

# **PERCEPTION OF CORPORATE IDENTITY IN WOOD PROCESSING AND FURNITURE MANUFACTURING**

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# Aim of research

- Aim of research was to find out how wood processing and furniture manufacturing companies in Republic of Croatia define the term «corporate identity».

# Method

- Research was conducted as questionnaire survey which had 3 questions on a sample of 35 companies .
- Questionnaire consisted of six questions related to general information about the company and three questions related to the identity of the company.

# Corporate identity questionnaire

1. *How would you define the term "Corporate identity" in your own words? (multiple choice)*
2. *What do you think makes corporate identity? (multiple choice)*
3. *What are the main benefits of corporate identity for the company (in your opinion)?*

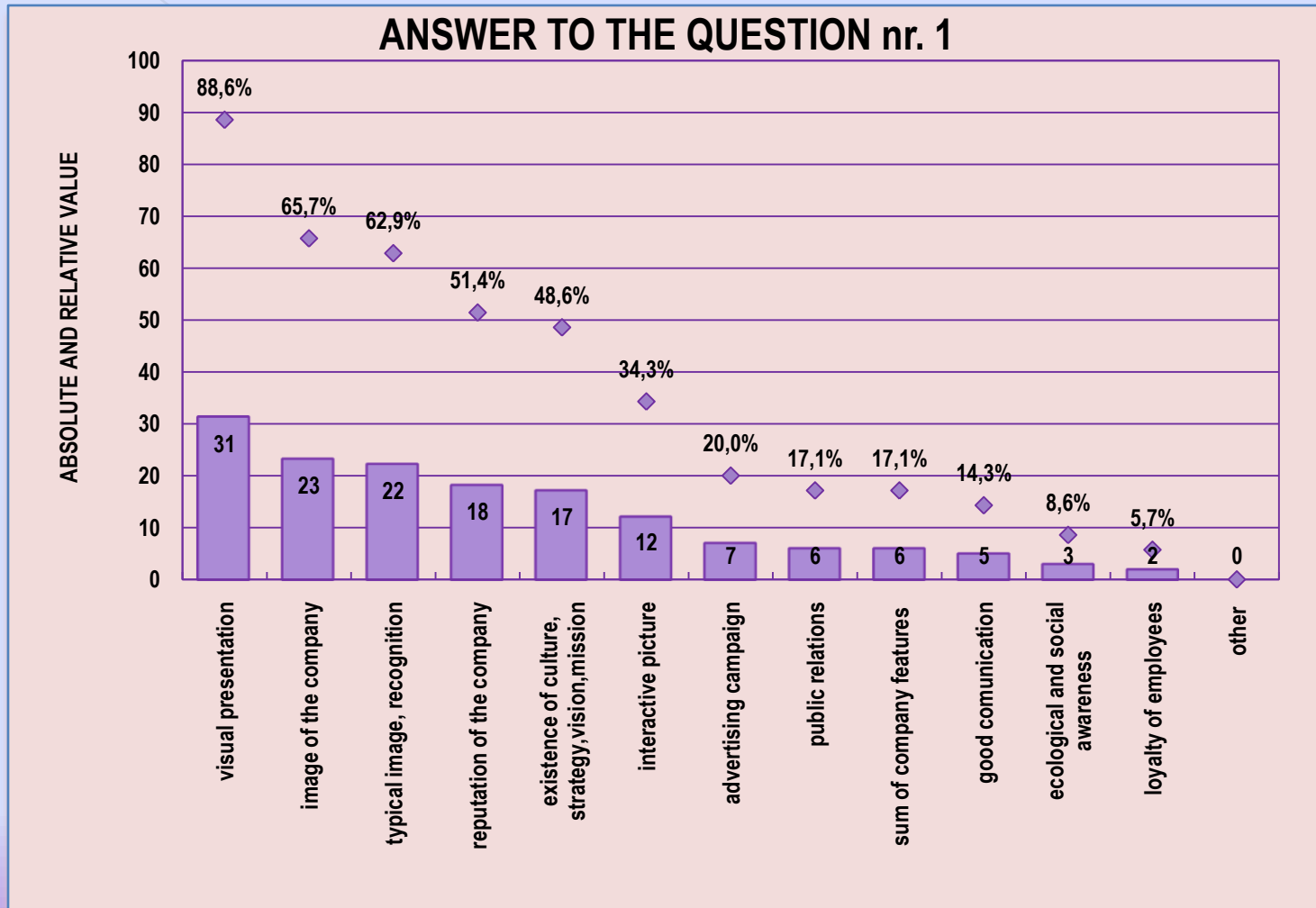
- Collected data were analysed using computer software Excell and Statistica.
- For establishing dependence between answers from the survey we used  $\chi^2$  test.

