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Effect of corporate social responsibility motives on purchase intention model: An extension



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ABSTRACT

The number of empirical studies on the effect of Corporate Social Responsibility (CSR) motives on the consumer purchase intention is still very small. Furthermore, the models tested in these studies were also relatively simple (including only CSR motives, attitude toward the firm, and/or purchase intention). The present research extends the knowledge in this area of study by proposing and empirically testing an extended model of the effect of CSR motives on purchase intention, with 192 samples participated in the survey. It was found that an altruistic motive positively affects the attitude toward the firm, which in turn affects the purchase intention via the perceived quality and attitude toward the brand.

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Introduction

Although there have been many empirical studies on the effect of perceived CSR on consumer buying behavior (Brown & Dacin, 1997; Garcia de los Salmones, Herrero Crespo, & Rodriguez del Bosque, 2005; He & Li, 2011; Lacey & Kennett-Hensel, 2010; Maignan, 2001; Romani, Grappi, & Bagozzi, 2013; Singh, Garcia de los Salmones Sanchez, & Rodriguez del Bosque, 2008; Tian, Wang, & Yang, 2011), empirical studies on

the effect of CSR attributions or CSR motives on consumer buying behavior are still few (Ellen, Webb, & Mohr, 2006; Groza, Pronschinske, & Walker, 2011; Lee, Park, Moon, Yang, & Kim, 2009). Furthermore, the conceptual models tested in these studies were relatively simple; these studies generally empirically tested the effect of CSR motives on the attitude toward the firm and/or the purchase intention.

Focus group interviews with a group of Thai consumers and in-depth interviews with Thai senior managers were conducted at the early stage of this study. It was found that

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consumers tend to focus on the firm's CSR motives when they evaluate the CSR policies and activities of a firm while managers are interested to know if and how their CSR policies and activities affect consumer responses toward their brands (that is, brand perception and brand attitude). As such, the objective of this study was to extend the limited knowledge in this area of study by proposing and empirically testing an extended model of the effect of CSR motives on the consumer purchase intention.

The literature review leading to the conceptual model will be presented in the next session. This will be followed by methodology, results, and discussion. The last section includes a theoretical contribution, managerial implications, limitations, and future research directions.

Literature Review

Past empirical studies on the effect of CSR motives on consumer responses

A literature review on the effect of CSR motives on consumer responses shows that there have been relatively few empirical studies in this field (Ellen et al., 2006; Groza et al., 2011; Lee et al., 2009). Furthermore, the consumer response constructs investigated in these studies were mainly the attitude toward the firm and/or the purchase intention. Specifically, Ellen et al. (2006) identified four types of CSR attributions or motives by using hypothetical radio scripts requesting the subjects to make donation to charities. The four types of CSR motives identified were: value-driven motive (the company engages in CSR because it believes that CSR is the right thing to do), strategic-driven motive (the company engages in CSR to increase sales or profit), egoistic motive (the company engages in CSR to take advantage of the cause or non-profit organization for itself), and stakeholder-driven motive (the company engages in CSR because of stakeholder pressures). With regard to the impact of CSR motives on consumer responses, Ellen et al. (2006) found that a value-driven motive and a strategic-driven motive positively affect the purchase intention while an egoistic-driven motive negatively affects the purchase intention. On the other hand, a stakeholder-driven motive does not have a significant influence on the purchase intention.

In their experiment using a fictitious company, Groza et al. (2011) found that value-driven motives and strategic-driven motives positively affect the attitude toward the firm and purchase intention while a stakeholder-driven motive negatively affects the attitude toward the firm and purchase intention. However, the relationship between the attitude toward the firm and the purchase intention was not tested in their study. Note that Groza et al. (2011) used only three of Ellen et al.'s (2006) four motives in their study.

