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Vliv CSR a reputace firem na kupní záměr zákazníků v České Republice

Bakalářská práce

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An Investigative study of the role of Corporate Social Responsibility and Corporate Reputation in Purchase Intention in the Czech Republic

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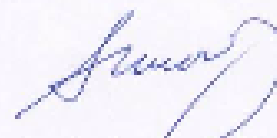University od Huddersfield

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<u>Abstract</u>

In the last years the importance of Corporate Social Responsibility and Corporate Reputation has increased in the eyes of businesses but also academics. Previous research has already shown, how connected those fields are. However, this paper presents an examination of the relation of corporate social responsibility and corporate reputation and their impact on purchase intention in the context of Czech Republic. In order to examine this interrelationship, a research was hold, using an online survey, which was distributed through Facebook, focusing on students, using the snowballing and volunteering effect, as well as the pages of Czech Universities. The research then compared two companies and their perceived CSR, corporate reputation and purchase intention. As those two companies were chosen Skoda Auto a.s., which is known for its strong engagement in CSR, and Hyundai. During the research all three relationships have been supported by the respondents. This paper then concludes by discussing its limitations and recommendations for future research.

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1. **Introduction:**

In more than last six decades, the term corporate reputation has gained on its importance and has been researched a lot. It has not been researched only by marketing academics, but also by managers to facilitate their everyday decision-making (Gotsi & Wilson, 2001). A reason for increased interest is the benefiting connected to having good corporate reputation among stakeholders. Furthermore, the corporate responsibility had been lately considered as a valuable asset (Coombs & Holladay, 2015; Caruana, Cohen, & Krentler, 2006), because it can increase the company's market value (Schweiger, 2004). At the same time, the corporate social responsibility (CSR) became a field of focus too, due to the increase of the attention of stakeholders (Fombrun C. J., 1996). Those two business fields are closely connected (Lewis, 2003; Dowling, 2016; Fombrun, 2005b). CSR has a significant influence on the way the stakeholders view the company and thus can increase the levels of the company's reputation (Fombrun & Foss, 2005a) and has been presented, that the CSR can change the corporate reputation by almost 42% (Coombs, a další, 2015). Based on MORI's findings, the proportion of consumers, who say the social responsibility is very important to them, grows quickly (Lewis, 2003). Hence, when a company communicates their CSR activities, its corporate reputation should build up and thus also the purchase intention of a customer should be affected (Fombrun C., 2005b). Hence this paper examines, how those two fields are connected and most of all, how the perceived CSR and corporate reputation affect the purchase intention of customers.

One of the industries very sensitive to CSR and corporate reputation is the automotive industry (Ashutosh, Turner, & Younis, 2014). The country with the highest concentration of automotive-related manufacturing and auto design in the world is the Czech Republic (Czech Invest, 2017). Thus, this research will take place in the Czech context, in order to examine, how much the CSR activities influence the local stakeholders and their perception of the companies. Two companies compared will then be Skoda Auto a.s., an auto-manufacturing company headquartered in Mlada Boleslav, Czech Republic, and its big competitor in the Czech market, Hyundai. Although Hyundai is a South Korean company, one of its producing plants is located in Nesovice, also a Czech town (Hyundai, 2017).

Furthermore, the future of CSR depends on the attitude towards it of the coming generations (Hopkins, 2007). Not only, are the coming generations more open to those issues, they are

also considered to be more informed and educated in this topic, as can be seen in increasing interest in the courses concerning this topic offered in the higher education institutions (Sobczak, Debucquet, & Havard, 2006). However, it would be presumptuous to expect the coming generation to integrate the CSR issue in their decision-making process, either in everyday purchase decision or in career decisions, owing to the fact, that not all of them share the CSR concept values, based on their background and values (Kolodinsky, Madden, Zisk, & Henkel, 2010). Therefore, the target group for a survey, through which this research will be held, will be a group of Czech students of higher education focusing on Czech universities, which should assure their awareness of CSR.

To meet set up objectives an explanatory research and it results will be further presented. A quantitative research, precisely a survey was chosen and used, as mentioned earlier. In order to answer the main research question, several further examinations have to be done. Firstly, the perceived corporate reputation and its relationship to purchase intention needs to be developed and clarified. Secondly, the perceived corporate social responsibility has to be investigated and its relationship to perceived corporate reputation needs to be examined and explained. And lastly, the influence and relationship of already mentioned perceived corporate social responsibility and purchase intention will be examined. The formal structure of this research can be then found in Appendix 1.

However, the perception of CSR and corporate reputation differs in different contexts. The literature then reveals, that little is known about student perceptions and attitudes towards those topics in the context of Czech Republic and Automotive industry. This research should then support already existing research carried out by Gatti, Caruana and Snehota in 2012 as the most accurate research focusing on this topic and it will be replicated in the Czech context of auto industry, by comparing two companies manufacturing and selling their products in this country, Skoda and Hyundai. The purpose of this paper is to clarify and examine the relationship of CSR, corporate reputation and their impact on customer's purchase intention and also examine how in the Czech environment the stakeholders of those companies, focusing on consumers, react to it.

This paper is further organized as follows. Next chapter, the background chapter, gives a brief overview of the context, in which this research is hold in order to allow further explanations of results. Further, in the literature review, the author describes the theoretical

background of chosen problematics, explains all terms used and their relations from the theoretical point of view. Also the hypothesis are developed in the chapter. The research methodology chapter compares the research strategies and methods used and reasons the choice. In next two chapters, the results are presented and analysed. Later, the outcomes of the research are discussed and concluded in the end.

2. <u>Background chapter</u>

In order to facilitate understanding the research in chosen context, the context itself is further described in this chapter.

2.1. <u>The Czech Republic</u>

The Czech Republic is country located in central Europe, with over 10 million citizens. The capital city is Prague. This country is a member of the European Union, United Nations, OECD and many other international organizations (Riches & Stalker, 2016). So called 'Czechia' is considered as a developed country with high living standards and satisfying economic situation, with GDP of 33 753 USD per capita in 2016 and government debt 53.9% of GDP in the same year (OECD, 2017). The country is dependent on trade with other countries, where more than 80% of its production is exported (OECD, 2017; Riches & Stalker, 2016). The country is well-recognized for its beer, wine, milk, sugar and crystal glass. The Czech Republic has been quite significant for its heavy industry, with well-known past in coal and steel industry. However, this has shifted now and the Czechs are more recognized for the car industry and its Skoda Auto brand (Riches & Stalker, 2016), which is also the biggest exporter in the Czech Republic (businessinfo.cz, 2016).

2.1.1.   <u>The Czech Republic and CSR</u>

In the Czech Republic, the concept of CSR has a short tradition (Jindrichovska & Purcarea, 2011). In the beginning of the 90's were the CSR activities practiced mainly by non-governmental organizations (NGOs) however thanks to increasing demands of stakeholders of international corporations, which are active in this country, this concept has spread further. During the last decade it became quite usual strategy practiced in those subsidiaries of international corporations and spreads also to Czech middle and big businesses (Dvorakova & Bright, 2013). Micro and small businesses have not been usually active in CSR, because there is a strong disinformation about this concept. This disinformation presents that practicing CSR comes in hand with increased cost (Zdrahalova, 2015). However, there is an exception, which is still increasing number of start-ups, which are created by young people and students. They often base their ideas on the CSR concept (Pragulic, 2017), as for example Tereza Jureckova with her project Pragulic (Pragulic, 2017; Zdrahalova, 2015). At the same time, also small and medium businesses are slowly learning that CSR can be practiced without high costs (CSR in the Czech Republic: A local

experience, 2013). In the terms of quality and quantity, this concept is then gaining ono both. With increasing number of projects and strategies developed, also the quality of those increases (CSR in the Czech Republic: A local experience, 2013).

The businesses active in the CSR also prefer to take active approach to this concept. That means, that rather than donate their money, businesses chose to invest the time and effort in practicing those strategies and implement them in everyday operating. There is a support for the employees to be active in socially responsible events which are usually rewarded for example by paid days off (CSR in the Czech Republic: A local experience, 2013).

2.1.2. Automotive Industry in the Czech Republic

As already mentioned before, the automotive industry is significant for Czech economics. Production plants of many companies can be found in this country, like for example TPCA (joint venture of Toyota, Peguote and Citroen), already mentioned Skoda Auto, Volkswagen, Hyundai, etc. Automotive industry contributed to the GDP of this country by 16% in 2014 (European Commision , 2017). Thus, based on this high concentration of auto-companies, the Czech Republic has an extremely highly competitive environment (Czech Invest, 2016).

2.1.3. Skoda Auto

Skoda Auto a.s. (Skoda) is a company located in the Czech Republic, with headquarters in Mlada Boleslav. With more than 125 years old passenger car manufacturing tradition, it is the biggest car manufacturer in the Czech Republic and one of the oldest ones in the world. Its production plants are located in China, India and Russia, Slovakia, Ukraine and Kazakhstan (Skoda Auto a.s., 2017). Skoda employs around 28 thousand people in the Czech Republic not including its suppliers, which create jobs for many others (Skoda Auto a.s., 2017). Skoda is for over 25 years a part of the VW Group, being its most profitable subsidiary (Wolkswagen Group , 2017).

In 2016 Skoda has sold over 1,1 million cars all over the world, which has been its record so far. At the same time, in 2016 has had the best financial situation in its history (Skoda Auto a.s., 2017). Although its participation on the national gross domestic product is quite low, in the region, where this company is to be found, it creates around 13% of the income, not including its suppliers. Therefore, the company donates to the community, has enabled the opening of local university, which it supports and contributes to cultural events, etc.

(WEBHOUSE , 2017).

In their sustainable report for years 2013 and 2014 Skoda presents itself like a sustainable company with focus on triple bottom line (Skoda Auto a.s., 2015). In the Czech Republic, Skoda is considered to be one of the best employers of the last years. It has been awarded with prices by several NGO's, like for example Klub Zaměstnavatelů and Sodexo. It has been well known for its employee's support, having the strongest worker unions in the country, but also for its health care programs, which are created for its employees, etc. (Klub Zaměstnavatelů , 2016). Although it has been influenced by the VW scandal, so called 'Dieselgate', the company is still believed to be reliable and trustworthy among its stakeholders (Možný dopad aféry Dieselgate na SPolečnost Škoda Auto a.s., 2015).

