MASTER THESIS

THE IMPORTANCE OF CSR MESSAGE CONTENT IN THE GLOBALIZING WORLD

EFFECTS OF CSR INITIATIVE PROXIMITY, COMPANY COUNTRY-OF-ORIGIN, AND CSR INITIATIVE FIT ON CONSUMER RESPONSES

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Master thesis

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Abstract

Purpose: Many companies use Corporate Social Responsibility (CSR) as a promotional tool, however, insufficient communication can easily lead to negative consumers responses. Globalization gives companies the opportunity to connect with consumers on a global scale. This casts a new light on studies that investigated the effects of a company's participation in CSR activities and the communication of it. The objective of this study is to give companies guidelines to communicate their CSR initiative efficiently in this globalizing world. Therefore, this study examines the influence of three important CSR message elements - CSR initiative proximity, company country-of-origin, and CSR initiative fit - on trust, attitude toward the company, and purchase intention. The possible moderators ethnocentrism and global connectedness are also included.

Design/ methodology/ approach: To test the influence of CSR initiative proximity (global vs. local), company country-of-origin (international vs. national), and CSR initiative fit (high vs. low) on consumer responses a 2x2x2 experimental design was used. An online questionnaire was distributed among panel members of a market research company and 522 usable surveys were obtained. The sample is representative for the Dutch population.

Findings: The results show that the consumer responses are more positive if the CSR initiative is global, initiated by an international company, and highly fits with the company's business. Furthermore, this study shows that global connectedness is an important moderator. These outcomes are only partially in line with previous studies. It is expected that due to globalization the influence of global connectedness increases, which causes the preference for a global CSR initiative from an international company.

Conclusion: Due to the influence of global connectedness it is advised to gather information on the global connectedness level of the CSR message target group. When this information is not available, an international company will get the best responses if it supports a global CSR initiative that highly fits the company's business.

Key Words: CSR message, globalization, CSR initiative proximity, company country-of-origin, CSR initiative fit, ethnocentrism, global connectedness

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1. Introduction

Participating in corporate social responsibility (CSR) has become of great importance for all the businesses, because research has shown that consumers will view a company more favorably if it supports social causes (Reilly, 2000; Simmons and Becker-Olsen, 2006). According to the Commission of European Communities (2011), CSR is defined as "the responsibility of enterprises for their impacts on society". However, CSR has also become a popular promotional tool for many companies (Simmons and Becker-Olsen, 2006).

Communication is a valuable instrument for companies to create awareness among consumers for their CSR involvement (Coombs and Holladay, 2012; Du et al., 2010; Morsing et al., 2008). However, insufficient communication of CSR runs the risk of negative consumer evaluations (Coombs and Holladay, 2012; Du et al., 2010; Morsing et al., 2008). When the communication about the CSR initiative is insufficient, consumers can easily experience the motives of that company as cause-exploitation and become skeptical about the intentions (Varadarajan and Menon, 1988). Hence, it is challenging for companies to make decisions concerning the type of initiative that will be supported and the way to communicate this support in order to gain positive consumer outcomes (Morsing et al., 2008).

A large number of empirical studies investigated the effects of a company's participation in CSR activities. Du et al. (2010) stress the importance of effectively communicating the CSR initiatives toward consumers. It is found that consumer outcomes are most positive when CSR communication is evident and transparent and the aspects of a CSR message are managed decently (Arvidson, 2010; Kim and Lee, 2009).

The continued globalization of the world gives companies the opportunity to connect with consumers on a global scale (Holt et al., 2004). However, in contrast to the support of CSR initiatives, little is known about the influence of globalization on consumer responses toward the content of a CSR message. The effects of globalization become more present in de daily lives of consumers, it is expected that this will impact their behavior.

To investigate the effect of globalization on CSR message content, an important factor to consider is the proximity of those who will benefit from the CSR initiative and the actual consumers (Groza et al., 2011; Varadarajan and Menon, 1988). Globalization fostered the possibility to support local and global CSR programs (Wagner et al., 2009). Different studies have investigated this variable, but different conclusions were drawn. This might be caused by the fact that CSR initiative proximity can easily be influenced by egoistic tendencies or feelings of global connectedness (an individual's overall attachment and belonging to the global world) (Strizhakova and Coulter, 2013). To provide more clarity on this matter, the current study will investigate the effect of global connectedness on the preference of CSR initiative proximity again

in order to confirm or debunk this moderating role. This will bring more unity in the present academic literature. Furthermore, the moderating role of ethnocentrism will also be studied. Ethnocentrism concerns the believe that one's own group is the center of everything, and all out-groups are rated with reference to it (Chryssochoidis et al., 2007). This could influence the consumer responses toward CSR initiative proximity. As one of the first will the moderating role of ethnocentrism on CSR initiative proximity be measured in this study.

Globalization has also made it easier for companies to expand their businesses across the border. The effect of a company's country-of-origin has been investigated by many researchers. However, most of them investigated the influence of a company's country-of-origin on the preference of products. Little is known about consumer reactions toward company country-of-origin when it concerns the communication of a CSR activity. There is also little knowledge on the combination of company country-of-origin with CSR initiative proximity. Very few studies have focused on how the proximity of a CSR initiative can influence the preference for a national or international company. Ethnocentrism might be an important moderator of company county-of-origin (Shimp and Sharma, 1987; Watson and Wright, 2000). As one of the first, this study will investigate the effect of ethnocentrism on company country-of-origin when it concerns a CSR initiative.

An additional relevant factor when communicating about CSR support is the perceived congruence between the CSR initiative and business of the company. Several studies found that the fit between the company and the CSR activity affect the consumer reactions (e.g. Becker-Olsen et al., 2006; Du et al., 2010; Ellen, Mohr, and Webb, 2000; Lafferty, 2007; Menon and Kahn, 2003; Simmons and Becker-Olsen, 2006). However, CSR initiative and fit have not been investigated in combination with CSR initiative proximity and company country-of-origin. Because of the increasing globalization, more knowledge is needed on whether consumer reactions toward the fit between a CSR activity and the company differ in combination with CSR initiative proximity and company country-of-origin.

Trust, attitude toward the company, and purchase intention are in this study considered as relevant outcome variables to measure consumer responses toward a company's message about their CSR initiative. Consumer trust is an internal outcome variable (Du et al., 2010). Trust is defined as the socially acquired and confirmed expectations people have about an individual or organization (Barber, 1983). It has been shown that the goodwill and integrity that a company conveys by means of a CSR initiative stimulates trust (Bhattacharya et al., 2009; Park et al., 2014).

Attitude toward the company can also be described as an "individual's internal evaluation of the brand" (Mitchell and Olson, 1981, p. 318). An attitude is relatively long present and it probably energizes and directs behavior (Spear and Singh, 2004). In general, the

engagement of companies in CSR initiatives positively influences the attitude consumers hold toward the company (Becker-Olsen et al., 2006; Du et al., 2010; Russell and Russell, 2010).

In contrast to attitude toward the brand and trust, purchase intention is an external outcome (Du et al., 2010). Consumer purchase intentions are defined by Spears and Singh (2004) as "an individual's conscious plan to make an effort to purchase a brand." CSR activities are positively associated with purchase intentions (Du et al., 2010). Consumers are willing to spend more money on products of companies that support CSR initiatives and products of companies who do not support CSR activities might be boycotted (Huber et al., 2010; Skarmeas and Leonidou, 2013).

To summarize, this study focuses on the effect of CSR initiative proximity, company country-of-origin, and CSR initiative fit on the consumer responses attitude toward the brand, trust, and purchase intention. The moderating role of ethnocentrism and global connectedness will also be investigated. This research will give companies insights in the reactions of the Dutch consumers concerning the communication of CSR activities in the globalizing world.

2. Literature review

This literature review aims to further clarify and provide a comprehensive definition of the factors addressed in this study, based on previous research. The discussed factors include CSR initiative proximity, company country-of-origin, CSR initiative fit, the interactions between these factors, the moderating role of ethnocentrism, and the moderating role of global connectedness.

2.1 CSR initiative proximity

CSR initiative proximity (i.e., cause proximity, geographic target) concerns the distance between the CSR activity and the consumer (Groza et al., 2011; Varadarajan and Menon, 1988). Due to globalization, companies can influence a greater number of stakeholders worldwide, which creates the ability to promote both local and global CSR programs (Wagner et al., 2009).

Varadarajan and Menon (1988) suggest, as one of the first, that CSR initiative proximity may have an effect on consumer responses. They state that global campaigns can enlarge consumer awareness, but campaigns directed locally might be perceived as more relevant for consumers. Further research on this topic by Grau and Folse (2007) confirmed these findings. They argue that local CSR activities, as opposed to globally focused CSR initiatives, yield more positive evaluations of consumers. These conclusions suggest that consumers will be more involved with local CSR programs that directly influence their lives. The construct of egoism might be most relevant to explain the findings (Russell and Russell, 2010). Egoistic decision-making is based on oneself or the group one belongs to, rather than on others (Niebuhr, 1932). It is difficult for individuals to decrease egoistic tendencies (Gilovich et al., 2000). Both the studies of Varadarajan and Menon (1988) and Grau and Folse (2007) were made in a cause-related marketing (CRM) context. These campaigns require a high level of consumer involvement because a donation of the company is only made after the consumer makes a purchase (Groza et al., 2011).

Groza et al. (2011) and Russell and Russell (2010) investigated the influence of CSR initiative proximity in a context where the CSR initiatives had already occurred. In this context the CSR initiative is more an informational cue. Groza et al. (2011) and Russell and Russell (2010) could not find evidence to fully support the conclusions of Varadarajan and Menon (1988) and Grau and Folse (2007). Russell and Russell (2010) concluded that consumers with a weak global identity prefer a local CSR initiative more than a global CSR initiative, however, consumers with a strong identity as global citizen had no preference for the location of a CSR activity. Global citizens are more concerned with their impact on fellow global citizens (Kang and James 2007). The study of Groza et al. (2011) revealed that consumers make no distinction

in the proximity of the CSR initiative. This outcome might result from the absence of the consumer's level of global identity (Groza et al., 2011).

According to Russell and Russell (2010) the egoistic tendency, that influence the preference concerning CSR initiative proximity, can be reduced when consumers are strongly globally connected. However, it will not completely remove the effect of egoism (Russell and Russell, 2010). According to the principle of reciprocity, consumers reward the company when they perceive that a company is doing something favorable to them (Russell and Russell, 2010). Therefore, it is expected that consumers will perceive local CSR projects as more favourable compared to global CSR initiatives. This results in the first research hypotheses:

H1a: Local CSR initiatives, instead of global CSR initiatives, will increase trust.

H1b: Local CSR initiatives, instead of global CSR initiatives, will result in a more positive attitude toward the company.

H1c: Local CSR initiatives, instead of global CSR initiatives, leads to higher purchase intention.

2.2 Company country-of-origin

Globalisation has increased the opportunity for companies to offer their products and services to consumers in various countries around the world. The country-of-origin of a company is an informational cue with a considerable influence on the evaluation of products and services by consumers (Bilkey and Nes, 1982). According to Wanderley et al. (2008), company country-of-origin also has an effect on CSR information. However, no research has been conducted on whether consumers perceive the communication of a CSR activity from a national company or an international company as more favorable.

