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Environmental-oriented CSR communication and the attractiveness of employers

From a potential employee perspective

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Title

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Abstract

The purpose of this bachelor thesis was to extend the knowledge of how environmental-oriented CSR communication in job advertisements affects the attractiveness of employers from a potential employee perspective. The study was based on three theories, Employer brand, Social identity theory, and Signaling theory, and the concept of environmental-oriented CSR communication. The hypothesis was that environmental-oriented CSR communication in job advertisements increases employer attractiveness. The thesis had a quantitative method and used experimental web-based surveys to measure the attractiveness of two fictitious job advertisement scenarios, one which included environmental-oriented CSR communication and one which did not. The web-based survey was distributed to students by program managers of the major education areas taught at Kristianstad university, in total 177 responses were collected. Previous studies have concluded that a company's CSR engagements may increase its attractiveness to potential employees. The results of the surveys show that there was a slight positive difference in employer attractiveness in the scenario including environmental-oriented CSR communication, when compared to the scenario that did not. However, the difference was not enough to be considered significant at the 0,05 level. The hypothesis that environmental-oriented CSR communication in job advertisements increases employer attractiveness was therefore rejected. Therefore, the conclusion of this bachelor thesis is that environmental-oriented CSR communication in job advertisements does not significantly increase the attractiveness of the employer.

Keywords

CSR, Communication, Environmental-oriented CSR, Attractiveness, Job advertisement, Employer attractiveness, Employer brand.

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1.Introduction

In this chapter, the background and problematization regarding environmental-oriented CSR communication and how this affects the employer attractiveness from an employee perspective is described. Furthermore, the research purpose and research question of the bachelor thesis is presented.

1.1 Background

The environmental issues which we face in today's society have resulted in increased awareness over the years and has become a well-known problem, which most of us can relate to. Newspaper organizations commonly feature articles on the topic of the environment, and several large organizations such as *The Guardian*, *The Times*, and *Dagens industri* have entire sections of their websites dedicated to articles on the subject (*The Guardian*, 2020; *The Times* 2020; *Dagens industri*, 2020). Furthermore, the science is clear, global warming is a fact and today's environmental pollution is a problem (Al-Ghussain, 2018). An article published in National Geographic mentions that new polls from researchers at Yale and Mason university show that the importance of global warming is at record highs for Americans (National Geographic, 2019). Furthermore, an investigation done in Sweden found that 70% of the respondents were willing to pay a premium for products and services, if they knew that the producing companies actively worked to limit climate change (Naturvårdsverket, 2018). Therefore, it is reasonable to believe that society wants companies to reduce their environmental impacts, these sorts of practises are often included in the concept known as Corporate Social Responsibility (CSR).

In today's business world, CSR is an increasingly discussed topic (Saxton, 2019). CSR is a positive development and an important one if we are to combat some of the noticeable problems that we see today (United Nations, 2021). CSR is commonly defined as the policies and practises that a company engages in that go beyond profit and legal requirements (Du et al., 2015). The subject is large and encompasses a lot of different aspects, but is often structured into four different domains known as customer-oriented, employee-oriented, environment-oriented, and lastly philanthropy-oriented (Schaefer et al., 2019). The CSR orientation describes the direction of the CSR engagements, the orientation can be towards their customers, employees, the natural environment, or towards society (Schaefer et al., 2019). CSR has also become an important strategic goal for companies to secure long-term

success and advantages over their competitors, as well as to improve their relationship with their stakeholders (Du et al., 2015).

Considering the vastness of the subject of CSR, a lot of previous research has been done, Ng et al. (2018) found that perceived CSR could strengthen employee embeddedness, and lower employee turnover. In 2017, a shift in employee research happened when it was found that employees could be seen as proactive intentional agents rather than reactive, in regard to making sense of CSR whilst finding and seeking meaningfulness through their work (Aguinis & Glavas, 2019). This seems to indicate that CSR is becoming more important for employees when they are trying to find meaningfulness through work.

Another important area of CSR is how it is communicated, in other words CSR communication. Many interesting studies have been done around the subject of CSR communication, for example, Schaefer et al. (2019) who explored how a company's CSR communication affected the employees' evaluation of the CSR engagements of said company. The study found that the fit and relevance between a company's business area and their CSR engagements were more important than both CSR communication and the message credibility for employee evaluations. It also explained that message credibility was still an important factor for employee's while evaluating their company's CSR efforts in the customer, environmental and philanthropy-oriented domains. Employees liking the CSR related advertisement of the company, however, was only relevant to the employee-orientation. Moreover, the study found that CSR evaluation did impact factors such as job satisfaction, organizational pride, and word-of-mouth communication in all of the domains but with some differences (Schaefer et al, 2019).

Another study by Puncheva-Michelotti et al. (2018) explored employer branding and CSR communication in online recruitment advertising. Employer branding is the process of building an employer identity that is identifiable and unique (Backhaus & Tikoo, 2004). A very closely connected term is the employer brand which is described as "the package of functional, economic, and psychological benefits provided by employment, and identified with the employing company" (Ambler & Barrow, 1996, p. 3). However, even though employer branding research has found a link between CSR and employer attractiveness, there is still uncertainty about what kind of CSR information recruiting companies should include in their communication (Puncheva-Michelotti et al., 2018). Puncheva-Michelotti et al. (2018) revealed an interesting connection between employer branding and CSR communication,

namely that CSR communication was often limited in online recruitment. They also mentioned that even companies with positive CSR reputation, have little focus on this aspect when it comes to attracting potential-employees.

1.2 Problematization

Previous research indicates that by including CSR information in their communication efforts, recruiting companies may become more attractive in the eyes of potential employees. Considering the growing importance of environmental issues, it is therefore reasonable to believe that environmental-oriented CSR communication may be an important aspect to include in these recruitment efforts. A study conducted in 2012, found that 50 % of the respondents were willing to consider a 15% pay cut to work for a company with environmental-oriented CSR focus (Puncheva-Michelotti et al., 2018). The environmental-oriented CSR practices seems to be an attractive perspective which potential employees want to be associated with. Social identity theory argues that individuals want to be associated with social groups or organizations which are aligned with their own values and beliefs (Mael & Ashforth, 1989). This includes values such as those about the environment, as demonstrated by Puncheva-Michelotti et al. (2018). Therefore, it could be argued that companies should communicate their environmental-oriented CSR, as this describes how the companies are working with environmental issues. Not all CSR communication is considered attractive for a potential employee, but earlier research has found that environmental-oriented CSR is one of the three main categories that has the largest impact on employer attractiveness (Puncheva-Michelotti et al., 2018). However, Puncheva-Michelotti et al. (2018) also mentions that this may differ, depending on the country the employer is recruiting in. Furthermore Puncheva-Michelotti et al. (2018) mentions that this may differ because some countries, such as some in Europe may have legal requirements to protect the environment.

