Universität für Bodenkultur

University of Natural Resources and Applied Life Sciences

H73 Department of Economics and Social Sciences

H735 Institute of Marketing and Innovation

MASTER THESIS

Credibility of Corporate Social Responsibility Initiatives and the Inference on the Corporate Image

Image Measurement of Selected Food Companies

Author

Johannes Brandner

H0440583

Agricultural and Food Economics (H 457)

Supervisor

Haas Rainer, Ao.Univ.Prof. Dipl.-Ing. Dr.nat.techn

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Abstract:

In 1987 the UN defined sustainability as “development that meets the needs of the present without compromising the ability of the future generation to meet their own needs”. In the recent past an increasingly global economy and the involved companies are more and more challenged to fulfill duties and responsibilities in respect to sustainability. Due to the growing power of multinational companies, awareness and expectations of sustainable issues by the society are rising.

Companies dedicated to the concept of corporate social responsibility (CSR) decide to act voluntarily towards a better society and environment, often with the aims to send a signal to stakeholders, secure access to scarce resources or to increase the profitability in the long run.

This diploma thesis analyzed the literature about the mutual influence of the corporate image and CSR initiatives set by companies. A theoretical model describing factors influencing the perception and creation of corporate image in respect to CSR activities was developed for a consecutive empirical survey. The survey consisted of a combination of personal interviews and interviews gathered over an online questionnaire. The sample consisted of 225 consumers. During the interview respondents had to evaluate selected CSR initiatives of the three companies Nestlé, Unilever and REWE.

Almost all participants of this study had no knowledge/awareness about CSR initiatives of the mentioned companies. In addition the survey found a significant a correlation between credibility of CSR activities and the corporate image. The corporate image was measured with an image profile and 5 pairs of attributes. After informing respondents about selected CSR activities of the companies all attributes of the corporate images showed higher positive values. CSR initiatives can be an instrument to create a more positive corporate image as long as the credibility of the company and the CSR activities is given

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1. Introduction

In an increasingly global economy, companies need to take over duties and responsibilities in a greater extend. At the same time, the pressure of being aware of sustainable issues is rising. Also, if there are different opinions on how we should face the new challenges of these topics, chances are society needs to change in a way to provide equal conditions also for the next generation and meet the requirements of sustainable development as defined in the late 80´s.

"*Development that meets the needs of the present without compromising the ability of future generations to meet their own needs*" (World Commission on Environment and Development, 1987)

The philosophy of Corporate Social Responsibility (CSR) is based on these thoughts. It is not however, a human aid or social program but more a management strategy to take part in society's interests and to gain economic benefits as well.

1.1. Background

Since only a few decades multinational companies have to deal with various reproaches concerning their activities on the national and international markets. Exploitation of labor and environment, assistance of corrupt regimes and unscrupulousness are just a few of the mentioned criticisms (Werner-Lobo and Weiss, 2001a, 9-11). In addition, increasingly critical cinema and television documentaries such as "We feed the world" (Wagenhofer, 2005), or "Our daily bread" (Geyrhalter, 2006) appear and achieve large media and public attention. Therefore, companies react to prevent damage towards their corporate image, which usually results in a decrease of market share. Accompanied by gaining political pressure, companies go after assuming responsibility in ecology, economics and society. One commonly used method is implementing CSR in the corporate strategy. The idea is to communicate commitment to consumers to primarily, get a perception of the set activities and secondly, a positive response with the ultimate goal of increasing the corporate image and keeping it at a high level. Insofar the corporate image can be seen as an indicator of consumer satisfaction with the performance of the company in societal, environmental and economical issues.

As a result companies across Europe are focusing on improving their environmental and social commitment using different strategies and channels. However, CSR is not only about

enhancing environmental and social issues, but companies aim to create a positive brand image and to increase their market share.

"*The social responsibility of business is to increase its profits…to make the most money as possible while conforming to the basic rules of society, both those embodied in law and those embodied in ethical culture*" Friedman*,* 1970 (May, 2007, 30).

Over the last few years the view turned, experts stress the need to see CSR initiatives in a complete different view (Werther and Chandler, 2006a).

"At its best, CSR is defined as the responsibility of a company for the totality of its impact, with a need to embed society´s values into its core operations as well as into its treatment of its social and physical environment. Responsibility is accepted as encompassing a spectrum – from the running of a profitable business to the health and safety of staff and the impact on the societies in which a company operates" Chandler (May, 2007, 30)

At present, global companies need to rethink their strategy to adjust themselves on different markets and views concerning environmental and social issues. Today consumers expect businesses to act in a sustainable way and to comply with social and environmental values.

Nevertheless critics deplore the thought of Corporate Social Responsibility. In their mind, CSR is a marketing tool where companies spend millions of dollars and employee whole divisions, to deceive people in believing companies assume society´s responsibilities. As there are no guidelines for CSR, companies can do whatever they want without taking the generally admitted human rights to account. Another reason are consumers themselves. Most consumers wish to buy products with "a clear conscience". People, who earn their money on the stock market, do not wish to support child slavery or arms trade. Instead they invest in ethical funds. It is the same reason for CSR in companies. Public impression appear because of these initiatives, that all products can be bought again with "a clear conscience" (Werner-Lobo, 2008, 84-86).

Nestlé´s CEO, Brabeck-Letmathe Peter, has another view of constituting in social and environmental questions. In his opinion it's the wrong concept if CSR means that companies have to return something to society, cause business never took something they did not own. Consequently Brabeck-Letmathe mentioned CSR is much more to create common values, which means values for shareholders and society (Der Kurier, 2010).

2001: Where should sustainable leadership come from?

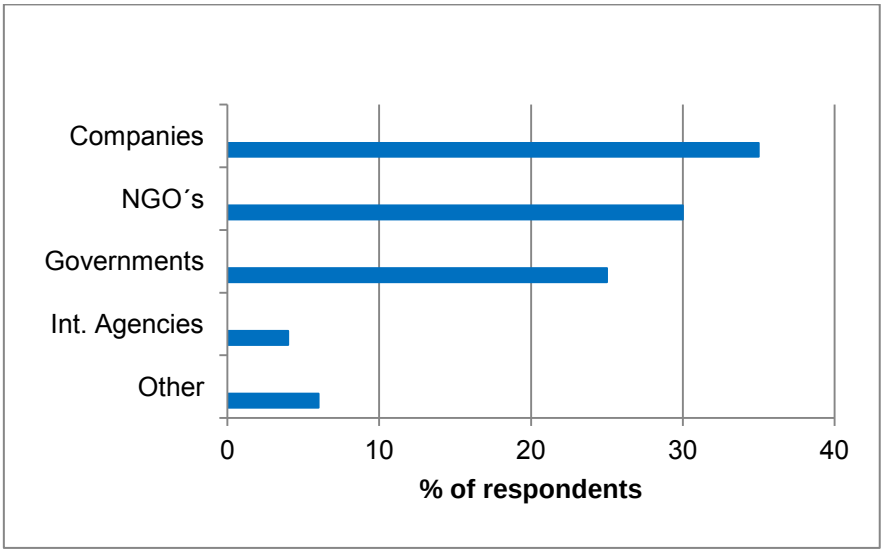

Figure 1: Where should sustainable leadership come from? N.N., s.l., 2001

According to the graph above, people primarily expect companies to take the sustainable leadership in today´s society. NGO´s and governments are in the second and third place. CSR is one important way to react on the expected issues by consumers and stakeholders of a company.

1.2. Research Objective

The objective of this research is to illustrate the credibility, consumers' attribute to CSR activities of three different companies (Nestlé, Unilever, and Kraft). A summary of their CSR activities will be presented to the consumers with the aim to evaluate the publicity and credibility of their CSR activities and their overall strategy concerning CSR issues. Furthermore, it will look at how credibility influences the corporate image.

It is commonly expected that there is a widespread interest in economic, environmental and societal issues. However, the reflection of the already established activities is often not seen in context with the acting company.

1.3. Research Question

Theoretical Questions:

- Research Question 1: How is CSR defined in the literature?
- Research Question 2: What is the relation between Corporate Image and CSR?
- Research Question 3: How is the response of CSR activities in different Media channels, and what are the consumer attitudes towards CSR?

Empirical Questions:

- Research Question 4: Which CSR activities are implemented by Nestle, Unilever and REWE?
- Research Question 5: Do consumers know about CSR activities?
- Research Question 6: How credible are selected CSR activities?
- Research Question 7: Which influences do CSR activities have on the Corporate Image?

A)Theory

2. The Concept of Corporate Social Responsibility

2.1. Definition and Classification

At the moment there is not a commonly accepted definition of CSR. Local governments, Non Governmental Organizations (NGOs), employers, and various management departments present views on CSR that only align with the specific interests and challenges of each group. As a result, the used definitions are often based on specific interests.

Due to the divers demands there should be a broadly defined notion of CSR, as there are different approaches for various companies depending on their operations and alternatives. Each company should choose from the many opportunities to match one best to their circumstances, since there is no standard recipe (Van Marrewijk, 2003).

However, one of the critical issues is the changing interface of business and society in responsibilities, roles and functions of business. Therefore, there is a need of a vision that goes beyond the conventional economically driven business perspective. To find answers in these issues the concept of Corporate Social Responsibility (CSR) was developed (Jonker, 2006, 1).

In the concept of CSR, companies decide to act voluntarily to contribute towards a better society and cleaner environment. By the statement of acting socially responsible and voluntarily on commitments beyond common regulatory, companies endeavor to raise the standards of social development and environmental protection. The aim in doing so is to send a signal to all the stakeholders they interact with, and to help increase their profitability in the long run. Just one indication that the development is in progress, is the arising of new partnerships and new spheres of existing relationships within the company (Commission of the European Communities, 2001, 3-4).

Therefore, CSR is seen as a management tool to reach the goals of “Sustainable Management”, as first mentioned in the Brundlandt Report. The report was a reaction of the increasing environmental problems, driven by the poverty in the South and the consumption patterns of the North (Mayerhofer, 2008, 5).

If the development of CSR is driven mainly by large enterprises, the implementation is receiving an increase in all existing types of enterprises, public and private, as well as in

SMEs (Small and Medium-sized Enterprises) and co-operatives (Commission of the European Communities, 2001, 4).

Moreover "The Green paper, 2001" Commission of the European Communities, gave a capacious impuls to encourage both businesses and politics to push CSR in an European and international context.

There are no clear borders to constrain CSR actions. With most companies, there is a general disposition to embed this idea in the firm ideology. Corporate philanthropy, cause related marketing, sponsoring awards, codes of conducts, social and environmental reporting, stakeholder engagement, community involvement, eco-efficiency, and investment in socially focused companies are just a few of the many instruments to permute Corporate Social Responsibility as a whole concept. Consequently every company has to find their own philosophy to take part in these concerns (Van Marrewijk, 2003).

2.2. Why implementing CSR?

CSR represents an argument for companies' economic interests, while retaining, in the long run, stakeholder societal legitimacy and therefore financial ability. The following is a short overview of the main facts from the different perspectives over the ongoing debate in CSR.

Reasons for the growing impact of CSR

The growing power of multinational companies concerns many consumers. In many cases, the economic potential of companies is higher than the GDP of various countries. According to Werner-Lobo (2009), more than half of the 100 biggest economies are companies. Furthermore companies do not have political responsibility or have to consider election results, which goes hand in hand with increasing economic power and disempowerment of countries (Werner-Lobo, 2009).

Nongovernmental organizations (NGOs), which are supported by media and modern information systems, are formed in response to the raising anxiety levels created by the business activity and its impact on environment and society. Therefore, consumers´ social and environmental awareness is increasing as well as its influence on purchase decisions (Commission of the European Communities, 2001). This awareness is not only restricted to the local situation of customers, but also concerns activities of multinational companies with low minimum standards in developing countries. The opposing force to companies exploiting the environment and their workforce, besides NGOs, can also be on an individual level (Schneider, 2004a, 64). Moreover, corporations are not longer evaluated just due to their

economic success, but rather because of their total performance. The published study of IMAS (Institut für Markt- Sozialanalysen Ges.m.b.H.) indicates that 70 percent of the Austrian inhabitants want to be informed about the ongoing implementation of CSR activities and that their buying behavior can influence the corporate behavior on these issues (Köppl, 2004, 230-231).

Benefits of CSR

Whether profits are absolutely necessary for any kind of business, it is also important to notice that those profits are made because of the society. CSR developed from this cognizance and the cross link between society and companies. Society makes business possible and affects directly or indirectly how firms succeed, ranking from education and health of workers to a safe and stable physical and legal infrastructure, and of course a consumer market for their products. Another argument to take part in societal expectations is a more rational one. It is more effective to address issues voluntary rather than waiting for a mandatory requirement or boycotts by government and justice. Therefore, acting in this way will advocate self interest in avoiding the inevitable confrontation. CSR as well, is an argument for economic self interest in business. Everything a company does influences at least one of the stakeholder groups. Today´s companies need a watertight image with respect to each of the stakeholders. All of them are linked to the strength of the image and its brand (Werther and Chandler, 2006a).

"Strategic Corporate Social Responsibility expounds the economic argument in favor of CSR. We believe it is the clearest of the three (moral, rational, and economic) arguments supporting CSR and emphasize the importance of CSR for businesses today (Werther and Chandler, 2006a, 19)."

Summing up CSR is important because it influences all aspects of operations in a firm. Each of the different stakeholder groups have various needs to be met. Firstly, consumers want to buy products from companies they trust, suppliers want to form partnerships which they can rely on, employees want to work for companies they respect, NGOs and nonprofits want to work together with companies which are interested in common goals, and lastly, investment funds are just supporting firms which they see as socially responsible. Satisfying all these needs goes hand in hand with the commitment of each group and causes benefits as well to the owners, so to speak, ultimate stakeholders (Werther and Chandler, 2006a, 15-19).

Besides a consumer survey of Cone and Roper (1993/94 quoted in Jasch, 2007) in the United States illustrated that most consumer are supporting companies to take part in todays interests with implementing CSR.

- 84 % of the probands said that they have a more positive image of companies that intend to make the world a better place.
- 78 % said that they would rather buy products which are related to their specific interests in acting responsible (Jasch, 2007, 34)

2.3. The Evolution of CSR and Public Interest

Already old Chinese, Egypt and Sumerian scripts characterize rules for trading in the interests of the whole society (Werther and Chandler, 2006a).

In 1930 the connection between business and society was not an established science, even if issue of social responsibility was important for society law, and government (Blowfield and Murray, 2008a).

In 1934, the President of the United States of America, Franklin D. Roosevelt, initiated the "New Deal". That included several measures to constrict the power of companies. The vision of Managers in the 1920s was "the business of business is business" and Roosevelt's point of view was

"I think we consider too much the good luck of the early bird, and not enough the bad luck of the early worm. Roosevelt 1920 (Blowfield and Murray, 2008b)"

In the 1950s, environmental pollution in Great Britain and the USA was a political issue. The flash point was the extreme smog in London, New York and Los Angeles, which was a cause of death for many humans (Blowfield and Murray, 2008a).

According to Henriques et al. (2004) from the 1960s to the present, there have been three great waves of public pressure, which shaped the environmental agenda. The responses on the responsibilities of government and the public sector have mutated after each wave and will continue to do so. Although each of these waves was followed by a down wave of falling public concern.

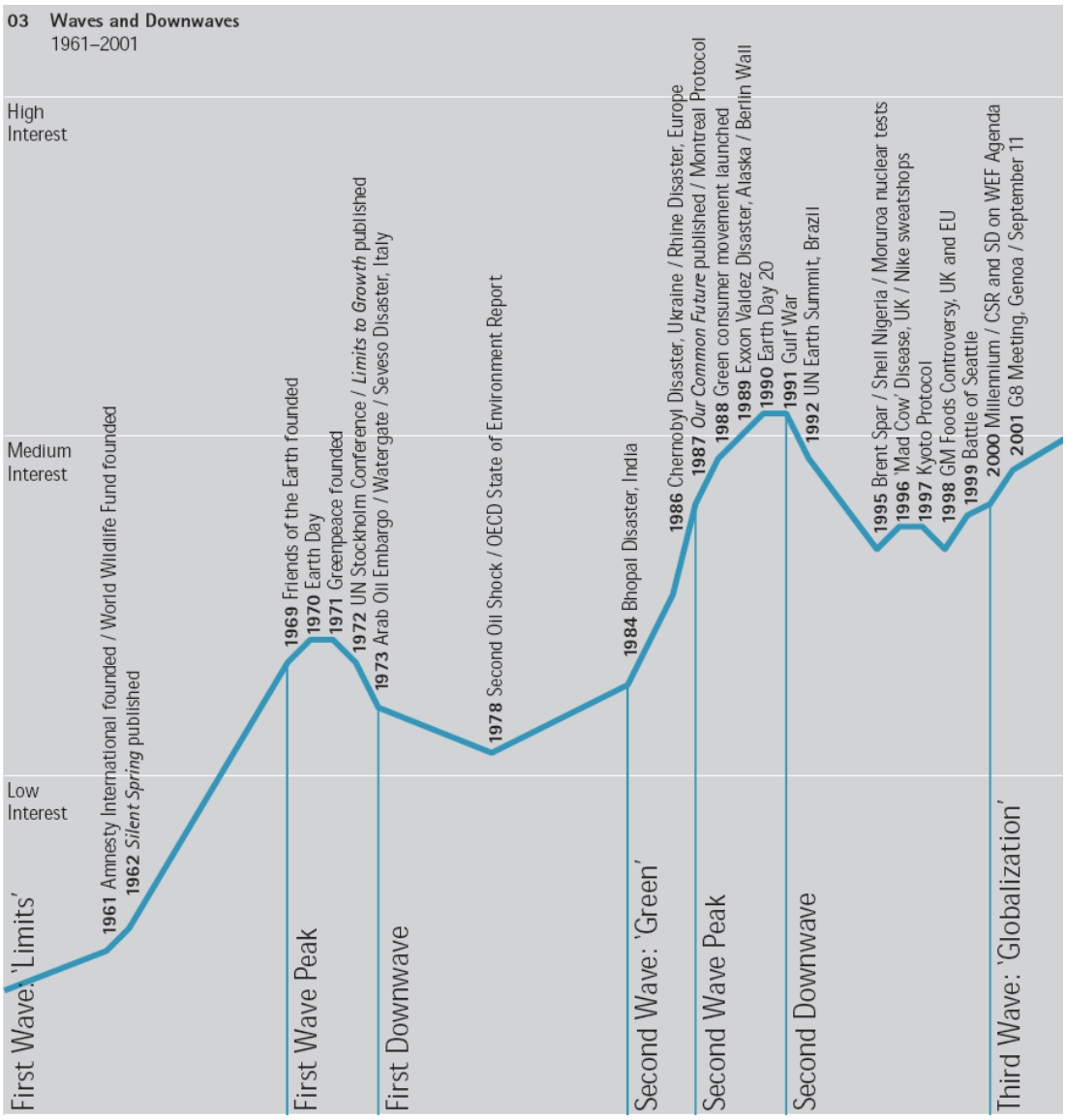

Figure 2: Pressure waves 1961 – 2001 (SustainAbility and UNEP., 2002b)

The first wave brought the understanding that environmental contamination and the requests on natural resources have to be limited in any way. Through the mid 1970´s environmental legislation gained a wider interest across the Organization for Economic Co-operation and Development (OECD). At that time, responses by companies were defensive although they tried to adhere to some of the mentioned interests. Ensuing was the first downfall of public interest, accompanied by a period of conservative politics and energetic attempts to roll back environmental legislation.

A major turning point was the publication of “Our Common Future” by the Brundtland Commission, which led to wave two (World Commission on Environment and Development, 1987). The second wave gained a wider realization in business, that new technologies and new kinds of products are needed. Therefore, the process in developing needs to become more sustainable and businesses should come to the conclusion that they take the lead. The

business response began to be much more competitive. The second downfall followed in 1991, although the UN tried to delay the downfall with issues like climate change and biodiversity. However not all the trends have been down, as there were controversies about companies such as Monsanto Nike or Shell, and about public concerns about mad cow disease in Europe and genetically modified foods.

Growing globalization led to protests against the World Trade Organization (WTO), and other institutions, on the critical role of the international institutions in both promoting and hindering sustainable development. Interests in the third wave have sparked profound changes in the governance of corporations, to realize the idea of sustainable development. In addition, business needs to focus on their market creation.

The third down wave started in 2002 and lasted for about five or six years (Henriques et al., 2004, 7-9).

Further afield, the next waves were expected in a shorter time and frequency and with less dramatic fluctuations in public interest. Though in the recent past the blowout of the offshore oil-drilling rig “Deep Water Horizon” and the following oil spill in the Gulf of Mexico gained large public attention all over the world. It took 5 month for the people in charge to stop the spillage of oil, and therefore caused the largest offshore oil spill in United States history. Due to the capacious impact of this dramatic incident, it achieved a high public interest all over the world and resulted in an image loss of the involved company BP public limited company (Vieregge, 2010, Auer, 2010).

2.4. Theoretical Perspectives of CSR

One of the most mentioned models of CSR is without any doubt, the “Four Part Model of Corporate Social Responsibility” published by Archie Carroll in 1991. Carroll views CSR as a multi-layered concept which can be distinguished into four aspects – economic, legal, ethical and philanthropic responsibilities. He presents the different responsibilities within a pyramid and the following definition (Crane and Matten, 2007, 49).

“Corporate social responsibility encompasses the economic, legal, ethical, and philanthropic expectations placed on organizations by society at a given point in time (Carroll, 2009, 35).“

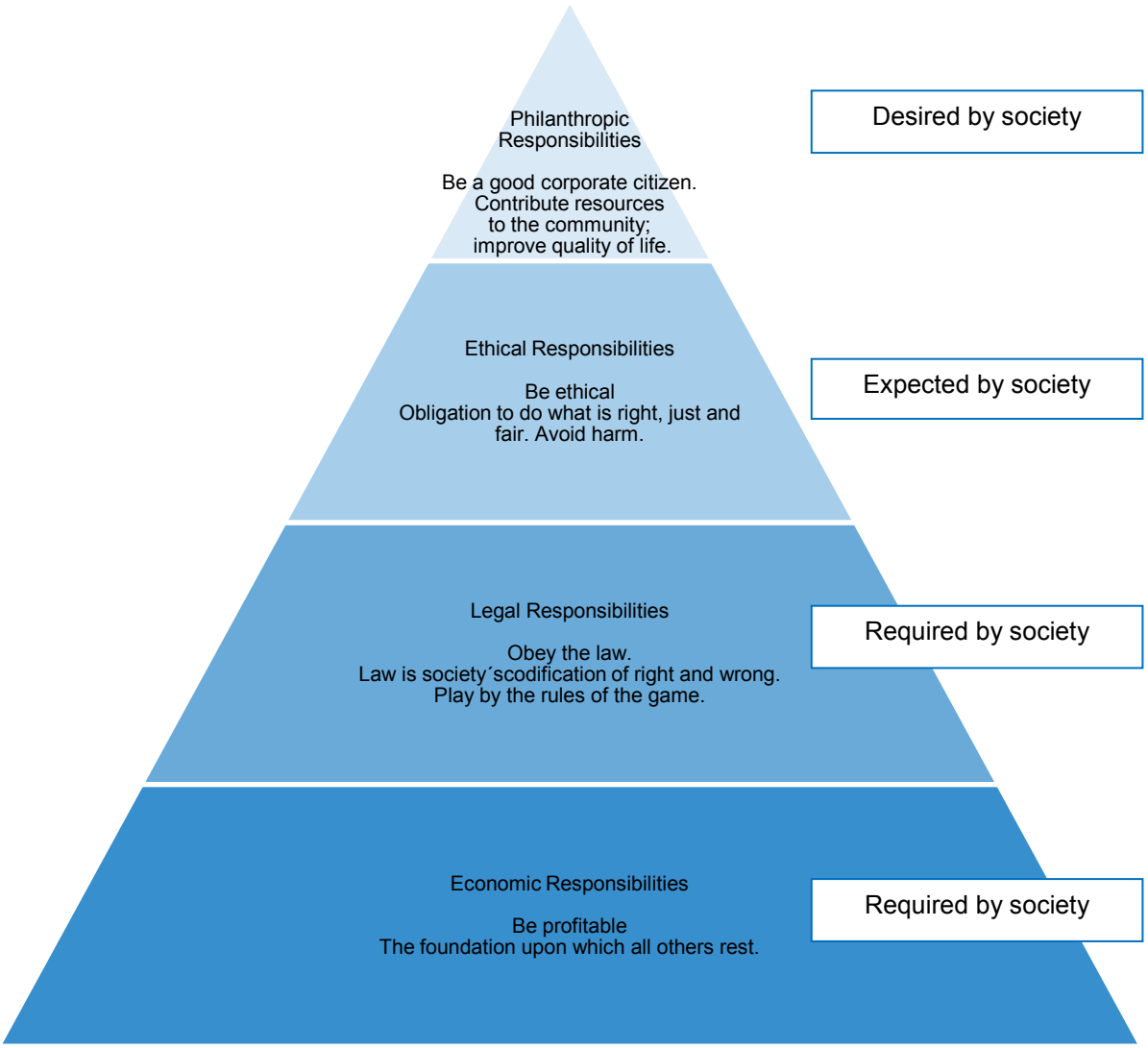

Figure 3: Carroll´s four-part model of Corporate Social Responsibility (Carroll, 1991, 42)

- Economic responsibilities: The first responsibility of business is to be a functioning economic unit and to stay in business for the long run. Shareholders want the companies to bring them profitable returns of invested money, the employees expect fair pay and safe jobs, and the customers want good quality products at a fair price. This is the solid basis of CSR for all following responsibilities (Hennigfeld and Institute for Corporate Culture, 2006, 6-7). In conformity with Carroll, the satisfaction of economic responsibilities is thus required for all corporations (Carroll, 1991, 42).

- Legal responsibility: The legal responsibilities claim that corporations “play by the rules“ and adhere to the law. The legal regulations are the society´s moral views. Consequently these standards are necessary basic requirements for a further reasoning in social responsibilities. In other words, legal responsibilities have to be fulfilled just to keep their license to operate (Hennigfeld and Institute for Corporate

Culture, 2006, 7). Just as with economic responsibilities Carroll argue that the satisfaction of legal responsibilities is required for all companies seeking to be socially responsible (Carroll, 1991, 42).

- Ethical responsibility: These responsibilities oblige corporations to act in a right, just, and fair way, also if it is not set in the legal regulations. Firms are required to take society´s wider ethical expectations into account (Hennigfeld and Institute for Corporate Culture, 2006, 7). According to Carroll, ethical responsibility consists of society´s general expectations over and above economic and legal expectations (Carroll, 1991, 42).

- Philanthropic responsibility: The fourth level of CSR and the top of the pyramid looks at the philanthropic responsibilities of firms. “Philanthropy” consists of the two Greek words phílos (friend) and ánthropos (human), which means literally the effort or inclination to increase the well-being of humankind. By using this issue in a business perspective, the paradigm embeds the improvement in the quality of life of employees, local communities and society in general. This aspect of CSR has a broad denotation. Charitable donations support for local schools sponsoring of art and sport events are just a few of the great variety of issues (Hennigfeld and Institute for Corporate Culture, 2006, 8). Carroll states that philanthropic responsibilities are not expected or required, just merely desired of companies, which makes them less important than the other three categories´ (Carroll, 1991, 42).

According to Carroll this four levels are long standing, but the ethical and philanthropic responsibilities are getting more impact over the last few years.

Critics say that economic responsibility at the bottom of all other responsibilities in Carroll´s pyramid is causing damage, which will then be terminated in the next steps and the other responsibilities. Furthermore the levels are not delimited as it is seen in the model, but in reality, they are cross linked. One influences another which could lead to some conflicts between economic and philanthropic responsibility (Schneider, 2004b).

Moreover there are other various perspectives that demonstrate the model of CSR. One of them is the notable idea of John Elkington “The Triple Bottom Line” which explains the different elements in a more cross linked way.

2.5. Triple Bottom Line Values

The triple bottom line (TBL, also known as "people, planet, profit") is a far reaching metaphor coined by John Elkington, the Director of the SustainAbility strategy consultancy, and author of various influential books on corporate environmentalism that has stimulated a lot of corporate activity in these interests. It expands the traditional reporting framework and management framework to take into account environment and society, in addition to the economic perspective. The concept demands that companies responsibilities lies with stakeholders rather then shareholders. The stakeholder obtains anyone, who is influenced direcly or indirecly by the company. Therefore business should be used as an instrument to coordinate the different interests of stakeholder groups, instead of maximizing shareholder profits (Henriques et al., 2004, 17-20).

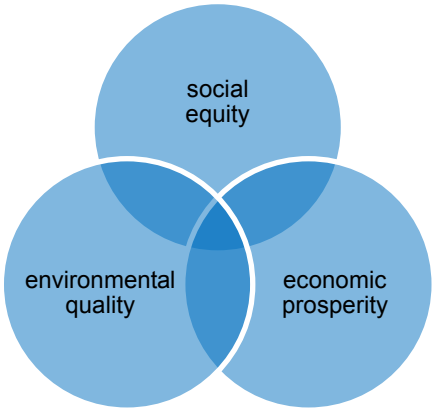

Figure 4: Own illustration based on Elkington (Elkington, 1998)

Profit (economic prosperity)

A narrow concept of economic prosperity focuses on the economic performance of a company. The responsibility of management to develop, produce and increase market share is to secure the economic performance in the long run, rather than an explosion of profits in the short run. A broader concept would include the economic framework of a company in which it is embedded to avoid bribes or building cartels as to not undermine the long term functioning markets (Crane and Matten, 2007, 26).

People (social equity)

The key issue in the social perspective of TBL is social equity. Regardless of the big advances of the standard of living that many of the people in the developed countries enjoy, the UN report on the world situation recognizes a big inequity across the world. Around eighty percent of the world´s gross domestic product (GDP) belongs to one billion people in

the developed countries, while the remaining 20 percent are shared between 5 billion people in the developing countries. This failure will ensure that social justice and better living conditions for all people remain elusive and those countries and regions are still defenseless to social, political and economic disruption. The report especially highlights the widening gap in health, education and opportunities for social and political participation (United Nations, 2010). On that account a more equitable world between rich people in the west and poor workers in the developing countries and between the urban rich and rural poor is the main issue in the social perspective (Crane and Matten, 2007, 23-28).

Planet (environmental quality)

Basic principles in the environmental perspective concern the available resources and conserve them for the next generations. All bio-systems have finite resources and finite capacities, therefore human activity must operate at a level that does not influence the health of the systems (Crane and Matten, 2007, 23-28).

2.6. Dimensions of CSR

All these different activities could be implemented by companies and applied on various levels. Because of this I will try to focus them on three levels to contain all the actions and give a better overview in understanding their actions.

If CSR is understood in a capacious way, the responsibilities relate activities in the core business, in the civil society as well as for the framework of actions.

The activities in the core business contain, for example, human rights or labor norms. Fundamental is that the measures are taken in the own business and for suppliers in the same way. Insofar a coffee producing company has to pay fair wages to the company employees and the coffee farmers in the developing countries.

Also in the second level there are many measures either in the long run or in the short run, that can be related to the business field of the company or be complete faraway to their proprietary activities. Stacked to the food sector a company could help in an environmental disaster with parcels of aid. Furthermore sponsoring a respectable cultural event of a food company is a measure in the civil society although it is another line of action. On the other hand, companies support institutions and projects with their knowhow and labor instead of donations.

Figure 5: Levels of CSR in corporations by Hansen and Schrader (s.a.) (Werther and Chandler, 2006b)

The third level contains the engagement of civil and regulative share of responsibilities such as societal lobbying or voluntary regulations, whereby the measure can be set in short time relief operations or long term co-operations (Mayerhofer, 2008, 10-12).

2.7. Aggregation of CSR Perspectives

Although if there are different perspectives of CSR there can be some key themes discerned from all the diverse definitions.

First of all, CSR implies some kind of commitment through taking part in corporate policies and act socially, environmentally and economically accountable. The vision should be economic success, stakeholder engagement and social and environmental change. Social reporting and audits are some examples of how firms can assess their social performance.
Second, CSR should go beyond the law and legislation. A corporation that meets environmental legal requirements, for example in terms of their emissions is not a socially or environmentally responsible corporation. However, if they lower their legal emissions beyond the legal requirements, it can be termed socially and environmentally responsible.