The effect of company country-of-origin has been the subject of a large number of studies. Most of these studies have focused on assessing the company country-of-origin effect on products. Dichter (1962) was one of the first who claimed that company country-of-origin might have a "tremendous influence on the acceptance and success of products" (p. 116). Company country-of-origin is equal to other informational cues like price and brand name, which act as signals for product quality (Verlegh and Steenkamp, 1999). However, a purely informational cue cannot satisfactory explain the influence of company country-of-origin. In addition, the country-of-origin of a company has a symbolic and emotional meaning to consumers (Verlegh and Steenkamp, 1999). It connects a product to a national identity and this may cause a strong emotional attachment to certain brands or products (Askegaard and Ger, 1998; Fournier, 1998). A number of studies found that consumers tend to appreciate domestic products as more

favorable compared to foreign products (Bilkey and Nes, 1982; Shimp and Sharma, 1987; Wang and Cheng, 2004; Watson and Wright, 2000). Consumers relate company country-of-origin to feelings of national pride (Botschen and Hemetsberger, 1998). According to Watson and Wright (2000), consumers prefer products from a foreign country that is most similar in terms of culture and politics when a domestic product is not available. This preference for national products could be influenced by ethnocentric tendencies (Shimp and Sharma, 1987; Watson and Wright, 2000). Ethnocentrism concerns the believe that one's own group is the center of everything, and all out-groups are rated with reference to it (Chryssochoidis et al., 2007).

La Ferle et al. (2013) examined the application of these conclusions on cause-related marketing. The outcomes of this study are in line with those of the previously mentioned studies. It was found that consumers perceive a national company sponsoring a CRM (cause-related marketing) campaign as more positive compared to a multinational company (La Ferle et al., 2013). These findings lead to the second research hypotheses:

H2a: National companies communicating their CSR initiatives, instead of international companies, will increase trust.

H2b: National companies communicating their CSR initiatives, instead of international companies, will result in a more positive attitude toward the company.

H2c: National companies communicating their CSR initiatives, instead of international companies, leads to higher purchase intention.

2.3 CSR initiative fit

CSR initiative fit is the perceived congruence between a social issue and the business of the company (Du et al., 2010). This similarity or dissimilarity affects the consumer evaluations of the company (e.g. Becker-Olsen et al., 2006; Du et al., 2010; Ellen, Mohr, and Webb, 2000; Lafferty, 2007; Menon and Kahn, 2003; Simmons and Becker-Olsen, 2006). Therefore, CSR initiative fit is another important factor to consider when communicating about CSR initiatives.

The Congruence theory is one of the theories that explains the effects of fit (Lafferty, 2007). This theory implies that similarity influences the storage and retrieval of information from the memory (Lafferty, 2007). The connection and recall will be better when the fit is more congruent (Lafferty, 2007; Rifon et al., 2004). Thus, prior associations that a company shares with a cause, such as product features, affinity with specific target segments, or corporate image associations, can be more easily integrated into the consumer's memory and strengthens the connection between the company and the CSR initiative (Becker-Olsen et al., 2006; Du et al.,

2010; Menon and Kahn, 2003). A high CSR initiative fit will have more influence on attitude change, it increases purchase intentions and it affect stakeholders' CSR attributions (Becker-Olsen et al., 2006; Brown and Dacin, 1997; Du et al., 2010; Lafferty, 2007; Rifon et al., 2004; Simmons and Becker-Olsen, 2006).

A low CSR initiative fit probably does not meet prior expectations and associations of consumers, therefore connecting the CSR initiative information with existing memory about the company will be more difficult (Becker-Olsen et al., 2006). Different studies found that consumers who perceive an incongruity have a more negative attitude toward the company and its initiative (Forehand and Grier, 2003; Menon and Kahn, 2003). Furthermore, the low CSR initiative fit is likely to diminish the clarity of the company's market position and make the consumer call its motives into question (Becker-Olsen et al., 2006). This could trigger skepticism and lead to negative attitudes (Boush et al., 1994; Folkes and Kamins 1999; Ford et al., 1990).

When a company does not have a good fit with the CSR initiative it supports, it should clarify the underlying link between the social initiative and its core business (Du et al., 2010). Hereby, the company is able to stress a high fit and, hence, obtain greater business returns from its CSR initiative (Du et al., 2010). Based on these research results, the third group of research hypotheses is formulated:

H3a: High CSR initiative-company fit, instead of low CSR initiative-company fit, will increase trust.

H3b: High CSR initiative-company fit, instead of low CSR initiative-company fit, will result in a more positive attitude toward the company.

H3c: High CSR initiative-company fit, instead of low CSR initiative-company fit, leads to higher purchase intention.

2.4 CSR initiative proximity, company country-of-origin, and CSR initiative fit interactions

Besides studying the direct effects of CSR initiative proximity, company country-of-origin, and CSR initiative fit on consumer responses, it is also interesting to investigate in which ways these three factors interact in their effects.

These interaction effects have not often been investigated in previous studies. In a cause-related marketing (CRM) context La Ferle et al. (2011) have studied the interaction effect of country-of-origin and initiative proximity. It was found that consumers perceive a campaign as more positive when it is conducted by a national company instead of an international company, and that consumers are equally as positive when it concerns the proximity (local or global) of

the CSR initiative (La Ferle et al., 2011). No interactions between country-of-origin and the proximity of the CSR initiative were found in this study (La Ferle et al., 2011). However, Torres et al. (2012) stated that the support of local CSR initiatives by international companies enhances the positive effects of CSR among stakeholders, particularly customers. Unfortunately, in this study the effects are not measured when it concerns a national company.

CSR initiative and company fit have not been investigated in combination with CSR initiative proximity. Thus, little is known about possible interaction effects. In a recent study of De Jong and Van der Meer (2015) the focus on geographic location is distinguished as a different type of CSR fit. This study states that a high or low fit between the company and the CSR activity does not necessarily imply that the company will be judged negatively or positively. The effect of CSR fit is mediated by different variables, including geographic location (De Jong and Van der Meer, 2015). From the six organizations investigated in the study, one organization engaged in the sponsoring of local initiatives. This organisation saw itself connected to the region and wanted to participate actively (De Jong and Van der Meer, 2015). The researchers argue that the different type of CSR fits, including geographic location, can influence the consumer responses. The current study will further investigate the relation between CRS initiative proximity and CSR initiative fit.

In the study of De Jong and Van der Meer (2015) the variable company country-of-origin is not included as a different type of CSR fit. In the existing academic literature no study discusses the relationship between CSR initiative fit and the company country-of-origin. It is possible that consumers expect more from an international company compared to a national company, because it is expected that the international companies are wealthier and more professional. Therefore, consumers can become more critical toward the fit of the CSR initiative and the companies business of an international company. On the other side, when the preference of a high fit CSR initiative is present it could be that consumer responses will not differ between international and national companies. The current study will investigate whether there is an interaction between CSR initiative fit and company country-of-origin.

A hypothesis concerning the interaction effect between CSR initiative fit, CRS initiative proximity and/or company country-of-origin could not been formulated due to a lack of academic research. Therefore, the following research question is formed in order to investigate the interaction effects.

Research question: Do CSR initiative fit, CRS initiative proximity and/or company country-of-origin interact on the consumers responses trust, attitude toward the company, and/or purchase intention?

2.5 The moderating role of ethnocentrism

The consumers' evaluations on CSR initiative proximity and, especially, the companies' country of origin might be influenced by consumers' ethnocentrism. Ethnocentrism concerns the believe that one's own group is the center of everything, and all out-groups are rated with reference to it (Chryssochoidis et al., 2007; Shimp and Sharma, 1987; Sumner, 1906). The in-group sets the norm of judging other groups and the willingness to associate with them (Krystallis and Chryssochoidis, 2009).

Consumer ethnocentrism leads to overrating the quality and value of domestic products and underrating foreign products (Chryssochoidis et al., 2007; Hamelin et al., 2011; Sharma et al., 1995). When a domestic product is not available, highly ethnocentric consumers tend to prefer products from 'similar' countries (Krystallis and Chryssochoidis, 2009; Watson and Wright, 2000). Furthermore, ethnocentric consumers believe that purchasing imported products harms the domestic economy and causes job losses in industries threatened by imports (Hamelin et al, 2011; Kaynak and Kara, 2002).

The level of ethnocentrism differs among product categories (Krystallis and Chryssochoidis, 2009). Less important product categories provoke greater ethnocentric tendencies and consumer ethnocentrism is moderated when products are perceived as absolutely necessary (Javalgi et al., 2005; Krystallis and Chryssochoidis, 2009; Sharma et al., 1995). Thus, when consumers really need a product, the origin of the product will play a smaller role in the decision making, and vice versa.

Ethnocentrism has considerable effects on consumption behavior, product evaluation, brand loyalty, perception of advertising messages, perceived risk, and word-of-mouth behavior (Hamelin et al., 2011; Vida et al., 2008). Different studies conducted in various developed countries have found that consumer ethnocentrism is a more consistent predictor of preference for domestic products over foreign products, but not necessarily leads to the rejection of foreign products. (Balabanis and Diamantopoulos, 2004; Hamelin et al., 2011; Wang and Chen, 2004). The following research hypotheses are based on these outcomes:

> **H4a: Highly ethnocentric consumers will respond more favorably toward local CSR initiatives from national companies relative to global CSR initiatives from international companies.**
>
> **H4b: Consumers with low ethnocentric feelings will have no preference with respect to CSR initiative proximity and company country-of-origin.**

2.6 The moderating role of global connectedness

Due to globalization, consumers started to think more about their local and global identities (Strizhakova and Coulter, 2015). Global connectedness focuses on an individual's overall attachment and belonging to the global world (Strizhakova and Coulter, 2013). It represents the idea that individuals identify with and concern themselves with their impact on their fellow global citizens (Russell and Russell, 2010). In-group and out-group distinctions (i.e., us vs. them) decrease and instead a more communal mindset arises (Russell and Russell, 2010). This might affect consumer responses toward the country-of-origin of a company and CSR initiative proximity.

Previous studies demonstrate a clear preference for global concerns and products among consumers who are highly globally connected (Russell and Russell, 2010; Steenkamp and De Jong 2010; Strizhakova and Coulter 2013; Strizhakova and Coulter, 2015). Responses toward CSR are moderated by consumers' global connectedness because more globally connected consumers are more susceptible to foreign, instead of domestic, CSR activities (Russell and Russell, 2010).

Strizhakova and Coulter (2015) acknowledge the co-occurrence of both local and global affinities. The association between consumer ethnocentrism and the preference for local products is straightforward, because ethnocentrism causes people to favor domestic and reject foreign products (Strizhakova and Coulter, 2015). The relationship between global connectedness and the preference for domestic or foreign products is complicated due to the possibility that consumers may have both strong local and global connections (Strizhakova and Coulter, 2015). However, Suh and Kwon (2002) state that ethnocentrism is decreasing while global connectedness is increasing. Based on the findings of various studies, that found that consumers with high global connectedness prefer global products, the following research hypotheses are formulated:

H5a: Highly global connected consumers will respond more favorable toward global CSR initiatives from international companies relative to local CSR initiatives from national companies.