2.1.4. **Hyundai**

Hyundai is a South Korean car manufacturing company, which has located one of its production plants in Nešovice, the Czech Republic. Hyundai is a company with higher total global sales, more employees and bigger global sales then Skoda (Hyundai, 2017). However, any official documents have not been found on the proportion of Nešovice factory on the Hyundai sales. Also, not many evidence about CSR in the target country activities have been found, Hyundai's annual report does not offer any.

Hyundai products i30 and i20 are the biggest competitors of Skoda's products Fabia and Octavia in the Czech market, which are then at the same time Skoda's mostly sold products. Thus, there is a highly competitive environment between those two companies. Hyundai's biggest competitive advantage is then lower price and design (Kral, Machek & Karel, 2016).

The company gained its biggest attention in the Czech Republic through its comparative advertising and slogan "Better than the neighbours from Mladá Boleslav". The company has never been sued for this step, however this behaviour is not allowed by the European Union legislative, as it does not allow competitive advertising in its member states (European Union, 2016). Furthermore, this step has lowered the attitude toward the corporate reputation of this company in the eyes of its stakeholders (Kral, Machek, & Karel, 2016).

3. Literature review

The main objective of this study is to examine how perceived corporate social responsibility and perceived corporate reputation affect purchase intention of customers. In this chapter, the theoretical background will be presented. The first part of this literature review will be described the purchase intention and its importance. Secondly, the corporate reputation and its basic theories will be defined. Lastly, the concept of CSR will be introduced. During the review, the connections between those topics mentioned will be shown and discussed.

3.1. Introduction to the theoretical background

Most of the successful companies do one thing the same, they are focused on customers and are committed to marketing (Amstrong & Kotler, 2015). Marketing has been defined as '*the process by which companies create value for customers and build strong relationships in order to capture value from customers in return* (Amstrong & Kotler, 2015, p. 33).' In other words, the function of this field is to help businesses predict and understand how people will behave as customers and benefit from it (Blackwell, Miniard, & Engel, 2001). A tool used to understand how people purchase, shop and decide is called the process of purchase decision-making (Amstrong & Kotler, 2015; Blackwell, Miniard, & Engel, 2001) and is further researched in the business field called the 'consumer behaviour' (Morwitza, Steckela, & Guptab, 2007).

Process of purchase-making describes the way customers choose the products or services they will buy. It starts with (1) a customer recognizing a need. Further, customer (2) searches for information about product and analyses it. Afterwards, (3) customer evaluates possible alternatives of a product he/she wants to buy. As a next step, the (4) purchase decision is made. Lastly comes the (5) post-purchase behaviour (Blackwell, Miniard, & Engel, 2001; Amstron & Kotler, 2015). However, during the step 4, so called *purchase intention* is formed (Blackwell, Miniard, & Engel, 2001).

3.2. Purchase Intention

Purchase intention has been defined as *'indication of what consumers think they will purchase* (Blackwell, Miniard, & Engel, 2001, p. 548)**.'** However, from the marketing point of view, it is described more as the customers' willingness to pay for a chosen product or a service, or the 'likelihood' that a consumer intends to purchase it (Dodd, 2011)**.** Although,

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it is not a final outcome of the purchase-making process, it is still quite important, because it leads to purchase behaviour of a consumer (Creyer & Ross, 1997). Purchase intention is then considered to be the wanted outcome by businesses of this process. Blackwell, Miniard, & Engel (2001) stated, the main difference between purchase behaviour and purchase intention are in two dimensions, that purchase behaviour has and the intention does not include. Those are (1) attitudes of others and (2) unexpected situational factors. However, many argues that the connection of purchase behaviour and purchase intention is not clear yet and the link between the customers stated intentions and final behaviour has not been established (Morwitza, Steckela, & Guptab, 2007), although several have tried. From the psychological point of view, however, a well-descriptive connection can be found. Based on the Theory of Planned Behaviour, intentions are the central factors of later behaviour performance. They are believed to capture the motivation, which further influences this behaviour (Ajzen, 1991). Further, intentions are based on two basic determinants, which are (1) attitude toward the behaviour, in our case toward purchase and (2) subjective norms. It can be understood as an either positive or negative attitude, as it is presented in the Ajzen and Fishbein's Theory of Reasoned Action (1980) (Wongpitch, a další, 2016).

In everyday functioning of businesses, purchase intention of customers plays an important role. For example, marketing managers researche it in order to be able to predict purchase behaviour and then conclude accordingly, for ex. predict sales, decide where to locate the sales or decide either to increase or decrease the production of a product (Morwitza, Steckela, & Guptab, 2007). In the academic research the purchase intention has been researched a lot too, specificly as a proxy measure for purchase behaviour (Schlosser, 2003).

As it can be seen in the Rational Choice Theory Model, customers create their purchase intention based on their rational analysis of the benefits they would receive when purchasing a product, and the costs they would have to pay when purchasing (Elster, 1986). Based on those two aspects they decide either to purchase or not. However, this theory does not include trends, which have appeared in the markets and gained on importance lately. Those trends relate to stakeholders' change of attitude (Creyer & Ross, 1997). This change of attitudes can be then seen also in the change of thinking of academics by the increasing number of research done in this topic. From Friedman's '*business' only responsibility is to make profit'*, the views have shifted to Carroll's 'business have already four responsibilities', which

include taking care of the stakeholders (Carroll, 1997).

This shift has come so far, that shareholders, including customers, when buying a product, started to consider also other aspects than just the expected benefits of the products on its own (the rational choice theory model). In the meantime, they have started to consider also the way the producing company cares about its surroundings and how it presents itself. Based on those aspects stakeholders develop an affection towards the company (Lewis, 2003). Corporate social responsibility and corporate reputation are two business fields created on stakeholders' influence and importance to the business. Thus further they will be discussed and examined.

3.3. Corporate Reputation

Corporate reputation is a business field, which has lately gained on its importance, because of the benefits it can bring to the business, like for example customer's loyalty, higher financial performance, increase of market value etc.. It is also believed, that corporate reputation, as an intangible attribute is hard to duplicate by competitors and herby it is more resistant to the competitive pressure in the market place than for example products or services (Peréz, 2015). Moreover, if the corporate reputation of a company is strong, then it can support avoidance of negative stakeholder's perception of some information (Bruke, Graeme, & Cary, 2011; Gatti, Caruana, & Snehota, 2012; Kim, Hur, & Yeo, 2015).

In the dawn of businesses, the commercial transactions between the business and a customer have been facilitated by the reputation of people, when the seller introduced the products and company. However, when businesses started to disperse geographically, the face-to-face contacts with customers diminished (Dowling, 2016). Since that time, the relevance of the corporate reputation increases. Thus, in the last years was the corporate reputation widely recognised for several reasons, e.g. a possible stakeholder support, added commercial value, engagement with companies, etc. (Fombrun, Ponzi, & Newburry, 2015). However, there is still a lack of consensus about this topic, based on different understanding of academics and managers.

3.3.1. Defining Corporate Reputation

To start with, the field of corporate reputation is missing a general agreement upon its definition. It is caused by a wide variety of ways, by which it has been defined before and it

is then difficult to recognise the aspects and consequences of the reputation (Dowling, 2016). There is also a difficulty with understanding of what corporate reputation is and what it is not, based on different understanding of the topic. Some connect corporate reputation with brand reputation and some see it from the public perception (Corporate Reputation and shareholder's intentions: An attitudinal perspective, 2006). Different point of views created confusion when defining this term (Gatti, et al., 2012). However, three definitions and a description will be presented to give an outline of the overall understanding. Firstly, Fombrun describes corporate reputation as

> '*a perceptual representation of a company's past actions and future prospects that describes the firm's overall appeal to all of its key constituents when compared with other leading rivals (Fombrun C. J., 1996, p. 72).*'

Nonetheless, the explanation of term 'reputation' is still missing and thus this definition does not give required clarification. At the same time, the perceptual approach is given, showing, that corporate reputation might be taken and understood like a 'corporate image'. In order to present another point of view, Shapiro refers to the term as to:

> '*Consumers' beliefs about the quality of the firm's products* (Shapiro, 1983, p. 659).'

The main problem with this explanation is its individualistic tinge which represents author's belief. At the same time, Shapiro overlooks that corporate reputation is stakeholder specific (Bruke, Graeme, & Cary, 2011), which means that the field includes all stakeholders and not just consumers (Lewis, 2003) and in addition also each of these stakeholder groups have different evaluation and perception of the company (Zyglidopoulos, 2001). Furthermore, Shapiro misinterpreted, that firm's product quality is the only dimension that represent the company's reputation. However this opinion rises out from his signalling theory perspective. However, these claims have been strongly contested in recent years by a number of writers, who argue, that corporate reputation is multidimensional (Bruke, Graeme, & Cary, 2011; Dowling, 2016; Fombrun C. J., 2015), based on their perceptual approach. For Zyglidopoulos the term corporate reputation represents

> ,*the set of knowledge and emotions held by various stakeholder groups concerning aspects of a firm and its activities (Zyglidopoulos, 2001, p. 418).* '

One drawback of this definition is, that it specifies corporate reputation as a group-based construct, although others present it more as an individual construct. However, out of the definitions presented above, this one offers the best descriptive value.

For the purpose of this paper, the understanding of corporate responsibility will be combined, and then further based on the suggestions of Caruana et. al. (2006). Corporate reputation is then viewed as an attitude of stakeholders, which is directly connected to the intention to behave in a certain way. From the point of view of a business, the stakeholders' understanding is based on the cues, which are provided by the corporation. Those cues then give an intrinsic and non-observable information about the product, like for example offering of a certain quality. However, that cannot be verified by the stakeholders until the purchase is completed (Jing, a další, 2007). Thus, the attitudinal perspective of corporation will be further researched whilst this conceptualization necessarily adopts a stakeholder's perspective. The perceptions are then result in beliefs, which are important element of the already mentioned attitudinal conceptualization (Corporate Reputation and shareholder's intentions: An attitudinal perspective, 2006).

Corporate reputation respondents then view it as an '*admiration and respect in which they hold the organization in question at certain point of time* (Dowling, 2016, p. 218).' Whereas, when evaluating their opinion, more specific dimensions have to be determined to ensure sufficient predictive value. Bruke (2011) stated, that corporate reputation subsists of two elements: sympathy and competence. Sympathy describes an identification and liking based on emotional linkage between the stakeholder and the company. Competency then represents the quality of products and services of the company delivered to stakeholder.