A study by Klimkiewicz and Oltra (2017), conducted in Poland, explored if CSR enhances the employer attractiveness for millennial job seekers. Klimkiewicz and Oltra (2017) found that individual attitudes towards CSR had an important role for how millennials were impacted by CSR in the employer brand. Furthermore, they found that millennials had a tendency to reject job offers from employers who did not fulfil their basic CSR requirements. However, Klimkiewicz and Oltra (2017) was limited by their broad definition of CSR, causing them to lose the nuance and importance of specific CSR-orientations. Furthermore, previous studies

have mentioned that environmental-oriented CSR information is often underrepresented in job advertisements, even in companies with respected CSR engagements. This is troubling as it could have the potential to improve the attractiveness of the employer (Puncheva-Michelotti et al., 2018). Moreover, Puncheva-Michelotti et al. (2018) argues that this will become an important aspect to understand, as employer attractiveness may be the difference between recruiting top talent or not.

Studies on the attractiveness of job advertisements have previously been done, one example is Liu (2020) who explored if more detailed job advertisements increases the attractiveness for companies in the retail sector. The study found that a more detailed job advertisement increased the attractiveness of the company and the intentions towards the job for maximisers, who are people with high standards who always want to get the best results. But one thing that Liu (2020) did not touch upon in his study is CSR, which Puncheva-Michelotti et al. (2018) mentions could be an important aspect when recruiting top talent.

This bachelor thesis focuses on the environmental-oriented CSR communication in job advertisements. More specifically it aims to investigate how environmental-oriented CSR communication in job advertisements affects the attractiveness of the employer, from a potential employee perspective. The recent awareness, importance, and interest in global environmental issues are some of the major reasons for the focus of this thesis. Furthermore, as Puncheva-Michelotti et al. (2018) mentions, CSR engagements are rarely communicated in job advertisements. Another reason for this focus is that to the best of our knowledge most other studies have used a broad definition of CSR (Du et al., 2015; Jones et al., 2016; Klimkiewicz & Oltra, 2017; NG., et al 2018; Schaefer et al, 2019). Therefore, this thesis contributes to the literature by addressing the need for further research in environmental-oriented CSR communication in job advertisements, regarding its effects for the attractiveness of employers from a potential employee perspective.

1.3 Purpose

The purpose of this bachelor thesis is to extend the knowledge of how environmental-oriented CSR communication in job advertisements affects the attractiveness of employers from a potential employee perspective.

1.4 Research question

How does environmental-oriented CSR communication in job advertisements affect the attractiveness of employers from a potential employee perspective?

2.Theoretical background

This chapter will provide the theoretical background for this bachelor thesis. Theory and concepts relevant to the main purpose of this bachelor thesis, namely, to extend the knowledge of how environmental-oriented CSR communication affects the attractiveness of employers from a potential employee perspective will be presented. These include theories and concepts such as corporate social responsibility (CSR), the concept of employer brand, Social identity theory, Signaling theory.

2.1 Corporate social responsibility

Historically it has been argued that the sole responsibility of a corporation is to provide maximum financial return for shareholders (Carroll, 1991). However, as the concept evolved, companies are no longer expected to only focus on financial returns, but also on social responsibilities in their business practises. In 1991 Carroll developed the pyramid of corporate social responsibility which contained philanthropic, ethical, legal as well as economic responsibilities (Carroll 1991). At the base of the pyramid are the economic responsibilities and all the other responsibilities are predicated upon these, as without profit the firm would not be able to continue operating (Carroll 1991). The next level of the pyramid represents the legal responsibilities of a company. These responsibilities entail that companies should play by the rules and laws should therefore be followed. In the third level of the pyramid, ethical responsibilities are presented; in essence this means that the company has an obligation to avoid harm and to do what is right, just, and fair (Carroll 1991). The final level of the pyramid includes the philanthropic responsibilities of the company. Carrol argues that companies should be good corporate citizens and contribute resources towards improving the quality of life in their community (Carroll 1991).

Another key concept in corporate social responsibility came from Elkington 1994 called “The Triple Bottom Line” which was a framework to balance the social, environmental, and economic impact (Agudelo et al., 2019). This concept became popular in the late 1990s and was seen as a practical approach to sustainability and has remained relevant to this day.

Another important discovery was made by Burke and Logsdon in 1996, who were the first to evaluate the benefits provided by strategic CSR implementation. Burke and Logsdon found that strategic implementation of CSR in a supporting role to core business practises, improved the effectiveness of the main objectives in the company (Agudelo et al., 2019).

This bachelor thesis has chosen to focus on the ethical and philanthropic responsibilities from Carroll's pyramid (1991). We have further narrowed it down to a specific component namely environmental-oriented CSR, because of the current awareness of the environmental-issues and the 17 Social development goals (United Nations, 2021). Environmental-oriented CSR represents a company's responsibilities towards the natural environment, for example, through protection of natural resources and animals, or in this case even actions that impact global warming (Shaefer et al., 2019).

2.2 Employer Brand

Employer brand is connected to a vast amount of theories, but in essence it is about perception. The employer brand was first introduced and defined by Ambler & Barrow in the 1990s, Ambler and Barrow (1996, p.3) described it as “the package of functional, economic, and psychological benefits provided by employment, and identified with the employing company”. In other words, this package includes aspects such as how far the employer is from the employee's residence, the compensation provided by the employer. An example of a psychological benefit could be knowing that one is working for a socially responsible company. Furthermore, it could be argued that this package of benefits is what makes an employer attractive in the eyes of a potential employee. Ambler also mentioned that the employer brand has many parallel benefits to those that product brands offer to consumers, and that therefore traditional marketing techniques should be applicable, but instead directed towards the segment of employees instead of consumers (Ambler & Barrow, 1996). It has, however, been argued that there is no consensus on the target group of employer branding, but most conceptualizations focus on current and potential employees (Theurier et al 2016).

Another pair of important and significant researchers on the employer brand are Backhaus and Tikoo (2004). They argue that the employer brand highlights the unique aspects of the offering and environment of the employer, and explain that this suggests the differentiation of a company's characteristics from its competitors (Backhaus & Tikoo, 2004). These unique aspects that differentiate the company from its competitors has also been called the employer value proposition (Edwards 2010). Backhaus and Tikoo also mention that the identity of the company as an employer is established through the employer brand (Backhaus & Tikoo, 2004). This identity encompasses the value systems, policies, and behaviours of the company for attracting, motivating and also retaining current and recruiting potential employees

(Backhaus & Tikoo, 2004). A very closely connected term of the employer brand is employer branding, which is the process of building an employer identity that is identifiable and unique (Backhaus & Tikoo, 2004). Edwards (2010) mentions that marketing principles are used to manage the tangible and intangible employment offerings of the company through campaigns, which often involve extensive communication campaigns.