H5b: Consumers with low global connectedness will have no preference with respect to CSR initiative proximity and company country-of-origin.

On the basis of this literature review a research framework is established, that is presented in figure 2.1.

Ethnocentrism

Global connectedness

CSR initiative proximity:
- Global
- Local

Company country-of-origin:
- International
- National

CSR initiative fit:
- High
- Low

Consumer responses:
- Trust
- Attitude toward the company
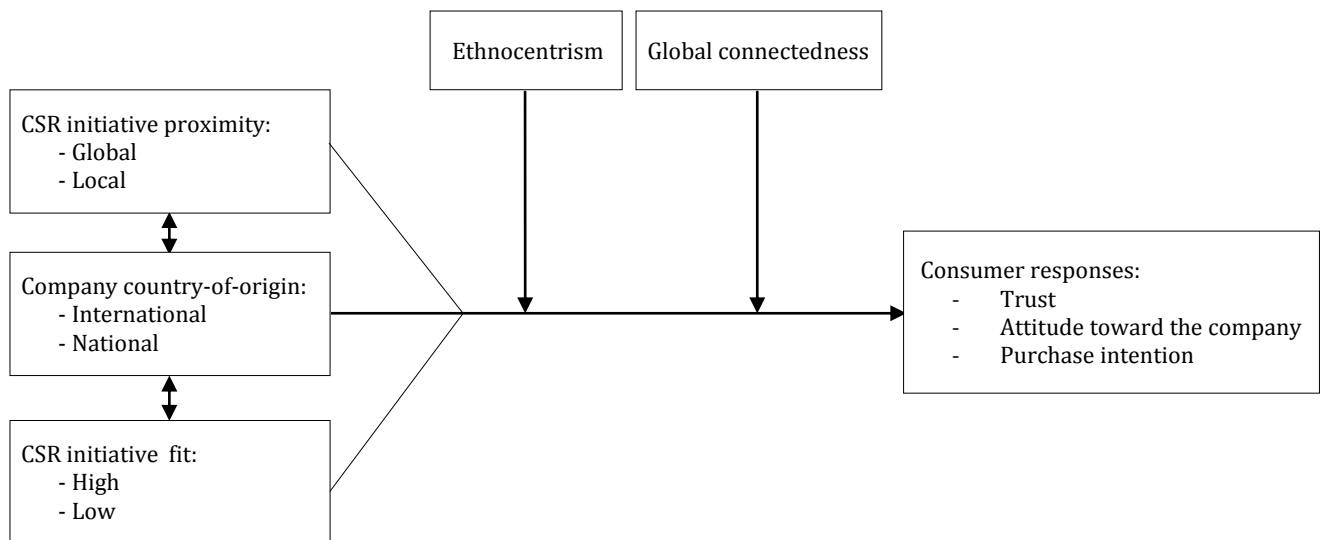- Purchase intention

Figure 2.1 Research framework

3. Research design

To test the influence of CSR initiative proximity (global vs. local), company country-of-origin (international vs. national), and CSR initiative fit (high vs. low) on consumer responses a 2x2x2 experimental design was used. An online questionnaire was distributed among panel members of TNS Nipo, a renowned market research company. The selected sample is representative for the Dutch population. After their participation in this survey the participants received a small compensation. This data collection method is chosen, instead of collecting the data in the social environment of the researchers by using social media, to prevent a snowball-effect and to collect data among the whole population of the Netherlands. The data is collected from 7 August 2015 until 18 August 2015. For this survey 820 panel members received an invitation and 522 usable surveys could be obtained (a response rate of 64%). The general questionnaire length was 6 minutes.

The questionnaire consists of a scenario, manipulation checks, and questions to measure the dependent variables, the moderators, and demographics. An overview of the questionnaire is shown in appendix B. The scenarios represent a corporate website. The reason for choosing the context of a corporate website is because the internet is one of the many tools for CSR information disclosure (Wanderley et al., 2008). Corporate websites provide an official perspective regarding CSR within the company (Wanderley et al., 2008). On the corporate website, displayed in the scenarios, information about the responsibility projects of the company 'FRUIT' were shown. A fictitious company was used in this survey to prevent that possible previous conceptions of the consumers about a company could influence the outcomes. The information shown in the scenarios includes a global or local CSR initiative that was supported by an international or national company and the fit between the CSR initiative and company was high or low. In this case the company 'FRUIT' sells juices, smoothies, and fruit salads, therefore the high fit scenario concerns a CSR initiative in which the company reduces the amount of people with malnutrition by supporting and informing people to ingest the necessary vitamins and minerals. In the low fit scenario the company reduces discrimination by helping groups of people who are discriminated for various reasons. The participants were assigned randomly to one of the eight conditions. The scenarios are displayed in appendix A.

3.1 Manipulation check

In a pre-test the manipulations were tested by 13 participants. The result of this pre-test show that all the manipulations were successful. However, for the independent variable CSR initiative proximity a weak but significant difference was also found for the national country-of-origin. A

local CSR initiative was here slightly more often mentioned than a global CSR initiative. A cause could be that this is more in line with the expectations. For international country-of-origin no difference was found.

In the main study the manipulation check was repeated and the intended manipulations succeed. However, also some unintended differences were found. It was more often thought that a local CSR initiative was initiated by a national, instead of an international company and for an international company is was more often expected to support a global CSR initiative. Also for fit significant differences are found, the low fit initiative was more often thought to be a global CSR initiative and local CSR activities are more often linked to a high fit CSR initiative, instead of a low fit activity. A reason could be that the participants did not read the information carefully and then gave the answer which is most in line with their expectations.

In order to increase the reliability of the outcomes a very small part of the data (N=9) is removed from the dataset. The selection was based on totally incorrect responses to the control question. By removing this small amount of data the manipulations became more reliable and thus also the outcomes.

Besides, the participants were also asked to state their opinion about the information on the website of 'FRUIT'. It was found that a high fit CSR initiative is perceived as more trustworthy and credible, than a low fit CSR initiative. All the outcomes of the manipulation check could influence the result, therefore it should be taken into account when interpreting the general outcomes.

3.2 Sample characteristics

The sample consisted of 49% males and 51% females. The average age was 50 years; the spread was between 19 to 89 years. Each condition contained between the 55 and 82 participants. On average each condition should contain 64 respondents, so the conditions local/international/high fit (82 participants) and local/national/low fit (55 participants) deviate. These differences should be taken into consideration when interpreting the results. The participants were relatively equally distributed over the eight conditions with respect to gender, age, and education. Table 3.1 shows the distribution of gender, age, and education over the eight experimental conditions.

Table 3.1 Distribution of Gender, Age, and Education for Each of the Conditions and in Total (N = 513)

CRS initiative proximity	Global				Local				
Company country-of-origin	International		National		International		National		**Total**
CSR initiative fit	High fit	Low fit	High fit	Low fit	High fit	Low fit	High fit	Low fit	
Gender									
Male	31	32	28	28	43	29	34	28	253
Female	28	37	31	37	39	32	29	27	260
Age									
Mean	49.34	48.97	48.14	50.09	52.65	53.08	47.17	51.89	50.23
SD	17.4	17.5	17.64	17.63	16.47	17.66	16.2	16.83	17.16
Education									
No education/ elementary school	2	1	4	4	1	3	3	3	21
Lower vocational education (LBO/VBO/VMBO/MBO 1)	11	7	10	8	16	4	8	6	70
Middle vocational education (MAVO/ first 3 years HAVO & VWO)	2	6	4	3	1	4	1	3	24
Higher vocational education (HAVO & VWO last 2 à 3 years)	0	4	1	8	4	3	6	0	26
Tertiary education (MBO)	26	26	19	21	31	30	22	26	201
Bachelor degree (HBO/WO)	11	16	13	15	24	10	19	11	119
Master degree (HBO/WO)	7	9	8	6	5	7	4	6	52
Total	59	69	59	65	82	61	63	55	513

The distribution of the ethnocentric and global connected feelings among the participants is displayed in Table 3.2. The majority has high ethnocentric feelings (56%). Almost one third cherish low ethnocentric feelings (31%) and thirteen percent is neutral. When it concerns the global connectedness, almost half of the participants feels highly global connected (47%), only ten percent less has a low global connectedness (37%), and sixteen percent is neutral. The distribution among gender, age, and education is relatively equal.

Table 3.2 Distribution of Gender, Age, and Education for Each of the Moderators and in Total (N = 513)

		Ethnocentrism			Global connectedness			Total
		High	Neutral	Low	High	Neutral	Low	
Gender								
	Male	140	31	82	132	34	87	253
	Female	148	37	75	110	48	102	260
	Total							
Age								
	Mean	49.84	48.16	51.83	52.08	48.29	48.7	50.23
	SD	16.93	16.83	17.67	17.42	16.34	17.01	17.16
Education								
	No education/ elementary school	14	3	4	11	6	4	21
	Lower vocational education (LBO/VBO/VMBO/MBO 1)	34	14	22	25	20	25	70
	Middle vocational education (MAVO/ first 3 years HAVO & VWO)	10	3	11	10	3	11	24
	Higher vocational education (HAVO & VWO last 2 à 3 years)	14	5	7	13	4	9	26
	Tertiary education (MBO)	116	25	60	97	33	71	201
	Bachelor degree (HBO/WO)	72	10	37	61	12	46	119
	Master degree (HBO/WO)	28	8	16	25	4	23	52
Total								
		288	68	157	242	82	189	513
	%	56	13	31	47	16	37	100

NOTE:

High = very strongly agree, strongly agree, and agree.

Neutral = no agree/ no disagree.

Low = very strongly disagree, strongly disagree, and disagree.

3.3 Dependent variables

Different constructs were measured on a seven-point Likert scale, with 1 corresponding to 'very strongly disagree' and 7 to 'very strongly agree'.

The measuring of trust was based on a four item seven-point Likert-scale adopted from Chaudhuri and Holbrook (2001) including statements such as: *'[company name] is safe', 'This is an honest company',* and *'I rely on [company name]'*. The value of Cronbach's alpha was .93, therefore, this construct was found to be reliable.

Attitude toward the company was measured by a five item bipolar seven-point Likert-scale adopted from Spears and Singh (2004). The items consisted of adjectives such as: *'good/bad', 'pleasant/unpleasant',* and *'favorable/unfavorable'*. This construct was found to be reliable, with a Cronbach's alpha of .96.

In order to measure purchase intention a four item seven-point Likert-scale adopted from Dodds et al. (1991) and Lafferty (2007) was used. The items included phrases like: *'The likelihood of purchasing a product of [company name] is large', 'I would definitely consider*

purchasing a product of [company name]', and *'I am willing to buy a product of [company name]'.*
This construct was found to be reliable as well (α = .97).

3.4 Moderators

The moderator ethnocentrism was measured by a five item seven-point Likert-scale based on
the statements of Shimp and Sharma (1987). The items included sentences such as: *'It is always
best to purchase Dutch products', We should buy from foreign countries only those products that
we cannot obtain within our own country',* and '*It may cost me in the long-run but I prefer to
support Dutch products'.* The value of Cronbach's alpha was .83, therefore, this construct was
found to be reliable.