3.3.2. Evaluation of corporate reputation

Based on those two components, several building aspects of corporate reputation are presented. Those are emotional appeal, vision, leadership and integrity, social responsibility and a workplace environment (Bruke, Graeme, & Cary, 2011). However, Fombrun (2005) in his suggestions connects vision and leadership in one dimension, and adds two more dimensions, products and services and financial performance. Furthermore, in 2015 the Reputation Institute developed the 'Rep Trak® System' using so called 'Reputation Quotient', which is a tool designed to facilitate analysing of stakeholders' perception of

company's reputation (Fombrun, Ponzi, & Newburry, 2015). This framework develops already mentioned aspects into those already mentioned seven evaluative dimensions that are further divided into 20 attributes. However, those dimensions and attributes are the focus points of businesses which then later are the factors influencing the corporate reputation, and if it either increases or decreases it in the eyes of stakeholders. At the same time, other show the importance of brands when thinking of corporate reputation and would add it, or at least consider it, when creating a reputation measurement framework (Argenti, et al., 2004).

At the same time, Caruana et al. give more complex explanation of evaluation, based on the 'Consistency Theory'. This theory argues, that there are three separate components of behaviour. Those are believes, affection and intentions which should be consistent to each other in order to reflect one attitude. However, as was showed, the feelings and beliefs are not all the time consistent all the time and thus create hesitation. Hereby, the corporate reputation consists of the belief-based corporate reputation and attitude-based corporate reputation (Corporate Reputation and shareholder's intentions: An attitudinal perspective, 2006). However, this explanation is not so detailed and misses the dimensions so easy to evaluate, as Bruke and Fombrun have. Thus, several attempts of the perception of the company have been evaluated using the (1) reliability of the company, (2) reputability, (3) believability, (4) trustworthiness and lastly the (5) perception of either the company is viewed as the 'best' or the 'worst' (Castaldo, Perrini, Misani, & Tencati, 2008; Caruana, Cohen, & Krentler, 2006; Gatti, Caruana, & Snehota, 2012). For the purpose of this research then the company's corporate is understood as a attitude- and belief- based perception of stakeholders about the company (Peréz, 2015).

3.3.2.1. Customers' expectations of corporate reputation

In order, to evaluate the corporate reputation, it is important to also consider what stakeholders evaluate themselves and what is more and what less important to them. At the same time, this paper is focused on the consumer group and thus this stakeholder group will be further discussed.

It has been recognized, that several aspects have bigger influence on the corporate reputation from the consumer perception than others (Page, a další, 2005). However, the opinions about what is considered to be the most important aspect difer. Coombs and Holladay stated, that the influence of social responsibilities creates up to 42% of the reputation value. However, the researches hold by Page and Fearn showed, that although the ethical behaviou plays a significant role, it isan expected contribution of the company and thus there are are not many intentions to reward it, when comparing for example to other companies. Also, there are aspects that tend to be flavourable to customers. Those are then strong leadership, innovation, success and mostly its fairnes to customers (Page & Fearn, 2005).

3.4. Corporate Reputation and Purchase Intention

As already mentioned above, corporate responsibility is one of the aspects influencing the way of consumers' thinking when choosing a product (Amstrong, a další, 2015). Thus, more psychological approach to this have been chosen in this paper. Based on Caruana's theory, which has been just presented, the believes, affections and intentions forming corporate reputation further form also the behavioural intentions, like for example purchase intention, as can be seen in Figure 1.

Figure 1- Corporate Reputation and Behavioural Intentions, (Caruana, et al.; 2006)

Thus, a first hypothesis will be developed, supported also by the Theory of Planned

Behaviour. In regard to the perceived or attitude-based and belief-based corporate reputation and the customer's purchase intention, a positive connection between them is expected. At the same time, Castaldo et al (2008) argue, that strong reputation of a company creates a trust of the customers and thus they believe in the delivery of the complete promise of the product. Therefore:

Hypothesis 1: The more positive the corporate reputation is, the higher the purchase intention is.

3.5. Corporate Social Responsibility

For the first time was the concept of Corporate Social Responsibility mentioned in the year 1926 (Freeman and Hasnaoui, 2010, pg. 420) and has been used since that time, becoming very popular during 1960´s, and lately discussed more than before. In the last decades, the concept of corporate social responsibility (CSR) has changed the business' way of communication with their customers. Such a shift in their attitudes is based in the interests of the business' stakeholders. Although this attitude is not supported by all, with the development of the relationship between businesses and society, CSR should be taken more seriously and should be implemented in business' vision and brand management (Lewis, 2003; Dowling 2016). Moreover, some businesses have already built their success on their communication to stakeholders, like for example 'Adnams' or 'Michel et Augustin', and it has worked beyond expectations. Businesses then might benefit from CSR in several ways. Firstly (1) CSR is considered to be a factor that contributes to the financial performance of a business, (2) CSR can be seen as a 'window dressing' to influence various stakeholder groups, (3) there are further contracting benefits as for example employee support and fourthly (4) businesses believe there are impacts on customers. However, some companies just believe they should be good corporate citizens (Khojastehpour, a další, 2014). When an optimized level of CSR is applied, that optimizes the need for businesses' profit maximization and fulfilling the stakeholders' needs, then the CSR can be taken as a source of competitive advantages, opportunities, innovations (Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility, 2006) but also higher productivity and motivation of employees (Gaudencio, a další, 2014). Nonetheless, many ask if the value created by this concept is worth of what it costs (Value created through CSR measurement possibilities, 2014).

3.5.1. Defining of CSR

The concept of corporate social responsibility was developed to 'do good' to everyone surrounding the business (Kotler & Lee, 2004). However, this term does not have one upon agreed definition, just as corporate reputation. There are several reasons. Firstly, there has not been a definition introduced, that would reach extent wide enough for everyone to understand. People with different cultural background and perception would always either added or deleted information given (Hopkins, 2007). Second reason is then different development of the CSR notion in different parts of world (Henderson, 2001). There are, just as in the corporate reputation case, different understandings of this concept, which depend on the position of a person, that gives the definition (Evans, a další, 1978). As Crane et al. (2014) show, there is even difference between the stakeholders in private and public sector and civil society organizations. When focusing on different global regions, those differences in definitions escalate (Hopkins, 2007).

In order to give a brief overview about the topic, one definition will be given and further this concept will be described. As the definition with the highest describing value has been chosen a definition created by Michael Hopkins, because it includes all six characteristics of CSR (Crane, a další, 2014). Those characteristics then are (1) multiple stakeholder orientation, (2) being voluntary, (3) managing externalities, (4) social and economic alignment, (5) practices and values and lastly (6) acting beyond philanthropy and can be found further in the definition.

> *'CSR is concerned with treating the stakeholders of the firm ethically or in a responsible manner. 'Ethically or responsible' means treating stakeholders in a manner deemed acceptable on civilized societies. Social includes economic and environmental responsibility. Stakeholders exist both within a firm and outside. The wider aim of social responsibility is to create higher and higher standards of living, while preserving the profitability if the corporation, for peoples both within and outside the corporation (Hopkins M. , The Planetary Bargain – CSR Matters, 2003, pp. 15-16).'*

The CSR concept can be then described a set of transparent business practices, which show its ethical behaviour, compliance to law, respect and interest for people and stakeholders like for example government and media, communities and environment (Chandler, 2001; Creyer

& Ross, 1997). In this describtion can be showed two very important principles of the CSR, its attention to tripple bottom line and the stakeholder theory. The concept of CSR is then based on a thought that companies are responsible for their actions not only to their owner, but also to others. The criteria, based on which the evaluation held are ten based on the tripple bottom line (Freeman, a další, 2010). It means that three aspects are considered, the environmental, economic and social (Insights into triple bottom line integration from a learning organization perspective, 2006), as can be seen in Figure 1.

Dimension	Description	Example
Economic	Moving beyond conventional financial accounting by according attention to new measures of wealth such as the human/intellectual capital that firms develop	Reducing the cost of doing business through rigorous business integrity policies Increasing productivity through a motivated workforce
Environmental	Studying the implications of resource consumption, energy use and the effects of the firm on ecological integrity	Environmental policy; environmental audits and management systems and environmental liabilities
Social	Maximizing the positive impacts of a firm's operations on broader society	Issues of public health, social justice and inter and intra organizational equity

Figure 2- Triple Bottom Line, (Jamali, 2006)

The Stakeholder Theory comes from the field of strategic management. It was researched a lot by Friedman and Ansoff in the 1970's. They have described stakeholder as a group or an individual, that has the ability to affect or is affected by the businesses activities (Determinants of corporate social responsibility disclosure: an application of stakeholder theory, 1992). Those stakeholders are then further divided in two categories, (1) primary and (2) secondary. Primary stakeholders are the one, whithout who the survivaal of the company is impossible, like for example employees and customers. Secondary stakeholders are the ones that company does not depend on that much, like for example society and communitites or governments (Mutch, a další, 2009). However in the CSR perception of this theory, Friedman's point of view has been changed. It suggests that business should try to meet the requirements of stakeholders in order to be supported by them and function (Corporate Social Responsibility: a Theory of the Firm Perspective, 2001). In 1997, Carroll suggested, that every business has four responsibilities. Those are (1) to be profitable, (2) to obey the law, (3) to behave ethically and (4) to be a good corporate citizen. Although this suggestion describes American point of view, overall with a few cultural exceptions, it can be applied

to most of the world. Those four responsibilities then are expected by the stakeholders of the company, including customers (The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders, 1997). However, this way of thinking about this concept is proactive.

On the other hand, people with traditional believes, like for example Friedman, believe, that there should be one and only responsibility of a business – to make a profit. Those traditionalists then refuse the idea, that a business should take more responsibilities, because if businesses funds are spent on CSR, then the desires of owners of the businesses are not fulfilled (Freeman, 2009). In the traditional point of view, also investing in CSR by business is understood as avoiding taxes, which further leads to businesses acting politically without being democratically selected (Gatti, et al., 2012).

More points of view and opinions of CSR can be found in an article, presented by Melé (2008). It gives a complex overview about this debate and summarises the theories and main approaches discussed above and in further CSR literature.

3.5.2. Evaluation of CSR and CSR communication

To evaluate CSR is almost impossible, because of the missing consensus of what counts as CSR and what does not (Hopkins, 2007). However, in order to give a better overview about the responsible behaviour of companies, media yearly present 'most sustainable' or the 'most CSR active' companies, for example Forbes.