# Results

## ◉ company size

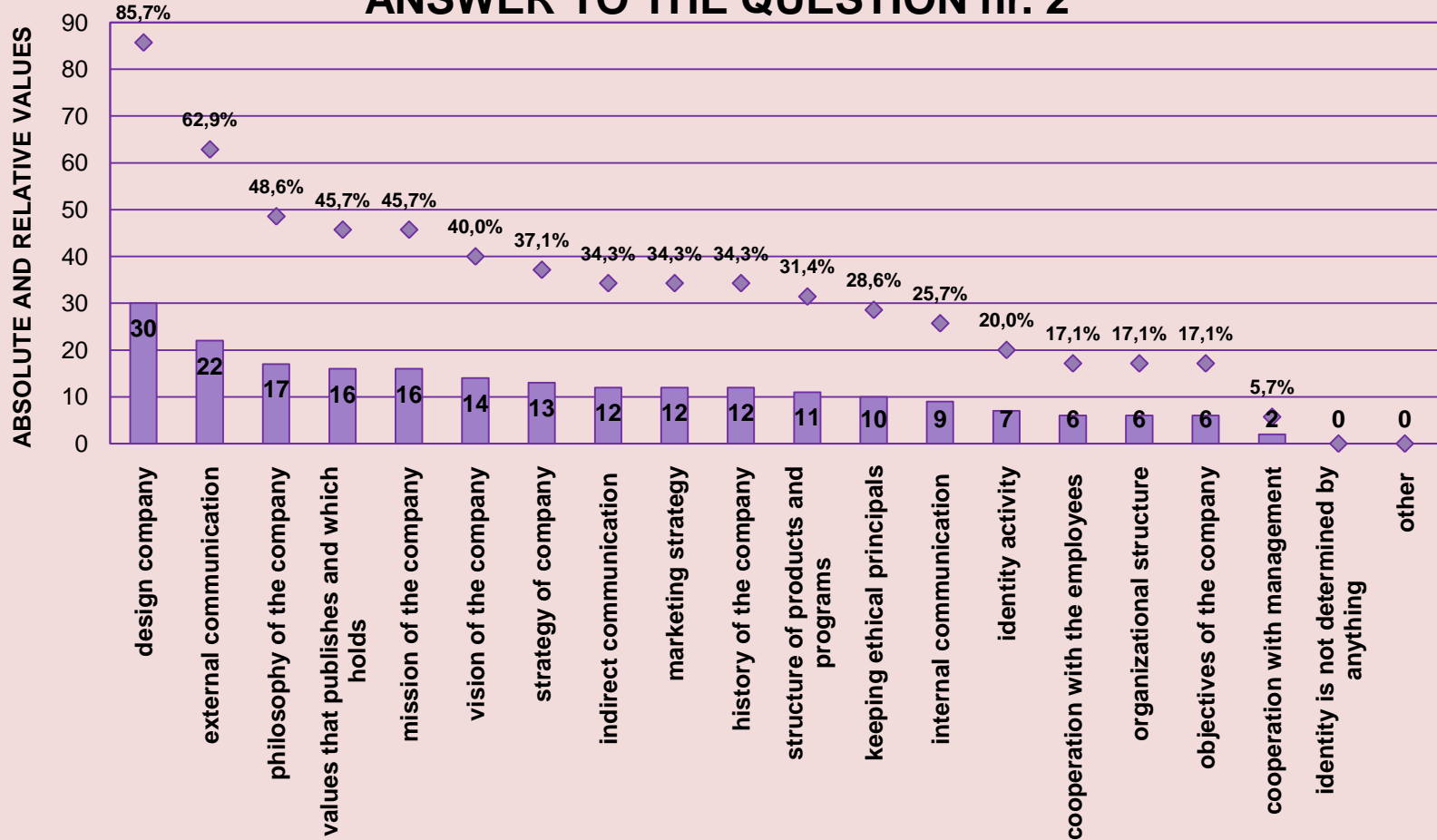
- 28,57% mikro firms (1-10 employees)
- 31.43% small firms (11-50 employees)
- 22.86% medium firms (51-250 employees)
- 17.14% of large companies (over 250 employees)

# Question 1: How would You define the term “Corporate identity”, in Your own words?



# Question 2: What do you think makes corporate identity?

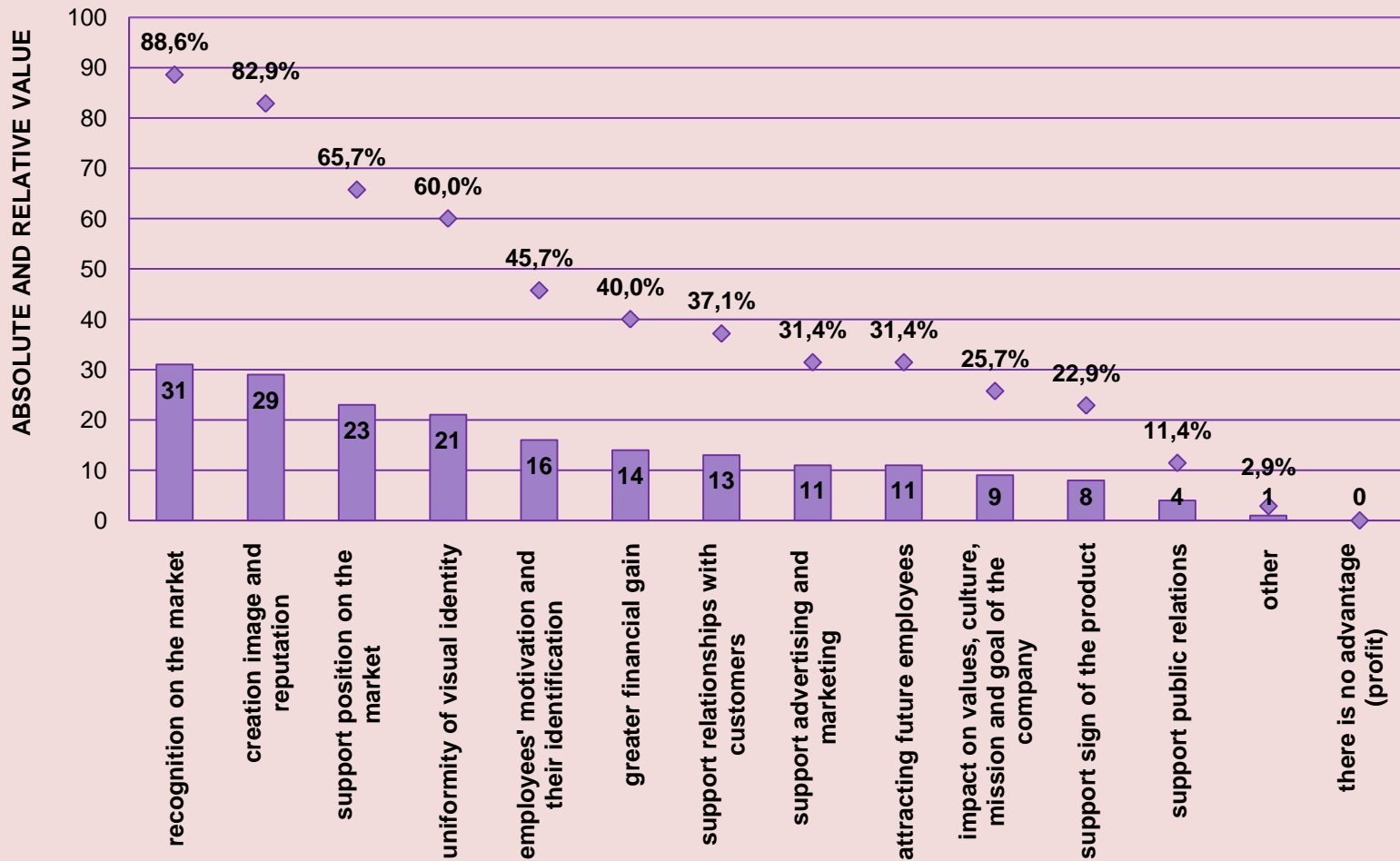
## ANSWER TO THE QUESTION nr. 2





# Question 3: What are the main benefits of corporate identity for the company?

## ANSWER TO THE QUESTION nr. 3



# Comparison of answers

- Using the  $\chi^2$  test, we compared the response to the first question that the term "corporate identity" is defined as image of the company and the answer to the third question that the main benefits from corporate identity is creation of image and reputation.
- Results:  $\chi^2=0,79$ ,  $p=0,373$ ,  $df=1$ .

### Comparison of questions 1 and 3

image (1)	creation of image and reputation (3)			Row Totals
		no	yes	
Total Percent	no	8,57%	25,71%	34,29%
Total Percent	yes	8,57%	57,14%	65,71%
Total Percent		17,14%	82,86%	

- Test showed that there was no significant difference between these two answers, so we can deduce that the answer to definition of corporate identity significantly affect the answer two that the main benefits for company is creating image and reputation of the company.

## Comparison of questions 1 and 3

ethical principals(2)	employees' motivation (3)			Row Totals
		no	yes	
Total Percent	no	42,86%	28,57%	71,43%
Total Percent	yes	11,43%	17,14%	28,57%
Total Percent		54,29%	45,71%	

- Comparing the answers 2 and 3 (results:  $\chi^2=1,151$ ,  $p=0,283$ ,  $df=1$ ), we have found that there are no significant differences between the responses that identity consist of ethical norms and responses that the profit for the company makes employees' motivation and their identification with the company.

# Conclusion

- The research conducted in Croatian companies for wood processing and furniture production showed that most companies devoted the majority of attention to the visual presentation and image.
- Companies must understand that identity is not just a slogan or a collection of phrases, it is visible, tangible and comprehensive.

- ① The realization of corporate identity can be reached by constant activity in its establishment.
- ① Every business entity interaction with the environment is a reflection of the perception of his identity, and thus everything that a company must be for the purpose of affirmation of his identity.
- ① Identity is recognized as a strategic instrument, and it means to achieve advantages over competitors.

**Thank You  
for Your attention**