

Credibility Communication of CSR Initiatives

*A study on credible CSR communication within the gambling industry
among millennials.*

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Abstract

Corporate social responsibility (CSR) has become an increasingly important aspect for companies to consider in a highly competitive business environment. Consequently, stakeholders have shown increased interest in how companies and suppliers relate to sustainable development and place ever higher demands on companies to actively engage in CSR initiatives. However, companies are facing challenges with their CSR communication credibility, especially in the gambling industry. CSR communication credibility is investigated in previous studies where several underlying factors have been presented. However, there is a theoretical gap of how these theories and factors correlate in the gambling industry with regards to CSR communication credibility.

The purpose of this research paper is to identify the different factors affecting CSR communication credibility within the gambling industry among millennials. Furthermore, the purpose is also to enhance the understanding of what to consider in gambling companies' quest for increasing the credibility of their CSR communication. This is done through testing three hypotheses regarding different constructs, namely CSR credibility, corporate image and institutional credibility and how they influence CSR communication credibility. The research is quantitative in nature and employs a descriptive-explanatory approach, using an online survey to collect primary data. The online survey was distributed to previous and current customer of a Swedish gambling enterprise, which yielded a total sample size of 495 which was used for the statistical analysis.

The findings suggest that the underlying factors CSR commitment, company as a source, information attractiveness and reputation influence CSR communication credibility and all factors are needed to be considered when gambling companies investigate their CSR communication credibility.

Keywords: CSR credibility, gambling industry, millennials.

Sammanfattning

Företags hållbarhetsarbete och corporate social responsibility (CSR) i synnerhet, har blivit en allt viktigare del för att anpassa sig till i en konkurrenskraftig affärsmiljö. Följaktligen har intressenter visat ökat intresse för hur företag och leverantörer förhåller sig till hållbar utveckling och ställer allt högre krav på företag att aktivt delta i CSR-initiativ. Företag står dock inför utmaningar gällande sin trovärdighet i CSR-kommunikation, särskilt inom spelbranschen. CSR-kommunikationens trovärdighet har undersökts i tidigare studier där flera underliggande faktorer har presenterats. Det finns för närvarande dock en teoretisk lucka om hur dessa teorier och faktorer korrelerar i spelbranschen när det gäller CSR-kommunikationens trovärdighet.

Syftet med detta examensarbete är att identifiera de olika faktorer som påverkar CSR-kommunikationens trovärdighet inom spelbranschen bland millennials. Syftet är dessutom att öka förståelsen för vad man ska beakta i spelföretagens strävan efter trovärdighet för deras CSR-kommunikation. Detta görs genom tre olika konstruktioner, ”CSR credibility”, ”corporate image” och ”institutional credibility” som påverkar CSR-kommunikationens trovärdighet. Detta behandlas med en delvis beskrivande och delvis förklarande med en kvantitativ karaktär där en webbaserad enkät användes för att inhämta den primära datainsamlingen. Online-frågeformuläret distribuerades till studie företagets tidigare/nuvarande kunder, vilket gav totalt 495 svar som användes i statistisk analys.

Resultaten tyder på att de bakomliggande faktorerna ”CSR commitment”, ”company as a source”, ”information attractiveness” och ”Reputation” påverkar CSR-kommunikationens trovärdighet och alla faktorer behövs beaktas när spelföretag undersöker CSR-kommunikationens trovärdighet.

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Introduction

This section contains an overview of the research background, problem discussion, research questions and delimitations.

1.1 Background

Corporate social responsibility (CSR) has become an increasingly important aspect for companies to consider in a highly competitive business environment. Stakeholders have shown increased interest in how companies and producers relate to sustainable development where they place ever higher demands on companies to actively engage in CSR initiatives (Brown & Carroll, 2018). Lindgreen and Swaen (2010) define CSR as organizations' voluntary commitment to sustainable economic development in society with regards to enhancing the quality of life for the local community, employees and their families as well as society at large. Examples of these are charity donations, planting trees, donations to research, community charity involvement etc.

Sequentially, CSR initiatives enable companies to gain competitive advantages, such as differentiate themselves from competitors and build a positive brand image (Gallego-Álvarez et al., 2010). Brown and Carroll (2018) further claim advantages such as honesty, transparency and obtained legitimacy from society when CSR initiatives are reported externally (Lindgreen & Swaen, 2010). Further advantages of CSR initiatives consist of engendering goodwill among customers, affecting company value positively, strengthens the relations with customers and investors and enhancing company reputation (Chernev & Blair, 2015; Tavares, 2016). From a marketing perspective, CSR enables companies to gain economic benefits which are "directly related to customers' positive evaluation of products and brand, brand choice and brand recommendations" (Mihalache, 2011. p.161).

During recent years, the public has shown great interest in receiving information regarding the CSR initiatives of companies (Dawkins, 2004), whereas millennials have been taking the leading role in demanding companies to initiate CSR initiatives (Busic et al., 2012). According to Lewis (2001), stakeholders want to be able to distinguish brands based on their social impact because their company preferences have become more sustainable than ever before.

Additionally, stakeholders also place high interest in knowing how organizations put their ethical and social standard into action (Gallego-Álvarez et al., 2010; Lindgreen & Swaen, 2010).

More companies engage in CSR initiatives but cannot communicate their efforts in a convincing way (Tetrevova & Patak, 2019), which is seen as the missing piece in companies CSR practice. Communicating the CSR initiatives externally has furthermore its disadvantages if not done correctly because of the risk of creating scepticism (Mohr et al., 2001; Schlegelmilch & Pollach, 2005). The scepticism arises from the stakeholders' questioning the companies' motives of engaging in the specific CSR initiatives, resulting in difficulties for companies to be perceived as credible when communicating their CSR initiatives. Moratis (2015) explains this as being linked to the organization's reputation and trustworthiness.

Several different industries are highly affected by scepticism when communicating their CSR initiatives, one industry is the gambling industry. According to Song et.al (2018), the gambling industry is viewed as a controversial industry. The controversial industry is defined, according to Song et.al (2018), as industries suffering from a low industry reputation as well as a lack of industry legitimacy. This originates from their economic and social impacts. Kilian and Hennigs (2014) further mention that controversial industries are inherently offensive, morally corrupt and unethical. Tetrevova and Patak (2019) claim that this social view of gambling industries makes it even more difficult to be perceived as credible. Stakeholders' attitude towards the organization impacts the credibility of the received information (Lock & Schulz-Knappe, 2019). To be more precise, negative attitudes emerge from the fact that the company's communication of CSR is perceived as egocentric. Credibility is an important prerequisite for successful communication at the same time as credibility is a consequence of successful communication (Lock & Schulz-Knappe, 2019). Tavares (2016) also notes that credibility is significant for creating a trustworthy image of an organization and increasing the level of transparency and authenticity.

1.2 Problem Discussion

As CSR becomes increasingly important among millennials, it is especially significant for gambling companies to communicate their CSR endeavours credibly. Millennials are identified as being the driving force behind the appraising demand for companies engaging in CSR

activities (Bucic et al., 2012). This group of people was born between 1981 and 1996 and is described by Bucic et al. (2012) as important in the context of workforce and consumers as well as being economically active. Das and Nadanyiova (2020) state that millennials are also educated in the area of CSR and possess the power to demand companies to undergo CSR activities due to their representation in the labour and traditional market.

Under these circumstances, it's crucial for gambling enterprises to adapt their communication strategy to millennials when formulating their communication strategy. Millennials possess a large share of the customer base in the gambling industry and compared to the older generations, they have more knowledge about CSR but show the least perceived credibility in this subject matter towards the gambling companies. This is because millennials are questioning whether these organizations are engaging in CSR activities for the right purpose and it is seen as a corporate social burden rather than undergoing CSR voluntarily (Aggarwal & Kadyan, 2011). To counteract the millennials' perception, gambling companies are trying to communicate their CSR activities transparently and credibly. To achieve the desired outcome of the CSR initiatives, companies in the gambling industry are allocating more resources in communicating their CSR initiatives (Ellen, 2006). Despite the effort, these added resources are not generating the desired outcome.

There are several different factors to take into consideration when addressing the mentioned issue. Some authors argue that there is a credibility gap between the company and its customers, their attitudes and perception towards the organization (Tavares, 2016; Song et.al, 2018), while others argue that the lack of credibility derives from the company's reputation and trustworthiness among stakeholders (Lock & Schulz-Knappe, 2019). Aggarwal and Kadyan (2011) further mention that CSR communication credibility is not well received since stakeholders are questioning the purpose of the CSR initiatives because stakeholders interpret it as a PR trick.

CSR communication is well described, and the topic has been researched by many authors but there is scarce research regarding the different factors affecting the CSR communication credibility among millennial users in the gambling industry. Thus, there is a gap in the literature regarding what factors influencing the credibility of communicating CSR initiatives in the gambling industry. Therefore, this study extends the current literature on credibility within CSR communication by investigating which factors influence the credibility of CSR communication

among gambling companies' millennial customers. By thoroughly investigating the different factors, it is possible to provide a deeper understanding of the customer's perception towards a company's CSR communication and thus be helpful for practitioners and researchers within marketing.

This field of research is interesting to study due to the negative stigma associated with gambling industries despite their increasing CSR efforts (Hancock et al., 2008; Yani-de-Soriano et al., 2012). Gambling industries conduct many CSR related initiatives, both related to the internal effect of the industry on its customers, such as preventing gambling addiction as well as contributing to the communities in which they operate. Hancock et al., (2008) further mention that even if the overall awareness regarding sustainability has increased as well as the CSR spending have increased among gambling companies, the lack of credibility remains.

1.3 Research Purpose & Research Questions

The purpose of this research paper is to identify the different factors affecting the credibility of CSR communication within the gambling industry among millennials. This will shed light and fill a gap within a research area that is very limited. To achieve the purpose, the following research questions were constructed:

- ❖ RQ1: What factors affect the credibility of communicating corporate social initiatives to millennials in the gambling industry?
- ❖ RQ2: Which factors have the most significant impact on the credibility of communicating corporate social responsibility to millennials in the gambling industry?

Successfully identifying the different factors affecting the credibility of communicating CSR initiatives in the gambling industry among millennials could be useful for marketing practitioners. This will create a better understanding of what to consider when communicating their CSR initiatives to increase the credibility among millennials.

1.4 Delimitation

This study will only focus on the gambling company Svenska Spel which is based in Sweden and the target group of millennials. This means that the study will only investigate which factors affect credibility when communicating CSR initiatives to millennials within the gambling industry in Sweden. Additionally, the study will only focus on former/present customers of Svenska Spel, and not include different demographics or international gambling industries. This study is further taking place during the COVID-19 pandemic where the gambling industry has seen an increase in usage and customers where new laws and regulations have been implied. Therefore, the study does not consider the new laws and regulations in the gambling industry.

2.0 Literature Review

Below are presented theories that are relevant to the problem discussion, the research area and research questions. The concept of CSR is first presented and explained, followed by communication, CSR communication, how to increase credibility in CSR communication and at last, a conceptual framework that has been constructed based on the literature review.

2.1 Corporate Social Responsibility

Due to globalization and international trade becoming more common, concerns regarding sustainability issues are becoming increasingly significant. This has substantially paved the way for stakeholders to demand sustainable operation in the form of CSR (Larsson & Ljungqvist, 2009). As a result, organizations are taking corporate responsibility by acting sustainability and compensating for its environmental, social and economic impacts through CSR initiatives (Larsson & Ljungqvist, 2009). According to McWilliams et.al (2006), there is no clear definition of CSR due to its clashing objectives and ambitions, meaning that companies use CSR for their specific purposes which will vary depending on the company. However, Lindgreen and Swaen (2010) describe the interpretation of the term as the responsibility in how a company affects the surrounding society and the environment. CSR thus aims at company's promotion of societal development, whereas McWilliams et.al (2006, p.117) define CSR as "actions that appear to further some social good, beyond the interests of the firm and that which is required by law", which is also the definition used in this thesis.

Another comparable concept describing an organization's responsibility and encourages sustainable operation is sustainable development (Waddock, 2004). Both CSR and sustainable development affect each other and are therefore crucial to link both concepts. CSR emerged and evolved because of social responsibility initiatives on sustainable development, see figure 1 (Abad-Segura et al., 2019).



Figure 1: Link between CSR and sustainable development (Authors own construct)

Figure 1 illustrates how CSR responsibilities are undertaken through economic, environmental, and social dimensions (Ait Sidhoum & Serra, 2017). These dimensions are interdependent, and the aim is to balance these dimensions in a beneficial way (Ait Sidhoum & Serra, 2017; Johansson, 2016). In other words, implementing CSR does not only benefit society, it benefits and strengthens an organization's position in the market (Johansson, 2016).

2.1.1 CSR and Business Performance

Business and society balance one another and are correlated, where its relationship is defined as "Ship and Sea" (Mishra & Nigam, 2020). An organization that comprehends these correlations and incorporates them with its business strategy is the winner in the long term (Mishra & Nigam, 2020). Additionally, Mishra and Nigam (2020) claim that CSR is often mistaken as philanthropic endeavours while it closely relates to the growth and development of the organization. Another study by Taghian et al. (2015) has also shown that CSR initiatives have positive effects on the organization reputation, which in turn, increases business performance. Implementing CSR to change stakeholders' perception through enhancement of the organization's reputation is a sign of CSR being used as a strategic philanthropy tool, intending to gain profit. In this case, doing good by benefiting the society is undertaken in a way that profits the organization's development and improving the business performance, rather

than only benefiting the society (Taghian et al., 2015; Carroll & Shabana, 2020). Therefore, it is crucial to communicate the CSR initiatives transparently to avoid misperception.

2.2 Communication

Communication holds a fundamental part of business success, regardless of the magnitude of the company (Genc, 2017). It enables the achievement and materialization of public relation goals and motivates, informs, provides mutual understanding and convinces others (Genc, 2017; Luhmann, 1992). The sender needs to be aware of how the receiver will perceive and process the message where the sender needs to understand its receiver (Genc, 2017; Cairney & Kwiatkowski, 2017; Alter & Oppenheimer, 2008). For instance, a company needs to understand what communications tools to use, understand their customer base and what strategy to use to reach the targeted segment group. Genc (2017) further argues that the sender needs to be perceived as credible by the target audience to rely on the message content.

2.2.1 Credibility

Credibility is defined by the Oxford English Dictionary (2021) as the capacity to be believed or believed in. Credibility is an important prerequisite for successful communication as well as credibility is a consequence of successful communication (Hedquist, 2002). The concept of credibility is complex and not easy to define. Additionally, credibility entails that what is said must appear true, be based on a proper basis and be verifiable (Hedquist, 2002; Maathuis et.al, 2004). Moreover, companies have to build credible brands because it influences stakeholders' behaviours and attitudes towards the company (Tavares, 2016). Furthermore, Tavares (2016) mentions that if a company is not perceived as credible, stakeholders are less likely to believe and engage with the brand. In general, a credible company is perceived as more meaningful, more predictable. Suchman (1995) adds that a company and its credibility affect how different people behave towards the company and what understanding they have of the organization and its actions.

Credibility is important in both individual and organizational contexts where the latter has often been challenged due to the discrepancies between deeds and words (Lock & Seele, 2017). Lock and Seele (2017) further describe this as an occurrence of expectations being mismatched regarding how the stakeholders perceive the actions of the organization and their expectations

on what the organization needs to do. Moreover, credibility is important when reporting CSR initiatives. According to Lock and Seele (2016), a company's CSR initiatives is questioned due to a lack of credibility. The main reason is described to be linked to the company's leeway in choosing the content of the CSR (Lock & Seele, 2016). According to Lee et.al (2017) factors such as a company's CSR expertise, CSR commitment as well as the company's motives behind the CSR initiatives, influence CSR credibility. In other words, company's must be transparent about who is benefiting from the CSR and the reason for implementing it.