In order to facilitate the evaluation of businesses, a tool has been developed. This tool is called 'CSR reporting'. Its purpose is to facilitate the transition of information between the business and its stakeholders, including customers but also governments, media, investors, etc. and hereby ease the communication between those (Crane, a další, 2014). However, there is no unite guideline how to create those reports. Thus, several NGO's have created benchmarks that then simplify the company's organisation and stakeholder's orientation in a big amount of the company's data. The most know benchmarks are then the Global Reporting Initiative (GRI) (GRI, 2017), ISO 26000 (Recommendations Integrated Reporting), AA1000 Series (Account Ability), ISAE 3000 (International Standards on Assurance Engagements) and Dow Jones Sustainability Index (DJSI) (DJSI, 2017).

GRI, as the most used benchmark, uses the triple bottom line and separates the businesses

efforts into the social ones, environmental and economic. Furthermore, those are divided into section based on the focus on activities. All of those sections are then evaluated on scales from 0 to 1, based on the 3P of the business. Those 3P then stand for principles, processes and products (Hopkins M., 2003; GRI, 2017). However, not all businesses focus on all three aspects of CSR and thus it is hard to compare those activities with different focuses (Centrum for Corporate Citizenship , 2010).

Reporting however does not always have to have high corresponding value about the CSR activities of the companies, because those reports are usually created by the very company, that should and then this company evaluates its own activities itself. The communication of CSR is then critical for creation of the perceived value of customers. It can be done through CSR reports, but also web pages and is also carried out by the media (Odriozola, a další, 2017).

Companies then tend to improve the overview of their activities. This trend is called greenwashing. It is a disinformation, which is spread by the company to look like a socially responsible company (EnviroMedia Social Marketing , 2016). In summary, CSR reporting, although it should facilitate the communication between businesses and shareholders is often misused to falsely inform about the CSR of a business. In those cases, it creates more confusion and lack of trust amongst stakeholders (Peréz, 2015). In the end of the day however, the most important value for businesses is how the stakeholders see those activities and evaluate them themselves and react to them (Bhattacharya, et al., 2004).

3.5.3. Perceived CSR by customer

This paper then adopts the instrumental approach to the CSR understanding and evaluating. This approach then analyses the key stakeholders' relationship and the company's benefits (Gatti, et al., 2012). That means, that the essence of CSR will be understood from the considering of benefits of ethically correct behaviour. The ethical behaviour is then understood as '*a set of moral principles and values that guide the behaviour of an individual or group (Creyer & Ross, 1997)'.*

Ethical behaviour, based on the concept of CSR should be then found in the behaviour of a business by its employees, concerning their everyday actions and decision-making, and is viewed and evaluated by the stakeholders. Stakeholders then, based on this company

behaviour, develop an affection towards the company. Those affections can be both, negative or positive, based on the opinion of the customer of the company's behaviour (Crane, Matten, & Spence, 2014; Creyer & Ross, 1997; Zyglidopoulos, 2001). Nonethless, the way the customer view the company then, based on those affection, is described as a the percieved CSR (Lin, a další, 2011).

However, at the same time there are two aspects that can highly influence the evaluation of the CSR activitie of the business. Those two are then the expectations the stakeholders have about the activities a business should be doing and the awareness of the CSR the stakeholders have (Ki-Hoon & Dongyoung, 2010; Cavallone, Freidank, Bowen, & Ubiali, 2016).

At the same time, based on the research of Kolodinsky et al (2010), it has been suggested hat students are the most aware group of percieved CSR. It is based on the education and courses offered to them and also the environment they have grown up with. However, also amongst students, there can be found examples of suspicious customers, that do not believe this concept. They aregue then it is used only as a marketing too.

3.5.3.1. <u>Evaluation of Perceived CSR</u>

In comparison, it is not as difficult, to measure the perceived CSR activities of a company, as it is with the CSR activities. Although the instrumental approach towards evaluation does not have such a high descriptive value of the company's CSR activities and behaviour, it allows the researcher to see how stakeholders evaluate those activities by themselves and how highly they think about them. However, there are some aspects influencing the perceived CSR, such as awareness of customers of this topic and their expectations about this behaviour. However, those will be further discussed in next subchapter.

Some authors have pointed out that there are two types of factors, which moderate the customer response to CSR. Those are (1) individual-specific factors and (2) company specific factors. Individually specific factors then describe already mentioned CSR awareness and expectations of customers, but also demand for social attributes. Company specific factors stand then for the specific focus on issues paid by the company. Usually, customers tend to evaluate highly the individual-specific factors (Bhattacharya & Sen, 2004; Castaldo, Perrini, Misani, & Tencati, 2008; Bae & Kim, 2013).

In the meantime, several have suggested focus points which should stakeholders evaluate in

order to express their perception of the company's CSR. Those are (1) support of good causes, (2) responsible behaviour regarding the environment, (3) awareness of the company of environmental issues, (4) fulfilment of its social responsibilities, (5) support of society and (6) socially responsible behaviour (Lin, Chen, Chiu, & Lee, 2011; Currás-Pérez, Bigné-Alcañiz, & Alvarado-Herrera, 2009; Gatti, Caruana, & Snehota, 2012). According to literature focusing on CSR topic, consumers care and inform themselves about how do businesses behave. Furthermore, the businesses behaviour then influences the consumers' purchase behaviour (Castaldo, a další, 2008).

3.5.3.2.   Customers' expectations of CSR

Expectations of customers play in their evaluation of CSR strategies important role. The role of expectations is then even more important, when the level of competition increases. The CSR activities are then what makes a company different from others, in another words, they are the competitive advantage of the company (Poolthong, a další, 2009). At the same time, if a company has a good CSR profile, the expectations of the customers will be high. However, if they are not met, the company can expect disappointment and loose its competitive advantage. At the same time if a company has a poor CSR profile, then the customers may decide the company is concerned about this topic only to generate more profit (Kim, 2014).

It was found out, that expectations of stakeholders are increasing. The biggest pressure is then put on the requirements of communication. Thus the companies should focus on this point of CSR (Odriozola, a další, 2017).

3.5.3.3.   Customer's awareness of CSR

Awareness of customers about the CSR topic and also of the whole CSR concept plays important role in the evaluation as well. Awareness, just as expectations of customers, is a moderating factor of the impact CSR has on the company's customers (Odriozola, a další, 2017). Awareness is created based on customers' interests (Mutch, a další, 2009) and thus can be expected, that the more customers are interested in a topic, as for example environmental issues, the more aware about the CSR practices of the company they will be. However, Smith et al. (2010) argue, that if there is an awareness of customers in one field of company's practices, their interests spills over to other dimensions and therefore increases overall awareness of those practices.

However, a problem connected with awareness is the lack of it. Many stakeholders and customers are missing information about the CSR concept and also about the company practices. In the case of those, their response to CSR is then minimal. This problem is found mainly in in developing countries, however, still can be seen in customer groups all over the world (Arifeen, 2012).

3.6. Corporate Social Responsibility and Corporate Reputation Relationship

As already mentioned earlier, CSR has a close relationship with corporate reputation. This relationship, although it is taken for granted, is at the same time treated with delicacy (Mutch, a další, 2009). Several studies show, that CSR activities are an inevitable aspect of corporate reputation. In fact, up to 42% of corporate reputation depends on it (Coombs, a další, 2015). At the same time Khojastehpour and Johns (2014) argue, that CSR can be considered even as a building element of the corporate reputation of a company. Such a statement was supported by Peréz (2015), who suggested, that CSR communication is one of the main factors generating corporate reputation. However, those statements might be considered a bit overwhelming, based on Kim's et all (2015) suggestions, that CSR is only a moderator of corporate reputation and also of its relationship to customers' purchase intention.

In order to give a deeper insight in this relationship, Fombrun (2005) enhances, that the corporate reputation of a company is spread among stakeholders by the CSR activities. At the same time, many see the CSR as a tool in the crisis management that helps decrease the impacts of corporate reputations crises, like for example scandals and accidents (Zyglidopoulos, 2001; Coombs & Holladay, 2015). Thus, the very close connection can be seen again.

Previous research has showed, that CSR can then influence the corporate reputation in both ways. I was shown, that if the perception of a stakeholder about the company's CSR is negative, and then also the reputation of the company decreases. It is caused by lack of trust, which can be created by the company not being active in those strategies or going through a scandal or an accident (The impacts of Accidents on Firm's Reputation for Social Performance , 2001). Furthermore, even if the CSR is not affected by any scandals or accidents and can be perceived as a 'good' one, its impact does not have to be. From the point of view of public relations, it is important for the company that their CSR motives

cooperate to the nature of the business. Otherwise, the stakeholders might suspect the business only wants to gain their support and then lose it (Khojastehpour, a další, 2014).

On the other hand, many argues, that if CSR activities of a business are evaluated positively, then also the corporate reputation should increase. However, several researches have shown, that in practice this suggestion does not work all the time. Consumer vary in their responsiveness to both of those subjects investigated (Khojastehpour, a další, 2014).

Nonetheless, the relationship of CSR and corporate reputation is not this easy. The CSR activities are not only positive or negative in practice. Accidents and scandals happen. Then, based on the crisis management theory, if a company has a good CSR history, stakeholders will not judge this negative phenomenon so harshly, and will have more understanding (Coombs, a další, 2015). Thus, the CSR still has some positive impacts on the corporate responsibility in all the views presented above.

Based on the earlier assumptions, second hypothesis has been developed. Therefore:

H2: The stronger the perceived CSR of a firm is by customer, the more positive the corporate reputation.

3.7. CSR and Purchase Intention

Previous research has suggested, that there is positive association with the concept of CSR and financial performance (Pava, a další, 1996). Some businesses then believe, that improved financial performance is not worth the costs CSR brings along and thus they have negative associations. However, some businesses believe that this cost is minimal and at the same time, CSR brings many positives, like for example better corporate reputation and goodwill. Thus, they have positive association (Dodd, 2011). However, the financial performance is not the only area influenced.

In order to understand the customers' behaviour, a further review of behavioral theory is neccessary to the theory already presented. Regarding Ajzen and Fishbein's Theory of Reasoned Action (1980) customers decide on their purchase based on attitudes toward a behaviour and subjectives norms. Those can be viewd as the customers' believes. However, in their further research, Ajzen and Fishbein argue, that although an individual has a large number of those believes, at a given moment, they can use only five to nine of them. Those are then called the immediate determinants of the persons attitude. If the CSR then becomes one of those determinants and is percieved positevly by the customer, then the purchase

intention should be positive too (Dodd, 2011).

Sen, Bhattacharya and Korschun (2006) however argue, that the impact of the CSR on the customers' choice and is weaker, than the conceptualization of the CSR concept has suggested. Main reason for this is then low awareness of CSR among customers. At the same time, Page and Fearn (2005) pointed out, that customers do expect companies to behave ethically. However, their intention to award them for this behaviour is very low. Thus, there might be low commercial reward when customers consider a purchase.

