



European Studies Dissertation

CSR IN THE DUTCH BANKING SECTOR

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ES 4

Supervisor: Mrs. De Koning

Date of completion: 6-01-20

Wordcount: 10,283

Executive Summary

Banks in the Netherlands are involved in Corporate Social Responsibility (CSR). What banks do for Corporate Social Responsibility and how they do it is not always clear. Different motives for Corporate Social Responsibility exist and as an effect, it remains questionable how customers would react to CSR initiatives from their banks and what it could do to their behaviour. Therefore, for this thesis the following research question was created: *How can CSR initiatives by Dutch banks affect purchase intention?*

In order to be able to answer this research question both desk research and field research were conducted. The desk research was used in order to gain more information on theoretical models researching CSR in relation to Purchase Intention. The desk research created the foundation for the conceptual model for this research. The conceptual model was created with the motives loyalty, morality, awareness and environment as central motives for CSR. In order to answer the research question, a questionnaire was designed for potential Dutch banking customers. This questionnaire researched how customers react to motives for CSR and how it could affect their purchase intention. The two Dutch banks Triodos Bank and Rabobank were consulted for this research. Results from the questionnaire have shown that for customers, motives for CSR such as Awareness and Environment led to the most positive attitudes towards the bank. However, according to the respondent's purchase intention they were not very likely to purchase a service from either Triodos Bank or Rabobank in the future.

Based upon this information it appeared that certain motives for CSR are perceived more positively by customers than others. Although the motives Awareness and Environment created more positive attitudes towards the bank's CSR initiatives, the purchase intention was not high for both banks. The questionnaire proved that customers who thought the banks invested enough in CSR initiatives had an increased Purchase Intention compared to the customers who thought banks did not invest enough in CSR. Additionally, there are other important factors that can influence the Purchase Intention of a customer such as the perceived value of the product or service of the bank and the brand awareness.

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1. Introduction

Everyone who has their own bank account, might have an idea what their bank generally stands for or what its general objectives look like. Most banks work with online marketing, advertising, social media marketing and many other ways of presenting themselves. For example, Rabobank. In 2017, Rabobank launched the commercial called 'Growing a Better World Together'. In this international commercial Rabobank presents their mission and how they are going to 'grow a better world'. In the commercial Rabobank claims that "They stand up for a better world" and "We are kick-starting solutions from our clients and partners to tackle the world's most pressing food issues" (Rabobank, 2018).

These were all very promising claims that Rabobank made in the commercial. Promising to such an extent that a lot of criticism was raised by this commercial. The Dutch Advertising Code Commission even asked Rabobank to take out the sentence that promised a solution to the world food problem. The Advertising Code Commission argued that it is misleading for Rabobank's customers to claim something so big that is not likely to be accomplished (Adformatie, 2017). Rabobank is probably not the only one presenting big plans and ideas like this. Other banks probably also have done it in some way.

This could be the matter because banks are increasingly focussed on the impact they might have on society but also on the world in general. This can be defined as Corporate Social Responsibility (CSR). As explained by the World Business Council for Sustainable Development (WBCSD), CSR is the responsibility that businesses take in order to make ethical and economically enhancing changes for the communities they work with, but also for society in general (Responsible Business Forum, 2009). In the banking sector a lot of criticism is based on the perception that Corporate Social Responsibility by banks is mainly used as a marketing tool and that it is not always pursuing the right aim. Therefore, their customers might change their intentions because of the CSR initiatives taken by their bank (Abou-El-Fotouh, 2019). This was the case in for example the Rabobank commercial.

On the other hand, there are scholars who say that the implementation of CSR initiatives by banks can have a positive effect towards customers. Some customers create positive behavioural attitudes towards CSR initiatives from their bank. However, research about CSR in the banking industry explains that customers appear to have different intentions

depending on the form of the CSR initiatives and the bank's strategy (Pérez & Rodríguez del Bosque, 2015). This leads to the following problem statement: If Dutch banks make use of CSR initiatives, will this affect the customer's behaviour and if it does, how can it change the customer's intentions?

In this thesis research will be conducted on how CSR initiatives by Dutch banks can affect the customer's behaviour. Therefore, the following research question was created: *How can CSR initiatives by Dutch banks affect purchase intention?*

The following sub-questions were composed in order to answer the central question of this research:

1. What is Corporate Social Responsibility?
2. What is Purchase Intention?
3. How do customers react to different motives for CSR?
4. Can CSR initiatives from Dutch banks affect purchase intention?

In chapter two, the theoretical framework will be discussed and in chapter three the methodology of the research will be presented. Subsequently, the results of the research looked at in chapter four and chapter five will analyse these results. Finally, chapter six will entail the conclusion of this thesis and chapter seven will look at the possible recommendations.

2. Theoretical Framework

In this chapter the main concepts in the central question of this research will be defined and therefore sub-question one and two will be answered. These concepts are Corporate Social Responsibility and Purchase Intention. By comparing different definitions on these concepts, the ones that are most suiting for this research will be justified. Furthermore, the relationship between these two concepts will be described by discussing three different models on CSR and Purchase Intention. Lastly, this chapter will conclude with an operationalisation table that summarizes how to measure the variables chosen for the conceptual model. On behalf of the three theories that were consulted a conceptual model was created for this research.

2.1 Corporate Social Responsibility

Many companies make use of Corporate Social Responsibility initiatives nowadays. Especially in times of more environmental and social awareness customers like to see the company they buy a product or service from being responsible for its own impact. This is often done through Corporate Social Responsibility (CSR). By using CSR, businesses can start certain initiatives that would enhance the environment around the company in a responsible and sustainable way (Schooley, 2019).

According to Hildebrand and Sankar Sen (2011), Corporate Social Responsibility can be defined as the expectation for companies to consider the impact they might have on nature and society. What is in it for the company itself is that they improve their shared value with the right strategic approach towards CSR (p. 3). Sharma et al. (2018), argue that CSR can be divided in five different motives. Namely, loyalty, morality, awareness, environment and behaviour. Sharma's theory states that a company should be involved in as many motives as possible to be successful with CSR activities. These five motives would at the same time be determining for the purchase intention of the customers of a company (p. 25).

Within the banking sector CSR plays a significant role. Many researchers want to know how customers react to CSR initiatives used in the banking sector. Scholars from Pakistan researched CSR in the banking sector in Pakistan and especially for banks it seems important to make use of CSR initiatives because it can strengthen their position in that particular sector

and it can also improve relations with their stakeholders. For example, improvements in profits, trustworthiness and customer loyalty are often visible after applying CSR initiatives (Khan, Baig, Awan, & Imdad Ullah, 2014).

2. 2 Purchase Intention

In order to find out how customers might react to certain CSR initiatives from their banks, the purchase intention of the customer will be measured in this thesis. Morwitz explains that the purchase intention of the customer can give information on how the customer thinks and would act upon a product or service of a company (Morwitz, 2012). In this case the purchase intention of the customer will measure to what extent CSR initiatives of their bank can affect the purchase intention.

The purchase intention will measure to what extent and why a customer wants to buy a certain product. Mirabi (2015), explains that this can be seen as a process. Three factors are important in this process, namely the behaviour of the customer, perceptions and the attitude. Because there are multiple factors in this process, the purchase intention can be affected relatively easily (p. 268).

2.3 Theoretical Models

2.3.1 The Influence of CSR on Consumer Purchase Intention (Sharma et al., 2018)

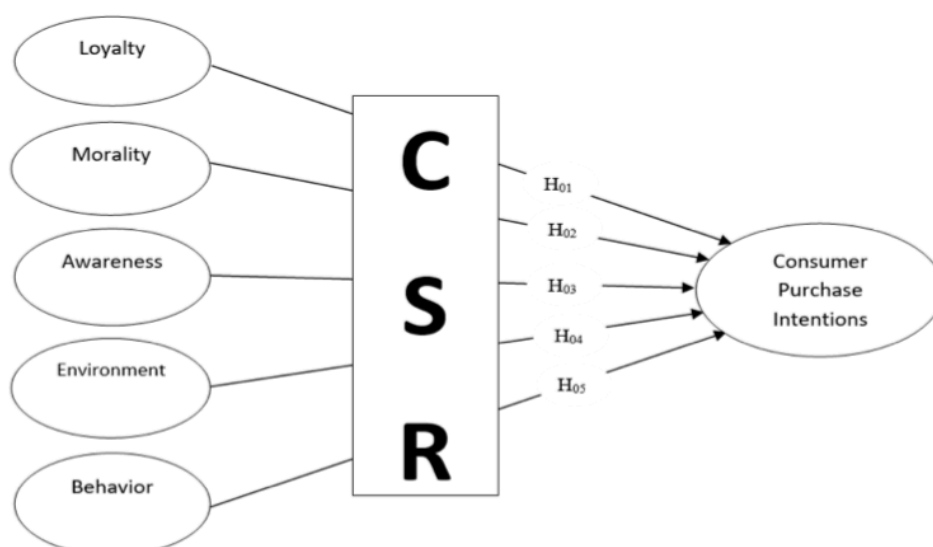


Figure 1: influence of CSR on Consumer Purchase Intention (Sharma et al., 2018)

The first theory argues that the definition CSR contains five important motives, namely; loyalty, morality, awareness, environment and behaviour. Every one of these motives should than as an effect influence the consumer's purchase intentions (Sharma, Poulouse, Mohanta, & Antony, 2018). Each of the motives from this theory will be discussed below to create a clearer explanation of this theory.

Loyalty

The first motive is loyalty. This entails loyalty from the company towards the consumer. Within this motive there are some important factors that could affect the consumer's purchase intention. Oliver (1999), (as cited in Sharma et al. 2018) explains that according to this motive the consumer could think differently about the company's loyalty when it would for instance put more effort in attracting new clients instead of maintaining the relationship they already have with the company (p. 25). CSR initiatives that consider the loyalty principle between the company and the consumer could for instance affect customer retention and trustworthiness

Morality

Tafti (2012), as cited in Sharma et al. (2018), points out that the morality motive has to do with the social background of activities executed by the company. For instance, does the company take into consideration the social environment and stakeholders they work with and how do they sell this to the costumer, or do the activities of the company take any social norms into consideration. For consumers these might be important factors affecting their purchase intention. What is an important factor of this motive is if the certain initiatives taken by the company can add anything to 'the greater good' (p. 25). In other words, is there any particular background or bigger goal regarding their activities.

However, in this theory morality has a second meaning on how it can affect purchase intention. According to Aquino (2002), (as cited in Sharma et al. 2018) morality also stands for the moral decision making of the consumer itself. For some consumers morality in choosing a product they might want to buy is more important than others (p. 25). Therefore, this kind of morality is depending on the character and personality of the consumer.

Awareness

Customers are often interested in how a company carries out its activities. Especially how these activities would influence the stakeholders and the environment. Therefore this is an important factor regarding CSR activities. Sharma et al. (2018) explain in this motive that the ethical behaviour of the company could positively affect the customer's purchase intention. Of course unethical behaviour of the company can also have its negative results. For instance, what are the consequences of buying a particular product of the company, or what are the consequences of the activities the company carries out (p. 25).

Environment

As for the awareness motive, customers become more interested in the ethical behaviour of companies. This is also the case for the environment. Some consumers find it increasingly important that a company cares about their impact on the environment or that the company has set certain goals regarding environmental-friendly development (Sharma, Poullose, Mohanta, & Antony, 2018, p. 26).

Behaviour

The company's behaviour in CSR practices can certainly affect the customer's purchase intentions. Sharma et al. (2018), explain that the right ethical behaviour can increase sales. This moral behaviour can as an effect also let customers think that a company will keep working that way and therefore create a preference over other companies. The difference between this motive and the motive morality is that in this motive, the company is trying to perform CSR activities as a response to the consumer behaviour they have researched. As an affect, this could lead to increased purchase intentions (p. 26).