Hovland et.al (1951) point out another perspective regarding credibility. Hovland et.al (1951) articulates that an important factor that affects the effectiveness of communication and its credibility is the attitude of the recipient towards the communicator. Additionally, Hovland et. al (1951) note that opinions derived from high or low credibility sources are maintained over some time. The study showed that individuals changed their opinion towards the communicator's position after some time rather than right after it was communicated, as shown in figure 3. This phenomenon suggests that recipients are suspicious of the intentions of the communicator and initially discard the communicator's position. Additionally, Hovland et. al (1951) argued that a significant amount of individual embrace and change their point of view in the direction advocated the communicator's position when it is perceived as highly credible, in comparison to when it is perceived low credible.

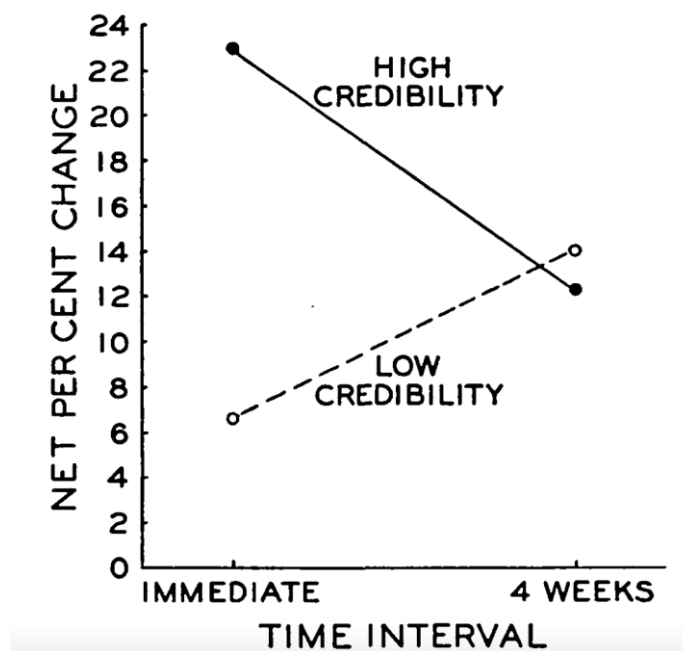


Figure 2: Retention of opinion (Hovland et. al, 1951)

Furthermore, the study by Hovland et. al (1951) concluded the acquisition or retention of information influenced the trustworthiness of the communicator. However, the trustworthiness of the communicator had a great influence on changes in opinions. For companies to perceived as credible and minimize customer suspicion and undesirable customers attitude, companies have to evaluate the antecedents of institutional credibility (Maathuis, 2004).

2.2.2 Antecedents of Institutional Credibility

Maathuis (2004) defines institutional credibility as the degree to which a company is an honest source of information. When evaluating institutional credibility, there are three components to take into consideration which are reliability/trustworthiness, expertise and attractiveness (Maathuis, 2004; Lafferty et al. 2002; Newell and Goldsmith 2001). Maathuis (2004, p.344) defines these components in the following table;

Table 1: Components influencing institutional credibility

Components	Definitions
Reliability/Trustworthiness	<i>“the degree to which an object is considered to be an honest source of information, products, services, and other matter”</i> Maathuis (2004, p.344).
Expertise	<i>“the degree to which an object has relevant knowledge and skills”</i> Maathuis (2004, p.344).
Attractiveness	<i>“the degree to which an object is valued by sympathetic behavior, ambition, perseverance, smartness and other personality-like characteristics”</i> Maathuis (2004, p.344).

According to Maathuis (2004), the three components are connected and individually measure different parts of the institutional credibility construct. In other words, attitude is linked to the reliability/trustworthiness component, abilities and competencies are linked to the expertise component and emotional values or physical appearances are linked to the attractiveness component. Lock and Schulz-Knappe (2019) mention that the actions taken by the company need to be perceived as appropriate, understandable, true and sincere to be perceived as

credible. Consequently, it increases the level of transparency and authenticity, where corporate image also plays a significant role (Herstein et al., 2008).

2.2.3 Corporate Image

Corporate image is defined as the internal and external stakeholders' perception of the company, which can be seen as a process of how the stakeholders perceive the image or the company's identity, accumulating in their establishment of the company's brand reputation (Herstein et al., 2008). Corporate reputation is thus related to corporate image and referred to value judgements regarding a company's qualities such as reliability, consistency and trustworthiness established over a long period by the public (Bennet & Rentschler, 2005). Reputation is further defined as how well the company manages to fulfil customers' expectations regarding its services and thus, the authors conclude that corporate image and corporate reputation originates from the perceived service experience and how the services were delivered to the customer (Bennet & Rentschler, 2005; Nguyen & LeBlanc, 2001). Since the corporate image is developed by customers' knowledge, feelings, beliefs, impressions, and experiences regarding the company (Minkiewicz et al., 2011; Richard & Zhang, 2012; Tran et al., 2015; Worcester, 1997), research has acknowledged corporate image as a non-palpable item with individual perceptions and thus, each perception of a company will be differentiated from one another (Gray & Smeltzer, 1985).

Customers possess the role of external stakeholders for companies and are thus of significant importance (Mostafa et al., 2015). To achieve an appropriate and desired corporate image, organizations utilize their marketing resources and strategies in the minds of their customers, whereas it enables companies to achieve sustainable competitive advantages over their competitors (Porter and Kramer, 2006; Leonidou et al., 2013). One way to create a positive corporate image is to utilize CSR activities since CSR activities positively influence the customer's perception of corporate image (Yoon et al., 2006; Vlachos et al., 2009; Fraj-Andrés et al., 2012; Kim et al., 2017). However, it is also of interest to investigate if a positive corporate image influences customers to perceive the company's CSR communication to be credible since engaging in CSR activities has become a norm for companies but has been met with scepticism rather than competitive advantages. To understand this, further, one must investigate the different ways of communicating CSR.

2.3 CSR Communication

CSR communication is described as the company's communication process of its environmental and social effects regarding their actions and benefits within society (Gray et al., 1996). Schlegelmilch and Pollach (2005) provide a more inclusive understanding of CSR communication where they define as creating value for stakeholders and increasing corporate reputation. Furthermore, Podnar (2008) mention that CSR communication includes transparent and true information regarding a company's interactions with stakeholders, business operations integrations and environmental and social concerns. Vanhamme and Grobben (2008) claim that this is to create a positive societal and consumer perception of the company and in that sense attaining the legitimacy of a company's behaviour (Birth et al., 2008). To make this easier to comprehend, the following figure, figure 1, is a visual representation of the concept:

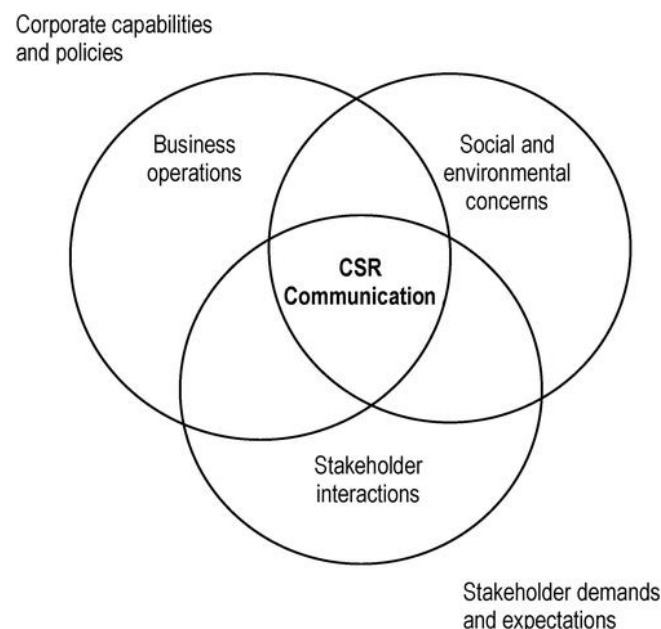


Figure 3: CSR communication (Podnar, 2008)

According to Podnar (2008), CSR communication covers several different aspects, such as environment, community involvement, cultural diversity, workplace climate, fair business practices, charity and human rights. However, despite covering different aspects, a proper CSR communication strategy is important (Podnar, 2008).

2.3.1 CSR Communication Strategies

Companies can choose between different strategies when communicating their CSR initiatives. However, a general criterion is to involve stakeholders when formulating CSR communication strategies. Morsing and Schultz (2006) describe three communication strategies for communicating CSR initiatives to stakeholders. These are Stakeholder Information Strategy, Stakeholder Response Strategy and Stakeholder Involvement Strategy. The stakeholder information strategy is a one-way communication strategy from the company to its stakeholders. With this strategy, companies inform their CSR initiatives to their stakeholders by media or press relations programs. This model is used by many businesses, governments and non-profit organizations and the aim of this model is that the company's CSR initiatives are communicated effectively to the stakeholders where the company itself is seen as a trustworthy communicator (Morsing & Schultz, 2006).

The second strategy, the stakeholder response strategy, includes a 'two-way asymmetric' communication model instead of a two-way symmetric model. They are quite similar, whereas both models include communication from the company to the public and from the public to the company. However, the asymmetric model favours the company where they try to change public behaviour and attitudes. Since the company needs external endorsements from their stakeholders with this model, they need to actively engage its stakeholders by making actions and decisions relevant to the stakeholders. In this way, the company receives feedback from its stakeholders regarding what they will tolerate and accept. However, Morsing and Schultz (2006) describe this as a one-way communication model since the company is only asking questions to receive the answer they want to hear, thus includes a risk of not receiving feedback from its stakeholders, rather their voice being reflected (Morsing & Schultz, 2006).

The third communication strategy, the stakeholder involvement strategy, engages the stakeholders in a much more comprehensive way where the company and the stakeholders have a dialogue to establish beneficial actions for both parties. Several authors recommend this approach, mostly because of the 'win-win' situation for both parties involved but also for the CSR communication to be highly effective, it needs to engage the stakeholders (Morsing & Schultz, 2006; Schlegelmilch & Pollach, 2005). Morsing and Schultz (2006) also mention some disadvantages with this approach, such as being expensive and time-consuming, whereas the company and its stakeholders might run a chance of not agreeing and thus paralyze the process

instead of experiencing its benefits. However, depending on how the company tends to implement the communication strategy, the third communication theory is most recommended to use when communicating CSR initiatives since the experienced benefits of a "win-win" situation (Schlegelmilch & Pollach, 2005).

2.3.2 CSR Communication Credibility in the Gambling Industry

Companies within the gambling industry have faced many credibility challenges when communicating their CSR initiatives, mostly due to the inherent social view of this industry of being unethical, offensive, morally corrupt as well as suffering from a low industry reputation (Song et al., 2018; Kilian & Hennigs, 2014; Tetreanova & Patak, 2019). Chernev and Blair (2015) mention that gambling companies can distract the attention given to their controversial activities by applying CSR disclosures and socially responsible behaviour, and thus reduce the negative effects of stigmatization.

Another issue facing the gambling industry in their CSR communication is the legitimacy gap. Galvin et al. (2004) found three potential or actual moral legitimacy gaps. Problem gambling (Wan et al., 2011), despoliation and pollution of the physical environment (environmental protection) were concerned as the first two negative externalities (Galvin et al., 2004). Lastly, unfavourable images of the gambling industry, such as exposing customers to losses, gambling addiction and financial risks were seen as the third legitimacy gap (Leung & Snell, 2017; Galvin et al., 2004). Sonpar et al. (2010) further mention that exaggerated legitimacy seeking behaviour can be counter-productive for gambling companies and supports the conclusions made by Schlegelmilch and Pollach (2005) and Stoll (2002) regarding hypocrisy allegations to the firm's CSR initiatives.

2.3.3 Communicating CSR in the Gambling Industry among Millennials

Millennials are defined as the age group born between the years 1982 to 2000 and were estimated in 2015 to represent half of the workforce by 2020 (Dimock, 2019). As mentioned earlier, millennials are the driving force behind the appraising demand for CSR actions (Busic et al., 2012). Millennials are the first generation to be tech-savvy, able to sustain and establish relationships at distance and are more personally invested in sustainable development (Busic et al., 2012; Sobczak et al., 2006; Howe and Strauss, 2000). This group is more open to

environmental and social issues (Sobczak et., 2006) and are more caring regarding global issues such as the environment, poverty and have a goal of saving the world from the previous effects of the older generations (Ng et al., 2017). Thus, it stands to argue that millennials have high expectations of ethical and social responsibility behaviour from companies.

With regards to CSR, most millennials trust corporations' CSR initiatives and believe that companies can act for the benefit of others rather than for the company itself (Ng et al., 2017). They are also evaluating the importance of their actions and choices more than previous generations (Howe & Strauss, 2000). Newborne and Kerwin (1999) mention that millennials might not engage in social protests, rather they use their power as workers and consumers towards socially irresponsible companies. Specifically, in Sweden, the millennial population accounted for 2.7 million people in 2019 (SCB, 2019), which was roughly 26% of Sweden's total population.

Millennials have been growing up in a brand-conscious and media-saturated world which has resulted in millennials responding differently to advertisements in comparison with previous generations (Newborne & Kerwin, 1999). Due to this, millennials possess the characteristics of being able to persuade knowledge at a high level. This along with millennials being tech-savvy has resulted in challenges for marketers with regards to reaching this target segment since the transition is a common part of their lives, as well as they, are using various media simultaneously (McCasland, 2005). McCasland (2005) further mentions that millennials do not like unwanted or irrelevant advertising and marketers need to understand the place millennials congregate to attract their attention. Hence, it is of great importance to understand millennials' interest and attain their permission for presenting advertisements, which functions as a vital element in companies' quest of connecting with this target audience (McCasland, 2005).

2.4 Increasing Credibility in CSR communication

According to Schlegelmilch and Pollach (2005), it is fundamental to communicate sustainable and social causes as well as include stakeholder involvement to attain positive CSR outcomes. Additionally, Kim et al., (2007) highlight the importance of effective communications with the company's stakeholders, whereas this plays a crucial part in increasing the awareness regarding the company's CSR activities as well as providing the opportunity to receive feedback.

Studies conducted by Nan and Heo (2007) and Trimble and Rifon (2006) suggest that a company's relevance to CSR initiatives and its expertise highly affects the public's perceived CSR motives. Thus, high perceived fit and highly relevant expertise between a company and its cause for CSR initiatives tend to result in positive behavioural and attitudinal outcomes (Nan & Heo, 2007; Trimble & Rifon, 2006). Hence, for companies to achieve the public's acceptance of their CSR motives, it is significant to communicate a company's fit or expertise to underline the specific social initiative. At last, Kim and Ferguson (2014) state that explaining the reason behind a company's CSR cause should be integrated into their CSR communication as well as provide information regarding what problems it has solved/helped towards.

Companies can also reduce customer scepticism and increase their credibility when communicating their CSR initiatives by involving third-party endorsements (Morsing & Schultz, 2006; Morsing, et al., 2008). Due to third-party credibility, sources such as experts and media are more trustworthy compared to communication controlled by the company (Morsing & Schultz, 2006; Pomeroy & Dolnicar, 2009; Schlegelmilch & Pollach, 2005). Morsing et al. (2008) further claim that companies should target media, experts or non-profit organizations when communicating their CSR efforts to increase credibility since directly communicating CSR has proven to not be effective. In addition, a decrease in credibility of CSR communication and scepticism have been stated as a result of extensive usage of advertising regarding a company's CSR initiatives (Schlegelmilch & Pollach, 2005). Research conducted by Schlegelmilch and Pollach (2005) and Stoll (2002) concluded that companies are perceived as hypocritical when they are spending too much money on advertising their CSR initiatives. In other words, they question the motives behind the company's true intentions in the supporting CSR case (Rifon et al., 2004; Du et al., 2010).

For the CSR communication to be perceived as more credible, Kim and Ferguson (2014) found that there's three main areas to focus on, which are how to communicate, who is benefiting and the specific results of previous CSR activities. The consumers preferred transparency and message tone as most important on how to communicate. In other words, consumers have a high need of receiving transparent and factual information regarding CSR initiatives. They also prefer CSR beneficiaries as the CSR communication source, which would yield a much greater perceived credibility. The other two areas concern the consumer's scepticism towards the

company's CSR. Moreover, they are interested in knowing who benefited and what the results were (Kim & Ferguson, 2014; Morsing & Schultz, 2006; Morsing et al., 2008).