2.3 Social identity theory

According to social identity theory (SIT), people are divided into different social groups, the individuals within these groups tend to compare themselves with other groups based on values, belonging and behaviour. This phenomenon is explained through social identity theory (Mael & Ashforth, 1989; Scheafer et al., 2019). The social nature of human behaviour dictates that we identify ourselves with the group or organization which we belong to. Moreover, the success and failures of the group or organization's performance will also be experienced by the individual itself (Scheafer et al., 2019). The bond or connection between an individual and organization indicates that certain actions and values of the organization influences the individual perspective. Therefore, SIT can help understand why CSR communication by employers may result in attractiveness from a potential employee perspective.

Social identity theory has three underlying psychological mechanisms; Categorization, Comparison, and that individuals seem to draw self-esteem from their group membership (Todd & Kent, 2009). Categorization refers to the awareness of the individual differences between themselves and others. Comparison refers to an individual's habit of comparing their own social group to others. The comparison process results in experience of individual self-esteem and a strengthened rationale for the chosen group membership (Todd & Kent, 2009).

Maxwell and Knox (2010) conducted a study using SIT when analysing employer brand attractiveness within an organization. The theory Maxwell and Knox (2010) developed is known as the Social Identity Approach to Organizational Identification (SIA). According to Maxwell & Knox (2010) SIA is useful when analysing employer brand attractiveness. Earlier research has concluded that organizational identification seems to have the same attractiveness and behavioural impact on individuals as a social group in the social identity theory (Maxwell & Knox, 2010). As long as the individuals can identify themselves with the organization, they will perceive the same attractive and unique feelings as the organization represents, or as it is perceived by others. The concept SIA offers a perspective to see the

organization through an employer branding perspective, or more specifically, an employer brand image perspective (Maxwell & Knox, 2010). In this thesis we will argue that the organization in question, also defined as the employer, will represent the social group in accordance with a SIT framework. This theory will be used in the thesis to understand how the organizational identification is interpreted by potential employees.

2.4 Signaling theory

According to Connely et al. (2011), signaling theory is useful for describing behaviour when two parties have access to different information, also known as information asymmetry. Information can be communicated in different ways, which influences the decision-making process. Spence (1973) used the labour market to explain the information asymmetry between the employer and potential employee. Education became the preferred signaling factor for potential employees, which informed the employer about the expected quality of the employee. The model Spence (1973) created through utilizing the labour market, showed how signaling theory can be used to reduce information asymmetry between two parties. According to Pernkopf et al. (2020) the perceived signals are used to determine underlying attributes about the signaler through the shared information. When the receiver finds themselves in uncertainty, they tend to rely on these signals for decision-making, for example when evaluating a job advertisement.

The primary elements of signaling theory are described through the signaling timeline model (Connely et al., 2011). The model illustrates two primary performers, the signaler and the receiver. The signaling timeline model is thereafter divided into four parts: the signaler, the signal, the receiver, and the feedback. These parts constitute the signaling environment (Connely et al., (2011). One example of a signaling timeline can be observed when recruiting companies put out a job advertisement. In job advertisements the employer acts as the signaler and the information presented in the job advertisement are the signals that communicate the value proposition of the employer, which is supposed to make them an attractive employer. This signal is thereafter received by the potential employee who either decides to apply for the job or not, which is the feedback stage. In essence, signaling theory explains how employers communicate their value proposition to potential employees, and therefore why they are perceived as attractive. This bachelor thesis will therefore use signaling theory to explain how

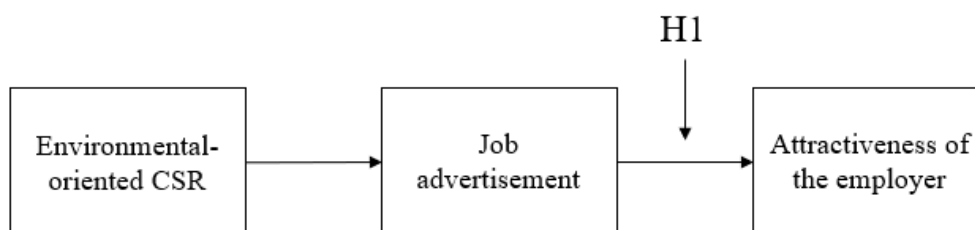
environmental-oriented CSR communication in job advertisements, affects the attractiveness of the employer from a potential employee perspective.

2.5 Conceptual model

The purpose of this bachelor thesis was to extend the knowledge of how environmental-oriented CSR communication in job advertisements affects the attractiveness of employers from a potential employee perspective. The theoretical framework of this thesis has been used to create the conceptual model which can be seen in figure 1. The model shows how environmental-oriented CSR signals are sent through job advertisements which explains the employer value proposition to the potential employees. If the potential employees' values are in line with those presented in the employer value proposition in accordance with SIT, our hypothesis is that the environmental-oriented CSR signals result in increased attractiveness for the employer, when received and interpreted by the respondent. The hypothesis is furthermore conceptualized in the model below.

Hypothesis: Environmental-oriented CSR communication in job advertisements increases employer attractiveness.

Figure 1
Conceptual model



3. Method

In this chapter the method choices for this thesis will be presented. Firstly, the philosophy, choice of theory, and research approach will be presented. Moreover, the thesis research strategy, research design, data collection method, and sample selection will follow. Thereafter, sample characteristics, operationalization, as well as the variables for the thesis are presented. Lastly, the data analysis, reliability, and validity of this thesis is presented and discussed.

3.1 Research philosophy, choice of theory, and research approach

This bachelor thesis used the positivism philosophy, which according to Bryman and Bell (2011) is one of the three main research philosophies along with interpretivism and realism. Positivism is mainly associated with quantitative research and the principles of deductivism according to Bryman and Bell (2011).

According to Bryman and Bell (2011), deductive theory is the most common view of the relationship between theory and research. In deductive theory, hypotheses are deduced based on what is known about a particular domain and the theoretical considerations related to it. This bachelor thesis used a deductive research approach to explain the effects that environmental-oriented CSR communication has on the attractiveness of the employer in regard to potential employees. A deductive approach was appropriate here since there is a lot of previous research and theory surrounding both CSR and the employer brand, making it possible to deduce relevant hypotheses (Bryman & Bell, 2011). After analysing the collected data, we were then able to determine if our hypothesis was supported by the data or not.

3.2 Research strategy

According to Bryman and Bell (2011) research strategy is about the way research is organized. Bryman and Bell (2011) explain that in the practise of business research two research strategies can be identified, these are qualitative research and quantitative research. This bachelor thesis used a quantitative research strategy, which is when quantitative measures are utilized (Bryman & Bell, 2011). Furthermore, a quantitative research strategy was chosen because it allows for larger sample sizes, which in turn helps with the reliability and generalization of the results (Denscombe, 2017). Moreover Denscombe (2017) argues

that quantitative research tends to be more impartial compared to qualitative research where the researchers are more involved.