In the context of corporate philanthropy, Lee et al. (2009) conducted a consumer survey on consumer perceptions of motives, attitude, and purchase intention toward firms that conducted corporate philanthropy. They found that a public-serving motive (equivalent to value-driven motive) has a significant positive effect on the attitude toward the firm. On the other hand, a reactive motive (equivalent to stakeholder-

driven motive) and a firm-severing motive (equivalent to strategic-driven motive) do not significantly affect the attitude toward the firm. They also found that the attitude toward the firm has a positive impact on the purchase intention.

In summary, Ellen et al. (2006) identified four types of CSR motives and demonstrated their impacts on the purchase intention. Groza et al. (2011) demonstrated that CSR motives have an impact not only on the purchase intention but also on the attitude toward the firm. Finally, Lee et al. (2009) demonstrated that CSR motives affect the attitude toward the firm, which in turn, affects the purchase intention.

The tri-component model of attitude

The conceptual framework used in these past studies, especially that of Lee et al. (2009), is based on Ajzen and Fishbein (1980) and Bagozzi's (1981) attitudinal framework of cognition (beliefs about the attitudinal object affect the overall positive or negative evaluation of the attitudinal objective) and conation (behavioral intention toward the attitudinal object). CSR motives can be considered as firm cognitions while the attitude toward the firm can be considered as a firm affect. On the other hand, the purchase intention can be considered as either a firm conation or, more likely, a brand conation. Since consumers are exposed to both a firm's CSR and its products/brands, it is logical that consumers form both attitudinal responses toward the firm's CSR and attitudinal responses toward the brand (that is, brand cognition, brand affect, and brand conation). The literature review shows that the Dual Mediation Hypothesis (MacKenzie, Lutz, & Belch, 1986) is the appropriate conceptual framework for integrating the two types of attitudinal responses together.

The conceptual framework: The dual mediation hypothesis

MacKenzie et al. (1986) derived the Dual Mediation Hypothesis from the joint cognitive structure/cognitive response model of communication effects (Lutz & Swasy, 1977) and the elaboration likelihood model (Petty & Cacioppo, 1981) to explain the role of attitude toward the advertisement as the mediator of advertising effectiveness in their empirical study. The Dual Mediation Hypothesis postulates that a consumer's affective response toward a source is affected by his or her cognitive response(s) toward that source and that the affective response toward that source can affect the cognitive responses and affective response toward another source. Furthermore, the effect of an affective response toward the first source on the cognitive response toward the first source will be mediated by the cognitive and affective responses toward the second source.

Conceptual model and hypotheses

From the focus group interview, apart from firm cognitions (altruistic motive and self-interest motive) and firm affect (attitude toward the firm), consumers also discussed brand cognition (perceived quality) and brand affect (attitude toward the brand). Based on the Dual Mediation Hypothesis, the conceptual model for this study is shown in Figure 1. According to the conceptual model, any intention to buy the

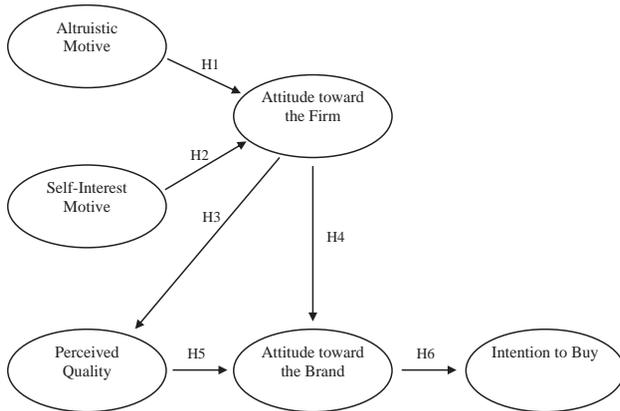


Figure 1 – Conceptual model where H1–H6 are proposed hypotheses

brand is positively affected by the attitude toward the brand. The attitude toward the brand is, in turn, positively affected by the perceived quality and attitude toward the firm. Furthermore, the attitude toward the firm is positively affected by perceived altruistic motives and negatively by perceived self-interest motives. Finally, the perceived quality is positively affected by the attitude toward the firm. The results from the focus group interview and empirical evidence from the literature in the field of CSR supporting each of the relationships in the conceptual model are discussed below.