2.3.2 The Influence of CSR on Purchase Intention (Wongpitch et al., 2015)

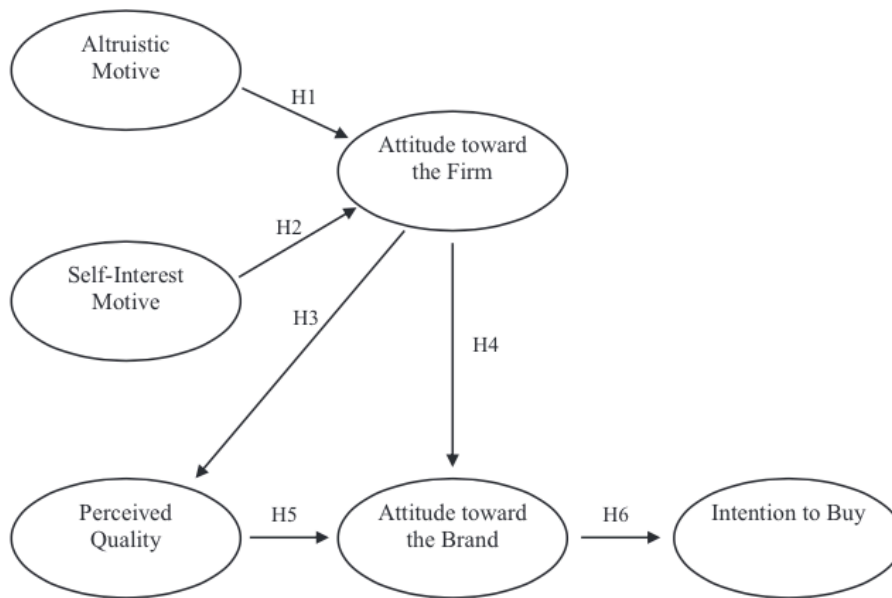


Figure 2: CSR motives and Purchase Intention (Wongpitch et al., 2015)

This theory from Wongpitch et al. (2016), also studied the effects of CSR on consumer purchase intention. In this model Wongpitch argues that according to the focus group in their study there are two motives for CSR. These are the altruistic motive and the self-interest motive. These two motives would then as an effect create an attitude towards the firm. The attitude towards the firm will result in the perceived quality and an attitude towards the brand. As a result, the intention to buy would be created (p. 32).

Altruistic Motive and Attitude Toward the Firm

Wongpitch et al. (2015), explain that the altruistic motive as a motive for CSR stems from the value-driven motive from Groza et al. (2011). This value-driven motive could originate because a particular company thinks a CSR initiative is the best step to take. Therefore, the altruistic motive is coming from a company itself, because they think it is the best option. Wongpitch et al. (2015) argue that if the motive is altruistic there will be a more positive attitude from the consumer towards the company. This motive creates a positive attitude at the consumer because it is seen as selfless (p. 32).

Self-interest Motive and Attitude Toward the Firm

The self-interest motive from Wongpitch et al. (2015) was originated from the strategic-driven motive from Groza et al. (2011). This motive entails that a company uses CSR for strategic purposes, such as creating profit. Wongpitch et al. point out that consumers had a more negative attitude towards the company when they used the self-interest motive for CSR initiatives. Mainly because the consumer is less convinced of a company's CSR initiative if it is executed for its own benefit (p. 32).

Attitude Toward the Firm or Brand and Perceived Quality

There are different opinions on how the attitude towards the firm could affect the perceived quality of the consumer. Wongpitch et al. (2015) underline that there is not many evidence and research on the relationship between the attitude towards the firm or brand and perceived quality. However, they explain that a comparable study by Mackenzie et al. (1986) proved that these two factors can influence each other. Wongpitch et al. (2015), state that therefore the consumer's attitude towards the firm could affect the consumer's perceived quality but also the attitude towards the brand (p. 32).

In other words, this model says that the attitude towards the firm would have a positive effect on the perceived quality and on the attitude towards the brand and that perceived quality can have a positive effect on the attitude towards the brand. As a result, the intention to buy would originate from these factors. Depending on the motives behind the CSR initiatives it should become clear what the consumers purchase intentions look like.

2.3.3 The Role of Corporate Social Responsibility in the Purchase Intention (Dincer and Dincer, 2017)

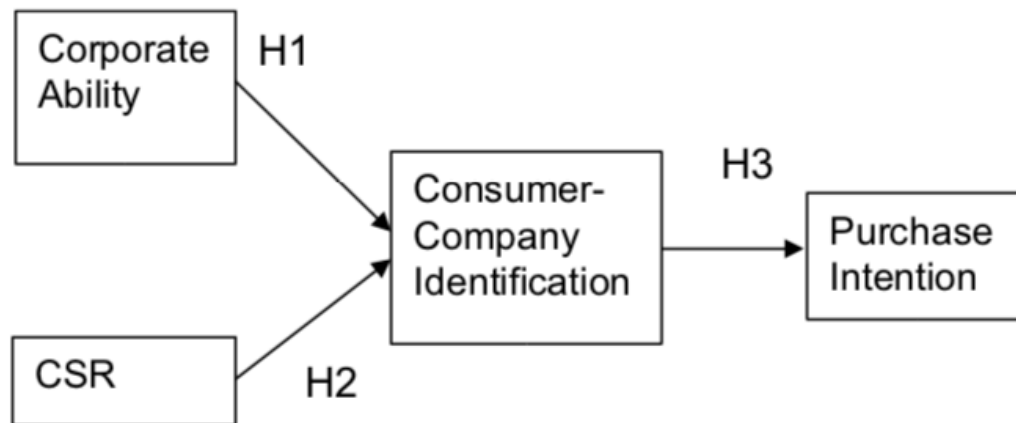


Figure 3: The Role of Corporate Social Responsibility in the Purchase Intention (Dincer and Dincer)

In this theory from Dincer and Dincer (2017), the role of CSR in the purchase intention was researched within the banking sector in Turkey. This model argues that it is the Consumer Company Identification that will affect the customer's purchase intention. This consumer company identification will be created out of the customer's views of the corporate ability of the company and its CSR practices. The three variables determining the purchase intention in this theory will be discussed below (p.120).

Corporate Ability

In the model from Dincer and Dincer (2017), the concept of Corporate Ability is used as one factor determining the consumer company identification. According to Zeithalm (2002) (as cited in Dincer and Dincer, 2017), the corporate ability of the company is the opinion of the customer on how the company produces its products or services and how they are offered to them. In other words, what are the competences of the company according to the customer (p.121).

Corporate Social Responsibility

In this model, CSR stands for the company's practices on CSR and how the customer experiences this. Dincer and Dincer (2017), propose that CSR activities executed by the company would have a positive effect on the customer's attitude towards the next variable: The Consumer Company Identification (p.121).

Consumer Company Identification

Brown and Dacin (1997), (as cited in Dincer and Dincer, 2017), state that the Consumer Company Identification is the reaction of the customer on the corporate ability and CSR practices of the company. If the customer has an identification with the company, for instance by sharing the same ethical and moral beliefs there will be a positive reaction towards the purchase intention. Added to that, if there is an identification with the company, not only purchase intention would increase, but also loyalty towards the company (p.121).

2.4 Conceptual Model CSR and Purchase Intention

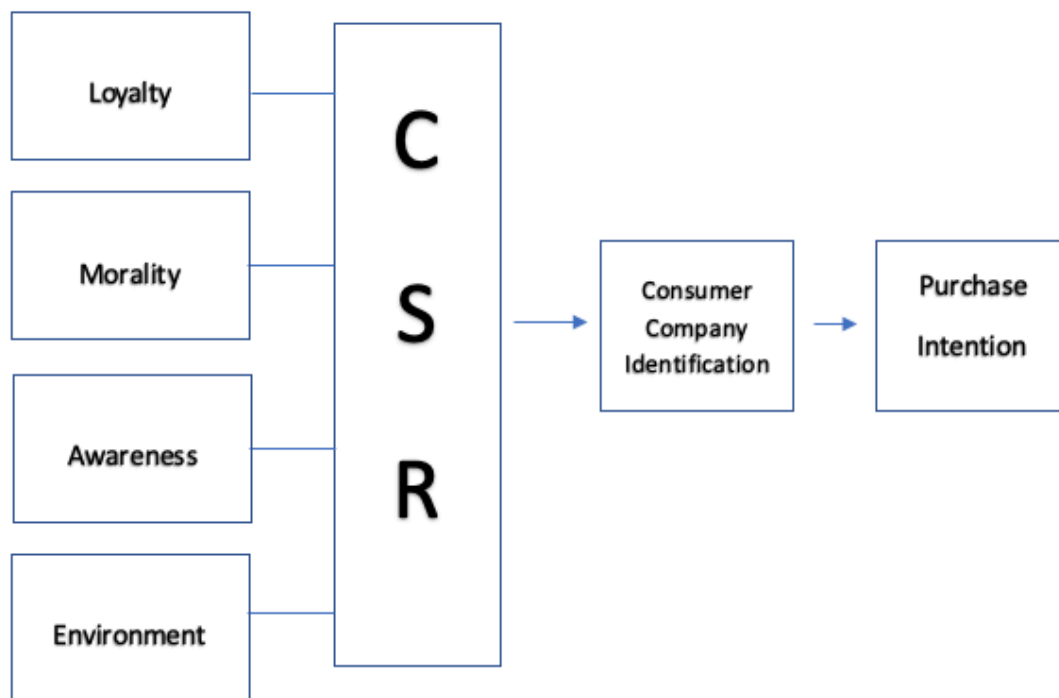


Figure 4: Conceptual Model

The previous model was created as the conceptual model for this thesis. A combination of the theories that were discussed earlier was used in order to come up with a suitable model for this research. The model starts with the motives for CSR that were used in the theory of Sharma et al. These motives for CSR are important regarding the purchase intention. The concept 'behaviour' was chosen to be left out of the conceptual model, because while looking at possible questions for the questionnaire and the operationalisation table, this concept has quite some overlap with the concept's morality and awareness.

As a result of certain CSR motives, the Consumer Company Identification will originate. The consumer company identification was used in the theory of Dincer and Dincer. In this thesis it would be interesting to get to know if the certain CSR initiatives taken by banks are increasing the identification with the company because as an effect, this could also increase the purchase intention. Out of this conceptual model an operationalisation table was created which summarizes the variables of the model. From the theory from Dincer and Dincer, the variable Corporate Ability was chosen to be left out of the conceptual model. This variable

was not incorporated in the conceptual model because while comparing the theories it did not appear to be a key variable for the theory of this research. Corporate Ability is leading to the Consumer Company Identification in the theory of Dincer and Dincer, but in the conceptual model it can be seen that the concepts of CSR together lead to the Consumer Company Identification. Within the conceptual model, the four concepts of CSR should also be sufficient to give enough relevant information.

The second model of Wongpitch et al. was eventually chosen to be left out. At first the variables Altruistic Motive and Self-interest motive were incorporated in the conceptual model, but they appeared not to be very useful in combination with the questionnaire. For this study it would be difficult to use these variables in the questionnaire while researching the motives for CSR at the same time. Therefore, the conceptual model was created out of the models of theory one and three.

2.5 Operationalisation Table

This Operationalisation Table was composed to create a clear overview of the variables that are important and will be researched in this thesis. In this Operationalisation Table every variable is defined and an example is given, together with an example for the questionnaire questions.