3.3 Research design

This bachelor thesis utilized an experimental survey design. This is because of the fact that we wanted to manipulate the independent variable to determine whether or not it influences the dependent variable (Bryman & Bell, 2011). In this thesis that means conducting a quasi-experiment to investigate what effect environmental-oriented CSR communication in job advertisements have on employer attractiveness. According to Denscombe (2017) a quasi-experiment is when you follow an experimental design but cannot meet all the requirements for a classical experiment. These requirements include random assignment of participants, the ability to compare with a control group, as well as pre and post testing the participants. In this thesis we were not able to pre-test the participants and could therefore not meet all the requirements, making this a quasi-experiment. According to Denscombe (2017) experiments are acknowledged as strict science and provide a sense of objectivity and impartiality in the results. Furthermore, experiments allow for a high degree of replicability.

To measure the attractiveness of environmental-oriented CSR communication in job advertisements, the respondents were asked to read a short summary of a fictitious job advertisement scenario that was created for this thesis. Ramirez et al. (2015) defines scenarios as narrative descriptions that are created for someone and for a purpose. For this thesis, scenarios were deemed as the most appropriate choice for providing respondents with context for the survey. This is because it could be argued that real examples might skew the answers of the respondents, based on factors surrounding their knowledge and history with the company. Creating scenarios and fictitious companies in studies is not something new, and this study took inspiration from examples such as Kumari and Saini (2018), Joo et al. (2016), and Liu (2020). Two scenarios were constructed, which was distributed randomly by a website linking the student to one of two surveys. One of the fictitious job advertisement scenarios communicated information about the company's environmental-oriented CSR and was named scenario A (see appendix 1). The other scenario, named scenario B did not communicate any information about the company's environmental-oriented CSR (see appendix 2). Apart from that difference, the two scenarios were identical. This means that scenario A was the test group and scenario B was the control group. All the questions were

measured with a seven-point Likert scale, except for questions regarding gender, age, and field of study.

3.4 Data collection, and sample selection

To gather empirical data for this bachelor thesis a quantitative data collection method was used, which consisted of web-based surveys that were distributed to students at Kristianstad University. The distribution was assisted by program managers of the major education areas taught at the university. The aim was to gather a substantial amount of data samples to enable the experimental survey design of this thesis. Therefore, a convenience sample was deemed appropriate, which Bryman and Bell (2011) describes as a sample that is simply available to the researchers because of its accessibility. This was further justified by access to a large number of students at Kristianstad University. Even though students are generally not seen as the best target group to gather data from, we argue that in this case they are quite appropriate. When taking the research question into consideration we argue that students are an appropriate target group as they are qualified future young professionals soon to be entering the workforce. If companies want to attract these talented next generation professionals fresh out of school, it will be important for them to know some of the values that they look for when seeking employment. Furthermore, students are often younger and previous studies have argued that younger people such as millennials have a tendency to reject employers who do not comply with basic CSR engagements (Klimkiewicz & Oltra, 2017).

3.5 Sample characteristics

To determine the characteristics of the survey respondents some background and environmental attitude questions were included in the two surveys. These questions were included to increase transparency and provide as much data about the respondents as possible, so that future studies may be able to replicate the sample and make results comparable. The background questions for the respondents included gender, age, and field of study, as these were determined to be the most relevant background questions. To determine what might be relevant environmental attitude questions to ask in this thesis about environmental-oriented CSR in job advertisements, some inspiration was taken from Chou (2014), and Raineri and Paillé (2016). From these articles four questions were used in this thesis. The first question was if the respondent felt a personal obligation to do what they can to reduce their

environmental impact. The second was if the respondent felt an obligation to think about the environment in their daily behaviour. The third question was if businesses and industries should reduce their waste production to help protect the environment. The fourth question was if the environmental concern of their company meant a lot to them. Furthermore, some questions were synthesised from the scenarios presented in Liu (2020). These questions were used simply to make sure that the respondent did not realise that their environmental attitudes were being investigated, the questions can be seen in the latter part of appendix 1.

3.6 Operationalization

According to Bryman and Bell (2011) operationalization is the process of where the research concepts are translated into measures, also known as quantities. In order to provide a measure of a concept such as attractiveness, it is necessary to have an indicator. The indicator can be devised through questions, recordings of individuals, official statistics, or an examination of mass media content (Bryman & Bell, 2011). For this study, a web-based survey was constructed and distributed to students at Kristianstad University. The questions in the survey represented the indicators, which will allow us to treat the less quantifiable concepts as measures.

3.6.1 *Dependant variables*

The dependent variable for this study was the attractiveness of the employer towards potential employees. When the respondents had read the short scenario of their given survey, they were then provided with 15 questions that Highhouse et al. (2003) developed to measure organizational attractiveness. This attractiveness is made up of three dimensions, namely general attractiveness, intentions to pursue, and prestige. These dimensions each had five questions and, in this case, made up the total employer attractiveness. According to Highhouse et al. (2003) general attractiveness is designed to measure the preliminary attitudes that a potential employee may have towards the company as a potential employer. The five questions regarding general attractiveness are the following:

1. For me, this company would be a good place to work.
2. I would not be interested in this company except as a last resort.
3. This company is attractive to me as a place for employment.
4. I am interested in learning more about this company.

5. A job at this company is very appealing to me.

The intentions to pursue is in contrast instead designed to measure some of the potential employees' behavioural intentions towards the employer (Highhouse et al., 2003). The five questions regarding intentions to pursue are the following:

1. I would accept a job offer from this company.
2. I would make this company one of my first choices as an employer.
3. If this company invited me for a job interview, I would go.
4. I would exert a great deal of effort to work for this company.
5. I would recommend this company to a friend looking for a job.

Lastly the prestige dimension is designed to measure the potential employees' attitudes towards the social influence aspects of the employer, examples of such aspects are reputation, popularity, and status. The five questions regarding prestige are the following:

1. Employees are probably proud to say they work at this company.
2. This is a reputable company to work for.
3. This company probably has a reputation as being an excellent employer.
4. I would find this company a prestigious place to work.
5. There are probably many who would like to work at this company.

3.6.2 Independent variables

The independent variables for this thesis were the fictitious job advertisement scenarios presented in the surveys. The manipulation of the independent variables is the inclusion of environmental-oriented CSR communication in scenario A. The following text is the manipulation part of the independent variable that can be seen in appendix 1, translated into English:

Lastly, some additional information is provided where it, amongst other things, is mentioned that the company has a large environmental commitment and that the

company is constantly working with the sustainable development of the company. This is an aspect that is taken very seriously as the company wants to do what they can to help the environment. It is also described that the company is engaged in a variety of different external environmental-oriented projects.

3.7 Data analysis

To analyse the collected data, SPSS was used to present and analyse the empirical findings. First, a summary of descriptive statistics and comparison of means between the two scenarios were created. Secondly, a Cronbach's alpha test was conducted on the 15 attractiveness questions, as this would help establish the internal reliability of the questions. After that, a Kolmogorov-Smirnov and Shapiro-Wilk test was conducted to determine the normality of the data for this thesis. This was important as the results of these tests would partially determine if independent sample t tests or Mann-Whitney U tests were going to be conducted. As the data was determined to not be normally distributed, and because of the fact that the questions were on an ordinal scale, the Mann-Whitney U test was deemed to be the most appropriate choice. The Mann-Whitney U test was then conducted at the five percent level to analyse the data and test the hypothesis. This means that differences would be considered significant, and the hypothesis would be supported if $p < 0,05$.