Third, CSR activities cannot be forced by any kind of law, it is completely voluntary. Thus, corporations act by means of voluntary codes of conduct at local, national, or international levels but they are not legally binding in any way (Banerjee, 2007, 15-20).

2.8. Media Response on Companies and Sustainability Issues

One way to get information about images of companies can be displayed over public media reporting, whereby companies are only able to influence the media coverage partially. The other part is done by the various channels of media. A study of Vollbracht (2006) detected that media are relevant in a great extend for creating the image in the consumers´ eyes.

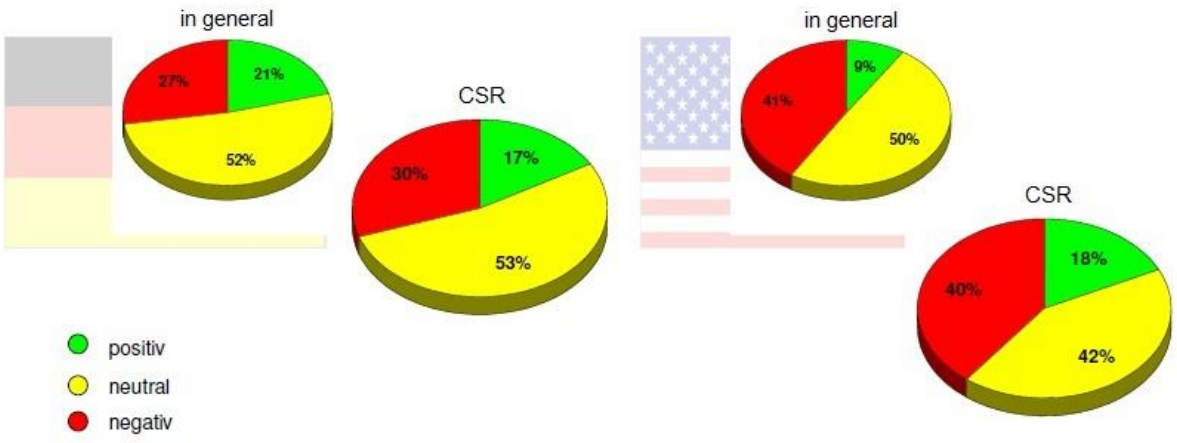

Figure 6: Rating of companies in international TV- News (Vollbracht, 2006)

Figure 6: Rating of companies in international TV- News (Vollbracht, 2006) shows that in general media coverage in Germany is more positive than in the US. However the specific reporting of CSR flips this awareness and guides to an even more interesting cognition. Due to positive coverage of CSR in the US media, it leads to image improvement. While in Europe, media tends to report CSR in a negative way leading to a loss of image (cf. Figure 7: Media reports connected to the Corporate Image in the U.S., , January 2003 – June 2005 (Vollbracht, 2006)and Figure 8: Media reports connected to the Corporate Image in Germany, January 2003 – June 2005 (Vollbracht, 2006)). In addition food scandals such as the crisis of BSE in Europe influenced consumers behavior immediately, and media coverage started the frequency of their articles reporting about this issue and related CSR issues (Vollbracht, 2006).

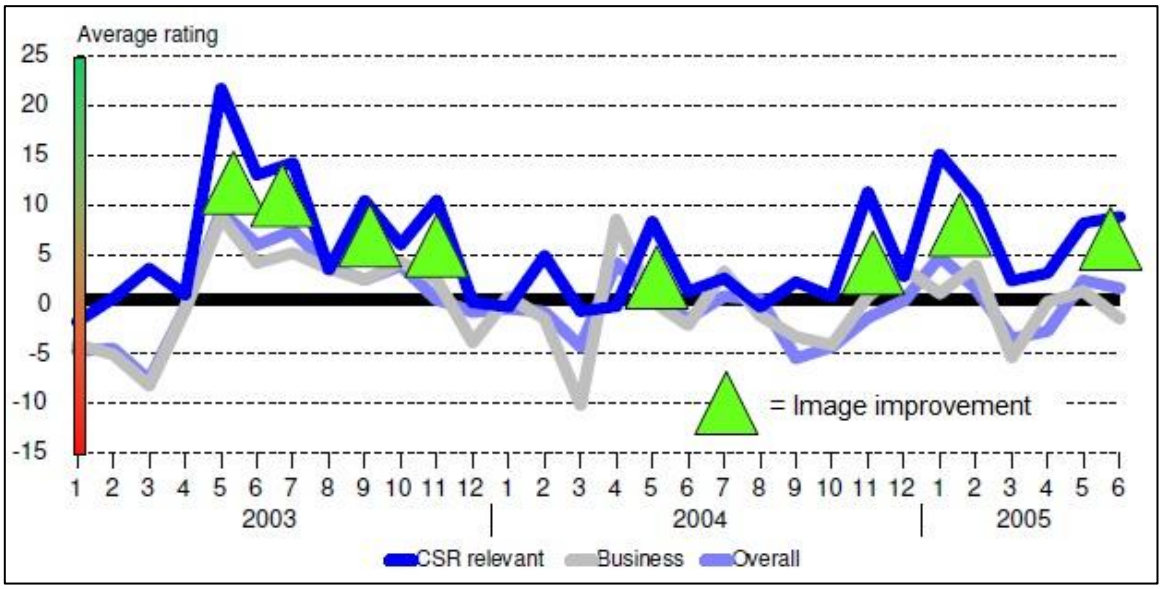

Figure 7: Media reports connected to the Corporate Image in the U.S., , January 2003 – June 2005 (Vollbracht, 2006)

Wealth and responsibility goes hand in hand in the US that guides to a more positive commentator ship, and therefore in an improvement of the Corporate Image. Therefore US culture expects companies to create charity activities or take part in social responsibility such as the Bill Gates Foundation. CSR issues are more linked to companies than government, and because of this media are less critical in reporting the implemented actions.

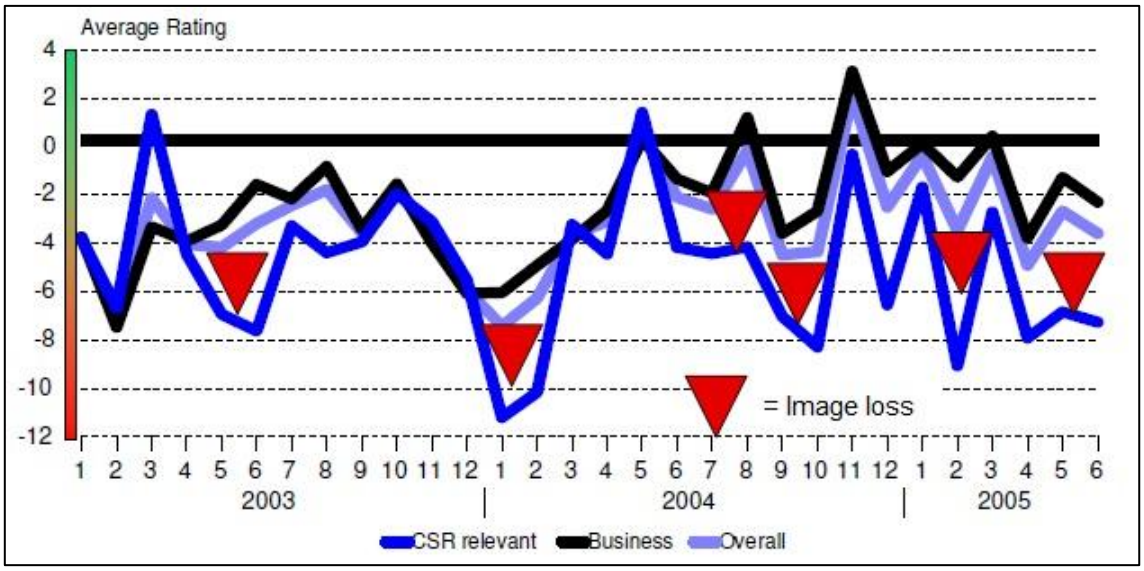

Figure 8: Media reports connected to the Corporate Image in Germany, January 2003 – June 2005 (Vollbracht, 2006)

In Germany CSR – related issues are normally set in context with negative commentator ship, whereby the reporting shows an increase of positive reflection of CSR related issues. One important reason is that society in Germany expects the government to take over environmental and social responsibilities. Therefore they are more critical towards the implication of these issues by businesses. The comparison of Figure 7: Media reports

connected to the Corporate Image in the U.S., , January 2003 – June 2005 (Vollbracht, 2006) and Figure 8: Media reports connected to the Corporate Image in Germany, January 2003 – June 2005 (Vollbracht, 2006)clarify that CSR media announcements do have an influence on the Corporate Image.

2.9. Media Reporting and Related Scandals

This chapter should give an understanding of the world's media attention towards CSR issues and how companies are reflected in the public point of view. Various channels and announcements try to influence the consumer in a positive as well as in a negative meaning. Depending on the frequency of such articles or reports, the image or the attitudes of the firm can be affected. Left oriented Authors adjudge companies in their published media (e.g. books, movies, campaigns, protests…) sometimes without solid evidences. Therewith some organizations (e.g. WWF, Greenpeace, Multiwatch…) try to direct consumers mind. In the past few years a radical polarizing discussion started which is not based on facts but rather is targeted on influencing the consumer to forward their extreme views. The following part will offer an outline of allegations from various authors in public. Whether it is true or not, as the consumers can access all this information as well and actually it ranged wide audience in public view, it is important for the empirical research to mention.

Werner-Lobo blames the world's biggest food producer Nestlé for exploiting their workers in developing countries, as well as for the initiation to privatize drinking water and to render profit from this. The same issues are processed in Wagenhofer´s movie "We feed the world". Another approach for acting in countries with political crisis and domineer over the trade union and their members with violence, is stated by Werner-Lobo (2008), whereby Werner-Lobo took the example of Nestlé acting in Colombia. Multiwatch inculpated Nestlé for selling spoiled food and put pressure and violence to their trade unions. In the recent past, Multiwatch also supposed to observe this procedure in the Philippines (Werner-Lobo, 2008, 247-251, Wagenhofer, 2005, Werner-Lobo and Weiss, 2001b). Kraft Foods and Nestlé may not purposely support child labor policy, but they have high responsibilities of keeping the price on a low level and therefore inadvertently, establish the base of exploitation and labor trade (Werner-Lobo, 2009).

Without a doubt high attention in media was laid on the milk scandal in China. Nestlé was blamed to circulate, probably unknowingly, baby milk with contamination of melamine, a chemical used to raise the appearance of protein in the milk. The consequence was the death of babies in China and illness of over 13.000 children under 2 years, due to the consumption of contaminated milk (Austria Presse Agentur (APA) Reuters, 2008). A few

years' earlier media verified a contamination with IsopropylThioXanton (ITX) in Nestlés products (Austria Presse Agentur (APA), 2005).

Figure 9: Announcement in Kurier (Steinschaden, 2010)

Social media marketing is gaining more importance, allowing target groups to be reached easily and at low costs for that performance. Nestlé implemented an advertisement of their chocolate bar "KitKat" via Facebook. The reactions of users, moved over to a more protest movement. The drama even rose in attention with the upload of a modified "KitKat" video by Greenpeace, and to the fact that Nestlé tried to get their site under control by deleting some of the user posts. From this point, it was more an advertisement for Greenpeace and their campaign against the palm oil production in Indonesia and the reduction of orangutans population in their forests (Steinschaden, 2010, Imke, 2010). The subsequent letter of Peter Brabeck-Letmathe, Chairman of the Board, referred to the ambitious interests of Nestlé against the environmental damage caused by palm oil or bio-fuels. In the company´s business principles of Creating Shared Value they build a successful business by benefiting both their shareholders and society, including the environment. Therefore Nestlé no longer except palm oil which is not produced sustainable, and they set the goal to source only certified sustainable sourced palm oil at the latest 2015 (Brabeck-Letmathe, 2010). An Austrian newspaper detected that the attack from Greenpeace over social networks is not a coincidence. It's much more the strategy to compete with a multinational company at Web 2.0 where they face each other at eye level (Mark, 2010).

Furthermore according to Werner-Lobo, thousands of children are working on the fields of Ivory Coast to produce the cacao used in products of Kraft Foods and Nestlé. In 2001, the chocolate production gained a wider protest. Kraft Foods therefore reacted in battle the child labor. Also if it is a step in the right way reproaches that the company still makes profit with child labor in developing countries are still hold (Werner-Lobo, 2008, 230-231, Niemann, 2006). Related articles are published in diverse newspapers, web pages, and magazines frequently. Noticeable is that in most newspapers and websites, journalists report about the critics the companies were blamed for, but at the same time they report about initiatives companies have applied and that multinationals assume the expected responsibilities by the society. For instance, in the online newspaper of Sueddeutsche in April 2010 they praise Nestlé and other companies for rising their share of sustainable coffee production (Liebrich, 2010, Kotteder, 2005). Ones can see that, even if it takes a long time and effort, that the reporting of media can change and that CSR initiatives can be communicated in a positive way.

Figure 10: Nestle announcement in various newspapers

In Austria the prolonged contract of sponsoring the "Salzburger Festspiele" was published in different newspapers and gained a widespread acceptance. The set activity found a wide accordance in public, whereby Nestlé donates the money without taking part in the artistic decisions (Austria Presse Agentur (APA), 2009).

2.10. Consumer Attitude and Behavior towards CSR and Companies

Consumer attitudes take a central role in CSR measures and how they take effect. The core business and the social engagement of companies are influenced by the commitment of customers. CSR activities should be implemented in the long run to avoid giving the consumer the feeling that the company acts egoistic (Ellen et al., 2006). There is a tension between consumer attitudes and company expectations of CSR activities. Companies tend to exploit the social commitment, while consumers want them not to capitalize on that commitment (Ellen et al., 2006). In general consumers prefer social responsible companies, but they often seem to be unconvinced about CSR practices because they believe that these actions are based on mainly egoistic motivations (Sen and Bhattacharya, 2001).

On that account credibility is a key term to dispense the tension between consumer and companies. Consumers judge companies based on their credibility. They place greater value on CSR initiatives developed by a social credible company (Alcañiz et al., 2010).

In addition, the interpretation of ethical behavior is asymmetric. This means negative information is leading to more denotation than positive reporting. Moreover bad news are spreading faster and get higher attention. Because of this, high qualitative products don´t contribute to a positive attitude towards companies due to unethical constraints. Companies have the possibility to gain advantage in acting ethical and social responsible while in the

same time improving the product, and getting a positive reflection from the customer (Folkes and Kamins, 1999).

A logical fact is it is important to communicate CSR in different ways for various stakeholder groups (e.g. various consumer groups), as there arise various reflections from consumers. Finally according to Luo and Bhattacharya, CSR is influencing the satisfaction of consumer and subsequently the value and image of a company (Luo and Bhattacharya, 2006).

In general, literature suggests four different links which explain the existence of consumer – customer identification (C-C Identification): values, shared personality traits, common objectives, and satisfaction of individual needs thanks to the company (Marin and Ruiz, 2007). C-C Identification is a cognitive state of self categorization as well as connection and proximity of the company. It originated by a subjective process of comparison between the organizational identity and the consumer´s own identity, in that progress shared values are very important (Bhattacharya and Sen, 2003).

3. Corporate Image

The situation of the market turned in the recent past, increasing competition because of saturated markets is just one indication. Often products are compatible due to the same suppliers of different companies. Customers have difficulties in differentiating between the numerous products in the supermarkets. Quality of products is less an attribute to differentiate from competition. Inflation of brands is another problem of today's´ markets which goes hand in hand with exorbitance of brands. On one hand copies of brands (commonly termed as "Me-too Products") without any additional benefit, are floating the market and are sold exclusively with lower prices. On the other hand new brands and products are appearing in greater extent and shorter terms, whereby consumers react in purchasing the newer and cheaper ones (commonly termed as "Leapfrogging Behavior"). Supermarkets are getting advantage in the trade rivalry due to their store brands, which are often cheaper alternatives of the producing brand companies. Hence consumers are not willed to spend more money without getting an additional benefit. By now store brands have an increased market share and are a serious threat to brand manufacturing (Herbst, 2009a, 7-10).

All of those changes are leading to a loss in credibility and uniqueness of products. Consumers and employees do not have a clear view on the benefit of these products and companies, and the customer loyalty is decreasing. A big challenge will be to grant stakeholder groups new orientation and security, to allow identification with the company and credibility to assure a long time interaction. In the future the constitution and the integrated creation of corporate images (CI), and images of brands is going to be more important (Herbst, 2009a, 10-11).

3.1. Corporate Identity as a Management Tool

The development of a "Corporate Identity" is connected with four elements, which strongly influence one another.

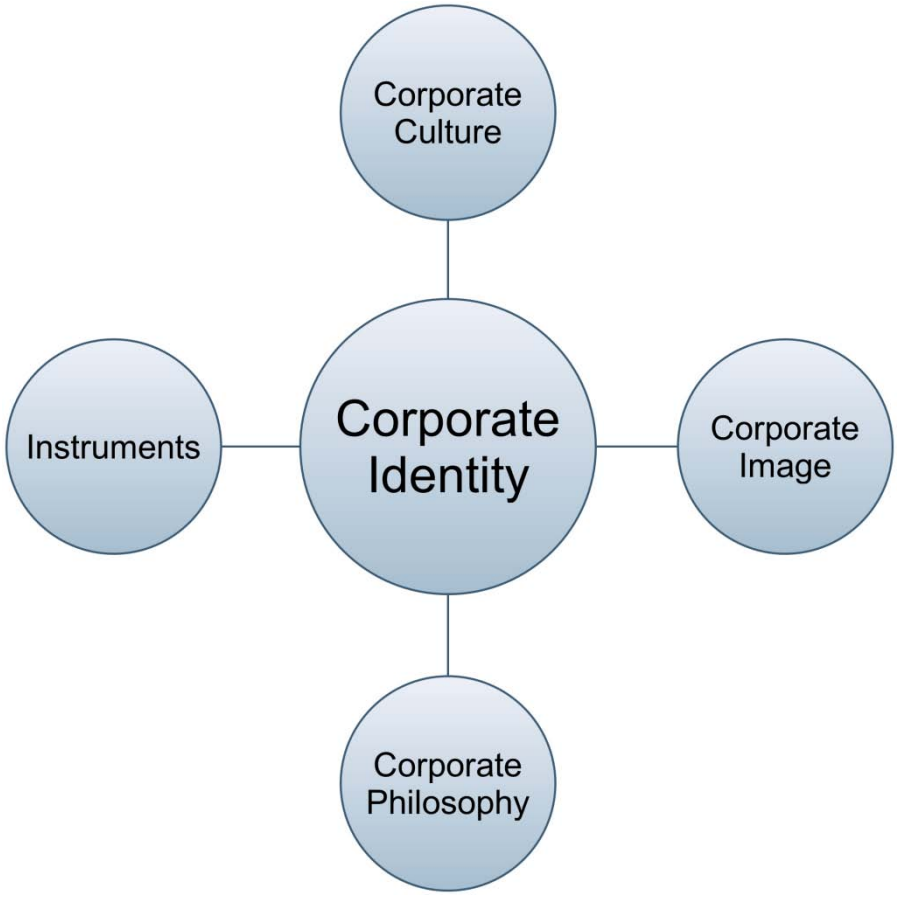

Figure 11: Four elements of Corporate Identity adopted from Herbst (Herbst, 2009a, 46)

One of the basic principles of corporate identity management (CIM) is the corporate culture. Due to different cultures in different companies, each one is unique and stands for themselves. Employees with various personalities and experiences contribute to corporate identity. In some cases, the Corporate Culture accrued because of the assertive national or regional culture. Hence value and norms are giving the company stability (Herbst, 2009a, 46-47).

The Corporate Philosophy is directing the way of the CIM. It gives room for maneuver, values and critics.

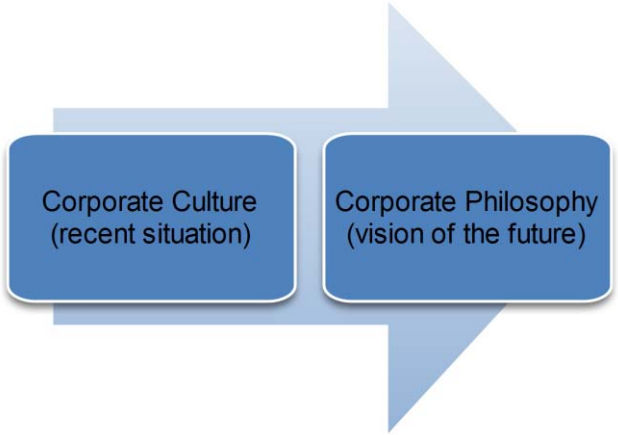

Figure 12: Coherence between Corporate Culture and Corporate Philosophy (Herbst, 2009a, 53)

Corporate Philosophy guarantees recognition of the Corporate Identity by all stakeholder groups, and it guides the way to the future visions.

A strong Corporate Identity is presented to all stakeholder groups in Corporate Design, Corporate Behavior, and Corporate Communication. The consistent insertions of these instruments in all activities conciliate a straight Corporate Identity.

Target of CIM is to distinguish the company from competitions. The most important stakeholder shall get a consistent appearance to develop credibility, security and trust. A unique Corporate Image (CI) enables perceptibility, sympathy, and stabilizes the relation between stakeholder and company, and therefore, the ambitious aims of companies. Creating images in stakeholders' minds is picturing their opinion about persons (e.g. CEO), objects (e.g. company) or ideas (e.g. environmental protection). Images are replacing knowledge because no one has complete knowledge in all fields. Consequently CI influences the behavior while positive images lead to positive reactions such as purchase or application for an employment. Negative images lead to negative reactions like protests and boycotts. Hence companies try to produce an adequate image of their Corporate Identity (Herbst, 2009a, 68-70).

According to Birkigt (2002) the terms corporate identity and corporate image were not clearly separated in the past. Nowadays there is agreeing congruence in the literature that there is a significant difference. Corporate identity is the self-perception of a company, while corporate image is how the others perceive the company (Birkigt, 2002, 23).

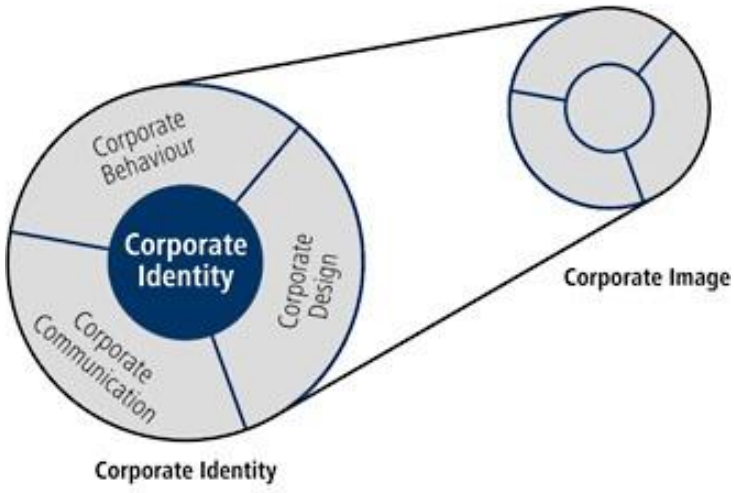

Figure 13: Corporate Identity and Corporate Image (Birkigt, 2002)

As one can see in Figure 13: Corporate Identity and Corporate Image (Birkigt, 2002)the corporate image is an external mirror image in the people ´s mind of the internal corporate identity (Birkigt, 2002, 23).

3.2. The Image Model

Consumers´ purchase decisions are influenced by the image of products. The buying decision is depending on the image as a whole, which is pictured by the consumer. The assessment of products is based on cognitive and emotional parts. Images create a simple imagination and guide the way to a simplified decision. Loads of meanings and characteristics of complex items are reduced to a simple frame, to avoid complicated and inconvenient assessments driven by rationality. Over time images stabilize and a change can only be reached in the long run (Schweiger, 2001, 96-99).

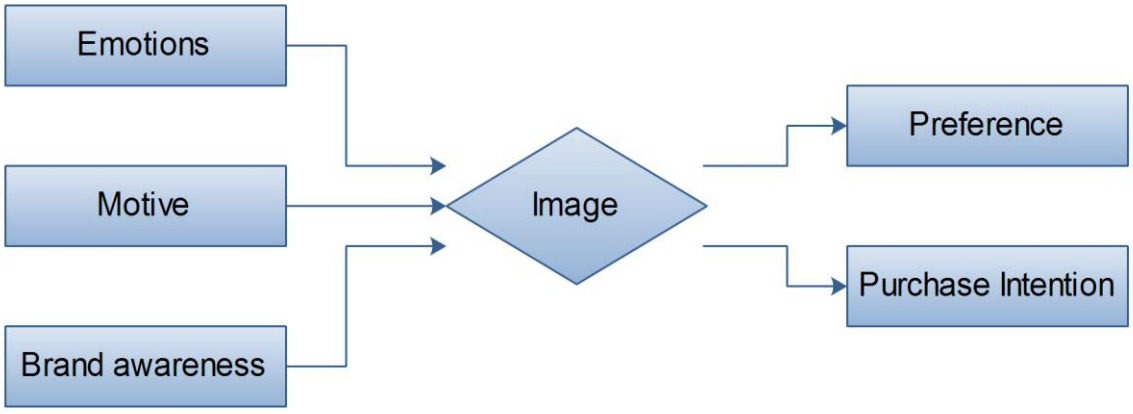

Figure 14: Image model adopted from Schweiger and Schrattenecker (Schweiger, 2001, 98)

According to the model of Schweiger and Schrattenecker (2001), the image is influenced by emotions, motives, and corporate awareness. Hence, if a product or a company is revealed positively is depending on following criteria:

- Which values and feelings are connected to the item? (emotions)
- Is this object convenient for the satisfaction of certain needs? Whereby personal needs of the product can differ from person to person. (motive)
- Which beliefs are expected because of product knowledge? If the part of product knowledge is missing assessments rely on impressions. (product knowledge – brand awarness)

In the literature the psychological constructs image and attitude are applied and interpreted very similar. Both have emotional and cognitive components, and are established over a learning process. The consumer generates conviction, opinions, and prejudice due to their experiences. Agreeable to Schweiger and Schrattenecker (2001), the image model of objects (e.g. products) is congruent to the image model of all other objects (e.g. countries, companies). Therefore their study about the image of different holiday destinations reached significant results for the attitude of Austrians towards different countries (Schweiger, 2001, 98)

In general image consists of three components:

- Affective component: Includes the emotional evaluation of the objective.
- Cognitive component: Includes the thoughts (subjective knowledge) of the objective.
- Conative component: Is the trend of forthcoming action (purchase intention, desired behavior) (Kroeber-Riel, 2009, 210-214)

In connection of the model of Schweiger and Schrattenecker (2001) and the model of Kroeber Riel, emotions and motives are allocated to the affective component, whereby brand awareness is attached to the cognitive component. Preference and purchase intention are seen in connection with the conative component. According to Kroeber –Riel the main questions which results on those definitions are:

Do images arise mainly from affective or cognitive components?

Do they have an influence on the purchase intention and how can we change them? Therefore Kroeber-Riel suggests to avoid implicating that part in the image measurement, but rather interrogate that component in an extra part (Kroeber-Riel, 2009, 213).

3.3. Measurement of Corporate Image

In this chapter I will attempt to give an overview on the existing image measurement methods.

The most common multidimensional measurement method is the semantic differential, established by Osgood in 1957 to measure word meanings. This was later enhanced as a marketing tool. Thereby the attitude towards terms and definitions of the test person is measured with a bipolar rating scale with antithetic adjectives on both sides of the scale. In the semantic differential 20 to 30 pairs of adjectives should give the connotative impact of the object. By connecting the evaluations of the test person on the rating scale, one gets a

polarity profile (image profile), creating a profile gradient which can be related to other objects (Kroeber-Riel, 2009, 243-245). Furthermore Osgood tried to compare the different pairs of adjectives with one another. The adjectives should be used in a metaphoric way rather than in an object related way. As a result of this, each single pair of adjective leads back to three independent factors: Assessment (well / poor), power (heavy / light) and activation (fast / slow). The best way to report the result is to, without any doubt, illustrate it in a graphical profile comparing the different objects such as in Figure **15**: Example for a semantic differential of X and Y (Kroeber-Riel, 2009, 245) (Berekoven, 2009, 75-76).

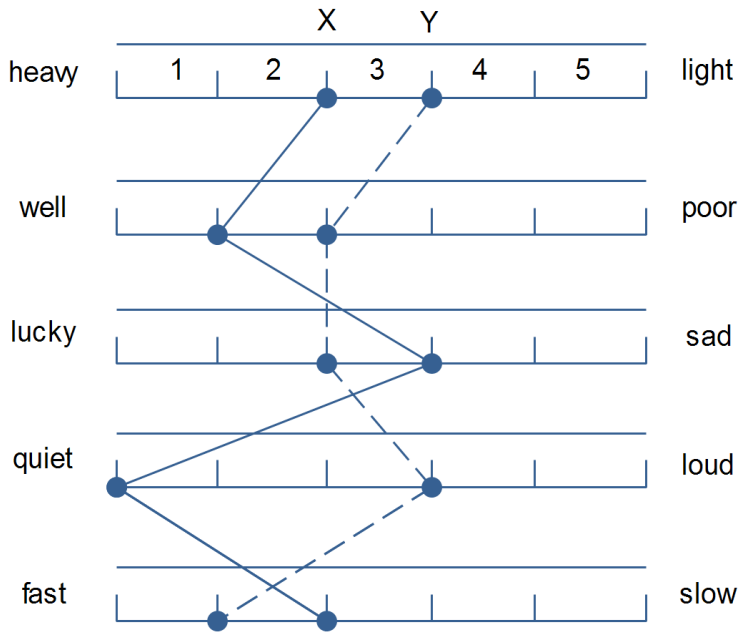

Figure 15: Example for a semantic differential of X and Y (Kroeber-Riel, 2009, 245)

"Multi-attribute models" are related to the semantic differential, but with a more detailed technique in the measurement process. The primary point is that product image is based on single product characteristics. To give an overview on the essential models, I want to mention the Fishbein approach, the Trommsdorff approach and the Rosenberg approach.

The Fishbein approach is predicated on the assumption that the image of an individual to a certain object and the cognitive and affective assessment of the product is related by a functional correlation. In the first step, attributes for the image which could be important for the test person are elevated. In the second step, and therefore the real image measurement, it is determined which probability each attribute best fits to the relevant object. Respectively the attribute assessed positively or negatively (Meffert, 2008, 124). The conception of Trommsdorff is an enhancement of the Fishbein model, although it is not the probability of the product attributes being assessed, but rather the perception of the product attributes. Contrariwise the Rosenberg model assumes that the test person evaluates products on how they can satisfy their motives (Kroeber-Riel, 2009).

Needless to say there is an array of other concepts and models in measuring images. For further readings I suggest (Trommsdorff, 1998), (Kroeber-Riel, 2009) and (Hammann, 2000). In the following empirical research of this paper the image measurement will be surveyed according to the semantic differential of Kroeber-Riel (2009).

3.4. Link between Corporate Image and CSR

Consumers´ knowledge about a company is influenced by corporate associations which include consumer perception, corporate image, company characteristics, as well as company related moods like emotions and evaluations. Research suggests that consumer's identification with the company is due to their perception of its core characteristics, therefore their perceived identity (see Figure 16: Constitutions and Communicators of Corporate Identity adopted from Bhattacharya (Bhattacharya and Sen, 2003, 78)). The identity is shaped by the organization´s mission, structure processes, and climate. Bhattacharya and Sen (2003) propose that consumers identify with the subset of company associations that constitutes the company´s identity. It is likely that the corporate identity comprise characteristics that reflect the company´s core values-operating principles (i.e. organizational mission and leadership). As well as the demographics such as industry/product category, size, age, life cycle, competitive position, country of origin, location, and prototypical employee (Bhattacharya and Sen, 2003, 77-78).