Variable	Definition	Examples	Questions
Loyalty	A company can work on the relationship between the customer and the company by targeting the customers trustworthiness towards the company. This relationship with the customer can as an effect create a connection with the company. This can lead to customer retention and an increased purchase intention (Sharma et al., 2018)	Triodos Bank: Public debate events “strive to change the financial system that puts people’s interests first” (Triodos Bank, 2018). Rabobank: Co-creation: a tool that Rabobank uses to work closely together with customers for their feedback, opinions, criticism, ideas, dreams, etc. (Insided, 2015).	Triodos Bank organizes certain public debate events to let their customers give feedback on their policies and actions. For example, they organised a networking breakfast to

			<p>learn from thoughts and perspectives of their customers. "To what extent do you think Triodos wants to help improve society with this?"</p> <p>(Wongpitch, Minakan, Powpaka, & Laohavichien, 2016)</p>
Morality	<p>Within the morality concept of CSR, a company looks at the impact of their executed activities. For instance, on how it affects social environment and the stakeholders the company works with. Added to that, will any of the activities add anything to an overall goal or what background do the activities have. Morality also entails the moral decision-making of the customer itself (Sharma et al., 2018).</p>	<p>Rabobank: The mission statement is "Growing a better world together", "Making the difference as a cooperative customer-driven bank" (Rabobank, 2018).</p> <p>Triodos Bank: "Make money work for positive social, environmental and cultural change", "Only invest in sustainable enterprises" Triodos Bank, n.d.).</p> <p>-</p>	<p>"To what extent do you think company X wants to help improve society with CSR initiative Y?"</p> <p>"To what extent do you think the CSR initiative from company X will benefit company X?"</p> <p>(Wongpitch, Minakan, Powpaka, & Laohavichien, 2016)</p>

Awareness	Awareness is important among customers that are interested in the ethical or maybe unethical behaviour of the company. Awareness of the company regarding its executed activities could lead to a higher purchase intention among customers (Sharma et al., 2018).	<p>Rabobank: Tries to take on a role as a 'socially responsible bank' (Rabobank, 2018). However, according to Eerlijke Bankwijzer, it remains questionable if Rabobanks investments are really as sustainable as they claim to be, for instance investments in CSR related areas such as climate change, transparency and gender equality score below average. Topics like weaponry, human rights and labour rights score higher (Eerlijke Bankwijzer, 2018).</p> <p>Triodos Bank: According to Eerlijke Bankwijzer Triodos is scoring very high at every investment policy, from environment to nutrition. The only two below average are gender equality and taxes. (Eerlijke Bankwijzer, 2018).</p>	<p>"To what extent do you think Triodos Bank / Rabobank wants to help improve society with this mission?"</p> <p>(Wongpich, Minakan, Powpaka, & Laohavichien, 2016)</p>
Environment	This concept is related to awareness but is specifically aimed at environment. For some customers environment is an important factor regarding the products or services they buy. If a company would set goals regarding environmental development this might increase the purchase intention for these customers (Sharma et al., 2018).	<p>Rabobank: Rabobank maintains a sustainability policy in which new clients must meet certain sustainability criteria before a loan can be realised (Rabobank, n.d.). Rabobank also offers their customers sustainable investing options for their homes (Rabobank, n.d.).</p> <p>Triodos Bank: For 100% Triodos Bank only invests in energy companies that use and produce renewable energy instead of fossil fuels (Eerlijke Bankwijzer, 2018).</p>	<p>For 100% Triodos Bank only invests in energy companies that use and produce renewable energy instead of fossil fuels. "To what extent do you think Triodos wants to help improve society with this initiative?"</p>

			<p>Rabobank maintains a sustainability policy in which new clients must meet certain sustainability criteria before a loan can be realized.</p> <p>To what extent do you think Rabobank wants to help improve society with such an initiative?</p>
Corporate Social Responsibility	<p>Corporate Social Responsibility can be defined as the expectation for companies to consider the impact they might have on nature and society. What is in it for the company itself is that they improve their shared value with the right strategic approach towards CSR (Hildebrand & Sankar , 2011). Within the conceptual model CSR can be seen as the result of sustainable initiatives in the concepts loyalty, morality, awareness and environment.</p>	<p>Examples of CSR initiatives:</p> <p>Rabobank:</p> <ul style="list-style-type: none"> - Supporting local communities with Rabobank Foundation - Rabo Green Savings (sustainable funding) - Banking for Food - Transition Zero Agreement (Rabobank, 2014) <p>Triodos Bank:</p> <ul style="list-style-type: none"> - CSR is an integral part of the management of Triodos Bank - Offering green mortgages - Investments and loans in environmental projects 	<p>What do you think CSR initiatives from your bank should look like?</p> <p>Examples + other, namely ...</p>

		- Financing alternative educational projects (culture) (Triodos Bank, n.d.)	
Consumer Company Identification	The Consumer Company Identification is the connection the customer has with the brand because of their corporate ability and CSR practices. The customer can create an identification with the company when they feel like they are sharing the same beliefs and goals. As a result, this will create the purchase intention (Dincer & Dincer, 2017).	A customer can share the same beliefs with the company about for example, the environment. If the company would implement CSR activities supporting these beliefs, the customer can get more attached to the company and the Consumer Company Identification will increase.	Do you think Rabobank/ Triodos Bank is investing enough in CSR initiatives?
Purchase Intention	The purchase intention will define how customers react to CSR initiatives. The purchase intention can measure why a certain product or service is bought, mainly by researching the customer's behaviour, attitudes and perception (Mirabi, 2015).	If the purchase intention would be high it would be likely that there is also a customer retention and overall positive attitude towards the brand.	How likely are you to purchase a service from Triodos / Rabobank in the future?

In this chapter sub-questions one and two were answered. It is now clear what Corporate Social Responsibility is and what Purchase Intention is. Corporate Social Responsibility is mainly defined as the expectation for companies to consider the impact they might have on nature and society (Hildebrand & Sankar , 2011). For bank's CSR could strengthen their position and at the same time improve relations with stakeholders (Khan, Baig, Awan, & Imdad Ullah, 2014). The Purchase Intention can be defined as a method to measure the customer's intention to buy a certain product of service. It is mainly defined by the customer's behaviour, attitudes and perception (Mirabi, 2015). The theories explained how these two are related to each other and the conceptual model created the foundation for this research. The conceptual

model and the operationalisation table will now be used as the basis for the design of the questionnaire.

3. Methodology

This chapter provides an outline of the research conducted for this thesis and explains which methods were used. First, the research setting will be explained.

3.1 Research Setting

For this thesis a combination of desk research and field research was used. Desk research was used in order to build up to a problem definition and to lay a foundation in the field of Corporate Social Responsibility in the Dutch banking sector. The field research was conducted in the form of a questionnaire. This means that both quantitative and desk research were used in order to provide an answer for the central question; *How can CSR initiatives by Dutch banks affect purchase intention?* This combined research method was used to gain information out of existing literature as well as in-depth information from possible customers.

For this research two banks were chosen in order to make a sufficient comparison. To highlight two different sides in the Dutch banking sector, the chosen banks for this research are Rabobank and Triodos Bank. In the first place Rabobank was chosen because it is one of the major leading banks in the Netherlands, right after ING (Banken.nl, 2019). Additionally, as already mentioned in the introduction of this thesis, Rabobank made quite some interesting statements about their sustainability plans for the future and their overall mission. Therefore, it might be interesting to get to know how the purchase intention of the customer could get affected by this.

Rabobank offers a different range of what they think could be seen as CSR initiatives. As explained by an author from Adformatie, Rabobank is a leading bank, but they try to make some important differences. Four key issues that Rabobank is currently working on are; making food supply safer and more sustainable, improving more clean and sustainable production methods, improving economic participation and access to financial services and supporting local involvement (Adformatie, 2010).

Coming back to Rabobank being a leading bank in the Netherlands, there is often some criticism. What is questionable when looking at Rabobank is for instance that on their website they state that since 2007 they operate fully climate neutral (Rabobank, n.d.). This can be seen as an achievement in itself, however, according to the Eerlijke Bankwijzer, Rabobanks scores only a 5 on a scale of 10 when looking at the topic climate change. Mainly because half of the investments going to energy companies still go to fossil fuel energy companies (Eerlijke Bankwijzer, 2018). In other words, it remains questionable if Rabobank also does enough about sustainability outside their own company.

In order to make a sufficient comparison Triodos Bank was chosen as the second bank. Triodos Bank is a significantly smaller bank than Rabobank within the Dutch Market. Together with five other banks it occupies 2% of the Dutch banking sector (Banken.nl, 2019). Triodos Bank presents itself as a truly sustainable bank. The Bank only invests in initiatives that will have a positive outcome for the world in general. Triodos Bank's initiatives regarding CSR vary between different field. These initiatives are for example; better healthcare for elderly, reducing food waste, producing cleaner energy and supporting cultural entrepreneurship (Triodos Bank, n.d.).

What becomes visible when looking at the results from Eerlijke Bankwijzer, is that Triodos Bank has a really high overall score. Nature, nutrition, corruption and animal welfare are for example topics that all score 9 or 10. Moreover, in this rating Triodos Bank has only one investment policy, namely gender equality, that has an insufficient score (Eerlijke Bankwijzer, 2018).

3.2 Desk Research

In order to gain more information on CSR and its possible effect on purchase intention, different theories were consulted. Three of these theories were also used to produce the conceptual model for this research. The literature used to compose this model was from Sharma et al. (2018), Wongpitch et al. (2015) and Dincer and Dincer (2017). This literature, against with other sources gave a better insight on CSR and purchase intention. The sources used for the conceptual model were all articles from academic journals such as *Innovative Marketing*, *International Journal of Academic Research in Business and Social Sciences* and *Kasetsart Journal of Social Sciences*. The study from Dincer and Dincer: "The Role of Corporate

Social Responsibility in the Purchase Intention: Evidence from Banking Sector” is a study conducted within the banking sector which makes it relevant for this study. These sources gave the most sufficient theories and research methods for the central question of this research.

3.3 Quantitative Field Research

As a quantitative research method, a questionnaire was set up. The questionnaire was composed of 15 questions in order to find out how Dutch customers with a bank account think about the CSR initiatives of Dutch banks and how it might affect their purchase intention. The questionnaire was aimed at Dutch customers; therefore, the first two questions research the demographics of the respondents. In these two questions age and gender were researched. The remaining 13 questions were used in order to reflect on the variables of the conceptual model of this research. Question three up to question ten were composed of examples of CSR initiatives of either Rabobank or Triodos Bank. These eight questions reflected on the four variables of loyalty, morality, awareness and environment of the conceptual model. Question eleven was composed in order to find out what the respondents think CSR initiatives of a bank should look like. The following two questions reflect the consumer company identification that respondents might or might not have with each bank. Finally, the last two questions research what the purchase intention of the respondents looks like for each bank.

The questionnaire would take approximately five minutes to complete for the respondents. The questionnaire was distributed via various social media channels, for instance LinkedIn and Facebook in order to gain respondents. According to Steekproefcalculator it would be statistically ideal to reach 385 respondents when looking at the Dutch population (Steekproefcalculator, n.d.). However, because of the time limitation this was not feasible. Therefore, to still receive credible results from the questionnaire the minimum was set at 100. On Monday the 25th of November 2019 the questionnaire was opened. The questionnaire was composed using Surveyhero to process the answers. Further data was processed in Microsoft Excel. In appendix one the full questionnaire can be found.

3.4 Justification and Evaluation

The questionnaire in combination with a literature review was chosen as the most sufficient and best working method for this research. Due to the questionnaire it was possible to gain a clearer insight on how customers actually think about certain CSR initiatives and what it might do to their purchase intention. This could also be done on behalf of an interview or focus group, but that would significantly decrease the amount of data for this research because of the time span that would take. Therefore, the questionnaire probably gives the most usable data in the most sufficient time span for this research.

3.5 Scope and Limitations

This thesis focussed on the effect of CSR initiatives from Dutch banks on purchase intention. Because the research is focussed on Dutch banks, the research is also conducted among Dutch citizens. This means the participants of the research had to be Dutch and additionally, they had to be 15 years or older. One of the limitations for this research is that the group of participants of this research does not exactly reflect the Dutch population. Due to time limitations all Dutch participants, regardless of age or place of residence were accepted to participate in the questionnaire. Added to that, the minimum amount of 100 participants was chosen for this research due to time limitations.

Ideally, for the best result it would be reflecting the Dutch population but then more respondents would be needed. The group of respondents that filled in the questionnaire was divided in two-third female and one-third male participants. When looking at the age division of the participants the largest group of 70% was of age between 21 and 25. The other 30% was divided between 15-20-year olds and 26-35-year olds. This means that this study is mainly representing Dutch females between 21-25 years old.

Furthermore, due to time limitations two banks were chosen to compare in this research. Of course, there are more possible banks to research within the Dutch market. In order to be able to fulfil the deadline only two Dutch banks were used in this research. Added to that, the banks chosen for this research could also represent banks with a similar CSR policy.

4. Results

In this chapter the results of the research will be discussed. For the results section sub-question 3 and 4 were the most important and therefore data related to these questions will be presented. The results for these questions can be analysed using the data of the questionnaire. Furthermore, this chapter will follow the structure of the conceptual model. This chapter will look at how customers react to different motives of CSR. The conceptual model will define the results of the questionnaire per bank.