The measuring of the moderator global connectedness was based on a seven item seven-
point Likert-scale adopted from Strizhakova and Coulter (2013). The seven items included
statements like: *'I have a strong attachment to the global world', 'thinking about my identity, I
view myself as a global citizen'* and *'feeling like a citizen of the world is important to me'.* With a
Cronbach's alpha of .94, this construct was found to be reliable. Thus, all constructs were found
to be reliable.

4. Results

4.1 Preliminary MANOVA tests

With the multivariate analysis of variance (MANOVA) the linkages between CSR initiative proximity, company country-of-origin, CSR initiative fit and the set of consumer response variables (trust, attitude toward the company, and purchase intention) were measured. Specific hypothesized linkages will be examined hereafter.

The results of the analysis, which are reported in Table 4.1, indicate that only the variable company country-of-origin is significantly related to the set of dependent variables. CSR initiative proximity shows a marginally significance (p = .06). CSR initiative fit and none of the interactions were found significantly different. The results indicate that testing specific hypothesized linkages specified in Figure 2.1 is relevant.

Table 4.1 Multivariate Analysis of Variance (N = 513)

Treatment	MANOVA			
	Wilks	df	F-Value	p-Value
CSR initiative proximity (CIP)	.985	3; 503	2.52	.058
Company coutry-of-origin (CCOO)	.981	3; 503	3.31	**.020***
CSR initiative fit (CIF)	.990	3; 503	1.70	.167
CIP x CCOO	.998	3; 503	.35	.790
CIP x CIF	.991	3; 503	1.49	.217
CCOO x CIF	.997	3; 503	.42	.738
CIP x CCOO x CIF	.989	3; 503	1.83	.141

NOTE: MANOVA = multivariate analysis of variance.

* Significant at .05. **Significant at .01.

4.2 Hypothesis test involving predictions of perceived consumer responses

The analysis of variance (ANOVA) was conducted to test the effects of CSR initiative proximity, company country-of-origin, CSR initiative fit, and the interactions on each of the dependent variables to examine specific hypothesized connections.

The outcomes, which are displayed in Table 4.2, show main effects for CRS initiative proximity on attitude toward the company and purchase intention. A significant main effect for company country-of-origin is found on purchase intention and on attitude toward the company a main effect is found for CSR initiative fit. Strongly significant interaction effects are not present, however, the interaction between CSR initiative proximity and CSR initiative fit is marginally significant (p = .06).

Table 4.2 Analysis of Variance (N = 513)

| | ANOVA | | | | | |
| | Trust | | ATC | | PI | |
Treatment	F-Value	p-Value	F-Value	p-Value	F-Value	p-Value
CSR initiative proximity (CIP)	1.88	.171	4.87	**.028***	4.14	**.042***
Company coutry-of-origin (CCOO)	.85	.358	.16	.687	7.69	**.006****
CSR initiative fit (CIF)	1.41	.235	4.41	**.036***	.51	.476
CIP x CCOO	.01	.915	.36	.551	.82	.366
CIP x CIF	.03	.861	3.63	.057	.10	.752
CCOO x CIF	.25	.617	.71	.401	.03	.853
CIP x CCOO x CIF	1.11	.293	2.58	.109	1.60	.206

NOTE: ANOVA = analysis of variance.

ATC = attitude toward company; PI = purchase intention.

* Significant at .05. **Significant at .01.

4.2.1. CSR initiative proximity

The differences between the conditions of CRS initiative proximity were indicated by analyzing the mean scores of the dependent variables attitude toward the company and purchase intention. Table 4.3 presents the results. On the basis of academic studies, the first hypotheses predicted that local CSR initiatives, instead of global CSR initiatives, would result in more positive consumer responses. However, both attitude toward the company and purchase intention were significantly higher when the CSR initiative was global, in comparison with a local CSR initiative. Thus, hypothesis 1a, 1b, and 1c are not confirmed.

Table 4.3 Means and Standard Deviations Trust, Attitude Toward the Company, and Purchase Intention for CSR Initiative Proximity and in Total

	CSR initiative proximity		Total
	Global	Local	
	(N = 252)	(N = 261)	(N = 513)
	Mean (SD)	Mean (SD)	Mean (SD)
Trust	3.99 (1.24)	3.84 (1.36)	3.91 (1.30)
Attitude toward company *	4.24 (1.21)	4.02 (1.40)	4.13 (1.31)
Purchase intention *	3.66 (1.55)	3.39 (1.64)	3.53 (1.60)

NOTE: conducted with a seven-point Likert-scale (1 = negative and 7 = positive)

* Significant at .05. **Significant at .01.

4.2.2. Company country-of-origin

By analyzing the mean scores of the dependent variable purchase intention the differences between the conditions of company country-of-origin were indicated. The results are present in Table 4.4. The second group of hypotheses predicted that it would result in a more positive attitude toward the company, increase trust, and leads to higher purchase intention when a national companies communicates their CSR initiatives, instead of international companies. However, the results show that purchase intention is significantly higher when an international company communicates about its CSR initiative, in comparison with a national company. Thus, the prediction based on academic studies is not confirmed.

Table 4.4 Means and Standard Deviations Trust, Attitude Toward the Company, and Purchase Intention for Company Country-of-Origin and in Total

	Company country-of-origin		Total
	International	National	
	(N = 271)	(N = 242)	(N = 513)
	Mean (SD)	Mean (SD)	Mean (SD)
Trust	3.85 (1.34)	3.98 (1.25)	3.91 (1.30)
Attitude toward company	4.16 (1.36)	4.09 (1.27)	4.13 (1.31)
Purchase intention **	3.71 (1.55)	3.32 (1.62)	3.53 (1.60)

NOTE: conducted with a seven-point Likert-scale (1 = negative and 7 = positive)
* Significant at .05. **Significant at .01.

4.2.3. CSR initiative fit

The mean scores of attitude toward the company were used to indicate the differences between the conditions of CSR initiative fit. Table 4.5 shows the results. The hypotheses predicted more positive consumer responses when the fit between the CSR initiative and the company is high instead of low. The attitude toward the company is significantly more positive when the fit between CSR initiative and company is high, compared to a low fit. Thus, hypothesis 3b is confirmed and hypothesis 3a and 3c are not confirmed.

Table 4.5 Means and Standard Deviations Trust, Attitude Toward the Company, and Purchase Intention for CSR Initiative Fit and in Total

| | CSR initiative fit | | Total |
	High	Low	
	(N = 263)	(N = 250)	(N = 513)
	Mean (SD)	Mean (SD)	Mean (SD)
Trust	3.97 (1.22)	3.85 (1.38)	3.91 (1.30)
Attitude toward company *	4.24 (1.23)	4.01 (1.40)	4.13 (1.31)
Purchase intention	3.57 (1.50)	3.48 (1.70)	3.53 (1.60)

NOTE: conducted with a seven-point Likert-scale (1 = negative and 7 = positive)
* Significant at .05. **Significant at .01.

4.2.4. CSR initiative proximity, company country-of-origin, and CSR initiative fit interactions

By analyzing the mean scores of the dependent variable attitude toward the company a marginal interaction effect between CSR initiative proximity and CSR initiative fit was indicated. Figure 4.1 presents the results. The attitude toward the company was marginal significantly more positive when a local CSR initiative has a high fit with the company (M = 4.23, SD = 1.32) instead of a low fit (M = 3.74, SD = 1.44). On the other hand for a global CSR initiative it makes slightly no difference whether the fit between the CSR activity and the company is high (M = 4.25, SD = 1.13) or low (M = 4.23, SD = 1.29).

Due to a lack of academic research about the interactions between CSR initiative fit, CSR initiative proximity and/or company country-of-origin no hypothesis could be formed. The research question about the interactions could be answered by means of the outcomes of this analysis. The results show a marginal interaction effect between CSR initiative proximity and CSR initiative fit on attitude toward the company. No other interactions were present.
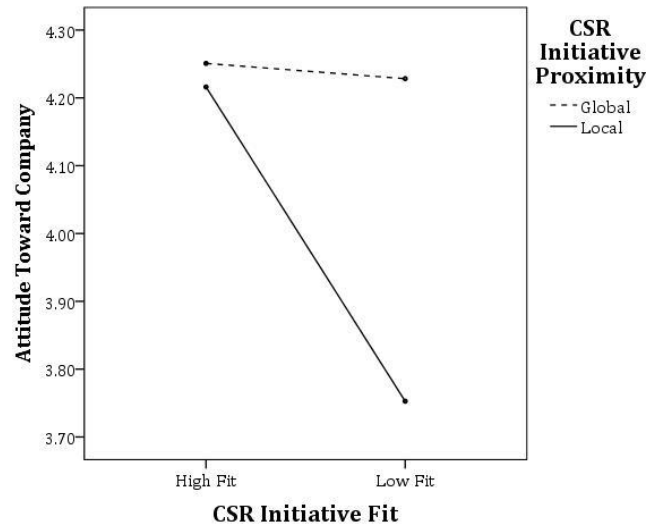
Figure 4.1 Interaction effect CSR initiative proximity and CSR initiative fit on attitude toward the company

4.3 Hypotheses tests involving predictions of perceived moderators

With the analysis of covariance (ANCOVA) and the analysis of variance (ANOVA) the hypotheses involving the predictions of the perceived moderators global connectedness and ethnocentrism can be tested. By determining moderation the following conditions need to take into account: independence of the moderator and its effect, homogeneity of variance, affection of the dependent variable by the independent variables, and when regressed on the dependent variable, significant moderators and reduction of effects independent variables (Field, 2013; Teas and Agarwal, 2000).

The independence of the moderator and its effect is the first condition. This basically means that the moderator should not differ across the independent variable groups in the analysis (Field, 2013). This is measured by performing an ANOVA with the moderator as outcome. For both the moderators, global connectedness and ethnocentrism, no significant difference is found. Thus, the moderators and its effects are independent.

The second condition, homogeneity of variance, can be measured by the Levene's test. Some of the outcomes of the Levene's test are significant, indicating that the group variances are not equal. However, this not necessarily indicates that the variances are unequal enough to cause problems. The ANOVA analysis is quite robust, this means that this method does not need data to be perfectly normal. This rule only applies when the sample size is quite large. In this study the sample size is large, therefore, it is assumed that the outcomes of this analysis will not be influenced by the notion that the variances are not totally equal.

Whether the independent variables affect the dependent variables was tested via an ANOVA analysis, displayed in Table 4.2. The results indicate that CSR initiative proximity

influences attitude toward the company and purchase intention (p < .05), company country-of-origin has an effect on purchase intention (p < .01), and CSR initiative fit affects attitude toward the company (p < .05). These results satisfy the third condition needed to establish a moderation effect.

With the ANCOVA analysis the last condition can be measured. In Table 4.6 the results of the regression of the dependent variables and moderators on the dependent variables are shown. The outcomes declare that the moderator global connectedness is significant (F = 4.08, p < .05). This significance is only found for the dependent variable attitude toward the company and in combination with the moderator ethnocentrism. Global connectedness is positively related to attitude toward the company (β = .092, p = .044). The same independent variables as in the ANOVA analysis affect the dependent variable attitude toward the company in the ANCOVA analysis. The F-values associated with the direct effects of CSR initiative proximity and CSR initiative fit are only slightly smaller in the presence of the moderators then in their absence. This difference is too small to satisfy the last condition.