3.8 Reliability and validity

According to Bryman and Bell (2011) reliability refers to if a study's results can be repeatable, and is often used when questioning if a measurement for a concept is consistent or not. To increase the reliability of this thesis the research process is presented in detail to increase transparency and allow other researchers to replicate our study. The research process for this bachelor thesis started with searching for relevant literature on the search engine used at Kristianstad university called Summon. To make sure that the articles found were appropriate, only peer-reviewed articles were considered. The key topics of the study were first sought after with appropriate keywords such as CSR, employer branding, and CSR communication. From the articles found, further key concepts and theories were identified, such as signaling theory, social identity theory. These articles provided us with a substantial amount of theory and concepts, which was then used to establish an appropriate research question and theoretical framework. Furthermore, the reliability of the thesis is further strengthened

because of the information gathered to determine the characteristics of the respondents. Furthermore, the gender specific measurements were included in the descriptive statistics, the intention of this was not to compare gender specific responses, but rather to further increase the transparency and reliability of the thesis. This will allow future research to determine if their selected sample is comparable to the ones in this thesis. This makes it even easier for future research to replicate and compare our thesis with other or future research. Moreover, the fact that this thesis used a quasi-experiment further increases the reliability of this thesis, as experiments allow for a high degree of replicability.

To build validity in research it is important to make sure that valid measurements are used, according to Bryman and Bell (2011) this is known as measurement validity, also known as construct validity. Utilizing previous research is a good way to make sure that the measurements used have validity. Therefore, this bachelor thesis used previously tested questions for the surveys that were formulated by Highhouse et al. (2003) to measure the attractiveness of an organization. This thesis used these questions to measure the attractiveness of the two fictitious job advertisement scenarios. Furthermore, to test the reliability of these questions a Cronbach's Alpha test was conducted to assess the internal reliability. The questions used to measure the environmental attitudes of the respondents were also questions that had previously been used in articles such as Chou (2014), and Raineri and Paillé (2016).

4. Empirical findings

This chapter will present the descriptive statistics as well as the analysis of the data with the help of SPSS. The descriptive statistics in this thesis were used to gain an overview of the collected data, as well as increase transparency.

4.1 Descriptive statistics

This subchapter presents the descriptive statistics collected from the collected data of the two web-based surveys. The statistics are divided into scenarios A and B. Important to note is that scenario A includes the environmental-oriented CSR communication. Both scenarios can be observed in the tables 1-6. Moreover, one respondent was removed from the data sample in scenario B. This was because the respondents' answers were deemed to not be serious or attempting to sabotage. This respondent provided the lowest possible answer for every question in the survey and was an extreme outlier with the lowest score possible, which was half of the next bottom score.

As shown in Table 1, we can see that the surveys in total had 177 respondents with 85 in scenario A and 92 in scenario B. Women proved to be the predominant respondents of the surveys making up four fifths in scenario A and two thirds in Scenario B. In scenario A we can observe that about one fifth of the respondents were men, whereas in scenario B we can observe that about one third of the respondents were men. In both scenarios there was one individual respectively who did not want to answer the question if they were a man or woman which in total makes up a little over one percent of the total respondents.

Table 1
Frequency and proportions of the respondents

Scenario A	Frequency	Proportion
Men	16	18.8 %
Women	68	80 %
No answer	1	1.2 %
Total	85	100 %
Scenario B	Frequency	Proportion
Men	32	34.8 %
Women	59	64.1 %
No answer	1	1.1 %
Total	92	100 %

In table 2 is the descriptive statistics of the participants' age variations. Scenario A had a minimum age of 20 and a maximum of 62. The minimum age in scenario B was 19, which was one year lower than scenario A. The maximum age in scenario B was 53, which was much lower than scenario A. However, the mean age in the scenarios appears to be 30 years old.

Table 2
Summarized information of respondent's age

	Scenario	Minimum	Maximum	Mean	N	Std. Deviation
Age	A	20	62	30.86	85	9.083
	B	19	53	30.22	92	8.965
Total				30.53	177	9.002

The total attractiveness of the employer is made up from three dimensions, general attractiveness, intentions to pursue, and prestige (Highhouse et al., 2003). Each group has five questions each for a total of 15 questions. This means that the lowest value in total attractiveness can be 15 and the highest possible value is 105. To measure the total attractiveness these 15 questions were computed into a single variable that makes up the total attractiveness of the employer. The mean attractiveness for the two scenarios were then measured both in total and gender specific, which provided the following results. Gender specific measurements were included to further increase the transparency of this thesis. This

will allow future research to determine if their respondents were comparable to the respondents of this thesis. The intention of this was not to compare the difference between men and women, but rather to increase the reliability of the thesis.

As can be seen in table 3 the total mean attractiveness of the respondents in scenario A were 89, with a minimum value of 51. When instead observing scenario B, the total mean attractiveness was 86. However, the minimum value in scenario B was 33, which is much lower than scenario A. The maximum value, however, was the same in both scenarios. This table shows that there is a slight difference in the average attractiveness between the two scenarios.

Table 3
The mean of attractiveness

	Scenario	Minimum	Maximum	Mean	N	Std. Deviation
Attractiveness	A	51	105	89.3765	85	13.20081
Attractiveness	B	33	105	86.6739	92	15.73203
Total				87.9718	177	14.59352

When observing the gender specific mean attractiveness in table 4, it can be seen that the men and women in scenario A had a mean of 88 and 89 respectively. In Scenario B that men had a mean of 83, and the women had a mean of 88. Important to note in table 4 is that the mean difference in scenario B between men and women is greater than in scenario A.

Table 4
Gender specific mean of attractiveness

Scenario A	Mean	N	Std. Deviation
Men	88.5625	16	12.80609
Women	89.6471	68	13.45725
No answer	84.000	1	
Total	89.3765	85	13.20081
Scenario B	Mean	N	
Men	83.5625	32	17.79623
Women	88.0508	59	14.35201
No answer	105.000	1	
Total	86.6739	92	15.73203

Another descriptive statistic looked at for this thesis was the environmental attitudes of the respondents and if they had previous knowledge of Corporate Social Responsibility. Considering that there are 4 questions about environmental attitudes, the lowest value possible is 4 and the highest value possible is 28. As can be seen in table 5 the environmental attitudes were slightly higher in scenario A where a mean of 23 was observed, compared to scenario B which had a mean of 20.

Table 5
Total mean of environmental attitudes

	Scenario	Minimum	Maximum	Mean	N	Std. Deviation
Environmental attitudes	A	7	28	23.1176	85	4.95554
Environmental attitudes	B	4	28	20.4239	92	6.19329
Total				21.7175	177	5.77705

When looking at table 6, it can be seen that on average the respondents were familiar with the concept of CSR. The lowest value possible was 1, which meant that the respondent had not heard of CSR before, and the highest was 7 which meant that the respondent was well familiar with the concept. In scenario A the respondents had slightly lower average knowledge of CSR with a mean value of 3.2 compared to scenario B 3,6.