Effect of perceived altruistic motive and perceived self-interest motive on attitude toward the firm

The focus group interview showed that there are two types of CSR motives—altruistic motive, which is equivalent to Groza et al.'s (2011) value-driven motive and Lee et al.'s (2009) public-serving motive, and self-interest motive, which is equivalent to Groza et al.'s (2011) strategic-driven motive and Lee et al.'s (2009) firm-serving motive. The subjects also showed a favorable attitude toward the firm when the motive is perceived to be altruistic (or value-driven or public serving) and a less favorable attitude toward the firm when the motive is perceived to be self-interested (or strategic-driven or firm-serving). The positive influence of an altruistic motive on the attitude toward the firm is supported by the literature (Groza et al., 2011; Lee et al., 2009). The empirical findings on the effect of a self-interest motive on the attitude toward the firm are inconclusive. Specifically, Groza et al. (2011) found that a strategic-driven motive has a positive effect on the attitude toward the firm. Lee et al. (2009), on the other hand, found that a firm-serving motive does not have a significant impact on the attitude toward the firm.

Based on the above discussion, the following hypotheses are proposed

H1: An altruistic motive positively affects the attitude toward the firm.

H2: A self-interest motive negatively affects the attitude toward the firm.

Effect of attitude toward the firm on perceived quality and attitude toward the brand

The review of the literature on CSR shows that empirical research on the effect of the attitude toward the firm on brand cognitions such as perceived quality and on brand affect (attitude toward the brand) is very limited. Specifically, Brown and Dacin (1997) found that the attitude toward the firm positively affects the attitude toward the new product. However, the effect of the attitude toward the firm on product evaluation or product quality has not yet been empirically tested.

According to the Dual Meditation Hypothesis (MacKenzie et al., 1986), an affective response toward a source can affect the cognitive and affective responses of another source. Cognitive response in this study is the perceived quality of the brand. As such, the attitude toward the firm should significantly affect the perceived quality as well as the attitude toward the brand. The following hypotheses are proposed:

H3: The attitude toward the firm positively affects the perceived quality.

H4: The attitude toward the firm positively affects the attitude toward the brand.

Effect of perceived quality on attitude toward the brand

Although it is widely accepted that a cognitive response such as perceived quality positively affects the attitude toward the brand (Ajzen, 1985, 1991; Ajzen & Fishbein, 1980; Bagozzi, 1981; Lutz, 1986), the review of the literature on CSR shows that the effect of the perceived quality or product/brand evaluation on the attitude toward the brand in the context of CSR has not yet been tested. However, according to the Dual Meditation Hypothesis (MacKenzie et al., 1986), brand cognitions affect the attitude toward the brand. As such, the following hypothesis is proposed:

H5: The perceived quality positively affects the attitude toward the brand.

Effect of attitude toward the brand on intention to buy the brand

The review of the literature on CSR shows that the amount of empirical research on the effect of attitude toward the brand on the purchase intention in the context of CSR is very limited. Specifically, Lii and Lee (2012) found that the attitude toward the brand positively affects the purchase intention. According to the Dual Meditation Hypothesis (MacKenzie et al., 1986), the attitude toward the brand affects the purchase intention. In fact, it is generally accepted and established now that there is a strong relationship between attitudes, intentions, and behaviors (Ajzen, 1985, 1991; Ajzen & Fishbein, 1980; Bagozzi, 1981). As such, the following hypothesis is proposed:

H6: The attitude toward the brand positively affects the intention to buy the brand.