These results show no moderation of both global connectedness and ethnocentrism on the effect between the independent and dependent variables. Only a direct effect is found for global connectedness on attitude toward the company. In the next chapter an additional moderation test will be performed.

Table 4.6 Analysis of Covariance (N = 513)

	ANCOVA					
	Trust					
Treatment	F-Value[1]	p-Value[1]	F-Value[2]	p-Value[2]	F-Value[3]	p-Value[3]
CSR initiative proximity (CIP)	1.92	.167	1.94	.165	1.86	.173
Company coutry-of-origin (CCOO)	.98	.323	.93	.336	.87	.351
CSR initiative fit (CIF)	1.46	.228	1.43	.232	1.43	.233
CIP x CCOO	.02	.898	.01	.905	.01	.911
CIP x CIF	.03	.873	.03	.874	.03	.859
CCOO x CIF	.16	.687	.20	.655	.23	.636
CIP x CCOO x CIF	1.10	.295	1.07	.302	1.13	.289
Covariates						
Global Connectedness	.95	.329	.85	.358	---	---
Ethnocentrism	.20	.659	---	---	.09	.767

	Attitude toward company					
Treatment	F-Value[1]	p-Value[1]	F-Value[2]	p-Value[2]	F-Value[3]	p-Value[3]
CSR initiative proximity (CIP)	4.82	**.029***	4.70	**.031***	4.98	**.026***
Company coutry-of-origin (CCOO)	.35	.553	.24	.625	.23	.632
CSR initiative fit (CIF)	4.22	**.041***	4.36	**.037***	4.30	**.039***
CIP x CCOO	.44	.509	.39	.533	.39	.533
CIP x CIF	3.76	.053	3.77	.053	3.61	.058
CCOO x CIF	.34	.561	.55	.461	.52	.470
CIP x CCOO x CIF	2.68	.102	2.48	.116	2.75	.098
Covariates						
Global Connectedness	4.08	**.044***	3.17	.075	---	---
Ethnocentrism	2.80	.095	---	---	1.90	.169

	Purchase Intention					
Treatment	F-Value[1]	p-Value[1]	F-Value[2]	p-Value[2]	F-Value[3]	p-Value[3]
CSR initiative proximity (CIP)	4.06	**.044***	4.01	**.046***	4.18	**.041***
Company coutry-of-origin (CCOO)	8.37	**.004****	8.07	**.005****	7.88	**.005****
CSR initiative fit (CIF)	.46	.497	.49	.484	.49	.486
CIP x CCOO	.90	.344	.86	.355	.84	.359
CIP x CIF	.09	.769	.09	.771	.10	.749
CCOO x CIF	.12	.725	.07	.790	.06	.807
CIP x CCOO x CIF	1.62	.203	1.54	.215	1.67	.197
Covariates						
Global Connectedness	2.36	.125	1.98	.160	---	---
Ethnocentrism	.89	.346	---	---	.51	.474

NOTE: ANCOVA = analysis of covariance.

1. Covariates = global connectedness and ethnocentrism.

2. Covariate = global connectedness.

3. Covariate = ethnocentrism.

* Significant at .05. **Significant at .01.

4.4 Additional hypotheses tests involving predictions of perceived moderators

In order to answer the hypotheses the interactions between the moderators and the independent variables on the dependent variables had to be measured by means of the ANOVA. The outcomes of the two moderators, ethnocentrism and global connectedness, have been divided in three groups; high, neutral, and low. The distribution of these three groups of the moderators are shown in Table 3.2.

The results of the ANOVA show no main effect for both the moderators, this is in line with the results from the first condition in the preliminary moderation test. It implies that the independence of the moderators and their effects. Besides, no interactions have been found for the moderator ethnocentrism (Table 4.7). This was also expected based on the outcomes of the ANCOVA. The moderator global connectedness interacts with a few independent variables, as expected from the previous analyses (Table 4.8).

Table 4.7 Analysis of Variance Including Moderator Ethnocentrism (N = 513)

	ANOVA					
	Trust		ATC		PI	
Treatment	F-Value	p-Value	F-Value	p-Value	F-Value	p-Value
CSR initiative proximity (CIP)	1.16	.283	2.88	.090	4.32	**.038***
Company coutry-of-origin (CCOO)	.04	.848	.11	.742	4.34	**.038***
CSR initiative fit (CIF)	.79	.374	.94	.333	.23	.634
Ethnocentrism (E)	.41	.662	.93	.397	1.34	.262
CIP x CCOO	.01	.943	1.17	.280	.44	.507
CIP x CIF	.02	.882	2.41	.121	.29	.588
CIP x E	1.29	.275	.28	.754	.14	.873
CCOO x CIF	.13	.716	.10	.748	.29	.591
CCOO x E	.91	.405	.02	.985	.06	.956
CIF x E	.12	.888	1.15	.316	.12	.884
CIP x CCOO x CIF	.25	.617	2.66	.103	1.50	.222
CIP x CCOO x E	.71	.494	.60	.547	1.13	.325
CIP x CIF x E	.04	.958	1.57	.210	1.20	.302
CCOO x CIF x E	.04	.966	.39	.678	1.61	.200
CIP x CCOO x CIF x E	.44	.646	.09	.914	.62	.536

NOTE: ANOVA = analysis of variance.

ATC = attitude toward company; PI = purchase intention.

* Significant at .05. **Significant at .01.

Table 4.8 Analysis of Variance Including Moderator Global Connectedness (N = 513)

Treatment	ANOVA					
	Trust		ATC		PI	
	F-Value	p-Value	F-Value	p-Value	F-Value	p-Value
CSR initiative proximity (CIP)	.20	.654	2.11	.147	2.02	.156
Company coutry-of-origin (CCOO)	1.42	.234	.32	.571	7.81	.005**
CSR initiative fit (CIF)	1.06	.304	3.43	.064	.04	.851
Global connectedness (GC)	.36	.696	.73	.481	.304	.738
CIP x CCOO	.24	.626	.02	.898	.06	.809
CIP x CIF	.11	.738	.59	.443	.03	.872
CIP x GC	4.48	.012*	1.72	.181	4.75	.009**
CCOO x CIF	.06	.804	.26	.607	.21	.644
CCOO x GC	.12	.887	2.35	.097	2.12	.121
CIF x GC	.015	.985	.28	.755	.54	.582
CIP x CCOO x CIF	2.49	.115	1.50	.221	.61	.436
CIP x CCOO x GC	1.11	.330	1.03	.359	1.58	.206
CIP x CIF x GC	3.90	.012*	1.35	.262	.49	.612
CCOO x CIF x GC	.22	.801	.48	.621	5.41	.005**
CIP x CCOO x CIF x GC	.21	.810	.16	.856	1.44	.237

NOTE: ANOVA = analysis of variance.

ATC = attitude toward company; PI = purchase intention.

* Significant at .05. **Significant at .01.

For the dependent variable trust two interactions have been found. The first interaction effect is between CSR initiative proximity and global connectedness, shown in Figure 4.2. When the global connectedness is high a global CSR initiative is trusted more (M = 4.24, SD =1.17), compared to a local CSR initiative (M = 3.70, SD = 1.41). When consumers have a low global connectedness they perceive a local CSR initiative as more trustworthy (M = 3.92, SD = 1.46), instead of a global CSR activity (M = 3.81, SD = 1.35). The consumers with a neutral global connectedness also trust a local CSR initiative more (M = 4.08, SD = .88), compared to a global CSR initiative (M = 3.83, SD = 1.03). The neutral global connected consumers trust a local CSR initiative more than low global connected consumers.

The second interaction effect found for trust is an interaction between CSR initiative proximity, CSR initiative fit, and global connectedness (Figure 4.3). When the global connectedness is high then for both the high and low fit CSR initiatives trust is higher when the CSR initiative is global (high fit: M = 4.20, SD =1.17; low fit: M = 4.29, SD = 1.17), instead of local (high fit: M = 3.87, SD =1.37; low fit: M = 3.53, SD = 1.43). When consumers have a low global

connectedness they still trust a high fit global CSR initiative more (M = 4.08, SD = 1.24), compared to a high fit local CSR initiative (M = 3.76, SD = 1.32). However, the trust of low global connected consumers is higher when a low fit CSR initiative is local (M = 4.08, SD = 1.63), instead of global (M =3.54, SD = 1.40). For consumers with a neutral global connection applies that they trust a high fit local CSR initiative more (M = 4.34, SD = .86), than a high fit global initiative (M = 3.74, SD = .70). This is opposite relative to high and low global connected consumers. When it concerns a low fit CSR activity neutral global connected consumers trust global (M = 3.91, SD = 1.39) and local (M = 3.82, SD = .84) CSR initiatives almost equally.
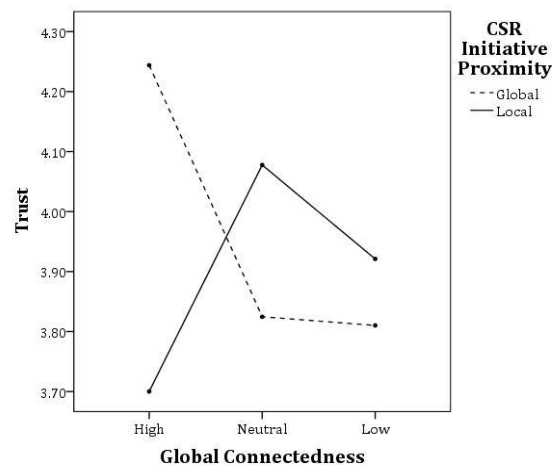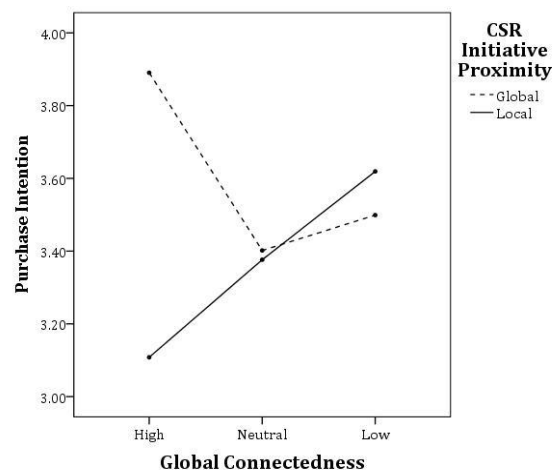

