sum of squares	df	F	p	partial η^2
A. Analysis of variance for scepisis					
Perceived fit	26.81	1	40.13	0.00	0.20
Environment	0.00	1	0.01	0.00	0.00
Philanthropy	3.59	1	5.37	0.02	0.03
Purchase and Recycling	1.82	1	2.73	0.10	0.02
B. Analysis of variance for purchase intention					
Perceived fit	40.99	1	36.4	0.00	0.19
Environment	3.25	1	2.89	0.09	0.02
Philanthropy	7.08	1	6.28	0.01	0.04
Purchase and Recycling	10.78	1	9.57	0.00	0.06
C. Analysis of variance for credibility					
Perceived fit	46.09	1	74.09	0.00	0.32
Environment	0.18	1	0.29	0.59	0.00
Philanthropy	1.36	1	2.19	0.14	0.01
Purchase and Recycling	5.33	1	8.57	0.00	0.05
D. Analysis of variance for corporate ability					
Perceived fit	38.75	1	60.07	0.00	0.27
Environment	0.29	1	0.44	0.51	0.00
Philanthropy	0.8.	1	1.23	0.27	0.01
Purchase and Recycling	1.99	1	3.08	0.08	0.02
E. Analysis of variance for CSR					
Perceived fit	22.63	1	38.14	0.00	0.19
Environment	0.44	1	0.74	0.39	0.01
Philanthropy	1.00	1	1.69	0.20	0.01
Purchase and Recycling	0.96	1	1.62	0.21	0.01
F. Analysis of variance for reputation					
Perceived fit	28.63	1	62.33	0.00	0.28
Environment	0.38	1	0.82	0.37	0.01
Philanthropy	0.91	1	1.98	0.16	0.01
Purchase and Recycling	1.32	1	2.87	0.09	0.02

**p≤ .05

*p≤0.1

The means of perceived fit show that the intrinsic and combination condition are rated exactly the same with a higher mean for perceived fit as rated by the participants. The extrinsic condition is rated lower for perceived fit. This means that the perceived fit, which was kept

equal in all conditions is rated higher and therefore more fitting for intrinsic and combination motives than for the extrinsic condition.

Linear regression was used in order to determine whether the demographics had any influence on the scores of scepticism, purchase intention, credibility, corporate ability, CSR and perceived reputation. Results indicate that only sex is of influence on the variables scepticism $F(4, 164)= 5.15, p= 0.00$, credibility $F(4, 164)= 3.30, p= 0.01$, corporate ability $F(4, 164)= 4.50, p= 0.00$, CSR $F(4, 164)= 3.48, p= 0.01$ and perceived reputation $F(4, 164)= 4.77, p= 0.00$ and did not influence purchase intention $F(4, 164)= 1.52, p= 0.20$. Overall, men were found to be more sceptical than women when rating the company on their corporate story and rated the credibility, corporate ability, CSR and perceived reputation lower than women rated them.

Discussion

This study has examined how motives (intrinsic, extrinsic and a combination of in- and extrinsic) and impact (high and low) influence consumer perceptions of scepticism, purchase intention, credibility, corporate ability, CSR and perceived reputation in corporate stories.

The results of the pre-test indicate that scepticism was not significantly influenced by the conditions, be it the “we”-perspective, the third person condition or the web text. This means that, based on scepticism, it is not vital to choose one of the conditions over the other in order to lower the customer scepticism. However, this is not the case for purchase intention. Here, it shows that the condition is of influence. The third person corporate story seems to have a negative influence on the intent to purchase. Therefore, it is better to use either the “we”-perspective corporate story or the web text in order to achieve more (potential) sales. There was no significant difference between these two. For credibility, there were no significant differences between the conditions. The same can be said for perceived reputation. The condition is not of influence on the way the reputation is perceived. Therefore, it seems best to choose between the “we” perspective and the web text based on the significant difference of purchase intention. For statistical reasons, either would be capable. For the main study, the “we”-corporate story is used, for two reasons. First, it seemed that many companies that supplied electricity have chosen to use this kind of perspective. Second, since there were guidelines for the contents of corporate stories, the use of a corporate story would be easier executed and would make sure each story would consist of the same content.

Results of the main study indicate that only motives influence scepticism and CSR. Impact does not significantly influence any of the dependent variables. At the same time, there are no significant interaction effects between motives and impact detected. Motives only significantly influenced scepticism and CSR, the other dependent variables purchase intention, credibility, reputation and corporate ability were not affected. Scepticism was lowest for the combination condition, especially when compared to the extrinsic condition. CSR achieved higher ratings in the combination condition, but this time in comparison to the intrinsic condition.

Scepticism was rated higher in the extrinsic condition. This proves that the interpretation of extrinsic motives by potential consumers, results in higher scepticism when communicating CSR to an audience than the other motives. The intrinsic condition did not do significantly better than the combination condition, but the latter is still preferred over the intrinsic condition because of its significant benefits over the extrinsic condition. This means that communicating solely intrinsic conditions would not harm the organization, however since the combination condition showed a more favourable review of the organization, this condition prevents the possibility of customers feeling deceived by the organization for only disclosing part of their reasoning for CSR and gives a more transparent view of the company.