2.5 Conceptual Framework

Based on the literature review, a conceptualization of the theory regarding CSR communication credibility has been established and presented in table 2. The conceptualization was used to develop the conceptual framework presented in figure 4. This is followed by a description of each hypothesis in the framework, which will be tested.

Table 2: Conceptual table of the conceptual framework

Conceptual Area	Dimensions	Conceptual definition	Operational definition
Credibility within corporate social responsibility communication	CSR Credibility	How credible consumers find a company's CSR involvement to be. A company's CSR credibility is its perceived trustworthiness and expertise in its CSR involvement. (Lee et.al,2017)	The degree to which a company is committed to its CSR work, its expertise in the field, motives and third-party endorsement.
	Corporate Image	The set of perceptions and image that people have of organizations and as it is experienced by the various publics (Lemmink et al., 2003)	The perceived reliability/trustworthiness of the source and the attractiveness of the provided information.
	Institutional credibility		The customer's experience of access to

		<p>The degree to which a company is considered to be an honest source of information, has relevant knowledge and valued by sympathetic behaviors.</p> <p>(Maathuis,2004)</p>	<p>service, service offered, personal contact, security and company reputation.</p>
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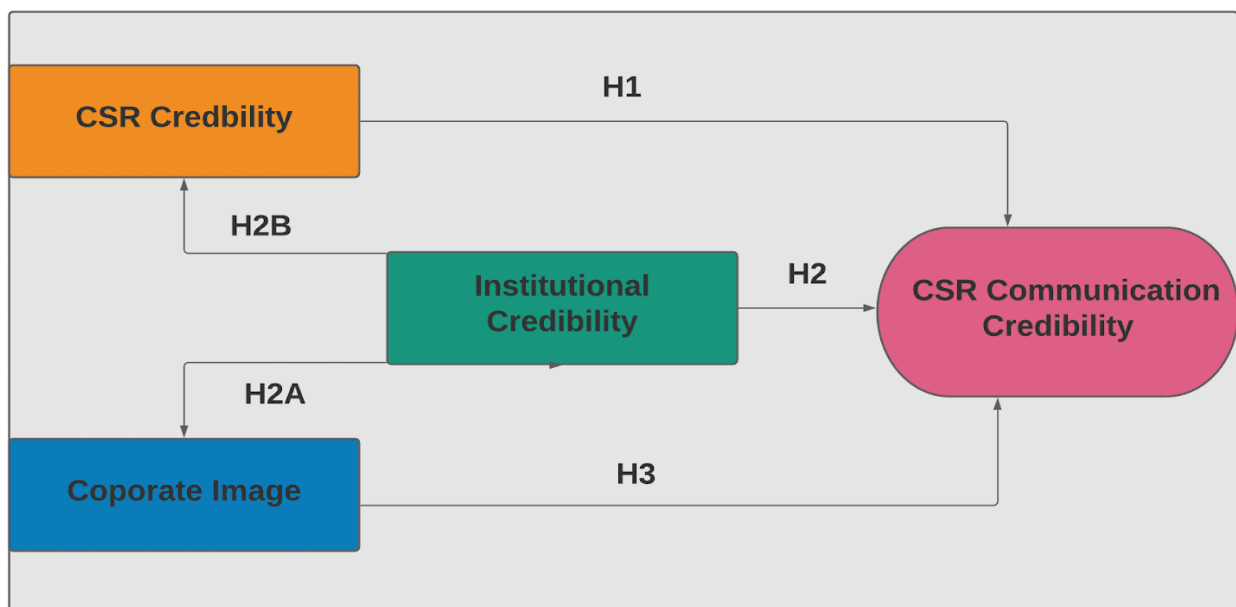


Figure 4: Conceptual framework

- ❖ **H1** - Higher perceived CSR credibility in the gambling industry leads to higher perceived CSR communication credibility.
- ❖ **H2** - Higher institutional credibility in the gambling industry leads to higher perceived CSR communication credibility.
 - **H2A** - Institutional credibility in the gambling industry strengthens the perceived corporate image.

The relationship between institutional credibility and CSR communication credibility is mediated by corporate image.

- **H2B** - Institutional credibility in the gambling industry strengthens the perceived CSR credibility.

The relationship between institutional credibility and CSR communication credibility is mediated by CSR credibility.

- ❖ **H3** - Positive perceived corporate image in the gambling industry leads to higher perceived CSR communication credibility.

3.0 Methodology

In this chapter, the methodology of the study will be presented, consisting of the research purpose, the research approach and research strategy. Additionally, the data collection, reliability and validity of the methodology are described. Lastly, a summated figure on the methodology overview is presented.

3.1 Research Purpose

There are three different types of classified research purposes, which are exploratory, descriptive, and explanatory (Saunders et al., 2009; Yin, 2009). Exploratory research purpose aims to clarify an observed phenomenon to gain more knowledge about it and is often an attempt to become a foundation for future research (Saunders et al., 2009; Yin, 2009). When the foundation exists and future research regarding the phenomenon is of interest, a descriptive research purpose is used to provide a deeper knowledge regarding the observed problem (Saunders et al., 2009; Yin, 2009). It is used to explain and explore the previously stated problem while contributing with further information (Saunders et al., 2009; Yin, 2009). At last, the explanatory research purpose comes at hand when there are different variables in a problem and the aim is to explain the relationships between them, which can be done by engaging in a correlation analysis between the stated variables (Saunders et al., 2009; Yin, 2009). Saunders et al. (2009) and Yin (2009) further concluded that a study can use more than one research purpose.

This research was approached with a partially descriptive and partially explanatory purpose. The first research question was aimed to investigate the different factors affecting CSR communication credibility based on previous research, as well as finding correlations between variables that have not been investigated before. The second research question aimed to investigate which of the identified factors has the most influence on CSR communication credibility. The following section is based on the used research purpose and describes the approach used to collect and analyze data.

3.2 Research Approach

When conducting a research study, it is needed to determine the research approach of the paper after defining the research purpose. This aims to further describe how the research addressed the research problem, the management of theory and how the research problem was connected to the empirical data (Saunders et al., 2016). The research approach used in this study was deductive since theories and models from previous literature formed the basis for the hypotheses as well as expanded upon this with the conceptualization, which was investigated with a structured questionnaire (Saunders et al., 2016).

A quantitative or qualitative approach can be applied to differentiate the procedure between data analysis and data collection techniques. Analysis and collection techniques that contribute with non-numerical data is characterized as a qualitative approach where data collection techniques, such as interviews, and analysis techniques, such as thematic analysis, are used (Saunders et al., 2016). On the contrary, a quantitative approach generates numerical data and uses questionnaires as a data collection technique and statistical graphs as analysis techniques. For this study, a quantitative approach was chosen, where the data collection was attained from a questionnaire. This facilitated the comparison and analysis between the different control variables CSR credibility, institutional credibility, corporate image and CSR communication credibility.

3.3 Research Strategy

Saunders et.al (2016) described research strategy as the process undertaken to answer the research questions as well as the purpose of the research. When choosing a research strategy, the first step is to take the type of data that are intended to be collected into account and if the chosen strategy suits the research questions (Yin, 2009; Saunders et al., 2009). Yin (2009) also presented five different types of research strategies, shown in table 3. To answer the research questions and statistically test the proposed hypotheses, a large amount of data is required. The survey strategy was used in this thesis, due to its relevance of gathering a large amount of required data. Moreover, a survey enabled the collection of many participants and due to the large number of people participating in these studies, the information collected represents the entire overall target group in a better way. Additionally, the collected data can be analyzed and tested.

Table 3: The usage appropriateness of different research strategies (Yin, 2009)

Strategy	Form of research question	Requires control over behavioural events	Focus on contemporary events
Archival analysis	Who, What, Where, How many, How much	No	Yes/No
Experiment	How, Why	Yes	Yes
Survey	Who, What, Where, How many, How much	No	Yes
History	How, Why	No	No
Case Study	How, Why	No	Yes

3.4 Data Collection

The survey strategy presents different ways for data to be collected. These are dependent on the nature of the study, amount of data as well as what kind of data and can include questionnaires, observations and/or interviews. With a deductive and quantitative approach, the data collection can be categorized into three areas, namely self-completion, observation, or interviewer-completion. Self-completion was used in this study which means that the questionnaires could be filled out without having an instructor present and could be delivered by online surveys or through e-mail (Hari et al., 2007). With regards to the questionnaire, it can either be interviewer-administered or self-administered. Interviewer-administered includes both the interviewer and the respondent, whereas, based on the interviewee's answers, is recorded by the interviewer. The self-administered questionnaire only includes the respondent, and the questionnaire is completed by the respondents solely. The number of questions needed, characteristics of respondents and the required sample size are different factors affecting the choice of a questionnaire (Saunders et al., 2009).

For this study to provide sufficient data input, the purpose and research approach of this study required a large number of respondents and quantitative data. This was attained through an online survey that included the characteristics of a self-completion questionnaire with a set of questions already predetermined before the survey was sent out. However, before the survey

was sent out, it needed to carry out some activities such as choice of method for questionnaire administration, pre-testing the questionnaire for validation and creation of a general design as mentioned by Hair et al. (2007).

3.4.1 Questionnaire Development

For the questionnaire to be well evaluated, well-constructed, properly designed and well-formulated, there are some steps to take into consideration. There are a total of five steps developed by Hair et al. (2007) and functions as a guideline when developing a questionnaire. The first step, initial considerations, includes clarify the objectives and research problem, develop the research questions according to the research objectives, identify potential respondents, determine the expected response rate, sampling approach and sample size and clarify the method of data collection. The second step is called concept clarification and includes clearly defining the concepts, determining the indicators/variables to represent the concepts and determine the level of measurements.

The third step includes determining the order and types of questions, coding of questions and examining the validity wording, deciding the length of the questionnaire, and grouping of the questions and determining the layout and structure of the questionnaire. The fourth step, pretest the questionnaire, includes deciding how the pretest will be conducted for the preliminary questionnaire, identify any limitations of the preliminary questionnaire by analyzing initial data, if necessary, change the questionnaire accordingly and, if necessary, repeat the presented steps. The fifth step is called administer the questionnaire and includes evaluating the best way for the questionnaire to be administered, if applicable, audit and train field workers, be certain of which actions to take after receiving the completed questionnaire and establish follow-up methods and deadline.

These steps were followed and contributed with a structured questionnaire approach. The measurement items were derived from previous research and were adjusted to fit the nature of the study. In short, the questionnaire was pretested, the results were evaluated and then distributed again to a larger target audience to collect the final data. Since the measurement items were written in English and the study's target audience had Swedish as its native language, they were translated from English to Swedish, as seen in appendix VII. To minimize the risk of any interpretation errors, Saunders et al.'s (2009) parallel translation method was used, which

included two different translations from two respective researchers. The two different translations were compared, and a final version was created accordingly. The distribution of the questionnaire included an introduction letter as well as a short case study which was sent out through the study company, Svenska Spel. The purpose of the introduction letter was to explain the purpose of the survey since the questionnaire was self-administered as well as it can affect the response rate, which align with Saunders et al. (2009).

3.4.2 Pretest

The questionnaire was firstly tested on 10 respondents in the intended target audience where their feedback was implemented. The improved questionnaire was again tested on 12 respondents in the intended target audience before distributing the questionnaire for data collection. This was to assess the quality of the questionnaire to make sure that the questions were interpreted as intended. By conducting a second pretest, the questions were improved and refined. The results from the two-pretest's test showed that most of the respondents would not have any knowledge regarding the study company's CSR activities, thus highlighting the risk of receiving unuseful data. Due to this, the respondents were introduced to a mandatory case study in the beginning of the questionnaire regarding the study company's CSR initiatives to minimize the risk of collecting unuseful data. The case study consisted of two short videos of 30 seconds each, both produced and used by the study company in their CSR marketing efforts, as well as two pictures summarizing the two videos. To match the intended population, the respondents in the pretest's consisted of people of ages between 24-35 and who had previously been engaged in the study company's service/products.

Before the survey was sent out for data collection, the pretest group was asked again to evaluate the questionnaire with the new desired amendments. If the respondents interpret the questions as intended as well as have no trouble answering them, Saunders et al. (2009) describe this as face validity which was achieved through the mentioned actions. Building on further recommendations by Bell (2005), the pretest group was asked these following questions.

- If you would estimate, how long did it take to complete the survey?
- Rate the clarity of instructions from 1-5, 1 being not clear at all and 5 being very clear
- Did you find any questions to be ambiguous or unclear?
- Did you find any question difficult to answer? If yes, which one(s)?

- Did you feel that the survey missed an important topic? If yes, what would that be?
- Was the layout attractive and clear?
- Do you have any other suggestions to improve the survey?

3.4.3 Measurement Items

To test the relationships shown in the conceptual framework, figure 4, relevant measurement items that were previously tested were used in the survey. To measure the corporate image of companies in the gambling industries, items developed by Flavián et al. (2004) were used, shown in table 4. Items developed by Lee et al. (2017) and Maathuis (2004) were also utilized to measure CSR credibility and institutional credibility, shown in table 5 and table 6 respectively. Lastly, three measurement items developed by Smith and Vogt (1995) were used to measure CSR communication credibility, presented in table 7. However, the fourth measurement item "Svenska Spel's CSR communication is clear" was developed by the authors to support the items found in table 7. Even though these items were used in the survey, they were adjusted to fit the gambling industry, selected target group, the study company and the nature of this study. A likert scale of 1-5 points were used since it yields higher quality data compared to likert scale of 1-7 or 1-11 according to Robinson (2017).

Table 4: Measurement items of corporate image (Flavián et al., 2004)

Factor Item
Service offered
I find the products and service offered by Svenska Spel attractive
I find the quantity of products and services offered by Svenska Spel sufficient
I find Svenska Spels products and services easy to use
Reputation
I believe that Svenska Spel does what it promises for its clients
Svenska Spel has a good reputation

I believe that the reputation of Svenska Spel is better than that of the rest of the companies
--

Table 5: Measurement items for CSR Credibility (Lee et al., 2017)

Factor Item
CSR expertise
Svenska Spel has great expertise in corporate community service
Svenska Spel is competent in the implementation of its responsibilities toward its community
Svenska Spel engages in CSR activities related to their industry sector
CSR commitment
Svenska Spel's commitment to its community is credible
Svenska Spel is honest about its commitment to its community
Svenska Spel is doing what it said it would be doing
CSR company motives
Svenska Spel provides information about who is benefiting from their CSR initiatives
Svenska Spel provides information about its intentions of their CSR initiatives
Svenska Spel provides information about previous CSR results

Table 6: Measurement items for Institutional Credibility (Maathuis, 2004)

Factor Item
Company as a source
Svenska Spel as a source of information is reliable
I can trust that Svenska Spel provides me with true based information

I can trust that Svenska Spel provides me with fact based information
Information Attractiveness
Svenska Spel provides interesting information
Svenska Spel is able to engage me emotionally in their CSR efforts
Svenska Spel's physical appearance of CSR information is appealing

Table 7: Items for CSR communication credibility (Smith & Vogt, 1995)

Factor Item
CSR communication credibility
Svenska Spel's CSR communication is truthful
Svenska Spel's CSR communication is accurate
Svenska Spel's CSR communication is credible

3.4.4 Sample Selection

After electing a survey as the appropriate data collection approach in this study, the next step was to choose a manageable sample size (Saunders et al., 2009). Saunders et al. (2009) mention that sampling is appropriate when the timeframe is scarce, when surveying an entire population is not practical or if any budget constraints are limiting the collection of data. This study was conducted in a limited timeframe within a specific industry. The desired or sufficient size to apply is 150+ respondents for a factor analysis and 98+ for multiple regression analysis (Pallant, 2016). Non-probability sampling with self-selection web survey and purposive sampling was used in this study following the suggestions by Pallant (2016). Non-probability sampling implies that arbitrary sample selection is made based on subjective judgement, meaning that all individuals that fit the target population will not be selected (Vehovar et al., 2016; Saunders et al., 2009). To be precise, the probability mechanism was not present, meaning that the sample selection was based on the subjective judgment of the researchers. Moreover, non-probability

sampling techniques deviate from probability sampling (Vehovar et al., 2016). Examples of such deviation and non-probability method according to Vehovar et al. (2016) are;

- Purposive sampling, also known as judgmental sampling- sample selections are based on arbitrary judgment of the researchers to find representative samples.
- Self-selection in web Survey which is described as volunteer sampling where an electronic survey is used and posted on social media.