Figure 4.2 Interaction effect CSR initiative proximity and Global Connectedness on Trust
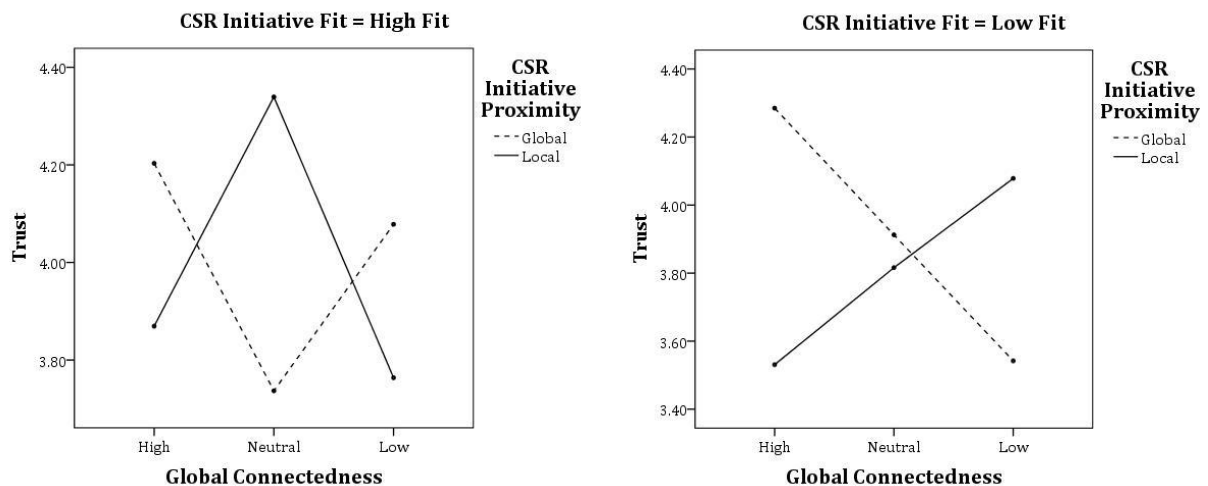
Figure 4.3 Interaction effect CSR initiative proximity, CSR Initiative Fit, and Global Connectedness on Trust

For the dependent variable purchase intention also two interaction effects were revealed. The first interaction is between CSR initiative proximity and global connectedness, this is equal to the interaction found for trust. In Figure 4.4 it is shown that when it concerns purchase intention

consumer with a high global connectedness respond more favorably toward a global CSR activity (M = 3.90, SD = 1.46), compared to a local CSR initiative (M = 3.11, SD = 1.71). In contrast, low global connected consumers have a higher purchase intention when the CSR initiative is local (M = 3.62, SD = 1.60), instead of global (M = 3.50, SD = 1.65). For consumers with a neutral global connectedness is the purchase intention almost equal for both global (M = 3.40, SD = 1.46) and local (M = 3.38, SD = 1.39) CSR initiatives.

The second interaction for purchase intention is between company country-of-origin, CSR initiative fit, and global connectedness (Figure 4.5). The interaction shows that highly global connected consumers perceive a high fit CSR initiative from both a national and international company equally as positive (international: M =3.53, SD = 1.58; national: M = 3.54, SD =1.64). However, low global connected consumers react more positive toward a high fit CSR initiative from an international company (M = 3.95, SD = 1.40), compared to a national company (M = 3.40, SD = 1.54). The outcomes for a low fit CSR initiative diverge from the outcomes of a high fit CSR initiative. For a low fit CSR activity it applies that highly global connected consumers have a higher purchase intention when the company behind the CSR initiative is an international company (M = 3.93, SD = 1.63), compared to a national company (M = 3.00; SD = 1.60). For consumers with a low global connectedness the opposite is true. Their purchase intention is higher when a national company supports the low fit CSR initiative (M = 3.69, SD = 1.79), instead of an international company (M = 3.20, SD = 1.72). For both high and low fit CSR initiatives the purchase intention is higher for neutral global connected consumers when the company's country-of-origin is international (high fit: M = 3.80, SD = 1.06; low fit: M = 3.84, SD = 1.79), compared to national (high fit: M = 2.76, SD = 1.35; low fit: M = 3.15, SD = 1.46).

Figure 4.4 Interaction effect CSR initiative proximity and Global Connectedness on Purchase Intention
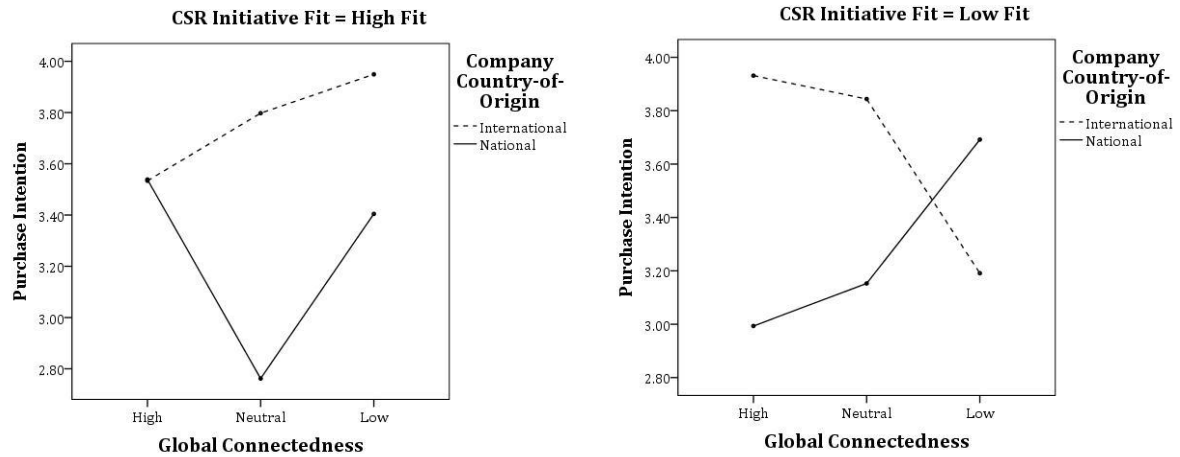
Figure 4.5 Interaction effect Company Country-of-Origin, CSR initiative Fit and Global Connectedness on Purchase Intention

All the outcomes show that ethnocentrism not moderates the effect of the independent variables on the dependent variables nor interacts with the independent variables on the dependent variables. Therefore, hypothesis 4a was not supported. For both high and low ethnocentric consumers no differences were found in the preference with respect to CSR initiative proximity, company country-of-origin, and CSR initiative fit. Hence, hypothesis 4b is supported.

Hypothesis 5a is partially supported, as global connectedness not moderates the effects between the independent and dependent variables, though for the dependent variables trust and purchase intention it is found that global connectedness interacts with all the independent variables in different combinations. The interactions in general show that highly global connected consumers perceive global CSR initiatives from international companies as more favorable. However, not all combinations with the moderator global connectedness interact and not all the dependent variables are moderated by global connectedness. Therefore, hypothesis 5a could be partially supported.

Hypothesis 5b predicts that consumers with low global connectedness would have no preference with respect to CSR initiative proximity and company country-of-origin. This hypothesis is not supported. Some of the interaction effects show that consumers with a low global connectedness perceive a local CSR initiative form a national company as more positive. However, when it concerns the interactions with CSR initiative fit, low global connected consumers are more positive about a high fit, global CSR initiative from an international company.

5. Discussion

The current experimental study extended research on effectively communicating CSR activities in the globalizing world, as it investigated the effects of CSR initiative proximity, company country-of-origin, and CSR initiative fit on the consumer responses trust, attitude toward the company, and purchase intention. Furthermore, this study expanded knowledge about the moderating role of ethnocentrism and global connectedness on these effects.

When it concerns the proximity of those who will benefit from the CSR initiative and the actual consumers, the results of this study showed that consumers have a more positive attitude toward the company and a higher purchase intention when a company supports a global CSR initiative. This finding is not in line with the existing research on this topic. Other studies found that egoistic feelings and the principle of reciprocity would lead to the preference of local CSR activities (Russell and Russell, 2010).

The current study showed that the effect of CSR initiative proximity on consumer responses is influenced by global connectedness. For both trust and purchase intention it has been found that highly global connected consumers respond more favorably toward a global CSR activity, whereas consumers with low global connectedness prefer a local CSR initiative. Consumers with a neutral global connection have more trust in local CSR initiatives, but the purchase intentions do not differ between local and global CSR initiatives. Russell and Russell (2010) argued that high global connectedness could reduce egoistic feelings, but not completely eliminate them. The outcomes of the current study show that highly global connected consumers can reduce their egoistic feelings to such an extent that these feelings are inferior to the willingness to help their fellow global citizens.

According to Dickinson and Hollander (1991) egoistic feelings could be moderated or even removed by empathetic attribution. This attribution includes the capability of consumers to identify the utility of something in relation to others or to the greater cause (Dickinson and Hollander, 1991). Thus, consumers are capable to feel the need of others and can see it in a cause-effect relationship. For instance, Ellen, Mohr, and Webb (2000) found that when consumers recognize the importance of life-saving support in case of a natural disaster, it fades away consumers' interest for local initiatives. Highly global connected consumers in a prosperous country, like the Netherlands, might be more aware of the fact that other, may be less developed, countries need the support of a company more than they do. Thus, the empathetic attribution of consumer could explain the preference for global CSR initiatives.

For company country-of-origin the results of this study revealed that a CSR activity from an international company leads to a higher purchase intention, compared to a national company. No direct interaction with the moderators global connectedness and ethnocentrism was present.

This is not in line with previous studies. These studies showed that consumers would prefer CSR activities from a national company above those of an international company. Different studies argued that consumers appreciate domestic products as more favourable compared to foreign products (Bilkey and Nes, 1982; Shimp and Sharma, 1987; Wang and Cheng, 2004; Watson and Wright, 2000). La Ferle et al. (2013) confirmed the preference for a national company compared to an international company in a cause-related marketing (CRM) campaign context. According to the studies of Shimp and Sharma (1987) and Watson and Wright (2000), this preference for national companies is influenced by ethnocentrism. In the current study high, neutral, and low ethnocentric consumers were present, but ethnocentrism does not influences the outcomes. The lack of influence of ethnocentrism and the existing influence of global connectedness might lead to a higher purchase intention at an international company that supports a CSR activity, instead of a national company. Furthermore, the special nature of the Dutch culture could also explain their preference for an international company supporting a CSR activity. The Dutch people are known for exploring the world and being very open to other countries and cultures. The Dutch might be so accustomed to international brands and products, that they would rather buy a product from an international company who communicates about their CSR activity than from a national company who does the same.

The results of this study confirmed that the congruence between the CSR initiative and the company's business needs to be high in order to gain more positive attitudes toward the company among the consumers. This outcome fits the expectations based on the academic researches. However, the trust and purchase intention of consumers do not differ when a high or low fit CSR initiative is communicated. This is not in line with previous studies that found that a more congruent fit between prior company associations and the cause would enhance consumer responses (Becker-Olsen et al., 2006; Du et al., 2010). The lack of effect on trust and purchase intention can be explained by the altruistic motive of the company (Ellen, Mohr & Webb, 2000). The mere fact that the company supports a CSR activity can cause an increase in trust and purchase intention, regardless of the CSR initiative fit.

According to a recent study of De Jong and Van der Meer (2015), fit perception can be created by a variety of fit possibilities. The researchers argue that various factors can influence the perception of a good fit. One of the factors that is mentioned in this study, is the geographic location of the CSR initiative. The present study found a marginal relation between CSR initiative fit and CSR initiative proximity on attitude toward the company. This confirms the findings of De Jong and Van der Meer (2015). Consumers perceive both global and local CSR initiatives as positive in a high fit situation. However, when a low fit CSR initiative is communicated consumers have a less positive attitude when the initiative is local, compared to global.

In combination with the moderator global connectedness different effects have been found on trust and purchase intention. Consumers with a high global connectedness trust global CSR initiatives more, regardless of the CSR initiative fit. They also have a higher purchase intention when an international company supports the initiative. Especially, when is concerns low fit activity. Highly global connected consumers have in a high fit situation an equal preference for national and international companies. Neutral global connected consumers have more trust in a high fit local CSR initiative, however, when the fit is low the trust in both local and global CSR activities is almost equal. Consumers with a neutral global connection have a higher purchase intention if an international company supports a CSR initiative, regardless of the congruence between the activity and the company's business. Consumers with low global connectedness trust a high fit global CSR initiative more, compared to a local activity. On the other hand, low global connected consumers trust a low fit CSR initiative more when it is a local activity. The interaction also shows that consumers with a low global connection have a higher purchase intention if in a high fit situation an international company supports the cause. The opposite is true for a low fit situation, then a national company increases purchase intention.

The effect of global connectedness becomes increasingly important for companies in order to achieve the most favorable consumer responses. Almost half of the Dutch population feels highly global connected. However, only ten percent less feels low global connected. Both groups need to be taken into account. Besides, a smaller group of sixteen percent is neutral global connected. This group has not been included in studies before. It was expected that the effect of global connectedness between high and low global connected consumers is linear. Interestingly, the results of the present study indicated that by including neutral global connected consumers the effect is not necessarily linear, it shows a more U-shaped effect in some cases. Therefore, these neutral global connected consumers should be included in researches and in the CSR communication policy of companies.

In summary, CSR has become an important promotional tool for many companies. Consumers are really sensitive for CSR communication, insufficient communication can easily lead to negative consumer responses. Globalization casts a new light on all the studies that investigated the effects of a company's participation in CSR activities and the communication of it. This study provided a testing of three perceived CSR message features, CSR initiative proximity, company country-of-origin, and CSR initiative fit, on trust, attitude toward the company, and purchase intention. The moderating role of ethnocentrism and global connectedness was also included. The results showed that the consumer responses are more positive if the CSR initiative is global, initiated by an international company, and highly fits with the company's business. Further, this study showed that global connectedness is an important moderator.

5.1 Scientific relevance

The findings of this study expanded the scientific knowledge of CSR communication on several aspects. Overall, this study showed that, while CSR communication is often examined in various studies, research on this topic is still very valuable. One of the reasons is the continuing globalization of the world. This brings a shift in the way consumers perceive CSR communication. Consumers are becoming better informed; this causes that they become increasingly critical toward the support of CSR activities by companies.

Next, CSR initiative proximity has been investigated in different studies with various conclusions as result (Grau and Folse, 2007; Groza et al., 2011; Russell and Russell, 2010; Varadarajan and Menon, 1988). By studying the time period in which the different researches were performed, it was found that over time the influence of global connectedness is becoming more present. This study is one of the first who concludes that a global CSR initiative is perceived as more favorable compared to a local CSR initiative.

Furthermore, previous studies only examined the influence of high and low global connectedness. It was expected that the effect of global connectedness would be linear. In this study it was found that when neutral global connected consumers are also taken into account the effect is not necessarily linear. This is one of the first studies who draws attention to the fact that global connectedness, in some cases, showed an U-shaped effect.

Then, it seems that the influence of ethnocentrism on company country-of-origin decreases. In this study ethnocentrism did not moderate the effects of company country-of-origin, while highly ethnocentric consumers were present. The outcomes showed that consumers prefer an international company supporting a CSR initiative, compared to a national company. This is not in line with the previous studies, that suggest that a national company is perceived as more positive due to ethnocentric feelings (La Ferle et al., 2013; Shimp and Sharma, 1987; Watson and Wright, 2000). These shifts of ethnocentrism and global connectedness are important to consider. It seems that ethnocentrism moves more to the background and global connectedness becomes more present.

Last, in the study of De Jong and Van der Meer (2015) it was argued that CSR initiative proximity could influence the consumer responses toward the congruence between the CSR initiative and the company's business. This study examined as one of the first this interaction. The results show indeed a marginally interaction effect between the two factors.

All these aspects of this study add interesting new insights to the present literature.

5.2 Practical implications

This study provides a few practical implications from which CSR communication specialists of various companies could benefit.

CSR communication has become a popular promotional tool for many companies in order to increase favorable consumer responses (Simmons and Becker-Olsen, 2006). However, the communication of CSR initiatives should not be underestimated. Due to the continuing globalization of the world, consumers are becoming better informed. This causes that they become increasingly critical toward the self-disclosure of a CSR initiative by a company. It is important for companies to stay up to date and to follow the developments for various business aspects, CSR support should not be overlooked.

An important development to consider is the influence of global connectedness. This study showed that it influences the responses of consumers toward a CSR message. Therefore, it is advised to investigate the level of global connectedness of the target group when deciding on the content of a CSR message. In general it was found that highly global connected consumers prefer a global CSR initiative from an international company. For example, the international company Innocent smoothies who is committed to reduce to worldwide poverty. Low global connected consumers seems to prefer local initiatives from a national company. For instance, the national dairy products company Campina who initiated the farm days. On these days the people can visit various farms. This makes the people, and especially children, more aware of where the products come from.

When information about the global connectedness of the target group of the CSR message is unobtainable an international FMCG (fast moving consumer goods) company will get the best responses of the Dutch consumers if it supports a global CSR initiative that highly fits the company's business. For instance, Pampers together with UNICEF provide one vaccine for every pack of Pampers that is sold. This helps to eliminate maternal and newborn tetanus worldwide. A CSR initiative like this will cause that the trust in the company, the attitude toward the company, and the purchase intentions of the Dutch consumers will be more positive.

5.3 Research limitations

When interpreting the results some limitations should be taken into account. Firstly, the manipulations did not totally succeed. The results of the control question show that the intended manipulations were successful, however, also some unintended differences were found. Secondly, the respondents were not totally equal distributed among the eight scenarios. Thirdly, many academic researches collect their data among students, which is not representative for the whole population of a country, while the data of this study is representative for the entire Dutch

population. The comparisons that are made between the studies are not based on an equal sample. Last, this study only investigated the responses of consumers from one (small) country toward a company in the FMCG sector. Therefore, the results are not generalizable.

5.4 Recommendations for further research

On the basis of the results of the current study concepts for further studies can also be provided. The relation between CSR initiative proximity and CSR initiative fit could be very interesting for further research. De Jong and Van der Meer (2015) suggest, as one of the first, that CSR initiative proximity could influence the consumer responses toward CSR initiative fit. This study found a marginally interaction effect between the two factors. Further research could confirm or debunk this relation.

Another interesting subject for further research is global connectedness. This study revealed as one of the first that global connectedness is not necessarily a linear effect between high and low global connected consumers. When neutral global connected consumers were distinguished the results also show, in some cases, a more U-shaped effect. Further research could investigate this more in-depth.

Besides, according to this study it seems that the influence of global connectedness increases. While, the ethnocentric feelings shift to the background. Further research could investigate these suggestions.

It would also be very interesting to investigate whether the outcomes of the current study also apply for other countries and cultures. The Dutch are very open to other countries and cultures, this might varies in other countries. The cultural differences among countries could influence the effects. Therefore, in further research this study could be replicated in other countries and cultures.

This study was tested in the context of a company in the FMCG sector. The results might be relevant for companies who sell low involvement products, however, the outcomes may not be generalizable to other sectors. Further research could examine the findings for companies in the high involvement product industry and also in the service industry.

6. Conclusions

The responses of consumers toward a company communicating their CSR activity are linked to the sufficiency of the communication. The objective of this study is to give companies guidelines to communicate their CSR initiative efficiently in this globalizing world. Therefore, the current study addresses the effects of CSR initiative proximity, company country-of-origin, and CSR initiative fit on the consumers responses trust, attitude toward the company, and purchase intention. The possible moderators ethnocentrism and global connectedness are also included.

This study concluded that in general more positive consumer responses will be obtained when an international company communicates a global CSR initiative with a high fit between the initiative and the company's business. It was found that these results are influenced by global connectedness. In contrast, ethnocentrism does not moderate the outcomes.

Global connectedness only influences the effects on trust and purchase intention. Highly global connected consumers respond more positive toward global CSR initiatives from international companies, regardless of the CSR initiative fit, while consumers with a low global connectedness prefer a local CSR initiative over a global activity. However, this preference slightly changes when the fit between the CSR activity and the company's business is included. A local CSR initiative from a national company is only preferred when the CSR initiative fit is low, when it concerns a high fit low global connected consumers prefer a global CSR initiative from an international company. The group of consumers with a neutral global connectedness responds most favorable toward a local CSR initiative from an international company.

Due to the influence of global connectedness it is advised to take this into account when deciding on the content of a CSR message. When there is no opportunity to get information about the global connectedness of the target group of the CSR message an international company will get the best responses if it supports a global CSR initiative that highly fits the company's business.

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Appendices

Appendix A – Scenarios English

High fit – Global initiative – International company

FRUIT

HOME   PRODUCTS   ABOUT FRUIT   RESPONSIBILITY   CONTACT

RESPONSIBILITY
- INGREDIENTS
- PRODUCTION
- PACKAGING
- PROJECT
- FOUNDATION

PROJECT

Our juices, smoothies and fruit salads provide throughout the world many people a fruity drink and a healthy snack.

As a large international company we want to help the people for whom a healthy snack is not self-evident. That's why we established the FRUIT foundation. Every year we donate at least 20% of our profits to the foundation.

The FRUIT foundation supports and informs people all over the world to ingest the necessary vitamins and minerals. Poverty, old age or an unhealthy lifestyle can cause a shortage. Our goal is to reduce the number of people with malnutrition all over the world.

More information about the FRUIT foundation can be found here.

Low fit – Global initiative – International company

FRUIT

HOME   PRODUCTS   ABOUT FRUIT   RESPONSIBILITY   CONTACT

RESPONSIBILITY
- INGREDIENTS
- PRODUCTION
- PACKAGING
- PROJECT
- FOUNDATION

PROJECT

Our juices, smoothies and fruit salads provide throughout the world many people a fruity drink and a healthy snack.

As a large international company we want to combat discrimination by bringing people closer together. That's why we established the FRUIT foundation. Every year we donate at least 20% of our profits to the foundation.

The FRUIT foundation helps all over the world groups of people who are discriminated for various reasons. Through ignorance many prejudices arise and this often leads to discrimination. Our goal is to reduce discrimination all over the world.

More information about the FRUIT foundation can be found here.

High fit – Local initiative – International company

FRUIT

HOME   PRODUCTS   ABOUT FRUIT   RESPONSIBILITY   CONTACT

RESPONSIBILITY
- INGREDIENTS
- PRODUCTION
- PACKAGING
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As a large international company we want to help the people for whom a healthy snack is not self-evident. That's why we established the FRUIT foundation. Every year we donate at least 20% of our profits to the foundation.

The FRUIT foundation supports and informs people in the Netherlands to ingest the necessary vitamins and minerals. Poverty, old age or an unhealthy lifestyle can cause a shortage. Our goal is to reduce the number of people with malnutrition in the Netherlands.

More information about the FRUIT foundation can be found here.

Low fit – Local initiative – International company

FRUIT

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Appendix B – Scenarios Dutch

High fit – Global initiative – International company

HOME   PRODUCTEN   OVER FRUIT   DUURZAAMHEID   CONTACT

DUURZAAMHEID
INGREDIËNTEN
PRODUCTIE
VERPAKKING
PROJECT
FOUNDATION

PROJECT

Onze sappen, smoothies en fruitsalades voorzien over de hele wereld veel mensen van een fruitig drankje en een gezonde snack.

Als groot internationaal bedrijf willen we graag de mensen voor wie een gezond tussendoortje niet vanzelfsprekend is helpen. Daarom hebben we de FRUIT foundation opgericht. Elk jaar doneren wij minimaal 20% van onze winst aan de foundation.

De FRUIT foundation ondersteunt en informeert mensen over de hele wereld om de benodigde vitamines en mineralen binnen te krijgen. Armoede, ouderdom of een ongezonde levensstijl kan de oorzaak zijn van een tekort. Ons doel is om het aantal mensen met ondervoeding over de hele wereld te verminderen.

Meer informatie over de FRUIT Foundation vindt u hier.

Low fit – Global initiative – International company

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De FRUIT foundation helpt over de hele wereld groepen mensen die om verschillende redenen gediscrimineerd worden. Door onwetendheid ontstaan veel vooroordelen en dit leidt vaak tot discriminatie. Ons doel is om discriminatie over de hele wereld te verminderen.

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High fit – Local initiative – International company

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Low fit – Local initiative – International company

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Vind ik leuk 12K

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Appendix C – The questionnaire English

Thank you for your cooperation regarding this survey.

You will see a website of a company and then you will be asked to evaluate the company and the information on the website.

Your opinion, feelings and attitude will be questioned, not your knowledge, so there are no right or wrong answers. The survey will take approximately 5 minutes to fill out and you can interrupt at any time. The results of this survey cannot be traced back to an individual respondent.

Below you see the homepage of FRUIT with information about their Corporate Social Responsibility initiative. Please, read the information carefully and answer the questions following on the next page.

[In the questionnaire one of the eight scenarios is displayed here]

1. Please indicate, to what degree you agree with the following statements.

	Very strongly disagree						Very strongly agree
FRUIT is a truly international company	O	O	O	O	O	O	O
FRUIT's responsibility project occurs in the Netherlands	O	O	O	O	O	O	O
People with malnutrition are supported and informed by FRUIT	O	O	O	O	O	O	O
FRUIT is a large national company.	O	O	O	O	O	O	O
The responsibility project of FRUIT helps people worldwide	O	O	O	O	O	O	O
FRUIT wants to reduce discrimination	O	O	O	O	O	O	O

2. Please, indicate your opinion about the information on the homepage of FRUIT you just read.

Very untrustworthy	O	O	O	O	O	O	O	Very trustworthy
Very non-credible	O	O	O	O	O	O	O	Very credible

3. Please indicate, to what degree you agree with the following statements.

	Very strongly disagree						Very strongly agree
FRUIT is safe	O	O	O	O	O	O	O
This is an honest company	O	O	O	O	O	O	O
I rely on FRUIT	O	O	O	O	O	O	O
I trust FRUIT	O	O	O	O	O	O	O

4. My overall impression of the FRUIT is:

Unappealing	O	O	O	O	O	O	O	Appealing
Bad	O	O	O	O	O	O	O	Good
Unpleasant	O	O	O	O	O	O	O	Pleasant
Unfavorable	O	O	O	O	O	O	O	Favorable
Unlikable	O	O	O	O	O	O	O	Likeable

5. Give your opinion on the following statements.

	Very strongly disagree						Very strongly agree
The likelihood of purchasing a product of FRUIT is large	O	O	O	O	O	O	O
I would definitely consider purchasing a product of FRUIT	O	O	O	O	O	O	O
I am willing to buy a product of FRUIT	O	O	O	O	O	O	O
It is very likely that I will buy a product of FRUIT	O	O	O	O	O	O	O

6. Please indicate, to what degree you agree with the following statements.

	Very strongly disagree						Very strongly agree
Thinking about my identity, I view myself as a global citizen.	O	O	O	O	O	O	O
Buy Dutch-made products, that keeps The Netherlands	O	O	O	O	O	O	O

working.							
I have a strong attachment to the global world.	O	O	O	O	O	O	O
We should purchase products manufactured in The Netherlands instead of letting other countries get rich off us.	O	O	O	O	O	O	O
I think of myself as a global citizen.	O	O	O	O	O	O	O
It is important to me to feel a part of the global world.	O	O	O	O	O	O	O
It is always best to purchase Dutch products.	O	O	O	O	O	O	O
I feel connected to the global world.	O	O	O	O	O	O	O
It may cost me in the long-run but I prefer to support Dutch products.	O	O	O	O	O	O	O
Feeling like a citizen of the world is important to me.	O	O	O	O	O	O	O
We should buy from foreign countries only those products that we cannot obtain within our own country.	O	O	O	O	O	O	O
I would describe myself as a global citizen.	O	O	O	O	O	O	O

7. What is your age?

Years: 0 – 100

8. What is your gender?
- o   Male
- o   Female

9. What is your highest level of education?
- o   No education/ elementary school
- o   LBO/VBO/VMBO/MBO1
- o   MAVO/ first 3 years HAVO or VWO
- o   HAVO or VWO last 2 à 3 years
- o   MBO
- o   Bachelor degree HBO or WO
- o   Master degree HBO or WO

10. What is your country of origin?
- o   The Netherlands
- o   Other country

Thank you for your participation in this study.

Finally, we would like to point out that FRUIT is a nonexisting company. The information you just read on the webpage of FRUIT is fictitious.

Appendix D – The questionnaire Dutch

Bedankt voor uw deelname aan dit onderzoek.

U krijgt een website van een bedrijf te zien en vervolgens wordt u gevraagd om het bedrijf en de informatie op de website te evalueren.

Uw mening, gevoelens en houding zullen worden gevraagd, niet uw kennis, dus er zijn geen goede of foute antwoorden. Het onderzoek duurt ongeveer 5 minuten en kan op ieder gewenst moment worden onderbroken. U zult volledig anoniem blijven.

Hieronder ziet u de website van FRUIT met informatie over hun duurzaamheidsproject. Lees de informatie goed door en beantwoord daarna de vragen op de volgende pagina.

[In the questionnaire one of the eight scenarios is displayed here]

1. Bent u het eens of oneens met de volgende stellingen?

	Helemaal oneens						Helemaal eens
FRUIT is een echt internationaal bedrijf	O	O	O	O	O	O	O
FRUIT's duurzaamheidsproject vind plaats in Nederland	O	O	O	O	O	O	O
Mensen met ondervoeding worden door FRUIT ondersteund en geïnformeerd	O	O	O	O	O	O	O
FRUIT is een groot nationaal bedrijf	O	O	O	O	O	O	O
Het duurzaamheidsproject van FRUIT helpt mensen over de hele wereld	O	O	O	O	O	O	O
FRUIT wil discriminatie verminderen	O	O	O	O	O	O	O

2. Geef uw mening over de website van FRUIT die u net hebt gezien.

Heel onbetrouwbaar	O	O	O	O	O	O	O	Heel betrouwbaar
Heel ongeloofwaardig	O	O	O	O	O	O	O	Heel geloofwaardig

3. Geef aan in hoeverre u het eens of oneens bent met de volgende stellingen.

	Helemaal oneens						Helemaal eens
FRUIT is veilig	O	O	O	O	O	O	O
Dit is een eerlijk bedrijf	O	O	O	O	O	O	O
Ik reken op FRUIT	O	O	O	O	O	O	O
Ik vertrouw FRUIT	O	O	O	O	O	O	O

4. Mijn algemene indruk van het bedrijf FRUIT is:

Onaantrekkelijk	O	O	O	O	O	O	O	Aantrekkelijk
Slecht	O	O	O	O	O	O	O	Goed
Onaangenaam	O	O	O	O	O	O	O	Aangenaam
Ongunstig	O	O	O	O	O	O	O	Gunstig
Onsympathiek	O	O	O	O	O	O	O	Sympathiek

5. Geef uw mening over de volgende stellingen.

	Helemaal oneens						Helemaal eens
De kans dat ik een product van FRUIT koop is groot	O	O	O	O	O	O	O
Ik zou het zeker overwegen om een product van FRUIT aan te schaffen	O	O	O	O	O	O	O
Ik ben bereid om een product van FRUIT te kopen	O	O	O	O	O	O	O
Het is zeer waarschijnlijk dat ik een product van FRUIT zal kopen	O	O	O	O	O	O	O

6. Geef aan in hoeverre u het eens of oneens bent met de volgende stellingen.

	Helemaal oneens						Helemaal eens
Denkend aan mijn identiteit, zie ik mezelf als een inwoner van de wereld	O	O	O	O	O	O	O
Het kopen van in Nederland geproduceerde producten houdt de Nederlanders aan het werk	O	O	O	O	O	O	O
Ik heb een sterke band met de hele wereld	O	O	O	O	O	O	O

We moeten in Nederland geproduceerde producten kopen in plaats van andere landen rijk te laten worden door ons	O	O	O	O	O	O	O
Ik zie mezelf als een wereldburger	O	O	O	O	O	O	O
Het is belangrijk voor mij om me onderdeel te voelen van de hele wereld	O	O	O	O	O	O	O
Het is altijd beter om Nederlandse producten te kopen	O	O	O	O	O	O	O
Ik voel me verbonden met de hele wereld	O	O	O	O	O	O	O
Al kost het mij uiteindelijk meer, toch wil ik graag de Nederlandse producten ondersteunen	O	O	O	O	O	O	O
Mezelf een inwoner van de wereld voelen is belangrijk voor mij	O	O	O	O	O	O	O
Wij zouden alleen producten uit het buitenland moeten kopen die we in ons eigen land niet kunnen krijgen	O	O	O	O	O	O	O
Ik zou mezelf beschrijven als een wereldburger	O	O	O	O	O	O	O

7. Wat is uw leeftijd?
Jaren: 1 – 100

8. Wat is uw geslacht?
- o Man
- o Vrouw

9. Wat is uw hoogst afgeronde opleiding?
- o Geen onderwijs/ basisschool
- o LBO/VBO/VMBO/MBO1
- o MAVO/ eerste 3 jaar HAVO of VWO
- o HAVO of VWO laatste 2 à 3 jaar
- o MBO
- o Bachelor HBO of WO
- o Master HBO of WO

10. Wat is uw land van herkomst?
- o Nederland
- o Een ander land

Bedankt voor uw deelname aan dit onderzoek.

Tot slot willen we u erop wijzen dat FRUIT een niet bestaand bedrijf is. De informatie die u net heeft gelezen op de website van FRUIT is fictief.