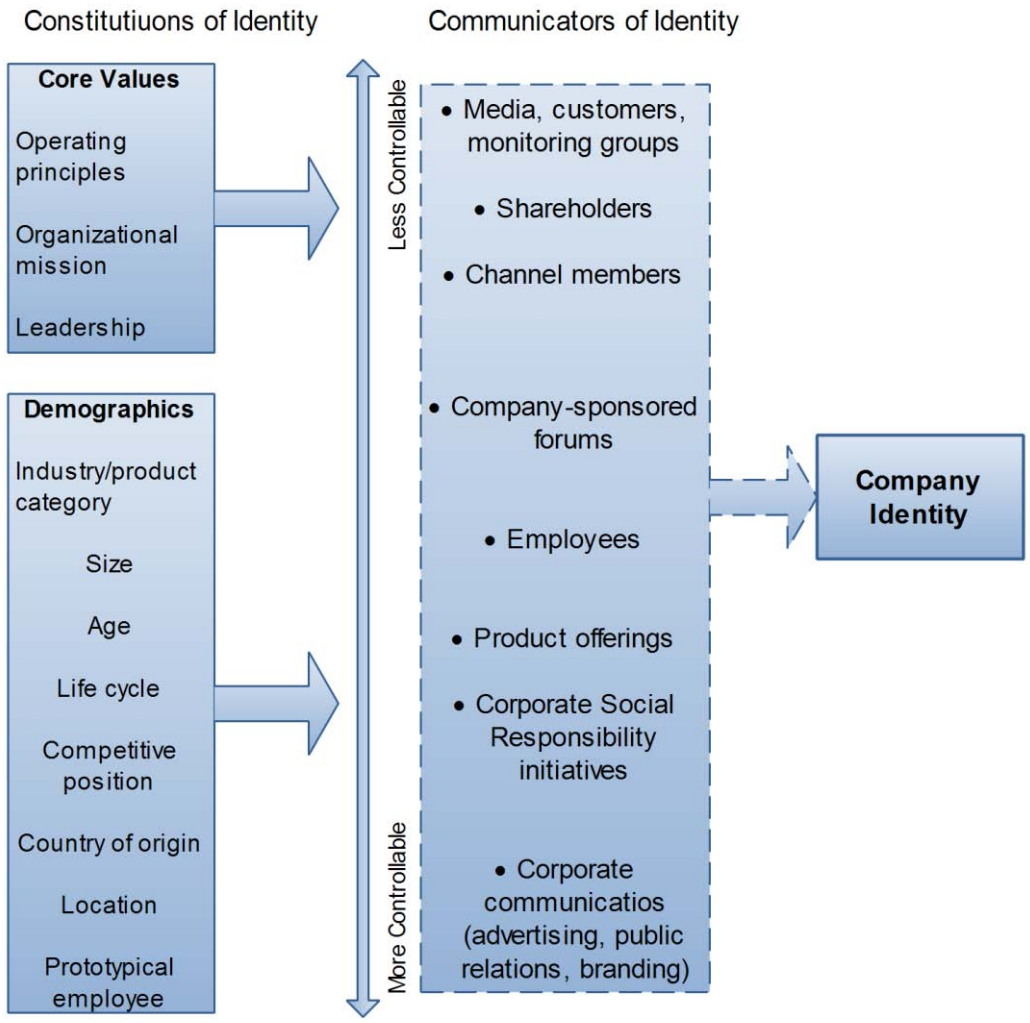

Figure 16: Constitutions and Communicators of Corporate Identity adopted from Bhattacharya (Bhattacharya and Sen, 2003, 78)

Prior studies also suggest that Corporate Identity is surveyed by various communicators. For example identity is often communicated by official documents such as annual reports and press releases and through signs and symbols. Though on the other hand to the company controlled internal communicators of identity (i.e. CSR, product offerings, and corporate communications) there is an increasing number of external communicators of identity (i.e. media, customers, monitoring groups, channel members). A company can take greater control over the identity communicated by members of the value chain (e.g., employees, channel members) than by those who are not in the direct value chain (e.g., shareholders…). The various communicators of the corporate identity can vary in the extent to which they are controllable (Bhattacharya and Sen, 2003, 78).

As one can see Corporate social responsibility initiatives are one of the communicators which lead to the corporate identity as a whole. Those initiatives are set from companies as a

part of their identity they share and they either aim to create that positive image in public or meet the expected identity of their company in the public view. In doing so companies can control creating their identity in a large extent, as it is implicated from them in any way they intend to. In this research the CSR initiatives in the empirical part will be summarized, which is one part (as and instruments of CIM) of the corporate identity, and therefore leads to the corporate image.

4. Summary of the Theory

Multinational companies have to deal with various allegations on their behavior on national and international markets. Moreover they need to take over greater responsibilities towards society and environment. One way to do so is implementing the concept of CSR in their day-to-day business with involving social equity and environmental quality to the economic part.

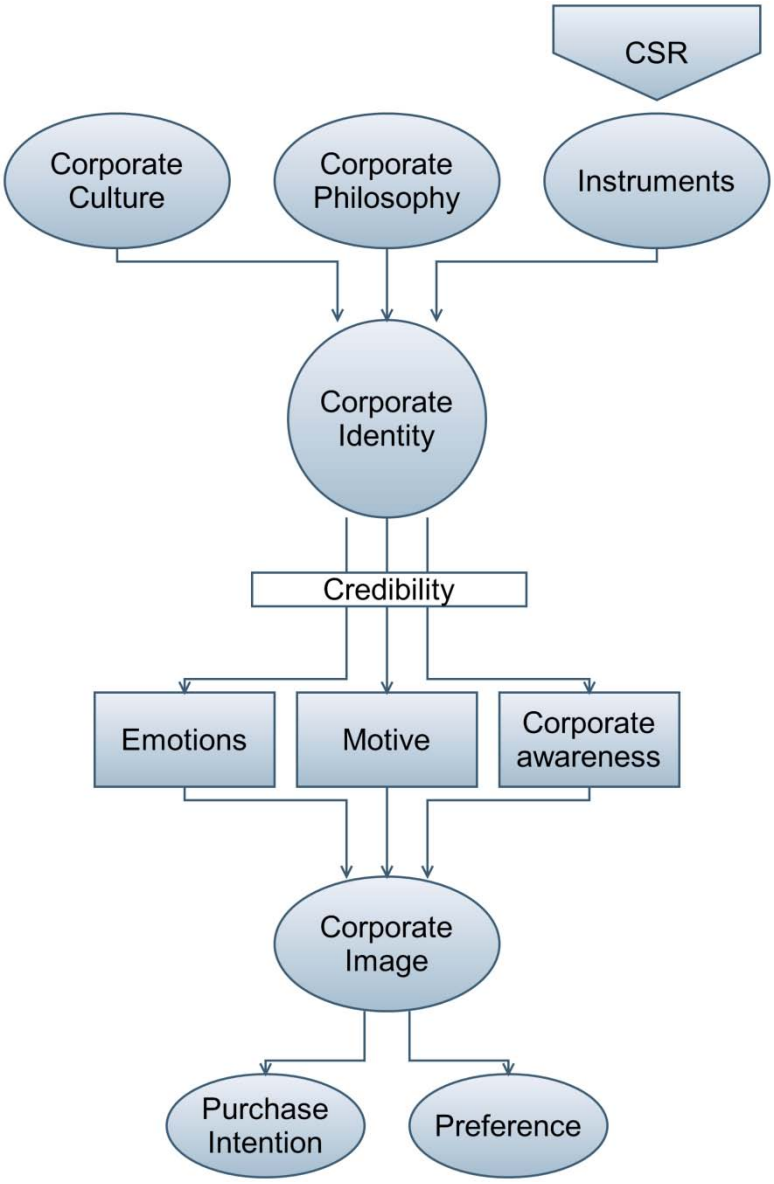

Figure 17: Research model adopted from Herbst; Schweiger and Schrattenecker (Herbst, 2009, Schweiger, 2001)

Companies try to produce an adequate image of their corporate identity, with implementing CSR as an instrument of relaying the constitutions of identity to stakeholder groups. In this research the other elements (corporate culture and corporate philosophy) as well as other instruments except CSR will be disregarded. As it is mentioned in Birkigt (2002) the corporate image is the projection of the corporate identity in the social field (Birkigt, 2002,

23). Therefore it is leading to the model of Schweiger and Schrattenecker (2001). The image is based on cognitive (corporate awareness) and emotional parts (emotions and motive). These parts are always seen in context with credibility of the acting company. Consumers judge companies based on their credibility, so they place greater value if CSR initiatives are developed by social credible companies (Alcañiz et al., 2010). The arising conative component (purchase intention and preference) is the result of the predetermined declarations (Kroeber-Riel, 2009). Companies influence, besides other communication activities, their corporate identity with CSR activities, which also changes the perception of the corporate image by consumers. This research aims to measure the corporate image perceived by consumers. The dimension emotions and motives from the model described above are implicitly included in the dimension “assessment of CSR initiatives”. To assess CSR activities it is subsumed that consumers apply cognitive (motives) and emotional parts. Furthermore the credibility of CSR will be measured and where it leads to (purchase intention and preference). This research aims to measure the influence of CSR activities of companies on their corporate image. Due to this specific research aim the classical image model from Schweiger and Schrattenecker (2001) served as a theoretical starting point to derive the final model (see Figure 18), which will be used to the upcoming empirical research.

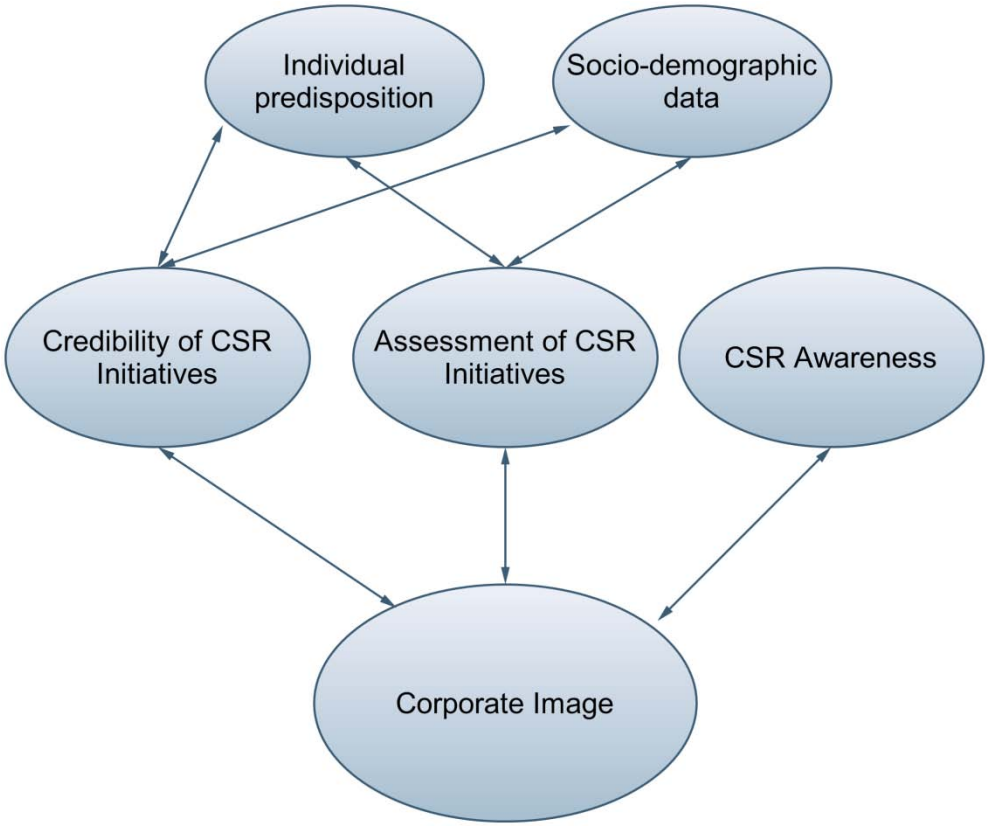

Figure 18: Empiric model; own illustration 2010

5. Conception of CSR

Regarding the questionnaire it is necessary to summarize and shortly describe all CSR activities, which have been set in 2009 from the particular company to embed a selection of those initiatives in the questionnaire. This is necessary to get a response from the consumers about those CSR activities. Each company is publishing an annual sustainability report to communicate that they are concerned for society's interest and environmental issues. According to the published reports of the concerning company the author will summarize all the information which is access able for consumers. In the following chapter the author will not give a complete overview of all different implemented CSR activities, it is just the ones published by the acting company.

5.1. Nestlé

Figure 19: Emblem of Nestlé (Nestlé S.A. , 2010, 1)

As a basis for responsible operations and business success Nestlé thinks that compliance with the highest standards of business practice and environmental sustainability is essential. It involves compliance with national legislation and relevant conventions, and often goes beyond the legal obligations as described in their business principles and their codes of conduct. According to the Brundtland Report Nestlé defines the next step of sustainability by ensuring that their activities preserve the environment for future generations. On the top of the pyramid Nestlé believes that to build a profitable business for the shareholders, they must go beyond compliance and sustainability to the third level: creating value for both society and the shareholders in the long run is what they mean by „Creating Shared Value" (Nestlé S.A. , 2010, 2)

"*Creating Shared Value is a fundamental part of Nestlé's way of doing business that focuses on specific areas of the Company's core business activities – namely water, nutrition, and rural development – where value can best be created both for society and shareholders (Nestlé S.A.)"*

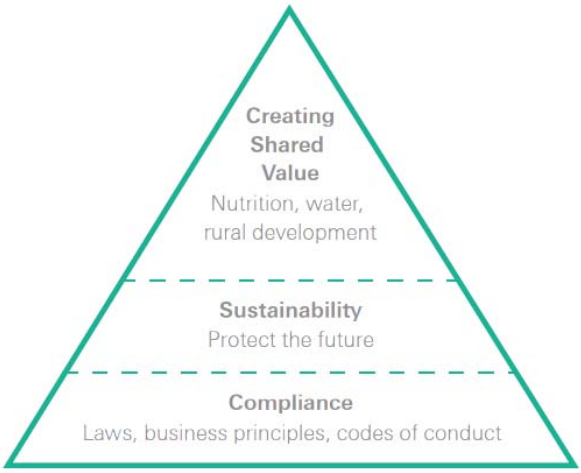

Figure 20: Concept of Creating Shared Value at Nestlé (Nestlé S.A. , 2010)

Nestlé identifies nutrition, water, and rural development as key global issues of concern to society that are relevant to their business. To prioritize the issues considered most critical to Nestlé and their stakeholders, they worked with SustainAbility, an independent corporate responsibility and sustainable development consultancy. The following areas are prioritized:

- Nutrition (the use of science to produce nutritionally superior products, and responsible communication about Nutrition, Health and Wellness to all the consumers)
- Water and environmental sustainability (respect to the environment, focus on the availability and accessibility of water and the impact of global change)
- Rural development (approach to agricultural sourcing and supplier development)
- People (acting as a responsible employer) (Nestlé S.A. , 2010, 4)

5.1.1. Nutrition

As the world´s leading nutrition health and wellness company, Nestlé believes a key global challenge is to bring nutritional solutions to all segments of society, and to address those at the base of the income pyramid (Nestlé S.A. , 2010).

To produce tasty, nutritious food and beverages, those have the lowest possible environmental impact, Nestlé uses science-based solutions to improve quality of life through food and diet. They also contribute to the health and well-being of consumers, including those with specific nutritional needs and those at the base of the income pyramid, through products with higher nutritional value at lower prices.

Hence Nestlé invests in continuous development and improvement in the nutrition profile of products in all categories. They also ensure they sell and market infant formula responsibly, strictly following the World Health Organization Code in developing countries. They advertise healthier products to children and they have introduced new, more detailed procedures and approval processes to regulate the nutrition, health and wellness environment and sustainability claims of their brands. These goals are set in action through various initiatives as outlined in the following categories:

- Global research and development network
  Nestlé´s products are based on the world's largest private nutrition network, compromising 28 research, technology and product development centres.
- Responsible advertising and marketing
  Nestlé´s Consumer Communication Principles prevent advertising or marketing activity directed at children under six and restricts advertising for children aged 6-12 to those products that meet the rigorous Nutritional Foundation criteria.
- Micronutrient fortification
  Their locally adapted Popularly Positioned Products (PPPs) provide people with lower incomes with products of nutritional value at an affordable price. Nestlé fortifies billions of servings with key micronutrients such as iron, iodine, vitamin A, and zinc, because many consumers are suffering from those deficiencies.
- Making nutrition the preferred choice
  Healthy diets should be easily sustained, so they continuously invest in consumer preference and product innovation and renovation. In 2009 about 7200 products were renovated by reducing public health sensitive components such as trans-fatty acids, salt, sugar and saturated fats.
- Consumer Information
  Guiding consumers through on-pack nutrient tables to all information shall help consumers to make more informed decisions and lead to healthy eating or drinking (Nestlé S.A., 2010).

5.1.2. Water and environmental sustainability

The combination of population growth, increasing affluence and wasteful lifestyle are the main problems for the planet to bear the effects of human activity. Nestlé thinks that in the upcoming years we have to deal with a serious water crisis with consequences for food security. As an example Nestlé adduces effects of availability and accessibility of fresh water to their operations and to those of their suppliers. They expect the main problems will continue due to the climate change over the next decades (Nestlé S.A. , 2010, 10).

The water Nestlé uses in their factories for washing raw materials, cooking and cleaning is cleaned in wastewater treatment plants, to return only cleaned water back into the environment. Good water management is fundamental to the livelihood of Nestlé´s suppliers, so they help them through specific watershed management partnerships.

Nestlé contributes to community schemes like in Cambodia where Nestlé helps locals to build wells for drinking water and educate them about good hygiene. They also rehabilitated deep-well pumps and provided toilet blocks in Ivory Coast.

To maximize production and optimize water use, Nestlé begun a pilot project about water use in tomato farming. Yields have now nearly doubled while water consumption almost halved. Nestlé also takes part in energy efficiency and energy saving issues. By combining energy reduction initiatives at factory level, as well as changes in their product mix, they already reduced their energy consumption and will keep reducing it. Continuing to explore the feasibility of using more renewable energy sources to reduce their reliance on fossil fuels is taken for granted (Nestlé S.A. , 2010, 13-14).

5.1.3. Rural development

Agriculture employs about one-third of the world´s working population and three-quarters of the world´s poor people live in the rural areas. Nestlé works directly with approximately 540000 farmers to help increase their productivity, protect the environment and climb out of poverty. To minimize impact on climate change and long term social issues such as child labor in the rural areas are the challenges they face as well (Nestlé S.A. , 2010, 16).

The wellbeing of the communities from which they draw their agricultural raw materials and local labour is vital to their success as a business and to their shareholder value. Therefore Nestlé helps local suppliers to reach their standards, improve cost efficiency, avoid imports and eliminate waste. Nearly 40% of their raw materials expenditure goes towards the procurement of three key commodities (milk, coffee, and cocoa) and due to this, are the most important commodities besides palm oil.

Nestlé is the world´s largest milk company and is operating in 30 countries. They purchase large amounts directly from farmers and give them a greater access to the market at a fair price. Besides this, local communities benefit from collection storage and transportation facilities, training, quality control systems, microfinance loans, and employment opportunities in their companies.

The Cocoa Plan is Nestlé´s way of helping to tackle key issues facing cocoa farmers. The overall aim is to professionalize cocoa farming, with activities covering four broad areas: helping farmers, plant expertise, supply chain, and better social conditions. Also in coffee

farming, Nestlé tries to do so, by purchasing green coffee directly from farmers and small-scale intermediaries in Vietnam, Thailand, China, Indonesia, the Philippines, Ivory Coast, and Mexico. Besides that, farmers benefit from free technical assistance which helps them to improve the quality of their yields and gives Nestlé a secure supply.

Reflecting their concern about the destruction of rainforests and peat fields caused by palm oil plantations, Nestlé joined the Roundtable on Sustainable Palm Oil (RSPO) to start purchasing certified sustainable oil. They have committed to use only “Certified Sustainable Palm Oil” by 2015 (Nestlé S.A. , 2010, 16-19).

5.1.4. People

Due to the efforts of the employees of Nestlé, they make a difference to the lives of many consumers around the world. During the global financial crisis they took every effort to focus on sustainability and stability, to ensure the human resources for the current and the future needs.

Through compliance with Nestlé principles and continuous improvements in environmental and occupational health and safety management, they continue to develop a global and diverse Nestlé (Nestlé S.A. , 2010, 20).

5.2. Unilever

Unilever reports in their annual Sustainability Development Overview, that if they are to achieve their ambitious growth objectives they must reduce the total environmental impact of the business. Their commitment extends right across their value chain – i.e. from sourcing of raw materials through their own production and distribution to consumer use and eventual disposal of residual packaging (Unilever Corporate Citizenship, 2010, 6).

Figure 21: Emblem of Unilever (Unilever Corporate Citizenship, 2010, 1)

In 2005, Unilever started to embed sustainability factors also into their product brands using a process they call “Brand Imprint”. Since then Brand Imprints have been completed across all their product categories. Social and environmental considerations are integrated into the innovation and development plans of their major brands. At the same time, they are also evolving their approach to corporate branding. They are beginning to consider how they make Unilever´s corporate commitments and activities more visible and relevant to the consumers (Unilever Corporate Citizenship, 2010, 6).

Figure 22: Brand Imprint process of Unilever (Unilever Corporate Citizenship, 2010, 6)

Unilever also mentions in their report that their consumers not only want to be reassured that the products they buy are ethically and sustainably produced, they want to choose brands that are good for them and good for others. Unilever beliefs they are well placed to help people understand how their brand choices and small actions, when added to those of others, can make a big difference across the world (Unilever Corporate Citizenship, 2010, 7).

Unilever divides their CSR activities in 3 areas (Health and well-being, sustainable living, economic impacts) which are explained in the following part.

5.2.1. Health and Well-being

Obesity, heart disease, diarrhea, and respiratory infections together represent a large proportion of the world's global disease burden. Unilever says that they can make a difference through their products and their behavior change campaigns. Estimated by the World Health Organization (WHO), 10 million deaths a year are due to under-nutrition, and approximately 15 millions are due to over-nutrition (e.g. heart disease or diabetes). These are largely preventable diseases and even if the consumers know that something is good for their health, it takes more than just information to develop a lifelong practice (Unilever Corporate Citizenship, 2010, 10)

Nutrition

Through the products of Unilever and their partnerships they aim to make a difference to the quality of people's diets, helping to tackle both over and under-nutrition. Their approach is to improve the nutritional quality of all their products, developing new products, and expanding consumer choice and provide clear information by the following set actions:

- Reformulation of their products
- Developing new products
- Improving consumer information
- Responsible marketing
- Tackling under nutrition

Hygiene and Well-being

Poor sanitation and the lack of good hygiene practices are still the root causes of millions of preventable deaths, therefore everyday products such as soap and toothpaste can help to prevent diseases. However, it still depends on the people using them in the right way and at the right time (Unilever Corporate Citizenship, 2010, 14).

By making effective products that improve health and wellbeing, changing habits through behavior change programs, and creating partnerships to develop joint campaigns and achieve broader reach, Unilever tries to fight these issues. Two important actions are to wash the hands with soap to prevent disease and improve oral health.

5.2.2. Sustainable Living

As the planet faces enormous environmental pressures, the aim of Unilever is to make their own activities more sustainable and encourage their consumers, suppliers, and others to do the same.

Sustainable Farming

The long term goals are to buy all agricultural raw materials from sustainable sources, so that :

- Farmers and farm workers can obtain an income they can live on and improve their living conditions
- Soil fertility is maintained and improved
- Water availability and quality are protected and enhanced
- Nature and biodiversity are protected and enhanced

Through these aims, the most important crop branches are tea leaves, palm oil, soy beans, as well as canola oil and cage free eggs.

Climate Change

The impact of climate change is already becoming evident and developing countries are most at risk. Unilever thinks that the cost of adressing climate change now is more likely to be far less than allowing the problem to get worse.

Their approach is to identify the biggest opportunities for the reduction of emissions along their value chain. Unilever aims to:

- Address their wider impacts by working with their customers and suppliers
- Reduce CO_2 emissions from energy in their manufacturing operations
- Improve energy efficiency and increase the use of renewable energy in manufacturing
- Encourage consumers to use their products with the minimum impact on the environment and to participate in industry coalitions to urge governments to act.

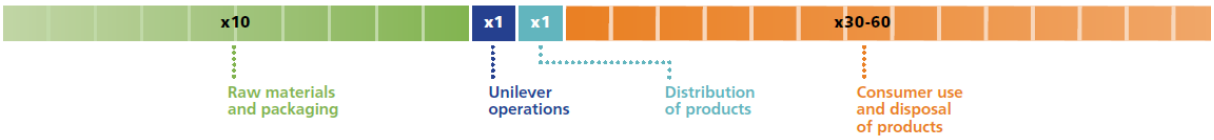

Figure 23: Estimated carbon footprint rate of Unilever (Unilever Corporate Citizenship, 2010, 23-24)

Reducing greenhouse gases from manufacturing is a primary goal of Unilever. They also believe there are even greater opportunities in reducing emissions by the consumer use and disposal of products, as well as in raw material and packaging (Unilever Corporate Citizenship, 2010, 22-23)

Water

Water scarcity ia a growing concern around the world, products of Unilever rely on this precious resource. Over one billion people of the worlds population do not have access to safe drinking water. Climate change and rising poulation are putting increased pressure on existing supplies. Due to that fact, Unilever needs to improve water efficiency at each stage of the product cycle, especially in the following stages:

- Working with farmers and other suppliers to reduce the water used to grow crops
- Reducing water use in their manufacturing operations
- Designing products that require less water when used by the consumer
- Helping their consumers understand the changes they can make to save water (Unilever Corporate Citizenship, 2010, 24-25)

Figure 24: Water footprint of Unilever rate (Unilever Corporate Citizenship, 2010, 25)

Since 2008, Unilever has assessed the water impact of their products. They measure the water in the product as well as the water required for its use by the consumer. This helps to see which product categories are more water-intensive. As one can see in the figure, the greatest impacts are in the production of raw materials and in the use by end consumers (Unilever Corporate Citizenship, 2010, 25).

Packaging

Pressure from individuals, governments and campaigning organizations has led to an expectation that manufacturers and retailers reduce product packaging and its associated waste. Consumers are also increasingly choosing to purchase products with less packaging,

though it still should protect the product from damage and contamination. Because of this sustainable packaging at Unilever involves:

- Considering the whole product not just the packaging
- Adopting leading edge design techniques and choosing materials to minimize impacts
- Working with others through advocacy and partnerships, to strenghten the recycling and recovery infrastructure (Unilever Corporate Citizenship, 2010, 28)

5.2.3. Supporting Economic Development

The business brings economic benefit to all the stakeholders: consumers, employees, investors, governments, suppliers, distributors, and local communities. Especially in the developing markets Unilever has a particular opportunity to contribute to economic development.

> *"Unilever´s role in developing and emerging markets is sometimes challenged by campaigning groups who claim that multinationals simply extract wealth from poorer countries for the benefit of shareholders in developed nations.*
> *We dispute this. Our evidence suggests that business plays a vital role, generating wealth and jobs around the world, transferring technology and training and developing people (Unilever Corporate Citizenship, 2010, 30)."*

Progress on our commitments

Health and well-being	Our commitment	Progress in 2009
Nutrition	Conduct regular reviews of our portfolio of food products via our Nutrition Enhancement Programme	Our food portfolio remains under regular review. 44% of our products are in line with internationally accepted guidelines for saturated and trans fat, sugar and salt
	Guide consumers to meet the World Health Organization's recommended daily intake of 5 g of salt per day by reducing salt levels in our products. Our ambition is to reach 6 g per day by 2010 and 5 g by 2015	76% of our portfolio already meets our 2010 benchmarks to help consumers reduce to 6 g per day
	Display percentage of Guideline Daily Amounts (GDA) for five key nutrients on pack for products sold in Europe as part of CIAA voluntary initiative	Achieved for over 90% of eligible products; implementation plans are in place for the remainder
	Reach 100 million people 2009-2020 through Heart Age online tool	Around 1.5 million people took the Heart Age test
	Deliver school meals to 100,000 children in 2009 via our partnership with the UN World Food Programme	Delivered nearly 17 million school meals to 80,000 children
Hygiene and well-being	Change the hygiene behaviour of 1 billion people 2009-2015 through Lifebuoy and its partner programmes	Lifebuoy reached millions of people in 23 countries via Global Handwashing Day 2009. Extended roll-out of hygiene education programmes in Indonesia, Pakistan, Sri Lanka and Vietnam
	Align partnership activities with FDI World Dental Federation to focus on day and night brushing campaign	Launched joint Brush Day and Night campaign with the FDI World Dental Federation
	Reach 5 million young people 2005-2010 with self-esteem materials through Dove's Self-Esteem Fund	Reached 1.3 million people with educational programmes, bringing the total to 4.8 million

Sustainable living	Our commitment	Progress in 2009
Business growth	Reduce our overall environmental impact while doubling the size of our business	Assessed the greenhouse gas, water and waste impacts of 1,500 products
Sustainable sourcing	Source all tea for Lipton and PG tips tea bags in Western Europe from Rainforest Alliance Certified™ farms by 2010. Purchase all tea for our Lipton tea bags from certified sustainable sources by 2015	Around 80% of Lipton Yellow Label and PG tips tea sold in Western Europe comes from Rainforest Alliance Certified™ farms Globally, around 15% of our tea is sourced from Rainforest Alliance Certified™ farms
	Purchase all palm oil from certified sustainable sources by 2015	Purchased 185,000 tonnes of certified sustainable palm oil via GreenPalm certificates, accounting for 15% of our total purchases
	Source 100% cage-free eggs for: – Hellmann's, Amora and Calvé products sold in Western Europe by 2012 – Hellmann's Light mayonnaise in N America – Ben & Jerry's ice cream in Europe by 2004 and the US by 2010	 – Western Europe target achieved by end 2009, ahead of schedule – Sourcing started in 2009 in preparation for product roll-out in 2010 – Achieved target for Europe in 2004. On track to meet US target by end of 2010
	Assess potential of Fairtrade sourcing for Ben & Jerry's ice cream ingredients	In early 2010, Ben & Jerry's committed that, where Fairtrade options exist, all ingredients will be Fairtrade-certified in Europe by end of 2011 and worldwide by 2013
Refrigerants	Purchase new point-of-sale ice cream cabinets that use climate-friendly HC refrigerants, wherever technically and legally feasible	Around 430,000 HC refrigerant cabinets purchased since 2004
Climate change	Reduce CO_2 from energy in our manufacturing by 25% by 2012 (measured per tonne of production against a 2004 baseline)	Over 1995-2009, achieved a 40% reduction in CO_2 from energy from manufacturing. On track to achieve 2012 target
Water	Continue to reduce water use in our manufacturing operations per tonne of production	Over 1995-2009, achieved a 65% reduction in water use
Manufacturing waste	Continue to reduce total waste in our manufacturing operations per tonne of production	Over 1995-2009, achieved a 73% reduction in total waste
Packaging	Eliminate PVC from our packaging, where viable, by 2010. Identify technologies to allow elimination of all PVC by end of 2012	On track to achieve 2010 target. Working with suppliers to identify novel technology solutions

Economic impacts	Our commitment	Progress in 2009
Business performance	Long-term ambition to be in the top third of a reference group of 21 consumer goods companies for total shareholder return on a 3-year basis	Reached target of top third: 5th out of 21
	Increase the penetration and consumption of our categories by consumers at all income levels in developing and emerging markets	Reached 49% of sales from these markets
Smallholder farmers	Explore opportunities to increase sourcing from smallholder farmers to ensure security of supply	– 10,500 farmers now involved in allanblackia project in Africa – 38,000 smallholder farmers have achieved Rainforest Alliance certification in Kenya over 2007-2009

Figure 25: Progress of Unilever´s commitments (Unilever Corporate Citizenship, 2010, 8-9)

5.3. REWE Group

Figure 26: Logo REWE Group (REWE Group, 2009)

For REWE sustainability is not a trend or a kind of attitude. It is more a responsibility towards society and environment. REWE orientates itself on its cooperative values. They treat the environment carefully and act with their employees and with their suppliers in partnership. Though, the economic interests are still hold as it is one of the primary values. REWE is convinced that growing their business in the long run is just possible with responsible and sustainable acting in terms of environment and society. To show the core meaning of this issue, REWE established a sustainable management system to anchorage this values in their general principle (REWE Group, 2009).