Even though a non-probability sampling technique was applied in this study, it was still crucial to find a representative sample of the entire target population to optimally draw a general conclusion of the data (Saunders et al., 2009). Therefore, millennials who are/were active customers of Svenska Spel were chosen. This indicates that the selected sample represented the entire target population due to fitting the required criteria and possessing the needed input to answer the research questions. By using Svenska Spel's customer database, the selected sample was reached.

3.4.5 Respondents

Millennials are of interest when researching CSR since they are the driving force behind the appraising demand for CSR products/services and brands (Busic et al., 2012). They are also a large part of gambling companies' customer base and are therefore relevant for this study. Hence, millennials possess a vital presence in companies' quest for being perceived as credible when communicating their CSR initiatives. Customers at Svenska Spel were chosen due to being an appropriate target group as well as being of convenience due to the accessibility of a large sample size.

3.5 Data Analysis

According to Hair et al. (2007), researchers can use two different approaches when conducting a quantitative study, namely a descriptive approach and/or a statistical method with the use of statistical tools such as SPSS. The former approach, descriptive approach, is firstly used to understand and interpret the received data. The latter approach, the statistical approach, is used to analyze the set hypotheses for the study. Since this study both yielded new results in the form

of quantitative data as well as test given hypotheses, both approaches were used in this study. To analyze the results and test the hypothesis, the statistical tool SPSS was used. Moreover, inter item-correlations as well as reliability testing was also conducted. Below is a detailed description of each step conducted in the used method for this study.

3.5.1 Descriptive statistics

To analyze the obtained quantitative data from the survey, descriptive statistics was used. Descriptive analysis is often the first step in making an initial review and description of what the data looks like. In this study, categorical variables such as gender, age distribution, will be obtained and presented through frequency distribution. Additionally, continues variables will also be obtained through the descriptive which will provide a summarized information such as, mean and/or median of the data (Pallant, 2016). In addition to the descriptive statistics, Skewness and Kurtosis will be presented. Skewness is a statistical measure of how asymmetric a probability distribution of a of the obtained data is. Kurtosis is a measure of the thickness or weight of a distribution curve's tail (Saunders et al, 2009).

3.5.2 Statistical Techniques

The statistical techniques applied in this study included factor analysis, reliability analysis and internal consistency, correlation analysis and multiple regression analysis. This to test the proposed hypotheses and validate the gathered data. Factor analysis requires a large sample size and is a method used to reduce data (variables) into smaller constructs by investigating if latent variables (underlying unobservable variables) are reflected in the manifest variables (observed variables). For a successful factor analysis, the required data must contain at least sample size larger than 150 respondents (Pallant, 2016). With factor analysis, the connections between different variables are looked at and distinguishes any underlying factors. By looking for such factors, the data can then be examined in more detail, instead of analysing the individual indicator. The correlation analysis will be utilized to show the relationship between the variables. A value between 1 and -1 will indicate the strength of a relationship between the variables, in which will be achieved through the correlation analysis. The higher the value, the stronger the relationship (Pallant, 2016).

3.6 Reliability

When conducting a study, it is important to acknowledge the reliability dimension of the credibility of the research. Reliability within studies refers to the level of consistency of yielding the same results by other researchers if they were to duplicate the study (Saunders et al., 2009). Easerby-Smith et al. (2008) presented three questions to consider when assessing the reliability of the research findings, and if answered yes to all of them, there would be enough evidence to state that the authors of the study have managed the reliability of the research. The three questions are:

1. If the study were conducted on other occasions, would the results be similar?
2. Will other observers reach the similar observations?
3. Was the raw data evaluated with transparency?

On the contrary, there are still threats to reliability as discussed by Saunders et al. (2009). The authors mentioned that the threats are observer bias or observer error, participant or subject error and participant or subject bias. Observer bias occurs when researchers want to strengthen their hypothesis or research question by providing inaccurate responses. Observer error arises when there are differences in interpretations from different research regarding item questions or when conducting data analysis. However, the risk of observer bias and observer error can be reduced by incorporating highly structured methods for data collection as well as using quantitative data collection methods (Saunders et al., 2009). Systematic errors, such as choice of respondents or time at completion, can occur and this is called participant or subject error. At last, participant or subject bias can occur when the respondents do not answer with regards to their perspective or experiences, rather what the "correct" answer would be. However, by having the respondents anonymous, researchers can reduce the risk of participant or subject bias.

When conducting a study consisting of several items measuring a concept, Robinson (2017) mentioned that the correlations between the items should be positive and consist of a minimum of three items. Marsh et al. (1998) supports this statement by further implying that the factor analysis will reliably yield convergent solutions with a minimum of three items. Following

these implications, this study included anonymous respondents and included at least three measurement items for each construct.

The reliability was addressed by the chosen statistical methodology, to ensure that the data or factors meet the reliability criteria set out. For the data to be useful for statistical analysis, the scale must be reliable and have an internal consistency (Tavakol & Dennick, 2011). Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group (Pallant, 2016). An acceptable value for alpha is between 0.70 - 0.95 (Tavakol & Dennick, 2011). Admittedly, the value of alpha increases with increasing internal consistency and the number of items has also been shown to be important. A test that consists of many items usually receives a higher alpha value (Tavakol & Dennick, 2011). A low value can be a sign of a lack of internal consistency, a small number of items or poor correlation between the items. Following these implications, the number of items used in this study was considered acceptable based on Pallant (2016) criterion. Furthermore, this study used items developed by Flavián et al. (2004) with an average alpha value above .8 and items developed by Lee et al. (2017) with an alpha value of .84. Moreover, items developed by Smith and Vogt (1999) was also used with an average alpha value of .7. Thus, the scales used in this study met the reliability criteria's and hence are acceptable to use as measurement items. To further test the reliability of the measurement items, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was tested. KMO indicates whether the study material is suitable for factor analysis and can be determined by measuring how homogeneous the variables are (Sharma, 1996). For a survey material to be suitable for factor analysis, it should have a KMO value of at least 0.6 (Sharma, 1996). The KMO value for this research was tested and further presented in chapter 4.

3.7 Validity

Validity is an important criterion when it comes to assessing the quality of a quantitative survey (Saunders et al., 2009). Additionally, validity concerns whether a concept or measurement items accurately measure what it is intended to be measured in the quantitative research (Heale & Twycross, 2015). When considering the validity of a study, there are three different types of validity, namely content validity and construct validity (Heale & Twycross, 2015).

Table 8: Different types of validity (Heale & Twycross, 2015)

Type of validity	Description
Content validity	<p>This refers to whether the items adequately measure what it is intended to measure regarding the variable. Additionally, it concerns whether the instrument covers the entire domain with respect to the related variable or the construct it was supposed to measure (Saunders et al., 2009; Heale & Twycross, 2015). In this study, content validity is about whether the measurement items used in the survey measure the construct and generate acceptable coverage that can be used to answer the research questions. Therefore, this was checked and the content validity is considered acceptable because the measurement items was previously used tested by other scholars. The measurement items, except one, used in this study were all tested and developed by other studies and therefore have a high validity.</p>
Construct validity	<p>Construct validity is about whether the items measure the intended idea and if inferences about the result regarding the main concept can be drawn. Construct validity can further be demonstrated through three different aspects in which can be used to understand whether a study has a construct validity. <i>Homogeneity</i> is the first type and concerns the instrument measure one construct (Heale & Twycross, 2015). The second one is <i>convergence</i> which takes place when several instruments measure similar concept. The last type is <i>theory evidence</i> is about when “behaviour is like theoretical propositions of the construct measured in the instrument” (Heale & Twycross, 2015, p.66). To achieve a high construct validity, two pretest’s tests including 24 respondents was conducted where the measurement items were reviewed.</p>

3.8 Overview of the Methodology

The figure below summarizes the methodology used in this study and the order in which they were implemented. The grey filled areas indicate the chosen methodology out the possible options, where the lines illustrate the connection of the methodology approach.

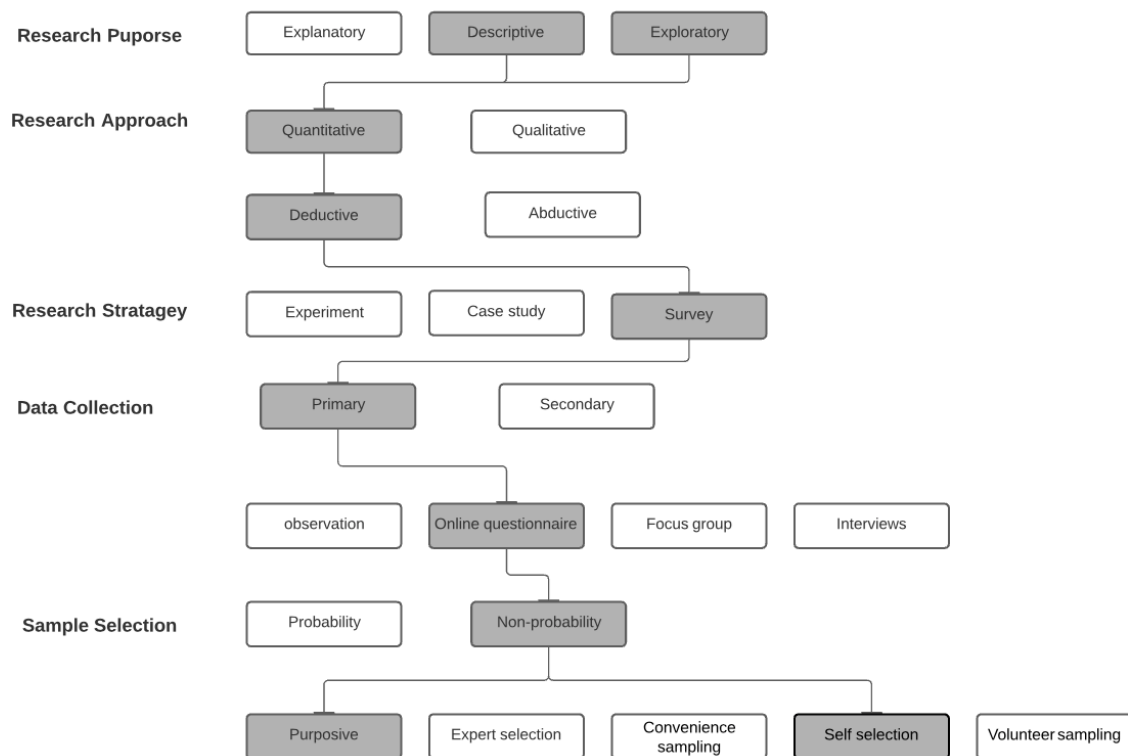


Figure 5: An overview of the methodology

4.0 Empirical Data

The following chapter will present the study's results from the quantitative data. This section contains, among others, pre-analysis considerations, reliability of conduct and hypothesis testing.

4.1 Pre-Analysis

When analysing quantitative data, there are certain aspects and assumptions to take into consideration before the analysis begins. Therefore, pre-analysis assumptions were made. These assumptions include certain criteria within sample size, multicollinearity and singularity, normality, linearity, homoscedasticity and independence of residuals, outliers and lastly, factorability of the correlation matrix (Pallant, 2016). By fulfilling the criteria set in the different aspects, the reliability of the results of the study increases and thus repeatability and generalizability can be reached as well as multiple regression and factor analysis techniques can be used with more certainty.

According to Pallant (2016), the sample size needs to include 150+ respondents for successful factor analysis and 98+ respondents for a multiple regression analysis if the total number of independent variables is six to reach a repeatability or generalizability conclusion. This study included 495 unique respondents which are well above the criterium mentioned by Pallant (2016) and thus, with great margin, excludes uncertainties such as lowering the validity of the study or not be repeatable which are possibilities that can occur when the sample size is too small (Pallant, 2016).

After the sample size criterion has been achieved, Pallant (2016) explains the next step as to evaluate the independent variables by multicollinearity and singularity, which is the relationship between them. Achieving a VIF value below 10 or tolerance below .10 is favourable since it suggests low multicollinearity and singularity. This is important to take into consideration before analysing the quality of the regression model and to make sure the model is not affected by multicollinearity and singularity.

Continuing on Pallant (2016) study, normality, linearity, homoscedasticity and independence of residuals should all be verified to attain an accurate output from the multiple regression analysis. The regression analysis provides residual scatter plots which verifies normality, linearity, homoscedasticity, and independence of residuals (Pallant, 2016). Pallant (2016)

further mentions outliers, which possesses an important part to consider during the initial data analysis since multiple regression and factor analysis techniques are sensitive to outliers. Compared to other scores, Pallant (2016) describes outliers as respondents' answers that are low or high. For the outliers to not have a significant impact on the multiple regression and factor analysis, they will need to consist of less than 1% of the total sample. At last, Pallant (2016) mentions the factorability of the correlation matrix needs to be considered when conducting factor analysis. The sample needs to be suitable for the analysis, which they are if they surpass some key numerical indicators, such as Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity. For the tests to be significant, the KMO value should be .6+ and $p < .05$ respectively (Pallant, 2016). These criteria were all checked to make sure that the empirical data was suitable for a further statistical analysis.

4.2 Respondents Profile

The data analysis for this research yielded a total number of 495 respondents, whereas gender, age distribution, frequency of gambling the last 12 months and whether the respondents were familiar with CSR or not were asked as screening questions. As seen in table 9, the gender distribution consisted of 255 (52%) male and 240 (48%) female respondents. As further presented in table 9, the number of respondents between the ages 25-30 and 31-36 were almost divided equally, 193 (39%) and 188 (38%) respectively. The number of respondents within the ages of 37-40 corresponded to 114 (23%) respondents.

Table 9: Age and gender distribution

Gender	Age		
	25–30	31–36	37–40
Male (n)	100	98	59
Female (n)	93	90	54

Table 10 presents the respondent's frequency of gambling the last 12 months at Svenska Spel. The data showed that 56.5% of the respondents have played once or less at Svenska Spel during the last 12 months. Furthermore, 45.5% of the respondents reported that they gambled at Svenska Spel more than once during the last 12 months. A more detailed table including

male/female percentage distribution as well as the age distribution to this section can be found in appendix I.

Table 10: Frequency of gambling

Frequency of gambling	Respondents (percent)
Daily or almost every day	.3
Every week	14.4
Every Month	14.7
Each quarter	14.1
Last 12 months	16.4
Not played during the last 12 months	22
Never played	18.1
Total	100

Before the respondents were presented with the chosen constructs, they were asked if they had any familiarity with CSR in general. Only 20% of the respondents were familiar with CSR, compared to 74% who were not. Furthermore, the remaining 6% of the respondents answered that they did not know if they were familiar with CSR. This was, however, expected which resulted in the used case study, as described in 3.4.2. A more detailed table including male/female percentage attributions as well as the age distribution to this section can be found in appendix I.

As a screening question at the end of the survey, respondents were asked if they had any knowledge about Svenska Spel's CSR initiatives before this study. Those who answered "no" were further asked to state the reason. As seen in table 11, the majority answered, "I don't know", followed by "I don't gamble", "Rarely gamble" and "Not interested in gambling". However, some have stated that they are not interested in CSR and others have stated that they have not seen the CSR marketing campaigns by Svenska Spel. Table 11 presents the most common reasons and how frequently they appeared.