For sub question 3 “How do customers react to different motives for CSR?” different examples of CSR related to different motives from Triodos Bank and Rabobank were used in order to find out what people think about these. Each question shortly introduced the CSR motive and the bank implementing it. These questions were divided among the four concepts out of the conceptual model for this research, namely: loyalty, morality, awareness and environment. Both for Triodos Bank and Rabobank each concept was tested. First, the results for Triodos Bank will be analysed. The results can be found in figure 5 on the following page.

The motive loyalty was tested using the following example:

3. Triodos Bank organizes certain public debate events to let their customers give feedback on their policies and actions. For example, they organized a networking breakfast to learn from thoughts and perspectives of their customers.

The respondents could choose out of four options, using Likert Scale 1-4:

- *I think Triodos Bank / Rabobank really wants to help improve society with this initiative.*
- *I think being socially responsible is really Triodos Bank's / Rabobank's mission in this initiative.*
- *I think that next to improving society, Triodos Bank / Rabobank will use this programme for its own benefit.*
- *I think the objective of Triodos Bank / Rabobank in helping society with this initiative is to benefit itself only.*

It received a score 2,5, which means that most people think that next to improving society and being socially responsible, Triodos Bank will use this programme for its own benefit. What has to be said is that answer three had been chosen most often.

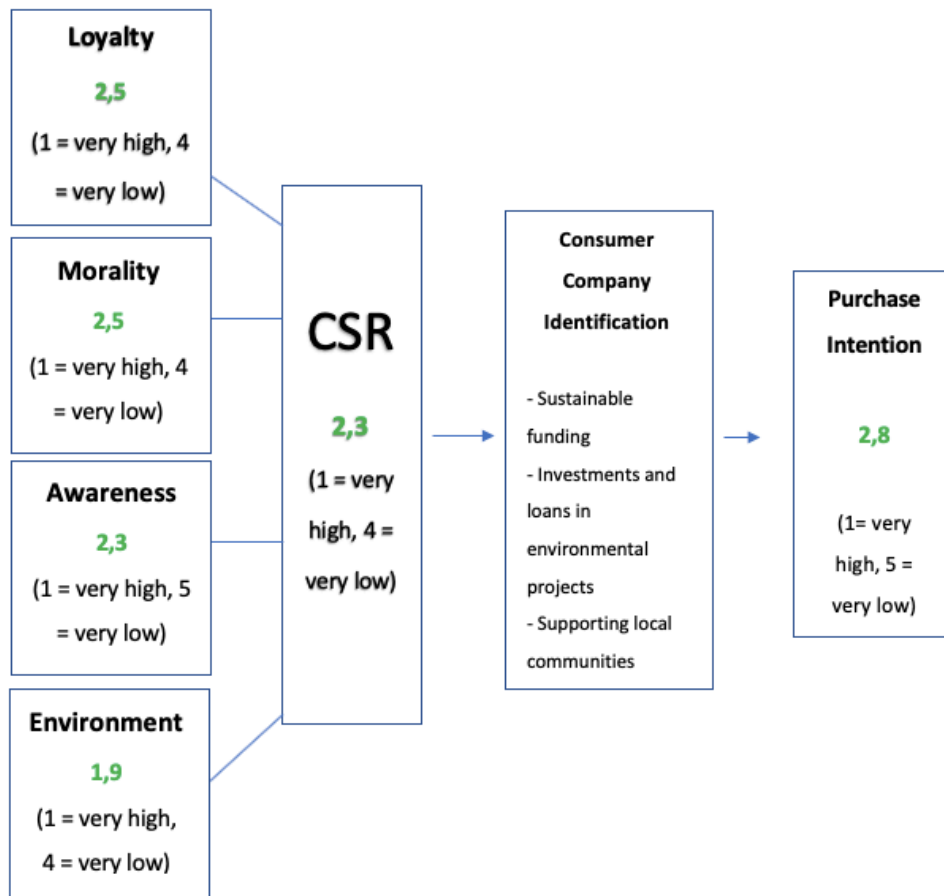


Figure 5: Conceptual Model Results Triodos Bank

The second motive that was tested was morality, on behalf of the following example:

6. "Triodos Bank is a leading expert in sustainable banking. Our mission is to make money work for positive change" & "Make money work for positive, social, environmental and cultural change".

Morality received a score 2,5. Therefore, when looking at the motive morality most respondents think that either being responsible is really Triodos Bank's mission behind the initiative or that they use the initiative for their own benefit next to improving society.

For the motive Awareness another set of answers was used with the Likert Scale 1-5. For this concept, the respondents had to open a hyperlink sending them to the Eerlijke Bankwijzer website of Triodos Bank and Rabobank. After consulting this hyperlink, the respondents could choose out of 5 answers describing their current vision of the bank:

- *I think Triodos Bank / Rabobank can be seen as a socially responsible bank.*
- *I think Triodos Bank / Rabobank wants to become a more socially responsible bank.*
- *I think Triodos Bank / Rabobank mainly uses responsible banking to increase sales and profits.*
- *I think the motive of Rabobank / Triodos Bank in helping society with responsible banking is very questionable.*
- *I think being socially responsible is never a part of Triodos Bank's / Rabobank's company mission.*

The following statement was used to research the motive awareness:

Triodos Bank wants to "make money work for positive change". Eerlijke Bankwijzer also researched the investment policies from Triodos Bank. Take a look at the scores of their investment policies with this link.

This motive was tested on behalf of the respondent's opinions on the scores on investment policies from Eerlijke Bankwijzer. Triodos received a score 2,3 for this motive. In other words, the respondents either thought that Triodos can be seen as a socially responsible bank or that Triodos Bank wants to become a more socially responsible bank.

Finally, the last motive for CSR tested was environment. The example used for this motive was:

10. For 100% Triodos Bank only invests in energy companies that use and produce renewable energy instead of fossil fuels.

For this initiative Triodos Bank received a score of 1,9 meaning that the respondents thought that Triodos really wanted to help society with this initiative or that the mission behind this initiative really is being socially responsible.

Following the conceptual model, the next variable that was tested was CSR itself. This variable tested whether the respondents think if Triodos Bank is investing enough in CSR initiatives. For this question another set of answers was used using Likert Scale 1-4:

- *I think Triodos Bank is doing a great job in investing CSR initiatives.*
- *I think Triodos Bank is investing enough in CSR initiatives.*
- *I think Triodos Bank could invest more in CSR initiatives.*
- *I think Triodos Bank really does not invest enough in CSR initiatives.*

13. Do you think Triodos Bank is investing enough in CSR initiatives?

Triodos Bank received a score of 2,3 for this question. For this question this means that the respondents think that either Triodos Bank is investing enough in CSR initiatives or Triodos Bank could invest more in CSR initiatives.

The next sub-question that needs to be looked at when analysing the results for Triodos Bank is “Can CSR initiatives from Dutch banks affect purchase intention?”. This was tested with the variables Consumer Company Identification and Purchase Intention. In order to find this out, the first question that was posed was:

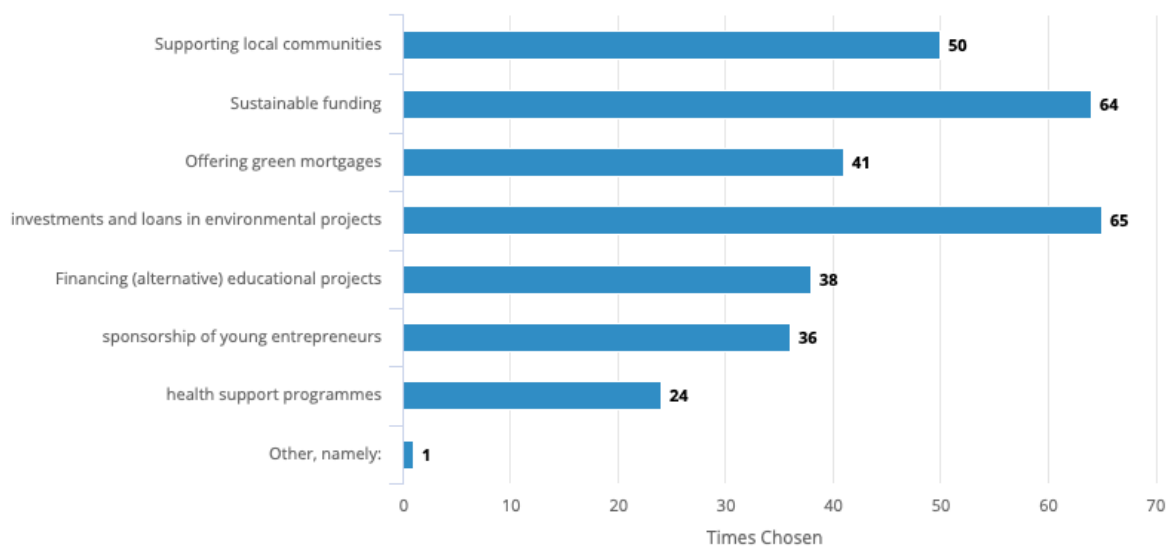
11. What do you think CSR initiatives from your bank should look like?

Different options of CSR examples were offered to answer this question and to include all ideas there was also an ‘other, namely’ option. It was possible to select 4 answers to this question. Figure 6 gives a representation of the respondents’ answers. The Highest scoring examples were investments and loans in environmental projects (65%), sustainable funding (64%) and supporting local communities (50%). A bit in the middle were initiatives such as offering green mortgages (41%), financing (alternative) educational projects (38%) and the sponsorship of young entrepreneurs (36%). In the lowest range were answers like health

support programmes (24%) and the respondent's answer: 'profit should be invested in making the planet greener, like buying a rainforest or planting trees' (1%).

11. What do you think CSR initiatives from your bank should look like? CSR: Corporate Social Responsibility can be defined as the expectation for companies to consider the impact they might have on nature and society. What is in it for the company itself is that they improve their shared value with the right strategic approach towards CSR.

Number of responses: 100



"Other, namely:" text answers:

profit should be invested in making the planet greener.. like buying a rainforest from it or planting tree's etc.

Figure 6: What do you think CSR initiatives of your bank should look like?

Question 15 tested how likely the respondents were to purchase a service from Triodos Bank in the future.

15. How likely are you to purchase a service from Triodos Bank in the future?

For this question Likert Scale 1-5 was used with the following answer options:

- *If the service I need would be offered at Triodos Bank / Rabobank, I would definitely purchase it there.*

- *It is very likely that if I would need a financial service, I would purchase it from Triodos Bank / Rabobank.*
- *I am not sure if I would purchase a service from Triodos Bank / Rabobank in the future.*
- *I do not think I would purchase a service from Triodos Bank / Rabobank in the future.*
- *I definitely would not purchase a service from Triodos Bank / Rabobank in the future.*

Triodos Bank received a score 2,8 for this question. This means that most respondents would purchase the financial service they need at Triodos Bank if it would be offered there or they are not sure if they would purchase a service from Triodos Bank in the future.