5.3.1. Green Products

Nowadays sustainable products gained a widespread acceptation in product range selection. The target in the future is to enlarge the supply of these products in the whole process chain. In the same time REWE advocates sustainable consumption with starching the ecological awareness of consumers.

- Pro Planet

REWE is labeling products with the sign “Pro Planet” for products which have clearly less impact for environment and society during their production, processing and use.

Figure 27: Pro Planet label (REWE Group, 2010)

The target is to develop sustainable consummation in the mass markt, and to demand the sustainable added value to a attractive price. REWE tend to gain a credible and transparent price in embedding various stakeholders in the development of “Pro Planet” The whole process is accompanied by an independent advisory board of experts. Therefore REWE offers an authentic orientation guide for consumer which is willing to buy social and environmental responsible products.

- Best Alliance

Instead of choosing the products on the market (spot-market), REWE concludes contracts with farmers in order to decrease the use of pesticides of imported fruits and vegetables. Each of the chosen farmers has to retain basic parameters which are defined in “good agricultural practice”. Therefore the core priority of the Best Alliance Project is the product safety. Supplementary values are oriented on sustainable issues such as climate protection, resource protection, preservation of biodiversity and establishment of social standards.

- Clean clothing

Biological, fair and transparent produced clothes don´t have to be expensive. An example is the “Fair Alliance Collection” from the product line of PENNY.

The ecological cotton for textiles is produced on the fields in Tanzania and India. The ecological cultivation gives the farmers the chance to grow agricultural products on a healthy fundament without loans for expensive chemicals. Therefore they can decrease their costs and this leads to increased yields per acre. Furthermore all the textiles are produced according to the international standard SA8000, which means among other things a strict prohibition of child labor.

Besides that REWE campaign for an improvement in the living conditions of farmers in financing schools in India and in supporting renewable energy systems to reduce CO_2 emissions.

- A good catch

REWE assures the high demand of fresh fish with a controlled breeding in ecological aquacultures and a principle of sustainability.
The number of fish per pond is limited and instead of using chemicals only natural treatment is used to protect the ecosystem. Furthermore REWE don´t use fish for feeding to conserve the resources of the oceans.

- Unique world of tropics

Another goal for REWE is to preserve biodiversity of coast regions and in the forests of panama. Eighty percent of the offered Chiquita bananas by REWE are produced in panama. Because of this they set a project to improve the working conditions in the plantation as well as save environmental criteria.

5.3.2. Energy, Climate and Environment

The Company REWE identified three core spheres of activity: increase energy efficiency, reduce CO2 emissions and preserve resources.

The energy efficiency management team is analyzing weak spots continuously, and searching for individual solutions to face the problems. Also the share of renewable energy consumption of REWE was enlarged to 100 % in the recent past.

Therefore REWE reaches two goals. First and foremost they accomplish a contribution in saving climate and environment. And second, they can reduce the entrepreneurial risks in disassociating from fossil fuels and their price markets.

5.3.3. Societal Commitment

In all business areas REWE considers the societal dimensions of their actions. The company is supporting projects and initiatives which are related to their core business areas. For example in the food supply chain the focus is on nutrition and healthy living to face the increasing overweight of children and teenagers.

B) Empirical Study – Quantitative Analysis

The following empirical part is based on the preliminary theoretical part, and conducted with a quantitative consumer research design. According to the research questions the empirical part describes the methodology (research design, sampling etc.) of the survey, and describes the results of the study.

6. Research Design

The quantitative research in this paper is a self assembled online consumer-survey. The data are elevated with the online tool EFS Survey, which is a software tool to create the questionnaire, accomplish the field part and export the data to statistic software. The questionnaire field part and statistical analysis have been established by the author of this research. The field part was based on the concept of Computer Assisted Web Interview (CAWI) also with written surveys on various places with a random sample.

The next part gives an overview of the research design and the chosen method. Furthermore an explanatory statement for the chosen method and for the methodic procedure will be given.

6.1. Sampling

In empirical studies rarely the entire population is surveyed due to two reasons: the costs are too high and the population is dynamic therefore the individuals of the population may change over time. Therefore to apply statistical test a selection of individuals within a population (sample) has to be made. The main advantages are lower costs, faster data collection and improvement of the accuracy and quality of the data.

Random Sample: In random samples all subsets of the frame are given equal probability of selection. The frame is not subdivided or partitioned. However there could be sampling errors because the randomness of the selection may result in a sample that does not reflect the population, especially with a small sample size. Due to that the idea of a random sample was not congruent to the target of the research, in order to keep the sample size low.

Quota sample: In quota samples, the population is first divided into sub groups. Then the judgment is made to select the subjects from each segment. Therefore quota sampling is

non random. In the end it is set in context with the overall population and it has to be congruent.

In this research neither a pure random sample nor pure a quota sample was used to avoid the disadvantages of both sampling methods. Also with the given financial means and working hours, it was decided to use an adequate mixture of both methods.

The sample was taken in a selected place and there participants were randomly selected. After collecting the answers of the respondents the sample was set in context with the data of the Austrian population to advert too big differences in the structure of the sample.

About 80 percent of the respondents were collected in the trains of the austrian federal railway between the stops of Wien Westbahnhof and St.Pölten Hauptbahnhof. According to the aurvey the participants were asked all the questions and the interviewer took notes on the questionnaire. Therefore 180 participants were found in the trains while 45 participants finished the same survey on the online access of on the webpage http://ww3.unipark.de/uc/boku_brandner/ . The online survey was advertised on the facebook fanpages of Nestlé, Unilever and REWE. In addition a link on www.bauernmarkt.at was stated. Interviews took place from 31st of January 2011 and 1st of March 2011, on no selected time schemes. Depending on the willingness to respond of the participants, one survey took between 15 and 30 minutes.

6.2. Justification for sampling method

The online survey is an interview, where respondents fill in all the answers via internet. One of the main negative points of such an interview is that the accessibility is just granted for people with Internet access. On the other hand, low costs and the expeditious availability of the needed data are the big advantages (Atteslander, 2008, 156).

Written surveys differ in a large extend to online based interviews. The positive effects of a large number of respondents in a short time, the low costs, and the possibility to generate a bigger sample motivated the choice to for the CAWI method in combination with traditional interviews.

Overall because of the limited financial prospects and the above mentioned advantages, the CAWI combined with written surveys in various places of Austria was chosen.

The research aims to clarify the influence of CSR Initiatives on the company image. The research questions of the empirical part as quoted in the beginning of this paper are listed below again.

- Research Question 4: Which CSR activities are implemented by Nestlé, Unilever and REWE?
- Research Question 5: Do consumers know about their CSR activities?
- Research Question 6: How credible are the selected CSR activities?
- Research Question 7: Which influence do CSR activities have on the Corporate Image?

6.3. Methodology

An overview of the methodic approach is given in the figure below. The blue boxes represent the theoretical part of this research, and the green boxes represent the empirical part. All of the listed steps have been conducted by the author. The statistical methods were chosen in agreement with the institute for applied statistics at the University of Natural Resources and Life Sciences, Vienna. While one of the questions in the survey had only 2 scales, the other questions were on a metric scale with 5 to 9 answering degrees. Therefore ANOVA and regression analysis where used for reporting the survey. The 2-scaled question was surveyed with the Chi-squared Test

The following section should give a short overview on the implemented steps.

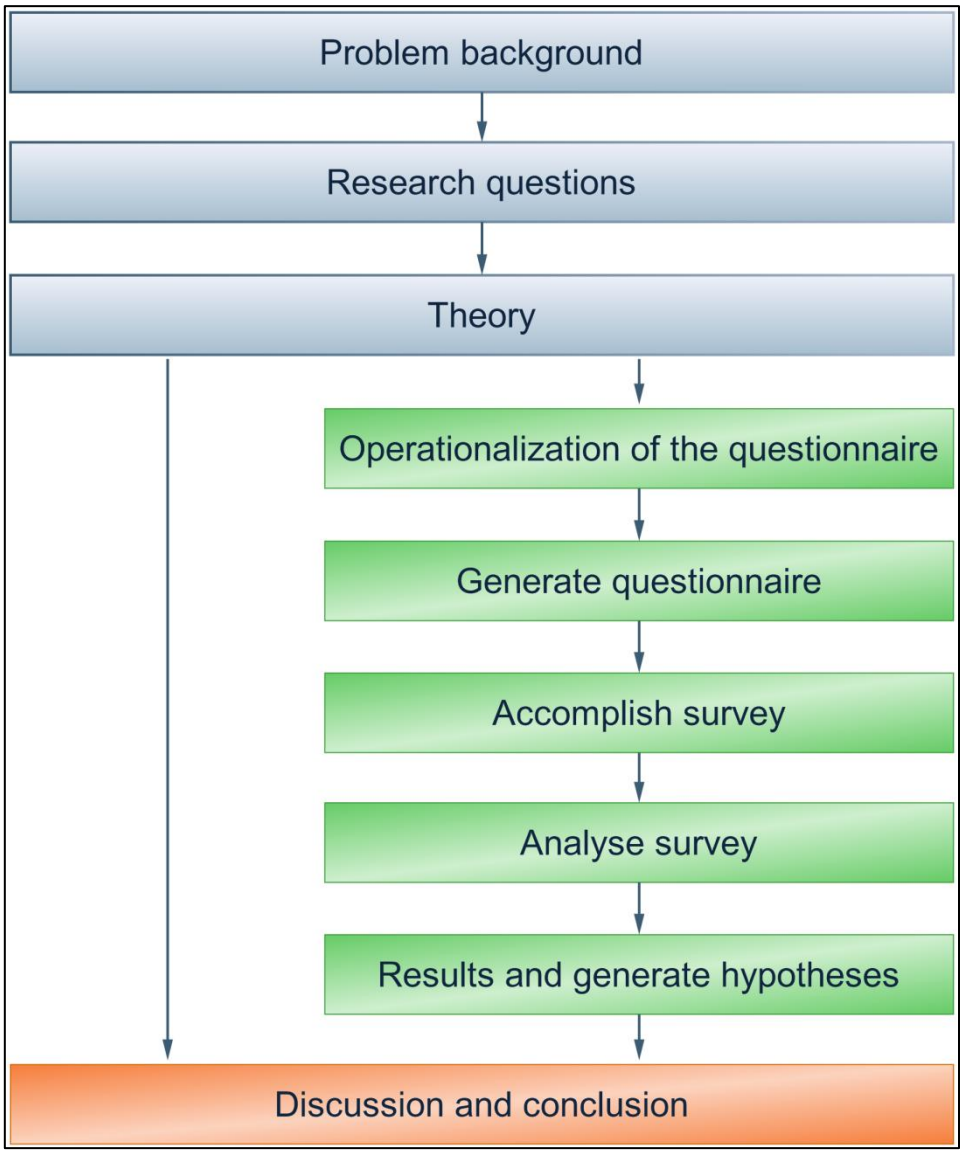

Figure 28: Methodic approach (own illustration, 2011)

6.3.1. Correlations

The main correlations shall picture a causal or no causal relation between variables. First and foremost they test the predication of the theory and lead in the analysis to the more detailed sub correlations (Bortz, 2006, 8).

First the survey will seek for coherencies in demographics, individual predisposition and assessment of CSR initiatives (hypothesis 1 & 2).

Secondly this research investigates the correlation between corporate image and credibility of CSR initiatives, and corporate image and assessment of CSR initiatives (hypothesis 3 & 4).

Following attributes will be used to operationalize the specific dimensions:

- Credibility of CSR initiatives: Nestlé farmers, Nestlé energy, Nestlé coffee, Unilever WWF, Unilever energy, Unilever water, REWE pro planet, REWE farmers, REWE energy
- Socio-demographic data: Age, gender, education level, origin and Net- income
- Individual predisposition: Social concerns, environmental concerns
- Assessment of CSR initiatives: Nestlé assessment, Unilever assessment, REWE assessment
- Corporate Image: likeable-dislikable, credible-noncredible, positive headlines-negative headlines, trustworthy-untrustworthy, adheres ethical basics – reneges ethical basics, supports environmental and social concerns – ignores environmental and social concerns

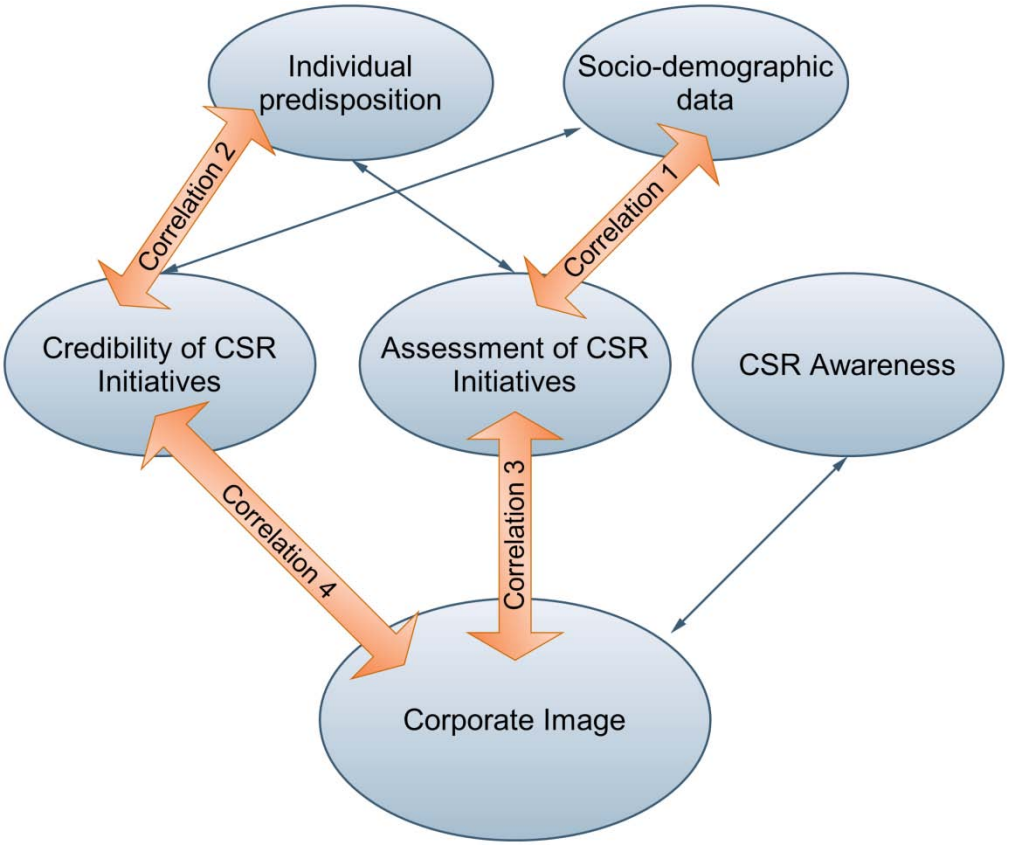

Figure 29: Main correlations (own illustration 2011)

Main correlation 1

There is a correlation between socio-demographic data and the assessment of CSR initiatives.

Sub correlations

There is a correlation between age and assessment of CSR initiatives.

There is a correlation between gender and assessment of CSR initiatives.

There is a correlation between education-level and assessment of CSR initiatives.

There is a correlation between town size and assessment of CSR initiatives.

There is a correlation between net-income and assessment of CSR initiatives.

Main correlation 2

There is a correlation between the individual predisposition and the credibility of the CSR initiatives.

There is a correlation between importance of social responsibility to the consumers and credibility of the CSR initiatives.

There is a correlation between importance of environmental responsibility to the consumers and credibility of the CSR initiatives.

Main correlation 3

There is a correlation between assessment of CSR activities at Nestlé and the Corporate Image of Nestlé.

There is a correlation between assessment of CSR at Unilever and the Corporate Image of Unilever.

There is a correlation between assessment of CSR at REWE and the Corporate Image of REWE.

Main correlation 4

There is a correlation of credibility of CSR Initiatives and the Corporate Image.

There is a correlation between credibility of CSR initiatives at Nestlé and the Corporate Image of Nestlé.

There is a correlation between credibility of CSR initiatives at Unilever and the Corporate Image of Unilever.

There is a correlation between credibility of CSR initiatives at REWE and the Corporate Image of REWE.

Additional Correlations

There is a difference between the image profile measured before introducing the CSR initiatives and the image profile after introducing the CSR initiatives, to the respondents.

Sub correlations

There is difference between the image profile of Nestlé measured before introducing the CSR initiatives of Nestlé and the image profile after introducing the CSR initiatives of Nestlé

There is a difference between the image profile of Unilever measured before introducing the CSR initiatives of Unilever and the image profile after introducing the CSR initiatives of Unilever.

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There is a difference between the image profile of REWE measured before introducing the CSR initiatives of REWE and the image profile after introducing the CSR initiatives of REWE

6.3.2. Operationalization of the questionnaire

After hypotheses are established, the included terms have to be operationalized. That means to transfer the theoretical terms to concrete variables indicators and scales, in order to measure them afterwards (Bortz, 2006, 60-62)

With operationalizing the questionnaire one can determine the data needed for testing the hypotheses. Furthermore the individual questions, the definition of the variables or metric traits are found. Therefore, a long time before starting the survey, the method and the process in analyzing the survey have to be clear. For a reasonable and valid hypothesis testing it is not enough to collect conception-less data and try to analyze the measured variables afterwards (Atteslander, 2008, 274)

The following study is based on the theoretical cognition, with its core on the Corporate Image and the influences of credibility on it. Furthermore, some interesting side effects such as awareness of CSR initiatives in various channels are implemented.

The research context and the reasons for adopting them in the survey are mentioned below. An entire table of the indicators, variables and measure methods is adhered in the end of this paper.

The particular questions respectively response options rely on the already arranged survey and on previously described theoretical principles.

CONSTRUCT	INDICATOR	MEASURE METHOD	SCALE OF THE VARIABLE
Image measuring	In which extend do you associate the following attributes to the company Nestlé / Unilever / REWE?	Semantic differential	5
CSR Awareness	Did you hear about the set Initiatives by the company Nestlé / Unilever / REWE?	Closed question	2
Predisposition	How important, in purchasing food product, is that the producing company invests in projects to improve the social conditions of their workers / employees?	Matrix question	9
Predisposition	How important, in purchasing food product, is that the producing company invests in projects that promote / protect the environment?	Matrix question	9
Credibility of CSR Initiatives	How credible are the following initiatives by the various companies in your opinion?	Matrix question	9
Assessment of CSR Initiatives	How do you assess the initiatives of the following companies to improve social justice and / or improve the environment?	Matrix question	9
Image measuring in the end of the survey	Please answer again how you link the following properties to the company Nestlé. Now with special consideration of the initiatives	Semantic differential	5

	presented to you.		
Gender	Sex:	Closed question	2
Age	How old are you?	Open question	
Education - level	What is your highest completed education level?	Closed question	8
Town size	How many people live in your village / town?	Closed question	5
Income	What is your monthly net household income (including pension, grant, maternity allowance etc.)?	Closed question	7

Table 1: Operationalization of the questionnaire (own illustration, 2011)

1) Corporate Image

The Corporate Image as already defined in chapter 3, is divided into two parts. It was measured with the method of the semantic differential twice, so to say in the beginning and in the end of the survey. However that gives the chance to compare the image measured without any influence of CSR initiatives, with the image profile with special attention to the presented CSR initiatives. In both image measures the same attributes are used to compare them in an adequate way.

Furthermore the attributes have been collected by various other studies, especially the one from Mayerhofer (Mayerhofer, 2008). All the different pairs of attributes have been reduced in the next step to get, in the authors' point of view, the 6 most relevant pairs of attributes in the survey. The used items for the semantic differential of the 3 companies are listed below.

PAIRS OF ATTRIBUTES
Likeable – dislikable
Credible – noncredible
Positive Headlines – negative Headlines
Trustworthy – untrustworthy
Adheres ethical basics – reneges ethical basics
Supports environmental and social concerns – ignores environmental and social concerns

Table 2: Pairs of attributes (own illustration, 2011)

2) Individual Predisposition

The questions regarding individual predisposition of the respondents contain the attitudes towards social projects of a food producing company to give workers and employees benefits, and the attitudes towards projects of a food producing company to promote or protect the environment. The individual predisposition was admitted in the survey to obtain information about the connection between the predisposition of CSR and the followed answers of the proband (see table 1).

3) Credibility of CSR Initiatives

The core of the research is the evaluation of the various CSR Initiatives of the three different companies. Three CSR Initiatives which were published in the CSR report of the concerning company have been selected by the author, and presented in the survey. The respondents should assess them if they are either credible or noncredible.

4) Assessment of CSR

In addition to the above rated CSR Initiatives, this research aims to evaluate the measures in the social and environmental field of each company as well. Furthermore a description field for the propand is attached to express the personal ambitions for the selected choice.

5) Socio-demographic Data

The socio-demographic data contain age, gender, origin, household income and the education-level of the respondent. Differences in the various groups should be discovered. Aside from that, certain observations in the socio-demographics can be disclosed.

6) Additional Questions

CSR is a quite new chapter in modern economics. Therefore the perception of the consumer is rarely unsecure or rather low. In order to gain information about the already perceived initiatives, an additional question is implemented. Moreover a text field is given to list all the initiatives, which have been noted in the past.

According to the operationlizing-list the questionnaire was established. In each case the accurate dimensions of the measure, the kind of indicators and the type of scales was seeked. To measure the different values of each indicator the author chose to use rating scales with simple mapping scales. This type is the most common method for surveys related to this research (Kroeber-Riel, 2009, 239-242). The implemented methods: closed questions, open questions, semantic differential and the matrix questions are assembled in conformity with the existing literature (Bortz, 2006, Kroeber-Riel, 2009, Atteslander, 2008, Berekoven, 2009).

The measure methods and the scale levels are offered in the operationalizing-list in the appendix. Alternative options to avoid one of the questions were not given in any case, in order to get complete results. It was also not possible to skip one of the questions unless it was a textbox for some additional remarks to the given answer. Prior to the field part of the survey a pretest took place, to eliminate all the mistakes and misunderstandings for all respondents. Afterwards the questionnaire was composed by the author and adopted to the needs of the online program EFS survey to start the field part with the printed version of the questionnaire with the online survey together.

6.3.3. Procedure of the survey

The sample contains 225 persons which have been interviewed by the author. A random sample by both an online access panel, and by interviewing probands personally has been the recruiting method. The link for the online survey was posted on the Facebook fanpage of Billa, Merkur, Nestlé and Unilever. In the time of January 31st, 2011 to March 10th, all participants have been recruited and the link to the online questionnaire was posted on the wall of the various Facebook fanpages three times, in order to be in the current news of the fanpage. Furthermore a link from the webpage "www.bauernmarkt.at" was established, to get more participants. The rest of the probands were asked verbally, either in front of food supermarkets, or in the public trains of the Oebb, between Vienna Main station and Linz Main station. In the authors' point of view, the participants in the trains had a very ambitious way to participate in the survey. Some of the respondents wanted further information about the research and the research topic, which led to interesting discussions. Due to the fact that most of the people had to attend longer distances with the train they also had more time and, the impression came up that probands completed the survey in a more conscientious way.

6.3.4. Analysis of the survey

This survey was analyzed with the statistic program PASW 18 by the author. Moreover the testing of all correlations and the discussion of the results is based on the prior analyzed statistics.

7. Results

This chapter presents all the results of the empirical consumer survey. The following cognizances are visualized with tables and figures. Aside from this empiric aspect the results are put in context with the already discussed theory and the literature.

The presentation of the results is structured in different chapters. In the very beginning the sample is described; the following chapters contain the corporate image and the testing of the hypotheses. In the end the author will give a comprehensive summary of the detected findings.

7.1. Socio-demographic data of the sample

Table 3 gives an overview of the sample distribution of gender, age and education level. In order to compare this data with the distribution of the Austrian population, the statistical information of the last census is given aside (Statistik Austria, 2009).

The comparison with the Austrian population is not relevant for the following analysis and interpretation of the results. This data should give the reader just an idea of the spreading of the sample and the inference to the inhabitants in Austria.

Base	Sample	Austria in total
	in %	in %
Total	100	100
Sex (n=225)		
Male	40,9	48,4
Female	59,1	51,6
Age (n=225)		
Less to 19	17,3	6,8
20 to 29	36,4	17,8
30 to 39	12,4	24,2
40 to 49	14,2	29,3
50 to 59	8,9	17,1
60 and more	19,7	13,8
Education level (n=225)		
Compulsory school	3,1	35,9
apprenticeship	13,8	45,6
Master school	4,9	
A level	39,1	10,1

undergraduate	11,6	8,8
Graduate	13,8	
postgraduate	3,6	
Not applicable (N/A)	10,2	-

Table 3: Consistence of the random sample (own table)

Furthermore the net-household income and the inhabitants in the hometown was surveyed The data are shown in table 4, the information of the Austrian population is given aside again (Statistik Austria, 2009).

Base	Sample	Austria in total
	In %	In %
Total	100	100
Net-household income (n=225)		
Up to € 550	9,3	1,3
€ 550 to € 1.000	14,2	6,5
€ 1.001 to € 1.500	11,6	8
€ 1.501 to € 1.850	10,2	8
€ 1.851 to € 2.200	8,4	8,2
€ 2.200 to € 2.500	10,2	8,2
More than € 2.500	25,3	59,5
Not applicable (N/A)	10,7	-
Population size of the hometown (n=225)		
Up to 5.000 inhabitants	28,4	43,1
5.001 to 20.000 inhabitants	25,8	19,8
20.001 to 100.000 inhabitants	8,4	8,4
100.000 to 1 Million inhabitants	5,3	8,5
More than 1 Million inhabitants	21,8	20,1
Not applicable (N/A)	10,2	-

Table 4: Consistence of the random sample (own table)

As one can see in table 4 there are differences between the sample and the quotas in the Austrian population. Sex and age are the more congruent variables, while the other variables (education level, net-household income, and population size of the hometown) differ in a greater extend. The sample of this research primary consists of the younger and older population of Austria. One reason could be the assortment of respondents, which was over internet and personal in the trains of the Austrian federal railways during business hours. Moreover the education level of the participants in this research is higher compared to the Austrian quota. In general the author of this study could not influence the sample size, and therefore it is not leading to a representative sample. With an online survey it is nearly

impossible to get to a random sample. Therefore this sample is not set in context to the Austrian population as it is neither a quota sample nor a random sample.

The sample of the train and the other sample from the online survey were always seen as one mutual sample. Therefore all results are based on the one sample consisting of both, train sample and online sample

7.2. Individual Predisposition

Beside the socio-demographic data the individual predisposition towards social and environmental issues is defined as the other independent variable which influences credibility of CSR initiatives and the evaluation of them (see Figure 18). CSR initiatives are coined by social and environmental belongings. All participants answered their attitude to social initiatives and environmental concerns, to get an idea of the importance in the participant's point of view. These results will be set in context with the results of other parts to find correlation between answer schemes. But at this point just the answers are presented.

7.2.1. Social concerns

The predisposition towards social concerns is measured with a direct question. The respondents could choose from very important to not important on a 9-point scale.

As one can see in Figure 30: Predisposition towards social concerns (own illustration), the mean value of 2.46 on a 9-point scale (1= very important, 9 = not important) shows a big interest on social concerns. About 200 people have been asked about the individual predisposition concerning social commitment with the following question: "How important in purchasing food products is that the company invests in projects to improve the social conditions of their workers / employees?" More than 40 per cent answered with very important.

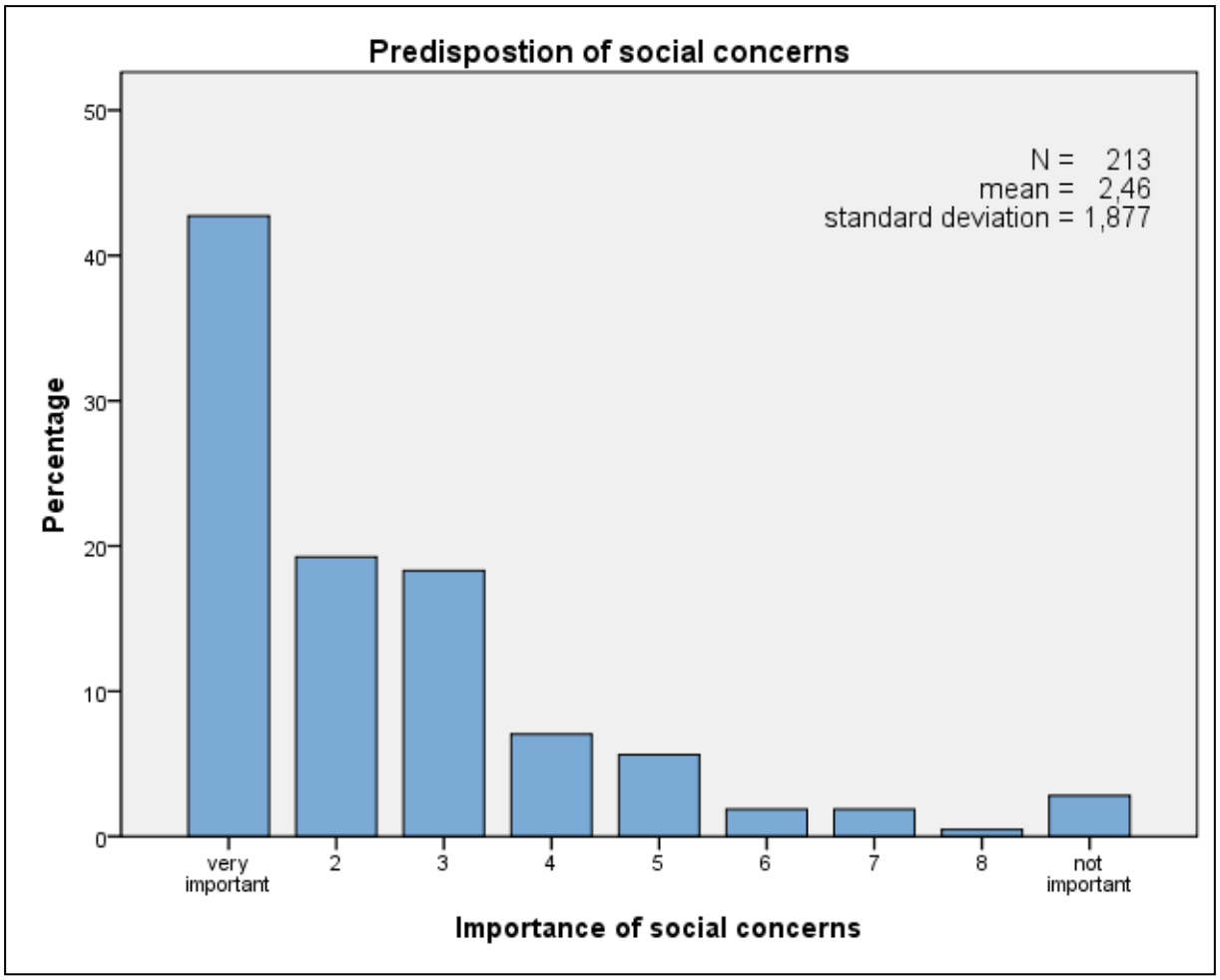

Figure 30: Predisposition towards social concerns (own illustration)

7.2.2. Environmental concerns

The predisposition towards environmental concerns is measured with a direct question. The respondents could choose from very important to not important on a 9-point scale.

Compared with figure 30 the predisposition of environmental concerns the, the mean of 1.97 demonstrate an even stronger importance of environmental concerns to consumers. On the question: “How important in purchasing food products is that the producing company invests in projects that promote / protect the environment?” more than 50 per cent of the respondents declared that issue as very important.