Table 11: “What do you think may be the reason why you didn't know about Svenska Spel's CSR initiatives?”

n	Summated responses
62	I don't know
54	I don't gamble
48	I rarely gamble
47	I am not interested in gambling
40	Marketing
39	Not interested in CSR
18	I do not watch tv/commercials
13	I do not know what CSR is
13	Negative stigma associated with gambling companies
6	Not attentive
2	I do not trust gambling companies

4.3 Descriptive Statistics

In addition to the screening and demographics questions, the survey consisted of 25 items measuring the four constructs. The respondents took a stand by stating how well they agree with the items by weighing between strongly disagreeing to strongly agree, all on a five-point Likert scale. Table 12 shows the summated descriptive statistics of each construct. The table also shows the median, standard deviation, mean value, skewness and kurtosis of every summated scale of the construct. As presented in table 12, the mean values of the constructs are almost equally the same. The reputation (RE) factor had the highest mean value of 3.76 followed by CSR communication credibility (CSRCC) and service offered (SO) with a mean value of 3.70 and 3.49 respectively. On the other hand, factor information attractiveness (IA) had the lowest mean value of 3.03 followed by CSR company motives (CSRCM) with a mean value of 3.13. This suggests that the respondents gave a relatively higher score and somewhat

strongly agree with the items measuring reputation (RE) as well as CSR communication credibility (CSRCC) and service offered (SO). Moreover, the highest measured standard deviation is 1.04 with factor company as a source (CS) and the lowest value measured was .86 with factor CSR expertise (CSRE). Table 12 also shows the skewness of each factor to be negative, which means that the normal distribution curve is shifted toward the left and negative side of the graph.

Table 12: Summated descriptive statistic of analysed factors

	N	Minimum	Maximum	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
RE	495	1,00	5,0	3,7609	,03969	,88299	-,754	,110	,851	,219
CSRCC	495	1,00	5,0	3,7071	,03584	,79729	-,518	,110	,643	,219
SO	495	1,00	5,0	3,4943	,03930	,87444	-,547	,110	,343	,219
CS	495	1,00	5,0	3,4242	,04569	1,01653	-,487	,110	-,050	,219
CSRCC	495	1,00	5,0	3,3394	,04096	,91137	-,406	,110	,432	,219
CSRE	495	1,00	5,0	3,3313	,03709	,82513	-,305	,110	,667	,219
CSRCCM	495	1,00	5,0	3,1333	,03737	,83135	-,352	,110	,593	,219
IA	495	1,00	5,0	3,0343	0,04124	,91763	-,092	,110	,000	,219

Appendix II shows a full list of the descriptive statistics of each item used to measure the constructs. In terms of items, "Svenska Spel has enough quantity of products and services available" (SO2) has the highest mean value of 4.07 followed by "I believe that the reputation of Svenska Spel is better than that of the rest of the companies" (RE3) and "Svenska Spel has a good reputation" (RE2) with mean values of 3.96 and 3.83, respectively. Overall, the mean values of items measuring reputation (RE) are relatively high and do not differ from each other.

However, it is very interesting to look at the items measuring service offered (SO) due to having an item with the highest measured mean value of this study as well as an item with a relatively low mean value. In other words, the mean values of service offered (SO) items differ. The lowest measured mean value is 2.83 with the item "Svenska Spel is able to engage me emotionally in their CSR efforts" (IA2).

4.4 Reliability of Constructs

The observed Cronbach alpha coefficient for the entire data was .95 which suggests the items have a strong internal consistency for the scale and well above the criteria of .70, mentioned in chapter 3.6. Additionally, no items were revised or discarded since the items used showed a strong correlation. This alpha value also indicated that number of items to be sufficient. However, considering the previous studies, by Flavián et al. (2004), Lee et al. (2017) Maathuis, (2004) Smith and Vogt (1995), where these items were used, the observed value in this study is higher which strengthens the reliability and the usage of these measurement items.

Since item "Svenska Spel's CSR communication is clear" was developed by the authors as a measurement item for "CSR communication credibility", its reliability was tested. The alpha value of the items measuring "CSR communication credibility" is .90 which indicates the above-mentioned item has strong internal consistency and was not advised to be removed. Another indicator of strong reliability was shown through the inter-item correlation matrix where all values were positive. This suggests the used items are measuring the same underlying traits. Furthermore, reliability tests for each construct were conducted which are presented in appendix III. The alpha values for most of the constructs were above .70. However, the observed value of Cronbach alpha for items measuring "Service offered" was .64, which was lower than the criterion and was therefore not retained for further analysis.

4.4.1 Factor Analysis

As expressed in section 3.5.2, factor analysis was conducted to reduce the large set of scale items into a manageable number of scale items. Since the sample size of this research was 495, which is well above the criteria mentioned in 3.5.2, it was suitable to conduct a factor analysis. The items measuring construct "CSR communication credibility" were excluded in the factor

analysis. According to (Palant, 2016) the most common approach when conducting factor analysis is principal component analysis.

4.4.1.1 Principal Component Analysis

To determine the number of factors extracted, the KMO and Initial Eigenvalues was considered. The observed value of the KMO is .95, which was well above the criteria mentioned in 3.6. Table 13 shows the eigenvalues for the first five factors, a full list of the eigenvalues for each factor are shown in appendix IV. The chosen components for further analysis are the ones with an eigenvalue of 1.0 or above. This resulted in three components with a total item variance of 67.43. The higher the eigenvalue, the more of the variation in the data material explains the factor (Sharma, 1996). This can also be seen on the scree plot shown in appendix III. The scree plot verifies the number of extracted factors that have an eigenvalue of 1 or above.

Table 13 : Total Variance Explained

Initial Eigenvalues				Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11,484	54,684	54,684	11,484	54,684	54,684
2	1,622	7,726	62,410	1,622	7,726	62,410
3	1,055	5,024	67,434	1,055	5,024	67,434
4	,929	4,423	71,857			
5	,745	3,547	75,404			

The three retained factors with a total item variance of 67.43 were analysed further in a rotated pattern matrix. This was done to explain and interpret the underlying factor of each component (Pallant, 2016). This matrix was yielded through the correlated rotation (direct oblimin) option to avoid misinterpretation and present the correlation between the factors. Table 14 shows the result of a complete list of all items from the rotated pattern matrix with rotated factor loadings. This was done to compare the factor loading of the used items in this study with previous studies where those items were developed.

Table 14: Pattern Matrix for PCA with Oblimin Rotation of three Factor

	Factor		
	1	2	3
SO1			,324
SO2			,633
SO3			,612
RE1			,545
RE2			,646
RE3			,560
CSRE1	,750		
CSRE2	,844		
CSRE3	,826		
CSRC1	,757		
CSRC2	,765		
CSRC3	,799		
CSRCM1	,783		
CSRCM2	,792		
CSRCM3	,564		
CS1		-,648	
CS2		-,894	
CS3		-,727	
IA1	,786		
IA2	,576		
IA3	,686		

As shown in table 13, component one has the highest cumulative value and explains about 54.68% of the total variation. Table 14 shows that the coefficients of the items under component one has positive values that do not differ much, except for item CSRCM3. This can be explained by differences in respondents responding to high and low values on a liking scale. Based on the rotated pattern matrix seen in table 14, items measuring construct CSR expertise (CSRE) and CSR commitment (CSRC) have the highest loading under component one which suggests that CSR expertise and CSR commitment has a significant influence on component one. The second component explains 7.73% of the total variation and 62.41 % together with component 1. All items under component 2 have negative coefficients and only contain items measuring company as a source (CS). Therefore, company as a source has a strong influence on component 2 and this indicates a high value on these items will decrease the value of component 2. Component 3 is the last one with an eigenvalue above 1 and the last component that has been chosen to take

a closer look at. Component 3 explains 5.02% of the variation and together with component 1 and component 2 explain 67.43 % of the variance. The coefficients of the variables under components do not differ much.

Table 15: Cronbach alpha for each construct

Main construct	Factor	Cronbach alpha
Corporate Image	Service offered (SO)	.64
	Reputation (Re)	.80
CSR credibility	CSR expertise (CSRE)	.90
	CSR Commitment (CSRC)	.92
	CSR company motives (CSRCM)	.80
Institutional Credibility	Company as a source (CS)	.93
	Information Attractiveness (IA)	.87
CSR communication credibility	CSR communication credibility (CSRMCC)	.90

Table 15 presents the main constructs of figure 4, including the constituent factors of each construct. Furthermore, these factors have in turn been tested through the measurement items in in table 16. The data presented in table 16 present the factor loading of each measurement items, where some had lower factor loadings. However, the retained items and factors were based on the Cronbach alpha value presented in table 15.

Table 16: Rotated pattern matrix

Factor	Code	Items	Factor loading
Service offered (SO)			
	SO1	I find the products and service offered by Svenska Spel attractive	.32
	SO2	I find the quantity of products and services offered by Svenska Spel sufficient	.63
	SO3	I find Svenska Spels' products and services easy to use	.61
Reputation (Re)			
	Re1	I believe that Svenska Spel does what it promises for its clients	.55
	Re2	Svenska Spel has a good reputation	.65
	Re3	I believe that the reputation of Svenska Spel is better than that of the rest of the companies	.56
CSR expertise (CSRE)			
	CSRE1	Svenska Spel has great expertise in corporate Social Responsibility	.75
	CSRE2	Svenska Spel is competent in the implementation of its responsibilities toward its community	.84
	CSRE3	Svenska Spel engages in CSR activities related to their industry sector	.83
CSR commitment (CSRC)			
	CSRC1	Svenska Spel's commitment to its community is credible	.76
	CSRC2	Svenska Spel is honest about its commitment to its community	.77
	CSRC3	Svenska Spel is doing what it said it would be doing	.80
CSR company motives (CSRCM)			
	CSRCM1	Svenska Spel provides information about who is benefiting from their CSR initiatives	.79

CSRCM2	Svenska Spel provides information about its intentions of their CSR initiatives	.80
CSRCM3	Svenska Spel provides information about previous CSR results	.56
Company as a source (CS)		
CS1	Svenska Spel as a source of information is reliable	-.65
CS2	I can trust that Svenska Spel provides me with true based information	-.90
CS3	I can trust that Svenska Spel provides me with fact-based information	-.73
Information Attractiveness (IA)		
IA1	Svenska Spel provides interesting information	.79
IA 2	Svenska Spel is able to engage me emotionally in their CSR efforts	.58
IA3	Svenska Spel's physical appearance of CSR information is appealing	.69

4.5 Correlation

Table 17 presents Pearson's correlation matrix between each summated construct. As shown in table 17, the correlation coefficient ranges from $.305 \leq r \leq .845$, which implies positive correlations between the constructs (Pallant, 2016). Furthermore, table 17 presents large positive correlations ($.5 \leq r \leq 1$) for the constructs CSR commitment (CSRC) and CSR expertise (CSRE), CSR company motives (CSRCM) and CSR commitment (CSRC) and company as a source (CS). The weakest correlation achieved was between the constructs service offered (SO) and CSR communication credibility (CSRCC) (.305) which is considered as a medium positive correlation ($.30 \leq r \leq .49$) (Pallant, 2016).

Table 17: Pearson's correlation matrix

	SO	RE	CSRE	CSRC	CSRCM	CS	IA	CSRCC
SO	1							
RE	,676	1						
CSRE	,514	,685	1					
CSRC	,510	,656	,845	1				
CSRCM	,450	,566	,743	,767	1			
CS	,521	,681	,685	,760	,660	1		
IA	,429	,523	,707	,688	,704	,656	1	

CSRCC	,305	,451	,488	,520	,447	,520	,435	1
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4.6 Hypothesis Testing

The following analyses of the hypotheses was concluded to answer research question one. To test the hypothesis shown in figure 4, multiple regression analysis was conducted. Before the analysis, the multicollinearity and singularity among the independent variables were tested to achieve an acceptable regression model. This was done by checking the correlation between the independent and dependent variables, which all showed a value above .3. This was acceptable due to being aligned with the criteria by Pallant (2016). Additionally, the collinearity diagnostics were also consistent with the correlations, where the VIF value was less than 10. Moreover, no deviation from normality was detected at the normal P-P plot and all points lie string diagonal. The Scatter plot of the standardised residuals also shows residuals being rectangular distributed, shown in appendix V. Furthermore, the tables below present whether the different hypotheses are supported or not as well as the constituent components of each regression model. R^2 , expressed in per cent in the tables describes how much the independent variable explains the dependents variable. Additionally, the F- value indicates the distance from the null hypothesis and f^2 describes the effect size of the construct and was evaluated, using Cohen (1988) guidelines, $.02 < f^2 < .15$ as weak effect, $.15 < f^2 < .35$ as moderate and $f^2 > .35$ as a strong effect size.

4.6.1 Hypothesis one - Higher perceived CSR credibility in the gambling industry leads to higher perceived CSR communication credibility.

The dependent variable for regression model 1, testing H1, was "CSR communication credibility" where the independent variables were "CSR expertise", "CSR commitment" and "CSR company motives". The function is statistically significant at $p < 0.05$. However, H1 is partially supported which can be understood by looking at the constituent variable of the function. As shown in table 18, variable CSRC (CSR commitment) is the only statistically significant at $p < 0.05$. Furthermore, it has the largest Std β coefficient indicating that it has a large influence on the function. Consequently, the function was re-tested and variable CSRE (CSR expertise) and CSRCM (CSR company motives) were not retained. Hence, higher perceived CSR credibility, in terms of CSR commitment in the gambling industry, leads to higher perceived CSR communication credibility. As seen on table 16, The effect size for the

constructs in this model ranges between $.17 < f^2 > .29$, which all have a moderate effect on CSR communication credibility.

Table 18: Hypothesis one testing with variance explanation and significance level

Variable	Std β	p	t	R ²	F	f ²	Support
CSRE	.140	.06	1.879	.282	.066	.293	No
CSRC	.338	.00*	4.359			.171	Yes
CSRCM	.084	.18	1.350			.224	No

*At 5 % level of significance

4.6.2 Hypothesis two - Higher institutional credibility in the gambling industry leads to higher perceived CSR communication credibility.

The same analysis method used in testing hypothesis 1 was applied and as shown in table 19, H2 is fully supported. Both constituent variables were statistically significant at $p < 0.05$. Moreover, CS (company as a source) has a larger Std β coefficient in comparison to IA (information attractiveness), and therefore has a significant impact on the function compared to IA. Hence, higher institutional credibility in the gambling industry leads to higher perceived CSR communication credibility. As seen on table 19, The effect size for the CS “company as source” has a weak effect size of .04 while IA “information attractiveness” has a moderate effect size of .19 on CSR communication credibility.

Table 19: Hypothesis two testing with variance explanation and significance level

Variable	Std β	p	t	R ²	F	f ²	Support
CS	.412	.00*	8.16	.29	.064	.04315	Yes
IA	.165	.00*	3.27			.186	Yes

*At 5 % level of significance

4.6.3 Hypothesis three - Positive perceived corporate image in the gambling industry leads to higher perceived CSR communication credibility.

The independent variable of this function was "Reputation" since "Services offered" was not retained due to failure of the Cronbach alpha reliability test. As shown in table 20, the model which includes Re explains 20.4 % of the variance in perceived CSR communication credibility and is significant at $p < 0.05$. The correlation between the independent variable Re and the dependent CSRCC suggests a relationship. Hence, a positive perceived corporate image in terms of reputation in the gambling industry leads to higher perceived CSR communication credibility. As presented on table 18, Re "reputation" has a moderate effect on CSR communication credibility.

Table 20: Hypothesis three testing with variance explanation and significance level

Variable	Std β	p	t	R ²	F	f ²	Support
Re	0.451	.00*	11.23	.204	.131	.309	Yes

*At 5 % level of significance

4.6.4 Mediating Hypothesis

As shown in figure 4, institutional credibility is a mediating factor between corporate image, CSR credibility and CSR communication credibility. Moreover, multiple regression analysis was utilized to confirm if H2A and H2B are supported. Table 21 and table 22 shows complete tables of the constituent components for the multiple regression functions when describing H2A and H2B. Three different regression models were yielded when testing H2B. The dependent variables for the functions were "CSR expertise", "CSR commitment" and "CSR company motives" respectively. Furthermore, only one regression model was yielded when testing H2A where the dependent variable for the function was "reputation". The independent variable for all the functions was "company as source" and "information alignment" and all functions were statistically significant at $p < 0.05$. Hence, H2A and H2B are supported. For the H2A testing, Institutional credibility in the gambling industry strengthens the perceived corporate image. The dependent variable for this function is "reputation" (Re) and the independent variable is "company as source" and "information alignment".