Table 6
Total mean of respondent's previous knowledge of CSR

Question	Scenario	N	Mean	Std. Deviation
Do you have previous knowledge of Corporate Social Responsibility?	A	85	3.20	2.208
	B	92	3.60	2.409

The last descriptive statistic is what field of study the respondents of the surveys were enrolled in; this can be observed in appendix 3 because of the appropriate size of the table. The highest response rate in scenario A was business administration with a little more than a third of the respondents being enrolled in the programs. The highest response rate in scenario B, however, came from the nursing program, with about one fourth of the respondents being enrolled in the nursing program.

4.2 Analysis of empirical findings

The first thing done when analysing the data was to test the internal reliability of the 15 questions measuring the attractiveness, this was done by conducting a Cronbach's alpha test. The internal reliability shows if the questions measure the same thing or not, and in this case the value of the Cronbach's alpha came out to 0.941 as can be seen in table 7. According to Pallant (2016) values above 0,7 are considered acceptable, but values above 0,8 are preferable. Therefore 0,941 is a good result that proves the questions have a high correlation and can be interpreted as reliable (Pallant, 2016)

Table 7
Result of Cronbach's Alpha

Cronbach's Alpha	N of Items
0.941	15

After the Cronbach alpha test had been completed, both a Kolmogorov-Smirnov and Shapiro-Wilk test was conducted to determine the normality of the total attractiveness. The tests show that the data cannot be viewed as normally distributed, this can be seen in table 8 by observing that the results of the tests are below 0,05. This was important as the results of these tests would partially determine if independent sample t tests or Mann-Whitney U tests were going to be conducted. As the data was determined to not be normally distributed, and because of the fact that the questions were on an ordinal scale, the Mann-Whitney U test was deemed to be the most appropriate choice.

Table 8
Result of Kolmogorov-Smirnov and Shapiro-Wilk test

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Attractiveness	0.122	177	0.000*	0.914	177	0.000*

Note: * $p < 0,05$

In order to test the hypothesis of the thesis, the attractiveness measured in the two surveys were compared, to see if there was a significant difference between the answers. This was done by conducting a Mann-Whitney U test. This test shows if there is a significant difference in the answers between the two scenarios, if the asymptotic significance value is at or below the alpha value of 0,05, it is considered to be significant. The results of the test, as can be observed in table 10, showed that there was no significant difference in the attractiveness between the two scenarios. This result means that the hypothesis: environmental-oriented CSR communication in job advertisements increases employer attractiveness, is not supported by the data, and is therefore rejected.

Table 9*Result of Mann-Whitney U test on attractiveness*

	Attractiveness
Mann-Whitney U	3580.500
Wilcoxon W	7858.500
Z	-0.970
Asymp. Sig. (2-tailed)	0.332

Furthermore, a Mann-Whitney U test was also conducted on the three dimensions that make up the total attractiveness, but first the mean values are presented to increase transparency. This was done to see if we may have missed any nuance in the total attractiveness between the two scenarios. In table 10 a slight difference in mean can be seen between the two scenarios in all the dimensions. The mean of general attractiveness in scenario A and B is roughly 30. Furthermore, the mean difference in intentions to pursue is 30 in scenario A and 29 in scenario B. The mean regarding prestige in scenario A is 28 and 27 in scenario B.

Table 10
The mean of the three dimensions of attractiveness

	Scenario	N	Mean	Std. Deviation
General attractiveness	A	85	30.7765	4.18153
	B	92	30.1413	5.25730
Total		177		
Intentions to pursue	A	85	30.3059	4.52249
	B	92	28.9674	5.81293
Total		177		
Prestige	A	85	28.2941	6.32046
	B	92	27.5652	5.75947
Total		177		

However, as can be seen in table 11, the Mann-Whitney U test echoed the previous results regarding the total attractiveness. The test did not show any significant difference in the answers for the three dimensions between scenario A and B. Even Though the mean indicated a slight but minimal difference, this was not significant on a 0,05 level.

Table 11*Results of Mann-Whitney U test on the three dimensions of attractiveness*

	General attractiveness	Intentions to pursue	Prestige
Mann-Whitney U	3796.000	3509.500	3521.000
Wilcoxon W	8074.500	7787.500	7799.000
Z	-0.340	-1.188	-1.151
Asymp. Sig. (2-tailed)	0.734	0.235	0.250

Another Mann-Whitney U test was also conducted to measure if there was a significant difference between the scenarios regarding previous knowledge of CSR. As shown in table 12, the test results show no significant difference between the scenarios on a 0,05 level.

Table 12*Results of Mann-Whitney U test on previous knowledge of CSR*

	Do you have previous knowledge of Corporate Social Responsibility?
Mann-Whitney U	3482.000
Wilcoxon W	7137.000
Z	-1.300
Asymp. Sig. (2-tailed)	0.194

The slight difference observed in the descriptive statistics regarding the mean environmental attitudes between scenario A and B, inspired us to conduct a Mann-Whitney U test. This was done to measure if there is a significant difference between the scenarios. In table 13 shown below, there is a significant difference regarding environmental attitudes in scenario A and B. It is difficult to determine what impact this difference had on the total attractiveness of the two scenarios. Scenario A did have a slightly higher mean total attractiveness but not enough to be significant at the 0,05 level.

Table 13*Results of Mann-Whitney U test on environmental attitudes*

	Environmental Attitudes
Mann-Whitney U	2878.500
Wilcoxon W	7156.500
Z	-3.046
Asymp. Sig. (2-tailed)	0.002*

Note: * $p < 0,05$

4.3 Summary of the empirical findings

In summary, the empirical findings of this thesis show that the two fictitious job advertisement scenarios tested in this bachelor thesis, both proved to be attractive employers for the respondents. Scenario A, which was the one with environmental-oriented CSR communication, proved to have a slightly higher total attractiveness than scenario B which did not communicate any environmental-oriented CSR. There was, however, not enough of a difference to be significant at the 0,05 level. This meant that the hypothesis: environmental-oriented CSR communication in job advertisements increases employer attractiveness, was rejected. Furthermore, no significant difference could be seen between the three dimensions that made up the total attractiveness, namely general attractiveness, intentions to pursue, and prestige.

5. Discussion

This chapter discusses the empirical findings of the thesis.

When comparing the results of this thesis with previous research on the subject matter, it becomes apparent that the results are not completely in-line with previous research. It is, however, important to note that these studies have used a broader definition of CSR and have not specifically focused on the environmental-orientation (Du et al., 2015; Jones et al., 2016; Klimkiewicz & Oltra, 2017; NG., et al 2018; Schaefer et al, 2019).