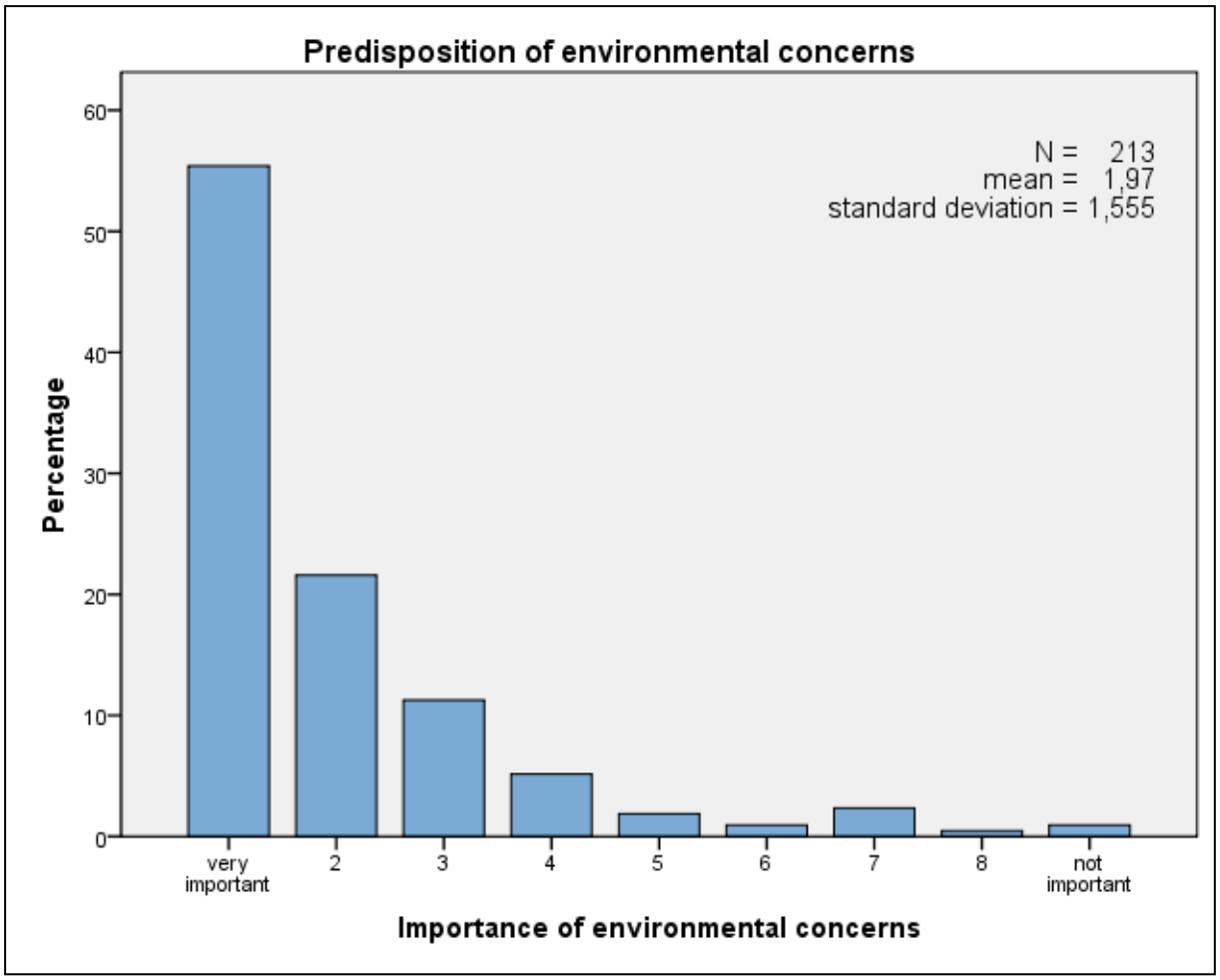

Figure 31: Predisposition towards environmental concerns (own illustration)

7.3. Corporate image of the different companies

To detect differences in the image of the companies before and after the assessment of the CSR – initiatives, the participants were asked about the image profile in the very beginning. By benchmarking various pairs of attributes, whereby the positive attribute was located to the left and the negative attribute was located to the right. With the help of the assessment of the chosen pairs of attributes as explained in chapter 6.3.2, the mean is formed and connected with each other. Hence the image profile (Figure 32: Image profile of Nestlé, Unilever and REWE) is formed, to get an idea of the image in participant's point of view before answering the questions concerning CSR – and related issues.

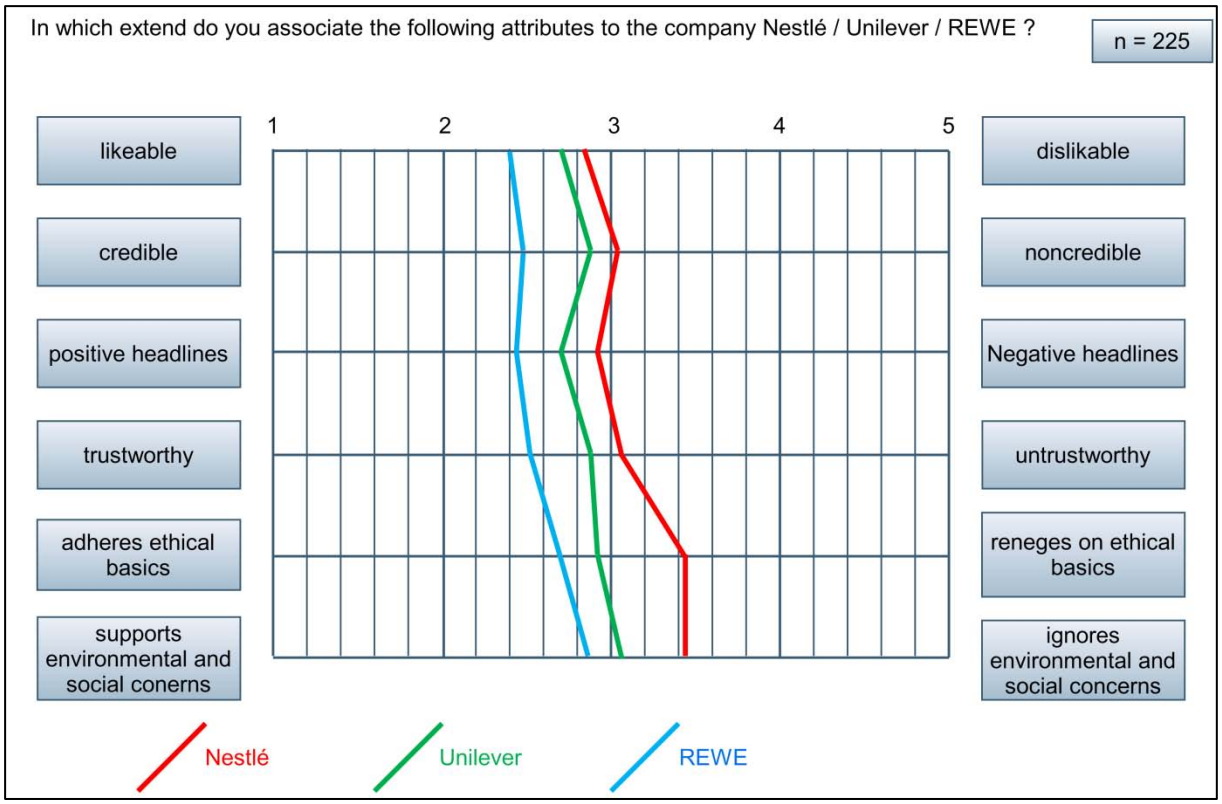

Figure 32: Image profile of Nestlé, Unilever and REWE (own illustration)

With some exceptions according to the chosen company all values are below 3, so the assessment is more positive than negative. Comparing the other values, the last 2 pairs of attributes (adheres ethical basics – reneges on ethical basics, and supports environmental and social concerns – ignores environmental and social concerns) reach a higher value. That implies weaknesses in the profile where the companies could do better by implementing additional initiatives, or publishing them in a better way. Moreover the three image profiles look similar in shape and gradient, but REWE has a more positive image in general while Nestlé has a more negative image.

In the end of the survey the same attributes and the same image profile was asked again, with special attention on the before mentioned CSR initiatives of the various companies. Also in the following image profile the mean is used to get a connected line over the 6 pairs of attributes. Conspicuous at first glance is that the bend to the negative attribute at the bottom doesn't exist anymore. It is rather an indication to the positive attributes: adheres ethical basics and supports environmental and social concerns. Therefore the respondents had a better image on the chosen companies, especially on ethical commitment and social and environmental issues, after having been informed about their CSR activities.

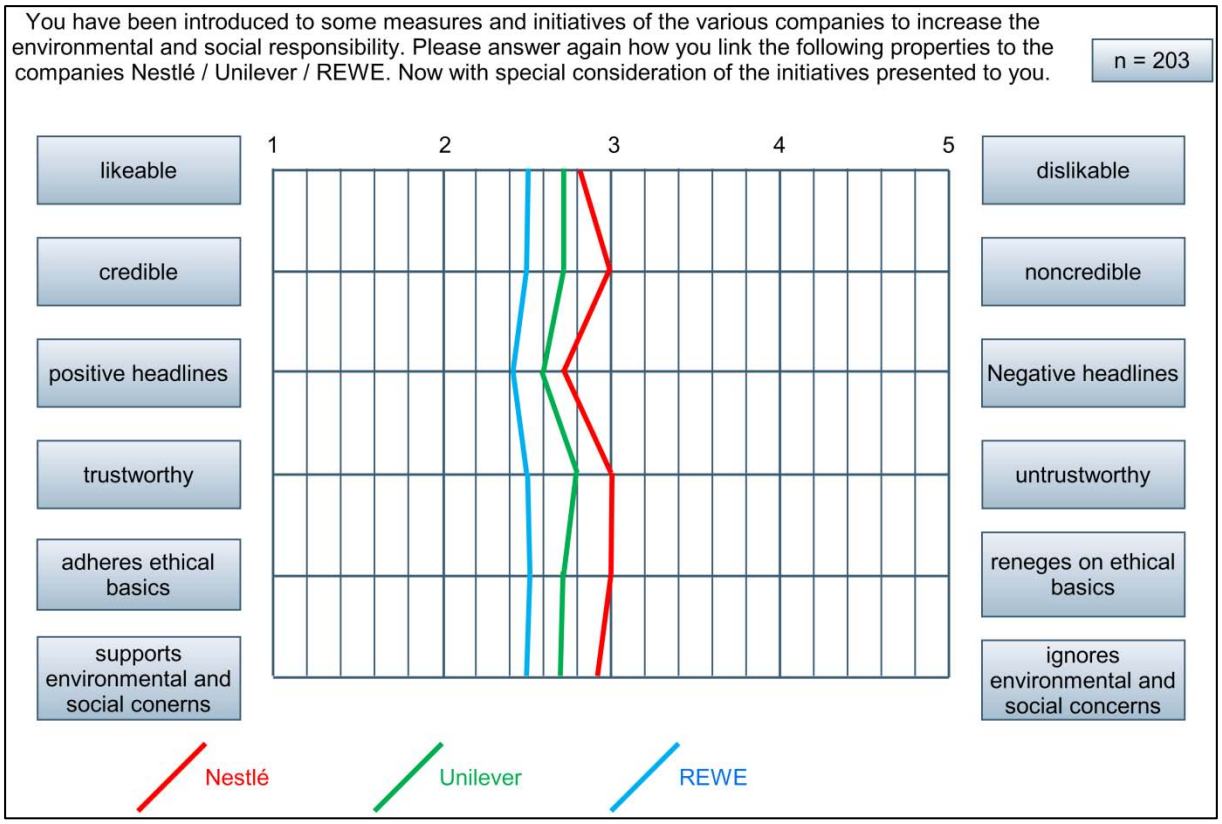

Figure 33: Image profile after introducing the CSR Initiatives (own illustration)

7.3.1. Credibility of CSR Initiatives, Evaluation of CSR Initiatives and CSR awareness

According to the predetermined theoretical basics (cf. 4 Summary of the Theory) in this research, credibility of CSR initiatives, evaluation of CSR initiatives and CSR awareness influence the Corporate Image of the companies. In the next chapter the results of the different components are presented and set in context with the preliminary theories. The upcoming parts are in equal sequence with the consumer survey to follow the same order as the probands while taking part in the empirical analysis.

7.3.1.1. CSR Awareness

Different companies try to focus on their social and environmental commitment, and publish them via different media channels. Nevertheless, many of the set activities are not perceived by consumers, and therefore are not leading to a positive effect. The figure below demonstrates that not all the CSR initiatives are directly visible to consumers. Some

standards are linked to the product and therefore visible while others are business to business initiatives and not communicated to the consumer.

A possible explanation could be that companies might not even want to communicate their CSR initiatives beyond supply chain partners in case they are blamed for any scandals or food related impacts in the field of their CSR (green washing), Poetz et al., 2011).

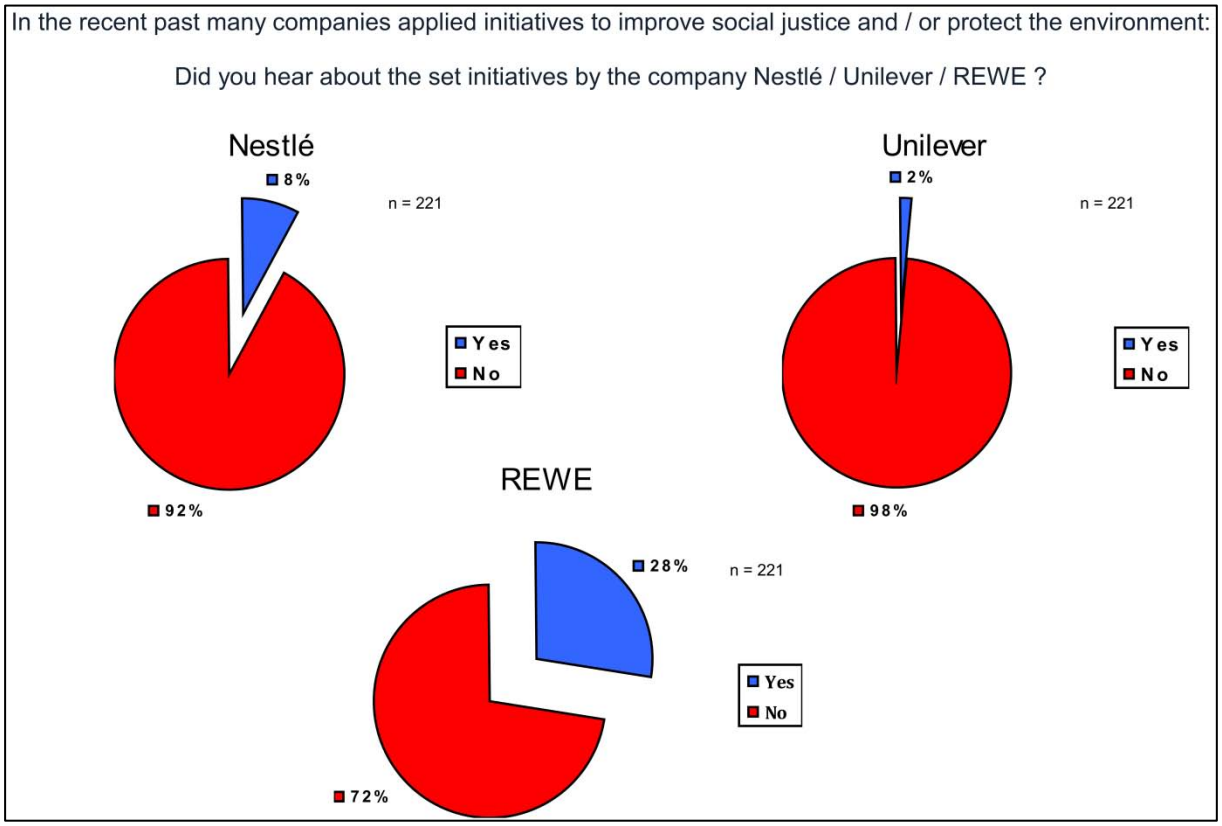

Figure 34: CSR awareness by consumers (own illustration)

The interviewees who responded that they do know about initiatives of at least one of the companies, mentioned different aspects. While no one could name one CSR initiative of Unilever, some of the respondents mentioned actions of Nestlé. The most related answers towards Nestlé were Fair Trade and coffee growing and the aim of Nestlé to help the farmers. Furthermore not all notions were clearly specified, as it was a more overall issue they could mention.

Known CSR Initiatives/projects of Nestle by respondents (n= 221)		
Initiative	quantity	Percent of respondents
Coffee / Fairtrade Coffee	2	0,9%
SOS Kinderdorf,3rd World support	1	0,5 %
Support of Coffee farmers	1	0,5 %
Water issues	1	0,5 %
Cocoa plantagen Ivory Coast	1	0,5 %

Table 5: Known CSR projects of Nestle (own illustration)

The CSR Initiatives set in context with REWE were more numerous. One of the best known product line regarding social and environmental benefits is “Ja! Natürlich”. Also a few other entries showed coherence to “Ja! Natürlich”, therefore 10 interviewees mention “Austrian products and Regional Products” as a known CSR initiative at REWE.

Known CSR Initiatives/projects of REWE by respondents (n= 221)		
Initiative	quantity	Percent of respondents
Ja! Natürlich products,	16	7,2
Austrian products, regional products	10	4,5 %
Fair Trade	4	1,8 %
Day off on December 8th for Billa employees	4	1,8 %
Billa “Hausverstand”	2	0,9 %
Bipa supports social projects / ideas	2	0,9 %
Organic products	2	0,9 %
Heumilch	1	0,5 %
Store brands	1	0,5 %

Table 6: Known CSR projects of REWE (own illustration)

7.3.1.2. Credibility of CSR Initiatives

As mentioned above, just 8 percent specified known CSR initiatives, and even less could name one of the three chosen activities below. Consequently most of the respondents spoted these initiatives the first time and assessed them intuitively.

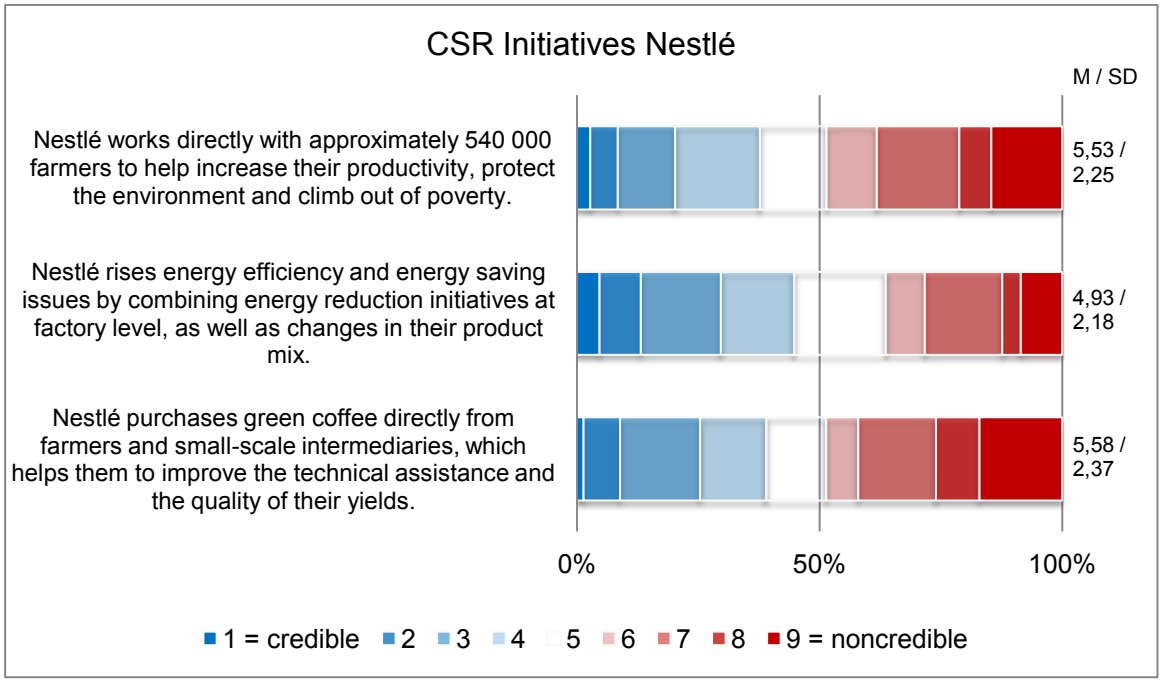

Figure 35: Credibility of CSR initiatives of Nestlé (own illustration)

Almost all of the different initiatives have a more or less similar mean while there are some slight differences between companies in general. Nevertheless, results show Nestlé is the one with the most noncredible ratings, while REWE got the most credible assessment on the various initiatives.

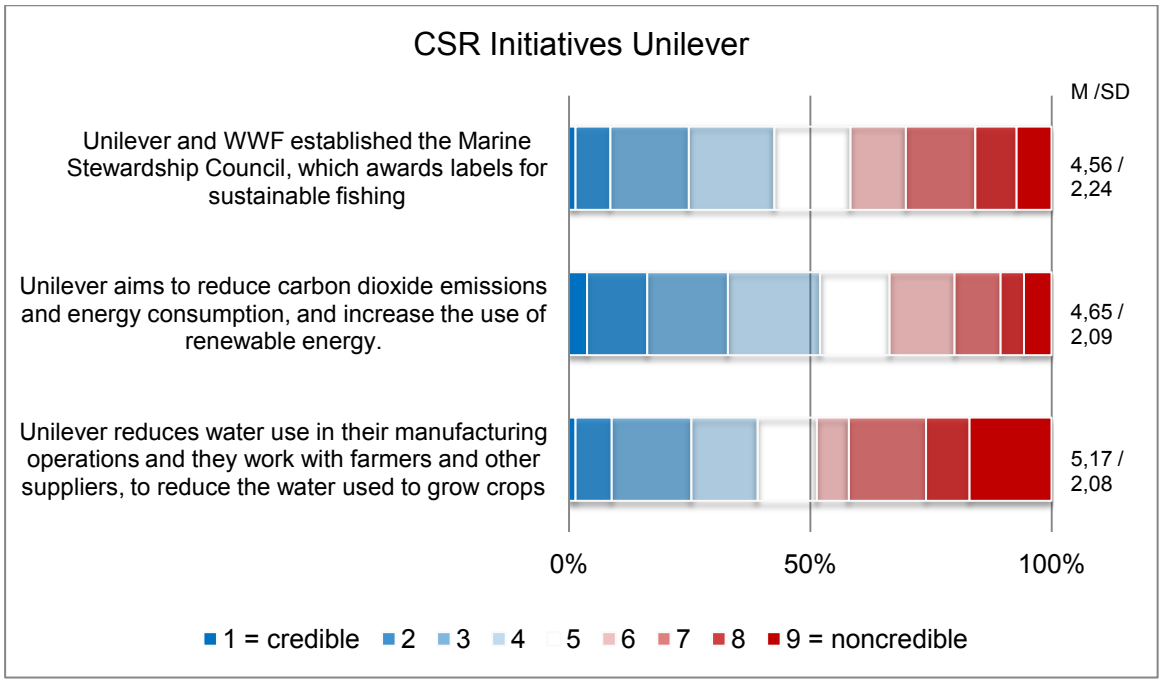

Figure 36: Credibility of CSR Initiatives of Unilever (own illustration)

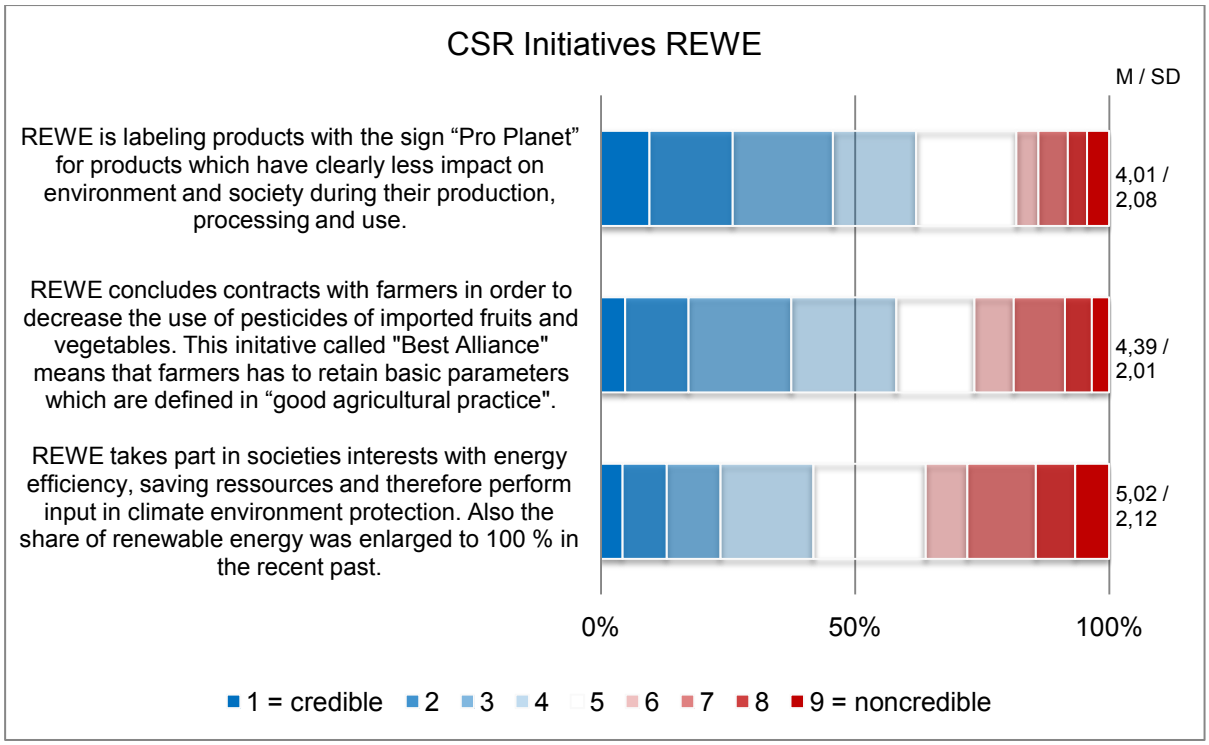

Figure 37: Credibility of CSR Initiatives of REWE (own illustration)

7.3.1.3. Evaluation of CSR Initiatives

After all the presented CSR initiatives, probands where asked: “How do you assess the initiatives of the following companies to improve social justice and / or improve the environment? The overall benchmarking of the companies lead to the same impression where Nestlé is the worst, REWE is the best and Unilever stands right between them. Even if there is an impression that there could be a correlation between the credibility of CSR Initiatives and the overall rating of social and environmental commitment, there is a need to prove that premonition statistically.

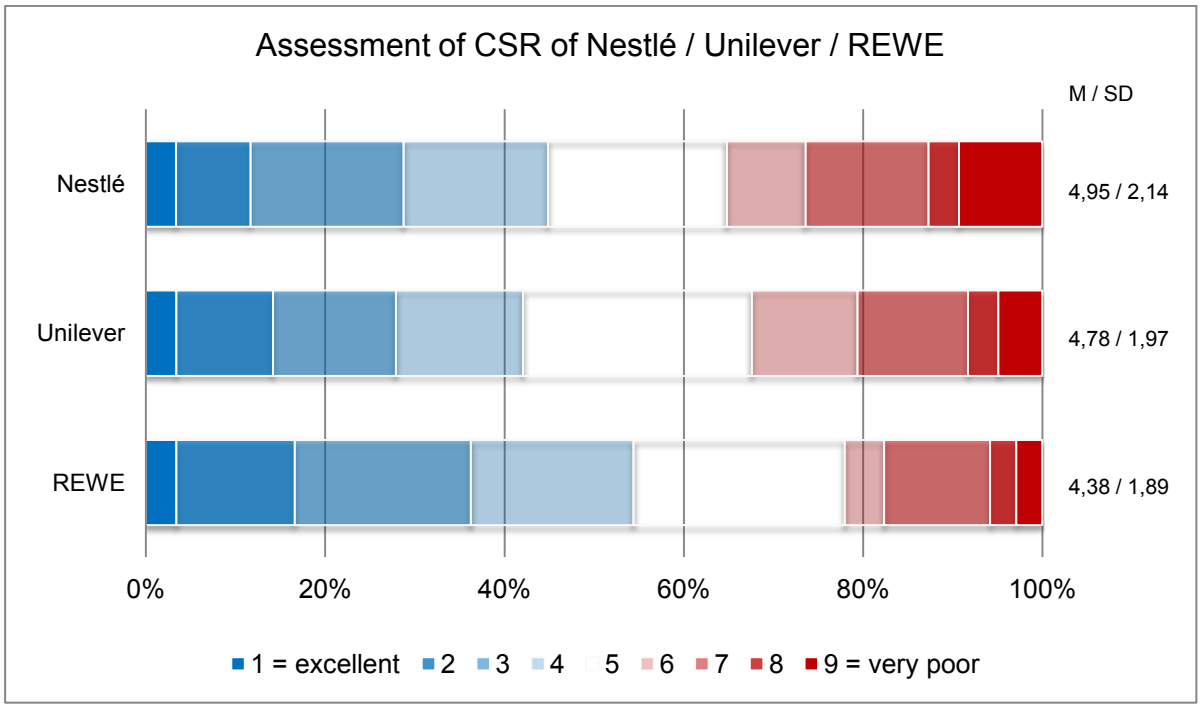

Figure 38: Overall assessment of CSR Initiatives (own illustration)

8. Testing of Correlations and Mean differences

According to the literature in the theoretical part, there should be coherence between some of the variables. Furthermore the author of this research intends to find new connections of the elevated dimensions. Based on this knowledge the following hypotheses where build and revised. The correlations between following items were not tested: individual predisposition and assessment of CSR Initiatives, Socio-demographic data and Credibility of CSR Iniatives, and CSR Awarness and Corporate Image. Due to focus on the most important connections between the elevated elements, the author had to choose the most essential ones.

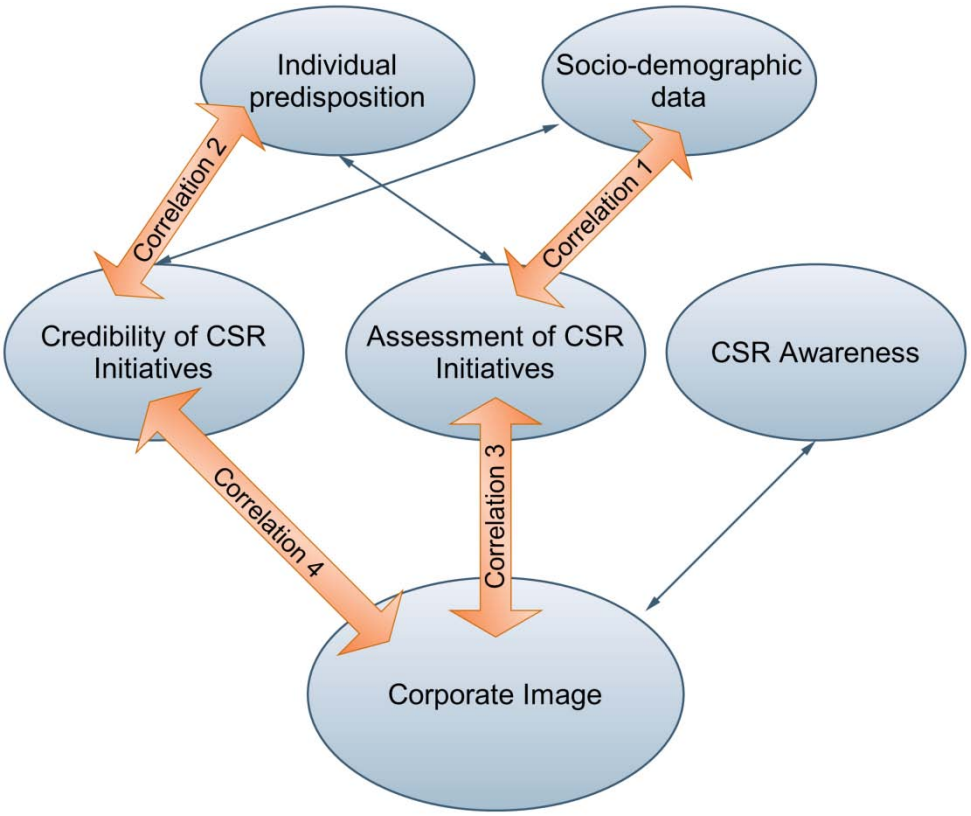

Figure 39: Empirical model (own illustration, 2011)

Following dimensions where used:

- Credibility of CSR initiatives: Nestlé farmers, Nestlé energy, Nestlé coffee, Unilever WWF, Unilever energy, Unilever water, REWE pro planet, REWE farmers, REWE energy
- Socio-demographic data: Age, gender, education Level, origin and Net- income
- Individual predisposition: Social concerns, environmental concerns
- Assessment of CSR initiatives: Nestlé assessment, Unilever assessment, REWE assessment

- Corporate Image: likeable-dislikable, credible-noncredible, positive headlines-negative headlines, trustworthy-untrustworthy, adheres ethical basics –reneges ethical basics, supports environmental and social concerns-ignores environmental and social concerns

The level of significance was 5 % (p <= 0,05: significant; p<= 0,001 highly significant). All the variables are revised with the regression analysis. In the following tables all the values show the p-values of the statistical tests, and therefore the level of significance

In the next chapters the hypotheses are tested, the commentaries of the variables in particular will follow in the last part.

