



THE TEST OF THE CORPORATE CHARACTER SCALE ON TWO COMPANIES

**Michal Dzian, Hana Maťová, Miroslava Triznová
Department of Marketing, Trade and World Forestry
Faculty of Wood Sciences and Technology
Technical University in Zvolen
Slovak republic**

THE AIM OF THE STUDY



- **The usability of the Corporate Character Scale is tested in the conditions of the Slovak republic on two well-known companies IKEA and Möbelix which sell furniture.**
- We tested the Corporate Character Scale mentioned in Davies et al (2004) and Whelan and Davies (2007).

THE AIM OF THE STUDY



- Davies et al. (2004) developed **The Corporate Character Scale** method to **measure the image and the identity of the company** by asking respondents to **imagine that the company comes to life as a person.**
- We attempted to apply a holistic approach to an enterprise; the organisation is seen as a human being with the body, soul and identity.



Table 1: The Corporate Character Scale: Dimensions, Facets and Items (Davies et al. 2004)

Dimension	Facet	Item
Agreeableness	Warmth	Friendly, pleasant, open, straightforward
	Empathy	Concerned, reassuring, supportive, agreeable
	Integrity	Honest, sincere, trustworthy, socially responsible
Enterprise	Modernity	Cool, trendy, young
	Adventure	Imaginative, up-to-date, exciting, innovative
	Boldness	Extrovert, daring
Competence	Conscientiousness	Reliable, secure, hardworking
	Drive	Ambitious, achievement oriented, leading
	Technocracy	Technical, corporate
Chic	Elegance	Charming, stylish, elegant
	Prestige	Prestigious, exclusive, refined
	Snobbery	Snobby, elitist
Ruthlessness	Egotism	Arrogant, aggressive, selfish
	Dominance	Inward-looking, authoritarian, controlling
Informality	None	Casual, simple, easy-going
Machismo	None	Masculine, tough, rugged