For example, the results of this thesis were not consistent with Puncheva-Michelotti et al. (2018) who argued that CSR information in job advertisements can be used to increase the attractiveness of the employer. Puncheva-Michelotti (2018) does however argue that offering general information regarding environmental sustainability may have less of an impact on the attractiveness of the employer in countries that may have a legal obligation to protect the environment, such as some European nations. This is a factor that may have had an impact on the result of this thesis considering it was conducted in Sweden, and the results could therefore be different in countries outside of Europe.

The results were also somewhat inconsistent with Liu (2020), who argued that providing more detailed information in job advertisements increases the attractiveness of the employer for maximisers. This thesis did not test if the respondents could be considered maximisers or not, but the total attractiveness of the scenarios were not significantly different between the two. Furthermore Liu (2020) provided respondents with two different job advertisements to compare, one included more detailed information than the other. This thesis did not allow respondents to compare job advertisements. It is possible that there may have been a more of a difference if the respondents were presented with both scenarios, and then were asked to compare the attractiveness of the scenarios. This would make the current thesis more comparable with Liu (2020), however, the choice of not revealing the difference between the two scenarios might have resulted in a more realistic comparison of how the respondents view the job advertisements.

Another example of the previously mentioned inconsistent results can be observed with Klimkiewicz and Oltra (2017) who argued that millennial job seekers' attitudes toward CSR have a significant impact on the job application process. Their findings suggest that millennial job seekers are willing to reject job offers from employers who neglect basic CSR

engagements. Considering the median age of the respondents for the experiment conducted in this thesis, it was therefore expected that more would reject the job advertisement without CSR. This rejection could not be observed as the attractiveness of both scenarios had no significant difference. However, the results of this bachelor thesis are inconsistent with their findings and are once more aligned with Puncheva-Michelotti's (2018) arguments about how legal requirements in some European nations can affect the attractiveness of companies' CSR communication. This thesis therefore opens up the question for future researchers, whether environmental-oriented CSR communication is important for companies within European nations.

Another interesting aspect of the results in this bachelor thesis is that the respondents of scenario A reported slightly higher environmental attitudes. These results were significant at the 0,05 level when compared to scenario B. It does, however, not seem that this was because of previous knowledge of CSR, as the respondents of scenario A reported a slightly lower mean than those of scenario B. Furthermore, the difference in previous knowledge of CSR was not considered significant at the 0,05 level. It is difficult to determine if the difference in environmental attitudes had an impact on the total attractiveness of the scenarios. It is possible that the environmental-oriented CSR communication in scenario A, influenced the respondents' answers regarding their environmental attitudes. The data collected in this bachelor thesis does however not allow us to test for this possibility in an appropriate way. It could furthermore be argued that the value proposition of the scenarios was too attractive, causing the environmental-oriented CSR communication not to have that much of an impact since the employer was already considered very attractive without it.

6. Conclusion

In this final chapter, a summary of the thesis is first presented. Second, the chapter continues with practical contributions. Third, the limitations of the thesis are presented. The chapter concludes with recommendations on future research.

6.1 Summary of the thesis

The purpose of this bachelor thesis was to extend the knowledge of how environmental-oriented CSR communication in job advertisements affects the attractiveness of employers from a potential employee perspective. The study was based on three theories, Employer brand, Social identity theory, and Signaling theory, and the concept of environmental-oriented CSR communication. Based on these theories and concepts, as well as the previous research, the conceptual model and the hypothesis for this thesis was developed. The hypothesis was that environmental-oriented CSR communication in job advertisements increases employer attractiveness. The thesis had a quantitative method, and used experimental web-based surveys to measure the attractiveness of two fictitious job advertisement scenarios, one which included environmental-oriented CSR communication and one which did not. The web-based survey was distributed to students by program managers of the major education areas taught at Kristianstad university, in total 177 responses were collected. Previous studies have concluded that a company's CSR engagements may increase its attractiveness to potential employees. Therefore, the communication of these engagements in job advertisements should also increase the attractiveness of the company. However, these results are inconsistent with the results of this thesis that explored if environmental-oriented CSR communication in job advertisements increases employer attractiveness. The results of the surveys show that there was a slight positive difference in employer attractiveness in the scenario including environmental-oriented CSR communication, when compared to the scenario that did not. However, the difference was not enough to be considered significant at the 0,05 level. The hypothesis that environmental-oriented CSR communication in job advertisements increases employer attractiveness was therefore rejected.

6.2 Concluding remarks

From the analysis and discussion of the results observed from the experiment conducted for this bachelor thesis, we draw the conclusion that environmental-oriented CSR communication in job advertisements does not significantly increase the attractiveness of the employer. This extends the knowledge of how environmentally-oriented CSR communication in job advertisements affects the attractiveness of the employers from a potential employee perspective, by providing contradicting results compared to previous studies such as Klimkiewicz and Oltra (2017), Liu (2020), and Puncheva-Michelotti (2018). This conclusion highlights the need for more research into the subject and also provides important data and information for future studies on the attractiveness of environmental-oriented CSR communication. The study also extends the knowledge regarding the attractiveness of environmentally-oriented CSR communication by providing the question if environmental-oriented CSR communication is important in European nations.

6.3 Theoretical contributions

This bachelor thesis contributes to CSR research by reducing the knowledge gap in environmental-oriented CSR communication, as previous research has used a broader definition of CSR. More specifically this thesis addresses the ambiguity concerning if employers would be considered more attractive, if they address environmental-oriented CSR in job advertisements. The results of this thesis indicate that there is no significant increase in attractiveness of the employer when environmental-oriented CSR communication is included in the job advertisements. The results of this thesis were somewhat inconsistent with previous research, such as Puncheva-Michelotti et al. (2018), Liu (2020), and lastly Klimkiewicz and Oltra (2017). This furthermore highlights the need and importance for further research into the area of environmental-oriented CSR communication.

6.4 Limitations

One limitation of this thesis is the selected sample. All the respondents were students at Kristianstad University, which makes the results hard to generalize outside of this context. Moreover, this thesis was also conducted within a European nation and earlier studies have mentioned that general environmental-oriented CSR communication may have less of an impact in these types of countries, if there is a legal obligation to protect the environment.

Another limitation to consider is that the constructed scenarios might have been too attractive outside of the environmental-oriented CSR communication, therefore not allowing the CSR communication to have a significant impact on the employer attractiveness. If the scenarios were less attractive, it is possible that the result of the hypothesis may have been different.

6.5 Future research

This thesis suggests that further research is needed to provide conclusive evidence if environmental-oriented CSR communication increases employer attractiveness. Future research could also investigate if there is a need for environmental-oriented CSR communication in European nations, considering Puncheva-Michelotti (2018) mentions that these countries may have legal obligations to protect the environment. Moreover, future research could utilize different method choices to test if similar results can be found if the respondents, for example, have other scenarios to compare with. Furthermore, future research could utilize less attractive baseline scenarios. Future research could also reconstruct this type of study with a different sample group to see if similar results can be found outside of university students.