Table 21: Hypothesis H2A testing with variance explanation and significance level

Dependent variable	Variable	Std β	p	t	R ²	F	Support
Re	CS	.593	.00*	13.69	.47	.031	Yes
	IA	.134	.00*	3.09			Yes

*At 5 % level of significance

For the H2B, Institutional credibility in the gambling industry strengthens the perceived CSR credibility. The dependent variable for this function is “CSR expertise” (CSRE), “CSR commitment” (CSRC), “CSR company motives” (CSRCM) and the independent variable is “company as Source” and “Information Alignment”.

Table 22: Hypothesis H2B testing with variance explanation and significance level

Dependent variable	Variable	Std β	p	t	R ²	F	Support
CSRE	CS	.388	.00*	10.1	.586	.047	Yes
	IA	.453	.00*	11.80			Yes
CSRC	CS	.541	.00*	15.12	.64	.036	Yes
	IA	.333	.00*	9.31			Yes
CSRCM	CS	.347	.00*	8.81	.565	.063	Yes
	IA	.477	.00*	12.10			

*At 5 % level of significance

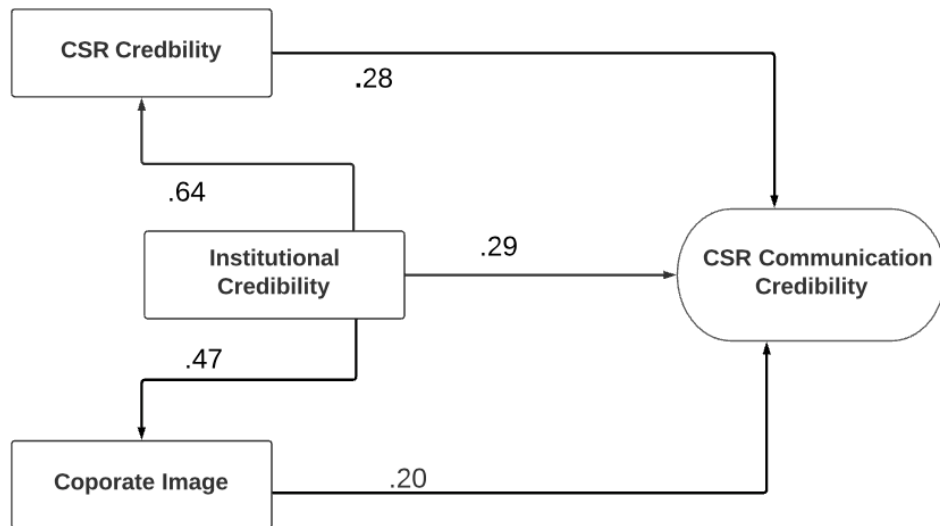


Figure 6: Revised conceptual model with variance explained

Table 23: Main construct with retained factors

Main constructs	Retaining factors
Corporate Image	Reputation (Re)
CSR credibility	CSR Commitment (CSRC)
Institutional Credibility	Company as a source (CS)
	Information Attractiveness (IA)

Figure 6 presents the conceptual model constructed in this study with the variance explained as an indicator. As mentioned earlier, describes how much the independent variable explains the dependents variable. In other words, it shows how much CSR credibility, institutional credibility and corporate image explain CSR communication credibility. In addition, table 23 shows what factors to retain for the model and when measuring the above-mentioned constructs as well as the result for research question one.

4.6.5 ANOVA

An ANOVA analysis was concluded to indicate which factors that had the most significant impact, thus answering research question two. From the hypothesis testing, "reputation", "CSR

commitment", "company as a source" and "information attractiveness" were further analysed in a one-way between-groups analysis of variance. This was done to compare the mean values of the constructs and analyse the impact of respondents' knowledge about CSR on the above-mentioned constructs. Respondents were divided into three groups based on their answer to the question "Do you have any knowledge about Corporate Social responsibility" (Group 1 = Yes, Group 2 = No, Group 3 = don't know). The dependent variables in ANOVA were "Reputation", "CSR commitment", "company as a source" and "Information attractiveness". Table 244 shows the probability and mean square values of each construct from the ANOVA test. More detailed ANOVA results can be seen in appendix VI. The ANOVA result showed that there was a statistically significant difference among the mean values on the dependent variables at the 5 % significance level for the three groups: $F(2, 492) = 4.8, p = 0.009$. "Reputation (RE)" was significant among the other constructs as shown in Welch's robustness test as well. Levene's test for homogeneity of variances was all greater than .05, suggesting no homogeneity.

Table 24: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
RE	Between Groups	7,353	2	3,676	4,787	,009
	Within Groups	377,803	492	,768		
	Total	385,156	494			
CS	Between Groups	,680	2	,340	,328	,721
	Within Groups	509,785	492	1,036		
	Total	510,465	494			
IA	Between Groups	2,351	2	1,176	1,398	,248
	Within Groups	413,621	492	,841		
	Total	415,972	494			
CSRC	Between Groups	3,056	2	1,528	1,846	,159

	Within Groups	407,259	492	,828		
	Total	410,315	494			

5.0 Discussion & Analysis

This section includes a discussion regarding the empirical data. Additionally, the empirical data is analysed and compared with the literature review in chapter 2. This was done to highlight if there were any similarities or differences between the empirical data and previous studies.

5.1 CSR Credibility

One of the research questions of this study was to identify the underlying factors which increase credibility when communicating CSR initiatives. This was firstly done through excessive literature studies in areas related to the subject matter which resulted in the emerged conceptual framework, seen in figure 6. As one of the main concepts of this study, the literature review provided a comprehensive insight into CSR credibility. Through the hypothesis testing, CSR commitment, as constituent of CSR credibility, was the only significant factor and was therefore chosen to retain as an underlying factor influencing CSR communication credibility. However, the regression model for H1, CSR commitment explains 28 % of the variance in perceived CSR communication credibility, which is weak. Additionally, H1 is partially supported which can be understood by looking at the constituent factors of CSR credibility. Furthermore, the regression model for testing H2B had an R^2 of .64, meaning it explains 64% of the model. Notable, these are consistent with Herstein et al. (2008) since institutional credibility overlaps with CSR credibility. Another interesting aspect of the empirical data regarding CSR credibility is the Cohen's d effect size. The data showed that CSR credibility has the lowest effect size in comparison with the others constructs despite being one of the significant at 5 % significant level.

As stated in the literature review, credibility is significant in an individual and organizational context. However, it has been challenged by misalignment between the company's deeds and words. This was tested in this research and the respondents were asked to rate to what extent they agreed with measurement items for “CSR company motives”, which was one of the

constructs for CSR credibility. The data showed that respondents rated these items quite low, with an average mean value of 2.7, as presented in appendix II. An item that stands out within "CSR company motives" is CSRCM3 "Svenska Spel provides information about previous CSR results" which respondents rated as low as 2.8. This suggests that the companies in the gambling industry do not share information regarding the outcome of their CSR initiatives as well as who is benefiting from the CSR initiatives. As stated in the theory, it is important to share information regarding the outcome of previous CSR activities due to its influence on the credibility of the company's CSR communication (Lock & Seele, 2016).

Lock and Seele (2016) further argued that the credibility of CSR company motives is challenged and perceived less credible if the intention of the CSR initiatives is not clearly stated. The low rating of "CSR company motives" also indicates that millennials' perception is not aligned with the intended intention of the gambling industry for implementing CSR initiatives. This is consistent with the literature stating that millennials are sceptical about a company's CSR activities due to being used as a strategic philanthropy tool to influence stakeholder's perception and enhance the organization's reputation (Taghian et al., 2015).

According to Hovland et.al (1951), the credibility of a source, from which information is originating, is important to gain a positive attitude from a recipient. The gambling industry is struggling with the inherent social view of the industry which has resulted in a lack of credibility (Song et al., 2018; Kilian & Hennigs, 2014; Tetreanova & Patak, 2019). Consequently, millennials tend to not fully perceive the gambling industry to be experts in CSR related initiatives. This phenomenon was tested in this research under the construct "CSR expertise". The empirical data for this construct was not consistent with the literature. Respondents rated relatively high when asked to rate the gambling industry's expertise in CSR, their competency in the implementation and their engagement in CSR activities. Moreover, the empirical data suggest that companies in the gambling industry are perceived to have somewhat knowledge in the field of CSR. However, despite the high rating, the regression analysis showed construct "CSR expertise" to not be statistically significant, indicating it does not influence "CSR communication credibility". In conclusion, the empirical data regarding the construct "CSR expertise" is not consistent with previous research.

5.2 Institutional Credibility

The measurement items stated in the theory for institutional credibility and the previous data by Maathuis (2004), highlighted that the factors “information attractiveness” and “company as sources” as the factors influencing CSR communication credibility. these components are a prerequisite for credible communication, meaning credibility can only occur if what is said appears to be true, based on proper source and can be verified (Hedquist, 2002; Maathuis et.al, 2004). The empirical data was consistent with the theory since the data supported H2. “Company as a source” had a weak effect size while “information attractiveness” has a moderated effect size. However, the regression model when testing H2 showed that “company as a source” had a greater influence on CSR communication credibility compared to “information attractiveness” due to having a larger Std β . Furthermore, an interesting take out of the empirical data is that millennials are not fully emotionally engaged in CSR activities of the gambling industry, not perceive them as somewhat reliable as a source of information but do find information related to their CSR interesting.

As stated in the theory, millennials value when a company is reliable as the main source of information as well as trusting the company to provide true and fact-based information when communicating its CSR initiatives. However, the empirical data showed that respondents do not strongly perceive the gambling industry to be reliable as a source and they are not emotionally engaged by their CSR work. This is consistent with the literature since, according to Tavares (2016), it is important to be perceived as reliable and claims that stakeholders are less likely to believe and engage with the company's CSR initiatives if not perceived reliable. An item that stands out when measuring institutional credibility is “Svenska Spel can engage me emotionally in their CSR efforts” where the respondents rated low. A low value means a lack of feeling emotionally engaged with the company’s CSR initiatives. Low emotionally engagement derives from low perceived credibility (Suchman,1995; Tavares; 2016). This can partially explain why millennials do not fully engage with CSR initiatives of companies in the gambling industry. Another interesting take-out is that respondents, to some extent, agree that companies in the gambling industry provide interesting information about their CSR initiatives.

The components for “institutional credibility” were measured through the measurement items developed by Maathuis (2004). When asked the respondents to rate the extent to which they agreed with the measurement items for institutional credibility, the data showed that most of

the respondents somewhat agreed with the statements. This can be seen on the summated descriptive statistic in appendix II, where some of the measurement items for information attractiveness and company as a source have an average mean value of around 3.2. This result from empirical data can be interpreted as trustworthiness, expertise and attractiveness in the gambling industry is somewhat strong among the millennials.

Suchman (1995) adds that a company and its credibility affect how stakeholders behave towards the company and what understanding they have of the organization and its actions. The empirical data also showed that there is a mismatch between how the stakeholders perceive the actions of the gambling industry and their expectations on what the organization needs to do. This can be seen on the summated descriptive statistic in appendix II, where the “information attractiveness” is rated low. Information attractiveness is important when communicating CSR credibly and is consistent with the literature.

5.3 Corporate Image

The measurement items regarding corporate image developed by Flavián et al. (2004) highlighted "Reputation" and "Service offered" to be the underlying constructs of corporate image. The study by Flavián et al. (2004) suggested that these would influence CSR communication credibility. However, “service offered” showed a low Cronbach alpha and was therefore not retained. Therefore, only “reputation” was retained when H3 was tested. Hence, a positive perceived corporate image in terms of reputation in the gambling industry, leads to higher perceived CSR communication credibility.

When the respondents were asked to rate the extent to which they agreed with the measurement items for corporate image, the data showed that most of them somewhat strongly agreed with the statements. In more detail, “reputation” and “service offered” retained an average mean value of 3.76 and 3.49 respectively. The regression model which includes “reputation” explains 20.4% of the variance in perceived CSR communication credibility. This result from the empirical study can be interpreted as millennials have a somewhat positive perception of the reputation of gambling companies. However, S01 “I find the products and service offered by Svenska Spel attractive” received a low average mean value of 2.88, which can be interpreted as millennials do not find the products and services offered in the gambling industry compelling enough to engage in. This can be contradictory result by investigating the mean value of SO2

“I find the quantity of products and services offered by Svenska Spel sufficient” and SO3 “I find Svenska Spels’ products and services easy to use”, achieving a mean value of 4.07 and 3.53 respectively, meaning that the respondents found the services and products offered to be sufficient as well as easy to use.

However, this result is not surprising when evaluating the answers on the last screening question “What do you think may be the reason why you did not know about Svenska Spel’s CSR initiatives?” where 61.7% of the total answers on that question were “I don't know”, “I don't gamble”, “I rarely gamble” and “I am not interested in gambling”. On another note, “service offered” was not further analysed due to failure of the Cronbach alpha reliability test, meaning that the measurement items could have had a poor correlation. Due to this, measurement items for “service offered” were discarded.

The measurement items for “reputation” received relatively high scores which is contradictory to previous studies since several studies highlights the negative social view of the gambling industry. This is associated with the negative social impacts they have caused, which in turn influence CSR communication credibility (Song et al., 2018; Kilian & Hennigs, 2014; Tetreva & Patak, 2019). However, according to Ng et al. (2017), millennials trust corporations' CSR initiatives and believe that companies can act for the benefit of others rather than for the company itself which can explain the high rating on "reputation".

6.0 Conclusions & Implications

Through this chapter, the answers to the research questions are presented as well as the conclusion reached in this study by considering the purpose of the study; identify the different factors influencing the credibility of CSR communication within the gambling industry among millennials. Moreover, recommendations and further research is presented.

6.1 Research Question One

What factors affect the credibility of communicating corporate social responsibility to millennials in the gambling industry?

As mentioned in the literature review, scholars present several factors influencing CSR communication credibility. Therefore, the objective of this study was to determine which of these factors applied to millennials in the gambling industry. As presented in the conceptualized framework, corporate image, institutional credibility and CSR credibility increased the level of credibility in CSR communication within the gambling industry, which resulted in H1, H2 and H3. The empirical data showed that H1 to be partially supported since two of its constituent constructs were not statistically significant. The regression analysis revealed that "CSR commitment", an underlying component of CSR credibility, influence CSR communication credibility, hence there is a correlation between CSR credibility and CSR communication credibility. To be more precise, the regression analysis for H1 contained three constructs: "CSR expertise" (CSRE), "CSR company motives"(CSRCM) and "CSR commitment"(CSRC). The data showed that "CSR commitment" is significant and has an influence on CSR credibility with a variance explanation of 28 %.

The hypotheses testing also exposed that institutional credibility influences CSR communication credibility. The constituent constructs of institutional credibility, "company as a source" (CS) and "information attractiveness" (IA) influence CSR communication credibility. The data showed that "Information attractiveness" and "Company as a source" are significant and has a strong influence on CSR communication credibility with a variance explanation of 29 %. Even though both factors influence CSR communication credibility, "Company as a source" has a larger Std β than "Information attractiveness", meaning that it has a stronger influence on CSR communication credibility than "Information attractiveness" Lastly, the

study's findings also concluded that corporate image influence CSR communication credibility, with regards to "reputation". The regression analysis showed that "reputation" is significant and has an influence on CSR credibility with a variance explanation of 20%. Thus, the answer to the research question "What factors affect the credibility of communicating corporate social responsibility to millennials in the gambling industry" is reputation, company as a source, information attractiveness and CSR commitment.

6.2 Research Question Two

RQ2: Which factors have the most significant impact on the credibility of communicating corporate social responsibility to millennials in the gambling industry?