RESEARCH METHODS

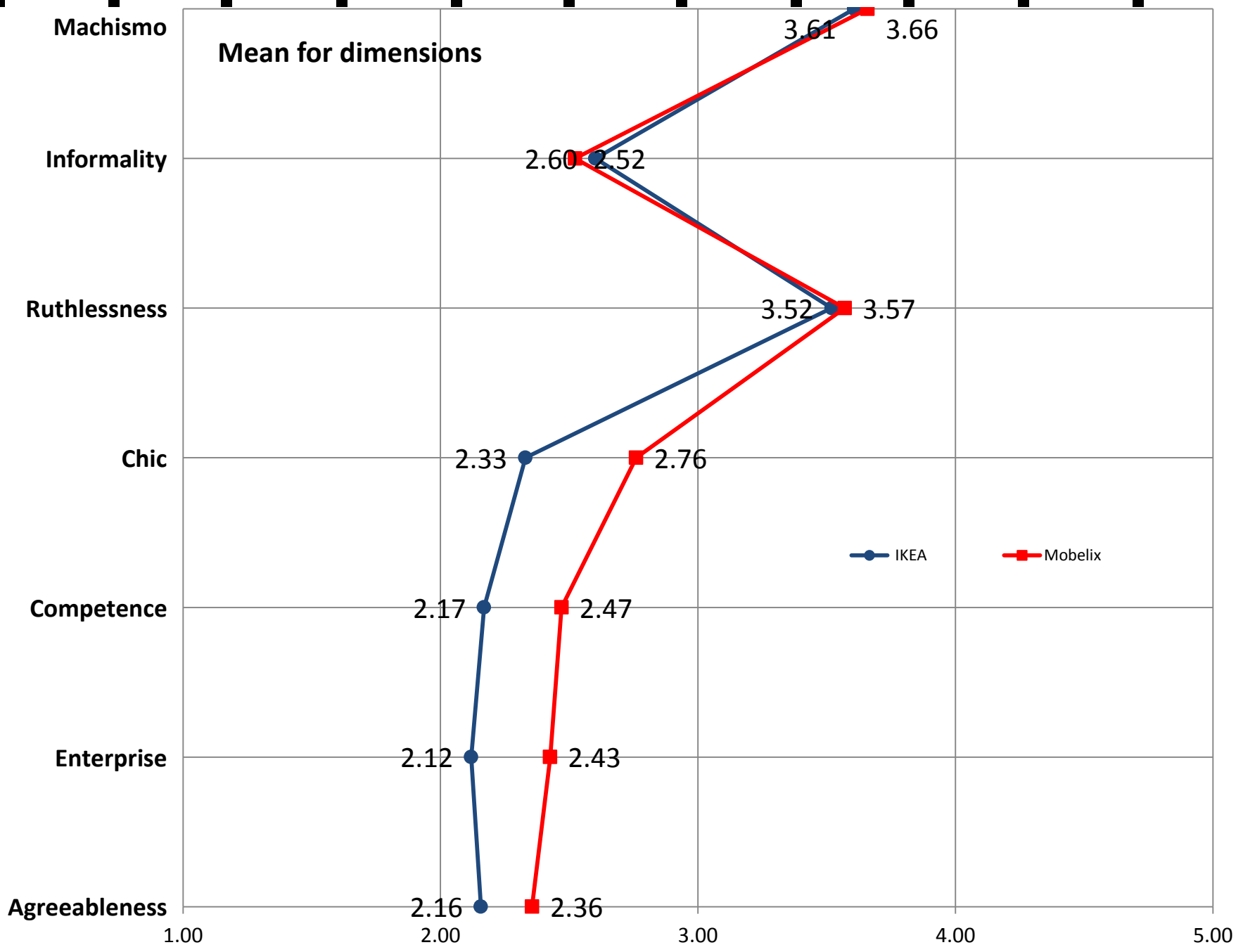


- To test the usability of the corporate character scale developed by Davies et al. (2004, 2007) we selected two well-known companies IKEA and Möbelix.
- the questionnaire with translated items
- Respondents were asked to imagine that these two companies came to life as human beings and to rate their personality traits on a Likert-type scale. The respondents rated 49 items on the scale from 1 - strongly agree, 3 - Neither agree nor disagree (neutral answer, the midpoint of the scale) to 5- strongly disagree.
- The sample consisted of 285 respondents.
- We used a snowball sampling technique.
- Face to face interviews. Respondents were selected according to their knowledge and experience with IKEA and Möbelix.
- Analysis - the weighted average score on the 5-pointing rating scale for both companies as for items. For facet from the Corporate Character Scale, we used also mode and weighted average.

RESULTS



- The sample (N=285) consisted of **57.9 % women and 42.1 % men.**
- More than 86 % of the respondents were under the age 51.
- As for economic status **more than 53 % were employees**, more than 22 % were students and more than 14 % were entrepreneurs.
- More than **52 % of respondents have lived in the city**



Dimension	Facet	Mode IKEA	Mode Möbelix	Mean IKEA	Mean Möbelix	Rounded mean IKEA	Rounded mean Möbelix
Agreeableness	Warmth	1	2	1,90	2,13	2	2
	Empathy	2	2	2,23	2,43	2	2
	Integrity	2	2	2,33	2,50	2	3
Enterprise	Modernity	2	2	2,03	2,30	2	2
	Adventure	1	2	2,03	2,42	2	2
	Boldness	3,2	3,2	2,44	2,62	2	3
Competence	Conscientiousness	2	2	2,15	2,44	2	2
	Drive	2	2	2,08	2,45	2	2
	Technocracy	3,2	3,2	2,33	2,54	2	3
Chic	Elegance	2	2	2,00	2,45	2	2
	Prestige	2	2	2,11	2,57	2	3
	Snobbery	3,4,5	5,3	3,16	3,51	3	4
Ruthlessness	Egotism	5	5	4,00	4,01	4	4
	Dominance	3	3	3,03	3,13	3	3
Informality	None facet	3	3	2,60	2,52	3	3
Machismo	None facet	3,4,5	3,4,5	3,61	3,66	4	4

RESULTS



- IKEA scores well on the four dimensions Enterprise, Agreeableness, Chic and Competence (as for facets for these dimensions see table). **Möbelix scores higher than IKEA on these dimensions.**
- Möbelix scores close to midpoint (2.76) of the scale on the Chic dimension. **Dimensions Ruthlessness and Machismo have the highest scores for both companies (from 3.52 to 3.66), these scores are on the "not agree" side of the scale.**
- As for dimension Informality score for IKEA is higher (2.6) than score for Möbelix (2.52). In general IKEA has lower scores in every dimension except dimension Informality.

RESULTS



- **From the corporate image profile of IKEA:**
- IKEA scored highly on the dimensions: **Enterprise, Agreeableness, Competence and Chic.**
- **dimension Enterprise** – is seen as up to date, modern, trendy, imaginative, innovative, young and daring.
- **dimension Agreeableness** – is seen as friendly, pleasant, open, concerned, agreeable and trustworthy
- **dimension Competence** – is seen as ambitious, reliable, hardworking, secure, achievement oriented, technical and also leading and corporate.
- **Chic dimension** is associated with prestigious organisations. In the condition of the furniture industry in Slovakia, IKEA is considered Middle-class retailer and its merchandising and whole offer including services is at the very high level in comparison with the other retailers.

RESULTS



- The interesting fact is that **dimension Informal has score 2.6, which is close to neutral point of the scale.** According to Davies et al. (2004), IKEA emphasizes their informal corporate culture in their advertising but dimension Informal has score 2.6, which is close to neutral point of the scale.

RESULTS AND DISCUSSION



- The main aim of this study was to test the corporate character scale in Slovak condition. Corporate image profiles are the results. During interviewing respondents we have revealed that respondents considered being quite difficult to imagine that organisation is a real person and they had some problems with some items on the scale.
- As for future research, we decided to discuss the items from the scale and their translation to Slovak language again. Also, we decided to test this scale again on IKEA and Merkury Market (furniture retailer) according to recommendations from respondents.



Thank You!!!