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Appendix 1: Survey A

2021-05-12

Enkät till vårt examensarbete

Enkät till vårt examensarbete

Vi är två studenter som läser ekonomiprogrammet internationellt företagande och marknadsföring på Högskolan i Kristianstad. I samband med vårt examensarbete så gör vi en undersökning om attraktiviteten för potentiella arbetsgivare. Vi skulle högst uppskatta om du ville svara på vår enkät. Enkäten tar ungefär 5 minuter att svara på och alla uppgifter kommer att behandlas anonymt. Observera att det finns två sidor, samt att deltagande i enkäten också är ett samtycke att delta i studien.

*Obligatorisk

Del 1. Vänligen läs nedanstående scenario noggrant, besvara därefter frågorna nedan så ärligt som möjligt.

Visualisera att du söker ett jobb, en specifik jobbannons fångar ditt intresse. Företaget är ett väletablerat bolag och har ett positivt rykte inom branschen.

I annonsen står det att företaget är inom en bransch som du skulle vilja jobba i. Företaget erbjuder genomsnittliga löner inom branschen och arbetsplatsen ligger relativt nära din nuvarande bostad. Ytterligare beskrivs det att ekonomiskt stöd för resekostnader kan bli aktuellt, ifall arbetsplatsen ligger för långt bort ifrån din bostad. Möjligheterna för befordran och lönehöjning beskrivs även i annonsen med information om vad kraven är för att uppnå dessa. Olika internutbildningar som finns tillgängliga listas även upp, med ytterligare information om dess innehåll. Dessa internutbildningar beskrivs vara till för att hjälpa dig utöka din kompetens inom arbetsrollen, och för dig verkar dessa vara lämpliga och hjälpsamma. Även arbetstiderna beskrivs och det nämns att dessa tider kan vara flexibla. Efter arbetstiderna beskrivs kunskap och kompetenskraven för positionen, samt varför dessa är relevanta. Sist nämns lite ytterligare information, där det bland annat nämns att företaget har ett stort miljöengagemang och att de ständigt arbetar med den miljöorienterade hållbarhetsutvecklingen inom företaget. Detta är en aspekt som tas på stort allvar då företaget vill göra vad dem kan för att främja miljön. Det beskrivs även att företaget är engagerade i en rad olika externa miljöorienterade projekt.

1. Detta företag hade varit en bra arbetsplats för mig. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

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2. Jag hade inte varit intresserad av att jobba på detta företag, förutom som en sista utväg. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

3. Detta företaget är attraktivt som en arbetsplats för mig. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

4. Jag är intresserad av att lära mig mer om detta företaget. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

5. Ett jobb på detta företag är väldigt lockande för mig. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

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2021-05-12

Enkät till vårt examensarbete

6. Jag skulle acceptera ett jobberbjudande från detta företag. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

7. Jag skulle göra detta företag till ett av mina förstaval som arbetsgivare. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

8. Om detta företag bjudit in mig till en jobbintervju, hade jag accepterat. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

9. Jag skulle anstränga mig väldigt mycket för att få jobba på detta företag. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

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2021-05-12

Enkät till vårt examensarbete

10. Jag skulle rekommendera detta företag till en vän som söker jobb. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

11. Anställda är förmodligen stolta över att berätta att de jobbar för detta företag. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

12. Detta är ett respekterat företag att jobba för. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

13. Detta företag har förmodligen ett rykte som en utmärkt arbetsgivare. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

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Enkät till vårt examensarbete

14. Jag skulle anse detta företag som en prestigefylld plats att arbeta på. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

15. Det är förmodligen många som skulle vilja jobba på detta företag. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

Fortsätt till fråga 16

Del 2

Allmänna bakgrundsfrågor.

16. En hög lön är viktig för mig. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

17. För mig är det viktigt att min arbetsplats ligger nära min bostad. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

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Enkät till vårt examensarbete

18. För mig är det viktigt att jobbet erbjuder internutbildningar. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

19. Möjligheten för befordran är viktigt för mig. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

20. Flexibla arbetstider är viktigt för mig. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

21. Jag känner en personlig skyldighet att göra vad jag kan för att minska min miljöpåverkan. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

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2021-05-12

Enkät till vårt examensarbete

22. Jag känner mig skyldig att tänka på miljön i mitt dagliga beteende. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

23. Företag och industri borde minska sina utsläpp för att skydda miljön. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

24. Att min arbetsplats tar hänsyn till miljön är viktigt för mig. *

Markera endast en oval.

	1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

25. Har du tidigare kunskap om Corporate Social Responsibility? *

Markera endast en oval.

	1	2	3	4	5	6	7	
Aldrig hört talas om det	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Är väl insatt i ämnet

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Enkät till vårt examensarbete

26. Kön *

Markera alla som gäller.

- Man
- Kvinna
- Vill inte svara

27. Ålder (t.ex. 21) *

28. Vilket ämne studerar du? *

Markera alla som gäller.

- Beteendevetenskapligt program
- Digital design
- Folkhälsovetenskapligt program
- Sjuksköterskeprogrammet
- Ekonomprogrammen (alla inriktningar)
- Tandhygienistprogrammet
- Personal- och arbetslivsprogrammet
- Lärarutbildning (alla inriktningar)
- VA- och kretsloppsteknikerprogrammet
- Miljöstrateg - Mark, vatten och samhällsutveckling
- Annat

Det här innehållet har varken skapats eller godkänts av Google.

Google Formulär

Appendix 2: Scenario B

2021-05-12

Enkät till vårt examensarbete

Enkät till vårt examensarbete

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1. Detta företag hade varit en bra arbetsplats för mig. *

Markera endast en oval.

1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

2. Jag hade inte varit intresserad av att jobba på detta företag, förutom som en sista utväg. *

Markera endast en oval.

1	2	3	4	5	6	7	
Instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Instämmer helt

Appendix 3: Respondents field of study

Scenario A	Frequency	Percent
Behavioral science programme	2	2,4 %
Digital design	1	1,2 %
Public health science programme	9	10,6 %
The nursing programme	22	25,9 %
Business administration (all specializations)	12	14,1 %
Study programme in oral health	0	0 %
Programme in human resources and work life conditions	8	9,4 %
Teacher education programme (all specializations)	14	16,5 %
Advanced vocational training programme in water supply, waste water systems and waste management	0	0 %
Environmental strategist – soil, water, and urban development	0	0 %
Other	17	20 %
Total	85	100 %

Scenario B	Frequency	Percent
Behavioral science programme	1	1,1 %
Digital design	0	0 %
Public health science programme	4	4,3 %
The nursing programme	10	10,9 %
Business administration (all specializations)	33	35,9 %
Study programme in oral health	0	0 %
Programme in human resources and work life conditions	16	17,4 %
Teacher education programme (all specializations)	11	12 %
Advanced vocational training programme in water supply, waste water systems and waste management	0	0 %
Environmental strategist – soil, water, and urban development	1	1,1 %
Other	16	17,4 %
Total	92	100 %