8.1. Correlation between Socio-demographic data and assessment of CSR Initiatives

The first part should look at correlations between socio-demographic variables and the assessment of CSR initiatives. Gender, education level and place of living are nominal variables and the assessment of CSR initiatives is on a metric level therefore the analysis of variance (ANOVA) was applied. For the correlation between age and net-income and assessment of CSR initiatives the regression analysis was applied (both metric variables).

The results of the directly asked question: “How do you assess the initiatives of the following companies (Nestlé, Unilever, and REWE) to improve social justice and / or improve the environment?” was set in context to the socio-demographic data of the respondent. The results are evident in Table 7: Hypothesis 1 (own illustration), whereat red boxes show a very strong significance, yellow boxes display strong significance and white boxes show there is no coherence. All the following tables show the independent variable on the horizontal axis, while the dependent variables are located on the vertical axis.

Socio-demographic data / Assessment of CSR initatives	Age	Gender	Education level	Place of living	Net-income
Nestle assessment	* 0,004	0,445	0,474	* 0,03	* 0,003
Unilever assessment	** 0,001	0,604	0,705	* 0,017	* 0,021
REWE assessment	** 0,001	0,519	0,863	* 0,05	* 0,005

Table 7: Hypothesis 1 (own illustration)

According to the results, socio-demographic data do have an influence on how people assess CSR initiatives. Also if not all of the mentioned variables are leading to significant results, some have a more or less strong correlation. There is no significant correlation between CSR initiatives and the education level of the participant.

There is a statistical significant correlation between age and assessment of CSR initiatives. The regression coefficient show very slight strength. The estimated values (0,028 ; 0,030 and 0,028) suggests that one percentage point increase in age is associated with an improvement of the assessment of CSR initiatives of 0,28 to 0,30 percent.

There is no statistical significant correlation between gender and assessment of CSR initiatives.

There is no statistical significant correlation between education-level and assessment of CSR initiatives.

There is a statistical significant correlation between place of living and assessment of CSR initiatives. Regressions coefficients show values of: 0,209; 0,214; 0,169

There is a statistical significant correlation between net-income and assessment of CSR initiatives. Regressions coefficients show values of: 0,209; 0,154; 0,174

Based on this results it seems that Age, Net-income and size of the city do have an influence on the assessment of CSR.

8.2. Correlation between individual predisposition and credibility of CSR Initiatives

In conformity with Hatzinger, the variables social concerns and environmental concerns (importance of social responsibility) are tested for their relation to the CSR initiatives of the various companies by applying the regression analysis (Hatzinger, 2009).

Individual predisposition / Credibility of CSR initiatives	Social concerns	Environmental concerns
Nestlé farmers	0,206	0,558
Nestlé energy	0,298	0,771
Nestlé coffee	0,274	0,645
Unilever WWF	0,11	0,263
Unilever energy	0,541	0,096
Unilever water	* 0,005	0,102
REWE pro planet	* 0,004	** 0
REWE farmers	* 0,003	* 0,004
REWE energy	0,092	** 0,001

Table 8: Analysis of the correlation between individual predisposition and credibility of CSR initiatives (own illustration)

There is a statistical significant correlation between importance of social responsibility and credibility of the following CSR initiatives: Unilever Water, REWE pro planet, and REWE farmers.

There is a statistical significant correlation between importance of environmental responsibility and credibility of the following CSR initiatives: REWE pro planet, REWE farmers, and REWE energy

The found connections between the initiatives and the predisposition towards social justice and environmental awareness are mostly located at the company REWE. One reason, in the authors' point of view, could be the direct connection to the consumer in the supermarket and

that they have greater access to publish their initiatives on their products. However this is an assumption, which has to be proved in further studies to answer that question scientifically.

Regressions coefficients	Social concerns	Environmental concerns
Unilever water	0,213	
REWE pro planet	0,218	0,335
REWE farmers	0,219	0,259
REWE energy		0,313

Table 9: Regression coefficients of correlation predisposition and credibility of CSR initiatives (own illustration)

8.3. Correlation between assessment of CSR and Corporate Image

The overall assessments of the CSR initiatives of each company have been tested in relation to the Corporate Image. In this part the regression analysis was used as well to find significant results. Therefore all pairs of attributes are listed below and their coherence to the assessment of Nestlé, Unilever and REWE. The variable “Corporate Image” was chosen as the dependent variable.

Assessment of CSR Initiatives / Corporate Image	Nestlé assessment	Unilever assessment	REWE assessment
likeable - dislikable	** 0,000	** 0,000	** 0,000
credible - noncredible	** 0,000	** 0,000	** 0,000
positive headlines - negative headlines	** 0,000	** 0,000	** 0,000
trustworthy - untrustworthy	** 0,000	** 0,000	** 0,000
adheres ethical basics - reneges on ethical basics	** 0,000	** 0,000	** 0,000
supports environmental and social concerns - ignores environmental and social concerns	** 0,000	** 0,000	** 0,000

Table 10 : Analysis of the correlation between assessment of CSR initatives and the Corporate Image (own illustration)

There is a statistical significant correlation between assessment of CSR at Nestlé and the Corporate Image of Nestlé.

There is a statistical significant correlation between assessment of CSR at Unilever and the Corporate Image of Unilever.

There is a statistical significant correlation between assessment of CSR at REWE and the Corporate Image of REWE.

As there are highly significant results for all companies as well as for all attributes of the image measurement, the main hypothesis can be accepted. In the previous chapter the image profile was already shown, with special attention to changes, before and after presenting the CSR initiatives.

Assessment of CSR Initiatives / Corporate Image	Nestlé assessment	Unilever assessment	REWE assessment
likeable - dislikable	0,379	0,308	0,309
credible - noncredible	0,356	0,303	0,248
positive headlines - negative headlines	0,281	0,248	0,220
trustworthy - untrustworthy	0,333	0,258	0,254
adheres ethical basics - reneges on ethical basics	0,318	0,267	0,278
supports environmental and social concerns - ignores environmental and social concerns	0,372	0,309	0,295

Table 11: Regression coefficients of the correlation between assessment of CSR Initiatives and Corporate Image (own illustration)

Regression coefficients show values between 0,220 and 0,379. Therefore the better the better the CSR initiatives was assessed the Image profile were evaluated.

8.4. Hypothesis 4 – Correlation between Credibility of CSR initiatives and corporate image

The last hypothesis should seek for coherences in the Credibility of CSR initiatives and the Corporate Image. All the three different CSR initiatives used in the experiment have been connected to each pair of attribute of the Corporate Image.

Credibility of CSR Initiatives / Corporate Image	Nestlé farmers	Nestlé energy	Nestlé coffee
likeable - dislikable	** 0,000	** 0,000	** 0,000
credible - noncredible	** 0,000	** 0,000	** 0,000
positive headlines - negative headlines	** 0,000	** 0,000	** 0,000
trustworthy - untrustworthy	** 0,000	** 0,000	** 0,000
adheres ethical basics - reneges on ethical basics	** 0,000	** 0,000	** 0,000
supports environmental and social concerns - ignores environmental and social concerns	** 0,000	** 0,000	** 0,000

Table 12: Correlation between Credibility of CSR initiatives at Nestlé and corporate image (own illustration)

There is a statistical significant correlation between credibility of CSR Initiatives at Nestlé and the Corporate Image of Nestlé.

Credibility of CSR Initiatives / Corporate Image	Nestlé farmers	Nestlé energy	Nestlé coffee
likeable - dislikable	0,320	0,327	0,253
credible - noncredible	0,306	0,275	0,265
positive headlines - negative headlines	0,205	0,203	0,177
trustworthy - untrustworthy	0,322	0,288	0,209
adheres ethical basics - reneges on ethical basics	0,242	0,229	0,177
supports environmental and social concerns - ignores environmental and social concerns	0,297	0,295	0,225

Table 13: Regression coefficients of the correlation between credibility of CSR Initiatives of Nestle and the corporate image of Nestlé (own illustration)

Credibility of CSR Initiatives / Corporate Image	Unilever WWF	Unilever energy	Unilever water
likeable - dislikable	** 0,000	** 0,000	** 0,000
credible - noncredible	** 0,000	** 0,000	** 0,000
positive headlines - negative headlines	** 0,001	** 0,000	** 0,000
trustworthy - untrustworthy	** 0,000	** 0,000	** 0,000
adheres ethical basics - reneges on ethical basics	* 0,002	** 0,000	** 0,000
supports environmental and social concerns - ignores environmental and social concerns	** 0,000	** 0,000	** 0,000

Table 14: Correlation between Credibility of CSR initiatives at Unilever and corporate image (own illustration)

There is a statistical significant correlation between credibility of CSR Initiatives at Unilever and the Corporate Image of Unilever.

Credibility of CSR Initiatives / Corporate Image	Unilever WWF	Unilever energy	Unilever water
likeable - dislikable	0,223	0,227	0,208
credible - noncredible	0,225	0,210	0,205
positive headlines - negative headlines	0,112	0,129	0,171
trustworthy - untrustworthy	0,167	0,196	0,180
adheres ethical basics - reneges on ethical basics	0,115	0,158	0,196
supports environmental and social concerns - ignores environmental and social concerns	0,165	0,173	0,174

Table 15: Regression coefficients of the correlation between Credibility of CSR initiatives of Unilever and the Corporate Image of Unilever (own illustration)

Credibility of CSR Initiatives / Corporate Image	REWE pro planet	REWE farmers	REWE energy
likeable - dislikable	** 0,000	** 0,000	** 0,000
credible - noncredible	** 0,000	** 0,000	** 0,000
positive headlines - negative headlines	** 0,001	** 0,000	** 0,000
trustworthy - untrustworthy	** 0,000	** 0,000	** 0,000
adheres ethical basics - reneges on ethical basics	** 0,000	** 0,000	** 0,000
supports environmental and social concerns - ignores environmental and social concerns	** 0,000	** 0,000	** 0,000

Table 16:1.1. Correlation between Credibility of CSR initiatives at REWE and corporate image (own illustration)

There is a statistical significant correlation between credibility of CSR Initiatives at REWE and the Corporate Image of REWE.

Credibility of CSR Initiatives / Corporate Image	REWE pro planet	REWE farmers	REWE energy
likeable - dislikable	0,207	0,279	0,194
credible - noncredible	0,138	0,212	0,187
positive headlines - negative headlines	0,115	0,196	0,158
trustworthy - untrustworthy	0,144	0,220	0,211
adheres ethical basics - reneges on ethical basics	0,173	0,229	0,188
supports environmental and social concerns - ignores environmental and social concerns	0,155	0,221	0,169

Table 17: Regression coefficients of the correlation between credibility of CSR initiatives of REWE and the Corporate Image of REWE

The credibility of all different CSR initiatives of Nestlé, Unilever and REWE are correlating highly significant with the used attributes for the Corporate Image. Due to this, credible CSR initiatives can raise the corporate image of a company. Credibility is an important tool for the companies to create a positive image in the consumer's point of view. Therefore companies should aim to create trustworthy and credible CSR initiatives and publish them in an adequate way, to gain benefits in the long run.

8.5. Additional Mean Differences

As mentioned in the previous chapters, the Corporate Image was measured twice. The idea was to compare the corporate image, before and after knowing about CSR activities. Therefore if there are differences, influences of CSR initiatives on the Corporate Image are expected. The following 3 figures will show the Image profile of each company before and at the end of the survey.

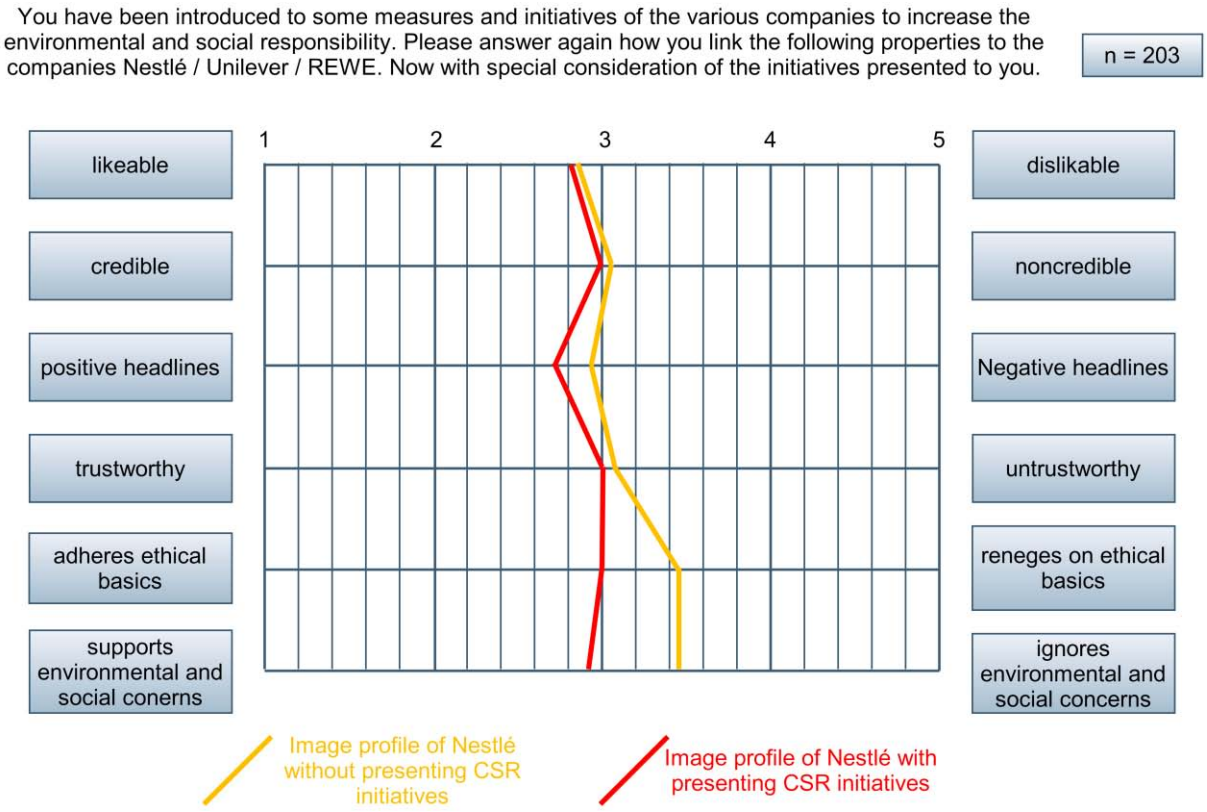

Figure 40: Image profile of Nestlé with / without CSR (own illustration)

It seems that there is a difference between the image profile of Nestlé measured before introducing the CSR initiatives of Nestlé and the image profile after introducing the CSR initiatives of Nestlé

Referring to Figure 39 the last two attributes (adheres ethical basics – reneges on ethical basics, and supports environmental and social concerns – ignores environmental and social concerns) have been improved conspicuously in the consumers point of view. The mean value of the image profile was over 3,5 for both attributes, and decreased to a rating under 3 after presenting the CSR initiatives to the respondents.

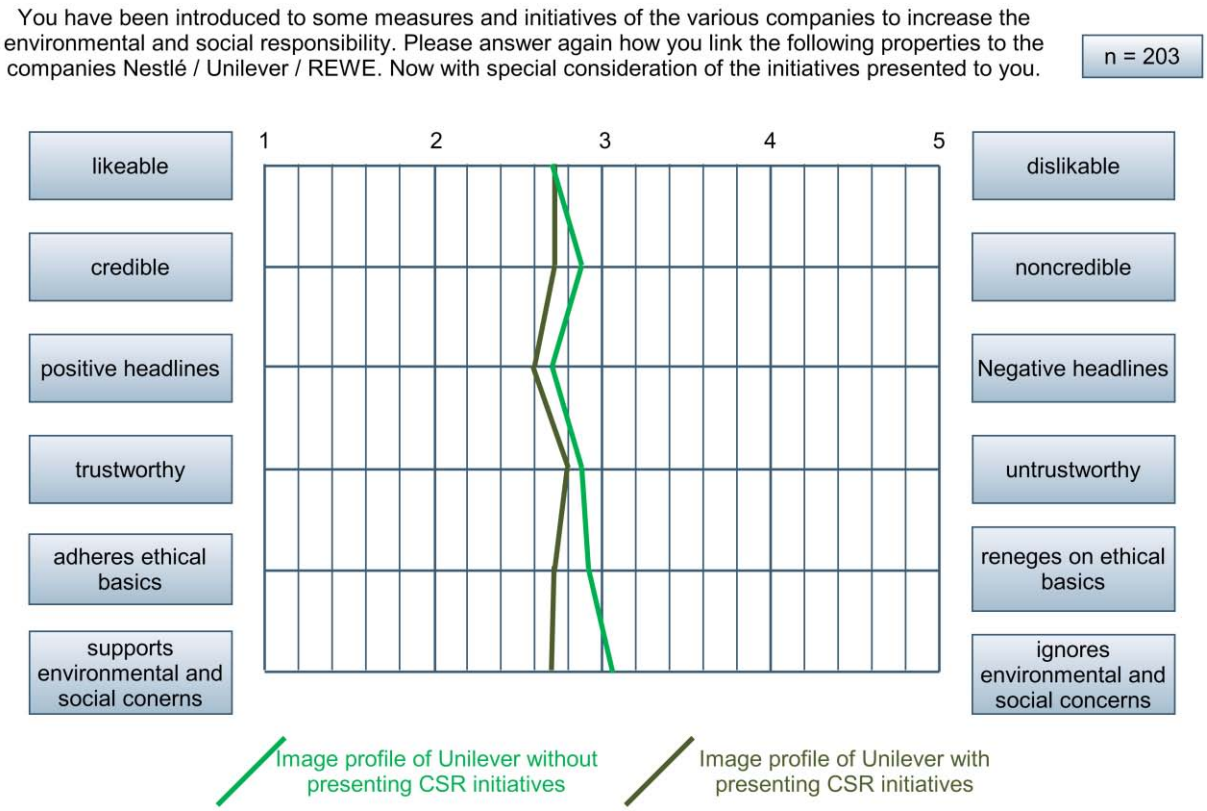

Figure 41: Image profile of Unilever with / without CSR (own illustration)

It seems that there is a difference between the image profile of Unilever measured before introducing the CSR initiatives of Unilever and the image profile after introducing the CSR initiatives of Unilever.

Although the coherence between the two image profiles of Unilever is not as eye catching as the previous one at Nestlé, there is an enhancement in almost all attributes after presenting the CSR initiatives.

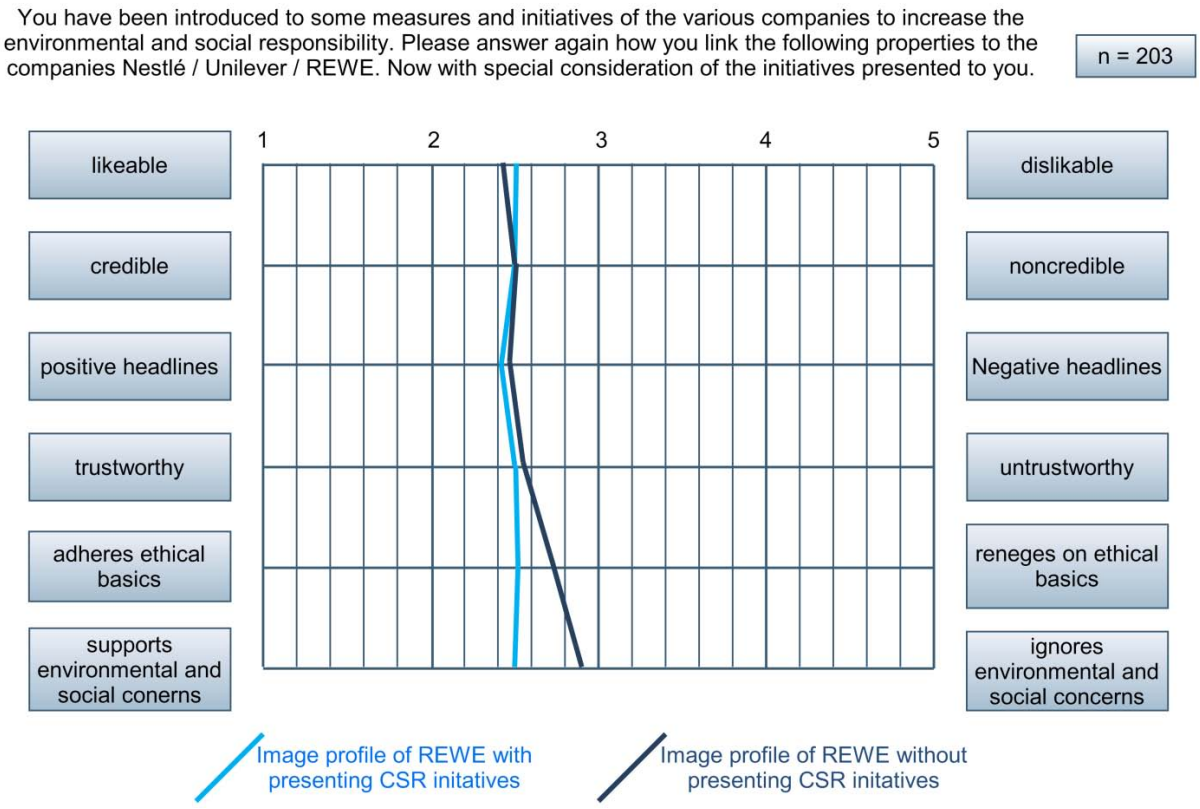

Figure 42: Image profile of REWE with / without CSR (own illustration)

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It seems that there is a difference between the image profile of REWE measured before introducing the CSR initiatives of REWE and the image profile after introducing the CSR initiatives of REWE

Referring to Figure 41, although there is not much change before and after, REWE could improve their weakness in the last attributes of the image profile, with their implemented CSR initiatives.

8.6. Summary of the Research Results

In the recent chapter the results of the quantitative consumer survey has been presented. The sample reached 225 respondents and constitutes a non-random sample.

Pursuant to the study the predisposition of the consumer towards social and environmental issues are important. Over 90 percent believe that it is rather important to invest in environmental and social initiatives.

The first part of the survey focused on the image profile, to visualize the Corporate Image of consumers towards Nestlé, Unilever and REWE. Noticeable was the weakness in the two attributes ethical performance and social and environmental concerns of all companies. Due to this, there should be an improvement of those issues to improve the corporate image.

CSR initiatives where mainly known from the Company REWE, where 28 % mentioned that they can name CSR initiatives. The most entries came for “Ja! Natürlich” and “Austrian/regional products”. For Nestle and Unilever less than 10 % of CSR initiatives and even less could write down specific CSR activities. This reflects the fact that many CSR activities are not communicated to consumers. Their main purpose is to support business to business relations to retail companies.

The corporate image was measured a second time after presenting the CSR initiatives to the participants of the survey. All the participating companies showed differences in the second image profile compared to the first measure of the corporate image. The alluded weaknesses in the profiles have been improved, and the profiles show a balance of all the attributes without any breaks. Therefore CSR initiatives do have an influence on the corporate image and can help to create a more positive image of a company. As the aforementioned knowledge of CSR initiatives is at a very low level, also with reporting CSR initiatives, companies can improve their corporate image, and with it increase social awareness and recognition of their products.

Three out of the four main correlations are accepted. Accordingly to correlation 1 there is correlation between socio-demographic data and assessment of CSR initiatives. Significant results were found for Age, Net- income and origin of the probands. Correlation 2 was generally rejected while some attributes especially for the company REWE illustrated correlations.

Main correlation 1

There is a correlation between socio-demographic data and the assessment of CSR initiatives.

Main correlation 2

There is a correlation between the individual predisposition and the credibility of the CSR initiative.

Main correlation 3

There is a correlation between assessment of CSR activities at Nestlé and the Corporate Image of Nestlé.

There is a correlation between assessment of CSR at Unilever and the Corporate Image of Unilever.

There is a correlation between assessment of CSR at REWE and the Corporate Image of REWE.

Main correlation 4

There is a correlation of credibility of CSR Initiatives and the Corporate Image.

There is a correlation between credibility of CSR initiatives at Nestlé and the Corporate Image of Nestlé.

There is a correlation between credibility of CSR initiatives at Unilever and the Corporate Image of Unilever.

There is a correlation between credibility of CSR initiatives at REWE and the Corporate Image of REWE.

Additional Correlations

There is a difference between the image profile measured before introducing the CSR initiatives and the image profile after introducing the CSR initiatives, to the respondents.

Very strong significance on the correlation between the assessment of CSR and the Corporate Image has been detected for correlation 3, as a result the correlation has been accepted.

The last correlation, “the correlation between credibility of CSR initiatives and the corporate image”, a very strong significance was found for Nestlé, Unilever and REWE. Consequently there is a correlation between credibility of CSR initiatives and the corporate image of a company. The correlation four is accepted.

The additional correlations shall display the improvement of the corporate image due to the presentation of CSR initiatives. Also for the additional hypothesis, the graphs show various differences, and hence the correlations are accepted.

9. Discussion

This chapter will explain the experiences with the applied methods, and it will discuss the results. Furthermore, interesting linkages to the theoretical findings are offered.

9.1. Discussion of the Methods

The main topics, CSR and Corporate Image, were investigated with a quantitative consumer survey. Based on the scientific literature a theoretical model was developed which guided the survey. After the operationalizing of the questionnaire, a pretest was enforced to find weaknesses in questions and answers. The questions were then transformed to the online program of EFS survey, which is an online tool for conducting surveys, finding samples, and conducting data to statistical programs. During the whole process it was important for the author to keep the processing time for participants low. In the end the mean processing time (median) of the whole survey was about 5m 30 sec. The field part started on 30th of January 2011, and ended on 15th of March 2011 with the last interview.

The sample pool as offered from the EFS survey was not accessible at this time anymore, which has lead to serious problems in recruiting probands for the interviews. Due to that fact the author was forced to seek for new possibilities in recruiting probands for the research, links to the survey were posted in social networks (i.e. Facebook) on various company profiles of the concerned companies, and on a consumer page www.bauernmarkt.at. However, the number of participants was still not satisfying. Therefore the author collected face to face interviews, on public places all over Austria and in public means of transports in Austria, especially using the trains of the federal Austrian railway company, ÖBB. The respond rate by recruiting during train travels was rather positive than the online survey and so the sample size of 225 was reached within 4 weeks. A beneficial side effect was to get persons with low internet usage into the final sample.

The subsequent statistical evaluation was accomplished by the author according to the models of Hatzinger and Nagel and with assistance of the Institute of statistics at the University of Natural Resources and Life Sciences Vienna, in order to find the accurate methods for the various variables (Hatzinger 2009).

The author also adjusted the applied statistical methods with the Institute of applied statistics and IT at BOKU, to follow the guidelines at the university. As statistical tool PASW Statistics 18 (SPSS) was chosen. All results of the online survey and of the personal interview were

transferred to the data plot of PASW and analyzed as one sample. Also if there were small difficulties in handling the program in the beginning, while attending the lecture “Statistische Datenanalyse mit SPSS” the analysis was finished within few weeks.

10.2 Discussion of the Results

The discussion of the results is oriented on the preliminary asked research questions. The first three research questions were answered in the theoretical part, and the foundation for the empirical part was created by developing a theoretical model. Research questions 4 to 7 are answered through the empirical study of this work.

- Research Question 1: How is CSR defined in the literature?

Research question 1 is devoted to the definition of CSR in the theory and sciences. This was done by an extensive literature research. There is not just one commonly accepted definition of CSR; and because of this, different approaches were mentioned to lead to a broadly defined notion of CSR. In all different concepts of CSR the vision goes beyond the conventional economically driven business perspective, by acting voluntarily to contribute towards a better society and cleaner environment. Accordingly, CSR is seen as a management tool to reach the goals of sustainable development as defined in the green paper (Commission of the European Communities, 2001). Furthermore, congruence in literature is that the responsibilities of a company lie in economic prosperity, social equity and environmental quality.

- Research Question 2: What is the relation between Corporate Image and CSR?

Research question 2 seeks for the relation between the Corporate Image and CSR. The results of this question should bring up new knowledge and the relevance to the consumer and the quantitative survey in the empiric part.

The Attitudes of consumers towards CSR measures take a central role. Therefore CSR initiatives should be implemented in the long run to create o positive image of the company in the consumers’ point of view. Another fact is that it is important to communicate CSR in different ways for various stakeholder groups. Literature suggests that various communicators create the corporate identity of a company. CSR initiatives are one of the communication means, which are controllable by managers (Bhattacharya and Sen 2003; Herbst 2009; Birkigt 2002).

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In this research the results have shown that consumers are barely informed of the various CSR initiatives of the selected companies. It could be a lack of communication, but also a deliberate lack of communication towards specific stakeholder groups by the companies. Those initiatives are set from companies as one part of their identity and they try to create that image in the public view and therefore in each consumers mind. Nevertheless CSR initiatives should lead to a positives corporate image, which might not always be impartial and is rather not controllable.

- Research Question 3: How is the response of CSR activities in different Media channels, and what are the consumer attitudes towards CSR?

The third research question addresses the response of CSR activities in media channels and the consumer attitudes towards CSR: Various media channels influence the consumer in a positive as well as in a negative way. Without doubt, the media puts high attention on the somehow polemic discussion about food producing companies and the production of food all over the world. Sometimes allegations are stated without solid evidences. Furthermore, the discussion did also reach nowadays media channels such as social media marketing. While some companies' media intent is to report the negative headlines of food producing companies, some also include the initiatives where they do well. Differences in reporting CSR initiatives also arises of societies´ various values in different countries. For example, CSR issues in the US are more linked to companies than to the government. And the media in the US seems to be less critical in reporting the CSR activities, if they are connected to companies. On the other hand in Germany, the society expects the government to take over environmental and social issues, and due to that they are more critical towards CSR activities run by companies.

The attitudes of consumers towards CSR initiatives take a central role. CSR activities should be implemented in the long run to avoid giving the consumer the feeling that the companies act non sustainable. Furthermore, negative information has a stronger influence on changes in attitudes than positive reporting. Maybe the most important factor is credibility (see below). Consumers evaluate companies based on the credibility of their CSR activities.

- Research Question 4: Which CSR activities are implemented by Nestle, Unilever and REWE?

Research question 4, the first empirical research question, aims to summarize the implemented CSR initiatives of the three companies Nestlé, Unilever and Kraft.

Nestlé focuses on the specific areas of the company´s core business. Namely water, nutrition and rural development are the values which should create initiatives for both society and shareholders. That three priority issues considered most critically for Nestlé and their stakeholders. Therefore they worked together with SustainAbilty, an independent corporate responsibility and sustainable development consultancy. In specific, initiatives about water, impact of global change, respect to the environment, acting as a responsible employer and responsible communication about nutrition health and wellness are set.

Unilever communicates that their commitment extends across the whole value chain – from sourcing raw materials through their production, packaging and distribution to the consumers. A process called “Brand Imprint” should embed sustainability in their products. Social and environmental considerations are integrated into innovation and development of their major products. Also Unilever divides their CSR activities in three areas. Health and well-being, sustainable living and economic impacts are their main topics of interest. To name just a few of the implemented activities, improving consumer information, responsible marketing, improving of farmers’ living conditions, soil fertility, biodiversity, reduce carbon emissions and improve energy efficiency should be mentioned.

REWE orientates itself on treating the environment carefully, act with their employees and suppliers in partnership, and hold the economic interests as one of the primary values. Growing their business is just possible with sustainable and responsible acting in the long run, therefore they established a sustainable management system. REWE sets initiatives to establish products with less impact for the environment and society, decrease pesticides on fruits and vegetables, controlled breeding of fish according to the principles of sustainability, reduce carbon emissions and face the increasing overweight of children and teenagers.

As one can see all the three companies focus on their specific CSR initiatives connected to their main core business. However the implementation of sustainability towards their business follows the suggestions of the predetermined literature and researches. In general, societal equity, environmental quality and economic prosperity are the main focuses of all three companies.

- Research Question 5: Do consumers know about CSR activities?

Literature suggests that high media attention in media is laid on scandals and how companies are reflected in the public point of view. Due to that the image or the attitudes of a company can be affected, whether the stories are true or not. In this research the media reporting about CSR activities was not explored, but the attention of consumers towards CSR activities. Almost all participants of this study have no knowledge about CSR initiatives of the involved companies. If there is a mistake in communicating towards consumers or if

society pays no attention on CSR initiatives has to be further investigated. Fact is that CSR initiatives are not known by consumers.

- Research Question 6: How credible are selected CSR activities?

In the given literature, authors mention that consumers judge companies due to their credibility. Furthermore consumers place greater value in CSR initiatives established by credible companies. One problem is the asymmetric influence of good or bad information on consumer reactions. It means that negative information leads to stronger reactions on the consumer side than positive reporting. Bad news are spreading faster and get higher attention. After all embracing literature review the author of this research could not find any studies how credibility of the set activities affects consumers. Even if the close connections between credibility and CSR initiatives is well described. In this research credibility varies slightly according to the mentioned company. There could be a connection of the credibility of a company in respect to recent reporting in media, which was not surveyed in this research. Overall the results demonstrate that there is a correlation between credibility of CSR activities and the corporate image. This means that there is a big chance for companies in the upcoming future to change consumers' attitudes towards their CSR activities.

- Research Question 7: Which influences do CSR activities have on the Corporate Image?

Research suggests that corporate identity is influenced by various communicators. It is likely that corporate identity comprises characteristics that reflect the company´s core values and operating principles. The corporate image can be seen as a projection of the corporate identity in the social field, and as argued in the theoretical part, CSR activities have an influence on the corporate image. This study measured a clear influence of CSR initiatives on the corporate image. The corporate image was measured with an image profile and 5 pairs of attributes. The analysis showed an increase of positive values on all attributes and companies after presenting the CSR initiatives. Therefore CSR initiatives could be an instrument to create a more positive corporate image.

10. Summary

According to the Brundtland Report Nestlé defines sustainability by ensuring that their activities preserve the environment for future generations. Nestlé is doing so by following their concept of “Creating Shared Value”. Nestlé identifies nutrition, water and rural development as key global issues to their business and to society (Nestlé S.A. , 2010, 2).

Unilever reports in their annual sustainability development overview that they want to reduce the total environmental impact of the business. Their commitment extends rights across their value chain, from sourcing of raw materials through their own production and distribution, to consumer use and packaging. At the same time they consider how they make Unilever´s corporate commitments and activities more visible and relevant to the consumers (Unilever Corporate Citizenship, 2010).

For REWE sustainability is a responsibility towards society and environment. They treat the environment carefully and act with their employees and with their suppliers in partnership. REWE is convinced that that growing their business in the long run is only possible through sustainable practices in terms of environment and society. REWE does so by enlarging green products in the whole process chain, by focusing on the three core spheres of energy efficiency, CO2 emission reduction and resource preservation, for themselves, and by societal commitment.

For the empirical survey three concrete CSR initiatives of each company have been selected in order to evaluate them and follow the aim of the study.

The fifth research question investigates if consumers know about CSR activities, and if they can enumerate them. To answer find results on this topic, the participants of the survey were asked directly about the known CSR initiatives.

With regards to the question: “Did you hear about the set initiatives by the company Nestlé? Only 8 percent answered with yes, while all the others didn’t hear about the set initiatives. For Unilever the people who heart about CSR was even less (2%). As expected for the consumers it was easier to think of CSR initiatives at REWE, due to the fact that it is a food retailing company. Of the 221 probands 28 % could think of CSR initiatives of REWE, with the highest recognition of “Ja!Natürlich”, “Austrian / regional products” and “Fair-trade”. Nevertheless, no one could name a concrete set initiative as it is mentioned in the various sustainability reports of the corresponding company. Furthermore, there is a big capability in publishing the CSR activities in public media and in the society, to aim the goals of the acting companies.

Research question 6 illustrates the credibility of the set CSR initiatives. Three CSR activities of each company have been presented to the interviewee and asked to assess them in terms of credibility.

Nestlé got the worst grades on a scale from 1 (=credible) to 9 (=noncredible), whereby the mean rates of the three initiatives where 5,53 / 4,93 / 5,58. Therefore the initiatives are rather noncredible than credible at least for the initative number 1 and 3.

The CSR initiatives of Unilever where rated with a mean of 4,56 / 4,65 / 5,17, which is better than the ratings of Nestlé.

Finally the REWE CSR initiatives where the most credible with mean ratings of 4,01 / 4,39 / 5,02. The better performance of REWE could be justified on one hand due to the fact that REWE is a food retailing company with better contact to consumers; on the other hand, by the better CSR reporting cause of the better performance in research question 5.

The last research question seeks for correlations between the Corporate Image and CSR initiatives. First, the coherence of the assessment of the CSR performance and the different attributes of the corporate image has been tested and lead to highly significant results of all companies with all attributes of the corporate image. Hence the CSR initiatives do have influence on the corporate image.

The second part of the research question tried to find connections of the credibility of CSR initiatives and the attributes of the corporate image. Also the results of the credibility and the corporate image directed to highly significant coherences of all companies and attributes (except one field at Unilever which has been just significant). The conclusion that the credibility of CSR initiatives does have influence on the corporate image is provided and stated.

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Appendix

Operationalization off the Questionnaire A1

Questionnaire German language

Analysis of the questionnaire – statistical tests

Hypothesis 1

Hypothesis 2

Hypothesis 3

Hypothesis 4

Operationalization of the Questionnaire

Konstrukt	Indikator	Indikatorausprägung	Messtechnik
Empirische Erhebung			
Imagemessung	Inwieweit verknüpfen Sie die folgenden Eigenschaften mit dem Unternehmen Nestlé/Unilever/ REWE?	Erfolgreich - erfolglos Sympathisch – unsympathisch Unterstützt gesellschaftliche und soziale Anliegen – ignoriert gesellschaftliche und soziale Anliegen Vertrauenswürdig – nicht vertrauenswürdig Negative Schlagzeilen – positive Schlagzeilen Haltet ethische Grundlagen ein – haltet keine ethischen Grundsätze Glaubwürdig – unglaubwürdig	Semantisches Differential , Gegensatzpaare Skalenniveau: 1-5
CSR Awareness	In der letzten Zeit setzen viele Unternehmen Maßnahmen, um soziale und gesellschaftliche Verantwortung zu zeigen: Haben Sie von den Maßnahmen des Unternehmens Nestlé / Unilever / REWE bereits gehört? Wenn ja, welche können Sie anführen?	Ja Nein	Geschlossene Frage, Einfach-Nennung Skalenniveau: nominal Offene Frage: Kennen Sie sozial verantwortliche oder umweltrelevante Projekte von Nestlé
Prädisposition	Wie wichtig ist Ihnen beim Kauf von Lebensmittel, dass das produzierende Unternehmen in	Matrix Label Sehr wichtig Nicht wichtig	Matrix Frage Skalenniveau: 1-9

	Projekte investiert die die sozialen Lebensbedingungen Ihrer ArbeiterInnen/Angestellten verbessern?		
Prädisposition	Wie wichtig ist Ihnen beim Kauf von Lebensmittel, dass das produzierende Unternehmen in Projekte investiert, die die Umwelt schützen / fördern	Matrix Label Sehr wichtig Nicht wichtig	Matrix Frage Skalenniveau: 1-9
Glaubwürdigkeit der CSR Maßnahmen	Wie glaubwürdig halten sie die einzelnen Maßnahmen der verschiedenen Unternehmen?	Nestlé arbeitet mit 540 000 Bauern zusammen um die Effizienz zu steigern, die Umwelt zu schützen und aus der Armut zu kommen Nestlé reduziert den Wasserverbrauch und den Energieverbrauch durch Erhöhung der Effizienz in den Fabriken und einer Veränderung der Produktangebote. Nestlé kauft nachhaltig produzierten Kaffee von Kleinbauern, und hilft diesen mit technischer Unterstützung ihre Ernten zu verbessern Unilever versucht alle Rohstoffe von nachhaltigen Erzeugern zu kaufen, das Einkommen der Bauern zu erhöhen sowie die Bodenfruchtbarkeit zu erhalten. Unilever will den CO_2 Ausstoß und ihren Energieverbrauch verringern, und auf erneuerbare Energien umstellen Unilever reduziert den Verbrauch von Wasser in der eigenen Produktion, und arbeitet mit Bauern zusammen um auch den Wasserverbrauch auf den Feldern zu verringern REWE kennzeichnet Produkte mit hoher Qualität und positiven ökologischen oder sozialen Eigenschaften mit dem PRO PLANET-Label.	Matrix Frage Skalenniveau: 1-9

		REWE übernimmt mit der Initiative „Best Alliance“ Verantwortung für die ökologische und soziale Nachhaltigkeit im Anbau von Früchte und Gemüse mit der Auswahl von Landwirten und Anbauflächen, neuen Pflanzenschutzvorgaben und verstärkte Kontrollen der Erzeuger. Durch Energieeffizienz und Ressourcenschonung leistet das Unternehmen REWE einen wichtigen Beitrag zum Schutz von Klima und Umwelt. Der Anteil erneuerbarer Quellen am Energiemix wurde in der Vergangenheit bis auf 100 Prozent ausgebaut. Matrix Labels: Glaubwürdig Unglaubwürdig	
Bewertung der CSR Maßnahmen	Wie bewerten Sie die Maßnahmen betreffend sozialer und gesellschaftlicher Verantwortung der Unternehmen Nestlé /Unilever / REWE? Können Sie Ihre Entscheidung kurz begründen?	Matrix Labels: Sehr Gut Schlecht	Matrix Frage Skalenniveau: 1-9 Offene Frage
Imagemessung am Ende des Fragebogens	Sie haben nun einige Maßnahmen und gesetzte Initiativen der verschiedenen Unternehmen inkl. Nestlé gehört um die soziale und gesellschaftliche Verantwortung zu erhöhen. Beantworten Sie	Erfolgreich - erfolglos Sympathisch – unsympathisch Unterstützt gesellschaftliche und soziale Anliegen – ignoriert gesellschaftliche und soziale Anliegen Vertrauenswürdig – nicht vertrauenswürdig Negative Schlagzeilen – positive Schlagzeilen Haltet ethische Grundlagen ein – haltet keine	Semantisches Differential , Gegensatzpaare Skalenniveau: 1-5

	bitte erneut inwieweit Sie die folgenden Eigenschaften mit dem Unternehmen Nestlé /Unilever / REWE verknüpfen, nun mit besonderen bedacht auf die Ihnen vorgestellten Maßnahmen?	ethischen Grundsätze Glaubwürdig – unglaubwürdig	
Soziodemographische Daten			
Geschlecht	Geschlecht:	☐ männlich ☐ weiblich	Geschlossene Frage, Einfach-Nennung Skalenniveau: nominal
Alter	Wie alt sind Sie? (Einfach-Nennung)		Offene Frage Skalenniveau: metrisch
Bildungsgrad	Bitte verraten sie uns ihre höchste abgeschlossene Ausbildung:	☐ keinen Schulabschluss ☐ Hauptschulabschluss ☐ Berufsschule oder Lehre ☐ Meisterschule ☐ Allgemeinbildende höhere Schule /Berufsbildende höhere Schule / Matura ☐ Universitätsabschluss Bachelor (z. B.: Bakk.) ☐ Universitätsabschluss Master bzw Diplomstudium (z.B.: DI, Mag, Mag(FH), Master, MBA) ☐ Doktorat (z.B.: Dr., PhD)	Geschlossene Frage, Einfach-Nennung Skalenniveau: nominal
Berufliche Tätigkeit	Bitte verraten sie uns Ihre derzeitige berufliche Tätigkeit	Leitende/r Angestellter Angestellte/r nicht leitend Arbeiter Beamte/in Selbstständige/r Hausfrau/mann	Geschlossene Frage, Einfach-Nennung Skalenniveau: nominal

		Karenz Schüler/in Student/in Präsenzdiener Pensionist/in Sonstiges, _____	
Einkommen	Wie hoch ist das monatliche Netto-Einkommen Ihres Haushalts (auch Pension, Stipendium, Karenzgeld etc.)?	Bis EUR 550,- EUR 551,- bis EUR 1.100,- EUR 1.101,- bis EUR 1.500,- EUR 1.501,- bis EUR 1.850,- EUR 1.851,- bis EUR 2.200,- EUR 2.201,- bis EUR 2.500,- Mehr als EUR 2.500,-	Geschlossene Frage, Einfach-Nennung Skalenniveau: ordinal
Herkunft	Wie viele Einwohner leben in der Gemeinde / Stadt, in der Sie wohnen?	Bis zu 5.000 Einwohner 5.001 bis 20.000 Einwohner 20.001 bis 100.000 Einwohner 100.001 bis Über 1 Million Einwohner	Geschlossene Frage, Einfach-Nennung Skalenniveau: ordinal

FRAGEBOGEN

Herzlich willkommen zu unserer aktuellen Befragung. Beantworten Sie uns bitte zunächst ein paar ganz allgemeine Fragen.

1. Wie alt sind Sie?

2. Geschlecht:

☐ männlich
☐ weiblich

Kreuzen sie bei den folgenden Fragen an, welche Position am besten Ihre Meinung wiedergibt:

3. Inwieweit verknüpfen Sie die folgenden Eigenschaften mit dem Unternehmen Nestlé (Marken z.B. Alete, Kitkat, Nesquik, Maggi)?

Nestlé
Good Food, Good Life

Sympathisch	○ ○ ○ ○ ○	Unsympathisch
Glaubwürdig	○ ○ ○ ○ ○	Nicht glaubwürdig
Positive Schlagzeilen	○ ○ ○ ○ ○	Negative Schlagzeilen
Vertrauenswürdig	○ ○ ○ ○ ○	Nicht vertrauenswürdig
Haltet ethische Grundlagen ein	○ ○ ○ ○ ○	Haltet ethische Grundlagen nicht ein
Unterstützt Umwelt- und Sozialanliegen	○ ○ ○ ○ ○	Ignoriert Umwelt- und Sozialanliegen

1

4. Inwieweit verknüpfen Sie die folgenden Eigenschaften mit dem Unternehmen Unilever (Marken z.B. Becel, Knorr, Pfanni, Rama)?

Sympathisch	○	○	○	○	○	Unsympathisch
Glaubwürdig	○	○	○	○	○	Nicht glaubwürdig
Positive Schlagzeilen	○	○	○	○	○	Negative Schlagzeilen
Vertrauenswürdig	○	○	○	○	○	Nicht vertrauenswürdig
Haltet ethische Grundlagen ein	○	○	○	○	○	Haltet ethische Grundlagen nicht ein
Unterstützt Umwelt- und Sozialanliegen	○	○	○	○	○	Ignoriert Umwelt- und Sozialanliegen

5. Inwieweit verknüpfen Sie die folgenden Eigenschaften mit dem Handelsunternehmen REWE? (Billa, Merkur, Penny, Bipa, Adeg)

Sympathisch	○	○	○	○	○	Unsympathisch
Glaubwürdig	○	○	○	○	○	Nicht glaubwürdig
Positive Schlagzeilen	○	○	○	○	○	Negative Schlagzeilen
Vertrauenswürdig	○	○	○	○	○	Nicht vertrauenswürdig
Haltet ethische Grundlagen ein	○	○	○	○	○	Haltet ethische Grundlagen nicht ein
Unterstützt Umwelt- und Sozialanliegen	○	○	○	○	○	Ignoriert Umwelt- und Sozialanliegen

2

6. In der letzten Zeit setzen viele Unternehmen Maßnahmen, um die soziale Gerechtigkeit zu verbessern und/oder die Umwelt zu schützen:

Haben Sie von den Maßnahmen des Unternehmens Nestlé gehört?

Ja ☐ Nein ☐

Wenn ja, welche Projekte von Nestlé (Marken z.B. Alete, Kitkat, Nesquik, Maggi)

können Sie nennen?

Haben Sie von den Maßnahmen des Unternehmens Unilever gehört?

Ja ☐ Nein ☐

Wenn ja, welche Projekte von Unilever (Marken z.B. Becel, Knorr, Pfanni, Rama) können Sie nennen?

Haben Sie von den Maßnahmen des Unternehmens REWE gehört?

Ja ☐ Nein ☐

Wenn ja, welche Projekte von REWE (Billa, Merkur, Penny, Bipa, Adeg) können Sie nennen?

7. Wie wichtig ist Ihnen beim Kauf von Lebensmittel, dass das produzierende Unternehmen in Projekte investiert die die sozialen Lebensbedingungen Ihrer ArbeiterInnen/Angestellten verbessern?

Sehr wichtig ○ ○ ○ ○ ○ ○ ○ ○ ○ Nicht wichtig

8. Wie wichtig ist Ihnen beim Kauf von Lebensmittel, dass das produzierende Unternehmen in Projekte investiert, die die Umwelt schützen / fördern?

Sehr wichtig ○ ○ ○ ○ ○ ○ ○ ○ ○ Nicht wichtig

9. Wie glaubwürdig halten sie im Folgenden die einzelnen Maßnahmen der verschiedenen Unternehmen?

- Nestlé arbeitet mit 540 000 Bauern zusammen um die Effizienz zu steigern, die Umwelt zu schützen und um die Armut der Bauern zu bekämpfen.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

- Nestlé reduziert den Wasserverbrauch und den Energieverbrauch durch Erhöhung der Effizienz in den Fabriken und einer Veränderung der Produktangebote.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

- Nestlé kauft nachhaltig produzierten Kaffee von Kleinbauern, und hilft diesen mit technischer Unterstützung ihre Ernten zu verbessern.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

- Unilever hat gemeinsam mit dem WWF das Marine Stewardship Council gegründet, welches ein Umweltsiegel für Fisch aus nachhaltiger Fischerei vergibt.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

- Unilever will den CO_2 Ausstoß und den Energieverbrauch verringern, und auf erneuerbare Energien umstellen.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

- Unilever reduziert den Verbrauch von Wasser in der eigenen Produktion, und arbeitet mit Bauern zusammen, um auch den Wasserverbrauch auf den Feldern zu verringern.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

- REWE kennzeichnet Produkte mit hoher Qualität und positiven ökologischen oder sozialen Eigenschaften mit dem PRO PLANET-Label.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

- REWE übernimmt mit der Initiative „Best Alliance“ Verantwortung für die ökologische und soziale Nachhaltigkeit im Anbau von Früchten und Gemüse durch Auswahl von Landwirten und Anbauflächen, neuen Pflanzenschutzvorgaben und verstärkte Kontrollen der Erzeuger.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

- Durch Energieeffizienz und Ressourcenschonung leistet das Unternehmen REWE einen wichtigen Beitrag zum Schutz von Klima und Umwelt. Der Anteil erneuerbarer Quellen am Energiemix wurde in der Vergangenheit bis auf 100 Prozent ausgebaut.

  Glaubwürdig ○ ○ ○ ○ ○ ○ ○ ○ ○ Unglaubwürdig

10. Wie bewerten Sie die Maßnahmen um die soziale Gerechtigkeit zu verbessern und/oder die Umwelt zu schützen

des Unternehmens Nestlé?

Sehr gut	○ ○ ○ ○ ○ ○ ○ ○ ○	Sehr schlecht

des Unternehmens Unilever?

Sehr gut	○ ○ ○ ○ ○ ○ ○ ○ ○	Sehr schlecht

des Unternehmens REWE?

Sehr gut	○ ○ ○ ○ ○ ○ ○ ○ ○	Sehr schlecht

Können Sie Ihre Entscheidung kurz begründen?

11. Sie haben nun einige Maßnahmen und gesetzte Initiativen der verschiedenen Unternehmen gehört um die Umwelt- und Sozialverantwortung zu erhöhen.

Beantworten Sie bitte erneut inwieweit Sie die folgenden Eigenschaften mit dem Unternehmen Nestlé verknüpfen, nun mit besonderem Bedacht auf die Ihnen vorgestellten Maßnahmen?

Nestlé
Good Food, Good Life

Sympathisch	○ ○ ○ ○ ○	Unsympathisch
Glaubwürdig	○ ○ ○ ○ ○	Nicht glaubwürdig
Positive Schlagzeilen	○ ○ ○ ○ ○	Negative Schlagzeilen
Vertrauenswürdig	○ ○ ○ ○ ○	Nicht vertrauenswürdig
Haltet ethische Grundlagen ein	○ ○ ○ ○ ○	Haltet ethische Grundlagen nicht ein
Unterstützt Umwelt- und Sozialanliegen	○ ○ ○ ○ ○	Ignoriert Umwelt- und Sozialanliegen

5

Beantworten Sie bitte erneut inwieweit Sie die folgenden Eigenschaften mit dem Unternehmen Unilever verknüpfen, nun mit besonderem Bedacht auf die Ihnen vorgestellten Maßnahmen?

Sympathisch	○	○	○	○	○	Unsympathisch
Glaubwürdig	○	○	○	○	○	Nicht glaubwürdig
Positive Schlagzeilen	○	○	○	○	○	Negative Schlagzeilen
Vertrauenswürdig	○	○	○	○	○	Nicht vertrauenswürdig
Haltet ethische Grundlagen ein	○	○	○	○	○	Haltet ethische Grundlagen nicht ein
Unterstützt Umwelt- und Sozialanliegen	○	○	○	○	○	Ignoriert Umwelt- und Sozialanliegen

Beantworten Sie bitte erneut inwieweit Sie die folgenden Eigenschaften mit dem Unternehmen REWE verknüpfen, nun mit besonderem Bedacht auf die Ihnen vorgestellten Maßnahmen?

Sympathisch	○	○	○	○	○	Unsympathisch
Glaubwürdig	○	○	○	○	○	Nicht glaubwürdig
Positive Schlagzeilen	○	○	○	○	○	Negative Schlagzeilen
Vertrauenswürdig	○	○	○	○	○	Nicht vertrauenswürdig
Haltet ethische Grundlagen ein	○	○	○	○	○	Haltet ethische Grundlagen nicht ein
Unterstützt Umwelt- und Sozialanliegen	○	○	○	○	○	Ignoriert Umwelt- und Sozialanliegen

12. Bildungsgrad:

- ☐ keinen Schulabschluss
- ☐ Hauptschulabschluss
- ☐ Berufsschule oder Lehre
- ☐ Meisterschule
- ☐ Allgemeinbildende höhere Schule /Berufsbildende höhere Schule / Matura
- ☐ Universitätsabschluss Bachelor (z. B.: Bakk.)
- ☐ Universitätsabschluss Master bzw Diplomstudium (z.B.: DI, Mag, Mag(FH), Master, MBA)
- ☐ Doktorat (z.B.: Dr., PhD, EdD)

13. Wie viele Einwohner hat die Gemeinde / Stadt, in der Sie wohnen?

- ☐ Bis zu 5.000 Einwohner
- ☐ 5.001 bis 20.000 Einwohner
- ☐ 20.001 bis 100.000 Einwohner
- ☐ 100.001 bis 1 Million Einwohner
- ☐ Mehr als 1 Million Einwohner

14. Wie hoch ist das monatliche Netto-Einkommen Ihres Haushalts (auch Pension, Stipendium, Karenzgeld etc.)?

- ☐ Bis EUR 550,-
- ☐ EUR 551,- bis EUR 1.100,-
- ☐ EUR 1.101,- bis EUR 1.500,-
- ☐ EUR 1.501,- bis EUR 1.850,-
- ☐ EUR 1.851,- bis EUR 2.200,-
- ☐ EUR 2.201,- bis EUR 2.500,-
- ☐ Mehr als EUR 2.500,-

Analysis Hypotheses 1

Nestle assessment

Age

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	38,521	1	38,521	8,729	,004[a]
	Nicht standardisierte Residuen	895,889	203	4,413		
	Gesamt	934,410	204			

a. Einflußvariablen : (Konstante), Age

b. Abhängige Variable: Nestlé assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,326	,256		16,887	,000
	Age	,028	,009	,203	2,954	,004

a. Abhängige Variable: Nestlé assessment

Education level

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	2,360	1	2,360	,514	,474[a]
	Nicht standardisierte Residuen	918,372	200	4,592		
	Gesamt	920,733	201			

a. Einflußvariablen : (Konstante), education level

b. Abhängige Variable: Nestlé assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,539	,554		8,192	,000
	education level	,075	,105	,051	,717	,474

a. Abhängige Variable: Nestlé assessment

Origin

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	21,493	1	21,493	4,780	,030[a]
	Nicht standardisierte Residuen	899,239	200	4,496		
	Gesamt	920,733	201			

a. Einflußvariablen : (Konstante), origin

b. Abhängige Variable: Nestlé assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,373	,292		15,001	,000
	origin	,209	,095	,153	2,186	,030

a. Abhängige Variable: Nestlé assessment

Net income

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	40,676	1	40,676	9,237	,003[a]
	Nicht standardisierte Residuen	876,349	199	4,404		
	Gesamt	917,025	200			

a. Einflußvariablen : (Konstante), net-income

b. Abhängige Variable: Nestlé assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,009	,337		11,881	,000
	net-income	,209	,069	,211	3,039	,003

a. Abhängige Variable: Nestlé assessment

Unilever assessment

Age

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	45,612	1	45,612	12,093	,001[a]
	Nicht standardisierte Residuen	765,676	203	3,772		
	Gesamt	811,288	204			

a. Einflußvariablen : (Konstante), Age

b. Abhängige Variable: Unilever assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,086	,237		17,253	,000
	Age	,030	,009	,237	3,477	,001

a. Abhängige Variable: Unilever assessment

Education level

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	,578	1	,578	,143	,705[a]
	Nicht standardisierte Residuen	805,546	200	4,028		

	Gesamt	806,124	201			

a. Einflußvariablen : (Konstante), education level

b. Abhängige Variable: Unilever assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,558	,519		8,785	,000
	education level	,037	,098	,027	,379	,705

a. Abhängige Variable: Unilever assessment

Origin

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	22,692	1	22,692	5,793	,017[a]
	Nicht standardisierte Residuen	783,432	200	3,917		
	Gesamt	806,124	201			

a. Einflußvariablen : (Konstante), origin

b. Abhängige Variable: Unilever assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,185	,272		15,379	,000
	origin	,214	,089	,168	2,407	,017

a. Abhängige Variable: Unilever assessment

Net-income

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	21,386	1	21,386	5,444	,021[a]
	Nicht standardisierte Residuen	781,669	199	3,928		
	Gesamt	803,055	200			

a. Einflußvariablen : (Konstante), net-income

b. Abhängige Variable: Unilever assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,088	,319		12,828	,000
	net-income	,151	,065	,163	2,333	,021

a. Abhängige Variable: Unilever assessment

REWE assessment

Age

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	38,771	1	38,771	11,113	,001[a]
	Nicht standardisierte Residuen	708,234	203	3,489		
	Gesamt	747,005	204			

a. Einflußvariablen : (Konstante), Age

b. Abhängige Variable: REWE assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	3,734	,228		16,393	,000
	Age	,028	,008	,228	3,334	,001

a. Abhängige Variable: REWE assessment

Education level

ANOVA[b]

Modell	Quadratsumme	df	Mittel der Quadrate	F	Sig.

1	Regression	,109	1	,109	,030	,863[a]
	Nicht standardisierte Residuen	737,633	200	3,688		
	Gesamt	737,743	201			

a. Einflußvariablen : (Konstante), education level

b. Abhängige Variable: REWE assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,264	,497		8,588	,000
	education level	,016	,094	,012	,172	,863

a. Abhängige Variable: REWE assessment

Origin

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	14,076	1	14,076	3,890	,050[a]
	Nicht standardisierte Residuen	723,667	200	3,618		
	Gesamt	737,743	201			

a. Einflußvariablen : (Konstante), origin

b. Abhängige Variable: REWE assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	3,903	,262		14,925	,000
	origin	,169	,086	,138	1,972	,050

a. Abhängige Variable: REWE assessment

Net income

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	28,374	1	28,374	7,980	,005[a]
	Nicht standardisierte Residuen	707,546	199	3,556		
	Gesamt	735,920	200			

a. Einflußvariablen : (Konstante), net-income

b. Abhängige Variable: REWE assessment

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	3,584	,303		11,820	,000
	net-income	,174	,062	,196	2,825	,005

a. Abhängige Variable: REWE assessment

Hypothesis 2

Nestle

Nestle farmers – social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	8,136	1	8,136	1,611	,206[a]
	Nicht standardisierte Residuen	1060,633	210	5,051		
	Gesamt	1068,769	211			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: Nestle farmers

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	5,277	,254		20,755	,000
	Social concerns	,105	,082	,087	1,269	,206

a. Abhängige Variable: Nestle farmers

Nestle farmers –environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	1,746	1	1,746	,344	,558[a]
	Nicht standardisierte Residuen	1067,023	210	5,081		
	Gesamt	1068,769	211			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: Nestle farmers

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	5,418	,249		21,717	,000
	Environmental concerns	,059	,100	,040	,586	,558

a. Abhängige Variable: Nestle farmers

Nestle energy – social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	5,198	1	5,198	1,091	,298[a]
	Nicht standardisierte Residuen	1000,741	210	4,765		
	Gesamt	1005,939	211			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: Nestle energy

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	5,134	,247		20,790	,000
	Social concerns	-,084	,080	-,072	-1,044	,298

a. Abhängige Variable: Nestle energy

Nestle energy – environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	,406	1	,406	,085	,771[a]

	Nicht standardisierte Residuen	1005,533	210	4,788		
	Gesamt	1005,939	211			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: Nestle energy

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,874	,242		20,124	,000
	Environmental concerns	,028	,097	,020	,291	,771

a. Abhängige Variable: Nestle energy

Nestle coffee – social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	6,742	1	6,742	1,201	,274[a]
	Nicht standardisierte Residuen	1178,730	210	5,613		
	Gesamt	1185,472	211			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: Nestle coffee

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	5,351	,268		19,967	,000
	Social concerns	,095	,087	,075	1,096	,274

a. Abhängige Variable: Nestle coffee

Nestle coffee – environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	1,203	1	1,203	,213	,645[a]
	Nicht standardisierte Residuen	1184,269	210	5,639		
	Gesamt	1185,472	211			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: Nestle coffee

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	5,680	,263		21,610	,000
	Environmental concerns	-,049	,105	-,032	-,462	,645

a. Abhängige Variable: Nestle coffee

Unilever WWF social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	12,774	1	12,774	2,570	,110[a]
	Nicht standardisierte Residuen	1028,728	207	4,970		
	Gesamt	1041,502	208			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: Unilever WWF

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,236	,254		16,669	,000

	Social concerns	,132	,082	,111	1,603	,110

a. Abhängige Variable: Unilever WWF

Unilever WWF – environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	6,308	1	6,308	1,261	,263[a]
	Nicht standardisierte Residuen	1035,195	207	5,001		
	Gesamt	1041,502	208			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: Unilever WWF

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,341	,249		17,435	,000
	Environmental concerns	,112	,099	,078	1,123	,263

a. Abhängige Variable: Unilever WWF

Unilever energy – social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	1,635	1	1,635	,374	,541[a]
	Nicht standardisierte Residuen	904,164	207	4,368		
	Gesamt	905,799	208			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: Unilever energy

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,530	,238		19,014	,000
	Social concerns	,047	,077	,042	,612	,541

a. Abhängige Variable: Unilever energy

Unilever energy – environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	12,083	1	12,083	2,799	,096[a]
	Nicht standardisierte Residuen	893,716	207	4,317		
	Gesamt	905,799	208			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: Unilever energy

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,343	,231		18,773	,000
	Environmental concerns	,155	,092	,115	1,673	,096

a. Abhängige Variable: Unilever energy

Unilever water – social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	33,435	1	33,435	8,026	,005[a]
	Nicht standardisierte Residuen	862,364	207	4,166		
	Gesamt	895,799	208			

a. Einflußvariablen : (Konstante), Social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	33,435	1	33,435	8,026	,005[a]
	Nicht standardisierte Residuen	862,364	207	4,166		
	Gesamt	895,799	208			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: Unilever water

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,648	,233		19,978	,000
	Social concerns	,213	,075	,193	2,833	,005

a. Abhängige Variable: Unilever water

Unilever water – environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	11,536	1	11,536	2,700	,102[a]
	Nicht standardisierte Residuen	884,263	207	4,272		
	Gesamt	895,799	208			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: Unilever water

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,876	,230		21,190	,000
	Environmental concerns	,151	,092	,113	1,643	,102

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,876	,230		21,190	,000
	Environmental concerns	,151	,092	,113	1,643	,102

a. Abhängige Variable: Unilever water

REWE pro planet - social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	34,819	1	34,819	8,339	,004[a]
	Nicht standardisierte Residuen	860,137	206	4,175		
	Gesamt	894,957	207			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: REWE pro planet

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	3,477	,234		14,875	,000
	Social concerns	,218	,076	,197	2,888	,004

a. Abhängige Variable: REWE pro planet

REWE pro planet – environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	56,650	1	56,650	13,921	,000[a]
	Nicht standardisierte Residuen	838,306	206	4,069		
	Gesamt	894,957	207			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: REWE pro planet

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	3,356	,225		14,898	,000
	Environmental concerns	,335	,090	,252	3,731	,000

a. Abhängige Variable: REWE pro planet

REWE farmers – social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	35,055	1	35,055	8,975	,003[a]
	Nicht standardisierte Residuen	804,618	206	3,906		
	Gesamt	839,673	207			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: REWE farmers

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	3,855	,226		17,052	,000
	Social concerns	,219	,073	,204	2,996	,003

a. Abhängige Variable: REWE farmers

REWE farmers – environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.