However, others argue, that although its influence might not be overwhelming, still the positive customer attitude towards CSR activities is projected into favourable intention to purchase the products of the company (Brown, a další, 1997). Thus, a third hypothesis will be developed in order to further examine, if the CSR is one of the immediate determinants of the person's attitudes. Therefore:

H3: The stronger the perceived CSR, the higher is the customer's purchase intention.

3.8. Conceptual Framework Development

Based on presented information and hypothesis, a conceptual framework of this paper has been developed and can be seen in Figure 3. Following this conceptual framework, further research will be carried out following these hypotheses.

Hypothesis 1: The more positive the corporate reputation is, the higher the purchase intention is.

Hypothesis 2: The stronger the perceived CSR of a firm is by customer, the more positive the corporate reputation.

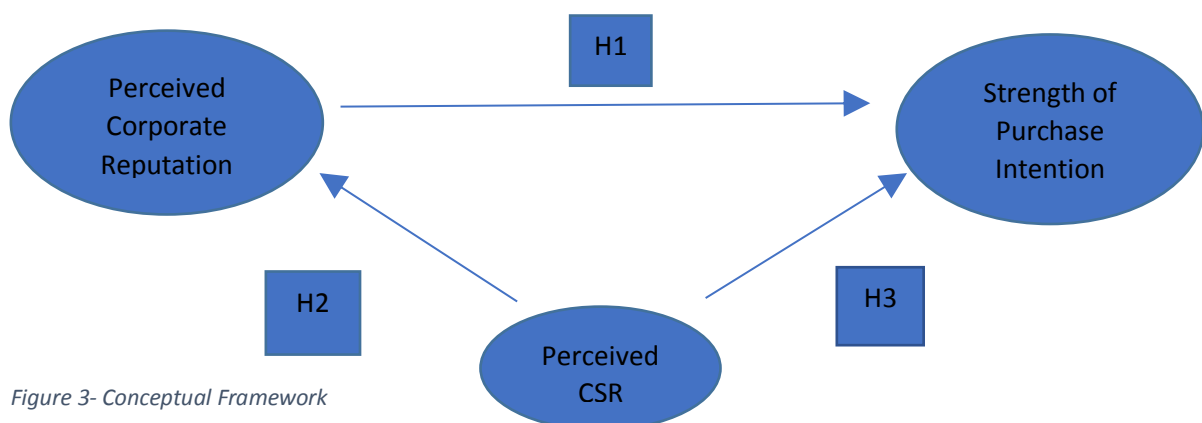Hypothesis 3: The stronger the perceived CSR, the higher is the customer's purchase intention.

Figure 3- Conceptual Framework

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4. Methodology

This chapter will provide the information how has been the primary data for this research collected in order to fulfil the main objective of this study, which is to examine how perceived corporate social responsibility and perceived corporate reputation affect purchase intention. This research is based on the research of Gatti, et al. (2012) and has duplicated this research in the Czech context. Thus, the relationship of perceived CSR to the corporate reputation will be examined, just as the relationship of corporate reputation and purchase intention. Lastly, an examination of CSR and purchase intention will be done. The researched will be carried out on the comparison of two companies manufacturing and selling their products in the Czech Republic operating in the automotive industry.

Furthermore, this chapter highlights the main advantages and disadvantages of chosen research method and at the same time describes, why it has been chosen. At the end it considers the limitations of the study that might have influenced the research.

4.1. Research approach and strategy

Explanation of different research strategies that was suggested by Maylor and Blackmon (2005) has shown, that there are two main approaches, to how a research should be held. Those are scientific and ethnographic approaches. Their basic characteristics can be then found in Table1.

Characteristics	Scientific approach	Ethnographic approach
Questions that can be answered	What, How much	Why, How
Associated methods	Survey Experiment Databases	Direct observation Interviews Participant observation
Data type	Predominantly numbers	Predominantly words
Findings	Measure	Meaning

Table 1- Comparison of scientific and ethnographic approach; (Maylor & Blackmon, 2005)

Further, Bryman and Bell (2011) and many others then divide the research approaches differently, using the terms qualitative and quantitative. The main differences between those can then be found in table 2.

	Quantitative	Qualitative
Principal orientation to the role of theory in relation to research	Deductive, testing of theory	Inductive, generation of theory
Epistemological orientation	Natural science model, in particular positivism	Interpretivism
Ontological orientation	Objectivism	Constructionism

Table 2-Fundamental differences between quantitative and qualitative research strategies, (Bryman & Bell, 2011)

Therefore, when deciding for an approach for this research, the author had to analyse the exemplar of this research. As the exemplar has been chosen the research done by Gatti et. al (2012). There, the scientific and quantitative approach has been discovered and thus used also in this papers, supported by author's own analysis of what is intended to be found. This approach has been found as the most appropriate, because several relationships have to be further examined based on the hypothesis and this research was supposed to either approve them or disapprove them.

4.2. Research design and quantitative methods

When deciding on what needs to be collected, the respondent's attitudes, opinions and intentions have been evaluated as the target data to enable to reach the objectives, which is aligned to the group of qualitative data based on the approach strategy chosen. Qualitative data based on scientific approach then can be collected through survey, experiment or database (Maylor & Blackmon, 2005).

Survey has then several advantages corresponding to this research. Those are the monitoring way of data collection, offering statistical study, field setting and evaluating an actual routine (Cooper & Schindler, 2011). Thus a survey has been chosen, as the research method and has been later applied. Survey is described as a way of collection of data from a wider range of

respondents by asking them questions (Maylor & Blackmon, 2005). Surveys are created in order to gather quantitative data that can be measured. This can be done in several ways, for example by structured interview, or self-administered questionnaire (Maylor & Blackmon, 2005), which has later been chosen as the tool used for the data collection. When using the survey, the data then needs to be processed with deductive logic (Bryman & Bell, 2011). And this type of data has the author planned to collect.

Surveys carried out through a self- administered questionnaire have several advantages, due to which this research method has been chosen. Those advantages then include low costs, and a fast way of collecting a large number of data from a large number of people Saunders, et al, 2003). It is also viewed as more anonymous, which should increase the response rate.

The structured online questionnaires have been used in order to fulfil the purpose of this paper (Davies & Huges, 2014). Online survey was chosen because of its lower cost requirements, fast response speed and higher response rates than others types of survey hold (Bryman & Bell, 2011). This questionnaire consists of eight sections. Those are (1) introduction of the questionnaire, (2) informative component, (3) evaluation of Skoda's perceived corporate reputation, (4) evaluation of Hyundai's perceived corporate reputation, (5) evaluation of Skoda's perceived CSR, (6) evaluation of Hyundai's perceived CSR, (7) evaluation of customer purchase intention and finally, (8) the submission part of the questionnaire. Altogether, there were 28 questions the respondents were supposed to answer.

4.3. Data collection

Data for this research have been collected through a self –administered questionnaire as has been suggested earlier.

4.3.1. Sample

Sample is described by Cooper & Schindler as 'a group of cases, participants, events or records consisting of a proportion of the target population (Cooper & Schindler, 2006, p.717). In this research, the students of Czech universities were chosen, regardless to their course of focus of study in order to target a CSR aware group of respondents (The impact of higher education on studets' and young managers' perception of companies and CSR: an exaploratory analysis, 2006). Further, there are two main types of sample, non-probability and probability sample. Non-probability sample is a one, where each element of the target

population has a chance of being included in this sample (Cooper & Schindler, 2006). Four techniques then might be applied when using non-probability sampling. Those are (1) convenience sampling, purposive sampling which is further divided in to (2) judgment sampling and (3) quota sampling and lastly (4) snow ball technique.

Snowballing is described as the sample of this research has been collected through snowballing effect, which is described as a process, when a small number of respondents is identified and they further distribute the questioner to other respondents (Cooper & Schindler, 2006). At the same time, volunteer sampling has been used (Maylor & Blackmon, 2006). The questionnaire has been advertised on Facebook pages and thus only people who volunteered became respondents.

4.3.2. Design of questionnaire

This paper is a replication of a research hold by Gatti, Caruana and Snehota (2012). However, several adjustments to this research have been made. Firstly, the topic of perceived quality has been dismissed. Secondly, the study has been put in a Czech context, focusing on the group of students.

The first section of the questionnaire delivered to the respondents was intended to inform asked sample about the purpose of the questionnaire. Second section then consists of informative component, which divided the sample based on their gender, student focus and weather they are students or non-students. In this sections, sample was supposed to answer closed question in order to further identify this sample.

Sections 3 to 7 of the questionnaire should evaluate the customers' views and attitudes about the companies. Thus, the attitude scaling has been used, namely the Likert scales. Likert scales are less laborious for the sample, easier to answer than open questions. At the same time they are considered as a corresponding tool for investigation of a respondents' cluster of attitudes (Bryan, et al., 2011).

Section 3 and 4 have consisted of called the direct corporate reputation measure. This measure has been in previous research used by Ghatti et al, Caruana and Jing and Jang. These sections have asked the respondents how they see the chosen companies based on four dimensions which were discussed in the literature review – Evaluation of Corporate Reputation. Thus the customers' opinion of their evaluation of the company has been asked.

In sections 5 and 6 the evaluation of customer's perception about the companies' activities has been collected. Respondents on Likert scale evaluated how the companies are active in 7 dimensions of corporate social responsibility. Those dimensions have been chosen based on the theoretical background (viz. the Evaluation of Perceived CSR section) and research of others (Lin, Chen, Chiu, & Lee, 2011; Currás-Pérez, Bigné-Alcañiz, & Alvarado-Herrera, 2009; Gatti, Caruana, & Snehota, 2012).

Section 7 consists of three questions. The first two of them evaluate the strength of respondent's purchase intention based on the research held by Teng (2009). Third question is then a closed question, which asks the preference of the product and company. In the last section of the questionnaire, the author thanked te respondents for their time and effort.

In order to facilitate the understanding of respondents, whose language is Czech, the questionnaire was bilengual. All statements, questions and evaluation were published in Czech and English language, as can bee seen in Appendix 3.

4.3.3. Pilot study

It has been suggested by several authors to carry out so called 'pilot study' when using a questionnaire (Maylor & Blackmon, 2005; Oppenheim, 1992; Bryman & Bell, 2011). The pilot study then should examine if the questionnaire is designed to be easy to understand by respondents (Oppenheim, 1992).