It is clear from this study that scepticism is a problem when communicating CSR to potential customers. Du et al. (2010) state that scepticism should be kept to a minimum. This research

confirmed that scepticism is being influenced most out of all the dependent variables. Scepticism seems to have the greatest difference between the extrinsic (high scepticism) and combination (low scepticism) condition. This was expected also: Acknowledging extrinsic conditions next to intrinsic conditions would decrease scepticism. Forehand et al. (2003) suggested that acknowledging ulterior motives could possibly be beneficial. Therefore, it seems that companies' better neglect to show purely extrinsic motives in their CSR communication and it would be best to acknowledge the extrinsic motives besides the intrinsic ones, should they wish to keep scepticism as low as possible.

It is surprising that scepticism was influenced by motives, while credibility was not. It was expected that people who would be less sceptical about an organization, would indicate the organization to be more credible. This means that a lack of scepticism does not automatically result in the assumption that credibility is high. Lack of, or a low, scepticism does not mean that the organization would receive a beneficial evaluation. In other words: the lack of negativity does not lead to an immediate positive evaluation. One can conclude that scepticism and credibility are not connected in the sense that if one increases, the other decreases and vice versa.

The combination conditions receiving better evaluations for scepticism and CSR indicate that corporations would do good to take into account the influence motives can have on the way people respond to the company. Informing potential consumers about the motives of the organization as to why they are involved with CSR is best done by acknowledging that there are more than just intrinsic motives present. In order for the company to reduce scepticism, informing about extrinsic motives that indicate that the company itself benefits from CSR too, are best presented rather than neglected to mention. This will result in a lower scepticism and a better evaluation of the company's CSR.

Corporate social responsibility has shown to receive a better evaluation when placed in a combination condition, then when described solely from an intrinsic point of view. Since Sen et al. (2001) indicate that CSR will have a positive influence on company evaluation, therefore it would be a better choice to present CSR in a corporate story that focuses on both in- and extrinsic motives.

The higher rated evaluation of the combination conditions result in better evaluations can be explained by consumers' ability to rate complex motives. This is supported by research conducted by Ellen et al. (2006), in which they conclude that some consumers detect that an organization will have different reasons as to why they are involved in CSR. Their research indicated that a combination of self-centred and other-centred motives were perceived as more favourable than with either self-centred or other-centred motives and that CSR from corporate values was more positive reviewed than executing CSR from a stakeholder perspective (Ellen et al., 2006). The combination of intrinsic and extrinsic motives is also confirmed by Forehand and Grier (2003) and Du et al. (2010). Corporations would do best to combine intrinsic and extrinsic motives in their communication of CSR activities.

However, what hasn't been proven is that, as indicated by Du et al. (2010), credibility is enhanced by the incorporation of extrinsic motives alongside intrinsic motives. This research has not been able to prove that motives can influence the credibility of an organization through its corporate story. It seemed that credibility does not increase when scepticism decreases. It was expected that when scepticism would be low, credibility would be high, and vice versa. An explanation might be that extrinsic motives do not negatively influence consumer's opinion per se, but can rather be attributed to the feeling of being deceived (Forehand et al., 2003).

Another issue that has not been proven is that impact can have an effect on the company evaluation. Mohr et al. (2005) have seen a positive influence of impact on both the company evaluation and on the purchase intention and Pomeroy et al. (2009) expected impact to decrease scepticism. This research has not been able to provide evidence to support the hypothesis that impact had an effect on scepticism, purchase intention, credibility and perceived reputation. This could be explained by people not realising the connection between the amount of energy saved and the benefits it creates for the environment by the decrease of CO² emission and fossil fuels.

Overall, results indicate that scepticism and CSR are significantly influenced by motives. This means that motives have to be expressed with careful thought and consideration before publication in a corporate story.

Limitations

One limitation of this study is the lack of interest of students when looking for energy suppliers. This is likely caused by their young age. Choosing an electricity supplier is likely to be more applicable to home-owners and those that do not live in student housing. It could be solved by choosing a different target audience for the research with an older demographic while maintaining a homogenous group of participants, or to have chosen a different kind of industry as the topic of the corporate stories, one that is more interesting to students, such as internet providers.

Reputation is in this study only measured by corporate ability and corporate social responsibility. In reality, reputation is complex, which makes measuring it difficult. Fombrun et al. (2000) conclude that reputation consists of not only CSR and corporate ability (Fombrun et al. refer to this as "products and services"), but also of emotional appeal, vision and leadership, workplace environment and financial performance. Those last four aspects of reputation have not been taken into account in this research, because it would make this study too complex. Since these factors were excluded from this research, including them might lead to different results. These can be added by researching an actual company that is known to the participants. This knowledge was not present in this research. This might have influenced the

results since, as Fombrun et al. (2000) mention, reputation is rather complex and including all its elements may prove to be of influence on the outcome of the evaluation of the company.

Future Research

For future research it would be interesting to conduct this type of research with a focus on scepticism, since this seemed to be influencing perceived reputation the most. Ellen et al. (2006) divide motives not just in two kinds (in their research named self-centred and other-centered), but subdivide these two into strategic and egoistic and values driven and stakeholder driven respectively. Their article states that consumers did find nuances within motives and that strategic motives and values driven motives were viewed positively and egoistic and stakeholder driven were more negatively valued (Ellen et al., 2006). A similar conclusion was made by Du et al. (2010), who concluded that consumers were able to distinguish between both intrinsic and extrinsic motives and were able to process the combination of these motives when presented at the same time. Therefore, researching the aspects of scepticism and its complexity may be a way to understand the way people integrate both intrinsic and extrinsic motives in the same text.

Another possibility for future research is the influence the type of company has on perceived reputation. This can be of influence on how people perceive the organization, for instance, people may be more sceptical towards an oil company. This means that corporate stories will have to be tailored towards the products or services of the organization, taking into account that consumers may have negative attributions towards certain lines of businesses prior to being informed about the company's CSR.

There is a possibility that the type of CSR activity that the company promotes can be of influence. Since environmental causes are popular at the moment, it may be viewed sceptically by potential customers because of its popularity today and may therefore be viewed as an easy solution. Therefore, a different non-environmental subject may come across as more credible because it is not a subject that organizations are currently greatly supporting and not such an "obvious choice". However, this subject should not digress from the perceived fit between the CSR activity and the company.

Finally, executing this research with the corporate story of an actual company may result in new insights. This would include all six of the previously mentioned aspects of reputation, rather than just corporate ability and CSR. These could be the influence of workplace environment and the way the company treats its employees on perceived reputation, should companies not receive a positive rating on this, it is well possible that consumers might wonder how CSR activities benefit, since the organisation does not have its own workplace environment sorted and under control. Since the corporate story of an actual company would include all aspects of reputation, therefore making reputation a more complete variable.

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Pre-test

Webtext

De geschiedenis van EnergieInternationaal

EnergieInternationaal is een jong energiebedrijf opererend op de internationale energiemarkt. In 1910 werd in Groningen de voorloper van EnergieInternationaal opgericht, een klein bedrijf met enkele werknemers. De huidige vorm van de organisatie is ontstaan in 2003, de organisatie is op dat moment gefuseerd met verschillende Europese energieleveranciers tot EnergieInternationaal.

Onze diensten

EnergieInternationaal produceert en levert gas en elektriciteit aan zowel bedrijven als particulieren. Zestig procent van de energie wordt door EnergieInternationaal zelf geproduceerd, de overige geleverde energie wordt ingekocht. Het in 2007 vastgestelde beleid stelt als doel om een groter deel van de energie duurzaam te willen verwerven. Op dit moment levert EnergieInternationaal naast grijze, ook groene energie.

Onze visie

EnergieInternationaal wil hun medewerkers een veilige, gezonde en uitdagende werkplek te bieden met maximale kansen op ontplooiing. Daarbij wil EnergieInternationaal een gezonde onderneming zijn en een goede winstgevendheid bereiken, een randvoorwaarde om visie en ambities te realiseren. Verder wil EnergieInternationaal een maximale bijdrage te leveren aan duurzaamheid. Dit wordt gerealiseerd door de levering en opwekking van groene energie op te voeren, het reduceren van de CO₂ uitstoot en de Carbon Footprint zo klein mogelijk te maken. Daarbij vindt EnergieInternationaal het belangrijk eerlijk, oprecht en toetsbaar te handelen, de internationale wetgeving na te leven en een bijdrage te leveren aan maatschappelijk verantwoord ondernemen. Dit wordt verwezenlijkt doordat EnergieInternationaal een actief CSR beleid voert, waarbij de aspecten People, Planet en Profit (PPP) zijn vastgelegd.

Onze ambitie: Elektrisch rijden

Duurzaamheid staat bij EnergieInternationaal voorop. De organisatie wil dan ook het meest duurzame energiebedrijf worden. Daarom investeert EnergieInternationaal in nieuwe technologieën om het rendement te verhogen en hernieuwbare bronnen zoals wind-, water-,

zon- en biomassa-energie te ontwikkelen voor de opwekking van energie en de verlaging van schadelijke uitstoot. Een groot deel van de CO₂ uitstoot wordt veroorzaakt door transport door middel van vrachtwagens en personenauto's. EnergieInternationaal ziet het terugdringen hiervan als een van de belangrijkste manieren om CO₂ uitstoot te verminderen. Daarom kiest EnergieInternationaal ervoor zich sterk te maken voor de promotie van elektrisch rijden. De organisatie werkt hiervoor samen met lokale overheden. EnergieInternationaal maakt uitsluitend gebruik van elektronisch aangedreven voertuigen. Daarbij zorgt de organisatie ook voor de plaatsing van oplaadpunten in de binnensteden die duurzaam verworven groene stroom leveren voor elektrische wagens.

Corporate Story – Third Person

De geschiedenis

EnergieInternationaal is een jonge, internationale energieproducent van Nederlandse oorsprong met het hoofdkantoor in Groningen. Het is begonnen in 1910 toen de voorloper van EnergieInternationaal werd opgericht door de groeiende vraag naar energie, een klein bedrijf met maar enkele werknemers. In 2003 is, na verscheidene fusies met andere Europese energieleveranciers, EnergieInternationaal in diens huidige vorm ontstaan.

Onze diensten

EnergieInternationaal wil op zo duurzaam mogelijke manier gas en elektriciteit leveren aan zowel bedrijven als particulieren. Het is belangrijk oog te hebben voor de maatschappelijke vraagstukken over de schaarste van fossiele brandstoffen en de opwarming van de aarde als gevolg van CO₂ uitstoot. Deze kwesties inspireerden ons tot ontwikkeling van alternatieve energiebronnen. Hierbij houdt EnergieInternationaal uiteraard rekening met de belangen van hun stakeholders en het meewerken aan een leefbare omgeving voor mens en milieu.

Onze visie

Het streven van EnergieInternationaal is om de medewerkers een veilige, gezonde en uitdagende werkplek te bieden met maximale kansen op ontplooiing. Daarbij wil EnergieInternationaal een goede winstgevendheid bereiken omdat dit een voorwaarde is voor een gezonde onderneming en een randvoorwaarde om visie en ambities te realiseren. Dit wordt verwoord door directeur Marcel Jacobs: "EnergieInternationaal wil klanten tegemoet treden en delen hun bezorgdheid omtrent milieuzaken. Het is de verantwoordelijkheid van EnergieInternationaal om duurzame alternatieven te creëren". Verder wil EnergieInternationaal een maximale bijdrage leveren aan duurzaamheid, door de levering van groene energie op te voeren, de CO₂ uitstoot te reduceren en de Carbon Footprint zo klein mogelijk te maken. Bij EnergieInternationaal is het beleid op het gebied

van maatschappelijk verantwoord ondernemen zo geworteld, dat alle processen van zaai- tot en met oogststadium diep in de organisatie verankerd zijn. Een actief CSR beleid waarin de aspecten People, Planet en Profit (PPP) zijn vastgelegd, staat hier borg voor.

Onze ambitie: Elektrisch rijden

Duurzaamheid staat bij EnergieInternationaal voorop. De organisatie wil dan ook het meest duurzame energiebedrijf worden. Daarom investeert EnergieInternationaal in nieuwe technologieën om het rendement van hun bestaande energiecentrales te verhogen en zich te focussen op hernieuwbare bronnen zoals, wind, zon, water en biomassa voor de opwekking van energie. Om dit kracht bij te zetten is een van de speerpunten van EnergieInternationaal het promoten van elektrisch rijden. Transport is verantwoordelijk voor een groot deel van de CO₂ uitstoot, daarom wil EnergieInternationaal een steentje bijdragen aan de verlaging hiervan. Dit wordt gedaan door, in samenwerking met lokale overheden, oplaadpunten te plaatsen die groene stroom leveren met behulp van zonne- en windenergie.

Corporate Story – “We” perspective

De geschiedenis

EnergieInternationaal is een jonge, internationale energieproducent van Nederlandse oorsprong met het hoofdkantoor in Groningen. Het is begonnen in 1910 toen de voorloper van EnergieInternationaal werd opgericht door de groeiende vraag naar energie, een klein bedrijf met maar enkele werknemers. In 2003 is, na verscheidene fusies met andere Europese energieleveranciers, EnergieInternationaal in diens huidige vorm ontstaan.

Onze diensten

Wij willen op een zo duurzaam mogelijke manier gas en elektriciteit leveren aan zowel bedrijven als particulieren. Het is belangrijk oog te hebben voor maatschappelijke vraagstukken over de schaarste van fossiele brandstoffen en de opwarming van de aarde als gevolg van CO₂ uitstoot. Deze kwesties hebben geïnspireerd tot ontwikkeling van alternatieve energiebronnen. Hierbij houden we uiteraard rekening met de belangen van onze stakeholders en het meewerken aan een leefbare omgeving voor mens en milieu.

Onze visie

Wij vinden dat we de verantwoordelijkheid hebben zo zorgvuldig mogelijk om te springen met fossiele brandstoffen. Daarom willen wij het licht laten schijnen op ontwikkeling van duurzame alternatieven. Dit wordt verwoord door onze directeur Marcel Jacobs: “Wij willen

klanten tegemoetreden en delen hun bezorgdheid omtrent milieuzaken. Wij zien het als onze verantwoordelijkheid om duurzame alternatieven te creëren”. Dit doen wij op verschillende manieren. Allereerst willen wij zoveel mogelijk energie zelf opwekken en zo min mogelijk inkopen. Ten tweede willen wij dit bereiken door de levering van groene stroom te vergroten. Ten derde vinden wij het zaak om onze Carbon Footprint zo klein mogelijk te houden. Bij ons is het beleid op het gebied van maatschappelijk verantwoord ondernemen zo geworteld, dat alle processen van zaai- tot en met oogststadium diep in de organisatie verankerd zijn. Een actief CSR beleid waarin de aspecten People, Planet en Profit (PPP) zijn vastgelegd, staat hier borg voor.

Onze ambitie: Elektrisch rijden

Duurzaamheid staat bij ons voorop. Wij willen dan ook het meest duurzame energiebedrijf worden. Daarom investeren wij in nieuwe technologieën om het rendement van onze bestaande energiecentrales te verhogen en ons te focussen op hernieuwbare bronnen zoals, wind, zon, water en biomassa voor de opwekking van energie. Om dit kracht bij te zetten is een van onze speerpunten het promoten van elektrisch rijden. Transport is verantwoordelijk voor een groot deel van de CO₂ uitstoot en daarom willen wij op deze manier een steentje bijdragen aan de verlaging hiervan. Dit wordt gedaan door, in samenwerking met lokale overheden, oplaadpunten te plaatsen die groene stroom leveren met behulp van zonne- en windenergie.

Questionnaire Pre-test

Leeftijd:

>18

18-25

25-30

30-40

40-50

50-60

>60

Beroep:

Student

Werkend

Stage

Geslacht:

Man

Vrouw

Hoogst afgeronde opleiding:

Lager onderwijs (basisonderwijs)

VMBO

Havo

VWO

HBO

WO

Anders, namelijk...

Scepsis

Uit: Mohr, L. A., Eroglu, D., Ellen, P. S. (1998).

De meeste beweringen met betrekking tot maatschappelijk verantwoord ondernemen in deze tekst zijn waar

De meeste beweringen met betrekking tot maatschappelijk verantwoord ondernemen in deze tekst zijn bedoeld om te misleiden in plaats van (potentiële) klanten te informeren.

Ik geloof niet in de meeste beweringen met betrekking tot maatschappelijk verantwoord ondernemen die gemaakt worden in teksten.

De meeste beweringen met betrekking tot maatschappelijk verantwoord ondernemen zijn waar

Helemaal mee oneens – helemaal mee eens

Uit: Obermiller & Spangenberg (1998).

We kunnen erop vertrouwen de waarheid te lezen in deze tekst.

Het doel deze tekst is om de klant te informeren.

Ik vind dat ik duidelijk geïnformeerd ben na het bekijken van deze tekst.

Deze tekst geeft klanten essentiële informatie

Helemaal mee oneens – helemaal mee eens

Aankoopedrag

Uit: David, Kline and Dai (2005).

Hoe waarschijnlijk is het dat je producten of diensten van deze organisatie aan zou schaffen?

Hoogst onwaarschijnlijk – Hoogst waarschijnlijk

Uit: Dodds, Monroe & Grewel (1991).

Het is aannemelijk dat ik deze producten/diensten aan zou schaffen

Ik ben bereid dit product/deze dienst aan te schaffen

Helemaal mee oneens – Helemaal mee eens

De waarschijnlijkheid dat ik zou overwegen dit product/deze dienst aan te schaffen is

Hoogst onwaarschijnlijk – Hoogst waarschijnlijk

(Corporate) Credibility

Uit: Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006).

EnergieInternationaal is een organisatie die ik kan vertrouwen

EnergieInternationaal is een organisatie die luistert naar hun klanten

EnergieInternationaal heeft sterke normen en waarden

EnergieInternationaal is een organisatie waar ik in geloof

Helemaal mee oneens – Helemaal mee eens

Corporate Reputation

Products and Services (CA)

Uit: Fombrun (2000).

EnergieInternationaal staat achter haar producten en diensten

EnergieInternationaal ontwikkelt innovatieve producten en diensten

Uit: Walsh (2007).

EnergieInternationaal biedt producten en diensten van hoge kwaliteit aan

Helemaal mee oneens – Helemaal mee eens

Social and Environmental Responsibility (CSR)

Uit: Fombrun (2000).

EnergieInternationaal gaat op verantwoorde wijze om met het milieu

EnergieInternationaal steunt goede doelen

Uit: Walsh (2007).

EnergieInternationaal zou diens winst reduceren als daarmee bijgedragen kon worden aan een beter milieu.

Helemaal mee oneens – Helemaal mee eens

Checks voor fit

Uit: Lafferty (2007).

Ik vind dat de relatie tussen EnergieInternationaal en hun MVO projecten voor elektrisch rijden...

Helemaal niet overeenkomen - Sterk overeenkomen

Geen logische keus is - Een logische keus is

Helemaal niet geloofwaardig zijn - Erg geloofwaardig zijn

Open vraag

Heeft u nog opmerkingen...

Main Study

Corporate Story – Intrinsic Motives x High Impact

De geschiedenis

Wij zijn een jonge, internationale energieproducent van Nederlandse oorsprong. Ons hoofdkantoor is gevestigd in Groningen, waar we in 1910 als klein bedrijf met slechts enkele werknemers zijn begonnen. In 2003 is, na verscheidene fusies met andere Europese energieleveranciers, EnergieInternationaal in haar huidige vorm ontstaan.

Onze diensten

Wij willen op een zo duurzaam mogelijke manier gas en elektriciteit leveren aan zowel bedrijven als particulieren. Het is belangrijk oog te hebben voor maatschappelijke vraagstukken over de schaarste van fossiele brandstoffen en de opwarming van de aarde als gevolg van CO₂ uitstoot. Deze kwesties hebben ons geïnspireerd tot ontwikkeling van alternatieve energiebronnen. Hierbij houden we uiteraard rekening met de belangen van onze stakeholders en op deze wijze dragen wij indirect bij aan een betere omgeving voor mens en milieu.

Onze visie

Wij willen onze medewerkers een veilige, gezonde en uitdagende werkplek bieden met maximale kansen op ontplooiing. Als organisatie leveren wij tevens een bijdrage aan duurzaamheid. Dit wordt verwoord door onze directeur Marcel Jacobs: “Wij staan als organisatie midden in een sterk veranderende samenleving en we zien het als onze verantwoordelijkheid om op een maatschappelijk verantwoorde manier te handelen. Op deze wijze leveren wij een maximale bijdrage aan de verbetering van duurzaamheid en een groener milieu.” Dit doen wij op twee verschillende manieren. Allereerst wordt dit door ons gerealiseerd door de levering en opwekking van groene energie. Ten tweede willen wij de uitstoot van CO₂ verlagen en waarmee wij onze Carbon Footprint zo klein mogelijk houden. Daarbij is het voor ons belangrijk op een eerlijke, oprechte en transparante wijze te handelen, de internationale wetgeving na te leven en een bijdrage te leveren aan maatschappelijk verantwoord ondernemen (MVO). Dit wordt verwezenlijkt doordat wij een actief MVO-beleid voeren, waarbij de aspecten People, Planet en Profit (PPP) zijn vastgelegd.

Onze ambitie: elektrisch rijden

Transport over de weg is vooral debet aan een groot deel van de CO₂ uitstoot. Wij zien elektrisch rijden als één van de belangrijkste mogelijkheden om CO₂ uitstoot te verminderen. Daaraan willen wij ons steentje bijdragen door het elektrisch rijden voor het grote publiek toegankelijk te maken. Ter vergelijking: 1 miljoen elektrische auto's leiden tot een verlaging van CO₂ uitstoot die gelijk staat aan het jaarlijks energiegebruik van 1,2 miljoen huishoudens. Wanneer deze energie duurzaam wordt opgewekt, is deze besparing zelfs gelijk aan die van 1,8 miljoen huishoudens. Dit komt doordat elektrische voertuigen dubbel zo efficiënt zijn als conventionele voertuigen. De duizend voertuigen in ons wagenpark zijn grotendeels elektrisch aangedreven. In ons geval betekent dat een besparing op energiegebruik die te vergelijken is met het energieverbruik van 1800 huishoudens. Daarnaast zorgen wij ook, in samenwerking met lokale overheden, voor de plaatsing van meer dan 400 elektrische oplaadpunten in veertig grote steden, die duurzaam verworven groene stroom leveren voor elektrische auto's. Dit leidt tot een reductie van de uitstoot van 1,6 miljoen CO₂, wat gelijk staat aan het energieverbruik van 533 huishoudens.

Corporate Story – Extrinsic Motives x High Impact

De geschiedenis

Wij zijn een jonge, internationale energieproducent van Nederlandse oorsprong. Ons hoofdkantoor is gevestigd in Groningen, waar we in 1910 als klein bedrijf met slechts enkele werknemers zijn begonnen. In 2003 is, na verscheidene fusies met andere Europese energieleveranciers, EnergieInternationaal in haar huidige vorm ontstaan.

Onze diensten

Wij willen op een zo duurzaam mogelijke manier gas en elektriciteit leveren aan zowel bedrijven als particulieren. Het is belangrijk oog te hebben voor maatschappelijke vraagstukken over de schaarste van fossiele brandstoffen en de opwarming van de aarde als gevolg van CO₂ uitstoot. Deze kwesties hebben ons geïnspireerd tot ontwikkeling van alternatieve energiebronnen. Hierbij houden we uiteraard rekening met de belangen van onze stakeholders en op deze wijze dragen wij indirect bij aan een betere omgeving voor mens en milieu.

Onze visie

Wij willen onze medewerkers een veilige, gezonde en uitdagende werkplek bieden met maximale kansen op ontplooiing. Als organisatie leveren wij tevens een bijdrage aan duurzaamheid. Dit wordt verwoord door onze directeur Marcel Jacobs: "Om mee te kunnen doen in de toenemende concurrentie moeten wij een gezonde onderneming zijn met een winstgevend karakter. Om die reden vinden wij het belangrijk om te voldoen aan de

verwachtingen van onze stakeholders op het gebied van winstgevendheid, duurzaamheid en milieu". Dit doen wij op twee verschillende manieren. Allereerst wordt dit door ons gerealiseerd door de levering en opwekking van groene energie. Ten tweede willen wij de uitstoot van CO₂ verlagen en waarmee wij onze Carbon Footprint zo klein mogelijk houden. Daarbij is het voor ons belangrijk op een eerlijke, oprechte en transparante wijze te handelen, de internationale wetgeving na te leven en een bijdrage te leveren aan maatschappelijk verantwoord ondernemen (MVO). Dit wordt verwezenlijkt doordat wij een actief MVO-beleid voeren, waarbij de aspecten People, Planet en Profit (PPP) zijn vastgelegd.

Onze ambitie: elektrisch rijden

Transport over de weg is vooral debet aan een groot deel van de CO₂ uitstoot. Wij zien elektrisch rijden als één van de belangrijkste middelen om CO₂ uitstoot te verminderen. Daaraan willen wij ons steentje bijdragen door het elektrisch rijden voor het grote publiek toegankelijk te maken. Ter vergelijking: 1 miljoen elektrische auto's leiden tot een verlaging van CO₂ uitstoot die gelijk staat aan het jaarlijks energiegebruik van 1,2 miljoen huishoudens. Wanneer deze energie duurzaam wordt opgewekt, is deze besparing zelfs gelijk aan die van 1,8 miljoen huishoudens. Dit komt doordat elektrische voertuigen dubbel zo efficiënt zijn als conventionele voertuigen. De duizend voertuigen in ons wagenpark zijn grotendeels elektrisch aangedreven. In ons geval betekent dat een besparing op energiegebruik die te vergelijken is met het energieverbruik van 1800 huishoudens. Daarnaast zorgen wij ook, in samenwerking met lokale overheden, voor de plaatsing van meer dan 400 elektrische oplaadpunten in veertig grote steden, die duurzaam verworven groene stroom leveren voor elektrische auto's. Dit leidt tot een reductie van de uitstoot van 1,6 miljoen CO₂, wat gelijk staat aan het energieverbruik van 533 huishoudens.

Corporate Story – Intrinsic Motives x Low Impact

De geschiedenis

Wij zijn een jonge, internationale energieproducent van Nederlandse oorsprong. Ons hoofdkantoor is gevestigd in Groningen, waar we in 1910 als klein bedrijf met slechts enkele werknemers zijn begonnen. In 2003 is, na verscheidene fusies met andere Europese energieleveranciers, EnergieInternationaal in haar huidige vorm ontstaan.

Onze diensten

Wij willen op een zo duurzaam mogelijke manier gas en elektriciteit leveren aan zowel bedrijven als particulieren. Het is belangrijk oog te hebben voor maatschappelijke vraagstukken over de schaarste van fossiele brandstoffen en de opwarming van de aarde als gevolg van CO₂ uitstoot. Deze kwesties hebben ons geïnspireerd tot ontwikkeling van alternatieve energiebronnen. Hierbij houden we uiteraard rekening met de belangen van onze

stakeholders en op deze wijze dragen wij indirect bij aan een betere omgeving voor mens en milieu.

Onze visie

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Corporate Story – Extrinsic Motives x Low Impact

De geschiedenis

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Onze diensten

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Corporate Story – Combination Motives x High Impact

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efficiënt zijn als conventionele voertuigen. De duizend voertuigen in ons wagenpark zijn grotendeels elektrisch aangedreven. In ons geval betekent dat een besparing op energiegebruik die te vergelijken is met het energieverbruik van 1800 huishoudens. Daarnaast zorgen wij ook, in samenwerking met lokale overheden, voor de plaatsing van meer dan 400 elektrische oplaadpunten in veertig grote steden, die duurzaam verworven groene stroom leveren voor elektrische auto's. Dit leidt tot een reductie van de uitstoot van 1,6 miljoen CO₂ wat gelijk staat aan het energieverbruik van 533 huishoudens.

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Questionnaire Main Study

1. Leeftijd

2. Beroep

Student

Werkzaam

Stage

3. Geslacht

Man

Vrouw

4. Hoogst afgeronde opleiding

Lager onderwijs

VMBO

Havo

VWO

HBO

WO

Anders

Scepsis

5. De meeste beweringen met betrekking tot maatschappelijk verantwoord ondernemen in deze tekst zijn waar

Helemaal mee oneens - Helemaal mee eens

6. De meeste beweringen met betrekking tot maatschappelijk verantwoord ondernemen in deze tekst zijn bedoeld om te misleiden in plaats van (potentiële) klanten te informeren

Helemaal mee oneens - Helemaal mee eens

7. Ik geloof niet in de meeste beweringen met betrekking tot maatschappelijk verantwoord ondernemen die gemaakt worden in teksten

Helemaal mee oneens - Helemaal mee eens

8. De meeste beweringen met betrekking tot maatschappelijk verantwoord ondernemen zijn over het algemeen waar

Helemaal mee oneens - Helemaal mee eens

9. We kunnen erop vertrouwen de waarheid te lezen in deze tekst

Helemaal mee oneens - Helemaal mee eens

10. Het doel deze tekst is om de klant te informeren
Helemaal mee oneens - Helemaal mee eens

11. Ik vind dat ik duidelijk geïnformeerd ben na het bekijken van deze tekst
Helemaal mee oneens - Helemaal mee eens

12. Deze tekst geeft klanten essentiële informatie
Helemaal mee oneens - Helemaal mee eens

Aankoopintentie

13. Hoe waarschijnlijk is het dat je producten of diensten van deze organisatie aan zou schaffen?
Hoogst onwaarschijnlijk - Hoogst waarschijnlijk