When the factors influencing CSR communication credibility were identified, it was also of interest to investigate which of them had the most significant impact on CSR communicating credibility. This was done through ANOVA one-way analysis and presented that there is a significant difference between the groups regarding the factors. Furthermore, the ANOVA results showed that "reputation" have the most influence on CSR communication credibility. Thus, the answer to the research question "Which factors have the most significant impact on the credibility of communicating corporate social responsibility to millennials in the gambling industry?" is "reputation", since it showed to have a significant impact on the CSR communication credibility to millennials in the gambling industry.

Apart from answering the research questions, this study also provided interesting insights regarding millennials familiarity with CSR. Millennials are assumed to be the driving force behind the appraising demand of CSR initiatives, be more knowledgeable regarding CSR and sustainability, and in general, be more personally invested in sustainability compared to the older generations. However, this paper presented that 74% of the respondents did not have any knowledge regarding CSR. These were millennials in the gambling industry, which implies that a generalization regarding millennials' familiarity regarding CSR cannot be concluded in all industries. The stated reason and the inherent social view of the gambling industry as well as the existence of a legitimacy gap could justify the findings. However, the question was not specifically related to the gambling industry, rather CSR familiarity in general. Thus, most millennials cannot be assumed to be familiar with CSR. These findings do not contradict previous studies since their conclusions were based on a comparison between millennials and

older generations. However, this gives a new insight into what to expect from this generation with regards to CSR since previous literature has somewhat exaggerated their roles in CSR engagement.

6.3 Implications for Theory

This study investigated a well-approached area to apply previous findings into a new and yet untapped context with the means of the gambling industry. Furthermore, this study developed a new framework regarding CSR communication credibility, including different factors affecting credibility stated by previous authors Flavián et al. (2004), Lee et al. (2017), Maathuis, (2004) and Smith & Vogt (1995). This study indicates that four factors affect perceived CSR communication in the gambling industry among millennials in Sweden. This fills a gap in the literature by firstly stating which factors influence the CSR communication credibility and secondly, applying it to the gambling industry.

Another interesting finding yielded in this study is regarding the legitimacy challenges gambling companies faces. Several authors describe legitimacy as the reason behind low CSR communication credibility (Galvin et al., 2004; Wan et al., 2011; Leung & Snell, 2017; Schlegelmilch & Pollach, 2005; Song et al., 2018). However, the results from this study does not support these statements. Perhaps, legitimacy is not that big of a challenge for gambling companies as previously mentioned since it was not explicitly mentioned by the respondents. Out of the total sample size of 495 respondents, this was only mentioned by two respondents.

To conclude, the findings support and discard some of the previously mentioned factors that influence the CSR communication credibility as well as propose a new applicable conceptual framework. Lastly, the findings question previous research regarding legitimacy challenges facing gambling companies. Additionally, these findings enhance the theoretical understanding of what factors influence the perceived credibility of CSR communication among millennials in the gambling industry.

6.4 Implications for Practitioners

This research provided a greater understanding of which factors influence the perceived CSR communication credibility, thus helps practitioners to understand which area to improve to be

perceived as more credible when communicating CSR initiatives in the gambling industry. These areas include reputation, CSR commitment, company as a source and information attractiveness. Firstly, practitioners need to investigate how the company reputation is received by the customers as well as the public to attain a better understanding and evaluate if there is a need for improvement. This is because a positive reputation leads to higher perceived CSR communication credibility. Secondly, it is also important to engage in CSR initiatives that fit the sector of where the business is acting, be honest about the CSR initiatives as well as "practise what you preach" since CSR commitment leads to higher perceived CSR communication credibility. Lastly, practitioners need to be able to present the CSR initiatives attractively by engaging the target audience emotionally and providing appealing and interesting information. This can be accomplished by including previous beneficiaries of the company's CSR initiatives in the CSR reporting.

6.5 Further Research

As previously mentioned, this study has filled both a theoretical and practical gap from which the results can be used to evaluate and enhance different aspects of a company to attain higher perceived credibility when communicating CSR initiatives. However, this study also raised questions that can be interesting to conduct in further research. For instance, the factors contributing to credibility when communicating CSR initiatives in the gambling industry have been highlighted, but there are no implications on how to address these factors. Further research can thus be conducted on defining which measures to execute to enhance these factors in the gambling industry context. This can also be done in a qualitative manner to gain deeper insights. Moreover, previous research highlights that gambling companies faces legitimacy challenges. However, this was not supported in this study since it was not explicitly mentioned by the respondents. Important note is that this study did not measure legitimacy, but it would be interesting to conduct further research to investigate if gambling companies are really facing legitimacy challenges.

Additionally, this research was limited to the gambling industry in Sweden where one company was used as a study company. Therefore, further research can conduct this study in an international context to see whether demographic differences affect the results. Since this study also concluded that 74% of the millennials did not have any knowledge of CSR, it would be interesting to see if this would be aligned with the same target population in other

demographics. As mentioned before, millennials are assumed to have great knowledge within CSR which was not the case here. Thus, this assumption needs to be further explored and investigate to what extent their CSR familiarity expands.

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Appendix

Appendix I: Frequency of gambling the last twelve months

	Gender (percent)		Age (percent)		
	Male	Female	25-30	31-36	37-40
Daily or almost every day	.5		.3		.6
Every week	18.2	10.4	10.6	17.9	15
Every Month	17.4	11.8	14.4	13.3	17.3
Each quarter	14.5	13.7	14	14.7	13.3
Last 12 months	14.5	18.4	17.5	15.8	15.6
Not played during the last 12 months	21.8	22.2	21.9	23.5	19.7
Never played	13	23.6	21.2	14.7	18.5
Total	100	100	100	100	100

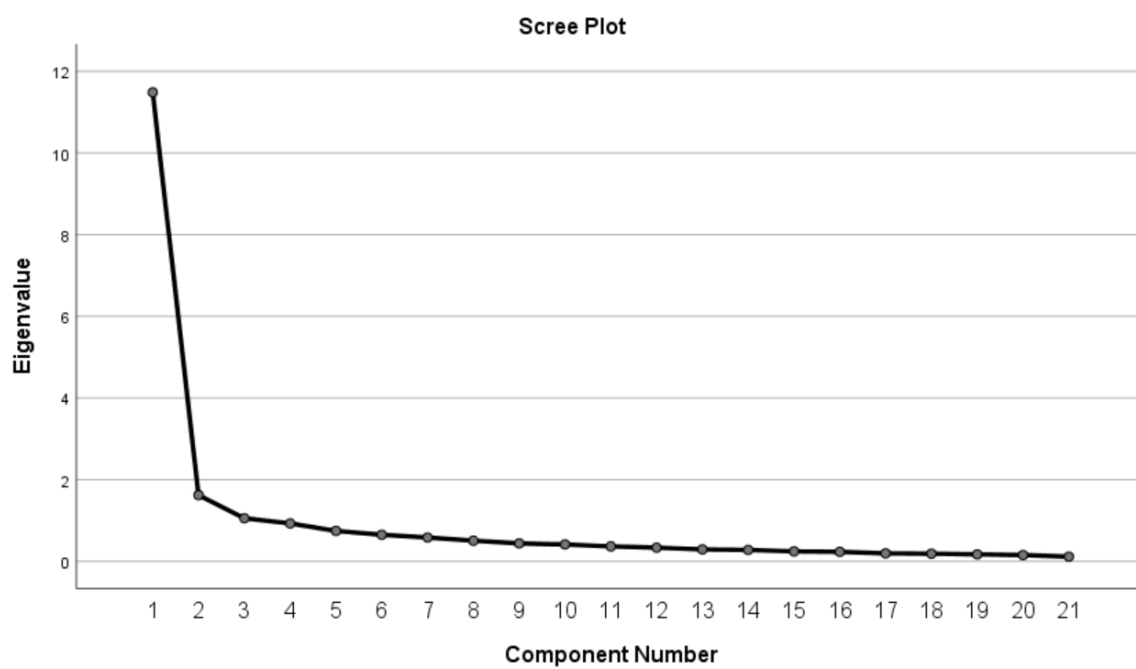
Familiarity of CSR among respondents

	Gender (Percent)		Age (Percent)		
	Male	Female	25-30	31-36	37-40
Yes	23,4	16,4	20,2	21,8	16,8
No	70,1	78,1	74,3	71,6	77,5
Do not know	6,5	5,5	5,5	6,7	5,8
Total	100	100	100	100	100

Appendix II: A complete list of items descriptive statistics

	N	Minimum	Maximum	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
SO1	495	1	5	2,88	,057	1,265	-,052	,110	-1,011	,219
SO2	495	1	5	4,07	,051	1,142	-1,072	,110	,230	,219
SO3	495	1	5	3,53	,046	1,033	-,405	,110	-,116	,219
RE1	495	1	5	3,50	,047	1,053	-,358	,110	-,204	,219
RE2	495	1	5	3,83	,045	1,008	-,792	,110	,376	,219
RE3	495	1	5	3,96	,048	1,067	-,880	,110	,229	,219
CSRE1	495	1	5	3,23	,040	,891	-,296	,110	,587	,219
CSRE2	495	1	5	3,31	,039	,874	-,206	,110	,514	,219
CSRE3	495	1	5	3,45	,042	,942	-,262	,110	,234	,219
CSRC1	495	1	5	3,35	,047	1,040	-,403	,110	-,101	,219
CSRC2	495	1	5	3,38	,044	,976	-,361	,110	,187	,219
CSRC3	495	1	5	3,29	,041	,920	-,238	,110	,444	,219
CSRCM 1	495	1	5	3,32	,045	,997	-,282	,110	-,038	,219
CSRCM 2	495	1	5	3,26	,045	1,006	-,233	,110	-,105	,219
CSRCM 3	495	1	5	2,82	,043	,965	-,167	,110	-,102	,219
CS1	495	1	5	3,34	,050	1,113	-,363	,110	-,414	,219
CS2	495	1	5	3,49	,049	1,091	-,484	,110	-,234	,219
CS3	495	1	5	3,44	,047	1,049	-,475	,110	-,058	,219
IA1	495	1	5	3,22	,045	,998	-,264	,110	-,059	,219
IA2	495	1	5	2,83	,051	1,127	-,028	,110	-,608	,219
IA3	495	1	5	3,05	,044	,979	-,161	,110	,092	,219
CSRCC 1	495	1	5	3,68	,037	,819	-,400	,110	,496	,219
CSRCC 2	495	1	5	3,69	,038	,837	-,396	,110	,461	,219
CSRCC 3	495	1	5	3,62	,047	1,035	-,616	,110	-,016	,219
CSRCC 4	495	1	5	3,84	,043	,963	-,740	,110	,410	,219

Appendix III: Scree plot

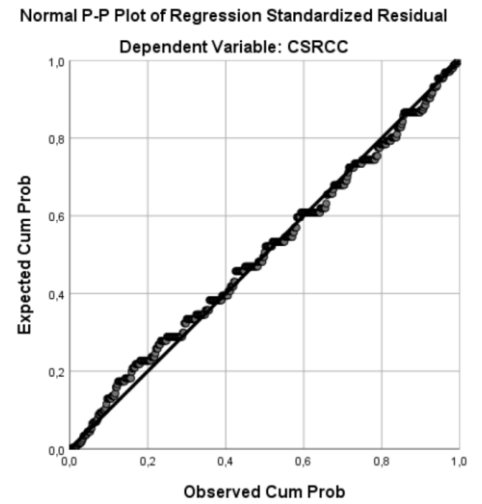
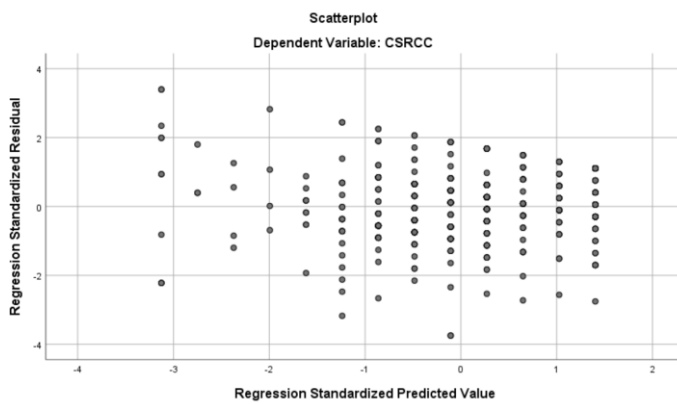


Appendix IV: A full list of variances explained

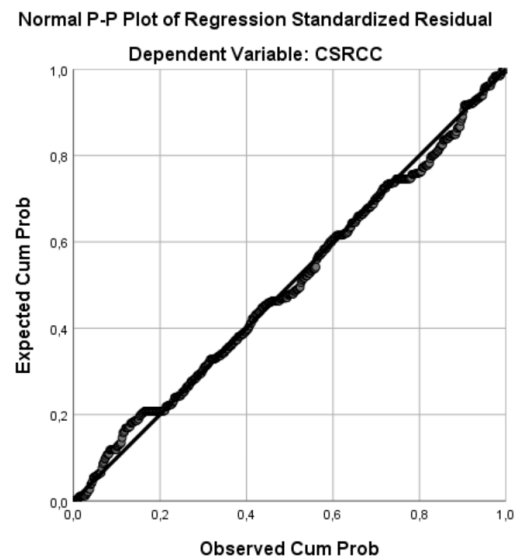
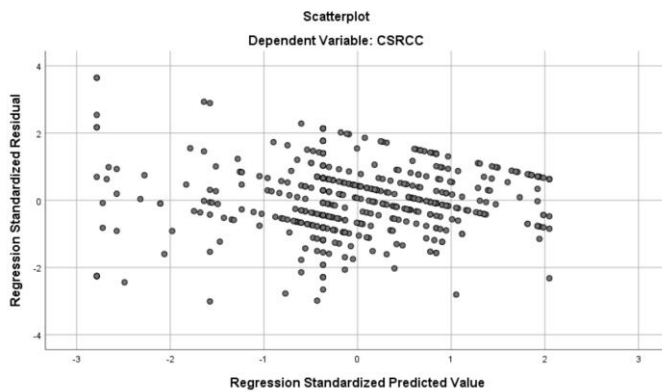
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	11,484	54,684	54,684	10,969	52,235	52,235	10,439
2	1,622	7,726	62,410	,896	4,268	56,503	7,442
3	1,055	5,024	67,434	1,078	5,131	61,634	6,054
4	,929	4,423	71,857				
5	,745	3,547	75,404				
6	,650	3,095	78,499				
7	,584	2,783	81,282				
8	,505	2,405	83,687				
9	,439	2,089	85,777				
10	,413	1,968	87,745				
11	,366	1,745	89,490				
12	,335	1,597	91,086				
13	,292	1,391	92,477				
14	,279	1,329	93,806				
15	,243	1,159	94,965				
16	,232	1,106	96,071				
17	,196	,931	97,002				
18	,188	,896	97,898				
19	,171	,815	98,714				
20	,154	,734	99,447				
21	,116	,553	100,00				

Appendix V: Regression Plots

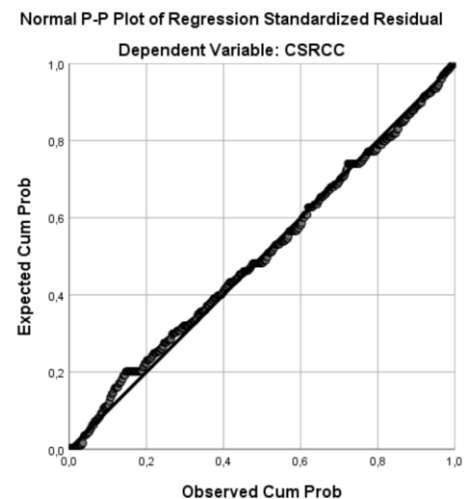
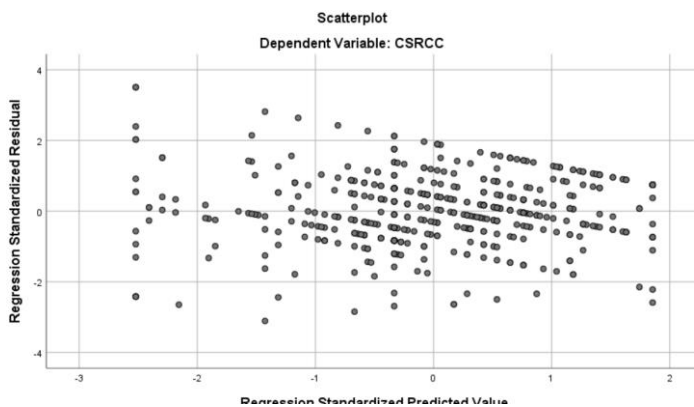
Model 1 for testing H1: Re --> CSRCC