The pilot study of this questionnaire was carried out on several students and a tutor before distributing via Facebook. Three main adjustments to the questionnaire were made. Firstly, a not about immediate withdrawal has been added to the introduction, to let the respondents know, that they can withdraw from the research whenever they decide to. Secondly, a second language, particularly Czech, has been added to the questionnaire to facilitate the understanding to respondents. This step was caused by not complete understanding of 80% of the students that have participated in the pilot study. Thus as back to back translation has been carried out and added to the questionnaire published in English. Two languages ast the same time has been chosen in order to be address Czech speaking students being Czech citizens, but also students only studying in the Czech Republic. Lastly, the direct corporate reputation measure has been adjusted to achieve better understanding. A question used by Gatti et al (2012), 'Do you find the company very best/very worst?', has been removed from

the questionnaire.

4.4. <u>Data analysis</u>

When analysisng the questionnaire, the statistical programm SPSS was used, which is the most widely used computer software for the analysis of quantitative data (Bryman & Bell, 2011). For this research, the Structured Approach for Analyzing Data (Maylor & Blackmon, 2005) was followed when processing the data. The results are then presented further.

4.4.1.   <u>Descriptive analysis</u>

Descriptive analysis is mainly used to describe a collection of information, like for example sample. Although, the main analysis of the data will be carried out based on the next subchapter, descriptive analysis has been used for basic description. In this case it was used on qualitative data using the explanatory data analysis. Hereby the sample and last question have been described using this type of analysis (Maylor & Blackmon, 2005).

4.4.2. <u>Correlation</u>

A tool used in the data analysis, which evaluates the strength of relationship, which are the objectives of this paper, is then correlation. Correlation expected to be received in all hypothesis in this research then should be close to the value of 1. Such a value of correlation then indicates that the two variables should be positively correlated. The evaluation of the strength of the relationship can then be analysed further based on the table 3. However, variables analysed can be also uncorrelated or negatively correlated. If they are uncorrelated and have the value of 0, then it can be assumed, that there is no relationship between those variables examined. The negative correlation then express the value of -1. If this value is reached during the examination, than it indicates strong negative linear correlation between those variables (Maylor & Blackmon, 2005). For the examination of the hypothesis then the Pearson's correlation is used as the most adequate tool (Maylor & Blackmon, 2005).

Correlation value	Strength of the correlation
0.00-.19	Very weak
0.20-.39	Weak
0.40-.59	Moderate
0.60-.79	Strong
0.80-1.0	Very strong

Table 3- Strength of correlation, (Evans, 1996)

With correlation is also connected significance and insignificance. Significance is a measure used for evaluating how significant the analysis is. In other words, it says how much chance there is to be misled into believing that the result of the data analysis is representative. The significance values differ from 0 to 1. The lower the number is, the more chance the results are not misled (Maylor & Blackmon, 2005).

4.4.3. <u>Variability and Reliability</u>

When presenting collected and analysed date, their reliability and validity should be mentioned. Variability of data is then understood as how the data evaluate the measured concept. There are then several types of validity, e.g. face, concurrent, predictive or construct validity (Bryman & Bell, 2005). For the purpose of this paper then the construct validity is the most accurate (Bryman & Bell, 2005).

At the same time, reliability stands for the consistency of a measure belonging to the concept. It consists from stability, internal reliability and inter-observed consistency. Stability of this data collected is not very high based on its ability to change. However the consistency could be considered as a high one, based on author not being included in observing. The statistical tool designed to evaluate the reliability is then called the Cronbach's Alpha. The Cronbach's alpha value then can be found between 0 and 1, meaning the higher it is, the higher is the inner reliability of examined constructs (Bryman & Bell, 2005). Based on the table presented, the inner reliability is very high.

4.5. <u>Limitations to the research</u>

Although this research was created with authors best intentions, several limitations still can

be found. Firstly, this research, as it is using scientific, quantitative approach. However, this type of approach has been criticised by several authors for several reasons. Firstly, it was suggested by Bryman and Bell (2012), that the measurement processes are not accurate and precise. Secondly, those instruments used for those measures hinder the everyday life and research connection. In both of those limitations, the result is lowered validity, which was tried to be increased by carrying out the pilot study.

When using a survey, particularly a questionnaire, Cooper and Schindler (2006) argue, that it should not be expected, to achieve deep understanding of the topic, because the amount of information is secured by the frames of quantitative research. The questionnaire then cannot be too long or complex and thus only the most important questions were asked, not trying to find the reason for the answer.

Sample chosen is non-probability sample. Thus not all units of the target population had the same probability to be among selected, which leads to very low attempt to generate a sample that would be statistically representative, which was caused by time and cost restraints of the research. Along with snowballing and volunteering another limitation can occur. Participants of the questionnaire often represent the extremes of population, thus several skewed responses should be expected (Saunders, Lewis, & Tornhill, 2016; Maylor & Blackmon, 2005).

Furthermore, the bilingual context might have had a distorting effect on the understanding of questions of respondents. However, such a step was needed because of a low level of understanding of English by the Czech students.

5. <u>Results and analysis</u>

In previous chapter, the research strategy, method and sample have been described as well as the reasons for the choice. In this chapter, instead of *who* and *how,* the *what* was found will be presented. Further the research findings will be divided in two parts. Firstly, the respondents will be presented. In second part, the data concerned with the three hypothesis will be further described along with the way of analysis, which has been used for the examination.

5.1. <u>Respondents' profile</u>

The sample used has been found in the Czech population, which consists of approximately

10, 5 million people. Out of the Czech population, has students been chosen as the target group based on their expected higher knowledge and increased interest about the topics of CSR and corporate reputation. In the sample, students with the focus on business, technology, pedagogy, arts, natural science, health science, social science and others has participated from towns and universities all over the Czech Republic (Praha, Liberec, Mlada Boleslav, Brno, Ostrava, Zlin, Olomouc, Ceske Budejovice, etc.).

The questionnaire has been completed by 165 people. This sample has not been stratified, and was collected by using snow-balling (Maylor & Blackman, 2005). However, 31 respondents answered question number 2 (Are you a Czech student?) negatively, meaning that they are not students of a university in the Czech Republic. As the sample should consist only of students, their questionnaires had to be removed from the data collected. Thus 134 valid questionnaires had been collected. Sample examined then consists of 134 respondents.

Sample examined than consists from 46,2 % of woman, 53 % man and 0.7 % respondents prefer not to say. At the same time 39.4% are students with business focus, 27.9 % are technology students. Further, 8.5 % and the rest consists of arts, social science, natural science, health science and others, as can be seen in Table 4.

	Number of respondents	%
Female	62	46,2
Male	71	53
Prefer not to say	1	0,7
Focus		
Business	54	40.9
Technology	32	24.2
Pedagogy	14	10.6
Arts	4	3.0
Social Studies	8	6.1
Health Science	7	5.3
Natural Science	7	5.3
Others	6	4.5

Table 4-Respondents description

5.2. Hypothesis 1

Hypothesis one states, that the more positive the corporate reputation is, the higher the purchase intention is. Thus the correlation between those two variables was made by SPSS and is presented further.

Correlations	Pearson's correlation	Significance (2-tailed)	Number of Respondents
Skoda's Corporate Reputation and Purchase Intention	0.458	0.01	133
Hyundai's Corporate Reputation and Purchase Intention	0.358	0.01	134

Table 5- Correlation of Corporate Reputation and Purchase Intentions (Skoda and Hyundai)

5.3. Hypothesis 2

Hypothesis 1 states that the stronger the perceived CSR of a firm is by customer, the more positive the corporate reputation. In order to analyse this relationship a correlation needs to be done. This relationship is then examined in two cases, firstly in Skoda Auto and secondly for Hyundai. Results then are as follows based on the SPSS,

Correlations	Pearson's Correlation	Significance (2-tailed)	Number of Respondents
Skoda's CSR and Corporate Reputation	.751	0.01	133
Hyundai's CSR and Corporate Reputation	.779	0.01	134

Table 6-Correlations of CSR and Corporate Reputation (Hyundai and Skoda)

Correlation between Skoda's CSR and CR is 0.751, which means it is between $0 < p < 1$ and can be evaluated as positive. Based on Evans (1996) this correlations is strong. Hyundai's result is then 0.779, which describes even higher correlation.

5.4. Hypothesis 3

The last hypothesis, hypothesis 3, states that he stronger the perceived CSR of a company, the higher is the customer's purchase intention. Again, Pearson's correlation was used in order to evaluate this relationship. Analysed data then can be found in Table 7. Thus, the data have revealed that the relationship can be viewed as weak or moderate.

Correlations	Pearson's Correlation	Significance (2-tailed)	Number of Respondents
Skoda's CSR and Purchase Intention	0.501	0.01	132
Hyundai's CSR and Purchase Intention	0.358	0.01	132

Table 7- Correlation of CSR and Purchase Intention (Skoda and Hyundai)

5.4.1. <u>Validity and reliability</u>

The internal reliability is then measured by Cronbach's alpha as mentioned earlier. The results are then presented in Table 5. Based on the table presented, the inner reliability is evaluated as high, achieving almost the value of 0,9. Thus the data are assumed to be reliable. This reliability was achieved through using already used measures.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.896	24

Table 8-Reliability test

5.4.2. <u>Analysis of companies</u>

Along with the collected data about respondents, several data has been collected about the companies too. This data can be considered as additional. This data then evaluates, how the companies are seen by their customers, although not from the correlation point of view, but using averages. Based on the Likert scale used in the questionnaire, the numbers given in Table 4 are representing the average evaluation of all respondents. The lower the number is, the more positive is their evaluation.

Evaluation of Companies	Skoda Auto	Hyundai
CSR	2,21	3,08
Corporate Reputation	1,76	2,96
Purchase Intention	2,15	4,17

Table 9- Evaluation of companies by customers

Along with comparison of average evaluations of companies, further analysis of customers' evaluation of simple dimensions is presented. Again, values assigned refer o customer's

evaluation received from Likert scales (1-5). Thus the lower the value is, the higher the evaluation.

Dimension	Skoda Auto	Hyundai
Corporate Reputation	1.76	2.96
Reliable	1.73	2.87
Reputable	1.74	2.99
Believable	1.78	3.07
Trustworthy	1.77	2.92
CSR	2.21	3.08
Quality of product	2.04	3.06
Product info	2.02	2.96
Honest behaviour	1.99	2.9
principles	2.81	3.43
Concern about environment	2.19	2.96
Concern about disabled people	2.43	3.06
Concern about society	1.97	3.15

Table 10-Average Evaluation of companies

At the same time, the last question of the questionnaire revealed, that respondents would chose Skoda's products in more than 90%.

Would you rather purchase Skoda or Hyundai car?

- Skoda Auto
- Hyundai

92.2% 7.8%
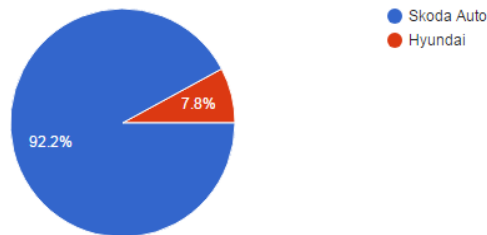
Table 11-Product preference

6. <u>Discussion</u>

The found data have been presented in the previous chapter. However, they will be discussed now. Furthermore, the accuracy of the hypothesis in the Czech context will be investigated.

6.1. <u>Hypothesis 1</u>

Based on further results of the data analysis, the correlation of corporate reputation and purchase intention has reached more than the value of 0.7 and thus the correlation is evaluated as was this hypothesis accepted in the Czech context. Findings just presented strongly support the idea of Amstrong and Kotler (2015) that corporate reputation influences the purchase behaviour. Also additional results are supportive of this. Further or presented data, can be seen, that Caurana's theory about affections of customer's influencing the purchase intentions proved to work. Those affections are then based on the reputability, reliability, believability and trustworthiness (Caurana et al, 2006). As the examination was successful also in the Czech concept, the businesses should try to create best corporate reputation possible in order to gain this competitive advantage.

6.2. <u>Hypothesis 2</u>

This hypothesis is also evaluated as a successful one after the examination and data analysis, whilst the correlation strength was evaluated as 'strong' in both cases. Hereby, it is presented that CSR and corporate reputation have the strongest relationship found. This finding supports the suggestions of Coombs & Holladay, that CSR can positively influence the corporate reputation of a company. However, this research has not found to which extent the reputation can be influenced (Ki-Hoon & Dongyoung, 2010; Cavallone, Freidank, Bowen, & Ubiali, 2016).

At the same time, when considering results presented, the fact that the most aware and in this topic educated generation has been examined, must be kept in mind. This study put in a different context might have had different results and thus needs to be further examined. However, the strongest effect of CSR was found amongst Business students, followed by technology students and others.

6.3. Hypothesis 3

The relation presented was evaluated as weaker based on the correlation strength. However the measures presented correspond to the value of 'moderate'. At the same time this relationship is further supported by the descriptive analysis of the purchase choice in the last question, where customers in more than 90% presented, that they would still decide for Skoda's product. Although this decision might have been affected by other aspects of purchase decision, there is still a corresponding value. At the same time, it should be kept in mind, that price was not one of the affecting aspects, because Skoda is the company operating on higher price level. Branding then stays as a potential aspect, however, branding is based on corporate reputation, which has been examined earlier (Corporate Reputation and shareholder's intentions: An attitudinal perspective, 2006). Tus can be assumed that CSR and corporate reputation were the main aspects based on which the customers decided for their choice (Coombs & Holladay, 2015).

7. <u>Conclusion</u>

The main aim of this research was to examine how perceived CSR, corporate reputation influence the purchase intention of a customer in the Czech context. The theoretical background showed a connection between the CSR, corporate reputation and their impact on the purchase intention. Later, the results of the data analysis helped to support all of the three hypothesis which were formulated for this research. The examination has shown, that all three objectives were achieved, based on the primary data collected.

1) It was confirmed, that corporate reputation has a direct effect on the purchase intention.
2) At the same time was proven that, the CSR undeviatingly influences the corporate reputation.
3) Lastly was proven, that purchase intention is then also directly influenced by the CSR even in the Czech context, although it relationship is not that strong.

Based on the data analysed, it can be assumed, that the impact of CSR and corporate reputation was the aspect that has modified the purchase intention to choose Skoda products. Thus, more Czech businesses then should learn about those findings in order to further adapt the CSR concepts, which would help them in their further business strategies.

7.1. <u>Limitations of the research & further recommendations</u>

This research, like all studies, has several limitations. Firstly, it has been carried out in a relatively small sample of students in Czech Republic. Thus the corresponding value can have predicting value. However it does not include the older generations of customers, which could have change the results and prove, that CSR and corporate reputation might not be as important aspects in their purchase decision process. Based on the first limitation, this research should be carried out in a bigger sample, either of student or wider context as all customers or different industry or countries. As already mentioned in the limitations of this research, this research was hold only in the context of the Czech Republic focusing on students, in order to higher levels of awareness of CSR. However, based on other researches, with a wider sample of customers, those results could differ.

Secondly, further research needs to be done to investigate the reasons of this relations. Although a brief explanation was given in the literature review, a consensus about corporate

reputation and CSR need to be made in order to offer complex understanding of this topic.

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9. <u>APPENDIXES</u>

9.1. <u>Appendix 1: Table of Research</u>

<u>Research Question:</u>	<u>Hypothesis:</u>	<u>Variable</u>	<u>Reference</u>	<u>Objective:</u>
<u>How does the Corporate Reputation affect the purchase intention?</u>	<u>H1:</u> The more positive the perceived CR is, the higher the purchase intention is in the Czech context.	**Perceived Corporate Reputation**	(Jing & Wang, 2007; Gatti, Caruana, & Snehota, 2012, Caruana, et al.; 2006;)	**Examine the perceived Corporate Reputation and its relationship to Purchase Intention**
<u>How does perceived CSR affect the perceived corporate reputation?</u>	<u>H2:</u> The stronger the perceived CSR of a firm is by customer, the more positive the corporate reputation in the Czech context.	**Perceived CSR**	(Gatti, Caruana, & Snehota, 2012; Lin, Chen, Chiu, & Lee, 2011)	**Examine the perceived CSR and its relationship to corporate responsibility**
<u>How does the CSR affect the purchase intention of a customer?</u>	<u>H3:</u> The stronger the perceived CSR, the higher is the customer's purchase intention in the Czech context.	**Strength of purchase intention**	(Gatti, Caruana, & Snehota, 2012; Teng, 2009)	**Examine the relationship of CSR and purchase intention.**

<u>Main RQ:</u> How does the perceived Corporate Social Responsibility affect the perceived Corporate Reputation and how does it influence customers purchase intention?

<u>Main objective:</u> Examine how perceived corporate social responsibility and perceived corporate reputation affect purchase intention.

<u>Aim of this paper</u> is to examine how are the purchase intentions of customers affected by the perceived corporate social responsibility and perceived corporate reputation.

9.2. Appendix 2: The Ethical Form

University of Huddersfield

The Business School

STUDENT PROJECT / DISSERTATION ETHICAL REVIEW

Before completing this section please consult the 'Ethics **Policy and Procedures**' section on Blackboard. Students should consult the appropriate ethical guidelines. The student's supervisor is responsible for advising the student on appropriate professional judgement in this review.

SECTION A: TO BE COMPLETED BY THE STUDENT

Project Title:	An Investigative study of the role of Corporate Social Responsibility and Corporate Reputation in Purchase Intention in the Czech Republic
Student name:	Jana Dumkova
Student number:	U1672023
Course:	BHS0001-1617 'Business Dissertation: Methods and Implementations'
Supervisor:	Maha Alshaghroud
Proposed start date of data collection	12/04/2017

SECTION B: PROJECT OUTLINE (TO BE COMPLETED IN FULL BY THE STUDENT)

Issue	Please provide sufficient detail for your supervisor to assess strategies used to address ethical issues in the research proposal.
Aim / objectives of the study These need to be clearly stated and in accord with the title of the study. (Sensitive subject areas which might involve distress to the participants will be referred to the Ethics Committee Representative).	Aim of this paper is to examine how perceived corporate social responsibility and perceived corporate reputation affect purchase intention of customers.
Research methodology The methodology needs to be explained in sufficient detail to show the approach used (e.g. survey) and explain the research methods to be used during the study.	Data for this research are collected through an online survey. Further the data will be analysed in SPSS program, using correlation, precisely Pearson's coefficient in order to evaluate the relationship of CSR and Corporate reputation, corporate reputation and purchase intention and lastly the CSR and purchase intention and their dependency.
Does your study require any permissions for study? If so, please give details.	No, it does not.
Participants Please outline who will participate in your research. You should comment explicitly about whether your participants are able to offer informed consent. If your research involves vulnerable groups (e.g. children, adults with learning disabilities), it must be referred to an Ethics Committee member.	Present students of universities in the Czech Republic are the target group of this research, including all kinds of focus of studies e.g. Business, technological, pedagogy, etc. Measures researched are based on respondents' perception and thus no further knowledge is required.

Access to participants Please give details about how participants will be identified and contacted.	The survey will be distributed through internet, using Facebook pages of the Universities. Also the method of snowballing is used, when friends distribute this questionnaire to their friends and University pages.
How will your data be recorded and stored?	Data will be collected and stored electronically. Distribution channels used will be Facebook. However, data will be collected through electronic online questionnaires, created on google.forms.com. The data will be then stored also electronically, by the google.forms.com and a password is required, when a person needs to access them.
Confidentiality Please outline the level of confidentiality you will offer respondents and how this will be respected. You should also outline who will have access to the data and how it will be stored. (This information should be included on 'Information Sheet'.)	Access to the data will have the person data collecting, Jana Dumkova, who will ensure that no information will be published about identifiable respondents. Thus this questionnaire is absolutely confidential. Further, there are no information that would be requested, which would lead to respondents' identification and it is also anonymous.
Anonymity If you offer your participants anonymity, please indicate how this will be achieved.	No need of identification is needed when answering. Therefore no questions asking name, birth date, email address or IP address are used. Thus nobody can identify data provided.
Could the research induce psychological stress or anxiety, cause harm or negative consequences for the participants (beyond the risks encountered in normal life)? If yes, you should outline what support there will be for participants.	No, it could not.
Retrospective applications. If your application for Ethics approval is retrospective, please explain why this has arisen.	

SECTION C – SUMMARY OF ETHICAL ISSUES (TO BE COMPLETED BY THE STUDENT)

Please give a summary of the ethical issue and any action that will be taken to address the issue(s).