14. Het is aannemelijk dat ik deze producten/diensten aan zou schaffen
Helemaal mee oneens - Helemaal mee eens

15. De waarschijnlijkheid dat ik zou overwegen dit product/deze dienst aan te schaffen is
Hoogst onwaarschijnlijk - Hoogst waarschijnlijk

16. Ik ben bereid dit product/deze dienst aan te schaffen
Helemaal mee oneens - Helemaal mee eens

Geloofwaardigheid

17. EnergieInternationaal is een organisatie die ik kan vertrouwen
Helemaal mee oneens - Helemaal mee eens

18. EnergieInternationaal is een organisatie die luistert naar hun klanten
Helemaal mee oneens - Helemaal mee eens

19. EnergieInternationaal heeft sterke normen en waarden
Helemaal mee oneens - Helemaal mee eens

20. EnergieInternationaal is een organisatie waar ik in geloof
Helemaal mee oneens - Helemaal mee eens

Corporate Ability (Reputatie)

21. EnergieInternationaal staat achter haar producten en diensten
Helemaal mee oneens - Helemaal mee eens

22. EnergieInternationaal ontwikkelt innovatieve producten en diensten

Helemaal mee oneens - Helemaal mee eens

23. EnergieInternationaal biedt producten en diensten van hoge kwaliteit aan
Helemaal mee oneens - Helemaal mee eens

24. EnergieInternationaal is een sterke en betrouwbare organisatie

Corporate Social Responsibility (Reputatie)

25. EnergieInternationaal lijkt goede doelen te steunen
Helemaal mee oneens - Helemaal mee eens

26. EnergieInternationaal gaat op verantwoordelijke wijze om met het milieu
Helemaal mee oneens - Helemaal mee eens

27. EnergieInternationaal steunt goede doelen
Helemaal mee oneens - Helemaal mee eens

1. EnergieInternationaal zou haar winst reduceren als daarmee bijgedragen kon worden aan een beter milieu

2. Maintains high standards in the way it treats people
EnergieInternationaal stelt hoge eisen aan de manier waarop ze mensen behandelt

3. Seems to make an effort to create new jobs
EnergieInternationaal lijkt moeite te doe om nieuwe banen te creëren

Controlevragen

Fit

4. Ik vind dat de relatie tussen EnergieInternationaal en hun MVO projecten voor elektrisch rijden...
Helemaal niet overeenkomen - Sterk overeenkomen
Geen logische keus is - Een logische keus is
Helemaal niet geloofwaardig zijn - Erg geloofwaardig zijn

Issue support

Support for the domain: the environment

5. Organisaties zouden elke mogelijkheid moeten aangrijpen om verontreiniging van hun fabrieken terug te dringen
Nooit – Altijd (5 point Likert scale)

6. Organisaties zouden gerecycled materiaal moeten gebruiken in de productie van nieuwe producten
Nooit – Altijd (5 point Likert scale)
7. Organisaties zouden moeten beschikken over bedrijfsprogramma's om water en energie te bezuinigen
Nooit – Altijd (5 point Likert scale)

Support for the domain: philanthropy

8. Organisaties zouden veelvuldig moeten doneren aan goede doelen
Nooit – Altijd (5 point Likert scale)
9. Organisaties zouden programma's moeten hebben om erkenning te geven aan het vrijwilligerswerk van hun werknemers
Nooit – Altijd (5 point Likert scale)
10. Organisaties zouden een deel van hun producten moeten doneren aan mensen die het nodig hebben.
Nooit – Altijd (5 point Likert scale)

Socially Responsible Purchase and Disposal

11. Ik recycle afval
Nooit – Altijd (5 point Likert scale)
12. Ik vermijd het gebruik van producten die het milieu vervuilen
Nooit – Altijd (5 point Likert scale)
13. Ik beperk het gebruik van energie zoals elektriciteit en gas om mijn invloed op het milieu te reduceren
Nooit – Altijd (5 point Likert scale)
14. Wanneer ik boodschappen doe, probeer ik producten aan te schaffen van organisaties die de werkomstandigheden voor hun werknemers in hun fabrieken proberen te verbeteren
Nooit – Altijd (5 point Likert scale)
15. Ik probeer producten en diensten te vermijden die schade toebrengen aan het milieu
Nooit – Altijd (5 point Likert scale)
16. Wanneer ik de kans zie over te stappen naar een merk dat iets terugdoet voor de maatschappij, dan doe ik dat

Nooit – Altijd (5 point Likert scale)

17. Wanneer ik de mogelijkheid heb, stap ik over naar een merk waarvan een deel van de prijs wordt gedoneerd aan een goed doel

Nooit – Altijd (5 point Likert scale)

18. Dit is het einde van enquête. Heb je nog opmerkingen/suggesties?