1	Regression	33,873	1	33,873	8,660	,004[a]
	Nicht standardisierte Residuen	805,800	206	3,912		
	Gesamt	839,673	207			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: REWE farmers

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	3,885	,221		17,591	,000
	Environmental concerns	,259	,088	,201	2,943	,004

a. Abhängige Variable: REWE farmers

REWE energy – social concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	12,778	1	12,778	2,873	,092[a]
	Nicht standardisierte Residuen	916,102	206	4,447		
	Gesamt	928,880	207			

a. Einflußvariablen : (Konstante), Social concerns

b. Abhängige Variable: REWE energy

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,699	,241		19,476	,000
	Social concerns	,132	,078	,117	1,695	,092

a. Abhängige Variable: REWE energy

REWE energy – environmental concerns

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	49,562	1	49,562	11,611	,001[a]
	Nicht standardisierte Residuen	879,318	206	4,269		
	Gesamt	928,880	207			

a. Einflußvariablen : (Konstante), Environmental concerns

b. Abhängige Variable: REWE energy

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	4,408	,231		19,107	,000
	Environmental concerns	,313	,092	,231	3,407	,001

a. Abhängige Variable: REWE energy

Hypothesis 3

Nestle

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	132,924	1	132,924	163,529	,000[a]
	Nicht standardisierte Residuen	163,382	201	,813		
	Gesamt	296,305	202			

a. Einflußvariablen : (Konstante), Nestlé assessment

b. Abhängige Variable: likeable - dislikable Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	,963	,159		6,048	,000
	Nestlé assessment	,379	,030	,670	12,788	,000

a. Abhängige Variable: likeable - dislikable Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	117,430	1	117,430	121,422	,000[a]
	Nicht standardisierte Residuen	194,392	201	,967		
	Gesamt	311,823	202			

a. Einflußvariablen : (Konstante), Nestlé assessment

b. Abhängige Variable: credible - noncredible Nestle2

Koeffizienten[a]

Modell	Nicht standardisierte Koeffizienten	Standardisierte Koeffizienten	T	Sig.

		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	1,214	,174		6,985	,000
	Nestlé assessment	,356	,032	,614	11,019	,000

a. Abhängige Variable: credible - noncredible Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	73,078	1	73,078	71,184	,000[a]
	Nicht standardisierte Residuen	206,350	201	1,027		
	Gesamt	279,429	202			

a. Einflußvariablen : (Konstante), Nestlé assessment

b. Abhängige Variable: positive headlines - negative headlines Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,328	,179		7,421	,000
	Nestlé assessment	,281	,033	,511	8,437	,000

a. Abhängige Variable: positive headlines - negative headlines Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	102,276	1	102,276	106,215	,000[a]
	Nicht standardisierte Residuen	193,546	201	,963		
	Gesamt	295,823	202			

a. Einflußvariablen : (Konstante), Nestlé assessment

b. Abhängige Variable: trustworthy - untrustworthy Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,331	,173		7,676	,000
	Nestlé assessment	,333	,032	,588	10,306	,000

a. Abhängige Variable: trustworthy - untrustworthy Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	93,266	1	93,266	88,991	,000[a]
	Nicht standardisierte Residuen	210,656	201	1,048		
	Gesamt	303,921	202			

a. Einflußvariablen : (Konstante), Nestlé assessment

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,415	,181		7,821	,000
	Nestlé assessment	,318	,034	,554	9,433	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	128,285	1	128,285	142,201	,000[a]
	Nicht standardisierte Residuen	181,330	201	,902		
	Gesamt	309,616	202			

a. Einflußvariablen : (Konstante), Nestlé assessment

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,055	,168		6,289	,000
	Nestlé assessment	,372	,031	,644	11,925	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Nestle2

Unilever

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	76,677	1	76,677	123,259	,000[a]
	Nicht standardisierte Residuen	124,417	200	,622		
	Gesamt	201,094	201			

a. Einflußvariablen : (Konstante), Unilever assessment

b. Abhängige Variable: likeable - dislikable Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,273	,143		8,900	,000
	Unilever assessment	,308	,028	,617	11,102	,000

a. Abhängige Variable: likeable - dislikable Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	74,077	1	74,077	89,525	,000[a]
	Nicht standardisierte Residuen	165,488	200	,827		

	Gesamt	239,564	201			

a. Einflußvariablen : (Konstante), Unilever assessment

b. Abhängige Variable: credible - noncredible Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,294	,165		7,839	,000
	Unilever assessment	,303	,032	,556	9,462	,000

a. Abhängige Variable: credible - noncredible Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	49,392	1	49,392	52,035	,000[a]
	Nicht standardisierte Residuen	189,841	200	,949		
	Gesamt	239,233	201			

a. Einflußvariablen : (Konstante), Unilever assessment

b. Abhängige Variable: positive headlines - negative headlines Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,404	,177		7,944	,000
	Unilever assessment	,248	,034	,454	7,214	,000

a. Abhängige Variable: positive headlines - negative headlines Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	53,618	1	53,618	55,145	,000[a]

	Nicht standardisierte Residuen	194,461	200	,972		
	Gesamt	248,079	201			

a. Einflußvariablen : (Konstante), Unilever assessment

b. Abhängige Variable: trustworthy - untrustworthy Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,578	,179		8,819	,000
	Unilever assessment	,258	,035	,465	7,426	,000

a. Abhängige Variable: trustworthy - untrustworthy Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	57,673	1	57,673	55,078	,000[a]
	Nicht standardisierte Residuen	209,421	200	1,047		
	Gesamt	267,094	201			

a. Einflußvariablen : (Konstante), Unilever assessment

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,468	,186		7,907	,000
	Unilever assessment	,267	,036	,465	7,421	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	76,977	1	76,977	83,312	,000[a]
	Nicht standardisierte Residuen	184,791	200	,924		
	Gesamt	261,767	201			

a. Einflußvariablen : (Konstante), Unilever assessment

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,241	,174		7,116	,000
	Unilever assessment	,309	,034	,542	9,128	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Unilever2

REWE

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	70,513	1	70,513	102,334	,000[a]
	Nicht standardisierte Residuen	137,809	200	,689		
	Gesamt	208,322	201			

a. Einflußvariablen : (Konstante), REWE assessment

b. Abhängige Variable: likeable - dislikable REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,127	,145		7,763	,000

	REWE assessment	,309	,031	,582	10,116	,000

a. Abhängige Variable: likeable - dislikable REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	45,301	1	45,301	49,617	,000[a]
	Nicht standardisierte Residuen	182,600	200	,913		
	Gesamt	227,901	201			

a. Einflußvariablen : (Konstante), REWE assessment

b. Abhängige Variable: credible - noncredible REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,368	,167		8,193	,000
	REWE assessment	,248	,035	,446	7,044	,000

a. Abhängige Variable: credible - noncredible REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	35,830	1	35,830	39,617	,000[a]
	Nicht standardisierte Residuen	180,882	200	,904		
	Gesamt	216,713	201			

a. Einflußvariablen : (Konstante), REWE assessment

b. Abhängige Variable: positive headlines - negative headlines REWE2

Koeffizienten[a]

Modell	Nicht standardisierte Koeffizienten	Standardisierte Koeffizienten	T	Sig.

		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	1,448	,166		8,710	,000
	REWE assessment	,220	,035	,407	6,294	,000

a. Abhängige Variable: positive headlines - negative headlines REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	47,536	1	47,536	46,412	,000[a]
	Nicht standardisierte Residuen	204,841	200	1,024		
	Gesamt	252,376	201			

a. Einflußvariablen : (Konstante), REWE assessment

b. Abhängige Variable: trustworthy - untrustworthy REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,421	,177		8,035	,000
	REWE assessment	,254	,037	,434	6,813	,000

a. Abhängige Variable: trustworthy - untrustworthy REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	57,091	1	57,091	61,689	,000[a]
	Nicht standardisierte Residuen	185,092	200	,925		
	Gesamt	242,183	201			

a. Einflußvariablen : (Konstante), REWE assessment

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,330	,168		7,911	,000
	REWE assessment	,278	,035	,486	7,854	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	64,260	1	64,260	72,975	,000[a]
	Nicht standardisierte Residuen	176,116	200	,881		
	Gesamt	240,376	201			

a. Einflußvariablen : (Konstante), REWE assessment

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,192	,164		7,269	,000
	REWE assessment	,295	,035	,517	8,543	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern REWE2

Hypothesis 4

Nestle

Nestle farmers

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	106,059	1	106,059	112,054	,000[a]
	Nicht standardisierte Residuen	190,247	201	,947		
	Gesamt	296,305	202			

a. Einflußvariablen : (Konstante), Nestle farmers

b. Abhängige Variable: likeable - dislikable Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.
		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	1,076	,179		5,995	,000
	Nestle farmers	,320	,030	,598	10,586	,000

a. Abhängige Variable: likeable - dislikable Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	97,343	1	97,343	91,225	,000[a]
	Nicht standardisierte Residuen	214,480	201	1,067		
	Gesamt	311,823	202			

a. Einflußvariablen : (Konstante), Nestle farmers

b. Abhängige Variable: credible - noncredible Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,288	,191		6,757	,000
	Nestle farmers	,306	,032	,559	9,551	,000

a. Abhängige Variable: credible - noncredible Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	43,618	1	43,618	37,179	,000[a]
	Nicht standardisierte Residuen	235,811	201	1,173		
	Gesamt	279,429	202			

a. Einflußvariablen : (Konstante), Nestle farmers

b. Abhängige Variable: positive headlines - negative headlines Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,588	,200		7,947	,000
	Nestle farmers	,205	,034	,395	6,097	,000

a. Abhängige Variable: positive headlines - negative headlines Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	107,385	1	107,385	114,544	,000[a]
	Nicht standardisierte Residuen	188,438	201	,938		
	Gesamt	295,823	202			

a. Einflußvariablen : (Konstante), Nestle farmers

b. Abhängige Variable: trustworthy - untrustworthy Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,203	,179		6,735	,000
	Nestle farmers	,322	,030	,602	10,703	,000

a. Abhängige Variable: trustworthy - untrustworthy Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	60,646	1	60,646	50,107	,000[a]
	Nicht standardisierte Residuen	243,275	201	1,210		
	Gesamt	303,921	202			

a. Einflußvariablen : (Konstante), Nestle farmers

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,652	,203		8,141	,000
	Nestle farmers	,242	,034	,447	7,079	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	91,887	1	91,887	84,827	,000[a]
	Nicht standardisierte Residuen	217,729	201	1,083		
	Gesamt	309,616	202			

a. Einflußvariablen : (Konstante), Nestle farmers

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	91,887	1	91,887	84,827	,000[a]
	Nicht standardisierte Residuen	217,729	201	1,083		
	Gesamt	309,616	202			

a. Einflußvariablen : (Konstante), Nestle farmers

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,257	,192		6,545	,000
	Nestle farmers	,297	,032	,545	9,210	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Nestle2

Nestle energy

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	102,319	1	102,319	106,018	,000[a]
	Nicht standardisierte Residuen	193,987	201	,965		
	Gesamt	296,305	202			

a. Einflußvariablen : (Konstante), Nestle energy

b. Abhängige Variable: likeable - dislikable Nestle2

Koeffizienten[a]

Modell	Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
	Regressionskoeffizient B	Standardfehler	Beta	T	Sig.

1	(Konstante)	1,236	,170		7,282	,000
	Nestle energy	,327	,032	,588	10,296	,000

a. Abhängige Variable: likeable - dislikable Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	72,348	1	72,348	60,724	,000[a]
	Nicht standardisierte Residuen	239,475	201	1,191		
	Gesamt	311,823	202			

a. Einflußvariablen : (Konstante), Nestle energy

b. Abhängige Variable: credible - noncredible Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,628	,189		8,633	,000
	Nestle energy	,275	,035	,482	7,793	,000

a. Abhängige Variable: credible - noncredible Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	39,444	1	39,444	33,036	,000[a]
	Nicht standardisierte Residuen	239,985	201	1,194		
	Gesamt	279,429	202			

a. Einflußvariablen : (Konstante), Nestle energy

b. Abhängige Variable: positive headlines - negative headlines Nestle2

Koeffizienten[a]

Modell	Nicht standardisierte Koeffizienten	Standardisierte Koeffizienten	T	Sig.

		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	1,723	,189		9,128	,000
	Nestle energy	,203	,035	,376	5,748	,000

a. Abhängige Variable: positive headlines - negative headlines Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	79,667	1	79,667	74,082	,000[a]
	Nicht standardisierte Residuen	216,155	201	1,075		
	Gesamt	295,823	202			

a. Einflußvariablen : (Konstante), Nestle energy

b. Abhängige Variable: trustworthy - untrustworthy Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,562	,179		8,717	,000
	Nestle energy	,288	,033	,519	8,607	,000

a. Abhängige Variable: trustworthy - untrustworthy Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	50,293	1	50,293	39,857	,000[a]
	Nicht standardisierte Residuen	253,628	201	1,262		
	Gesamt	303,921	202			

a. Einflußvariablen : (Konstante), Nestle energy

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,861	,194		9,589	,000
	Nestle energy	,229	,036	,407	6,313	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	83,275	1	83,275	73,952	,000[a]
	Nicht standardisierte Residuen	226,341	201	1,126		
	Gesamt	309,616	202			

a. Einflußvariablen : (Konstante), Nestle energy

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,451	,183		7,916	,000
	Nestle energy	,295	,034	,519	8,600	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Nestle2

Nestle coffee

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	74,149	1	74,149	67,088	,000[a]
	Nicht standardisierte Residuen	222,156	201	1,105		
	Gesamt	296,305	202			

a. Einflußvariablen : (Konstante), Nestle coffee

b. Abhängige Variable: likeable - dislikable Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,425	,187		7,620	,000
	Nestle coffee	,253	,031	,500	8,191	,000

a. Abhängige Variable: likeable - dislikable Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	81,471	1	81,471	71,090	,000[a]
	Nicht standardisierte Residuen	230,352	201	1,146		
	Gesamt	311,823	202			

a. Einflußvariablen : (Konstante), Nestle coffee

b. Abhängige Variable: credible - noncredible Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,495	,190		7,852	,000
	Nestle coffee	,265	,031	,511	8,431	,000

a. Abhängige Variable: credible - noncredible Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	36,537	1	36,537	30,235	,000[a]
	Nicht standardisierte Residuen	242,892	201	1,208		

	Gesamt	279,429	202			

a. Einflußvariablen : (Konstante), Nestle coffee

b. Abhängige Variable: positive headlines - negative headlines Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,726	,196		8,828	,000
	Nestle coffee	,177	,032	,362	5,499	,000

a. Abhängige Variable: positive headlines - negative headlines Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	50,659	1	50,659	41,534	,000[a]
	Nicht standardisierte Residuen	245,163	201	1,220		
	Gesamt	295,823	202			

a. Einflußvariablen : (Konstante), Nestle coffee

b. Abhängige Variable: trustworthy - untrustworthy Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,807	,196		9,199	,000
	Nestle coffee	,209	,032	,414	6,445	,000

a. Abhängige Variable: trustworthy - untrustworthy Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	36,327	1	36,327	27,287	,000[a]

	Nicht standardisierte Residuen	267,594	201	1,331		
	Gesamt	303,921	202			

a. Einflußvariablen : (Konstante), Nestle coffee

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,995	,205		9,721	,000
	Nestle coffee	,177	,034	,346	5,224	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics Nestle2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	58,941	1	58,941	47,261	,000[a]
	Nicht standardisierte Residuen	250,675	201	1,247		
	Gesamt	309,616	202			

a. Einflußvariablen : (Konstante), Nestle coffee

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Nestle2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,637	,199		8,240	,000
	Nestle coffee	,225	,033	,436	6,875	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Nestle2

Unilever

Unilever WWF

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	48,544	1	48,544	63,643	,000[a]
	Nicht standardisierte Residuen	152,550	200	,763		
	Gesamt	201,094	201			

a. Einflußvariablen : (Konstante), Unilever WWF

b. Abhängige Variable: likeable - dislikable Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.
		RegressionskoeffizientB	Standardfehler	Beta		
1	(Konstante)	1,742	,139		12,520	,000
	Unilever WWF	,223	,028	,491	7,978	,000

a. Abhängige Variable: likeable - dislikable Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	49,651	1	49,651	52,288	,000[a]
	Nicht standardisierte Residuen	189,914	200	,950		
	Gesamt	239,564	201			

a. Einflußvariablen : (Konstante), Unilever WWF

b. Abhängige Variable: credible - noncredible Unilever2

Koeffizienten[a]

Modell	Nicht standardisierte Koeffizienten	Standardisierte Koeffizienten	T	Sig.

		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	1,726	,155		11,116	,000
	Unilever WWF	,225	,031	,455	7,231	,000

a. Abhängige Variable: credible - noncredible Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	12,363	1	12,363	10,898	,001[a]
	Nicht standardisierte Residuen	226,870	200	1,134		
	Gesamt	239,233	201			

a. Einflußvariablen : (Konstante), Unilever WWF

b. Abhängige Variable: positive headlines - negative headlines Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	2,077	,170		12,240	,000
	Unilever WWF	,112	,034	,227	3,301	,001

a. Abhängige Variable: positive headlines - negative headlines Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	27,429	1	27,429	24,862	,000[a]
	Nicht standardisierte Residuen	220,650	200	1,103		
	Gesamt	248,079	201			

a. Einflußvariablen : (Konstante), Unilever WWF

b. Abhängige Variable: trustworthy - untrustworthy Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	2,053	,167		12,272	,000
	Unilever WWF	,167	,034	,333	4,986	,000

a. Abhängige Variable: trustworthy - untrustworthy Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	13,035	1	13,035	10,261	,002[a]
	Nicht standardisierte Residuen	254,059	200	1,270		
	Gesamt	267,094	201			

a. Einflußvariablen : (Konstante), Unilever WWF

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	2,222	,180		12,374	,000
	Unilever WWF	,115	,036	,221	3,203	,002

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	26,742	1	26,742	22,757	,000[a]
	Nicht standardisierte Residuen	235,025	200	1,175		
	Gesamt	261,767	201			

a. Einflußvariablen : (Konstante), Unilever WWF

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,969	,173		11,401	,000
	Unilever WWF	,165	,035	,320	4,770	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Unilever2

Unilever energy

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	44,838	1	44,838	57,390	,000[a]
	Nicht standardisierte Residuen	156,256	200	,781		
	Gesamt	201,094	201			

a. Einflußvariablen : (Konstante), Unilever energy

b. Abhängige Variable: likeable - dislikable Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		RegressionskoeffizientB	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,682	,153		11,025	,000
	Unilever energy	,227	,030	,472	7,576	,000

a. Abhängige Variable: likeable - dislikable Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	38,575	1	38,575	38,385	,000[a]

	Nicht standardisierte Residuen	200,990	200	1,005		
	Gesamt	239,564	201			

a. Einflußvariablen : (Konstante), Unilever energy

b. Abhängige Variable: credible - noncredible Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,754	,173		10,134	,000
	Unilever energy	,210	,034	,401	6,196	,000

a. Abhängige Variable: credible - noncredible Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	14,610	1	14,610	13,009	,000[a]
	Nicht standardisierte Residuen	224,622	200	1,123		
	Gesamt	239,233	201			

a. Einflußvariablen : (Konstante), Unilever energy

b. Abhängige Variable: positive headlines - negative headlines Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,977	,183		10,806	,000
	Unilever energy	,129	,036	,247	3,607	,000

a. Abhängige Variable: positive headlines - negative headlines Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	33,610	1	33,610	31,343	,000[a]
	Nicht standardisierte Residuen	214,469	200	1,072		
	Gesamt	248,079	201			

a. Einflußvariablen : (Konstante), Unilever energy

b. Abhängige Variable: trustworthy - untrustworthy Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,888	,179		10,563	,000
	Unilever energy	,196	,035	,368	5,598	,000

a. Abhängige Variable: trustworthy - untrustworthy Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	21,771	1	21,771	17,749	,000[a]
	Nicht standardisierte Residuen	245,323	200	1,227		
	Gesamt	267,094	201			

a. Einflußvariablen : (Konstante), Unilever energy

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	2,002	,191		10,473	,000
	Unilever energy	,158	,037	,285	4,213	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	26,052	1	26,052	22,105	,000[a]
	Nicht standardisierte Residuen	235,715	200	1,179		
	Gesamt	261,767	201			

a. Einflußvariablen : (Konstante), Unilever energy

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.
		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	1,903	,187		10,157	,000
	Unilever energy	,173	,037	,315	4,702	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Unilever2

Unilever water

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	38,011	1	38,011	46,616	,000[a]
	Nicht standardisierte Residuen	163,083	200	,815		
	Gesamt	201,094	201			

a. Einflußvariablen : (Konstante), Unilever water

b. Abhängige Variable: likeable - dislikable Unilever2

Koeffizienten[a]

Modell	Nicht standardisierte Koeffizienten	Standardisierte Koeffizienten	T	Sig.

		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	1,659	,170		9,747	,000
	Unilever water	,208	,030	,435	6,828	,000

a. Abhängige Variable: likeable - dislikable Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	36,848	1	36,848	36,354	,000[a]
	Nicht standardisierte Residuen	202,716	200	1,014		
	Gesamt	239,564	201			

a. Einflußvariablen : (Konstante), Unilever water

b. Abhängige Variable: credible - noncredible Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,671	,190		8,804	,000
	Unilever water	,205	,034	,392	6,029	,000

a. Abhängige Variable: credible - noncredible Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	25,815	1	25,815	24,192	,000[a]
	Nicht standardisierte Residuen	213,418	200	1,067		
	Gesamt	239,233	201			

a. Einflußvariablen : (Konstante), Unilever water

b. Abhängige Variable: positive headlines - negative headlines Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,691	,195		8,681	,000
	Unilever water	,171	,035	,328	4,919	,000

a. Abhängige Variable: positive headlines - negative headlines Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	28,543	1	28,543	26,003	,000[a]
	Nicht standardisierte Residuen	219,536	200	1,098		
	Gesamt	248,079	201			

a. Einflußvariablen : (Konstante), Unilever water

b. Abhängige Variable: trustworthy - untrustworthy Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,868	,198		9,455	,000
	Unilever water	,180	,035	,339	5,099	,000

a. Abhängige Variable: trustworthy - untrustworthy Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	33,572	1	33,572	28,753	,000[a]
	Nicht standardisierte Residuen	233,522	200	1,168		
	Gesamt	267,094	201			

a. Einflußvariablen : (Konstante), Unilever water

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,724	,204		8,464	,000
	Unilever water	,196	,036	,355	5,362	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics Unilever2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	26,588	1	26,588	22,611	,000[a]
	Nicht standardisierte Residuen	235,180	200	1,176		
	Gesamt	261,767	201			

a. Einflußvariablen : (Konstante), Unilever water

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Unilever2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,806	,204		8,835	,000
	Unilever water	,174	,037	,319	4,755	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern Unilever2

REWE

REWE pro planet

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.

1	Regression	37,472	1	37,472	43,866	,000[a]
	Nicht standardisierte Residuen	170,849	200	,854		
	Gesamt	208,322	201			

a. Einflußvariablen : (Konstante), REWE pro planet

b. Abhängige Variable: likeable - dislikable REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,635	,142		11,530	,000
	REWE pro planet	,207	,031	,424	6,623	,000

a. Abhängige Variable: likeable - dislikable REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	16,472	1	16,472	15,582	,000[a]
	Nicht standardisierte Residuen	211,429	200	1,057		
	Gesamt	227,901	201			

a. Einflußvariablen : (Konstante), REWE pro planet

b. Abhängige Variable: credible - noncredible REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,892	,158		11,991	,000
	REWE pro planet	,138	,035	,269	3,947	,000

a. Abhängige Variable: credible - noncredible REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	11,476	1	11,476	11,183	,001[a]
	Nicht standardisierte Residuen	205,237	200	1,026		
	Gesamt	216,713	201			

a. Einflußvariablen : (Konstante), REWE pro planet

b. Abhängige Variable: positive headlines - negative headlines REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,944	,155		12,504	,000
	REWE pro planet	,115	,034	,230	3,344	,001

a. Abhängige Variable: positive headlines - negative headlines REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	18,050	1	18,050	15,406	,000[a]
	Nicht standardisierte Residuen	234,326	200	1,172		
	Gesamt	252,376	201			

a. Einflußvariablen : (Konstante), REWE pro planet

b. Abhängige Variable: trustworthy - untrustworthy REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,945	,166		11,711	,000
	REWE pro planet	,144	,037	,267	3,925	,000

a. Abhängige Variable: trustworthy - untrustworthy REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	25,940	1	25,940	23,992	,000[a]
	Nicht standardisierte Residuen	216,243	200	1,081		
	Gesamt	242,183	201			

a. Einflußvariablen : (Konstante), REWE pro planet

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,845	,160		11,562	,000
	REWE pro planet	,173	,035	,327	4,898	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	20,811	1	20,811	18,956	,000[a]
	Nicht standardisierte Residuen	219,566	200	1,098		
	Gesamt	240,376	201			

a. Einflußvariablen : (Konstante), REWE pro planet

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,853	,161		11,525	,000

	REWE pro planet	,155	,036	,294	4,354	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern REWE2

REWE farmers

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	63,987	1	63,987	88,664	,000[a]
	Nicht standardisierte Residuen	144,335	200	,722		
	Gesamt	208,322	201			

a. Einflußvariablen : (Konstante), REWE farmers

b. Abhängige Variable: likeable - dislikable REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,249	,143		8,744	,000
	REWE farmers	,279	,030	,554	9,416	,000

a. Abhängige Variable: likeable - dislikable REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	36,918	1	36,918	38,660	,000[a]
	Nicht standardisierte Residuen	190,983	200	,955		
	Gesamt	227,901	201			

a. Einflußvariablen : (Konstante), REWE farmers

b. Abhängige Variable: credible - noncredible REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,518	,164		9,238	,000
	REWE farmers	,212	,034	,402	6,218	,000

a. Abhängige Variable: credible - noncredible REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	31,615	1	31,615	34,160	,000[a]
	Nicht standardisierte Residuen	185,098	200	,925		
	Gesamt	216,713	201			

a. Einflußvariablen : (Konstante), REWE farmers

b. Abhängige Variable: positive headlines - negative headlines REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,547	,162		9,567	,000
	REWE farmers	,196	,034	,382	5,845	,000

a. Abhängige Variable: positive headlines - negative headlines REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	39,936	1	39,936	37,598	,000[a]
	Nicht standardisierte Residuen	212,440	200	1,062		
	Gesamt	252,376	201			

a. Einflußvariablen : (Konstante), REWE farmers

b. Abhängige Variable: trustworthy - untrustworthy REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,560	,173		9,002	,000
	REWE farmers	,220	,036	,398	6,132	,000

a. Abhängige Variable: trustworthy - untrustworthy REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	43,024	1	43,024	43,206	,000[a]
	Nicht standardisierte Residuen	199,159	200	,996		
	Gesamt	242,183	201			

a. Einflußvariablen : (Konstante), REWE farmers

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,538	,168		9,168	,000
	REWE farmers	,229	,035	,421	6,573	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	40,273	1	40,273	40,253	,000[a]
	Nicht standardisierte Residuen	200,103	200	1,001		
	Gesamt	240,376	201			

a. Einflußvariablen : (Konstante), REWE farmers

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	40,273	1	40,273	40,253	,000[a]
	Nicht standardisierte Residuen	200,103	200	1,001		
	Gesamt	240,376	201			

a. Einflußvariablen : (Konstante), REWE farmers

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,506	,168		8,957	,000
	REWE farmers	,221	,035	,409	6,344	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern REWE2

REWE energy

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	30,915	1	30,915	31,388	,000[a]
	Nicht standardisierte Residuen	196,986	200	,985		
	Gesamt	227,901	201			

a. Einflußvariablen : (Konstante), REWE energy

b. Abhängige Variable: credible - noncredible REWE2

Koeffizienten[a]

Modell	Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
	Regressionskoeffizient B	Standardfehler	Beta	T	Sig.

1	(Konstante)	1,521	,179		8,482	,000
	REWE energy	,187	,033	,368	5,603	,000

a. Abhängige Variable: credible - noncredible REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	22,153	1	22,153	22,772	,000[a]
	Nicht standardisierte Residuen	194,560	200	,973		
	Gesamt	216,713	201			

a. Einflußvariablen : (Konstante), REWE energy

b. Abhängige Variable: positive headlines - negative headlines REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,623	,178		9,110	,000
	REWE energy	,158	,033	,320	4,772	,000

a. Abhängige Variable: positive headlines - negative headlines REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	39,595	1	39,595	37,217	,000[a]
	Nicht standardisierte Residuen	212,781	200	1,064		
	Gesamt	252,376	201			

a. Einflußvariablen : (Konstante), REWE energy

b. Abhängige Variable: trustworthy - untrustworthy REWE2

Koeffizienten[a]

Modell	Nicht standardisierte Koeffizienten	Standardisierte Koeffizienten	T	Sig.

		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	1,478	,186		7,933	,000
	REWE energy	,211	,035	,396	6,101	,000

a. Abhängige Variable: trustworthy - untrustworthy REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	31,268	1	31,268	29,649	,000[a]
	Nicht standardisierte Residuen	210,916	200	1,055		
	Gesamt	242,183	201			

a. Einflußvariablen : (Konstante), REWE energy

b. Abhängige Variable: adheres ethical basics - reneges on ethical basics REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,609	,185		8,676	,000
	REWE energy	,188	,035	,359	5,445	,000

a. Abhängige Variable: adheres ethical basics - reneges on ethical basics REWE2

ANOVA[b]

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	25,325	1	25,325	23,553	,000[a]
	Nicht standardisierte Residuen	215,051	200	1,075		
	Gesamt	240,376	201			

a. Einflußvariablen : (Konstante), REWE energy

b. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern REWE2

Koeffizienten[a]

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten		
		Regressionskoeffizient B	Standardfehler	Beta	T	Sig.
1	(Konstante)	1,638	,187		8,745	,000
	REWE energy	,169	,035	,325	4,853	,000

a. Abhängige Variable: supports environmental and social concerns - ignores environmental and social concern REWE2