SECTION D – ADDITIONAL DOCUMENTS CHECKLIST (TO BE COMPLETED BY THE STUDENT)

Please supply to your supervisor copies of all relevant supporting documentation electronically. If this is not available electronically, please provide an explanation and supply hard copy

I have included the following documents

Information sheet	Yes ☐	Not applicable ☐
Consent form	Yes ☐	Not applicable ☐
Letters	Yes ☐	Not applicable ☐
Final version of questionnaire	Yes ☒	Not applicable ☐
Interview schedule / questions	Yes ☐	Not applicable ☐

SECTION E: STUDENT STATMENT

I confirm that the information I have given in this form on ethical issues is correct. Please tick the box to confirm. ☐

Student Name   Date

SECTION F: STATEMENT BY SUPERVISOR AND RECOMMENDATION ON THE PROJECT'S ETHICAL STATUS

I have read the information above and I can confirm that, to the best of my understanding, the information presented by the student is correct and appropriate to allow an informed judgement on whether further ethical approval is required. Please tick the box to confirm   x☐
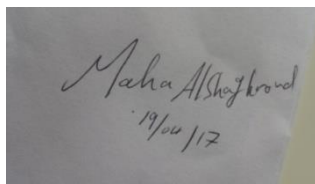
Supervisor Name   Date   19 /04/2017

Having satisfied myself of the accuracy of the project's ethical statement, I believe that the appropriate action is:

The project proceeds in its present form	x☐
The project proposal needs further assessment with the Ethics Committee representatives	☐
The project needs to be returned to the student for reworking	☐

This form should be submitted to the nominated course team.

9.3. <u>Appendix 3: Questionnaire</u>

Skoda Auto and Hyundai

I am a final year student currently working on my dissertation concerning corporate social responsibility and corporate reputation and its influence on purchase intention. To finish my research, I need your help, to fill in this survey. Your responses will be anonymous and I will not ask you your name, email address or IP address.

By completing this survey, you agree to participate in it and give me a permission to use your answers as data to further process and analyse. The results of this survey will be electronically stored and kept confidential.

Whenever you decide to withdraw from this survey, do so by not clicking the 'submit' button. If you have any questions contact me on U1672023@unimail.hud.ac.uk.

Právě posledním rokem studuji a k dokončení své bakalářské práce zabývající se společenskou zodpovědnosti firem a její dopady na reputaci firem a následně i kupní záměr a potřebuji Tvou pomoc. Abych mohla dokončit svůj výzkum, moc by mi pomohlo, kdyby jsi vyplnil/a tento dotazník. Tvé odpovědi budou anonymní, rozhodně se nebudu ptát na Tvé jméno, emailovou adresu a nebo IP adresu.

Tím, ze vyplníš tento dotazník, souhlasíš s tím, ze použiji tvé odpovědi jako data ke svému výzkumu a analýze. Výsledek tohoto dotazníku bude elektronicky uložen a bude považován za důvěrný. Když se rozhodneš, že už nechceš být součástí tohoto výzkumu, neklikej prosím na tlačítko 'submit' na konci dotazníku nebo mě kontaktuj na U1672023@unimail.hud.ac.uk.

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Skoda Auto and Hyundai

Informative Component

What is your gender? Jake je tvé pohlaví? *

○ Male - muž

○ Female - žena

○ Prefer not to say - Preferuji nesdělovat

Are you currently a czech student of an university? - Jsi českým studentem vysoké školy? *

○ Yes

○ No

What is the focus of your study? - Jaké je zaměření tvých studií? *

○ Business School - Ekonomické

○ Technology School - Technické

○ Pedagogy - Pedagogické

○ Arts - Umělecké

○ Social Studies - Společenské vědy

○ Healt Science - Zdravotnicví

○ Natural Sciences - Přírodní vědy

○ Other:

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Skoda Auto and Hyundai

How does Skoda Auto a.s. apper to you as a company?

Please describe and evaluate the best you can how you see the company on scale 1-5 (1 - agree completely, 5- disagree completly).
Prosím, popiš a ohodnoť co nejlépe, jak na tebe firma působí, na stupnici 1-5 (1- kompletně souhlasím, 5 - kompletně nesouhlasím)

Reliable - Spolehlivá *

	1	2	3	4	5	
Agree Completely - Plně souhlasím	○	○	○	○	○	Disagree Completely - Plně nesouhlasím

Reputable - Seriózní *

	1	2	3	4	5	
Agree completly - Plně souhlasím	○	○	○	○	○	Disagree Completely - Plně nesouhlasím

Believable - Hodnověrná

	1	2	3	4	5	
Agree Completly - Plně souhlasím	○	○	○	○	○	Dissagree Completly - Plně nesouhlasím

Trustworthy - Důvěryhodná

	1	2	3	4	5	
Completly agree - Plně souhlasím	○	○	○	○	○	Completly disagree - Plně nesouhlasím

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Skoda Auto and Hyundai

How does Hyundai apper to you as a company?

Please describe and evaluate the best you can how you see the company on scale 1-5 (1 - agree completely, 5- disagree completly).
Prosím, popiš a ohodnoť co nejlépe, jak na tebe firma působí, na stupnici 1-5 (1- kompletně souhlasím, 5 - kompletně nesouhlasím)

Reliable - Spolehlivá *

	1	2	3	4	5	
Agree Completely - Plně souhlasím	○	○	○	○	○	Disagree Completely - Plně nesouhlasím

Reputable - Seriózní *

	1	2	3	4	5	
Agree completly - Plně souhlasím	○	○	○	○	○	Disagree Completly - Plně nesouhlasím

Believable - Hodnověrná *

	1	2	3	4	5	
Agree Completly - Plně souhlasím	○	○	○	○	○	Dissagree Completly - Plně nesouhlasím

Trustworthy - Důvěryhodná *

	1	2	3	4	5	
Completly agree - Plně souhlasím	○	○	○	○	○	Completly disagree - Plně nesouhlasím

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Skoda Auto and Hyundai

Evaluation of corporate social responsibility of Skoda - Ohodnocení sociální zodpovědnosti firmy Skoda Auto

Please describe and evaluate the best you can how you see the company on scale 1-5 (1 - agree completely, 5- disagree completly).
Prosím, popoi a ohodnoť co nejlépe, jak na tebe firma působí, na stupnici 1-5 (1- kompletné souhlasím, 5 - kompletné nesouhlasím)

Skoda products always maintain the good quality. - Produkty firmy Skoda Auto jsou vždy dobré kvality. *

	1	2	3	4	5	
Completely Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Skoda informs about the characteristics or properties of its products in a correct and truthful way. - Skoda Auto informuje o svých produktech a jejich náležitostech správné a pravdivé. *

	1	2	3	4	5	
Completly Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Skoda behaves honestly with its customers. - Skoda Auto se ke svým zákazníkům chová čestné. *

	1	2	3	4	5	
Completly Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

For Skoda respecting ethical principles in its code of conduct has priority over achieving superior economic performance. - Pro Skoda Auto je respektování čestných principů prioritnéjší než dosažení lepších ekonomických výsledků. *

	1	2	3	4	5	
Completly Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Skoda is concerned about protecting the natural environment. - Skoda Auto se zajímá o ochranu životního prostředí. *

	1	2	3	4	5	
Completly agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Skoda directs part of its budget to donations and social works favoring the disadvantaged. - Skoda Auto ponechává část svého rozpočtu a poskytuje své nékteré své pracovníky na podporu postiženým. *

	1	2	3	4	5	
Completly Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Skoda is concerned with improving the general well-being of society. - Skoda Auto se zajímá o zlepšení kvality života ve svém okolí. *

	1	2	3	4	5	
Completly agree - Plné souhlasím	O	O	O	O	O	Completly disagree - Plné nesouhlasím

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Skoda Auto and Hyundai

Evaluation of corporate social responsibility of Hyundai - Ohodnocení sociální zodpovědnosti firmy Hyundai

Please describe and evaluate the best you can how you see the company on scale 1-5 (1 - agree completely, 5- disagree completly).
Prosím, popoi a ohodnoť co nejlépe, jak na tebe firma působí, na stupnici 1-5 (1- kompletné souhlasím, 5 - kompletné nesouhlasím)

Hyundai products always maintain the good quality. - Produkty firmy Hyundai jsou vždy dobré kvality. *

	1	2	3	4	5	
Completely Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Hyundai informs about the characteristics or properties of its products in a correct and truthful way. - Hyundai informuje o svých produktech a jejich náležitostech správné a pravdivé. *

	1	2	3	4	5	
Completly Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Hyundai behaves honestly with its customers. - Hyundai se ke svým zákazníkům chová čestné. *

	1	2	3	4	5	
Completly Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

For Hyundai respecting ethical principles in its code of conduct has priority over achieving superior economic performance. - Pro Hyundai je respektování čestných principů prioritnéjší než dosažení lepších ekonomických výsledků. *

	1	2	3	4	5	
Completly Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Hyundai is concerned about protecting the natural environment. - Hyundai se zajímá o ochranu životního prostředí. *

	1	2	3	4	5	
Completly agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Hyundai directs part of its budget to donations and social works favoring the disadvantaged. - Hyundai ponechává část svého rozpočtu a poskytuje své nékteré své pracovníky na podporu postiženým. *

	1	2	3	4	5	
Completly Agree - Plné souhlasím	O	O	O	O	O	Completly Disagree - Plné nesouhlasím

Hyundai is concerned with improving the general well-being of society. - Hyundai se zajímá o zlepšení kvality života ve svém okolí. *

	1	2	3	4	5	
Completly agree - Plné souhlasím	O	O	O	O	O	Completly disagree - Plné nesouhlasím

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Skoda Auto and Hyundai

Evaluation of your Purchase Intention - Ohodnocení kupního záměru

Please, decide and answer based on your best intentions.

Prosím, rozhodněte se a odpovězte na základě nejlepších úmyslů.

Evaluate how strongly you intend to buy Skoda car? *

	1	2	3	4	5	
I do intend to buy Skoda strongly- Vážně zvažuji nákup	○	◉	○	○	○	I do not intend to buy Skoda at all - Vůbec nezvažuji nákup Skoda

Evaluate how strongly you intend to buy Hyundai car? *

	1	2	3	4	5	
I do intend to buy Hyundai strongly - Vazne zvazuji nakup Hyundai	○	○	○	○	○	I do not intend to buy Hyundai at all - Vůbec nezvažuji nákup Hyundai

Would you rather purchase Skoda or Hyundai car? *

○ Skoda Auto

○ Hyundai

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Skoda Auto and Hyundai

Thank you for your time and effort! Děkuji Ti za Tvůj čas a snahu!

To submit, please, click the button 'submit'.
Pro odeslání dotazníku, klikni na tlačítko 'submit'.

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