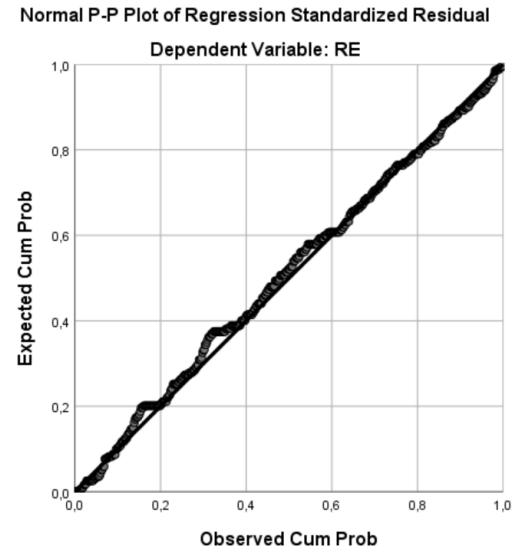
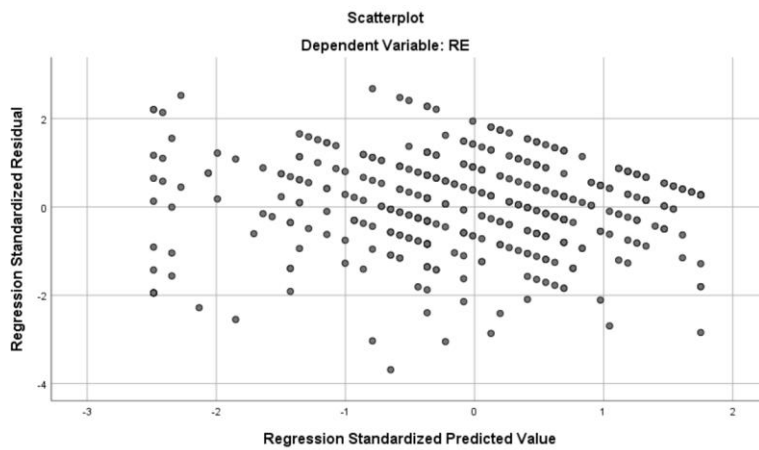
Model 2 for testing H2: CSRE, CSRC, CSRCCM -> CSRCC



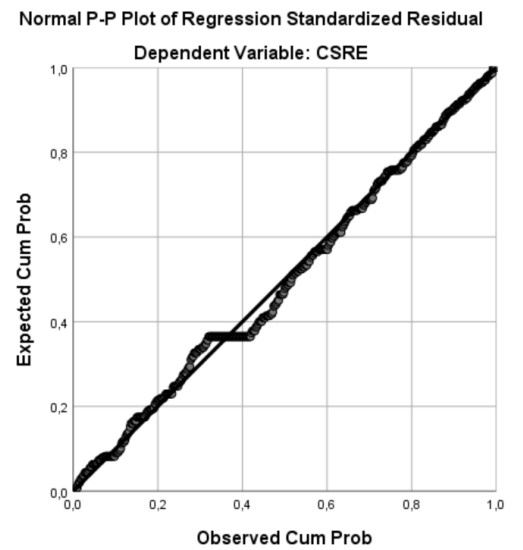
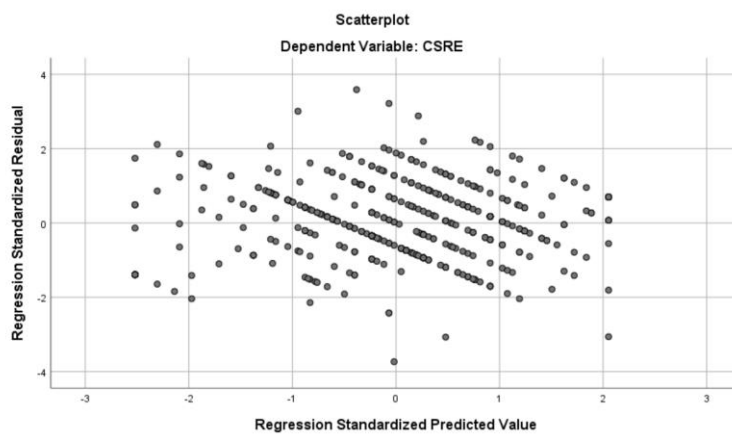
Model 3 for testing H3: CS, IA -> CSRCC



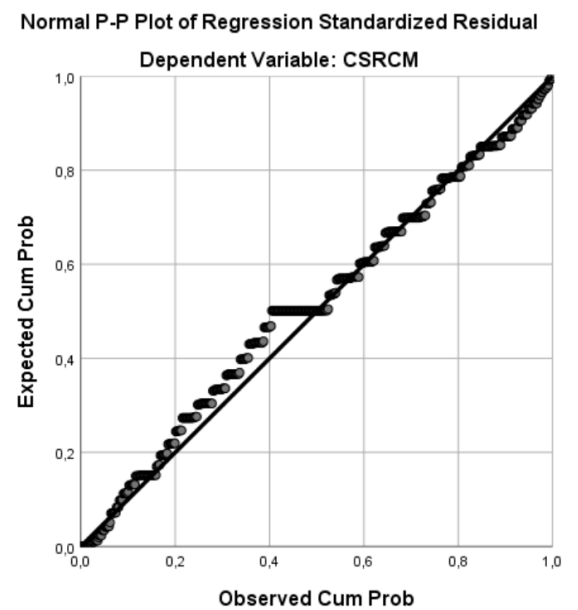
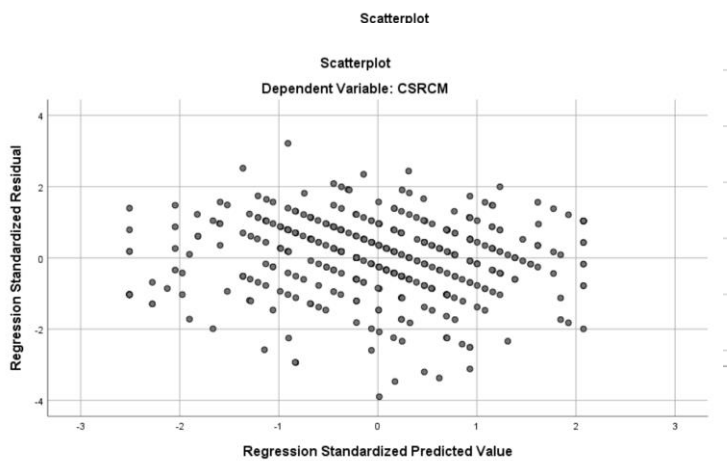
Model 4 for testing: (H2A) CA, IA -> Re



Model 5 for testing (H2b): CA, IA -> CSRE



Model 5 for testing (H2b): CA, IA -> CSRC



Appendix VI: ANOVA

						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
RE	Ja	103	3,9871	,77953	,07681	3,8347	4,1394	1,00	5,00
	Nej	363	3,7135	,88536	,04647	3,6221	3,8049	1,00	5,00
	Vet ej	29	3,5517	1,07007	,19871	3,1447	3,9588	1,00	5,00
	Total	495	3,7609	,88299	,03969	3,6830	3,8389	1,00	5,00
CS	Ja	103	3,4369	1,11440	,10981	3,2191	3,6547	1,00	5,00
	Nej	363	3,4325	,98076	,05148	3,3313	3,5337	1,00	5,00
	Vet ej	29	3,2759	1,11650	,20733	2,8512	3,7006	1,00	5,00
	Total	495	3,4242	1,01653	,04569	3,3345	3,5140	1,00	5,00
IA	Ja	103	3,1683	,94497	,09311	2,9836	3,3530	1,00	5,00
	Nej	363	2,9972	,90408	,04745	2,9039	3,0906	1,00	5,00
	Vet ej	29	3,0230	,97562	,018117	2,6519	3,3941	1,00	5,00
	Total	495	3,0343	,91763	,04124	2,9533	3,1154	1,00	5,00
CSRC	Ja	103	3,4725	1,08618	,10702	3,2602	3,6848	1,00	5,00
	Nej	363	3,3168	,83932	,04405	3,2302	3,4034	1,00	5,00
	Vet ej	29	3,1494	1,06751	,19823	2,7434	3,5555	1,00	5,00
	Total	495	3,3394	,91137	,04096	3,2589	3,4199	1,00	5,00

Robust Tests of Equality of Means

		Statistic	df1	df2	Sig.
RE	Welch	5,265	2	68,972	,007
	Brown-Forsythe	4,158	2	71,235	,020
CS	Welch	,272	2	67,987	,762
	Brown-Forsythe	,282	2	98,982	,755
IA	Welch	1,328	2	69,024	,272
	Brown-Forsythe	1,291	2	98,389	,280
CSRC	Welch	1,332	2	66,277	,271
	Brown-Forsythe	1,392	2	96,822	,253

Appendix VII: Survey in Swedish

2021-05-20

Trovärdighet i Corporate Social Responsibility inom spelsbranschen

Trovärdighet i Corporate Social Responsibility inom spelsbranschen

Vi är två studenter från Luleå tekniska universitet som för närvarande undersöker trovärdigheten för Svenska Spels corporate social responsibility (CSR) * bland sina användare.

Nedan finner du två 30-sekunders videos, tillsammans med en kort beskrivning om Svenska spels CRS initiativ. Vänligen se dessa innan du påbörjar enkäten.

Tack!

* Corporate Social Responsibility (CSR) avser de initiativ som en företagsorganisation tar, som syftar till att bidra till samhällsmål av filantropiska, aktivistiska eller välgörenhetssyften. Med andra ord, delta i aktiviteter som stöder det samhälle där företaget verkar.

* Required

Video om Spelkoll



[v=3cKau3ru57M](https://www.youtube.com/watch?v=3cKau3ru57M)

<http://youtube.com/watch?>

Mer information om Spelkoll

Hållbarhet på Svenska Spel

- Spelkoll**

 Spelkollverktyg Insättningsgränser, interventioner och ca 70 000 självtester per år.	 Omsorgssamtal Ca 10 000 samtal per år.	 Kundavstängningar Vid spel för lånade pengar eller avsaknad av ekonomisk förmåga.
 Övervakningssystem i realtid Övervakar spelande och agerar utifrån vissa kriterier. Obligatoriska självtester, tillfälliga spelpauser.	 Restriktiv marknadsföring För spel med hög risk. Inga free spins, bonusar, VIP-program eller direktutskick till spelare med hög risk för spelproblem.	 Forskning & utbildning Utbildning av ombud, forskningsråd, spelprofessur och spelansvars-utbildningar.

Video om Samhällsengagemang



[v=4aFgxtBgn34](https://www.youtube.com/watch?v=4aFgxtBgn34)

[http://youtube.com/watch?](http://youtube.com/watch?v=4aFgxtBgn34)

Mer information om Samhällsengagemang

Hållbarhet på Svenska Spel

- Samhällsengagemang**
 - Tillsammans för fler i rörelse**

sponsringsavtal med 62 specialidrottsförbund som hjälper människor att aktivera sig fysiskt på sina egna villkor. Bidragit till att sätta över 200 000 personer i rörelse.
 - Gräsroten**

Delat ut över 400 miljoner kronor till idrottsföreningar runt om i landet. Under 2019 valde cirka 700 000 kunder att stötta drygt 8 500 föreningar inom 71 olika idrotter.
 - Jämlik idrott**

En satsning för lika förutsättningar inom idrotten.
 - Riksidrottsförbundets och Svenska Spels elitidrottsstipendium**

38 kvinnor och 22 män inom 38 olika idrotter fick 2020-21 ett stipendium på 50 000 SEK samt operativt stöd inom bland annat idrottspsykologi och idrottsmedicin.
 - Stöd till forskningen**

Delar ut 5 miljoner kronor årligen sedan 2010 till forskning om spel, spelberoende och förebyggande insatser mot spelproblem.

1. Ålder *

Mark only one oval.

- ☐ 18-24
- ☐ 25-30
- ☐ 31-36
- ☐ 37-40
- ☐ 41-46
- ☐ 47+

2. Kön *

Mark only one oval.

- ☐ Man
☐ Kvinna
☐ Annat

3. 1. Om du tänker på de senaste 12 månaderna, ungefär hur ofta spelar du hos Svenska Spel? *

Mark only one oval.

- ☐ Dagligen eller nästan varje dag
☐ Varje vecka
☐ Varje månad
☐ Varje kvartal
☐ Senaste 12 månaderna
☐ Inte spelat senaste 12 månaderna
☐ Har aldrig spelat

4. 2. Har du någon kunskap om Corporate Social Responsibility? *

Mark only one oval.

- ☐ Ja
☐ Nej
☐ Vet ej

Svara på följande frågor genom att ange din nivå av överensstämmelse med följande uttalanden. 1= stämmer inte alls och 5 = stämmer helt. CSR = Corporate Social Responsibility.

5. 3. Jag tycker att produkt- och tjänsteutbudet som Svenska Spel erbjuder är attraktiva. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

6. 4. Jag tycker att produkt- och tjänsteutbudet som Svenska Spel erbjuder är tillräckliga. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

7. 5. Jag tycker att produkt- och tjänsteutbudet som Svenska Spel erbjuder är enkla att använda. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

8. 6. Jag tycker att Svenska Spel utför det de lovar för sina kunder. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

9. 7. Jag tycker att Svenska Spel har ett bra rykte. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

10. 8. Jag tycker att Svenska Spels rykte är bättre än resterande spelföretagens rykten. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

11. 9. Jag tycker att Svenska Spel har stor expertis inom CSR *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

12. 10. Jag tycker att Svenska Spel är kompetenta vid utförandet av CSR. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

13. 11. Jag tycker att Svenska Spel engagerar sig i CSR relaterat till deras industri (spelföretag). *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

14. 12. Jag tycker att Svenska Spels CSR engagemang är trovärdigt. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

15. 13. Jag tycker att Svenska Spel är ärliga angående sina CSR engagemang. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

16. 14. Jag tycker att Svenska Spel gör det de säger att de ska göra inom CSR. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

17. 15. Jag tycker att Svenska Spel informerar om vem som drar nytta av deras CSR initiativ. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

18. 16. Jag tycker att Svenska Spel informerar om deras motiv bakom deras CSR initiativ. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

19. 17. Jag tycker att Svenska Spel informerar om tidigare resultat av sina CSR initiativ. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

20. 18. Jag ser Svenska Spel som en trovärdig informationskälla. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

21. 19. Jag kan förlita mig på att Svenska Spel bidrar med sann information. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

22. 20. Jag kan förlita mig på att Svenska Spel bidrar med information som är fakta baserat. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

23. 21. Svenska Spel förmedlar information om sina CSR initiativ på ett intressant sätt. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

24. 22. Svenska Spel kan engagera mig känslomässigt i deras CSR initiativ. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

25. 23. Jag tycker att Svenska Spels fysiska uppträdande av deras CSR initiativ är tilltalande. *

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

26. 24. Svenska Spels CSR kommunikation är sanningsenlig.

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

27. 25. Svenska Spels CSR kommunikation är korrekt

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

28. 26. Svenska Spels CSR kommunikation är trovärdigt

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

29. 27. Svenska Spels CSR kommunikation är tydlig

Mark only one oval.

	1	2	3	4	5	
Stämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stämmer helt

30. 28.Kände du till Svenska Spels CSR initiativ innan denna undersökning? *

Mark only one oval.

- ☐ Ja
- ☐ Nej

Untitled Section

31. 29. Vad tror du kan vara anledningen till att du inte kände till Svenska Spels CSR initiativ? *

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