The following table presents the results from Rabobank:

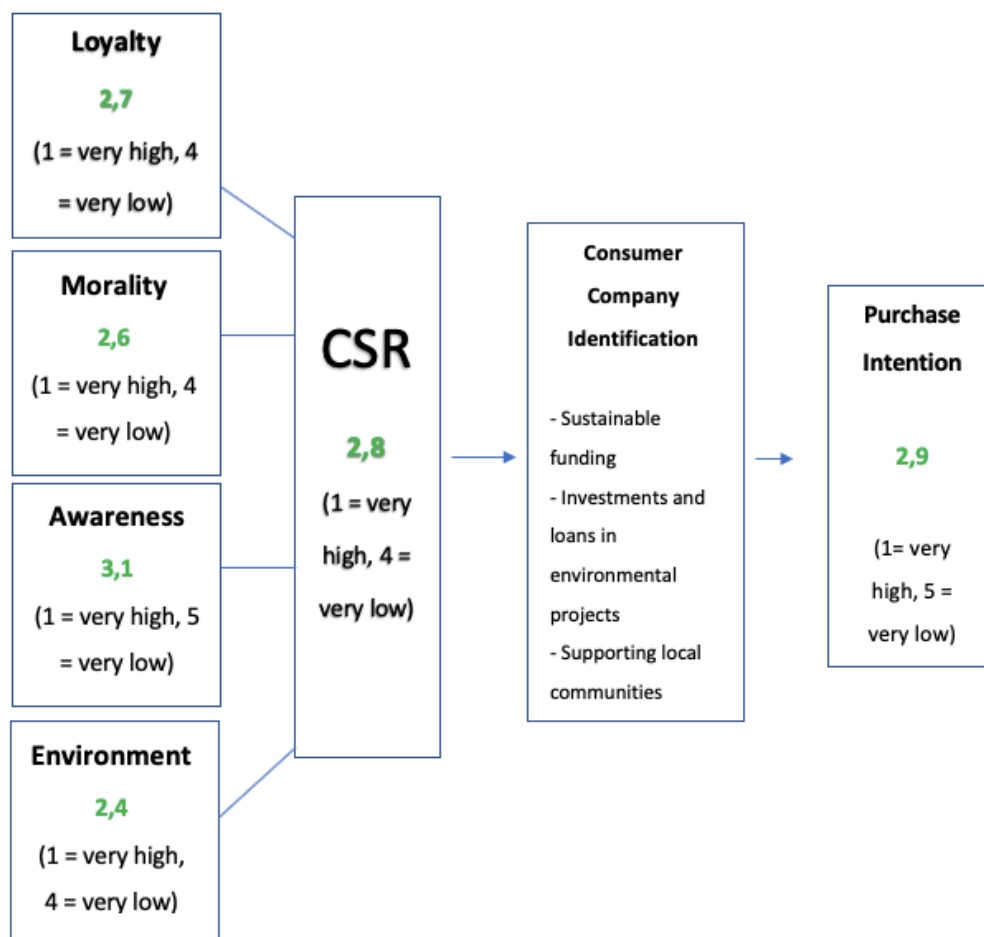


Figure 6: Conceptual Model Results Rabobank

For Rabobank the same structure of the operationalisation table was used to find out how customers react to different motives for CSR. The operationalisation table above presents the results of the questionnaire. The first motive for CSR tested was loyalty, on behalf of the following example:

4. Rabobank often works with co-creation: a tool that Rabobank uses to work closely together with customers for their feedback, opinions, criticism, ideas, dreams, etc.

Loyalty received a score of 2,7. Looking at the results, this means that the respondents thought that next to improving society, Rabobank will use this initiative for its own benefit.

Morality as a motive for CSR was tested using the example:

5. "Rabobank aims to be a courageous bank that makes a substantial contribution to the well-being and prosperity of people in the Netherlands and to a sustainable food supply for the world".

According to the respondents this mission is also perceived as an initiative that will benefit Rabobank itself next to improving society. Therefore, this motive received a score of 2,6.

7. Rabobank: Tries to take on a role as a 'socially responsible bank'. However, according to Eerlijke Bankwijzer, it remains questionable if Rabobank's investments are really as sustainable as they claim to be. Take a look at the scores of their investment policies with this link.

Awareness received a score of 3,1 for Rabobank. The answers for the motive awareness were divided between Rabobank wanting to become more socially responsible, Rabobank mainly using responsible banking to increase sales and profits and the motive of Rabobank in helping society with responsible banking being very questionable. These answers were given on behalf of the scores of Rabobank's investment policies.

The last motive for CSR, environment, was using with the following example:

9. Rabobank maintains a sustainability policy in which new clients must meet certain sustainability criteria before a loan can be realized.

The motive environment received a score of 2,4. This means that the respondents think that next to improving society, Rabobank will use the initiative for its own benefit.

Thereafter, the variable CSR was tested. This variable tested whether the respondents think if Rabobank is investing enough in CSR initiatives.

12. Do you think Rabobank is investing enough in CSR initiatives?

Rabobank received a score of 2,8 for this question. For this question this means that the respondents think that Rabobank could invest more in CSR initiatives.

Subsequently, the variables the Consumer Company Identification and the Purchase Intention were tested for Rabobank. The Consumer Company Identification variable was only tested once in the form of the following question: “What do you think CSR initiatives from your bank should look like?” and therefore the answers for Triodos Bank and Rabobank are similar.

Lastly, the Purchase Intention for Rabobank was tested:

14. How likely are you to purchase a service from Rabobank in the future?

The Purchase Intention for Rabobank received a score of 2,9. Most respondents answered that they are not sure if they would purchase a service from Rabobank in the future.

5. Analysis

In order to make a sufficient analysis from the results of the research, the structure of the conceptual model was used to present this information. In the following table the results for Triodos Bank and Rabobank were processed to get a clear overview of the scores of both banks.

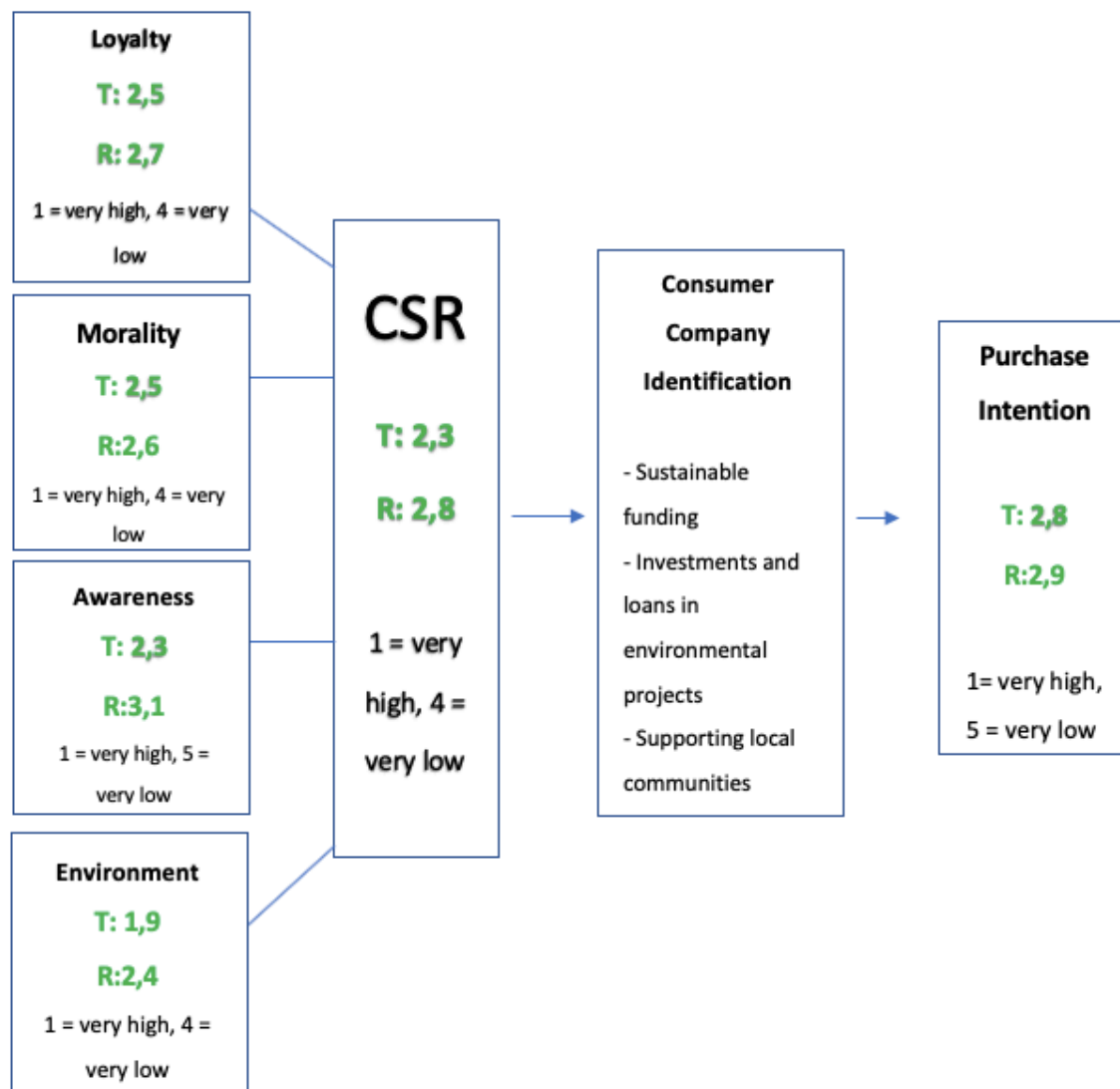


Figure 7: Conceptual Model Results Questionnaire

5.1 How do customers react to different motives for CSR?

Looking at the sub-question, 'How do customers react to different motives for CSR?', one thing that is visible is that the respondents have a more positive attitude towards CSR motives from Triodos Bank than from Rabobank. This is visible in figure 8. This chart presents the scores of the CSR motives per bank. The lower the bank scores, the better customers think the motive for CSR is. At first the difference between Triodos Bank and Rabobank is not very significant within the loyalty and morality motive. Both questions testing this concept used examples that explained how these banks include their customers in their policies and ideas for the future. For instance, on behalf of co-creation (Rabobank) and a networking breakfast (Triodos). For both banks applies that people think that these motives for CSR are mainly used for the bank's own benefit next to improving society.

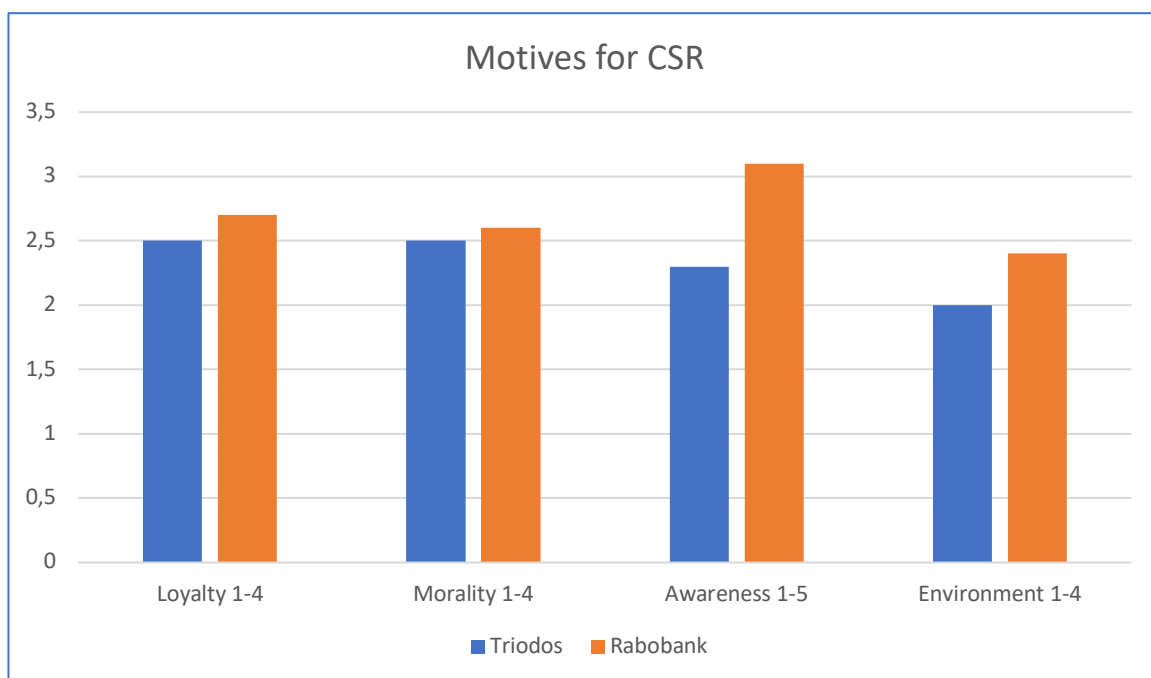


Figure 8: Motives for CSR rated by customers per bank

The next motive for CSR, awareness, was tested by presenting the respondents a hyperlink to Eerlijke Bankwijzer. This link presented the scores on investing policies from both banks. There appeared to be a larger division between both banks when looking at the results of these questions. The investment policies of Rabobank give a more divided result than those of Triodos Bank. Almost one third of the respondents think that Rabobank tries to become a

more socially responsible bank, but together more than half of the respondents thinks that Rabobank mainly uses responsible banking to improve sales and profits or thinks that Rabobank's practices in responsible banking are very questionable. The results appear to be different for Triodos Bank. The majority of the respondents believes that Triodos Bank wants to become more socially responsible or thinks that Triodos can be seen as a socially responsible bank. Figure 9 and 10 show the differences between both banks for the motive awareness:

7. Rabobank: Tries to take on a role as a 'socially responsible bank'. However, according to Eerlijke Bankwijzer, it remains questionable if Rabobank's investments are really as sustainable as they claim to be. Take a look at the scores of their investment policies with this link. How would you describe your vision about Rabobank after consulting the hyperlink above?