Methodology

Sample and data collection

Mall interception was used in this study. Judgmental sampling was used to obtain a representative sample of the population (the target customers of the firm used in this study). After approaching and getting consent from the subject, the researcher showed the subject the list of CSR activities (scholarships and research grants to medical schools) of a well-known skincare product company in Thailand. This skincare product company was chosen because most Thai consumers know the company and its brand quite well. A self-administered questionnaire was then given to the subject to complete. In total, 192 subjects participated in the survey. The period of data collection in this study was from November 2012 to December 2013.

Measures

There are six constructs in a conceptual model—altruistic motive, self-interest motive, attitude toward the firm, product quality, attitude toward the products, and buying intention. The definitions and items of these scales were derived from existing scales (Ajzen & Fishbein, 1980; Brown & Dacin, 1997; Ellen et al., 2006; Groza et al., 2011; Lee et al., 2009; Lii & Lee, 2012) and insights from the focus group interview. The definitions of the scales and their items are shown below:

Altruistic motive

Altruistic motive is defined as the extent that the CSR activities are perceived as unselfish concern for or unselfish devotion to the welfare of others. It is measured using by a five-item, 7-point Likert scale. The scale consists of the following items:

- Company XXX really wants to help improve society with its CSR programs.
- The motive of Company XXX in helping society with its CSR programs is very pure.
- Company XXX does not expect anything in return for its CSR programs.
- Company XXX does not have any hidden agenda for its CSR programs.
- Being a socially-responsible company is really Company XXX's mission.

Self-interest motive

Self-interest motive is defined as the extent that the CSR activities are perceived as concern for the company's own interest or advantage. It is measured by a four-item, 7-point Likert scale. The scale consists of the following items:

- The objective of Company XXX in helping society with its CSR programs is to benefit itself only.

- Company XXX launches its CSR programs only to increase its sales and profit.
- The motive of Company XXX in helping society with its CSR programs is very questionable.
- Being a socially-responsible company is never part of Company XXX's company mission.

Attitude toward the firm

The attitude toward the firm is defined as the overall evaluation of the firm in a favorable or unfavorable way. It is measured by a three-item, 7-point Likert scale. The scale consists of the following items:

- My overall attitude toward Company XXX is very positive.
- My overall feeling toward Company XXX is very favorable.
- Overall, I like Company XXX very much.

Perceived quality

Perceived quality is defined as the overall superiority of the company's products. It is measured by a three-item, 7-point Likert scale. The scale consists of the following items:

- Company XXX's products are very well produced/made.
- Company XXX's products always deliver the benefits as claimed or promised.
- Company XXX's products meet the highest standards.

Attitude toward the brand

Attitude toward the brand is defined as the overall evaluation of the company's brand in a favorable or unfavorable way. It is measured by a three-item, 7-point Likert scale. The scale consists of the following items:

- My overall attitude toward Company XXX products is very positive.
- My overall feeling toward Company XXX's products is very favorable.
- Overall, I like Company XXX's products very much.

Intention to buy the brand

Intention to buy the brand is defined as the propensity or determination to buy the products of the company. It is measured by a three-item, 7-point Likert scale. The scale consists of the following items:

- If I need some products and the products are available from XXX, I will definitely buy them from Company XXX.
- If I need some products and the products are available from XXX, it is very likely that I will buy them from Company XXX.
- I will definitely continue to buy Company XXX's products.

Data analysis

To test the hypothesized relationships among the constructs specified in the conceptual model, a structural equation

modeling approach was used. The data were input into PRELIS 2 (Joreskog & Sorbom, 1988) to generate the covariance matrix for structural equation model analysis. The matrix was then input into LISREL 8 (Joreskog & Sorbom, 1993) to examine the model fit and to test the hypotheses.

Hypotheses 3, 4, 5, and 6 together imply that the effect of attitude toward the firm on the intention to buy is mediated by the perceived quality and attitude toward the brand. As such, the path from the attitude toward the firm to the intention to buy should not be significant. The path from the attitude toward the firm to the intention to buy was added in the structural model to test this implication.