Number of responses: 99

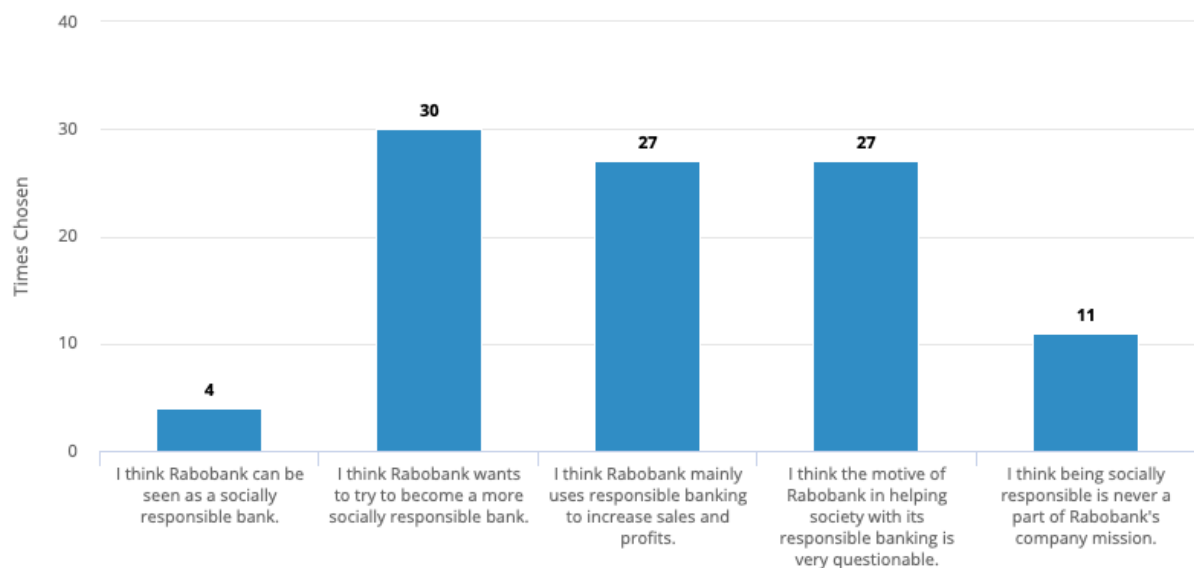


Figure 9: Rabobank CSR Motive Awareness Results

8. How would you describe your vision about Triodos Bank after consulting the hyperlink below? Triodos Bank wants to "make money work for positive change". Eerlijke Bankwijzer also researched the investment policies from Triodos Bank. Take a look at the scores of their investment policies with this link.

Number of responses: 98

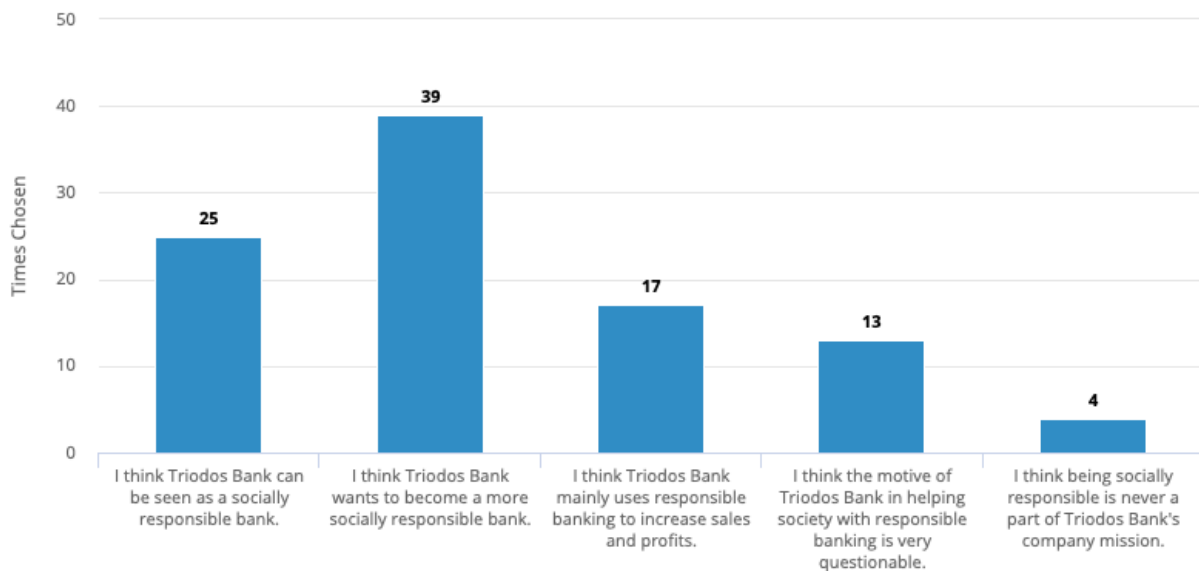


Figure 10: Triodos Bank CSR Motive Awareness Results

The last motive for CSR that was tested was environment. The initiative from Rabobank is still perceived as partly aimed at the bank's own benefit by the majority of the respondents. However, for the other motives for CSR the percentages of respondents that thought that Rabobank really wanted to improve society with the particular initiative were significantly lower. This is also visible in figure 8. One can see that the motive environment has the lowest score for Rabobank compared to the other motives. Therefore, an environmentally aimed initiative like the one from Rabobank where they screen new clients on their sustainability criteria before they are offered a loan seems to gain more confidence from the respondents. Triodos Bank has an initiative where they only invest in renewable energy and zero percent in fossil fuels. A majority thinks that Triodos Bank really wants to improve society with this initiative or thinks that being socially responsible is really Triodos Bank's mission behind this initiative. In comparison to Rabobank, Triodos still gains a lot more confidence from the respondents than Rabobank with this initiative.

To gain a bit more insight on how the respondents think about all motives and what the differences are, figure 11 presents the division of male and female respondents on how they think about the motives for CSR:

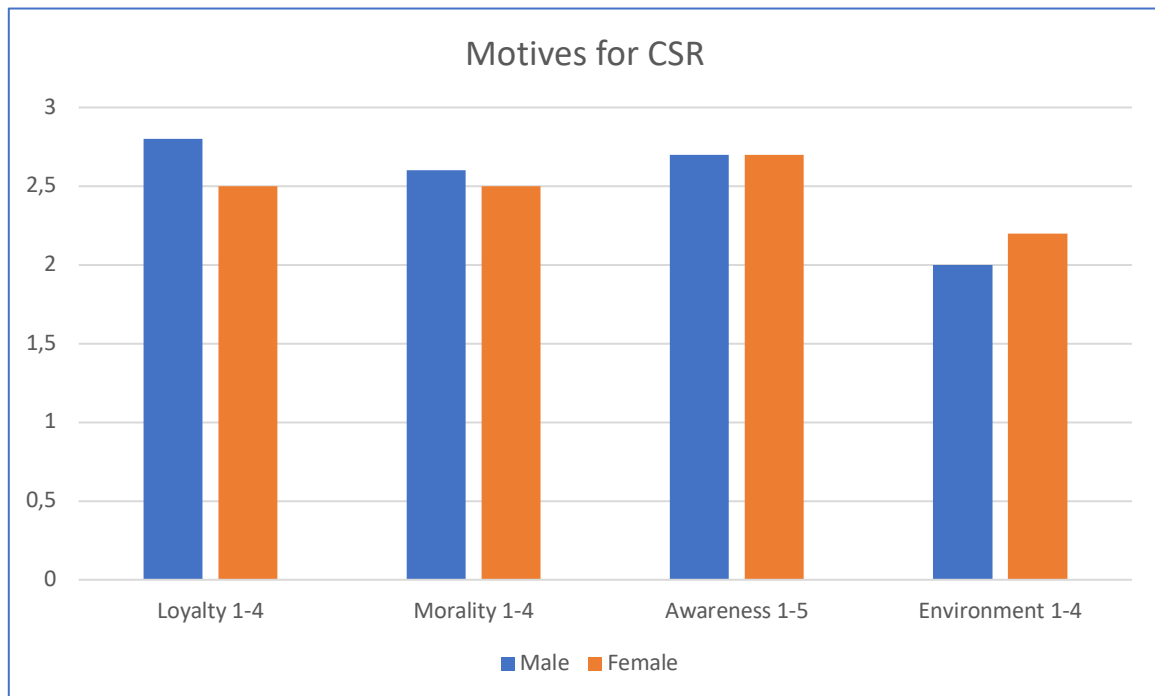


Figure 11: Male - Female Division on Motives for CSR

What can be said about this data in figure 11 is that there is not a very large difference between the male and female rating of the motives for CSR. One can see that males have slightly less confidence in motives such as loyalty and morality. For the motive awareness there is no difference between the two. The groups both rate this motive as 2,7. Only the motive environment is scoring slightly better among male respondents. Female respondents have slightly less confidence in this motive.

5.2 Can CSR initiatives affect purchase intention?

The last sub-question 'Can CSR initiatives affect purchase intention?' can be looked at using the questionnaire questions testing what customers think the CSR initiatives of their banks should look like and what the respondent's purchase intentions look like. First of all, the four options that were chosen the most when the respondents could choose what their banks CSR initiatives should look like were: sustainable funding, investments and loans in environmental

projects, supporting local communities and financing (alternative) educational projects. It can be assumed that if the respondents think that these are CSR initiatives that a bank should implement, they will have an increased Consumer Company Identification with a bank that executes such initiatives. For instance, sustainable funding appears to be a highly valued CSR initiative, according to the results from the questionnaire. Therefore, when Triodos Bank was tested for the motive Awareness on behalf of the Eerlijke Bankwijzer investment policy scores, it appeared that Triodos Bank maintains multiple policies for sustainable funding. The positive results for Triodos Bank could be related to the consumer company identification.

The Consumer Company Identification was also tested in the form 'Do you think Triodos Bank or Rabobank invests enough in CSR initiatives?'. For both banks, respondents thought that the banks could invest more in CSR initiatives. However, for Triodos Bank half of the respondents also thought that Triodos Bank is already investing enough in CSR initiatives. In other words, there is a slightly bigger group that has a consumer company identification with Triodos Bank. Less people think that Rabobank is investing enough, the respondents thought that Rabobank could do more regarding CSR initiatives.

The Purchase Intention for Triodos Bank was 2,8 and for Rabobank 2,9, which means that the respondents are not sure if they would purchase a service from either Triodos Bank or Rabobank in the future. What is significant in the results of this question is that the results are the same for both banks, whilst in earlier results there were some differences between the two. The percentages for this question do not really imply that there is a higher consumer company identification for either Triodos or Rabobank. Therefore, here it is interesting to look at the purchase intention of the respondents that evaluated CSR as high (1 or 2) and the purchase intention of the respondents that evaluated CSR as low (3 or 4). Figure 12 explains the purchase intention of the respondents who thought the banks invest enough in CSR:

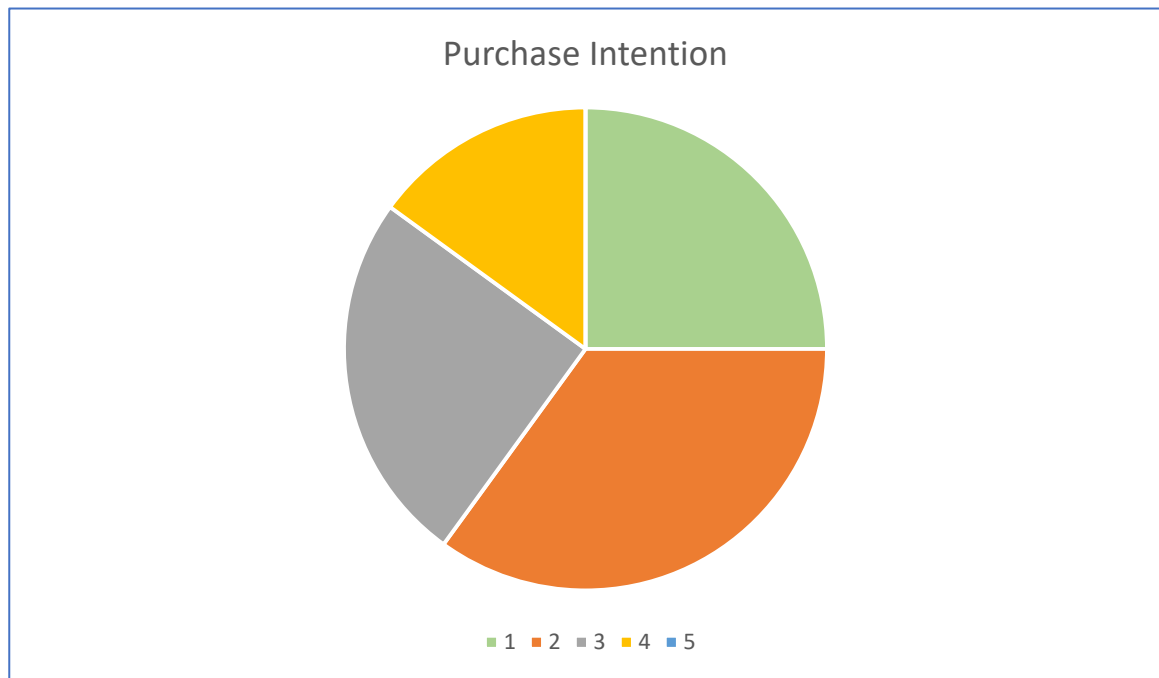


Figure 12: Purchase Intention of respondents highly evaluating CSR

In figure 12, the legend represents the following answers:

1. *If the service I need would be offered at Triodos Bank / Rabobank, I would definitely purchase it there.*
2. *It is very likely that if I would need a financial service, I would purchase it from Triodos Bank / Rabobank.*
3. *I am not sure if I would purchase a service from Triodos Bank / Rabobank in the future.*
4. *I do not think I would purchase a service from Triodos Bank / Rabobank in the future.*
5. *I definitely would not purchase a service from Triodos Bank / Rabobank in the future.*

Figure 12 shows that 25% of the respondents that highly value CSR would definitely purchase a service from Triodos Bank or Rabobank if it would be offered there. 35% thinks that it would be very likely that they would purchase a service from Triodos Bank or Rabobank. Another large group of 25% says that they are not sure if they would purchase a service of one of the banks. Now it is possible to compare the results of this group to the group of respondents that

did not think the banks invest enough in CSR. Figure 13 shows the purchase intention of this group:

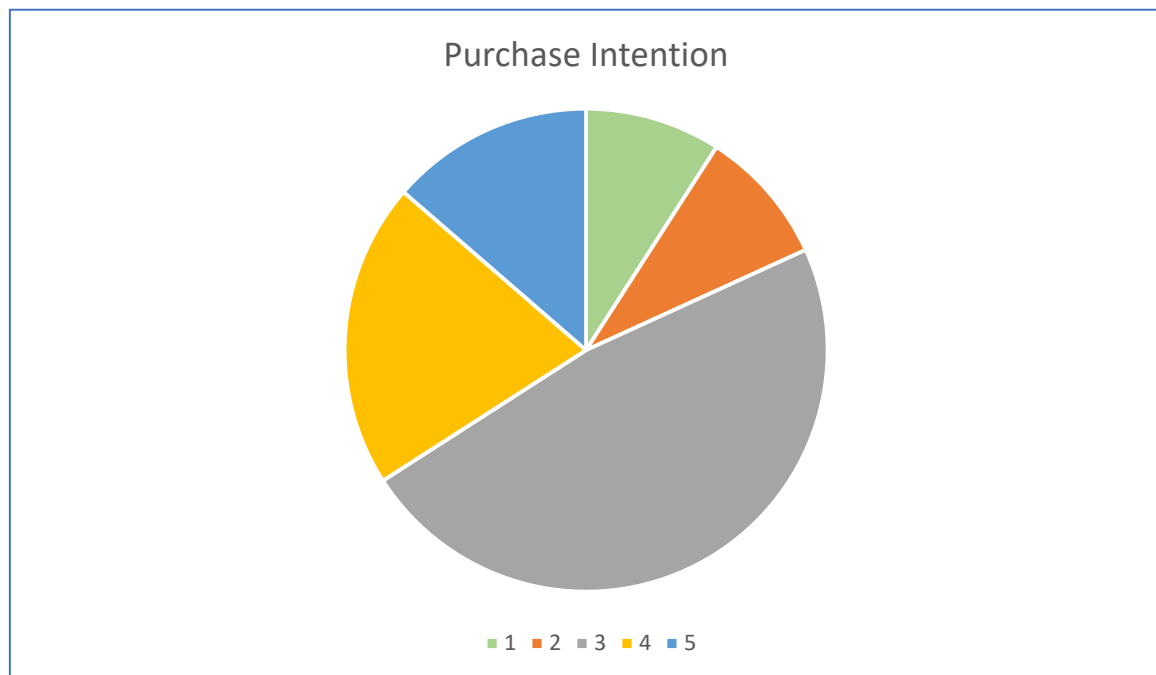


Figure 13: Purchase Intention of Respondents Evaluating CSR as Low

For figure 13 the set of answer options is the same as the one in figure 12. The first significant difference is that the largest group of 48% says that they are not sure if they would purchase a service from Triodos Bank or Rabobank in the future. The second largest group of 20% says that they do not think they would purchase a service from Triodos Bank or Rabobank in the future. This confirms that the purchase intention of the respondents is higher among respondents that think the banks are investing enough in CSR than for the ones that do not.

What also plays a role is that there are other factors that could possibly influence the purchase intention of customers. A study conducted by Younus, Rasheed and Zia proves that factors such as perceived value, customer knowledge and celebrity endorsement can influence the purchase intention of a customer (Younus, Rasheed, & Zia, 2015). Another study from Parasuraman et al., (as cited in Choudhury, 2013), points out that service quality is also important when looking at the customer's behaviour. If the customer has a high perception of the service quality of a company, he or she will be more likely to buy a service from the company and to suggest the product or service to somebody else (Choudhury, 2013).

In the case of the two Dutch banks Triodos Bank and Rabobank it is also likely that brand awareness can influence the customer's purchase intention. As explained by Shahid, customers can often be sceptical towards new products and brands. What determines purchase intention in this case is if the customer has a positive brand image of the brand (Shahid, 2017). As mentioned before, Rabobank is one of the three largest banks within the Netherlands. This means that more people will have a brand image of this brand and as an affect brand awareness will also be larger. Because Triodos Bank is a much smaller bank within the Netherlands therefore, there will be less brand awareness for this bank (Banken.nl, 2019).

6. Conclusion

The first two sub-questions used to find an answer to the central question of this thesis were “What is Corporate Social Responsibility?” and “What is Purchase Intention?”. Different theories researching these two concepts have created the theoretical framework to answer the other two sub-questions. After consulting different theories, CSR was defined as the expectation for companies to consider the impact they might have on nature and society. In the banking sector, CSR could strengthen the position of a bank and at the same time improve relations with stakeholders. The Purchase Intention was defined as a method that measures a customer’s behaviour, attitude and perception.

Thereafter, the second two sub-questions were researched. The third sub-question used to find an answer to this central question was “How do customers react to different motives of CSR?”. Overall, there were no large differences between the results for the two banks, but it is visible that there is a more positive attitude towards initiatives from Triodos Bank. When looking at the four motives for CSR there is a division between how customers react to these motives. The motives Loyalty and Morality appear to gain less confidence from the customer. For both Triodos Bank and Rabobank people thought that banks mainly use these motives for their own benefit. Therefore, initiatives such as organising events to include customers for feedback and ideas and promoting a central mission to improve society are not perceived as very positive by the customer.

Motives such as awareness and environment are already perceived as more positive motives towards CSR. Mainly for Triodos Bank, these motives were perceived as an improvement for society and representing a socially responsible bank. The difference between the two banks becomes more visible within these motives. As for the awareness motive which was tested by presenting the respondents a hyperlink to Eerlijke Bankwijzer, there appeared to be a larger division between both banks. The investment policies of Rabobank gave a more divided result than those of Triodos Bank. The majority of the respondents believes that Triodos Bank wants to become more socially responsible or thinks that Triodos can be seen as a socially responsible bank.

The environment initiative from Rabobank is still perceived as partly aimed at the bank’s own benefit by the majority of the respondents. However, the motive environment has

the lowest score for Rabobank compared to the other motives. An environmentally aimed initiative like the one from Rabobank seems to gain more confidence from the respondents. A majority thinks that Triodos Bank really wants to improve society with their initiative or thinks that being socially responsible is really Triodos Bank's mission behind this initiative. In comparison to Rabobank, Triodos still gains more confidence from the respondents than Rabobank with this initiative.

The last important sub-question for this research was "Can CSR initiatives from Dutch banks affect purchase intention?". People think that both banks could still invest more in CSR initiatives. In other words, these people think the banks are not yet doing a great job in investing in CSR initiatives. Looking to their purchase intention, they were not very likely to purchase service from the banks in the future. According to the results of the questionnaire, it can be concluded that the purchase intention of customers who think the banks invest enough in CSR is higher than the purchase intention of customers who do not. Added to that, there are other factors that should be taken into consideration when looking at the purchase intention, such as the perceived value and brand awareness of the bank.

Research has shown that people do not have a very high Customer Company Identification with either Triodos Bank or Rabobank. Therefore, their purchase intention also appeared not to be very high. This research has shown that certain motives for CSR give more positive results than others. Customers have a more positive attitude towards motives such as awareness and environment when researching CSR. Therefore, such motives could positively affect purchase intention. Customers in this research thought that banks could still invest more in CSR and their purchase intention was still not very high. They were not very likely to purchase a service from the bank in the future. The purchase intention of the customers appeared to be higher when they thought the bank invests enough in CSR.

7. Recommendations

If banks make use of CSR or are planning to get more involved in CSR, they probably want the purchase intention of their customers to remain high. This thesis has researched how CSR initiatives by Dutch banks can possibly affect the purchase intention of the customer. On behalf of the results of this research, recommendations for Dutch banks are given in order to create an opportunity improve their CSR practices.

Research has shown that customers react differently to different motives for CSR. There was no convincing difference in which motives worked best for the customers. What was visible was that motives such as loyalty and morality were mainly perceived as motives for CSR that are used and implemented for the bank's own benefit next to improving society. The motives awareness and environment received more confidence from the customers. If banks are already active with such motives for CSR, they could try to embrace and improve motives such as awareness and environment since a majority of customers think such motives are used for responsible banking. Banks could also do additional research about the motives for CSR and how they can affect the customer's purchase intention. This could lead to more focussed and effective strategies for CSR.

Triodos Bank received more confidence in its motives for CSR than Rabobank when looking at the overall results. However, the customer's Purchase Intention for Triodos Bank and Rabobank were nearly the same. Results from the questionnaire have proven that the customers who thought the banks were investing enough in CSR initiatives had a higher purchase intention than the customers who thought the banks did not invest enough in CSR. Therefore, it could be recommended to banks to monitor what their customers think of their CSR practices. If customers do not perceive the CSR practices of their bank as very positive this could result in a lower purchase intention. Customers that think a bank is doing a great job regarding CSR practices could have a higher purchase intention.

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Appendices

Appendix 1 Questionnaire

If you agree to take part in this study, please read the following statement and tick the box at the end of this page. I am 15 years of age or older.

I can confirm that I have read and understood the description and aims of this research. The researcher has answered all the questions that I had to my satisfaction.

I understand that the researcher offers me the following guarantees:

All information will be treated in the strictest confidence. My name will not be used in the study unless I give permission for it. Unless otherwise agreed, anonymity will be ensured at all times. Pseudonyms will be used in the transcriptions.

I consent to take part in the research on the basis of the guarantees outlined above.

How can CSR initiatives by Dutch Banks affect purchase intention?