Results and Discussion

Measurement model

The survey on 192 samples with 108 females (56.3%) and 84 males (43.8%). Of the respondents, 77 were aged 20 years or younger (40.1%), 62 were 21–30 (32.3%), 45 were 31–40 (23.4%), and 8 were 41–50 (4.2%). The marital status of respondents indicated that 116 were single (60.4%), 47 were married without children (24.5%), 24 were married with children (12.5%), and 5 were divorced or separated (2.6%). The analysis of the demographic data showed that the profile of the sample fits the profile of the target customers of the company quite well.

The standardized factor loadings (standardized λ s), reliability, and proportion-of-variance-extracted index of each of the constructs in the measurement model are shown in Table 1.

The standardized factor loadings are generally high and statistically significant (higher than 0.7). The reliabilities (Cronbach Alpha) of all of the constructs were moderately high to high (ranging from 0.866 to 0.934) and exceeded 0.7, which is the threshold recommended by Nunnally (1978). The more conservative proportion-of-variance-extracted index (Fornell & Larcker, 1981), which indicates the amount of variance captured by a construct in relation to the amount of variance caused by measurement error, indicated that all of the constructs had a high convergent validity (ranging from 0.6867 to 0.8267). All of the indices exceeded the minimum standard of 0.50, which indicates that the variance captured by the construct exceeds the variance caused by the measurement error.

The discriminant validity among the six constructs was assessed by comparing the proportion-of-variance-extracted indices of each pair of constructs with the square of the correlation between the constructs in the pair (Fornell & Larcker, 1981). The results showed that the proportion-of-variance-extracted indices of constructs in every pair was higher than the square of the correlation between the constructs of the pair, indicating the discriminant validity among the six constructs. The proportion-of-variance-extracted indices of the six constructs and the correlation matrix of the six constructs are shown in Table 2.

In terms of the model fit, the chi-square value ($\chi^2_{181} = 1011.25, p = 0.0$) indicated that the model did not adequately fit the data. The goodness of fit index (GFI = 0.70),

which is an absolute fit index, also indicated a poor fit. Since the chi-square test should be used as a guide rather than an absolute index of fit (Bagozzi, 1981; Bearden, Sharma, & Teel, 1982; Fornell & Larcker, 1981), incremental fit indices including Bentler and Bonett's (1980) normed fit index (NFI), Bentler's (1990) comparative fit index (CFI), and Bollen's (1989) incremental fit index (IFI) were used to assess the model fit. The model fit could be considered as marginally acceptable because two of the three incremental indices were over 0.90. Specifically, NFI, CFI, and IFI were 0.89, 0.90, and 0.91, respectively.

Structural model

It was hypothesized in this study that the perceived altruistic motive positively affects the attitude toward the firm (H1) while the perceived self-interest motive negatively affects the attitude toward the firm (H2). The attitude toward the firm was hypothesized to have a positive impact on the perceived quality (H3) and the attitude toward the brand (H4). The perceived quality was hypothesized to positively affect the attitude toward the brand (H5). Finally, it was hypothesized that the attitude toward the brand positively affects the intention to buy (H6).

The results (Table 3) show that the perceived altruistic motive positively affects the attitude toward the firm ($\gamma_{1,1} = 0.58, p = 0.0$). However, the impact of the perceived self-interest motive on the attitude toward the firm was not significant ($\gamma_{1,2} = -0.051, p > 0.10$). The attitude toward the firm was found to have a positive impact on the perceived quality ($\beta_{2,1} = 0.50, p = 0.0$) and the attitude toward the brand ($\beta_{3,1} = 0.35, p = 0.0$) but to have no significant impact on the intention to buy ($\beta_{4,1} = 0.033, p > 0.10$). This shows that the effect of the attitude toward the firm on the intention to buy is mediated by the perceived quality and attitude toward the brand. The perceived quality was found to have a positive impact on the attitude toward the brand ($\beta_{3,2} = 0.68, p = 0.0$). Finally, the attitude toward the brand was found to have a positive impact on the intention to buy ($\beta_{4,3} = 0.78, p = 0.0$). The proportion of variance explained (R^2) of the four functions (attitude toward the firm, perceived quality, attitude toward the brand, and intention to buy as the dependent variables) was 0.52, 0.34, 0.67, and 0.59, respectively. In summary, all hypotheses except Hypothesis 2 were supported.

A plausible explanation why the self-interest motive did not had a significant negative effect on the attitude toward the firm is associated with the CSR activities of the company used in the study. The CSR activities engaged by the company were mostly corporate donations and corporate involvement in the community (for example, scholarships for students, research grants for medical schools). The impact of the self-interest motive from these kinds of CSR activity should be different from the impact of the self-interest motive from sales-related or marketing-related CSR activities such as a donation for each unit of product sold. In other words, self-interest motives resulting from different CSR activities may not be equally bad and as such may not have the same impact on the attitude toward the firm.

Table 1 – POVEI of each of the constructs in the measurement model results

Constructs and indicators	Standardized factor loadings	Reliability	Item R ²	Proportion of variance extracted
Altruistic motive		0.9280		0.7220
X1 (“improving society”)	0.81 ^a		0.66	
X2 (“pure motive”)	0.82 ^b		0.67	
X3 (“not expecting return”)	0.90 ^b		0.81	
X4 (“no hidden agenda”)	0.94 ^b		0.88	
X5 (“company mission”)	0.77 ^b		0.59	
Self-interest motive		0.9090		0.7200
X6 (“benefit itself only”)	0.73 ^a		0.53	
X7 (“increase sales/profit”)	0.82 ^b		0.67	
X8 (“questionable motive”)	0.95 ^b		0.89	
X9 (“not company mission”)	0.89 ^b		0.79	
Attitude toward the firm		0.8660		0.6867
Y1 (“positive attitude”)	0.83 ^a		0.69	
Y2 (“favorable feeling”)	0.83 ^b		0.70	
Y3 (“overall liking”)	0.82 ^b		0.67	
Perceived Quality		0.8760		0.7267
Y4 (“well produced/made”)	0.73 ^a		0.53	
Y5 (“benefits as claimed”)	0.96 ^b		0.92	
Y6 (“highest standard”)	0.85 ^b		0.73	
Attitude toward the brand		0.9340		0.8267
Y7 (“positive attitude”)	0.87 ^a		0.75	
Y8 (“favorable feeling”)	0.88 ^b		0.77	
Y9 (“overall liking”)	0.98 ^b		0.96	
Intention to buy		0.9010		0.7600
Y10 (“will buy”)	0.76 ^a		0.57	
Y11 (“likely to buy”)	0.98 ^b		0.96	
Y12 (“continue to buy”)	0.86 ^b		0.75	

^a Fixed at 1.00 in the non-standardized solution

^b $p < .001$, 1-tailed

Conclusion

Theoretical contribution

The limited number of past studies in the area of CSR motives shows that CSR motives have significant impacts on the attitude toward the firm, which in turn, has a significant impact on the purchase intention. This study extends the knowledge in this area of study by incorporating brand cognition (perceived quality) and brand affect (attitude toward the brand) into the model as the mediators between the attitude toward the firm and the purchase intention. The results demonstrate the process by which CSR motives affect the purchase intention of consumers. The effect of altruistic motive on purchase intention is not only mediated by the

attitude toward the firm but also by the perceived quality and attitude toward the brand. Specifically, the altruistic motive positively affects the attitude toward the firm. The attitude toward the firm directly and indirectly (via perceived quality) positively affects the attitude toward the brand, which finally positively affects the intention to buy.

Managerial implications

The results from this study showed that the perceived altruistic motive positively affected the attitude toward the firm as hypothesized while the perceived self-interest motive did not have any significant effect on the attitude toward the firm as hypothesized. The attitude toward the firm, in turn, had a positive impact on the intention to buy via the perceived quality and attitude toward the brand (perceived quality

Table 2 – POVEI of the six constructs and the correlation matrix of the six constructs

	POVEI	A _{Firm}	PQ	A _{Brand}	BI	AM	SM
A _{Firm}	0.6867	1.00					
PQ	0.7267	0.59	1.00				
A _{Brand}	0.8267	0.68	0.77	1.00			
BI	0.7600	0.54	0.60	0.77	1.00		
AM	0.7220	0.72	0.42	0.49	0.39	1.00	
SM	0.7200	-0.38	-0.22	-0.26	-0.21	-0.45	1.00

Note: A_{Firm} = attitude toward the firm; PQ = perceived quality

A_{Brand} = attitude toward the brand; BI = intention to buy

AM = altruistic motive; SM = self-interest motive

Table 3 – Structural model results

Independent construct	Dependent construct			
	Attitude toward the firm	Perceived quality	Attitude toward the brand	Intention to buy
Altruistic motive	0.58 ^a	–	–	–
Self-interest motive	–0.051 ^{ns}	–	–	–
Attitude toward the firm	–	0.50 ^a	0.35 ^a	0.033 ^{ns}
Perceived quality	–	–	0.68 ^a	–
Attitude toward the brand	–	–	–	0.78 ^a
R ²	0.52	0.34	0.67	0.59

ns = not significant
^a $p < .01$, 1-tailed

positively affected the attitude toward the brand). This implies that a firm can gain a more positive response from its customers if its CSR motive is perceived to be altruistic than if its CSR motive is perceived to be self-interest.

To increase the perceived altruistic motive (and reduce the self-interest motive), a firm should adopt institutionalized CSR (Pirsch, Gupta, & Grau, 2007) and be proactive (Groza et al., 2011) in its CSR activities. Pirsch et al. (2007) argue that a firm's CSR activities or programs can fall along a continuum between two end points: institutionalized CSR and promotional CSR. An institutionalized CSR company institutionalizes its commitment to corporate social responsibility. This commitment is a part of the company's mission and is employed liberally throughout the company's policies and toward all stakeholder groups. On the other hand, a promotional CSR company ties its CSR programs with its customers. For example, the company may donate 10 percent of the proceeds from the sale of its products to charity. Logically, institutionalized CSR should elicit a higher perceived altruistic motive and a lower perceived self-interest motive than promotional CSR.

According to Groza et al. (2011), a firm pursuing a proactive CSR strategy actively engages in CSR activities before any negative information about the firm is received by consumers. On the other hand, a firm engaging in a reactive CSR strategy engages in CSR activities to protect the image of the company (to mitigate harm) after some mistake or irresponsible action has been received by consumers. The proactive CSR should also elicit a higher perceived altruistic motive and a lower perceived self-interest motive than a reactive CSR.

Limitations and future research direction

The main limitation of this study is the lack of generalizability of the findings because the data for this study were collected from the subjects in one country evaluating one single company. This study should be replicated with different firms in different industries in different countries to validate the generalizability of the findings. In other words, empirical generalization is needed to support the conceptual model.

Apart from replicating these studies with other firms in other industries and other countries, the following future studies are suggested. First, CSR activities of the company in this study were those related to the philanthropic activities of the firm. Future research can focus on other aspects of CSR including the ethical treatment of employees and ethical

business processes and practices. Second, future research should empirically test if institutionalized CSR can result in a higher perceived altruistic motive and a lower perceived self-interest motive than a promotional CSR. Third, the question of whether or not CSR activities provide additional benefits to the practicing firms has not yet been answered. Future studies should compare consumer responses between firms with and without CSR to see if their CSR activities actually provide additional benefits. Finally, future research should study whether CSR activities have a significant positive effect on business customers.

Conflict of interest

No conflict of interest.

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