In the Dutch banking industry, most banks work with CSR: Corporate Social Responsibility. CSR can be defined as the expectation for companies to consider the impact they might have on nature and society. What is in it for the company itself is that they improve their shared value with the right strategic approach towards CSR (Hildebrand & Sankar, 2011).

This questionnaire will research how certain CSR initiatives by Dutch banks could affect the purchase intention of a customer. The questionnaire consists of 15 questions. It will not take any longer than 5-10 minutes. Thank you in advance for your support.

1. What gender do you identify as?

1. Male
2. Female
3. Prefer not to identify

2. What is your age?

1. 15-20

2. 21-25
3. 26-35
4. 36-50
5. 51 or older

3. Triodos Bank organizes certain public debate events to let their customers give feedback on their policies and actions. For example, they organized a networking breakfast to learn from thoughts and perspectives of their customers.

To what extent do you think Triodos Bank wants to help improve society with this initiative?

1. I think Triodos Bank really wants to help improve society with this initiative.
2. I think being socially responsible is really Triodos Bank's mission in this initiative.
3. I think that next to improving society, Triodos Bank will use this programme for its own benefit.
4. I think the objective of Triodos Bank in helping society with this programme is to benefit itself only.

4. Rabobank often works with co-creation: a tool that Rabobank uses to work closely together with customers for their feedback, opinions, criticism, ideas, dreams, etc.

To what extent do you think Rabobank wants to help improve society with this initiative?

1. I think Rabobank really wants to help improve society with this initiative.
2. I think being socially responsible is really Rabobank's mission in this initiative.
3. I think that next to improving society, Rabobank will use this programme for its own benefit.
4. I think the objective of Rabobank in helping society with this programme is to benefit itself only.

5. "Rabobank aims to be a courageous bank that makes a substantial contribution to the well-being and prosperity of people in the Netherlands and to a sustainable food supply for the world".

To what extent do you think Rabobank wants to help improve society with this mission?

1. I think Rabobank really wants to help improve society with this mission.
2. I think being socially responsible is really Rabobank's mission behind this mission.
3. I think that next to improving society, Rabobank uses this mission for its own benefit.
4. I think the objective of Rabobank in helping society with this mission is to benefit itself only.

6. "Triodos Bank is a leading expert in sustainable banking. Our mission is to make money work for positive change" & "Make money work for positive, social, environmental and cultural change".

To what extent do you think Triodos wants to help improve society with this mission?

1. I think Triodos Bank really wants to help improve society with this mission.
2. I think being socially responsible is really Triodos Bank's mission behind this mission.
3. I think that next to improving society, Triodos Bank uses this mission for its own benefit.
4. I think the objective of Triodos Bank in helping society with this mission is to benefit itself only.

7. Rabobank: Tries to take on a role as a 'socially responsible bank'. However, according to Eerlijke Bankwijzer, it remains questionable if Rabobank's investments are really as sustainable as they claim to be. [Take a look at the scores of their investment policies with this link.](#)

How would you describe your vision about Rabobank after consulting the hyperlink above?

1. I think Rabobank can be seen as a socially responsible bank.
2. I think Rabobank wants to try to become a more socially responsible bank.
3. I think Rabobank mainly uses responsible banking to increase sales and profits.
4. I think the motive of Rabobank in helping society with its responsible banking is very questionable.
5. I think being socially responsible is never part of Rabobank's company mission.

8. How would you describe your vision about Triodos Bank after consulting the hyperlink below?

Triodos Bank wants to "make money work for positive change". Eerlijke Bankwijzer also researched the investment policies from Triodos Bank. [Take a look at the scores of their investment policies with this link.](#)

1. I think Triodos Bank can be seen as a socially responsible bank.
2. I think Triodos Bank wants to try to become a more socially responsible bank.
3. I think Triodos Bank mainly uses responsible banking to increase sales and profits.
4. I think the motive of Triodos Bank in helping society with its responsible banking is very questionable.
5. I think being socially responsible is never part of Triodos Bank's company mission.

9. Rabobank maintains a sustainability policy in which new clients must meet certain sustainability criteria before a loan can be realized.

To what extent do you think Rabobank wants to help improve society with such an initiative?

1. I think Rabobank really wants to help improve society with this initiative.
2. I think being socially responsible is really Rabobank's mission in this initiative.
3. I think that next to improving society, Rabobank will use this programme for its own benefit.
4. I think the objective of Rabobank in helping society with this programme is to benefit itself only.

10. For 100% Triodos Bank only invests in energy companies that use and produce renewable energy instead of fossil fuels.

To what extent do you think Triodos Bank wants to help improve society with this policy?

1. I think Triodos Bank really wants to help improve society with this policy.
2. I think being socially responsible is really Triodos Bank's mission within this policy.

3. I think that next to improving society, Triodos Bank will use this policy for its own benefit.
4. I think the objective of Triodos Bank in helping society with this policy is to benefit itself only.

11. What do you think CSR initiatives from your bank should look like?

CSR: Corporate Social Responsibility can be defined as the expectation for companies to consider the impact they might have on nature and society. What is in it for the company itself is that they improve their shared value with the right strategic approach towards CSR (Hildebrand & Sankar , 2011).

You can select multiple options.

1. Supporting local communities
2. Sustainable funding
3. Offering green mortgages
4. Investments and loans in environmental projects
5. Financing (alternative) educational projects
6. Sponsorship of young entrepreneurs
7. Health support programmes

12. Do you think Rabobank is investing enough in CSR initiatives?

1. I think Rabobank does a great job investing in CSR initiatives.
2. I think Rabobank is investing enough in CSR initiatives.
3. I think Rabobank could invest more in CSR initiatives.
4. I think Rabobank really does not invest enough in CSR initiatives.

13. Do you think Triodos Bank is investing enough in CSR initiatives?

1. I think Triodos Bank does a great job investing in CSR initiatives.
2. I think Triodos Bank is investing enough in CSR initiatives.

3. I think Triodos Bank could invest more in CSR initiatives.
4. I think Triodos Bank really does not invest enough in CSR initiatives.

14. How likely are you to purchase a service from Rabobank in the future?

1. If the service I need would be offered at Rabobank, I would definitely purchase it there.
2. It is very likely that if I would need a financial service, I would purchase it from Rabobank.
3. I am not sure if I would purchase a service from Rabobank in the future.
4. I do not think I would purchase a service from Rabobank in the future.
5. I definitely would not purchase a service from Rabobank in the future.

15. How likely are you to purchase a service from Triodos Bank in the future?

1. If the service I need would be offered at Triodos Bank, I would definitely purchase it there.
2. It is very likely that if I would need a financial service, I would purchase it from Triodos Bank.
3. I am not sure if I would purchase a service from Triodos Bank in the future.
4. I do not think I would purchase a service from Triodos Bank in the future.
5. I definitely would not purchase a service from Triodos Bank in the future.

Appendix 2 Questionnaire results summary

Var_1		Var_2		Var_3	
Average Answer	1,68	Average Answer	2,11	Average Answer	2,54
Median	2	Median	2	Median	3
Mode	2	Mode	2	Mode	3
Sample Variance	0,24	Sample Variance	0,52313131	Sample Variance	0,83676768
Minimum	1	Minimum	1	Minimum	1
Maximum	3	Maximum	5	Maximum	4
Number	100	Number	100	Number	100

Var_4		Var_5		Var_6	
Average Answer	2,74747475	Average Answer	2,61	Average Answer	2,45454545
Median	3	Median	3	Median	3
Mode	3	Mode	3	Mode	3
Sample Variance	0,66007009	Sample Variance	0,82616162	Sample Variance	0,69944341
Minimum	1	Minimum	1	Minimum	1
Maximum	4	Maximum	4	Maximum	4
Number	99	Number	100	Number	99

Var_7		Var_8		Var_9	
Average Answer	3,11111111	Average Answer	2,28571429	Average Answer	2,36734694
Median	3	Median	2	Median	2
Mode	2	Mode	2	Mode	3
Sample Variance	1,1814059	Sample Variance	1,25773196	Sample Variance	0,87397433
Minimum	1	Minimum	1	Minimum	1
Maximum	5	Maximum	5	Maximum	4
Number	99	Number	98	Number	98

Var_10		Var_11_1		Var_11_2	
Average Answer	1,95959596	Average Answer	1,72	Average Answer	3,45263158
Median	2	Median	1,5	Median	3
Mode	1	Mode	1	Mode	2
Sample Variance	0,79426922	Sample Variance	0,82989899	Sample Variance	1,9525196
Minimum	1	Minimum	1	Minimum	2
Maximum	4	Maximum	5	Maximum	7

Number	99	Number	100	Number	95
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<i>Var_11_3</i>		<i>Var_11_4</i>		<i>Var_12</i>	
Average Answer	4,53947368	Average Answer	5,92	Average Answer	2,78787879
Median	4	Median	6	Median	3
Mode	4	Mode	6	Mode	3
Sample Variance	1,07842105	Sample Variance	0,97306122	Sample Variance	0,49536178
Minimum	3	Minimum	4	Minimum	1
Maximum	7	Maximum	8	Maximum	4
Number	76	Number	50	Number	99

<i>Var_13</i>		<i>Var_14</i>		<i>Var_15</i>	
Average Answer	2,26262626	Average Answer	2,93	Average Answer	2,79
Median	2	Median	3	Median	3
Mode	3	Mode	3	Mode	3
Sample Variance	0,64460936	Sample Variance	0,97484848	Sample Variance	1,07666667
Minimum	1	Minimum	1	Minimum	1
Maximum	4	Maximum	5	Maximum	5
Number	99	Number	100	Number	100

Appendix 3: Student Ethics Form

European Studies Student Ethics Form**Your name:** Jet Hage**Supervisor:** Mrs. De Koning**Instructions/checklist**

Before completing this form you should read the APA Ethics Code (<http://www.apa.org/ethics/code/index.aspx>). If you are planning research with human subjects you should also look at the sample consent form available in the Final Project and Dissertation Guide.

- a. ☐ Read section 2 that your Supervisor will have to sign. Make sure that you cover all these issues in section 1.
- b. ☐ Complete sections 1 and, if you are using human subjects, section 2, of this form, and sign it.
- c. ☐ Ask your project Supervisor to read these sections (and the draft consent form if you have one) and sign the form.
- d. ☐ Always append this signed form as an appendix to your dissertation. This is a knock-out criterion; if not included the Final Project/Dissertation is awarded an NVD.

Section 1. Project Outline (to be completed by student)**(i) Title of Project:** CSR in the Dutch Banking Sector

(ii) Aims of project: Research project for final dissertation European Studies year 4. The aim of the questionnaire is to find out how customers react to CSR initiatives in the Dutch banking sector.

(iii) Will you involve other people in your project – e.g. via formal or informal interviews, group discussions, questionnaires, internet surveys etc. (Note: if you are using data that has already been collected by another researcher – e.g. recordings or transcripts of conversations given to you by your Supervisor, you should answer ‘NO’ to this question.)
YES / NO

If no: you should now sign the statement below and return the form to your Supervisor. You have completed this form.

This project is not designed to include research with human subjects. I understand that I do not have ethical clearance to interview people (formally or informally) about the topic of my research, to carry out internet research (e.g. on chat rooms or discussion boards) or in any other way to use people as subjects in my research.

Student's signature  - date 6-01-20

If yes: you should complete the rest of this form.

Section 2 Complete this section only if you answered YES to question (iii) above.

(i) What will the participants have to do? (v. brief outline of procedure):

(ii) What sort of people will the participants be and how will they be recruited?

(iii) What sort stimuli or materials will your participants be exposed to, tick the appropriate boxes and then state what they are in the space below?

Questionnaires[X]; Pictures[]; Sounds []; Words[X]; Other[].

(iv) **Consent:** Informed consent must be obtained for all participants before they take part in your project. By means of an informed consent form you should state what participants will be doing, drawing attention to anything they could conceivably object to subsequently. You should also state how they can withdraw from the study at any time and the measures you are taking to ensure the confidentiality of data. A standard informed consent form is available in the Dissertation Manual.

(vi) **What procedures will you follow in order to guarantee the confidentiality of participants' data?** No names will be used in the research, no personal data will be gathered except for the participant's age.

Student's signature:  date:6-01-20.....

Supervisor's signature (if satisfied with the proposed procedures): date:

