



**The linkage between CSR Beliefs and
Ethical Behaviour and its influences on
Consumer Attitudes towards the Retail
Sector in the UK.**

A thesis submitted for the degree of Doctor of Philosophy

By

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ABSTRACT

The relationship between corporate social responsibility (CSR) and consumer attitudes has been investigated in previous research; however, empirically there is no studies deliberate the role of consumer ethics in order to achieve the CSR, that is, to achieve greater CSR, there is a need to be accompanied with consumer ethics. Therefore, the emergence of consumer ethical behaviour has brought a new perspective to determining the influences of CSR on consumer attitudes. Based on The Theory of Planned Behaviour and Vitell-Hunt theory, this study aims to examine the link between CSR and consumer ethical behaviour, and its influences on consumer attitudes. In order to address the aim, this study explores the relationship between CSR from the philanthropic perspective, and consumers' ethical behaviour. It also determines the extent to which CSR affects brand trust and consumer affective behavioural attitudes. Finally, it examines the role of consumers' ethical behaviour in influencing consumers' attitudes alongside CSR.

To address these objectives, this study adopted positivism research philosophy, using a quantitative survey method. The data were collected from consumers who make purchases from the retail sector in the UK. A self-administered questionnaire was developed based on the previous literature. Then, 500 questionnaires were distributed, of which 350 were completed and used for the final analysis. Multivariate analysis was employed, with the questionnaires analysed using a covariance-based structural equation modelling (SEM) approach.

The findings reveal that as hypothesized, CSR 'philanthropy' is significantly associated with consumer ethical behaviour; however, this study reveals a negative relationship between them. This study also hypothesized that philanthropic retailers have an influence on (a) consumer affective attitudes and (b) consumer behavioural attitudes. This study does not support the hypothesized relationship between philanthropy and (a) consumer affective attitudes or (b) consumer behavioural attitudes. However, the study identifies a positive relationship between philanthropy and brand trust. Consumers' ethical behaviour is not statistically significantly related to brand trust or consumer affective attitudes. However, the relationship between consumer ethical behaviour and consumer behavioural attitudes is found to be statistically significant. Moreover, the study demonstrates a positive relationship between brand trust and consumer behavioural attitudes, and that consumer affective attitudes mediate this relationship.

This study offers a number of theoretical contributions to the literature on CSR and consumer ethics. First, the important contribution lies in the attempt to explore the relationship between CSR and consumers' ethical behaviour. This study unexpectedly, discovers the negative relationship between CSR and consumers' ethical behaviour. The possible explanation is that when consumers perceive the company to behave philanthropically, they are less likely to evaluate themselves as ethical because they may attribute their ethical behaviour to the company's perceived philanthropic behaviours. This study further highlights the positive relationship between consumers' ethical behaviour and their behavioural attitude. The second contribution lies in the relationship between CSR and consumers' responses. In line with previous studies (e.g. Willmott 2003; Hustvedt 2014; Singh et al. 2012), this study concurs that CSR positively affects consumers' brand trust. However, the relationship between CSR and consumers' attitudes is not

statistically significant. Instead, this study highlights the important role of brand trust; that is, based on this finding, brand trust is the key driver of both consumers' affective and behaviour attitudes. Third, this study discovers the partially mediating role of consumers' affective attitude on the link between brand trust and behavioural attitude; which seems to be an essential sub-process regulating the effect of brand trust on consumer behavioural attitudes.

This study also has practical implications. Firstly, retailers are recommended to effectively communicate their philanthropic activities to consumers in order to enhance their brand trust. It is particularly important that they also aim at influencing consumers' trust in their brand because it is the brand trust that would positively affect their purchasing decision. The final recommendation is that management should focus their CSR communication on the ethical consumer segment because ethical consumers show strong intention to purchase from a socially responsible company.

Keywords: Consumer ethical behaviour, CSR 'philanthropy', consumer attitudes, brand trust

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DEDICATION

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Table of Contents

ABSTRACT 2

ACKNOWLEDGEMENT 4

DEDICATION

DEDICATION 5

CHAPTER ONE 12

1.1 Introduction 13

1.2 Research background and scope of the study 15

1.3 Precursors to and rationale behind the research 17

1.4 Research problems 22

1.5 Aim and objectives 23

1.6 Research methodology 24

1.7 Structure of the thesis 25

1.8 Chapter Conclusion Remarks 26

CHAPTER TWO 27

2.1 Introduction..... 28

2.2 The importance role of the ethical behaviour 29

2.3 The linkage between CSR and ethical behaviour 32

2.4 Defining CSR 37

2.5 Theory of planned behaviour 41

2.6 The Hunt-Vitell theory of consumer ethics 43

2.7 Outcome of corporate social responsibility (CSR)	45
2.7.1 Impact of multi-dimensional CSR concept on consumer responses	47
2.7.2 Impact unidimensional CSR on consumer responses	52
2.8 Brand trust	55
2.8.1 Brand trust definition	55
2.8.2 Impact of CSR on brand trust	56
2.8.3 Impact of ethical behaviour on brand trust	57
2.8.4 Impact of brand trust on consumer attitudes	60
2.9 Consumer attitudes	62
2.9.1 Consumer attitudes definitions	62
2.9.2 Impact of CSR on consumer attitudes	62
2.9.3 Impact of ethical behaviour on consumer attitudes	65
2.10 Retailers and CSR	67
2.10.1 Products	69
2.10.2 Community	70
2.10.3 Environmental issues	70
2.11 Limitation of Past Research on Ethical Consumerism and Social Responsibility	71
2.12 Concluding Remarks	74

CHAPTER THREE 76

3.1 Introduction.....	77
3.2 Theoretical background	77
3.2.1 Theory of Planned Behaviour	77
3.2.2 The Hunt-Vitell ethics theory	79
3.3 The Theoretical Framework of the study	83
3.4 Hypothesis Development	86
3.4.1 The impact of CSR ‘philanthropy’ responsibility on consumer attitudes	86
3.4.2 The impact of CSR on ethical behaviour	88
3.4.3 The impact of CSR on brand trust	89
3.4.4 The impact of ethical behaviour on brand trust	91
3.4.5 The impact of ethical behaviour on consumer affective attitudes and consumer behavioural attitudes	92
3.4.6 The impact of brand trust on consumer behavioural attitudes	93
3.4.7 The impact of brand trust on consumer affective attitudes & consumer behavioural attitudes	95
3.5 Chapter Conclusion Remarks	96

CHAPTER FOUR 98

4.1 Introduction.....	99
4.2 Philosophical Perspectives	100
4.2.1 Positivist Paradigm	100



4.2.2 Interpretivist Paradigm (Phenomenology)	102
4.2.3 Deductive vs. Inductive Approach	102
4.2.4 Justification for the Adoption of the Positivist Paradigm	105
4.3 Research design	106
4.4 Sampling strategy	108
4.4.1 Target population	108
4.4.2 Sampling Frames	109
4.4.3 Sampling	110
4.4.4 Sampling using Non-Probability Techniques	111
4.5 Sample size	111
4.6 Data Collection Procedures	112
4.7 Survey questionnaire	113
4.7.1 Development of Survey Questionnaire	113
4.7.2 Questionnaire Design	114
4.7.3 Question Types and Format	114
4.8 Measurement Scales	116
4.8.1 Independent variable	116
4.8.2 Dependent variable	117
4.8.3 Operationalisation of the constructs	117
4.9 Pre-test study	123

4.10 Data analysis stage	124
4.10.1 Reliability	124
4.10.2 Exploratory factor analysis	124
4.11 Deciding on data analysis technique and software choice	125
4.11.1 Structural equation modelling	125
4.11.2 Measurement model assessment	126
4.12.3 Structural model assessment	128
4.13 Mediation analysis	129
4.14 Ethical considerations	129
4.15 Concluding Remarks	130

CHAPTER FIVE 132

5.1 Introduction.....	133
5.2 Data Management	133
5.2 Data Examinations	134
5.2.1 Missing values handling process	134
5.2.2 Outliers	135
5.2.3 Normality	136
5.3 Demographic variables	137
5.4 Descriptive statistics	138



5.4.1 Reliability assessment	139
5.4.2 KMO and Bartlett's test of sphericity	140
5.4.3 Exploratory factor analysis using SPSS	142
5.5 Phase two: structural equation modelling (SEM)	143
5.5.1 Measurement model tests	143
5.5.2 Evaluating the validity and reliability of the measurement model	149
5.5.3 Structural model assessment and hypotheses testing	151
5.5.4 The mediating effect hypothesis	
159 5.6 Concluding Remarks	
.....	162

CHAPTER SIX 163

6.1 Introduction.....	164
6.2 Overview of the Study	164
6.3 Discussion and Findings.....	
166 3 Discussion and Findings	
.....	166
6.3.1 Population and Response Rate	
167	
6.4 The influences of the ethical consumer on consumers' responses	
167	
6.4.1 The relationship between consumer ethical behaviour and brand trust	167
6.4.2 The relationship between consumer ethical behaviour, consumer affective attitudes and consumer behaviour attitudes	
169	
6.5 The influence of CSR 'philanthropy' on consumer responses	
171	

6.5.1 The relationship between CSR ‘philanthropy’ and brand trust	171
6.5.2 The relationship between CSR ‘philanthropy’ and consumer affective attitude	172
6.5.3 The relationship between CSR ‘philanthropy’ and consumer behavioural attitude	173
6.5.4 The relationship between CSR philanthropy and consumer ethical behaviour	174
6.6 The influence of brand trust on consumer attitudes	177
6.6.1 The influences of brand trust on consumer behavioural attitude	177
6.6.2 Brand trust, consumer affective attitudes and consumer behavioural attitudes	178
6.7 Conclusion Remarks	179

CHAPTER SEVEN 180

7.1 Introduction.....	181
7.2 Summary of the Study and Key Findings	181
<i>Findings</i>	185
7.3 Implications for the influences of CSR, ethical behaviour and brand trust on consumer attitudes	186
7.3.1 Theoretical contribution	186
7.3.2. Practical contribution	190
7.3.3 Research Limitation and Further Research	191

REFERENCES 192

APPENDICES 242

APPENDIX A
243

APPENDIX B
248 APPENDIX C

.....249

APPENDIX D 250

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Ethical consumerism literature has flourished in the last decade, in scope and scale. However, the focus of ethical consumerism has been on ethical consumers who are concerned about environmental / green behaviour, fair trade and organic food (Auger and Devinney, 2007; Carrington, Neville and Whitwell, 2010). Similarly ethical consumerism has shifted from being an issue on the margin of society to the mainstream (Carrington et al., 2010). Crane and Matten (2004) defined ethical consumerism as “the conscious and deliberate choice to make certain consumption choices due to personal and moral beliefs” (p. 290). By doing so, the consumer seeks to influence corporate practices by buying or not buying certain products, or demonstrating a willingness to pay for ethically-produced goods (Auger and Devinney, 2007).

Furthermore, the influence of companies on society is a growing global concern; the expectation of consumers, employees, investors and local communities on the role of businesses in society is increasing. A large number of professional companies carry out social audits, governments legislate for mandatory social reports, rating agencies and ranking corporations, and companies themselves publish an increasing number of reports on their corporate social responsibility performance. This attention to the impact of companies on society has led to the emergence of an important concept in business literature over the last three decades; corporate social responsibility (CSR) (Auger and Devinney, 2007).

Moreover, this study proposes the role of ethical judgement, which refers to ethical consumers in achieving corporate social responsibility; to do this the consumer has to have the commitment required to incorporate such principles into their current life style. The buying of organic food provides a good example of how motivation is a key element in identifying and labelling an ethical consumer. Surveys show that many people are buying organic food because they fear that pesticide residues may harm them and / or their society (Harrison, Newholm and Shaw, 2005, p. 31-33). Also a qualitative study identified that consumers’ green consumption may influence

consumer green consumption behaviour as they may be concerned about the environment and agree that something needs to be done (Johnstone and Tan, 2015).

The main question that has been addressed by the literature is, “Why don’t consumers who profess to be sympathetic with the aims of the fair trade movement buy socially responsible products at all or more regularly?” Cowe and Williams (2000) and Bird and Hughes (1997) both confirm that most consumers share various ethical concerns including fair trade, yet few translate their concerns into actual behaviour. Therefore, the importance placed upon the individual consumer towards the future of ethical consumerism stresses the need to gain a developed understanding of consumer decision making in this area. Ethical consumers need to be considered in combination with corporate activity. This corporate activity, such as CSR activities, can provide ethical consumers with the context in which they can reveal values, desires and needs but can also restrict choice by putting products and services into the market that either possess specific social components or do not. In addition, it reflects whether the corporation is operating reactively and views consumers as motivators driving it to act, or whether it is the ethical consumers who are acting reactively to the context that the corporation is creating. Therefore this study attempts to address this question by proposing that the existence of ethical consumers is an important factor in order to achieve the success of CSR activities and provide deep understanding of the consumer ethical attitudes gap.

The structure of this chapter starts with a brief theoretical background and summary of the scope of the study. Precursors to and rationale behind the research, research problems, research questions and the aim and objectives of the study are then set out. Next, a brief description of the methodological approach applied in the study is discussed. The structure of this thesis is outlined and finally, the conclusion of the chapter will be presented.

1.2 Research background and scope of the study

It has been claimed by Hart and Milstein (2003) that CSR activities are not only a redistributive strategy but can also be an innovation strategy. Therefore, CSR is considered as an innovative way of classifying the economic action of the company and the value of the delivery. In this sense, the fact that firms are engaging in investigating and influencing the growth of customer preferences means that ethical consumers, at this point in time, may be an emergent, rather than fully formed, phenomenon. The issue of whether today's consumers are willing to pay for social goods, therefore, needs to be phrased more broadly (Devinney et al., 2010, p.35). Moreover, CSR companies are encouraging consumers to become increasingly concerned about the effect of their consumption on the environment and on other people (Giddens et al., 2016). By engaging in ethical consumption, consumers are more likely to reward companies with ethical practices in line with their personal values and punish companies whose practices are not socially responsible. Giddens et al. (2016) indicate that consumers are taking their ethical concerns to the marketplace by purchasing socially responsible companies' products. Moreover, Habel et al. (2016) asserted that consumers are demanding something more than high quality products at a low price; they prefer brands that are socially reputable when evaluating similar products.

This study scoped literature from the two main constructs, CSR and ethical consumerism. The literature in CSR (e.g. Singh et al., 2008; Pino et al., 2016; Ramasamy and Yeung, 2009; Abdeen, Rajah and Gaur, 2016; Abd Rhim et al., 2011; Kolkailah et al., 2012; Aril et al., 2010) focused on the different influences of corporate social responsibility on consumer responses. Studies that have focused on the multidimensional concept of CSR (economic, legal, ethical, philanthropic and environmental) regarding consumer attitudes, have involved intention and behaviour in Asian and African countries (Abdeen et al., 2016; Kolkailah et al., 2012; Rahim et al., 2011). They found that most consumers are aware of CSR activities and intend to support CSR companies, but their intention is not necessarily transferred into purchasing behaviour (Abdeen et al., 2016; Kolkailah et al., 2012; Rahim et al.,

2011). Therefore, their intention does not predict their behaviour. Accordingly, studies have yielded inconsistent results and disagreement about the effect of CSR.

Scholars in ethical consumerism literature over the last 40 years, from different disciplinary backgrounds, have explored the drivers of ethical consumers' beliefs (Jackson, 2006; Prothero et al., 2011). A significant body of knowledge has developed about the motivations of sustainable consumption practices, such as purchasing ethical alternatives (e.g. Andorfer and Liebe, 2012), recycling (e.g. Thøgersen, 1996), reducing personal consumption (e.g. Shaw and Newholm, 2002) and saving energy (e.g. Baca-Motes et al., 2013). Shang and Peloza (2015) asserted that consumers often intend to create a socially responsible identity by consuming ethically. Despite the increasing concern for ethical issues, comparatively little research has explored this specific phenomenon in depth and within the context of other issues of concern to the consumer. For example, much of the work conducted on environmental consumerism has focused on single issues, such as acid rain (Arcury et al., 1987), recycling (Vining and Ebreo, 1976) and pollution (Ramsay and Rickson, 1976). In reality, it is likely that ethical concerns are more complex and interactive. Moreover, Martin and Simintiras (1995) found that consumers demanded information on environmental concerns, while Burgess et al. (1995) suggested that individuals are confused about environmental issues, and that the way in which information is presented is important to how consumers digest information, highlighting the need to clarify the impact and use of information by ethical consumers.

Consumers often experience internal tensions when balancing their own desires with moral behaviour that favours societal well being and there is clear evidence that consumers' ethical concerns and attitudes are not always manifested in actual behaviour (e.g. Carrigan and Atalla, 2001). For example, consumers have been found to buy environmentally hazardous products regardless of their expression of concern for greener alternatives (Strong, 1997) and to shoplift regardless of their adherence to societal and economic norms of behaviour that guide marketplace behaviour (Strutton et al., 1997). Comments have been made more generally regarding theories of cognitive

attitude-behaviour consistency within social psychology, have left the drivers modes of returning to a balanced state without

attitude change unexplored (Hazani, 1991). Even within the cognitive dissonance literature, where attitudes after performing a counter-attitudinal behaviour have been found to remain in striking opposition to that behaviour, the focus has largely been on the arousal of dissonance, as opposed to the subsequent processes that lead to attitude change, hence generating little evidence regarding the nature of those processes (Kunda, 1990; Holland et al., 2002). Accordingly, Holland et al. (2002) observe that there is surprisingly little research on the different ways in which people justify their attitudinally incongruent behaviour: Exploring the link between consumer perception and beliefs towards the philanthropic activities of the companies with the consumers' own ethical judgements towards their behaviour and its influences on consumer attitude is a theoretical contribution that promises to build an understanding of this gap.

Nevertheless, marketing ethics research has witnessed growing concern about ethical issues, and requires understanding of the individual decision-making process in situations that involve ethical and social responsibility (Walker and Beranek, 2013; Natarjan and Chew, 2013; Vitell and Paolilo, 2004). The literature indicates that ethical belief is an important variable in the ethical decision-making process of consumers, influencing their judgements on the socially responsible activities of businesses and affecting their purchases (Panwar et al., 2014; Al-Khatib et al., 2005). Consumers with high concern for the welfare of others, who always obtain desirable consequences by taking the right actions such as avoiding harm, appear to be more negative towards unethical behaviours and more supporting of socially responsible businesses (Rawwas et al., 1994; Forsyth, 1992). Therefore, the scope of this study proposes that CSR should be investigated as a unidimensional concept. It will identify the literature showing the determinants of the influences of CSR on consumer behaviour, and investigate the link between consumer ethical behaviour and CSR and its influence on consumer attitudes.

1.3 Precursors to and rationale behind the research

Although ethical consumers tend to be responsible towards the environment and society, they rarely place socially responsible products in their basket (DePelsmacker et al., 2005). Regarding the overall gap between ethically minded

consumers' ethical attitudes and their often non-ethical buying behaviour, ethical consumerism researchers have generally failed to consider that intentions are not a reliable indicator of actual behaviour (e.g. Newholm, 2005; Shaw et al., 2007). To investigate this issue many studies have been conducted on the intention-behavioural gap of ethical consumers (Auger and Devinney, 2007; Belk et al., 2005; Carrigan and Attalla, 2001; Follows and Jobber, 2000; Shaw et al., 2007). Those authors asserted that social desirability bias puts the consumers under pressure to answer with the tendency to behave socially responsibly, which proved that the intention of ethical consumers is not the right prediction of consumer behaviour.

The issue of whether today's consumers are willing to support CSR goods needs to be phrased more broadly (Auger et al., 2007), which leads to CSR companies encouraging consumers to become increasingly concerned about the effect of their consumption on the environment and other people (Giddens et al., 2016). By engaging in ethical consumption, consumers are more likely to reward companies with ethical practices in line with their personal values and punish companies whose practices are not socially responsible. Thus, consumers are taking their ethical concern to the marketplace by purchasing socially responsible companies' products (Giddens et al., 2016). Likewise, Habel et al. (2016) emphasised that consumers are demanding something more than high quality products at a low price; they prefer brands that are socially reputable when purchasing similar products. Further evidence is presented by Young et al. (2010), who identified that 30% of ethical consumers express positive attitudes towards environmentally sustainable consumption, whereas only 5% act according to their pro-environmental attitudes. A study that attempted to validate the link between CSR and ethical consumers by Wells et al. (2011), categorised ethical consumers to identify different groups' attitudes towards the CSR issues. The results revealed that women tend to be more sensitive and influenced by CSR than men, while highly educated people are influenced more than the less educated, as high income groups are more likely to show their support through purchasing behaviour of CSR

products than low income groups (Tucker et al., 1981: 472; Littrell and Dickson, 1999: 52), whereas young consumers are more supportive of CSR issues than the older generation.

Previous researchers have investigated the attitudes and intention gap of ethical consumers; for instance, recently, Riley and Kohalbacher (2016) investigated the issue of understanding the relationships and disparities between the attitudes and intentions of ethically minded consumers. The study identified the tendency of ethical consumers to choose socially responsible products; it also highlighted the issue of refusal to purchase a product or service based on social responsibility which is linked to choosing one product over alternatives for ethical reasons. Moreover, Pinto et al. (2011) asserted that socially orientated companies are more likely to increase the number of responsible consumers which increases the possibility to buy socially responsible products. Since recent literature proved clearly the important role of the ethical consumer, Carrigan and Attalla (2001) argued that marketers are often faced with disagreement when trying to launch ethical products. If there is no demand for the ethical products by consumers, manufacturers will not consider them as a possible product segment and will remove the said products from their range (Uusitalo and Oksanen 2004: 220). Bertilsson (2015) supported this by emphasising that consumers who do not demand a type of ethical product may also perceive ethical involvement as threatening to their current lifestyle and therefore resort to disparagement as a way of coping with negative feelings.

Previous studies (e.g. Carrigan and Attalla, 2001; Uusitalo and Oksanen, 2004: 220; Bertilsson, 2015) corroborated to a conceptual paper by Vitell (2015) which argues that to achieve greater CSR practices, companies should be in line with how consumers expect the company to achieve positive attitudes, thereby proposing that empirical studies should explain the relationship between CSR and responsible/ethical consumers. Therefore, this paper intends to investigate the issue of consumer attitudes towards socially responsible companies by linking CSR and ethical consumers in providing a deep explanation of the consumers' attitudinal responses

towards CSR, because a company's CSR initiatives become fruitful when it understands and aligns its practices with the social issues their consumers are conscious of and achieves positive attitudes by the consumers.

Consumer beliefs are central to the theory of planned behaviour. However, this model strongly explores beliefs in so far as they attempt to correlate

influencing variables with behaviour. The theory of planned behaviour tends to oversimplify influences on buying behaviour. It represents the idea that the consumer acts rationally and fails to explore how beliefs influence purchasing decisions made in advance of product evaluation; therefore, it generally underplays the importance of the initial stages in decision making and fails to examine the process and beliefs underlying consumer choices (Shaw and Clarke, 1999). Therefore many studies have attempted to address this gap by trying to understand why consumers who claim that they are concerned about the environment choose not to buy green products regularly or at all; however, the focus was only on green consumer consumption and the environmentally conscious consumer behaviour towards fair trade and its influences on consumer purchases behaviour (e.g. Shaw and Clarke, 1999; Zabkar and Hosta, 2012; Johnstone and Tan, 2015; Chatzidakis, Hibbert and Smith, 2007; Khare, 2014; Shaw and Shiu, 2000; Riley and Kohlbacher, 2016; Dowd and Burke, 2013).

The theory of planned behaviour assumes that intention is the immediate antecedent of actual behaviour and that intention, in turn, is influenced by attitude towards the behaviour. However, studies have failed to prove that intention is the right predictor for behaviour (e.g. Aschemann-Witzel and Niebuhr Aagaard, 2014; Henningson et al., 2014; Thøgersen, 2009). Gleim et al. (2013), Gupta and Ogden (2009) and Pickett-Baker and Ozaki (2008) revealed that trust could be the issue which prevents ethical consumers from consuming ethically and buying ethical products. Since the relationship between intention and behaviour can be explained by the theory of planned behaviour, developed by Fishbein and Ajzen (1974, 1975) and Ajzen and Fishbein (2005), previous studies have attempted to investigate this gap by focusing on environmental issues, organic food and the green market; however, it is still unclear due

to the fact that the focus was on the decision making process of the attitude behavioural gap, and neglected the motivational process of the decision making.

Consistent with the theory of the planned behaviour model by Fishbein and Ajzen (1975), the Hunt-Vitell ethics theory proposes that ethical judgement influences behaviour via the intervening variables of intentions. Moreover, the Hunt-Vitell model asserted that ethical judgement sometimes differs from intention, that is, although an individual may perceive a particular alternative as the



most ethical, the person may intend to choose another alternative as the most ethical; the person may choose another alternative because of certain ethical beliefs that the individual preferred as a result of choosing another alternative (Jones, 1991). According to the theory of planned behaviour and H-V theory, individual beliefs are considered more likely to affect consumer attitudes; therefore, this study attempts to integrate the CSR model with consumer ethics to investigate its impact on consumer attitudes.

Therefore, based on the core idea and perception of the Theory of Planned Behaviour, this study attempts to investigate how motivated consumers are to act in line with others' views, and / or activities such as CSR, and how the consumers value the company's activities in order to buy from them. Moreover, this study proposes that from the Hunt and Vitell model, ethical judgement, which refers to consumers judging their own ethical behaviour or consumption, is more likely to achieve positive attitudes towards the philanthropic retailers. Therefore, this study proposes the linkage between beliefs of CSR and ethical judgement to build brand trust in order to provide a deep explanation from the literature in the consumer ethical-behaviour gap. The ethical beliefs and ethical judgement behaviour are important factors to enhance attitudes.

This study attempts to contribute to the existing literature by firstly arguing that the nature of consumers' perception and beliefs about CSR practices, particularly the philanthropic activities of a particular company, could influence their affective and behavioural attitudes towards the company, as well as their ethical behaviour. Therefore, in order to conceptualise the framework of this study, the two models of Carroll (1979), and ethical judgement which refers to the ethical behaviour

from the model of Hunt and Vitell (1986), are integrated. Secondly, this study, focusing on the philanthropic aspect of CSR, will explore the relationship between consumers' ethical behaviour and a company's philanthropic practices. Then, it will determine the effect of consumers' ethical behaviour on consumers' attitudinal responses. It will also explain the effect of CSR on consumers' attitudinal responses. Finally, as has been asserted by Gleim et al. (2013); Gupta and Ogden (2009) and Pickett-Baker and Ozaki (2008), the absence of trust is the reason that ethical beliefs and CSR do not achieve positive behaviour by consumers; therefore, this study

attempts to assess the role and the prediction of brand trust in explaining the effect of CSR beliefs and ethical behaviours on consumer attitudinal responses.

1.4 Research problems

Studies that have focused on a multidimensional CSR concept of influence on consumer intention and behaviour show the limitations of demonstrating CSR's influence over consumer intention and behaviour, because those studies are based on different theories and social approaches to explain the dimensions of the CSR construct. They lack consensus results, caused by a disproportionate focus on the separate dimensions of CSR, emphasising the importance of this study in investigating the impact of individual CSR initiatives on consumer attitudes. Moreover, with the increasing adoption of philanthropic responsibility by retailers, academics are paying increasing attention to philanthropic responsibility (Brammer and Millington, 2005). However, there is a debate about whether CSR should include the four dimensions; economic, legal, ethical and philanthropic. This study supports the argument raised by Hemingway and Maclagan (2004) that CSR is about voluntary activities, because the firm is already maximising their profit, and adopting ethical and lawful responsibilities in their strategy. Therefore, this research argues that companies that operate legally and / or ethically in their business are not necessarily to be considered as socially responsible firms as well, because it is a part of the company's duty to follow rules and act ethically in order to achieve the company's goals. Therefore, this study focuses on philanthropic

responsibility as the core meaning of CSR, which refers to contributing to society, to show company commitment through altruistic social activities.

Moreover, ethics literature indicates that ethical belief is an important variable in the ethical decision-making process of consumers, influencing their judgements on the socially responsible activities of businesses and affecting their purchases (Panwar et al., 2014; Al-Khatib et al., 2005). Moreover, since Vitell (2015) recommended that there is a need to explore the link between ethical / social consumers and corporate social responsibility, therefore, it is logically assumed that



consumers' ethical behaviours could play a role in determining how consumers respond behaviourally and affectively to CSR. This study investigates whether CSR could influence consumer attitudes, by investigating the role of consumer ethical behaviour in determining the influences of consumer perception of a company's CSR, by looking at consumer attitudes towards retailers in the UK, to achieve and determine an understanding of the influences of CSR on consumer attitudes.

Woodman and Sherwood (1980) asserted that a high level of brand trust leads to better team processes and performance from both companies and consumers. However, Lee et al. (2013) and Chathoth et al. (2011) noted that relatively little of this research on brand trust had been applied to the retail sector. This is due to the fact that brand trust is cognitive in nature while consumer attitudes in this research are a combination of feelings and behavioural factors. Thus, this study aims to investigate the influence of brand trust on consumer attitudes. Therefore, the following research questions (RQs) are addressed:

- RQ1. What is the role of ethical behaviour in explaining the influences of their perception of the company philanthropy and their trust and attitudes towards the brand?
- RQ2. How does brand trust resulting from a company's philanthropic activities influence consumers' affective and behavioural attitudes?



- RQ3. What is the mediating role of consumer affective attitudes on the relationship between brand trust and consumer behavioural attitudes?

1.5 Aim and objectives

The purpose of this study is to make a contribution to the literature on ethical consumerism and social responsibility by developing an updated comprehensive model that addresses the nature of the motivational process of the consumer's ethical decision making process. Therefore, recent calls for research indicate the importance of determining the role of the consumer and their own ethical behaviour in relation to their perception and beliefs of CSR activities, particularly in philanthropy and its



23

influences on consumer attitudes. To do so, this study provides empirical evidence, based on a questionnaire completed by consumers in the UK retail sector. This research aims to:

Explore the linkage between consumer beliefs and ethical judgement 'behaviour' to build brand trust in order to enhance its influences on the consumer affective behaviour attitudinal. Is there a word missing at the end???

In order to achieve this aim, the research objectives are outlined as follows:

- Objective 1. To identify factors which include beliefs and ethical behaviour, that shape and influence the ethical decision making process.
 - Objective 2. To determine the importance of investigating the motivational process of ethical decision making.
 - Objective 3. To develop a theoretical framework with a particular focus on two models: Carroll's model (1979) of CSR and the Hunt-Vitell model (1986), to provide deep understanding of the determinate of consumer ethical judgement 'behaviour' and in turn, its impact on consumer attitudes.
 - Objective 4. To empirically understand the differential effects of CSR and consumers' ethics in explaining brand trust and consumers' affective and behavioural attitudes.
-

- Objective 5. To discuss the results and findings and position them within the existing literature.
- Objective 6. To delineate the theoretical and practical implications of the findings for enhancing consumer attitudes towards CSR activities in the retail sector.

1.6 Research methodology

To address the aforementioned research aim and objectives, this study adopts a deductive approach in which a theoretical framework is developed and tested with empirical data. It uses a survey methodology to collect primary data from a sample, collecting data from consumers who made purchases from retailers in the UK. This study distributed 500 questionnaires of which 350 were completed and collected. The data collected was analysed through Structural Equation Modelling (SEM) in AMOS



24

20. Multivariate statistical analysis of the data obtained has been used to identify the relationship between CSR ‘philanthropy’ and consumer ethical behaviour and its influences on consumer attitudes, as well as the mediation effect of consumer affective attitudes on the relationship between brand trust and consumer behavioural attitudes.

1.7 Structure of the thesis

This section briefly explains the structure of this thesis which consists of seven chapters along with references and appendices. The outlines are as follows:

Chapter 1 Introduction- This chapter has provided a brief background for the study along with the following: research problem and research gap, aim and objectives and research methodology. The remainder of this thesis is structured as follows.

Chapter 2 Literature Review- presents theories and a review of existing literature regarding this research and highlights the research gap. More specifically, this chapter initially discusses the definitions of CSR and consumer ethics, the link between CSR and consumer ethics, influences of CSR on corporate marketing outcomes and consumer responses, the outcome of philanthropic responsibility, consumer attitudes

and brand trust. Identified research gaps are summarised in the final section of the chapter.

Chapter 3 Conceptual Framework- presents the theoretical background, conceptual framework and hypotheses development for this study. The theoretical models of both CSR and ethical beliefs are explained together with the constructs and theories that have been used.

Chapter 4 Research Methodology- outlines the research design of the study, and discusses the adopted research methodology in detail. Differences in research philosophies, approaches, strategies and data collection methods are introduced in this chapter and then the methodological choices of the study are discussed with relevant rationales. In addition, the research context and ethical considerations are also presented in this chapter.



Chapter 5 Data Analysis and Finding- presents the analysis, results and findings of the research. Initially, the demographic profile of the respondents and descriptive statistics are outlined. Next, SEM results and hypothesised relationships are assessed. Thereafter, multiple regression analysis results are shown. Finally, findings based on thematic analysis are presented.

Chapter 6 Discussion and Reflection- provides a detailed discussion of the results and findings of this research. The results of the theoretical model and each hypothesis are examined in the light of previous literature.

Chapter 7 Conclusions- provides the conclusion of this study. The chapter discusses the achievement of each research objective and outlines the main research results and findings based on the three research questions. Also, the theoretical and managerial implications and future research directions are presented in this chapter.

1.8 Chapter Conclusion Remarks

The research aim of this study is to explore the relationship between consumer perception, beliefs and ethical judgement and its influences on the consumer decision

making process. This chapter has laid the foundations and highlighted the key facts and procedures to follow to achieve the research aim and objectives, introducing the background of the research and the scope of the study which stem from the need for a thorough understanding of the importance of beliefs and ethical judgement in decision making. Then the rationale behind the study, the major research questions, aim and objectives are stated. This is followed by a brief description of the research methodology used in this study. This thesis will broaden existing knowledge and be of relevance to academics and practitioners alike. Finally, an explanation of the research structure is presented. Therefore, this research is broken down into seven chapters that document both the theoretical and empirical investigations of the study.

The next chapter will provide a review of literature relevant to the study area.



CHAPTER TWO



LITERATURE REVIEW

2.1 Introduction

From its beginning, through the development of the last decades, social responsibility and ethical consumerism have become the fundamental subjects of increasing interest. Consequently, most scholars have extended the theory of planned behaviour to address the gap that resulted from the previous literature which shows that intention is not an appropriate prediction of behaviour. Therefore, this chapter presents a critical review of the literature required to outline the key contributions in this field and determine any related gaps in the existing body of knowledge. This chapter examines the literature on the concept of social responsibility and ethical consumerism with a primary focus on the conceptualisation of the ethical decision makers' perception of the consumers. Significantly, these insights emphasise the important role of consumers, not only regarding their beliefs, but also their ethical judgement on their own ethical behaviour. Thereby this research attempts to explore the linkage between

consumer beliefs of social responsibility issues and ethical judgements in order to enhance consumer attitudes towards philanthropic companies.

The literature review represents the foundation of this study in order to provide a deep explanation of corporate social responsibility (CSR) in general and philanthropy responsibility in particular. This chapter also identifies the study problem, as the dominance of treating CSR as a unidimensional concept concerning voluntary issues. Also this chapter examines and emphasises that literature in social responsibility and ethical consumerism still struggles to fill the intentional behavioural gap, due to the focus of prior studies finding that intention is a good predictor of behaviour, as the focus was on the focus of prior studies concentrating on intention as a good predictor of behaviour, and the focus on consumer decision making towards CSR companies. Moreover, it presents the aim and objectives of the study which are to understand and investigate the motivational process of completing consumer attitudes, in order to provide a deep understanding of the literature concerning the antecedents' process of consumer attitudes. Therefore, this study aims to build a framework to explore the relationship between the consumers' belief in

philanthropy with regard to ethical judgements and its influence on consumer attitudes.

In recent decades, the previous literature proves that consumers seem to care not only about what companies are producing and selling but also about how companies interact within the society where their customers live. With this change in customer perception, companies have developed various strategies to attract customers and promote positive attitudes. Thus, retailers are allocating greater amounts of their budgets to CSR. Therefore this chapter starts with presenting the role of ethical consumers, followed by proposing and exploring the linkage between social responsibility, 'philanthropy' and ethical consumers. The next section presents the definition of social responsibility and philanthropy by arguing against in favour of the Carroll Model (1979) of CSR. The third section of the chapter presents a complete review of the relationship between CSR and its external and internal outcomes. The fourth section presents the definition and importance of the role of brand trust in order to achieve positive consumer responses. The fifth section provides a summary of

previous studies on the dimensions of consumer attitudes focused on CSR. The sixth section presents the definition and conceptualisation of consumer ethics, and the importance of linking this with CSR. Finally, an overview of the history of the retail sector in the UK, with some examples of CSR activities implemented in the retail sector, is discussed. This chapter adopts the concept of CSR created by Carroll to investigate its influence on consumer attitudes in the retail sector.

2.2 The importance role of the ethical behaviour

Ethical behaviour is defined as the moral principles and standards guiding the behaviour of individuals or groups as they obtain, use and dispose of goods and services (Muncy and Vitell, 1992). The purpose of this study is to identify the importance of the role of consumer ethical behaviour in accepting CSR beliefs in order to enhance their attitudes; therefore, this study adopted Muncy and Vitell's 1992 definition, due to the fact that it is considered as the first to examine personal ethics and ethical judgement in a consumption context, to identify how much the degree by which consumption behaviour is considered to be ethical is dependent on whether the



consumer is actively engaged in the said behaviour, whether the action is illegal and whether there is any harm done to another party (i.e. the seller).

Ethical issues in marketing literature have grown in prominence in business practices (Al-Khatib, Vitell and Rawwas, 1997; Ndubisi, Natarajan and Chew, 2013). As a result, it is necessary to demonstrate a sophisticated understanding of the individual decision-making process in situations involving consumer ethics and social responsibility (Vitell and Paolillo, 2004; Walker and Beranek, 2013). Panwar et al. (2014) indicated that ethics is an essential factor in the decision-making process of consumers, affecting their judgement towards socially responsible companies which, in turn, affects company practice. There has been a notable lack of attempts towards understanding consumer ethics; however, despite the fact that consumers are a key component of the marketing exchange, only a few studies of marketplace ethics focus on the consumer; most of the existing literature focuses on identifying the personal

values of ethical consumers and their consequent influence on environmental and social products, and on ethical consumption and the ways in which it affects environmental and social behaviour (Panwar et al. 2014).

It is generally accepted that ethical consumer behaviour is an essential part of forming the beliefs and attitudes towards society and environmental issues that influence a person's behavioural intention or willingness, but not necessarily their behaviour directly. Although consumers state that they are willing to behave ethically, the level of expressed activity remains low (Devinney et al., 2006, 32). However, studies have also demonstrated that consumers differ in their sensitivity regarding responsibility issues and that there is a consumer segment that gives great consideration to companies' ethical conduct and is willing to shop accordingly (Dawkins, 2005). In all, consumers might consider corporate social responsibility as either important or very important, but might see their own responsibility as limited when it comes to responsible shopping.

Results indicate that information about the effects of ethical purchasing increases consumers' likelihood of choosing the responsible alternative although environmentally friendly behaviour is also connected to some desirable personal characteristics of the ethical consumers to influence their attitudes and



behaviour towards the company (Zabkar and Hosta, 2012). For instance, when consumers have the highest willingness to be green, they are strongly perceived to have a sense of responsibility towards the environment and their readiness to be environmentally friendly is highest (Tan et al., 2016). Thereby, the more consumers behave ethically towards the environment and / or society, the more positive attitudes are generated towards their choices in order to support environmentally and / or socially responsible companies.

More comprehensive reading of the literature reveals little as to rationale and justifications behind whether consumers would or would not act in an ethical manner in a consumption situation. What is particularly apparent is the extent of disconnection between the issues consumers claim to care about when surveyed and their purchasing behaviour. Besides, there is proof that ethical consumption is at least

partially mediated by the consumer's belief in their ability to influence through purchasing decisions (White et al., 2012: 105). It is possible that consumers would be more likely to change their consumption habits if they knew about the positive consequences their actions have (De Pelsmacker and Janssens, 2007: 376). At a time when global environmental and social concerns are more pressing than ever, it is of vital importance to make consumers aware of the effect their consumption habits have on other people and on nature. In fact not all consumers are willing to accept the responsibility that is appointed to them, especially if it means giving up their comfortable lifestyles (Skill and Gyberg, 2010: 1878).

The limited understanding of consumers who claim that they are ethically minded means that they do not really purchase from the CSR companies, due to the limited focus of the literature on ethical consumers who are concerned only with environmentally friendly issues (e.g. Tan et al., 2016; Culiberg, 2014). Even though studies show that there is a relationship between moral requirements and ethical purchasing, consumers sometimes make choices that go against social or personal norms (e.g. Antonetti and Maklan, 2014). Studies indicate that consumers feel they do not have enough information to make ethical choices (Shaw and Clarke, 1999). According to Boulstridge and Carrigan (2000), most consumers are unable to differentiate responsible brands from irresponsible ones. What is more, some do not think that perceiving more CSR activities would change their consumption habits.

Taking these problems into consideration, De Pelsmacker et al. (2005) conclude that perceiving CSR activities by consumers is a necessary prerequisite for the adoption of ethical products. The aforementioned findings provide the premises for this study, since studies proved the importance of the link between the ethics of consumer behaviour and their beliefs in their ability to influence through purchase decisions, which motivates this study to explicitly examine the influence of CSR beliefs on ethical consumer behaviour in order to enhance their attitudes towards CSR companies.

2.3 The linkage between CSR and ethical behaviour

Nowadays, companies are facing consumers who not only seek to fulfil their personal needs, but who also demand firms to behave in a socially and environmentally sustainable way. In literature, these consumers go by many different names, some of which include ethical consumer behaviour, socially conscious, green, sustainable, pro-social and altruistic consumers (Wells et al., 2011). This study adopted the ethical consumer behaviour and / or ethical behaviour concept and defined it as the moral principles and standards guiding the behaviour of individuals or groups as they obtain, use and dispose of goods and services (Muncy and Vitell, 1992).

Studies conducted to investigate whether the ethical behaviour of the individual means they are more likely to support CSR has been recently growing, for instance, literature concerning ethical consumers (e.g. Du et al., 2007; Lichtenstein et al., 2004; Sen and Bhattacharya, 2001; Sen et al., 2006), has argued that if ethical consumers are willing to reward socially responsible companies, these studies identified that the majority of consumers react to unethical behaviour of the company by boycotting the company, which has a real and profound impact on the target companies. For example, the famous Nestlé boycott over infant formula cost the company over 40 million dollars (Nelson-Horchler, 1984). Accordingly, Mason (2000) found that 44% of British consumers had boycotted an unethical product or company. Although extraordinary, these figures might give an overly optimistic picture of how ethically conscious consumers really are. While 30% of ethically conscious consumers express positive attitudes towards environmentally sustainable



consumption, only 5% act according to their pro-environmental attitudes (Young et al., 2010).

Since literature has clearly proved the important role of ethical consumer behaviour, Carrigan and Attalla (2001) argued that marketers are often faced with disagreement when trying to launch ethical products; if there is no demand for the ethical products by consumers, manufacturers will not consider them as a possible product segment and will remove the said products from their range (Uusitalo and Oksanen, 2004, 220). Bertilsson (2015) supported this by asserting that consumers who



do not demand this ethical product may also perceive ethical involvement as threatening to their current lifestyle and therefore resort to disparagement as a way of coping with negative feelings. Therefore, the literature has extensively proved that in order to launch ethical and / or social products it is essential that ethical consumers who demand this type of product exist.

In order to give more evidence on the linkage between corporate social responsibility (CSR) and ethical consumers' behaviour, an experiment was conducted by Lichtenstein *et al.* (2004) to investigate whether the perception of corporate social responsibility influences to make the consumer responsible and make a donation choice to the non-profit organisation. The experiment proved that consumers are more likely to become responsible and make a donation towards a company that has a weaker historical record of socially responsible behaviour; therefore, the study identified a negative relationship. The results of the experiment provide evidence that the negative effect occurred because socially conscious people in the negative CSR condition had a motivation to donate that people in the positive condition did not have. On the other hand, Clavin and Lewis (2005) identified that consumers who take ethical issues into consideration behave according to his / her ethical values, and he/ she realises these values in consumption behaviour even if the behaviour does not reflect well on him / her. This kind of consumer has committed him / herself to a social value base.

Moreover, Freestone and McGoldrick (2007) claimed that socially responsible activities motivators are a stronger device for consumer ethical behaviour than personal ones. Carrigan and Attala (2001) argued that despite consumers caring

about the ethical behaviour of companies this care does not translate into consumption choices that favour ethical companies and punish unethical enterprises. They also proved that consumers do not want to make ethical choices if this necessitates inconvenience to them. However, when a person realises that his / her thinking is contradictory to his / her own everyday choices, practices and habits through some new perspective and these old habits do not bend to his / her new inner picture of him / herself, for example as an ethical consumer, he / she will change his / her practices. A person tries to complement his / her self-image, and the goal is an undamaged

selfidentity and a balanced life story. Therefore, acting ethically, the consumer knows that he / she acts morally correctly and in this way he / she approaches an ideal, ethical world (Giddens, 1991; Spaargaren and van Vliet, 2000; Oksanen, 2002).

Further literature has paid attention to issues that relate to ethical consumerism, such as willingness of consumers to benefit from questionable actions (Al-Khatib et al., 1997; Vitell, 2003; Vitell and Paolillo, 2003), consumer response to ethical misbehaviour by the seller (Pitts et al., 1991; Whalen et al., 1991), the perception of company ethics and product purchasing (Sen and Bhattacharya, 2001) and the emergence of and reasons for consumer boycotts of business organisations (Klein et al., 2002), to name only a limited set. In addition, the literature is replete with studies measuring responsible consumer behaviour (Roberts, 1996) or attitudes and intentions to purchase specific ethical products, such as environmentally safe products (Belk et al., 1981; Manrai et al., 1997). Most commonly, the issues under investigation have included environmental (e.g. use of recycled materials) labour issues (e.g. use of child labour) and the willingness of consumers to pay for socially acceptable products (Auger et al., 2004; Auger et al., 2003, 2004; Elliott and Freeman, 2001). For example, Auger et al. (2003) used structured choice experiments to examine the willingness of Hong Kong and Australian consumers to pay for more socially acceptable products. Their results show that some consumers were willing to pay a premium for more socially acceptable products, especially for more sensitive issues such as the use of child labour and the use of animal testing. However, it was equally clear that consumers from both countries were not willing to sacrifice basic functional features for socially acceptable ones.

Besides, with the growth of the ethical consumer and his / her motivations, there is increased literature which emphasised the understanding of the variety of consumer motives for consumer engagement in such behaviour. Subsequently, there have been a range of studies in the rapidly growing areas of ethical clothing (e.g., Dickson and Littrell, 1996; Iwanow et al., 2005; Joergens, 2006; Niinimäki, 2010) and / or environmental issues and labour issues (e.g. Carrigan and Attala, 2001; Ulrich and Sarasin, 1995). Niinimäki's (2010) study contributed to the

literature regarding the understanding of eco-fashion consumption and consumer purchase decisions by asserting that an ethical commitment and ethical values are strong drivers towards purchasing eco-clothes, eco-materials, recycled clothing and ethically made clothes. A personal belief is a prioritised value in purchasing decisions for ethical hardliners, even more important in clothing than one's own identity or aesthetic values. This is supported by a study conducted by Clavin and Lewis (2005), which found that a consumer who takes ethical issues into consideration behaves according to his / her ethical values, and he / she realises these values in consumption behaviour even if the behaviour does not reflect well on him / her. This kind of consumer has committed him / herself to a social value base. The consumer's ethical awareness is high, and he / she knows which enterprises function ethically. Generally, the above studies showed that consumers who buy ethical clothing often do so because their choice is not based exclusively on product or ethical attributes but on a combination of both, while the pronounced role of product performance conditions for workers by buying ethical products. This also has psychological consequences for consumers, as they enact their responsibility for the suffering of others due to their choice in clothing. This supports Shaw et al.'s (2006) notion of an ethical obligation which drives these consumers.

Furthermore, previous literature aimed to identify the drivers of ethical consumer behaviours. In terms of meanings, a common finding is that ethical consumers do not wish to bring about social change but try to be reliable and real with their ethical self (Cherrier, 2009; Zavestoski, 2002). Findings on identity construction suggest that ethical consumer practices serve as a way of constructing an ethical self and distinguishing themselves from other consumers (Carey Shaw and Shiu, 2008; Kozinets and Handelman, 1998). Nevertheless, Carrigan and Pelsmacker (2009) argue

that regarding consumer spending, consumers are still willing to pay for ethically responsible products and services, and still expect high environmental and ethical standards from those who supply them, even if times are tough. Many have argued that for most people to shop ethically, the product must not cost any more than the ordinary one, it must come from a reputed brand, require no special effort to buy or use and must be at least as good as its alternative (Belk et al., 2005; Carrigan and Attalla, 2001). Therefore, as the above prior studies asserted, ethical consumers are willing to buy from

and they are likely to be influenced positively by ethical / social companies, which means they are likely to align themselves with companies that meet their expectation.

CSR literature has extensively addressed how doing good to society would influence a company's performance (Vitell, 2015). However, it is important to examine whether the existing social responsibility activities such as philanthropic activities are enough to make the company successful. It is likely that the philanthropic activities will be effective if there are adequate consumers who demand the particular service or product that the socially responsible companies offer. For example, Vitell (2015) suggested that if a company offers a product in the name of social responsibility, this offer can be successful only if there are consumers who demand this type of social product which matches their social / ethical standards. Similarly, if the public interest was in more socially responsible products, such as healthier foods, this is more likely to work if there are social / ethical consumers who demand to purchase healthier foods. In short, if corporate interests (i.e. profits) and consumer interests (i.e. self and public interests) are aligned, then increasing social benefits and public service will also increase profits, but if they are not aligned, then an appeal to social benefits / public service will be much less likely to succeed.

A study conducted in eight countries including China, Germany, India, Spain, Turkey and the US, identified that consumers who were interviewed for this study were less concerned about counterfeit goods issues (ethics), harm to the environment (social responsibility) and poor labour conditions (social responsibility) (Belk et al., 2005); the consumers were more likely to gain good quality products with a good price. The justification of this behaviour from the consumer's point of view is that those large multinational companies are known for being full of ethical abuses



themselves. This possibly indicates that more ethical behaviour on the part of businesses might lead to more ethical behaviour on the part of consumers (Vitell, 2015). Therefore, consumers will be interested not only in their own ethical behaviour or experiences but also in the CSR activities being pursued by the companies whose products and services they buy.



2.4 Defining CSR

It is essential to examine and investigate the history of corporate social responsibility in order to understand the concept. Since the 20th century corporate social responsibility has been considered as a fundamental subject of academics, with extensive academic articles being published from the 1950's onwards (Glavas and Kelley, 2014, 168). The origin of the concept of CSR is with the philanthropy, or charitable donations, of organisations around the late 1800s (Sethi, 1977; Van Marrewijk, 2003) and it has been actively evolving in the past several decades (De Bakker, Groenewegen and Den Hond, 2005). Dahlsrud (2008) defined CSR generally as a company's efforts to minimise its negative or harmful effects on society while maximising its positive or beneficial effects. The uniqueness of the concept of CSR is that no company isolates societal issues from the company's responsibility (Matten and Moon, 2005).

Carroll (1979, p. 500) asserted that companies have to fulfil four main responsibilities, encompassing "the economic, legal, ethical and discretionary expectations that society has at a given point of time". Later, Carroll (1991) changed "discretionary" to "philanthropic". Maignan (2001) further explained Carroll's (1979) classification of CSR as the interaction with the economic, legal, ethical and discretionary expectations that a society has of organisations at a given point in time. Firstly, economic responsibility refers to the fact that firms are expected to produce and sell goods and services at a profit; secondly, legal responsibility refers to the expectation for firms to comply with requirements imposed by the legal system; thirdly, ethical responsibility refers to the expectation that companies should endorse the principles of justice and fairness; finally, discretionary refers to the expectation that firms should engage in voluntary actions (Carroll, 1979, p. 500).

Meanwhile, Mohr, Webb and Harris (2001) divided CSR activities into two general categories: the first category includes CSR activities in relation to the various stakeholders of the organisation and the second one is based on the societal marketing concept by Kotler and Armstrong (2013). Moreover, researchers have

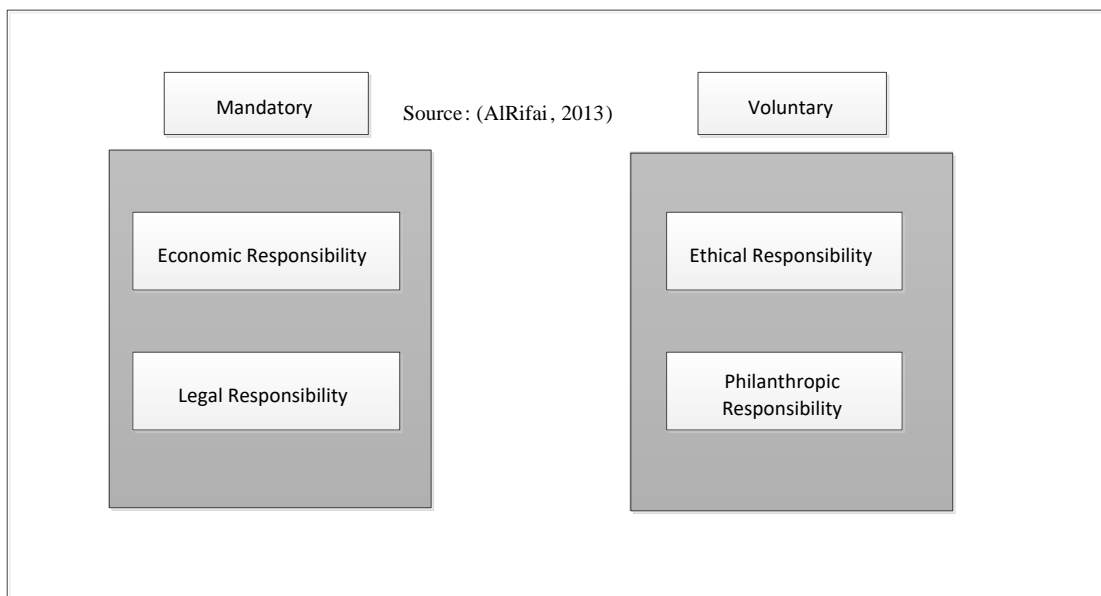
recently begun to include environmental responsibility (e.g. the reduction of CO2 emissions) as an integral part of CSR (Flammer, 2013). Maignan (2001) pointed out that although Carroll's (1991) classification is the most widely accepted model of CSR among management and marketing scholars (Abratt and Sacks, 1988; Aupperle, Carroll and Hatfield, 1985; Lewin, Sakano, Stevens and Victor, 1995; Maignan, 2001; Swanson, 1995; Wartick and Cochran, 1985; Wood, 1991), no attempt has been made to test whether or not this framework appropriately depicts consumers' perceptions of CSR. Therefore, to widen application literature, researchers started to examine the Carroll framework on the consumer responses; e.g. Maignan (2001) empirically examined consumers' perceptions in France, Germany and the United States (US) using Carroll's (1991) CSR framework. The results indicated that US consumers value corporate economic responsibilities more than the French or Germans, who are more concerned with businesses' legal and ethical standards.

More than 10 years after Maignan's (2001) study, and over that decade, consumers' perceptions of CSR's dimensions are likely to have changed, perhaps due to consumers' greater exposure to widely instituted CSR practices in the US corporate world. Further literature has investigated Carroll's framework on consumer responses (e.g. Singh et al., 2007; Pino, Amatulli, Angelis and Peluso, 2016; Ramasamy and Yeung, 2009; Abdeen, Rajah and Gaur, 2016; Abd Rhim et al., 2011; Kolkailah et al., 2012; Aril, Hari and Lasmono, 2010); however, their results were inconsistent because of the different focus of the literature on the CSR dimensions, which leads literature to argue that since the CSR concept has a variety of definitions, the concept of CSR is already comprehensive and complex (Mohr, Webb and Harris, 2001) On one hand, the definitions given by Brown and Dacin (1997), Husted and Allen (2000), Maignan (2001), McWilliams and Siegel (2001), Mohr, Webb and Harris (2001), Robin and Reidenbach (1987) and Sen and Bhattacharya (2001) define CSR as companies' status and activities with respect to pro-social

behaviour, while Handelman and Arnold (1999) focus upon the necessity of companies' legitimacy.

Carroll (1991) describes argues that the four dimensions of CSR should be fulfilled concurrently because society considers the economic and legal aspects as mandatory for companies to implement; the ethical dimension is a predictable dimension and, finally, the philanthropic dimension is desired. Although the ethical and philanthropic dimensions are considered to be predictable and desired dimensions, they have attracted the attention of a significant amount of previous research and are considered as dominant in CSR research for many reasons including the ability of the public to distinguish the behaviour of the company from simple compliance and, likewise, because of the nature of standards of both of them (Matten et al., 2003: 110). Moreover, misbehaviour of a company (Pinkston and Carroll, 1996) brings about ethical and social pressure from governments on such companies (Shum and Yam, 2011) leading to increased consideration being devoted by companies to the ethical dimension, which results in a shift in the focus of research on CSR to philanthropic responsibility (Matten et al., 2003).

Figure 2.1. Corporate social responsibility dimensions, grounded on Carroll's (1991) explanation



From previous scholastic argument towards the CSR definitions, the nature of CSR explains how much a business and society are complementary to each

other; however, the definitions of CSR in general and Carroll's framework of CSR in particular, do not present the philanthropic responsibility of companies as separate from the profit maximisation concept due to the fact that the CSR framework mixes the instrumental and standards of natural judgements. Therefore, the CSR framework has supported companies when adopting their social responsibilities by motivating companies via improving their economic benefits which are expected to be achieved.

Moreover, Ramasamy, Yeng and Au (2010) argue that CSR should not only involve philanthropic responsibilities but also initiatives behind the legal requirements. Conversely, Hemingway and Maclagan (2004) argue that CSR should be voluntary because this may indirectly accept that the firm is already maximising their profit, and adopting ethical and lawful responsibilities in their strategy. Meanwhile, Ramasamy, Yeng and Au (2010) argue that developing countries may not be able to undertake or establish the above aspects because their laws and regulations are relatively weak. Therefore, this research argues that any companies that obey the legal and / or implement ethical aspects in their business are not necessarily considered as socially responsible firms because it is a part of the companies' duty to follow rules and act in an ethical manner in order to achieve their goals. Moreover, this research also argues that if economic benefits are expected from social responsibility activities, as Tian, Wang and Yang (2011) support, the economic and legal dimensions are fundamental to all companies claiming to do CSR. Thus, as this study defines CSR as a 'voluntary responsibility' to contribute to society to show the company commitment through altruistic social activities, this study does not consider the legal, economic and ethical dimensions as part of CSR. In effect, this study treats CSR as a unidimensional concept, reflecting the philanthropy dimension. Indeed, studies (e.g. Pe´rez et al., 2013; Kim and Ham, 2016) argue that studying the philanthropy dimension can develop a deep understanding of CSR and consumer behaviour.

2.5 Theory of planned behaviour

There are a number of various approaches that have been adopted in the literature of consumer decision making, examining the importance of investigating consumer behaviour towards companies. The most popular four theories of consumer behaviours are: consumer decision model (Engel, Kollat and Blackwell, 1968), theory of buying behaviour (Howard and Sheth, 1969), theory of reasoned action (Fishbein, 1963; Fishbein, 1965; Fishbein, 1967; Fishbein and Bertram, 1962) and theory of planned behaviour (Fishbein, 1963; Fishbein, 1965; Fishbein, 1967 and Fishbein and Bertram, 1962).

Understanding the significant determinants of consumer behaviour is the main goal for the majority of academics and practitioners in the social and decision making sciences (Chen, 2008). The theory of planned behaviour is considered to be the theory that can most help researchers to predict the behaviour of the consumer (Chatzoglou and Vraimaki, 2009; Cordano and Frieze, 2000). Moreover, the theory of planned behaviour has been applied to demonstrate a range of environmentally responsible that relate to behaviours. Furthermore, the theory of planned behaviour seeks to address the seeming existence of belief over intentions to predict behaviours (Bray, 2008). Therefore, researchers in ethical consumerism and corporate social responsibility (CSR) have widely applied the theory of planned behaviour in order to demonstrate that the consumer intention to support CSR through purchase behaviour from socially responsible organisations is a function of their beliefs about that organisation's economic, legal, ethical and philanthropic responsibilities (Maignan, 2001; Ramasamy and Yeung, 2009). Accordingly, consumers consider the company's CSR activities when they evaluate a company to buy their products. Moreover, consumers evaluate companies as well as products in terms of CSR, and they are likely to have positive intentions to support the CSR activities; however, they are less likely to express their positive intention as positive behaviour towards the CSR companies. Therefore, the influence of CSR on consumers' purchase behaviour is more complex, in that CSR can affect purchase behaviour directly or indirectly (Bray, 2008).

There are three fundamental sources of the intention in the theory of planned behaviour: firstly, the attitudes of an individual towards their behaviour,

secondly, the perception of social pressure (or subjective norms) and thirdly whether people perceive it as an easy or difficult thing to do (or perceived control). The above relationship has been examined and confirmed by several previous studies on organic food consumption by Chen (2007). Moreover, the recent systematic literature review concluded that organic purchases are in combination with perceived behavioural control. Intentions are in turn influenced by the attitudes (personal and subjective), norms and (perceived) behavioural control (Aertsens et al., 2009).

The theory of planned behaviour (TPB) focuses mostly on the volitional process of determining how behavioural intentions are transformed into actual behaviour and in turn neglects the motivational processes that determine the formation of a behavioural intention (Conner and Armitage, 1998). You need a different word instead of “while”, e.g. In addition, literature has attempted to investigate the importance of trust for consumers in order to motivate them to act in a green manner and has identified that lack of trust makes consumers discount any claimed credence quality and therefore reduces their motivation to act greenly. Furthermore, Nuttavuthisit and Thøgersen, (2017) confirmed and conclude that consumers who mistrust the tools that are available in the market place to help them act on green intentions, especially labels and certifications, in practice lack such tools and thereby the ability to act effectively.

Nevertheless, with regard to the considerable gap between the intention of consumers to make purchases of organic food and their actual buying behaviour (e.g. Aschemann-Witzel and Niebuhr Aagaard, 2014; Henningsson et al., 2014; Thøgersen, 2009), fewer (or several) studies have investigated and applied the theory of planned behaviour and their results confirmed a direct influence of perceived control on behaviour, after controlling for buying intentions (Aertsens et al., 2009; Thøgersen, 2009). As such a direct effect is assumed to have occurred when the behaviour is difficult and the perceived control reflects what Ajzen (1991) calls “actual control”. There are many obstacles when buying organic food, and they vary geographically (Thøgersen, 2010), but among the most important ones are limited availability (Lea and Worsley, 2005), organic products not being sufficiently salient in


the store and high premium prices charged for organic food (Aschemann-Witzel and Niebuhr Aagaard, 2014).

Moreover, since the relationship between intention and behaviour can be explained by the theory of planned behaviour, developed by Fishbein and Ajzen (1974, 1975) and Ajzen and Fishbein (2005), the studies above attempted to investigate this gap by focusing on the environmental issues of organic food and green market. However, it is still unclear, due to the fact that the focus was on the decision making process of the attitude behavioural gap, and neglected the motivational process of the decision making. The theory of planned behaviour assumes that intention is the immediate antecedent of actual behaviour and that intention, in turn, is influenced by attitude towards the behaviour. Therefore, this research adopted the perception of this theory and built the current research's framework by proposing that the beliefs of the corporate social responsibility attitudes, referring to the philanthropic activities, are more likely to achieve positive consumer attitudes; moreover trust is the key driver of this relationship. Nevertheless, the attitude towards the behaviour is a function of underlying behavioural beliefs.

Behavioural beliefs are an individual's beliefs about consequences of particular behaviour. These beliefs may follow from an individual's religiosity and ethics. Thus, highlighting the potential of the individual behavioural ethics / beliefs is considered to be one of the related factors that may influence executives' attitudes and contribution to CSR, an important condition to predict behaviour.

2.6 The Hunt-Vitell theory of consumer ethics

There are three major comprehensive theoretical models of the decision making process involving ethical issues in business (Ferrell and Gresham, 1985; Hunt and Vitell, 1986; Trevino, 1986). There are resemblances between the three models, e.g. each model suggests a triggering factor which initiates the ethical decision making process and each of these factors considers the behaviour as the outcome of the decision making process. Moreover, each of the models emphasise the significance of the antecedent factors in the decision making process.



In spite of these similarities, on the other hand, there are some importance differences between the models. The Trevino model and the FerrelGresham model demonstrate individual decision making as a single factor leading to behaviour, while the Hunt-Vitell model demonstrates the individual decision making process, presenting the various philosophical theories deontological and teleological that explain a decision maker's ethical judgement. This study attempts to adopt the Hunt-Vitell model because firstly, it is considered to be the only one that can be adapted to the individual contexts such as consumer behaviour (Vitell, 2006), and secondly, according to Vitell (2003) the Hunt-Vitell model is the most appropriate theoretical model for testing research questions involving consumer ethics.

The Hunt-Vitell model is about the individual decision maker's perception of an ethical problem in that a situation is followed by the perception of various possible alternatives that might be used to resolve the problem. The ethical judgement refers to a person's assessment of the appropriateness of a behaviour regarding the extent to which one believes in a certain alternative (Vitell, Singhapakdi and Thomas, 2002). It is a reflection of the perceived right or wrong inherent in an action or choice. Ethical judgement is assessed by presenting individuals with an ethical dilemma or an ethical, questionable act and asking them to indicate the acceptability or degree of wrong associated with this behaviour (Mudrack and Mason, 2013).

Muncy and Vitell (1992) and Vitell and Muncy (1992) were among the first to examine personal ethics and ethical judgement in a consumption context. Their research found that the degree to which consumption behaviour is considered to be ethical is dependent on whether the consumer is actively engaged in the said behaviour (rather than being a passive participant), whether the action is illegal and whether there is any harm done to another party (i.e. the seller). Their findings suggest that actively benefiting from illegal activities is perceived to be the most unethical, followed by passively benefiting from illegal activities. Engaging in deceptive, albeit legal activities is judged to be more acceptable, while engaging in behaviours thought to cause no harm to the seller is perceived to be the least wrong among all unethical behaviours (Vitell, 2003). Many studies have attempted to explain these variations in

ethical judgement by identifying factors that motivate consumer ethical beliefs, for example, guilt and pride in adolescents.

Consistent with the theory of planned behaviour model by Fishbein and Ajzen (1975), the Hunt-Vitell ethics theory proposes that ethical judgement influences behaviour via the intervening variables of intentions. Moreover the Hunt-Vitell model asserts that ethical judgement sometimes differs from intention, that is, although an individual may perceive a particular alternative as the most ethical, and that person may intend to choose another alternative as the most ethical, the person may choose another alternative because of certain ethical beliefs that the individual preferred as a result of choosing another alternative (Jones, 1991). According to the theory of planned behaviour and H-V theory, individual beliefs are considered to be more likely to affect consumer attitudes; therefore, this study attempts to integrate the CSR model with consumer ethics to investigate its impact on consumer attitudes.

2.7 Outcome of corporate social responsibility (CSR)

As CSR has become a part of the business paradigm, academic researchers have examined various perspectives related to CSR. Therefore, a number of studies demonstrate that CSR has an impact on internal organisational outcome, and on external consumer responses. Although many studies find positive effects of CSR on consumer responses such as customer commitment and general company evaluations, satisfaction, loyalty and consumer attitudes (Lacey and Kennett-Hensel, 2010; Sen and Bhattacharya, 2001), CSR, however, also has a dark side, due to the fact that CSR may have a negative influence on the evaluation of luxury brands or of products in certain product categories (e.g. Luchs et al., 2010).

The influence of CSR mainly depends on both the corporate characteristics and their strategies. For example, Du et al. (2011) emphasised that the market challenger has more opportunity to gain benefits from implementing CSR than the market leaders. These countervailing effects might explain why many studies find

no significant effect of CSR on firm performance (Kang et al., 2016). Therefore, the characteristics of the corporate become critical differentiators amongst firms that can

successfully engage in CSR and those that can at best expect no effect from their CSR efforts.

Nevertheless, more studies conducted on the influences of CSR on corporate marketing outcomes, such as those by Plewa, Conduit, Quester and Johnson (2014) and Orlitzky et al. (2003) argued that greater financial performance is delivered through CSR, primarily due to reputational effects. Studies (including Beurden and Gossling, 2008 and Orlitzky et al., 2003) have examined the relationship between CSR and financial performance, showing that CSR can improve the relationship between a company and its stakeholders. Lai et al. (2010) emphasise that CSR improves financial performance from the cost and revenue point of view, and creates improved relationships, leading not only to new investment opportunities but also to new stakeholders, including consumers and employees (Barnett, 2008). Moreover, companies tend to implement CSR activities as a source of competitive advantage and as a way to enhance corporate performance in terms of number of consumers (Hsu, 2012; Porter and Kramer, 2006).

In addition to the organisation's outcome, other studies highlight the impact of CSR on consumer responses. Bhattacharya and Sen (2004) explain that the effect of CSR initiatives on consumer awareness and attitudes, which are 'internal' outcomes, is significantly greater than their effect on outcomes 'external' to the consumer, such as purchase behaviour. Socially responsible companies are distinguished from their competitors and, thus, socially responsible actions positively affect consumer attitudes towards the company, and enhance consumer satisfaction (Pivato et al., 2008). Moreover, consumer research has shown that effective CSR improves brand differentiation (McWilliams and Siegel, 2001), brand equity (Hoeffler et al., 2010; Hsu, 2012), competitive advantage (Porter and Kramer, 2002), consumer attitudes, purchase intention, loyalty (Marin et al., 2009; Maignan and Ferrell, 2001), consumer awareness of CSR (Pant, 2017), customer satisfaction (Luo and Bhattacharya,

2006, 2009; Mohr and Webb, 2005) and customer donations (Lichtenstein et al., 2004). This shows that consumers consider CSR when making purchases. The impact of CSR on consumer purchase intentions is more comprehensive, however, due to the indirect effect of CSR on purchase intention

when the corporate context for purchase intention is created. It has a direct effect when CSR convinces customers of companies' positive social behaviour (Mohr and Webb, 2005; Sen and Bhattacharya, 2001).

2.7.1 Impact of multi-dimensional CSR concept on consumer responses

Although many studies report positive effects of CSR on customer attitudes, recent studies, however, have emphasised that the effectiveness of CSR critically varies among consumers, brands and companies. Consumer behaviour studies are based on cognitive paradigms and assess the consequences of the various stages of the consumer decision making process: need for recognition, information search, evaluation of alternative purchases and post-purchase behaviour. In most studies, only a few aspects of CSR activities are addressed, which gives a narrow view of consumer responses to CSR. These stages of decision making can be explained in the context of CSR as follows; investigating the impact of CSR separately on consumer attitudes will foster an improved understanding of its influence. The reason for this increasing interest in CSR is its significant influence on consumer responses and the fact that it has led to customers demanding more from companies than simply quality products at lower prices (Bhattacharya and Sen, 2004).

As prior literature in this research mentioned earlier, previous research about the impact of CSR on consumers' responses has not reached the same conclusion. Academics such as Barone *et al.* (2000) and Sen and Bhattacharya (2001) found that consumers will pay more for the products produced by corporates which have carried out social responsibilities and pay less for those produced by corporates which have not carried out social responsibilities, while Creyer and Ross (1996) believed that people will punish unethical behaviour but not necessarily in return for ethical behaviour. As a

result, the relationship between CSR and consumer responses is not simple but is comprehensive (Deng, 2012). Pelozo and Shang (2011) review the literature about the relationship of CSR and consumer responses, concluding that the relationship between them is not simply directive, which means that there are some variables that may play a role in order to achieve the indirect relationship between

CSR and consumer responses. Therefore, this has motivated this study to identify factors to enhance the influence of CSR on consumer attitudes.

Brown and Dacin (1997) examined the effects of corporate business behaviours on consumers' overall evaluations of various products by using two corporate activities: corporate charity and community involvement. Both activities are elements of the philanthropic dimension based on Carroll's (1979) classification. According to Brown and Dacin (1997), who focused on the philanthropic perspective from the CSR concept, irresponsible corporate behaviour can negatively affect overall evaluations of products, while responsible behaviours can enhance evaluations. In another experimental study, Handelman and Arnold (1999) investigated consumers' support for business organisations by considering three types of corporate social commitments: family, community and the nation. Still, the Handelman and Arnold (1999) study provided no clear conclusion for understanding consumers' responses to an organisation generally considered to be socially responsible. Later, Dawkins and Lewis (2003) revealed that consumers tend to pay closer attention to three CSR factors: treatment of employees, community involvement and ethical and environmental issues. Recently, Bolton and Mattila (2015) tried to show how CSR affects consumer response to service failure in the buyer–seller relationship. Their study operationalises CSR via corporate philanthropy (study 1) and sustainability initiatives (study 2). Their results identified that CSR improves satisfaction and loyalty intentions when the company's motive is society-serving and aligns with communal norms of care and concern for others held by consumers.

With regard to the four dimensions of Carroll's (1991) CSR model, Aupperle et al. (1985) and Maignan (2001) revealed that not all four dimensions have

equal importance among consumers. Specifically, the economic CSR dimension appears to have a negative relationship with the other three dimensions (i.e. legal, ethical and philanthropic). Aupperle et al. (1985), in addition, argued that a lack of evidence makes it very difficult to claim that socially responsible organisations are more profitable than other firms and / or are achieving the most positive consumer attitudes. According to Maignan (2001), both French and German consumers rated the economic dimension as the least important CSR dimension while US consumers rated

economic and legal duties as the top two corporate responsibilities. Podnar and Golob (2007) later investigated consumers' willingness to support businesses' socially responsible behaviours based on Carroll's (1979) CSR classification. Podnar and Golob (2007) collapsed the ethical and philanthropic dimensions into a single dimension based on exploratory factor analysis (EFA), and results indicated that the ethical / philanthropy dimension has a positive effect on consumers' support for CSR, while the economic and legal dimensions have insignificant effects.

Liu, Wong, Shi, Chu and Brock (2014) found performance in each of three CSR domains (i.e. environmental, society societal?? and stakeholders) positively impacts consumers' brand loyalty. In addition, perceived brand quality was found to be a mediator of the relationship between them. Andreu, Casado-Diaz and Mattila (2015) examined consumers' reactions to two types of CSR initiatives (environment-related and employee-based) using two types of message appeals (emotional and rational) in the context of restaurants and banks. Their study found that effects on consumers' perceptions of firms' motives to engage in CSR are significant in both service types (i.e. restaurants and banks); in addition, rationale appeals more effectively communicate environment-related CSR initiatives, while emotional appeals more effectively communicate employee-based CSR initiatives. Inspired by the previous literature, another study conducted by Xiao, Heo and Lee (2015) examined the relationship between consumers' perceptions using Carroll's (1979) four CSR dimensions, and consumers' overall support for CSR. The study hypothesised that philanthropic and ethical dimensions have a positive effect on consumers' support for CSR as generally suggested by the past literature (Aupperle et

al., 1985; Maignan, 2001; Podnar and Golob, 2007), while the economic dimension has an insignificant effect based on the findings of Podnar and Golob (2007). Furthermore, Xiao, Heo and Lee (2015) hypothesised that the legal dimension has a positive effect on consumers' support for CSR which is inconsistent with what Podnar and Golob (2007) found.

Despite such corporate efforts and expanding literature exploring consumers' response to CSR, it remains unclear how consumers perceive CSR (Oberseder et al., 2014). Brown and Dacin (1997) found that CSR behaviour can

positively influence consumers' evaluation for products through influencing consumers' evaluation for corporates; Salmones et al. (2005) studied CSR in the telecommunication service industry, by focusing on ethical, legal and philanthropic concepts of CSR. The results revealed a significant effect on consumers' general evaluation and in turn, affected consumers' loyalty. Romani et al. (2013) conducted a field experiment which found that that CSR has an effect on consumers' intentions to (1) say positive things about the company and (2) participate in advocacy actions benefiting the company. The results showed that CSR initiatives positively influence consumer behaviour through multiple paths based on company evaluation and consumer-company identification. Higher levels of CSR investments are linked to better outcomes both because consumers develop a more positive company evaluation and because they identify more strongly with the company. Moreover, they found that CSR does in fact create feelings of gratitude in consumers, yet we found that this occurs to the degree that consumers hold altruistic values of benevolence, universalism and community.

Furthermore, since CSR still has inconsistent results on its influences on consumer responses, Deng and Xu (2017) attempt to explore the mechanism of consumer responses to corporate social responsibility (CSR) by focusing on environmental and societal concepts. The results revealed that CSR has a direct, positive relationship on consumer responses (purchase intention, recommended intention and loyalty). However, the degree of impact on these three dimensions is different; purchase

intention is the highest and loyalty is lowest. In addition, the consumer company identification does not have the potential to achieve the indirect relationship between CSR and loyalty. Singh et al. (2007) focused on analysing the degree of interest aroused in consumers through information regarding three different dimensions of CSR: commercial, ethical and social. The results show that the information on ethical issues is not important to consumers because such behaviour is less visible and, therefore, generates less interest with the consumers. In terms of social issues, consumers do not place significant importance on this as they are less knowledgeable about or less exposed to ethical issues. Conversely, this may occur because some consumers are more socially aware.



Pino, Amatulli, Angelis and Peluso (2016) investigated whether consumer perceptions regarding companies' philanthropic and legal responsibilities affect their attitudes and intentions more positively than perceptions regarding their economic and ethical responsibilities. Their study examines companies in Italy and so cannot be fully extrapolated in order to be made relevant to other countries; these previously unexplored effects, however, suggest that companies with different domains of CSR may affect consumer attitudes and intentions in different ways. Another study focusing on Carroll's dimensions conducted by Ramasamy and Yeung (2009) evaluates the importance of economic, legal, ethical and philanthropic concerns for consumers. The results show that philanthropic efforts are not alone sufficient for a company to affect consumer perceptions positively, and while economic measures can be highlighted as good CSR practice, the ethical aspect needs more urgent attention in order to influence consumer attention positively. For instance, consumers may indicate that they are willing to pay more for goods and services produced by firms with visible CSR; whether they will behave in such a manner in practice remains doubtful.

Further research by Abdeen, Rajah and Gaur (2016) has produced different results from the above studies, as they investigated the relationship between economic, legal, ethical and philanthropic CSR concerns, and the combined effects of these on consumer intentions and purchase behaviour, finding that only ethical beliefs have a direct relationship on purchase behaviour and supporting that intention is fully

mediated in the relationship between ethical philanthropy, the law and purchase behaviour. They also found that economic responsibility does not influence consumer support intentions, suggesting that consumers do not perceive profit maximisation or employment opportunities as a social responsibility for businesses. Conversely, these results differ from results obtained in the USA, China and Hong Kong, where consumers prioritise economic responsibility and expect companies to fulfil their economic obligations prior to meeting other social responsibilities (Abd Rhim et al., 2011; Kolkailah et al., 2012). Another study conducted by Aril, Hari and Lasmono (2010) proposed that when consumers are seeking to buy similar products with the same price and quality, CSR could be the deciding factor. They found that respondents could only distinguish between companies' levels of economic

responsibility; the second most important factor was philanthropy, followed by ethical and finally, legal responsibilities. Consumers were unwilling to express support for CSR by buying or intending to buy from companies that implement CSR, however, which is indicative, overall, of consumer uncertainty towards CSR practices.

The existing literature, then, focuses on consumer perceptions of CSR as a multidimensional phenomenon from economic, environmental, philanthropic, ethical and legal concepts and on the influences on consumer responses e.g. consumer attitude, consumer evaluations, consumer loyalty and consumer purchase intention, showing the limitations in CSR's influence over consumer intention and behaviour. The current multidimensional approaches also highlight limitations because these studies are based on different theories and social approaches to explain the dimensions of the CSR construct which presents a lack of consensus among the results, themselves caused by a disproportionate focus on the separate dimensions of CSR and the different interests of consumers regarding the CSR activities, emphasising the importance of this study in investigating the impact of single CSR initiatives on consumer attitudes.

2.7.2 Impact unidimensional CSR on consumer responses

Studies focusing on unidimensional CSR such as cause-related marketing, sponsorship and philanthropy and / or environmental issues as CSR initiatives (Brown

and Dacin, 1997; He and Li, 2011; Klein and Dawar, 2004; Lii and Lee, 2012; Marin et al., 2009) have conducted experiments to demonstrate that companies involved in CSR have a positive influence on brand attitudes, corporate reputation and product evaluation, and they have discovered that contributors exposed to the CSR initiative that utilised a philanthropic campaign had significantly more favourable attitudinal evaluations of that company compared to those participants who were exposed to any other CSR initiative.

A study conducted by Olsen, Cudmore and Hill (2006) shows that social initiatives regarded as ‘philanthropy’ aimed at influencing consumers and differentiating product offerings have become quite common. Moreover, Williams and Barrett (2000) conducted a study on corporate philanthropy to enhance the



corporate reputation among stakeholders, including general consumers. Brammer and Millington (2005), Godfrey (2005) and Williams and Barrett (2000) argue that corporate philanthropy plays an important role in increasing corporate reputation. Therefore, most researchers of corporate philanthropy are of the collective opinion that when a corporation is formed by its stakeholders, a positive reputation is expected to contribute significantly to long-run corporate financial performance by enhancing perceived product quality among consumers, raising employee productivity, improving employee retention or recruitment and increasing the firm’s value (Brammer and Millington, 2005).

Brown and Dacin (1997) investigated the impact of a CSR ‘donation’ on the general assessment of the company and the product productivity of the company. Brown and Dacin (1997) measured CSR by focusing specifically on a donation made by the company to a worthy cause and the company’s involvement in the community, to which concern for the environment was added in a second study. Handelmann and Arnold (1999) consider the CSR concept as being how much the company commits to the community or any action within the social dimension. Meanwhile other research has focused on CSR as an ethical concept, such as Creyer and Ross’s (1997) study of a primary school which attempts to measure how the parents of the students react to ethical / non-ethical behaviour.

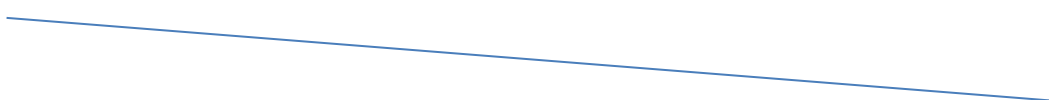
While a study conducted by Sen et al. (2006) examined the impact of CSR from the philanthropy concept on consumers who have the potential to be joined with a firm in multiple ways, it specifically investigated whether and how awareness of a firm's CSR initiative affected both consumers' overall beliefs and attitudes towards the firm as well as their intentions to consume its products and buy its stock. The results asserted that individuals who were aware of the CSR initiative in this study had more positive company-related associations, displayed greater organisational identification with the company and indicated a greater intent to purchase products, seek employment and invest in the company than respondents who were unaware of the initiative.

CSR activity has the potential to increase not only CSR associations, attitudes and identification but also the intent of stakeholders 'consumers' to commit



personal resources (e.g. money, labour etc.) to the benefit of the company. More investigation on the influences of philanthropy on consumer responses was conducted by López (2017) which provided a deeper understanding of the fact that the consumers' information processing and congruence only has a significant role when consumers show low levels of scepticism towards that CSR philanthropic activity. On the contrary, when consumers are moderately to highly sceptical, congruence does not lead to higher CSR associations. In addition, the effect of congruence on the CSR campaign and the company's core business on purchase intention and recommendation is partially and fully, respectively, mediated through the subject's CSR associations.

Tian et al. (2011) explored the link between ethical, philanthropic responsibility and consumer corporate evaluation. Meanwhile, Sen and Bhattacharya (2001) found that the philanthropy issue significantly influences product association. The above studies recognise that consumers have become aware of CSR information but with manipulation by researchers. Therefore, experiments in this area do not give a real reaction of consumers. Moreover, a study conducted by Singh et al. (2008) focusing on three dimensions of CSR - ethical, economic and social issue



‘philanthropy’- identified that social issue ‘philanthropy’ is the dimension that has a significant influence in order to create company image, unlike the ethical and commercial issues. Therefore, previous studies motivate the current study to argue that CSR is more about how companies are really involved in the voluntary and social and community issues.

Therefore, previous research in philanthropic responsibilities has mainly focused on the direct relationship between philanthropic activities with ‘internal outcomes’ such as corporate reputation, company image, product evaluation and product association (Brammer and Millington, 2005; Godfrey, 2005; Williams and Barrett, 2000; Becker-Olsen et al., 2006; Berens et al., 2005; Carrigan and Attalla, 2001). Certainly, ‘internal outcomes’, for example, corporate reputation and / or brand attitude is an important construct related to corporate performance. However, verifying the relationship between philanthropic activities and consumer attitudes is revealing, to say the least. Also, most of the previous literature has conducted an experiment which allows the researcher to manipulate the atmosphere of the



respondents, which leads to answers which are not natural. Therefore, this research argues that corporate philanthropy has an impact on external outcomes, such as consumers, leading this study to investigate the relationship between corporate philanthropy and consumer attitudes in a real purchasing atmosphere in order to gain more accurate responses according to philanthropic activities. Furthermore, studies, for example Sen et al. (2006) and López (2017), that focused on philanthropy and consumer responses, revealed that only consumers who are aware of the philanthropic activities, when they show low levels of scepticism toward that CSR philanthropy activity, indicate a greater intention towards the brand. The focus of the consumer response in studies that focused on philanthropy from the CSR concept was on the intention, which shows the limitation of the philanthropy’s shaping of influences on consumer responses.



2.8 Brand trust

2.8.1 Brand trust definition

An essential aim of marketing is to create a strong connection between the consumer and the brand (Hiscock, 2001). Delgado-Ballester, et al. (2003) also assert that trust is the most important and desired concept within a relationship, and so is considered the essential quality for a brand to possess. Brand trust can be regarded as consumers' willingness to have confidence in the ability of the brand to fulfil its intended function; this reduces the doubt in a situation where consumers are unsure, thereby allowing them to have confidence in the brand (Chaudhuri and Holbrook, 2001). Brand trust is an essential factor in ensuring that consumers are reliable in their purchasing habits and that their belief in the brand is matched by the product or service. The current research builds on the work of Delgado-Ballester et al. (2003), who treat brand trust as a multidimensional concept because it provides an in-depth understanding of consumer beliefs and intentions towards the brand. They define brand trust as 'the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer'. Furthermore, they suggest that trust is a combination of two distinct factors: 'brand reliability and brand intentions'.

Brand reliability is defined as a consumer's belief that the brand will satisfy their needs, whereas *brand intentions* is defined as a consumer's belief that



brand actions and behaviour are motivated by positive intentions towards consumer interest and welfare (Chaudhuri and Holbrook, 2001; Erdem and Swait, 2004; Ranaweera and Prabhu, 2003; Willmott, 2003). Therefore, this study adopts a multidimensional construct, assuming that brand trust is achieved when the consumer believes that the brand achieves consumer demand and also when they believe in the action of the brand.

2.8.2 Impact of CSR on brand trust

Trust is a fundamental constituent in building and maintaining a long-term relationship between customers and the company (Morgan and Hunt, 1994). Trust is a critical predictor for positive outcomes of marketing and branding such as loyalty,

consumer retention and purchase intention (Chaudhuri and Holbrook, 2001; Erdem and Swait, 2004; Ranaweera and Prabhu, 2003; Willmott, 2003). An important outcome of reliable behaviour by firms, such as CSR, builds trust which can indirectly raise consumer loyalty (Willmott, 2003). It has long been argued that trust is a mediator of consumer-company relationships (Esch et al., 2006; Fournier and Yao, 1997; Morgan and Hun, 1994). Alcaniz et al. (2010) identify that trust plays a mediating role in affecting consumers' opinions regarding a company's altruistic motives in their CSR efforts. Chen and Chang (2013) have found that consumer perceptions of 'greenwashing' negatively impacts trust in the environmental attributes of products, while Pivato et al. (2008) found that trust plays an important mediating role in converting CSR into positive consumer loyalty. Therefore, consumers have broadly positive attitudes towards CSR-active companies if they are ethically motivated themselves, which leads them to believe that CSR-active companies meet their needs.

Hustvedt's (2014) study investigates the perception of CSR, brand trust and attitudes towards the brand; the results of the study support Singh et al. (2012), who believe that production, labour condition and trying to be socially responsible by contributing to the local community assist the company to play a significant role in building trust and, in turn, creating intentions for customers to purchase. Moreover, Hustvedt (2014) extends the Fishbein and Ajzen (1975) theory of attitude behavioural intention by involving CSR, trust and transparency with

attitude as valid predictors of behavioural intention. Therefore, Hustvedt (2014) achieves significant understanding of the theory of attitude behavioural intention because there has been limited exploration of the purchase intention in the theory of the attitude-behavioural intention model in social responsibility which was limited to the exploration of purchase intentions (Hyllegard et al., 2012; Yan et al., 2010).

While a study conducted by Kim (2017) attempted to explain the process of effective CSR communication by surveying US consumers, to identify which aspect of CSR leads to a positive outcome and whether trust is an essential variable to derive positive perception of the corporate reputation, the results identified that consumers built trust towards the CSR companies which led to the positive perception

of the corporate reputation, due to the consumers having enough knowledge about the CSR communication aspects that companies integrated into their strategies, and since CSR activities are meeting the consumers' expectations, consumers positively built up trust. The study focused on the positive corporate reputation and positive trust that can be achieved by the CSR activities that meet consumer expectations (Kim, 2017). Fatma and Rahman (2016) investigated how CSR affects consumer responses by focusing on consumer intention in the banking sector to explore the mediating role of trust. The results demonstrated that in order to understand consumer intention towards CSR, companies need to pay attention to not only the external outcomes such as purchase intention but also the internal outcomes such as trust and consumer awareness identified as an essential factor to achieve the positive intention towards the companies' CSR initiatives.

2.8.3 Impact of ethical behaviour on brand trust

According to Fan (2005), a socially responsible brand promotes the welfare of society, and has certain characteristics such as honesty, integrity, diversity, responsibility, quality, respect and accountability, which generate trust. Moreover, there is a need to explore the fact that consumers who behave ethically tend to build brand trust (Castaldo et al., 2009). According to Maxfield (2008), consumers, along with most of the brand's stakeholders, are more demanding, as they expect brands to reflect their ethical concerns.



Studies such as D'Souza et al. (2007), MacKenzie (1991), Peattie (1995) and Schlegelmilch et al. (1996), emphasised that consumers tend to be sceptical and do not trust green product claims involving organic food (Aarset et al., 2004; Bech-Larsen and Grunert, 2001; Janssen and Hamm, 2012; Vermeir and Verbeke, 2006). Due to the fact that the majority of consumers do not have the technical expertise and other resources to control the basic requirements distinguishing organic food, especially the absence of chemical components in food production, organic is a credence quality, and therefore trust in the product's integrity is essential for consumers to buy it (Daugbjerg et al., 2014).



Moreover, literature such as Janssen and Hamm (2012), Noblet and Teisl (2015) and Thøgersen (2002) identified that green consumers trust the eco-labels products when certified by a third party and especially when certified by a public authority. Hansen and Kull (1994) and Thøgersen (2000) proved that green consumers will use an eco-label (as intended) only if they trust it. Furthermore, it is no wonder that consumer trust has been singled out as an essential prerequisite for establishing a market for organic food products (Bech-Larsen and Grunert, 2001; Daugbjerg et al., 2014; Naspetti and Zanolli, 2009). However, there is still limited empirical research on the importance of trust for consumers' purchases since the previous literature was focussed on the green consumers and eco-labelled products and organic foods (Aertsens et al., 2009; Schneider et al., 2009). In order to make the consumer trust the organic food, consumers need to believe that the product has benefits and in addition trust that the food being bought and consumed is really coming from the organic supply chain (Daugbjerg et al., 2014).

Daugbjerg and Sønderskov's (2012) research found a significant difference in consumer trust in organic labels across countries. Also Janssen and Hamm (2012) proved that across six European countries there were significant differences in consumers' willingness to pay for organic food depending on how well known the organic logos were and how strict their standards and control systems were perceived to be. Other sources of consumer trust include a producer, a farmer, a retail chain and an owner of an organic food shop (Essoussi and Zahaf, 2009; Janssen and Hamm, 2011; Naspetti and Zanolli, 2009; Padel and Foster, 2005). For example, a study found that Italian consumers' trust in and purchase of organic food depended on



their perception of the retailer's general social performance (Pivato et al., 2008). Therefore, consumers consider the social responsibilities activities of the organic food companies in order to trust and buy the products.

More studies adopted the theory of planned behaviour in order to explore the importance of trust as an important determinate of consumer choice; for example, Soyez et al. (2012) employed a study in three industrialised (US, Canada and Germany) and two transition countries (Russia and Ukraine), to investigate the

comprehensive behaviour–theoretical framework, Ajzen’s (1991) Theory of Planned Behaviour (TPB). The study found that personal attitudes towards organic food and social norms were important drivers of organic food consumption across the five countries, whereas trust in organic labels influenced the intentions and/or behaviour in some of the countries (e.g. trust influenced buying intentions in Germany and Ukraine and buying behaviour in Germany). The study focused on measuring trust as a single item, as a single item instrument it is more sensitive to measurement error than a multiple-item instrument (Nunnally, 1978), and it is not able to reflect multiple dimensions of a concept.

Since Pivato et al. (2008) asserted that consumers are more likely to choose organic food if the company is socially responsible, however, studies in trust that have focused on green labelled products and organic food, identified that consumers who are ethically responsible, if they found that labelled products and organic food are actually benefiting the consumers, are more likely to trust the companies. However, the relationship between ethical consumers and trust is limited since the focus of the prior studies mostly on the organic food. Moreover, since Park (2014) showed that CSR activities build consumer trust in a company which, in turn, positively impacts corporate reputation and brand equity if consumers, themselves, are socially responsible and / or ethically minded, therefore, consumer ethics would be likely to build trust towards the CSR-active companies. Furthermore, Park et al. (2014) suggested, meanwhile, that trust is a critical variable in the relationship between CSR and corporate reputation if consumers have similar expectations of a company's socially responsible activities. Therefore, in order to achieve or support CSR by consumers do you mean “in order to achieve support for CSR from consumers”, it is likely that consumer ethics need to exist to build brand trust.



However, no study has empirically examined, explicitly, the relationship between consumer ethics and brand trust. Hence, this study argues that consumer ethics is an important factor to achieve positive brand trust towards the CSR retailer.

2.8.4 Impact of brand trust on consumer attitudes

It is worth mentioning here, that previous studies have investigated the effect of CSR on behavioural outcomes such as satisfaction and brand effect (e.g. Hsu, 2012). Researchers have found that brand trust, as an essential factor in promoting cooperation within organisations, leads to improved behavioural and performance outcomes (Dirks and Ferrin, 2001; Kramer, 1999) and maintenance of long-term employee-customer relationships (Berry, 1995). Woodman and Sherwood (1980) suggest that a high level of brand trust leads to better team processes and performance from both companies and consumers. Most of the above literature, however, focuses on how brand trust influences corporate marketing outcomes, such as corporate reputation, brand equity, purchase intention and brand loyalty, and so it is necessary to investigate the influence of brand trust on ‘consumer affective and consumer behavioural’ attitudes. It is also noted by Chathoth et al. (2011) and Lee, Song, Lee, Lee and Benhard (2013) that relatively little of this research work on brand trust has been applied to the retail sector. This is due to the fact that brand trust is cognitive in nature while consumer attitudes in this research are a combination of feelings and behavioural factors.

Pant (2017) attempted to address the intention behavioural gap, by examining the key antecedent in consumer responses to CSR to determine a link between CSR activity and consumer reactions to it. The results identified that variables such as trust, customer awareness and perceived CSR will influence the buying pattern of individuals which can turn out to be crucial in the dynamic market. The study examines whether awareness is expected to have a positive correlation with customers purchase intention like that which has previously been found in developed countries. More specifically, it is expected that consumers with a high level of awareness about CSR activities have a positive association with purchase intention. On the other hand the study supposed to emphasise the role of trust as an influencing



factor between perceived CSR and purchase intention as it was conducted in China by Tian et al. (2008). This suggests that if consumers can have a trusting relationship with a specific firm, they reward the consumer with positive perceptions which eventually results in increased purchasing of products,



According to Chaudhuri and Holbrook (2001), brand trust was found to be directly connected to both attitudinal loyalty and purchase loyalty and therefore, indirectly associated with an increase in market share and relative price. This is as a result of an increase in repeat purchases and a greater chance of consumers recommending the brand, which is also in line with Becerra and Badrinarayanan (2013), who found that brand trust impacts positively not only on purchase intentions, but also on referral intentions. Similarly, Kang and Hustvedt (2014) found that trust is one of the strongest factors influencing consumers in their purchase processes and intent to spread positive or negative word of mouth, especially in relation to CSR practice. Moreover, the significance of brand trust has also been found to extend to online behavioural intention in affecting online purchase intention (Becerra and Korgaonkar, 2011, p. 947). The above studies show that there is a relationship between brand trust and consumer response such as attitudinal loyalty, purchase loyalty and purchase intention.

Moreover, companies need to inspire trust among stakeholders, especially consumers, who act positively towards a company based on their beliefs and knowledge about the company (Park et al., 2014). Furthermore, De Pelsmacker and Janssens (2007) conclude that consumer attitudes towards trust issues (scepticism and concern) have substantial and significant effects on product likeability and buying behaviour. In the context of cafes, Murphy and Jenner-Leuthart (2011) report that consumers with greater objective knowledge about what fair trade signifies care more about purchasing fair trade coffee at their cafe. In the same vein, Wright and Heaton (2006) argue that increasing fair trade product awareness, branding (differentiating fair trade products from other products and communicating their benefits) and developing knowledge about the concept of fair trade would increase consumer commitment and positive attitudes towards the brand.


2.9 Consumer attitudes

2.9.1 Consumer attitudes definitions

Consumer attitude is considered to be the most significant construct in social psychology, and is key to the explanation of consumer behaviour in general, and socially responsible behaviour, in particular (Gawronki, 2007); this has also been asserted by Assael (1999) and Longenecker et al. (2005). This is notwithstanding predictions of buying behaviour (Stanton et al., 2004). Studies suggest that attitudes are a multidimensional concept. Therefore, the current study adopts two components (affective and behavioural) in order to measure consumer attitudes. The affective component concerns feelings or emotional reactions to an object. This research provides a richer understanding through investigation of attitudes, and observes that marketers are increasingly turning their attention to the affective or 'feeling' component of attitudes in order to understand attitudes other than those based solely on cognitive components. Evidently, affective reactions to a specific product or benefit can vary between situations and individuals. This study focuses on the reaction of individual consumers towards the retail sector. The second component adopted by this research is the behavioural component of an attitude; the tendency to respond in a certain manner towards an object or activity. This research adopts this component in order to measure the actual behaviour and response tendencies towards the retail sector (Hawkins, Mothersbaugh and Best, 2007).

2.9.2 Impact of CSR on consumer attitudes

This section focuses on studies that have found CSR to have a positive impact on consumer attitudes. A study conducted by Mandhachitara and Poolthong (2011) found that CSR has a significantly strong and positive association with attitudinal loyalty. They demonstrate a positive relationship between attitudinal and behavioural loyalty. Research focusing on socially responsible products and environmentally responsible practices, such as that by Didier and Lucie (2008), links CSR with the willingness to pay. In the context of socially responsible products, Ha-Brookshire and Norum (2011) found that consumer attitude towards social responsibility is one of the significant factors affecting their willingness to pay. The cumulative results of the



above studies show that the more positive the attitude towards social responsibility, the higher the willingness to pay. In the context of environmentally responsible practices, consumers are found to have a higher and stronger willingness to pay money to companies which are committed to environmentally responsible practices (Choi et al., 2009).

Kang et al. (2011), when investigating the relationship between consumers' environmental concerns and their willingness to pay, confirmed a strong positive relationship between the two variables; consumers with higher environmental concerns display a willingness to pay higher prices. A study by Barber et al. (2012) examined the direct relationship between purchase intention and willingness to pay for environmentally friendly products. The authors employed two methods of measuring willingness to pay: by asking respondents to state their willingness to pay and by observing whether they actually pay that price in an auction of environmentally-friendly products. Research results indicated that, in terms of both stated and actual willingness to pay, consumers who express higher purchase intention would express a higher willingness to pay, and would actually pay more during the auction. Thus, these findings confirm a positive relationship between purchase intention and willingness to pay.

Further research has investigated the association between CSR, attitudes, purchase intention and willingness to pay. Mohr and Webb (2005) examine the effect of CSR and price on consumer evaluations and purchase intent finding that CSR – but not price – has a positive influence. Moreover, Becker-Olsen et al. (2006) examine the influence of CSR on consumer beliefs, attitudes and purchase intention. Their findings indicate that when consumers perceive a low fit between the CSR cause and the firm's product line or brand image, their beliefs, attitudes and purchase intentions are negatively affected. Conversely, high-fit initiatives lead to an improvement in those categories. Therefore, consumers give priority to companies engaged in CSR when making purchases.

In slight disagreement with Mohr and Webb (2005), Bhattacharya and Sen (2001), found that CSR could, under certain conditions, decrease consumers' intentions to buy a company's products. Their study also looked at the relationship

between CSR and consumer attitudes towards CSR; the research suggests that the influence of CSR on purchase intention is more complex than a straightforward positive relationship. The direct effect of CSR on purchase intention is positive, while the indirect effect shows a negative relationship under certain conditions, specifically in situations when consumers intend to purchase high-quality products. A similar study conducted by Palihawadana (2016) investigated the influence of CSR on purchase behaviour, indicating that consumer perceptions of CSR are positive where consumers believe that companies have an ethical obligation to society. Although participants believe that CSR is important, however, they are not willing to make purchases from CSR-active companies if the product quality does not match their interests. Connolly and Shaw (2006) and Joergens (2006) also agree that consumers are interested in supporting CSR-active companies, but are unwilling to make purchases if the quality is not sufficient.

The study discussed above focuses on the impact of CSR on consumer intention and willingness to pay; most of the above studies endorse the effectiveness of CSR. Different results in other studies, however, motivate the current study to argue that consumers are willing to make purchases from socially responsible companies if they have already built trust, which influences purchasing decisions. A study conducted by Aril and Lasmono (2010) supports the current research argument, showing that consumers make purchases if they trust that the selling companies are socially responsible. Lasmono (2010), in exploring the relationship between consumer perceptions of CSR and purchase behaviour, found that the strength of the relationship between beliefs and behaviour is determined by trust in CSR practices, and by the importance individually allocated to such issues. According to Mohr et al. (2001), there is evidence to show that one group of consumers use CSR as a purchase criterion only if they already trust the brand, whilst another actively engages itself in socially responsible consumer behaviour regardless of their relationship with any given company. This latter group views the act of purchasing as something that transcends

the simple need for satisfaction. For these consumers, purchasing decisions allow them to gain some control over organisations, and to influence them to engage in more socially responsible behaviour. The relationship between CSR and consumer attitudes has been studied in previous studies, but Kelin, Zentes, Steinmann, Swoboda

and Morschett (2016) highlight the need for future research to focus on the relationships between CSR and consumer attitudes in the context of other sectors and different countries. Finally, changes in external conditions, especially economic, may impact upon consumers' perceptions and reactions to different retailers' CSR practices. This possibility implies that a longitudinal study into the impact of external conditions on the perception of CSR activities is necessary, as well as further research into the CSR orientation of consumers.

2.9.3 Impact of ethical behaviour on consumer attitudes

Willingness to pay for ethical products is a particularly contradictory field. Researchers find that consumers indicate a willingness to pay more for ethical products than for known unethical products; for instance, Elliott and Freeman (2001) found that consumers were willing to pay 28% more for a \$10 item with ethical credentials and 15% more for a \$100 item. Similarly McGoldrick and Freestone (2008) found that over a wide array of products, consumers were willing to pay well over 10% extra on average for ethical versions. This body of research supports the implicit assumption by many consumers that ethics will always cost more than nonethics, which in reality may not be the case. Freeman (1994) and Harris and Freeman (2008) call this the 'Separation Fallacy' where consumers wrongly perceive that ethics and business are two separate dimensions of the value creation process, indicating that ethics will always lead to higher costs. This can create an attitude– behaviour gap where perceived price differentials become an impediment to seeking out or purchasing ethical alternatives. Supporting this theory, Carrigan and Attalla (2001) found that consumers will only buy ethically if there is no cost to them in doing so and both Bhattacharya and Sen (2004) and Auger et al. (2008) found that although many consumers may be concerned by the ethical issues surrounding a product, they would not be prepared to relinquish the functional attributes in the product to support the cause in question.

Studies conducted by Olander (2002), Shaw et al. (2005), Pinto et al. (2011) and Lu, Chang and Chang (2015), investigated the relationship between personal values and sustainable consumption, finding that universalism and hedonism are the most important motivational personal values in ethical consumer decision-

making and influencing and explaining environmentally-friendly behaviour; most important in ethical consumer decision-making while power, another personal value, is unimportant in explaining environmentally-friendly behaviour. Also, they assert that socially-oriented values are related to consumers' environmental awareness, which influences them to be socially responsible, meaning that green consumers will act positively towards environmentally-friendly products. Therefore, the link between the effects of consumer personality and green buying intention (in relation to the variable of consumer ethical beliefs), deepens the contemporary understanding of green buying intentions in the existing consumer ethics literature. The results highlight that green buying intention is dependent on consumer ethical beliefs about questions, recycling and 'do-good' activities.

According to Lohas (2009), many individuals take into account ethical concerns when making purchasing decisions. French and Rogers (2007) stated that roughly 35 million consumers in the USA consider sustainability issues when making shopping decisions. Moreover, consumer ethics are related both to the environment and to society, and consumers seek to express their ethics through ethical consumption and purchasing (or boycotting) behaviour (De Pelsmacker et al., 2005; Shaw and Shui, 2002). The growth and popularisation of ethical culture (Shaw et al., 2006) has inevitably attracted the interest of companies seeking to meet the needs of their stakeholders, including consumer ethics (Polonsky, 1995). Ladhari and Tchegtna (2015) identify specific personal and ethical values that are important to fair trade consumers, which could help marketing departments to develop their knowledge about consumer needs and desires, forecast consumer attitudes and behaviours, position their offering in the market and develop efficient communication strategies (Allen, 2001; Doran, 2009).

It is clear that this research suggests that consumers are generally showing growing concern about their choices and attitudes. The previous empirical studies confirm the relevance of consumers' personal values such as universalism, fairness and social justice in explaining fair trade behaviour. Fair trade consumers have to trust that the product they are purchasing meets environmental and social standards. Ethical consumers demonstrate a rising concern about CSR, because they

are considering not only rational product features such as quality, price and convenience, but also how and where the products have been produced.

A study conducted by Toulouse, Shiu and Shaw (2006) uses a modified version of the Planned Behaviour framework in order to examine consumer intentions towards purchasing fair trade grocery products in order to explain the related decision-making criteria of fair trade-conscious consumers. The results reveal that such concerned consumers should not be treated as one homogeneous group; rather, the different factors influencing decision-making must be considered when promoting, labelling and distributing fair trade products. This implies that this research proposes that it is important to focus on consumer ethics in order to identify the individual ethical decisions influencing consumer attitudes. According to Ajzen's model (1985), interest is influenced by an individual's willingness to buy, for example, from socially responsible companies, which in turn is influenced by the individual's own positive or negative evaluation of a particular behaviour. Moreover, the attention of the current study is devoted to consumers because they are major participants in the business process; ignoring them in ethical research may result in an incomplete understanding of the relationship between CSR and consumer attitudes.

Therefore, this research proposes CSR needs to place consumer ethics at its heart.

2.10 Retailers and CSR

Food retailing is the largest sector within the UK retail economy; the top ten retailers account for 85% of all food sales, while just four of these – Tesco, J. Sainsbury, Asda and the Wm Morrison Group – hold a massive 66% market share (Mintel, 2012). The marked concentration within food retailing in the UK has given the large food

retailers considerable power over producers and suppliers, while also bringing them into daily contact with an increasingly wide cross-section of consumers. Over the past decade, the role of the major food retailers within the food production and distribution system has attracted increasing attention, debate and vocal criticism. The leading food retailers certainly have a high public profile and, seemingly, an ever-growing physical presence within the retail marketplace.



The majority of these retailers, however, increasingly recognise the importance of publicly reporting on the impact of their activities on the environment, society and on the economy, via the publication of annual CSR reports. This is a reflection of the fact that reporting on CSR has become an increasingly important business imperative, as ‘stakeholders are demanding more transparency and companies themselves are under increasing competitive and regulatory pressures to demonstrate a commitment to corporate responsibility’ (CorporateRegister.com Limited, 2008).

There are significant variations in the choice and detail of CSR information given by food retailers in their annual reports. Whereas the majority of retailers produce considerable dedicated CSR reports, some include CSR information in their annual reports, while others provide limited information on CSR issues on their general company website. Tesco, for example, has produced a 38-page Corporate Responsibility Review, while similarly titled reports produced by Marks and Spencer, Waitrose and the Co-operative Group reach 42, 33 and 48 pages respectively. J Sainsbury provides an interactive web-based report. ASDA, Iceland, Spar and the Wm Morrison Group provide limited CSR information on their company websites. The leading food retailers who do provide considerable CSR reports seem to integrate CSR into their business; Marks and Spencer, for example, claims a strong tradition of CSR and sees it as essential to conducting business. Similarly, Tesco argues that CSR is an essential part of the company’s overall corporate governance framework and it is, therefore, fully integrated into existing management structures and systems. Within Tesco, a cross-functional team of senior executives provides leadership on CSR, and the company’s annual Corporate Responsibility Review is its main vehicle for

communicating its policies and performance in this area. J Sainsbury argues that CSR is an essential part of its brand.

The following section explores CSR activities implemented by some of the leading retailers in the UK.



2.10.1 Products

Tesco listens and reaches out to consumers in order to create the best possible offers; they work with growers and suppliers to improve their products, helping to deliver the best value to customers, and work across different channels to bring those products to customers in the most convenient way possible. They work with their suppliers to source the best possible range of quality products which meet and anticipate their customers' needs. Their relationships with suppliers are crucial to delivering their customer offers. Since October 2015, they have been reviewing their partnerships to ensure that they focus on delivering the best possible value to customers; their customers are apparently so pleased with their experience at Tesco that they routinely recommend the brand to friends and also return to shop there. Tesco identifies loyal customers by their purchasing frequency and average weekly spend. Tesco is the first retailer to publish data on food waste in order to help reduce food waste from the farm to the fork. Customers give feedback on how they want to reduce waste within their own homes and Tesco has introduced measures to enable this. These include publishing WRAP food waste hints and tips on fresh food packaging and creating a meal planner on their Real Food website, which suggests recipes for customers who want to use up their food.

J Sainsbury, on the other hand, has focused on providing 50,000 new UK job opportunities and on offering accredited training for at least half their employees. They also provide work opportunities for 30,000 people from marginalised or disadvantaged groups. In recent years, food safety has become a high profile issue, and a number of



food retailers comment on it in their CSR reports. J Sainsbury, for example, acknowledges that their customers have the right to be completely confident in the food they buy in the company's stores. The company stresses that food safety is considered at every stage, from product design and production to transportation and sale, and provide customers with food safety information through their product labels and in-store leaflets. In addition, they undertake regular inspections to ensure high standards of hygiene and safety for suppliers and shoppers.

2.10.2 Community

Many communities face the challenge of food poverty across different markets. Contributing to charities that help to feed people in need is a major priority for business. Tesco has worked in the UK with FareShare and the Trussell Trust to hold national neighbourhood food collections twice per year. Since 2012, by topping up the food donations they receive from customers by an additional 30%, they have been able to donate enough food to provide 21.5 million meals. They have now also rolled out permanent collection points in 507 of their UK stores, enabling customers to donate food all year round. Furthermore, Tesco donates surplus food from their online and fresh food distribution centres to FareShare. Another retailer engaged in contributing to the community is J Sainsbury; the company has schemes to encourage 20 million children to enjoy physical activity, and has also donated £400 million to charitable causes, including £150 million for children's sport and cooking equipment.

2.10.3 Environmental issues

Environmental issues were the earliest and now the most commonly reported set of CSR agendas among the leading food retailers. Common issues include energy consumption and emissions, raw material usage, water consumption, waste, volume of packaging, recycling, genetically modified foods and the use of chemicals. Tesco, for example, is committed to reducing energy consumption and greenhouse gas emissions. The company has invested heavily in energy saving schemes and was looking to reduce energy consumption per square foot by 35% by 2006, but reports that higher than

expected growth in sales between 2003 and 2004 led to them missing this target by over 50%. On the other hand, J Sainsbury has achieved zero waste to landfill across all stores, depots and store support centres, and also a reduction of 5.1% in own-brand packaging in 2013/14.

Marks and Spencer recognises that chemicals are used in the production of every product sold within their stores, and has focused attention in particular on pesticides, polyvinyl chloride and dyeing. The company has sought to balance the need for sufficient quantities of high quality food against environmental concerns, and has set two goals on fresh fruit, vegetables, potatoes and salads: to use the minimum amount of pesticides possible and to ban or replace some 79 pesticides.



2.11 Limitation of Past Research on Ethical Consumerism and Social Responsibility

Subsequently examining the previous literature in a host of ways, there is a great deal of inconsistency in the findings. Subsequent literature argues that ethical consumers' behaviour is likely to intend to support the CSR companies, but they do not really behave accordingly; therefore, further literature in ethical consumerism and social responsibility has attempted to address the intention-behavioural gap by adopting the theory of planned behaviour extensively and based on that they also conducted qualitative studies in the green market, ethical clothing consumption and sweatshop market. However, since studies proved that intention is not an appropriate predictor for behaviour, studies need to determinate the influence of the beliefs of ethical consumers' behavioural gap. The relationship between CSR and consumer attitudes has been investigated in previous research; the focus, however, was on intention and behaviour, and this limitation has resulted in inconsistencies (BeckerOlsen et al., 2006; Ellen et al., 2006; Mandhachitara and Poolthong, 2011; Pivato et al., 2008; Vlachos et al., 2009; Kelin, Zentes, Steinmann, Swoboda and Morschett, 2016). While the results provide useful insights, the influences of CSR on consumer attitudes is, nevertheless, not captured well; consumers declare their willingness and motivation to consider CSR, but in terms of real purchasing habits, very few take CSR into account, due to the different focus of the literature on CSR activities (Auger and Devinney, 2007; Devinney et al.,

2010). The inconsistency between reported intentions and actual behaviour calls for a better understanding of the limited role that CSR plays in influencing consumer attitudes.

Existing literature is replete with studies measuring responsible consumer behaviour (Roberts, 1996) or attitudes and intentions to purchase specific ethical products, such as environmentally safe products (Belk, Painter and Semenik 1981; Manrai et al., 1997). Most commonly, the issues under investigation have included environmental (e.g. use of recycled materials), labour issues (e.g. use of child labour) and the willingness of consumers to pay for socially acceptable products (Auger, Devinney and Louviere, 2004; Auger et al., 2003, 2004; Elliott and Freeman, 2001). Therefore, most of the literature on the consumer responses towards ethical

misbehaviour by the seller identifies whether the responsible and / or ethical consumers are willing to boycott or still buy from those companies (Pitts, Wong and Whalen, 1991; Whalen, Pitts and Wong, 1991), the perception of company ethics and product purchasing (Sen and Bhattacharya, 2001) and the emergence of and reasons for consumers' boycotts of business organisations (Klein, Smith and Johon, 2002) to name only a limited set.

Previous studies had investigated the role of consumer social or ethical consciousness on the subject of CSR or green brand equity. Kim, Song and Lee (2009) found that consumers with high levels of ethical consumerism have strong brand loyalty, brand commitment and repurchase intentions towards fair trade products. Similarly, Tsai and Tsai (2008) revealed a positive relationship between customer environmental ethics and green consciousness of ethical consumption are more likely to build brand equity toward socially responsible firms since personal moral perceptions affect personal behaviour (Ajzen, 1991). These studies confirmed the importance of ethical consumerism as a moderator in the relationship between consumers' perceptions of CSR and brand equity. Moreover, since the literature proved that consumers feel ethically responsible towards the environment and societal issues, they seek to express their ethics through their purchasing (or boycotting) behaviour (De Pelsmacker et al., 2005; Shaw and Shui, 2002). Therefore, ethical behaviour is an essential factor to

support CSR; however, there is still limited understanding of this relationship since the focus was limited to how the ethical consumers react to the unethical behaviour of the company. However, there is no study which has focused on the ethical consumption of consumer behaviour and whether that would be likely to be influenced by consumers' beliefs of the CSR activities.

After summarising the literature on ethical consumers and social responsibility, this study attempts to contribute to the literature by firstly, since Vitell (2014) suggested that the ethical behaviour of the consumer has an important role to achieve the greater CSR, due to that for CSR to be flourishing, corporate social responsibility and ethical consumers' needs to be accompanied. Also, the literature proved that consumers feel ethically responsible towards the environment and societal issues, and seek to express their ethics through their purchasing (or boycotting)

behaviour (De Pelsmacker et al., 2005; Shaw and Shui, 2002). Therefore, the ethical consumers' behaviour is an essential factor to support the CSR companies; however, there is still limited understanding of this relationship since the focus has been limited to how the ethical consumers react to the misbehaviour or unethical behaviour of the company, which shows that there is no empirical study examining this relationship explicitly, which in turn leads this study to address this issue in order to enhance the inconsistent influence of CSR beliefs on consumer responses which occurred in the previous literature, by developing the theoretical framework by integrating the two models – Carroll's 1979 model and the ethical judgement model by Hunt and Vitell (1986) – in order to address the deficiencies in the existing literature; the two models are not mutually exclusive, rather they are complementary.

Secondly, The Hunt-Vitell model poses that both ethical judgements and intentions should be better predictors of behavioural situations where ethical issues are central rather than peripheral. While exploring the theory of planned behaviour, literature attempted to investigate the intention behavioural gap by focusing on the decision making process, it failed to examine how beliefs perform and shape the behaviour. Thereby, since the literature failed to examine the intention-behavioural gap in the theory of planned behaviour and H-V model, this study attempts to offer a more

comprehensive approach in its consideration of the impact of consumer ethics on consumer attitudes and brand trust, in order to propose that individual beliefs are not sufficient to influence their intention and behaviour; the ethical judgement which refers to ethical behaviour has an important role to enhance the consumer behaviour attitudes towards the philanthropic retailers.

Literature in ethical consumerism and social responsibility has attempted to investigate the intention-behavioural gap by adopting the theory of planned behaviour extensively and based on that they conducted qualitative studies in the green market, ethical clothing consumption and the sweatshop market. However, since studies proved that intention is not an appropriate predictor for behaviour, studies need to determinate the influence of the beliefs of ethical consumers' behavioural gap. The inconsistency between reported intentions and actual behaviour calls for a better understanding of the limited role that CSR plays in influencing consumer attitudes. Thirdly, this study seeks to shed light on this issue and attempts to

understand the process by which consumers integrate their perceptions of CSR 'philanthropy' into their purchase decisions. Thereby, this study contributes to the literature by highlighting the lack of quantitative studies which assess behaviour at a later point in time; a necessary condition in the examination of the behaviour gap, this finding is also echoed by Andorfer and Liebe (2012). Furthermore, the theory of planned behaviour has been focused on the stage of the decision making, but it fails to examine how beliefs can influence the behaviour of consumers, and the literature that tried to attempt to fill this gap mainly focused on examining the intention-behavioural gap. However, this study attempts to investigate the belief that CSR 'philanthropy' is more likely to achieve the positive behavioural attitudes by consumers if they build brand trust towards the brand, since Gleim et al. (2013) asserted that trust could be the reason that ethical consumers do not buy from the socially responsible companies; therefore, this study proposes that brand trust is an essential factor and a good predictor to achieve positive behavioural attitudes towards the philanthropic companies. The lack of studies is extremely apparent.

Finally, from the discussion of the extant literature on the corporate philanthropy perspective from the CSR construct, most of the research focuses on the impact of philanthropy on internal outcomes, such as corporate reputation, product evaluation, company image, product evaluation and product association (Brammer and Millington, 2005; Godfrey, 2005; Williams and Barrett, 2000; Becker-Olsen et al., 2006; Berens et al., 2005; Carrigan and Attalla, 2001). The literature also focuses on philanthropy with attitudes, by conducting experiments which do not provide a real picture??of consumer behaviour towards CSR brands (Tian et al., 2011). Therefore, since the literature in CSR proved that there are no consistent results regarding the relationship between CSR and consumer attitudes, this study has attempted to investigate the unidimensional concept of CSR by adopting the philanthropy concept on consumer attitudes.

2.12 Concluding Remarks

This chapter aimed to provide a critical overview of various theories and background that have been used to understand and investigate knowledge regarding the intention-behavioural gap resulting from ethical consumerisms and corporate

social responsibility. The literature reveals that companies today are more complex and competitive in terms of identifying motivations and / or factors that influence ethical consumers in order to address the attitudes-behavioural gap. (The literature domains?? in expanding) This doesn't make sense – do you mean “Literature has attempted to expand...” the theory of planned behaviour particularly in order to investigate the attitudes-behavioural gap; however, the gap has not yet been fully understood. Although the ethical consumer intends to buy ethical and / or socially orientated products, they are less likely to behave accordingly. Therefore, this study attempts to address this gap by investigating variables that could enhance the influence of CSR on consumer attitudes, by proposing that consumers' beliefs of philanthropy should be linked with the ethical consumers. Thereby, this study adopted the Hunt-Vitell theory and the concept of the theory of planned behaviour to build the theoretical framework, exploring the linkage between beliefs and ethical judgement on consumer attitudes, and proposed that brand trust is an essential factor and predictor in order to achieve positive

behavioural attitudes towards philanthropic companies. Moreover, this chapter presented details of each construct of the theoretical framework which this study developed, to fulfil the aim and the objectives of the study. Furthermore, this chapter addressed the retailer sector in the UK as the context of this study. Based on the discussion of the previous literature in the business ethics area, the final section of this chapter identified and emphasised the literature gap which this study attempts to fill.



CHAPTER THREE

76

THEORETICAL FRAMEWORK

3.1 Introduction

In accordance with the research questions of this study that were identified in chapter one, a research model has been selected and a set of hypotheses formulated. This chapter presents the theoretical background of the two theories that have been adopted by this study: the theory of planned behaviour and the Hunt-Vitell ethics theory. For this purpose, the rest of this chapter is divided into four main sections. The next section introduces and explains the theoretical background of theories to emphasise the theoretical contribution of this study. This is followed by a section justifying the application of the theory of planned behaviour and the Hunt-Vitell ethics theory to integrate the CSR ‘philanthropy’ model with an ethical behaviour model. The third section explains the theoretical model developed within this study, which aims to investigate the link between CSR ‘philanthropy’ and ethical behaviour in building brand trust, followed by the hypotheses development of this study. The last section is a final summary of the chapter.

3.2 Theoretical background

3.2.1 Theory of Planned Behaviour

Different explanatory theories of consumer behaviour have been explored over the years (Kalafatis, 1999). Some of the consumer theories derived from the social sciences: psychology, sociology or economics (Kalafatis, 1999), while other theories focused more on the influence of marketing variables and on the influences of external motivations, e.g. ‘advertising, physical product differentiation, packaging, promotion, retail availability, point of sale display, direct selling’ (Ehrenberg and Goodhart, 1979). The consumer behaviour theories provide an explanation of the comparison of the alternative brands or products, but the theories do not demonstrate how the comparison between the brands and / or products could be translated into buying decisions. Accordingly, to develop a comprehensive theory of consumer behaviour, most of the researchers followed the social psychological research in attitude development by Ajzen and Fishbein (1980) and Kalafatis (1999). The consumer behaviour theories have been developed widely and absorb the predicted



consumers’ satisfaction with product, hence the purchase of the products, that is determined by the consumers’ beliefs that the product has the function to satisfy the consumers’ needs (Kalafatis, 1999).

The fundamental concept of the theory of reasoned action is intention; Ajzen (1985) demonstrated the intention concept as “an individual’s motivation in his / her cognizant plan / decision to exert an effort in performing a specific behaviour” (Ajzen, 1985). The theory of reasoned action suggested that the behaviour of an individual is expectable based on the intention, due to that behaviour being under the control of the intention concept (Ajzen and Fishbein, 1980). That is, when people make a decision, or “go through the decision making process”, some control conditions could motivate them to look at choices other than the existing alternative. The theory of reasoned action has been broadly applied in the area of marketing and consumer behaviour because the model can predict behavioural intention and behaviour (Lam and Hsu, 2004; Lee, 2005; Sheppard, Hartwick and Warshaw, 1988).

The behaviour intention in the theory of reasoned action model includes two factors: ‘the attitude toward performing the behaviour and subjective norm’ (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). These two factors are predictors of the behavioural intention and are consistently linked to the behavioural and normative beliefs.

The theory of planned behaviour is an extension of the reasoned action theory (Ajzen, 1985, 1991); it also involves social influences and personal factors as predictors. The theory of planned behaviour (Ajzen, 1991) is perhaps the most significant theory for the prediction of social and health behaviours (Kalafatis, 1999). The difference between the two models is that the theory of planned behaviour involves an extra dimension named perceived behaviour, which is considered as the determinant of behavioural intention. The theory of planned behaviour expands the limits of the theory of reasoned action, by including a belief factor to perform a particular behaviour because this factor gives the consumer the opportunity to change their behaviour towards the company if their resources cannot afford their product’s prices (Madden, Ellen and Ajzen, 1992).



The theory of planned behaviour forms the theoretical framework of this study because it clearly supports that the individual’s beliefs towards an object are likely to impact their attitudes towards the object, which then affects their behavioural intentions and their actual behaviour towards the object. Figure 3.1 presents the theory of planned behaviour, the figure representing each factor that determinates the intention; “attitude to behaviour (AB), subjective norm (SN) and perceived control (PBC) is, in turn, determined by underlying belief structures” (Kalafatis, 1999). These are the outcomes of the normative beliefs and control beliefs which are related to attitudes to behaviour (AB), subjective norm (SN) and perceived control (PBC) in that order. Precisely, attitudes to behaviour are determined by a set of predicted outcomes, and are weighted by an evaluation of the desirability of the outcome (Kalafatis, 1999).

3.2.2 The Hunt-Vitell ethics theory



Hunt and Vitell's theory of ethics (1993, 1986) has been applied widely in previous literature. It is the most appropriate theoretical model for testing research questions involving consumer ethics for many reasons. Firstly, this theory is the only one that has been applied to individual contexts such as consumer behaviour towards ethical and unethical behaviour. Secondly, the theory draws on both deontological and teleological ethical traditions in moral philosophy. Thirdly, it focuses on consumer action in respect of ethical behaviour, and the consequences of this behaviour, which will help this study to examine whether CSR affects ethical consumers to achieve positive attitudes.

There are three major comprehensive theoretical models of the decisionmaking process in situations involving ethical issues in marketing and business (Hunt and Vitell, 1986, 1993; Tervino, 1986; Ferrell and Gresham, 1985). Hunt and Vitell's ethics model is considered to be a positive theory to demonstrate the procedure of consumers' ethical decisions. The consumer ethical decisions theory has been widely adopted as a general theoretical framework (Chan et al., 2008; Singh et al., 2007; Blodgett et al., 2001). Moreover, Kavak et al. (2009) asserted that the Hunt and Vitell model is the only theory that can be easily applied to the consumer's ethical behaviour. The Hunt and Vitell model proposes that an individual consumer will

activate the whole cognitive process when an ethical issue is perceived. Consumers will apply both a deontological and teleological evaluation to make their ethical judgements. The consequence of ethical judgement is intention, which leads to behaviour. Moreover, cultural and personal factors are relevant to individual consumer activities. Meanwhile, professional, industrial, organisational and personal factors are job-related and / or specialty-related moral issues. Moreover, all of these factors influence the individual's ethical perception.

Therefore, Vitell (2003) hypothesised that cultural and personal characteristics considerably impact consumer ethical beliefs and the decision-making of the individual. Personal characteristics involve the variables of moral development, such as materialism (Rawwas et al., 2005; Van Kenhove et al., 2001), Machiavellianism (Rawwas et al., 2005; Rawwas, 2001), moral philosophies (Lu and Lu, 2010; Kavak et

al., 2009), self-control (Vitell et al., 2009), self-monitoring (Kavak et al., 2009), attitude toward business (Vitell et al., 2007) and loyalty proneness. Demographic traits, such as age, gender, religion and education (Bateman and Valentine, 2010; Lu, 2010) are also part of an individual's personal characteristics. Of these personal factors, attitude towards business and loyalty proneness are important but seldom discussed in the consumer ethics literature.

According to the Theory of Planned Behaviour by Fishbein and Ajzen (1975), the beliefs that individuals have towards an object impacts their attitudes towards the object, which then affects their behavioural intentions and their actual behaviour towards the object. Seen in this light, consumers' attitudes towards the CSR practices of a company could affect their affective and behavioural attitudes towards it. Later, Hunt and Vitell (2006) extended the Fishbein and Ajzen model by arguing that there is an association between ethical beliefs and moral judgement and intention. Singhapakdi et al. (2000) examined ethical beliefs and identified that they positively impact on ethical intentions. However, CSR literature studies have not yet embraced consumer ethical beliefs and behaviours. Therefore, based on the Theory of Planned Behaviour and the ethical beliefs theory of Hunt and Vitell's models, this study argues that the nature of consumers' beliefs about the CSR practices of a particular company could influence their affective and behavioural attitudes towards the company, as well as their ethical behaviour. Therefore, in order to conceptualise the framework of this

study, the two models of Carroll (1979) and Hunt and Vitell (1986) are integrated, because they are not mutually exclusive but rather, complementary. The relationship between CSR and consumer attitudes has been investigated in previous research; the focus, however, was on intention and behaviour, and this limitation resulted in inconsistent results (Kelin et al., 2016; Mandhachitara and Poolthong, 2011; Vlachos et al., 2009; Pivato et al., 2008; Becker-Olsen et al., 2006; Ellen et al., 2006). While the results provide useful insights, the influences of CSR on consumer attitudes is nevertheless not captured well, and most of these studies tend to suffer from a social desirability bias (Mandhachitara and Poolthong, 2011).

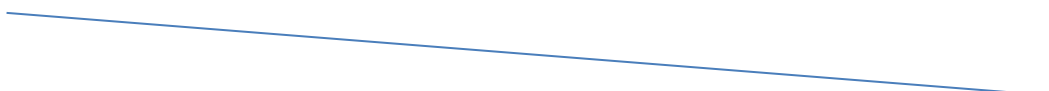


Figure 3.1 Theory of Planned Behaviour (Fishbein and Ajzen , 1978)

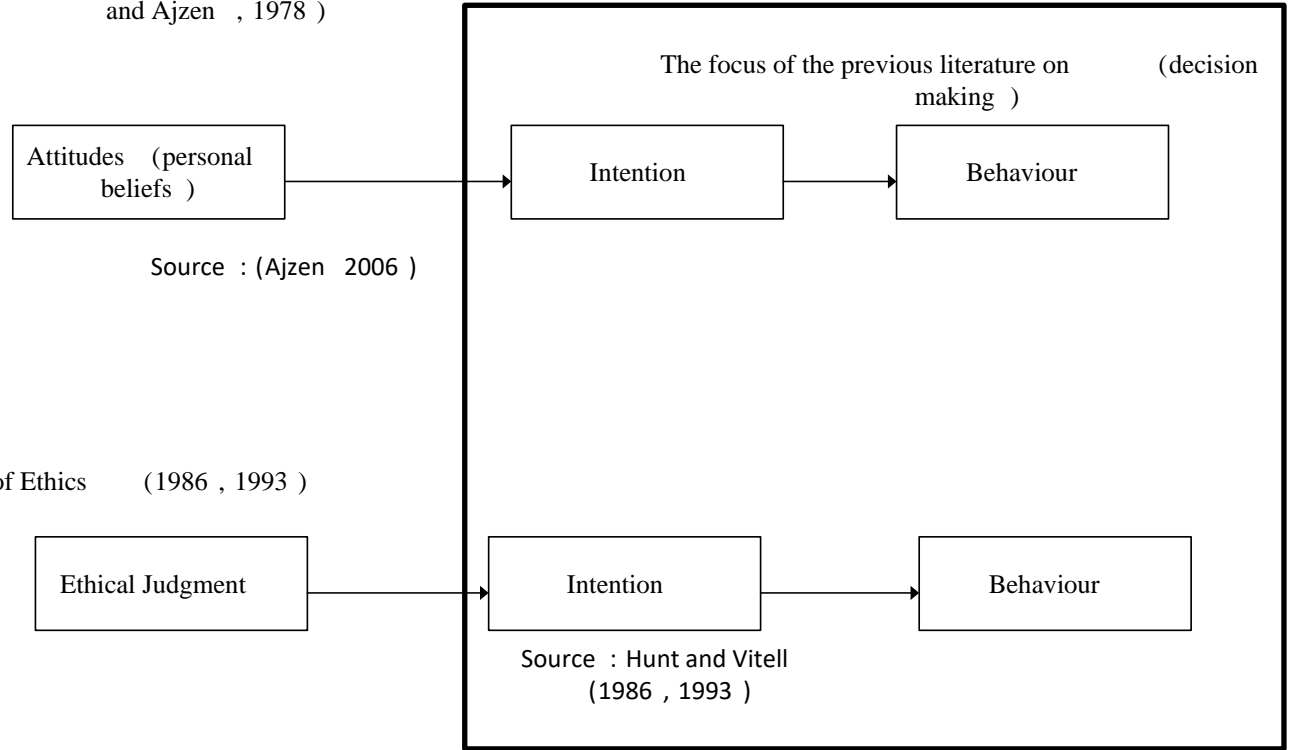



Figure 3.2 Hunt -Vitell Theory of Ethics (1986 , 1993)

3.3 The Theoretical Framework of the study

This section presents the conceptual framework of this study; firstly, the framework was developed based on the concept of the theory of planned behaviour that asserted that individual beliefs shape the attitudes towards the company, and secondly, the theoretical framework of this study adopted the ethical judgement of the Hunt-Vitell theory. Previous studies in consumer behaviour e.g. Barone et al. (2000); Sen and Bhattacharya (2001); Deng (2012); Pelozo and Shang (2011); Bolton and Mattila (2015) and Podnar and Golob (2007) focused on the consumer decision making side from the theory of planned behaviour and Hunt-Vitell Theory to address the intention-behavioural gap and identify whether intention is a good predictor of behaviour by addressing why and how CSR influences consumer responses positively. However, the results were inconsistent, due to the fact that intention is not a good predictor of behaviour.

Since recent literature has attempted to address this problem by focusing on the decision making of consumers, and has neglected the motivational process of the consumer decision making such as individual beliefs, therefore, the whole concept of the study is based on a theoretical perspective, including a clear direction of the researcher's own perspective. To build the logical theoretical framework, this research attempts to link CSR beliefs with ethical judgement, to empirically test this relationship that has been recommended by Vitell (2015) and to explore this relationship in order to extend the literature by bringing new insight into the focus on the influences of ethical judgement in the CSR literature. The conceptual framework for this study is a formalised theory that incorporates a set of hypotheses that explain the relationships between two well-established, empirically-tested concepts. The three main standards of any theory are (1) classifying the constructs; (2) identifying the associations between these constructs and (3) examining these relationships (Doty and Glick, 1994).

The first two standards will be discussed in the following section, while the third standard will be examined in chapter five. As shown in Figure 3.3 below, the proposed framework of this study incorporates Carroll's model from the philanthropy concept of CSR and consumer ethics model. The proposed conceptual



research model creates a comprehensive classification of the factors that influence consumer attitudes directly and indirectly to provide a rich understanding of consumer attitudes towards the retail sector. Moreover, the proposed framework indicates that integrating ‘philanthropy’ and ethical judgement influences consumer attitudes directly and indirectly, and also, according to Gleim et al. (2013), should be included in order for ethical consumers to have a positive attitude towards socially responsible companies. Therefore, the theoretical framework of this study proposes that brand trust is the key driver to achieve positive attitudes towards the philanthropic retailers in the UK.

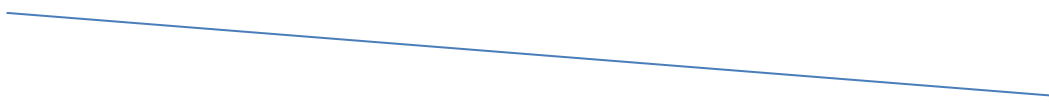
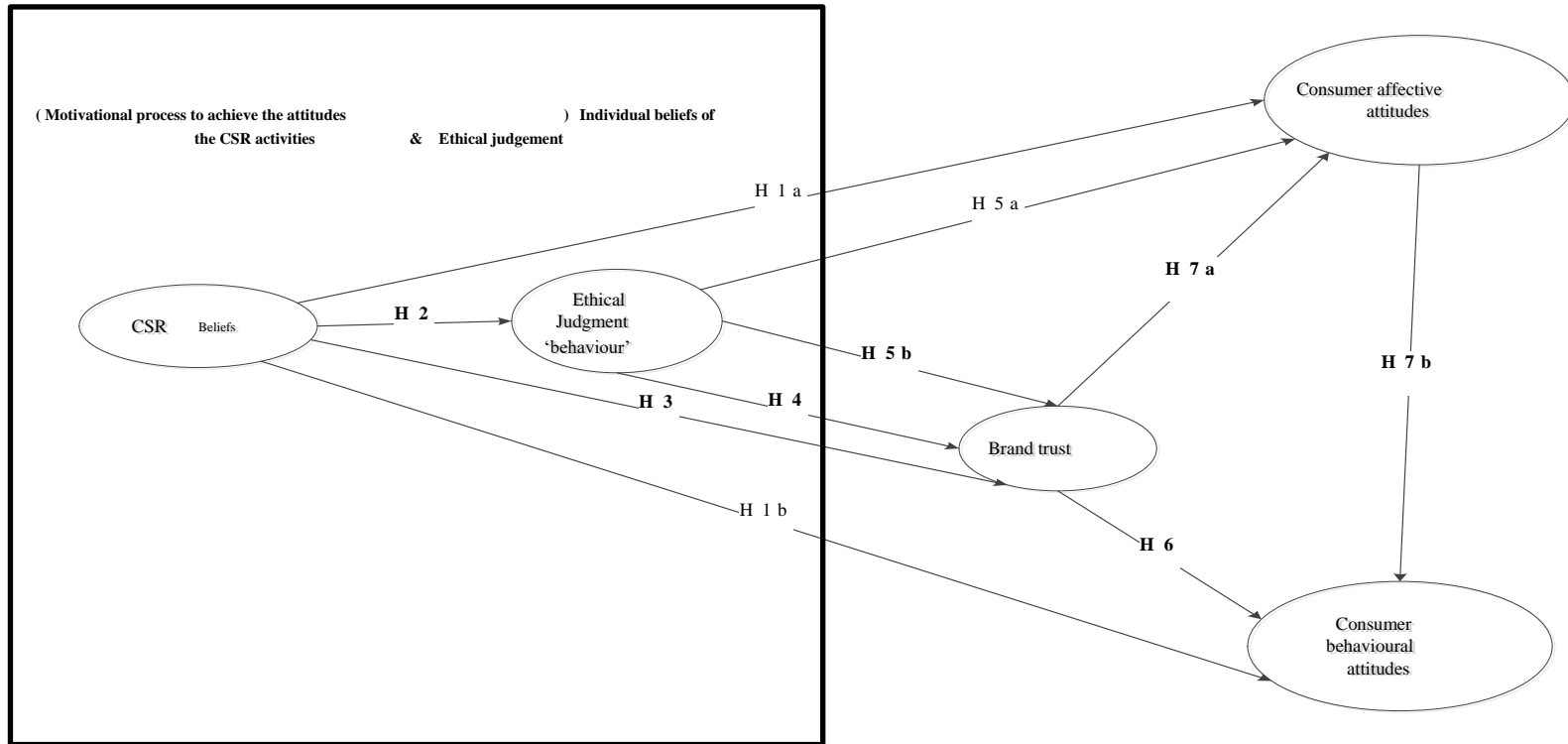


Figure 3.3 Research Framework along with the Hypotheses Developing



3.4 Hypothesis Development

According to the CSR and ethical consumerism literature that has focused on addressing the intention-behavioural gap of the theory of planned behaviour and Hunt and Vitell's theory, there is a need to explore the relationship between CSR and consumer ethics in order to enhance its influences on consumer attitudes. The focus of this study is on the motivational process of consumer decision making. This study attempts to reveal the link between CSR 'philanthropy' and consumer ethical behaviour in achieving positive consumer attitudes towards the retail sector in the UK. Based on previous literature that has been discussed in the literature review in chapter two, a set of hypotheses is framed in this chapter.

In line with the empirical study of 'philanthropy' and the ethical consumer, this study attempts to integrate the CSR 'philanthropy' model (Carroll, 1979) with the ethical judgement model (Hunt and Vitell, 1986, 1993), to investigate the individual ethical decisions with regarding 'philanthropy' on consumer affective attitudes and consumer behavioural attitudes. Therefore, the proposed conceptual framework illustrates the relationship between CSR, specifically philanthropic responsibility, and ethical consumers, and this study proposes combining these two models to enhance the analysis of influences on consumer attitudes.

3.4.1 The impact of CSR 'philanthropy' responsibility on consumer attitudes

Companies achieve their philanthropic responsibility by participating in activities that the companies fund e.g. financial donations, employee time and facilities for humanitarian programs or causes (Park et al., 2016). It measures the company's effort to contribute to and participate in the community and the environment (Carroll, 1991). Consumer attitudes refer to the key explanation of consumer behaviour in general and socially responsible behaviour in particular (Gawronki, 2007). They are measured by two components - affective, which considers the consumers' feelings for and action towards an object, and behavioural, which refers to the responses of consumers in particular manners towards a company's activities (Hawkins et al., 2007).

Salmones et al. (2005) asserted that corporate social responsibilities were found to be positively correlated with consumer responses; more specifically, to consumer evaluations of the company's product, by adopting stakeholder theory. Moreover, Tian et al. (2011) explored the positive link between ethical, philanthropic responsibility and consumer corporate evaluation, by adopting an information processing theory. Based on this theory, consumers' processing of CSR information is believed to contain at least four steps: paying attention to CSR information; judging the sincerity of CSR action; reasoning or associating CSR information with companies and their products and finally, making a behavioural reaction to purchasing. Therefore, in terms of understanding the consumer response to CSR, companies need to consider not only external outcomes, but also internal ones such as consumers' awareness, attitudes and attribution of why companies are engaging in CSR activities.

Pino et al. (2016) investigated CSR dimensions separately, showing that consumer perceptions regarding companies' philanthropic and legal responsibilities affect their attitudes and intentions more positively than perceptions regarding their economic and ethical responsibilities. Moreover, CSR has a significant impact on several consumer-related outcomes such as purchasing intention, brand choice and recommendations and customer loyalty. Although this finding of an aggregate positive relationship between a company's CSR record and consumers' reactions represents an important beginning in the understanding of CSR, other investigations demonstrate that the relationship between a company's CSR actions and consumers' reaction is not always direct and evident. Another study conducted by Ramasamy and Yeung (2009) evaluated the importance of economic, legal, ethical and philanthropic concerns for consumers. The results show that philanthropic efforts alone are not sufficient for a company to affect consumer perceptions positively, and while economic measures can be highlighted as good CSR practice, the ethical aspect needs more urgent attention in order to influence consumer attention positively. For instance, consumers may indicate that they are willing to pay more for goods and services produced by firms with visible CSR; whether they will behave in such a manner in practice remains doubtful.

Furthermore, other studies show that CSR is not relevant for consumers' decisions, and in some cases, consumers may fail to consider bad social behaviour of a company when making their purchases (Castaldo et al., 2009). Moreover, according to

Lavorata and Pontier (2005) and Swaen (2002), consumers' knowledge and judgements of a company's business practices affect their perceptions of the said company's CSR commitment. Therefore, perceptions may, in turn, influence consumers' attitudes towards the company's products or services (García de Los Salmones, 2005; Brown and Dacin, 1997) as well as their purchasing intentions (Sen and Bhattacharya, 2001; Creyer and Ross, 1996). Another study that examined the impact of CSR on consumer attitudes and purchasing intentions by focusing on only two dimensions (legal and philanthropic responsibility), showed that consumers' perceptions regarding producers' philanthropic and legal responsibilities affect their attitudes. In particular, perceived philanthropic responsibility positively affected the participants' attitudes toward GM foods, whereas perceived legal responsibility positively affected their intentions to buy GM foods (Pino et al., 2016). The above discussion leads to the formulation of the following hypothesis:

H1. CSR 'Philanthropy' impacts consumer affective attitudes (H1a) and consumer behavioural attitudes (H1b).

3.4.2 The impact of CSR on ethical behaviour

Ethical behaviour refers to the principles and standards that guide the individual consumer in obtaining, using and disposing of products. It measures how consumers judge their own ethical behaviour and how ethically they are behaving regarding legal and illegal activities towards the company (Vitell and Muncy, 2005). Haytko and Matulich (2009) emphasised that for socially responsible companies, advertisement was considered as a way to target members of the public who were already practising green behaviours. Thus, (concerning consumers towards community and / or the environment) this doesn't make sense –do you mean “consumers who are concerned about their community and / or the environment are considered as a group who have significant positive attitudes towards socially responsible companies (Devinney et al., 2006). Moreover, it has been evidenced by previous literature that these consumers are likely to promote socially responsible products; however, this group of consumers are likely to tend to purchase this type of environmentally friendly product (Marin et al., 2009). According to Lamine and Dubuisson-Quellier (2003), socially responsible consumers are regarded as being ethical. Their study identifies that when consumers believe in the CSR practices of a company, they will support it because it is in line with their own ethical beliefs and behaviours.

The way that consumers consume towards the environment and / or environmental products has an important role towards their choices regarding buying socially responsible products. Consequently, ethical consumers have an important role in positively influencing others towards environmentally and / or socially responsible companies (Tan, Johnstone and Yang, 2016; Culiberg, 2014; Zabkar and Hosta, 2012. Michletti (2003) claimed that the choice of ethical consumers is more likely to involve purchasing from companies and consumers whose behaviours and products are deemed ethical, as well as avoiding patronising those deemed to engage in unethical practices. In addition, the literature is replete with studies measuring responsible consumer behaviour (Roberts, 1996) or attitudes and intentions to purchase specific ethical products, such as environmentally safe products (Belk, Painter and Semenik, 1981; Manrai et al., 1997).

Therefore, the following hypothesis is formulated:

H2. CSR 'philanthropy' impacts ethical behaviour.

3.4.3 The impact of CSR on brand trust

Brand trust refers to how reliable consumers are in their purchasing and beliefs towards brands. Brand trust includes brand reliability, to satisfy and meet consumer needs and brand intention which represents the consumer beliefs that the brand actions and behaviour are motivated by positive intentions towards consumer interest and welfare (Erdem and Swait, 2004; Ranaweera and Prabhu, 2003; Willmott, 2003; Chaudhuri and Holbrook, 2001). In an effort to build trust with customers, numerous companies including major brand corporations such as Tesco, Sainsbury's and Morrisons have expanded the scope of corporate social responsibility initiatives by being transparent about their supply chain and labour issues and / or organising outreach to the community (Macyas, 2012; Tu, 2012; Steigrad, 2010). An important outcome of reliable behaviour by firms is built trust, which can indirectly raise consumer loyalty (Willmott, 2003). Hustvedt's model (2014) examined brand trust, perceptions of brand CSR and attitudes towards the brand. Singh et al. (2012) showed in their research results, that companies that are philanthropic by donating to the local community, gain

consumers' trust in their brand, which in turn influences consumers' purchasing intentions. Hustvedt (2014) extended the theory of the attitude behavioural intention model (Fishbein and Ajzen, 1975) by including transparency, social responsibility and trust along with attitude as valid predictors of behavioural intention.

Bentele and Nothhaft (2011) emphasised that trust is most likely to be established and improved by employing CSR activities. On the other hand achieving consumer trust failed to be achieved by CSR companies, due to the inconsistencies between the company's products, services and CSR communication; therefore, consumers did not trust the company, because the CSR activities did not reflect the actual company's services and products. Moreover, literature such as Morgan and Hunt (1994) suggested that trust could function as a mediator between communication and favourable outcomes of corporate reputation.

Adding to the discussion about the function of CSR in shaping trust, Brown and Dacin (1997) found that a corporation's CSR performance shows its characters and values. CSR performance could inspire trust in the corporation among people who share the same characters or values (Morgan and Hunt, 1994). Hosmer (1994) claimed that incorporating ethical and responsible principles into the corporate strategic decision-making process would help improve trust among all the stakeholders. When the public perceive an organisation as ethical and responsible, they will establish a relationship with the organisation in which trust serves as a foundation, with the belief that the behaviours of each party in the relationship are reliable beyond any legal limit (Martinez and Rodriguez del Bosque, 2013). Therefore, based on the arguments, the following hypothesis is formulated: **H3. CSR 'Philanthropy' impacts brand trust.**

3.4.4 The impact of ethical behaviour on brand trust

Vitell et al. (2015) propose that consumers who are ethical are more likely to trust CSR companies, which helps build positive corporate reputation and brand equity. Similarly, the study of Park et al. (2014) indicates that consumers trust a company that practises CSR, when they have similar expectations of the CSR companies. That is, when consumers believe in consumer ethics, they are likely to behave ethically towards retailers and their products when they obtain, use and dispose of them. Therefore, they

will trust a brand that practises CSR, particularly at the philanthropic level, because it reflects the community expectation of a good corporate citizen that practises altruistic activities considered as a type of giving back to society.

Since Hansen and Kull (1994) and Thøgersen (2000), proved that green consumers will use an eco-label (as intended) only if they trust it, it is no wonder that consumer trust has been singled out as an important prerequisite for establishing a market for organic food producers (Bech-Larsen and Grunert, 2001; Daugbjerg et al., 2014; Naspetti and Zanolli, 2009). Also, Daugbjerg et al. (2014), Vieira et al. (2013) and Yin et al. (2010) asserted that consumers build trust towards organic food because of consumers need to believe that the product has benefits, and in addition trust that food being bought and consumed is really coming from the organic supply chain.

Other sources of consumer trust include a producer, a farmer, a retail chain and an owner of an organic food shop (Essoussi and Zahaf, 2009; Janssen and Hamm, 2012; Naspetti and Zanolli, 2009; Padel and Foster, 2005). For example, a study found that Italian consumers' trust in and purchase of organic food depended on their perception of the retailer's general social performance (Pivato et al., 2008). Therefore, consumers consider the social responsibilities activities of the organic food companies in order to trust and buy the products. A study was conducted by Soyeux et al. (2012) in which consumers employed a comprehensive behaviour-theoretical framework. Ajzen's (1991) Theory of Planned Behaviour (TPB) found that personal attitudes towards organic food and social norms were important drivers of organic food consumption across the five countries, whereas word missing? similar to?? availability, perception trust in the organic label influenced consumer intentions and / or behaviour in some of the countries (e.g. trust influenced buying intentions in Germany and Ukraine and buying behaviour in Germany). Therefore, based on the aforementioned arguments, this research proposes the following hypothesis:

H4. Ethical behaviour impacts brand trust.

3.4.5 The impact of ethical behaviour on consumer affective attitudes and consumer behavioural attitudes

Ethical consumers are likely to behave ethically when they buy products (Lohas, 2009). Studies (e.g. French and Rogers, 2007; De Pelsmacker et al., 2005) reveal that consumers express and act upon or take action in respect of their ethical concerns by boycotting products that they believe to be unethical. Furthermore, Toulouse et al. (2006) suggest that ethical consumers should not be treated as one homogeneous group. This has implications on how companies should devise their marketing strategies for their fair trade products.

Although consumers state that they care about ethics and want to reward companies that do the same (e.g. Cowe and Williams, 2000; Creyer and Ross, 1997; De Pelsmacker et al., 2005), they don't really translate it into positive behaviour, much to the disappointment of business managers focusing on ethical products. Ethical consumption is the purchase of a product that takes into consideration a particular ethical issue and is chosen freely by the individual consumer (Doane, 2001; De Pelsmacker et al., 2005). For example, if the issue of animal welfare (e.g. cage-free eggs) is in question, certain consumers might be more willing to affiliate themselves with a particular brand and hence, be more willing to choose that brand over others (Doane, 2001; De Pelsmacker et al., 2005).

At the same time, Doane (2001) asserted that ethical consumers are more likely to punish companies if their products, in their opinion digress from ethical conduct, by boycotting their products or by wanting to pay a lower price. More studies investigated whether consumers value whether the companies are behaving ethically, and are willing to reward them by making more purchases and paying premium prices for their products (e.g. Cowe and Williams, 2000; De Pelsmacker et al., 2005). Furthermore, a study conducted by Creyer and Ross (1997) measured the: (1) importance of ethicality of firm behaviour; (2) willingness to reward ethical firms via purchasing behaviour; (3) willingness to punish an unethical firm via (non) purchasing behaviour and (4) expectations regarding the ethicality of corporate behaviour in society. Their results found that consumers expect firms to behave ethically and there is a desire to reward those that do.

The majority of ethical consumers react to unethical behaviour of a company by boycotting it and this has a real and profound impact on target companies

(Du et al., 2007; Lichtenstein et al., 2004; Sen and Bhattacharya, 2001; Sen et al., 2006). Lichtenstein *et al.* (2004) argued that the perception of corporate social responsibility influences consumers to support or make the consumer responsible. The study identified a negative relationship; it proved that ethical consumers in the negative CSR conditions had a motivation to donate that people in the positive condition did not have. Furthermore, Auger et al. (2003) identified that some consumers were willing to pay a premium for more socially acceptable products, especially for more sensitive issues such as the use of child labour and the use of animal testing.

Ultimately, this study argues that the ethical behaviour of consumers affects their affective attitude and behavioural attitude. Therefore, the following hypothesis is formulated:

H5. Ethical behaviour impacts consumer affective attitudes (H5a) and consumer behavioural attitudes (H5b).

3.4.6 The impact of brand trust on consumer behavioural attitudes

Chaudhuri and Holbrook (2001) explored the relationships between brand trust and brand loyalty attitudes, and found that brand loyalty attitudes could be derived by achieving greater trust in brand reliability as well as from more favourable effects, providing empirical evidence that brands high in consumer trust are linked through both attitudinal and behavioural loyalty. Moreover, Luk (2010) asserted that trusting the brand caused positive behavioural consequences. Also, he found that if competence, reliability, credibility, intention of meeting the customer's specific interest and benevolence represent different facets of brand trust, then this mental state will provoke customer commitment to the brand. For instance, both reliability and credibility imply the value promise of the brand which instils consumers' confidence in the occurrence of future satisfaction.

According to Chaudhuri and Holbrook (2001), brand trust was found to be directly connected to both attitudinal loyalty and purchase loyalty and, therefore, indirectly associated with an increase in market share and relative price. This is as a result of an increase in repeat purchases and a greater chance of consumers recommending the brand, which is also in line with Becerra and Badrinarayanan (2013)

who found that brand trust impacts positively not only on purchase intentions, but also on referral intentions. Similarly, Kang and Hustvedt (2014) found that trust is one of the strongest factors influencing consumers in their purchase processes and intent to spread positive or negative word of mouth, especially in relation to CSR practice. Moreover, the significance of brand trust has also been found to extend to online behavioural intention in affecting online purchase intention (Becerra and Korgaonkar, 2011, p. 947). The above studies show that there is a relationship between brand trust and consumer response such as attitudinal loyalty, purchase loyalty and purchase intention.

Since studies attempted to investigate the intention-behavioural gap, recently Pant (2017) addressed this issue, by examining the key antecedent in consumer responses to CSR to determine a link between CSR activity and consumer reactions to it. The results claimed that trusting the perceived CSR will influence the buying pattern of individuals which can turn out to be crucial in the dynamic market. On the other hand the study supposed to emphasise the role of trust as an influencing factor between perceived CSR and purchase intention as it was conducted in China by Tian et al. (2008). This suggests that if consumers can have a trusting relationship with a specific firm, they reward the consumer with positive perceptions which eventually results in greater buying of products.

As previously mentioned, the perceived CSR of a company positively influences corporate brand trust by making a favourable impression on consumers. Accordingly, many studies emphasise the benefit of CSR policies and procedures for increasing brand trust among consumers (Gove, 2011). When a brand is trustworthy, consumers perceive less risk and gather less information when making purchasing decisions (Ratchford, 1991). Furthermore, many studies have indicated that brand trust is a key factor in maintaining successful brand–consumer relationships (Johnson, 1999; Hunt, 1994). Many companies now consider gaining consumer trust as a way to build relationships (Munuera-Aleman, 2005). Brand trust creates a valued brand–consumer relationship that must be continuously maintained to contribute to brand loyalty (Holbrook, 2001). Consequently, CSR could enhance brand trust and minimise consumer scepticism of corporate hypocrisy (Pivato, 2008). Bhattacharya et al. (2003)

have also shown that consumers would trust and even forgive a company's misbehaviour when they identify themselves with the company.

Therefore, this study formulated the following hypothesis:

H6. Brand trust influences consumer behavioural attitudes.

3.4.7 The impact of brand trust on consumer affective attitudes & consumer behavioural attitudes

Erdem and Swait (2004) declared that trusting the brand had a greater influence on consumer consideration to purchase than perceived corporate expertise. Furthermore, when consumers believe that the brand is competent, credible, reliable and has true intention to meet their specific interest (e.g. ethical interest), they become committed to the brand (Chen and Chang, 2013). Pivator et al. (2008) indicate that brand trust plays an important role in linking CSR and consumer loyalty. Therefore, consumer trust in the brand regarding its CSR positively affects affective attitude. Besides, brand trust is also found to affect behavioural attitude. For example, an important role in linking CSR and consumer loyalty based on consumers' positive evaluation of the company's CSR, translates into brand trust, which leads to positive affective attitude. A study by Delgado-Ballester and Munuera-Aleman (2009) identifies the positive impact of brand trust on buying intention.

Ethics are considered as values that motivate the foundation of consumer attitudes (Rokeach, 1973), but morals do not lead to behaviour in real purchasing behaviour. Hoyer and MacInnis (2004) argued that consumers' attitudes influence their thinking (the cognitive function) and feelings (the affective function), and therefore influences their purchasing behaviour, which suggests that companies' marketers should seek to change consumers' attitudes as a means of impacting consumers' decision-making and behaviour. The Theory of Reasoned Action by Ajzen & Fishbein (1980) emphasised that marketers could impact consumers' attitudes and intentions by changing their assessments, by creating new and different beliefs and targeting normative beliefs. Travis (2000) emphasised that branding has a significant role in forming consumer attitudes; therefore, brands are considered as effective because they can change consumer attitudes towards more sustainable consumption.

Ottman (1998) asserted that affective marketing changes passive green consumers, who are willing to pay premium prices for pro-environmental products to undertake greener consumption. Consequently, this study developed the following hypothesis:

H7a. Brand trust impacts consumer affective attitudes.

H7b. Consumer affective attitudes influence consumer behavioural attitudes.

3.5 Chapter Conclusion Remarks

The framework model for this study is a formalised theory that incorporates a set of hypotheses and states the relationship between different concepts that have previously been tested empirically. Therefore, this study depends on the previous work of the Carroll model and the Muncy and Hunt model and theory that has been developed previously.

It is considerably confirmed that companies wish to maximise their profit by attracting their consumers to continue buying their products. Therefore, CSR is one of the strategies that companies attempt to implement as part of their strategy to achieve positive attitudes. As has been stated by previous studies, philanthropy refers to voluntary activities towards communities; therefore, companies are supposed to give back money that they gain from the community in order to enhance and improve community life. Moreover, previous literature focused on CSR in respect of intention and behaviour; however, results were inconsistent, which leads this study to focus on the effect of the philanthropic responsibility concept of CSR on consumer attitudes.

As it has been stated earlier in this chapter, this study intends to investigate the impact of the unidimensional concept of CSR philanthropic responsibility to provide deep understanding of the influences of CSR on consumer attitudes, to cope with issues that have occurred in previous literature which evidence contradictory results about the impact of CSR on corporate marketing outcomes, and issues caused by focusing on CSR as one concept. Therefore, this study aims to contribute by focusing on CSR as a unidimensional concept, to provide accurate results. Moreover, this study answers a call made within previous literature, by examining the impact of factors on the relationship between CSR and consumer attitudes. Finally, the main contribution of this study is to investigate the role of 'consumer ethics' in completing CSR and whether that can build

brand trust. This chapter has described each dimension, supported by previous literature, to test the hypotheses for this research.

CHAPTER FOUR

METHODOLOGY

4.1 Introduction

Raising the theoretical framework and the hypotheses of this research from the prior chapters is considered as the initial stage towards the development of CSR and ethical consumerism research. From the existing theoretical background, the literature review was implemented to conceptualise the model's elements and develop the research hypotheses. By adopting a suitable research approach, the hypotheses of this study will be empirically examined and the proposed conceptual framework will be validated, thereby achieving the research aim and objectives. The purpose of this chapter is to summarise the overview of the research methodology that has been adopted in the present study. The rationale justification for adopting the methodological approach and research method will be presented.

Developing the research method, the research design was developed to follow the study step by step in a systematic way. This chapter starts by emphasising the research philosophy that has been adopted which is the positivist deductive philosophy followed by a justification of the selection of the quantitative approach which was employed by this study. Moreover, this chapter presents the sampling strategy, data collection process and survey design including questionnaire design, development of the research instrument, measurement scales and translation of the research instrument. The chapter will then progress by describing the pre-testing and pilot study stages, followed by reliability and validity issues affecting the current study. Furthermore, the statistical techniques used in data analysis and ethical considerations will be illustrated, and the final section comprises concluding remarks of the chapter.

4.2 Philosophical Perspectives

Research must have a philosophical and theoretical background. Philosophy is defined as “a set of beliefs [stemming from] the study of the fundamental nature of knowledge, reality, and existence” The philosophy of research is about the researcher’s way of considering and / or thinking of the influences of the approach chosen in order to develop the knowledge (Saunders, Lewis and Thornhill, 2009). Positivism (positivist) and phenomenology (interpretivism) are the two main types of research paradigms that motivate the design of most business and management research (Hussey and Hussey, 1997; Collis and Hussey, 2003). Choosing the suitable approach of research and strategy is based on the research prospects (Saunders et al., 2012); therefore, understanding the research paradigms is an essential stage for researchers. Understanding and demonstrating the similarities and dissimilarities of the paradigm research, assists the researcher to be more productive in the research process. Firstly, the positivist method is considered as the oldest and most broadly recognised logical method and is quantitative in nature (Saunders, Lewis and Thornhill, 2009). Dissimilar to positivism, the interpretive method helps to demonstrate and understand human behaviour and is widely known as a qualitative approach (Collis and Hussey, 2009).

4.2.1 Positivist Paradigm

In the social sciences the positivist method is connected with a natural science that includes empirical testing. The positivist approach is associated with statistical data collection in order to demonstrate or understand human attitudes and behaviours which involves discovering information related to people via the objective values. Collis and Hussey (2009) asserted that the positivist method seeks facts or causes of social phenomena, with slight regard for the subjective state of the individual. Moreover, it

has been asserted that in the positivist approach, researchers are most likely to employ theories, factors and hypotheses. The positivist approach is appropriate if the research objective is to collect data associated with the regularity of the phenomena.

According to Easterby-Smith, Thorpe and Jackson (2008) the positivist approach is dependent on producing statistical and alphanumeric data. In the positivist approach reality is objective as they believe that social science research is not influenced by humans, and the research will not affect the reality of nature (Carson *et al.*, 2001). Furthermore, the topic of the research in the positivist research is distinguished via the discovery of an external object of research rather than by creating the actual object of the study. The positivist approach motivates the knowledge of investigation and examination to provide evidence or rejection of the hypotheses to provide deep understanding of some phenomena and to create new theory by placing facts together to generate laws or principles (Myers, 1997; Greener, 2008).

The positivist approach emphasises the employment of research strategies e.g. surveys and experiments (Saunders, Lewis and Thornhill, 2009). Moreover, the positivist approach employs a set of formalised techniques to discover and measure independent facts about an individual reality which is assumed to exist, driven by natural laws and mechanisms (Carson *et al.*, 2001). Furthermore, the important characteristic of the positivist approach is that positivists tend to believe that everything can eventually be recognised and demonstrated (Fisher, 2007). This allows the researcher to collect large numbers of empirical data that can be analysed statistically to provide any fundamental regularity (Easterby-Smith, Thorpe and Jackson, 2008). Moreover, the data collection for this study has the potential to be quantitative in nature, sample is required, finding is generalisable (Fisher, 2007; Saunders, Lewis and Thornhill, 2009; Easterby-Smith, Thorpe and Jackson, 2012). Finally, the positivist approach is appropriate for objective statements rather than subjective statements.

4.2.2 Interpretivist Paradigm (Phenomenology)

The second significant type of research paradigm is the interpretive approach, which engages with social science as a phenomenon of human behaviours and experiences (Remenyi *et al.*, 1998; Bryman, 2012). Therefore, interpretivists believe that behaviours and actions are created within the individual's mind. Furthermore, this approach centres on humans as it (this should be "they are" if it refers to the individuals) is considered the main factor of the sense-making (Collis and Hussey, 2003; Saunders, Lewis and Thornhill, 2009).

The interpretivist researchers believe that the world is a comprehensive entity needing rationalisation and directing to the progress of general rules and theories. In the interpretivist approach reality is not determined empirically, but it is constructed socially (Hussey and Hussey, 1997). Also, the interpretivism approach is not generalisable, but it is contextual. Accordingly, the main purpose of this approach is that it provides deep understanding of people's experience and perception by engaging them in the correct social context (Collis and Hussey, 2009). Furthermore, the nature of the interpretive philosophy is to promote the qualitative method in the development of knowledge (Saunders, Lewis and Thornhill, 2012). Therefore, in the social sciences the qualitative method is established to allow the researcher to conduct, test and conceptualise theories based upon the proved evidence that is extracted from the data.

4.2.3 Deductive vs. Inductive Approach

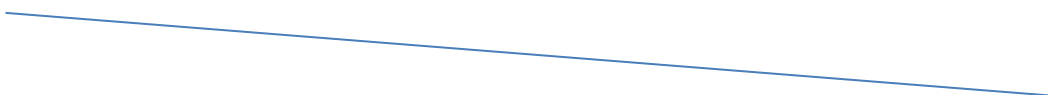
Established upon dissimilar research philosophies, research approaches provide a more practical guide and facilitate an informed choice for the general configuration of the research (Saunders, Lewis and Thornhill, 2012). The research method is usually chosen based on the research questions or issues determined or identified by the nature of the relationship between theory and research. (Saunders, Lewis and Thornhill, 2009). On the other hand, researchers are most likely to develop and test theories by employing one of the following approaches: (1) the deductive approach and (2) the inductive approach. In the positivist approach the researcher attempts to establish the validity of

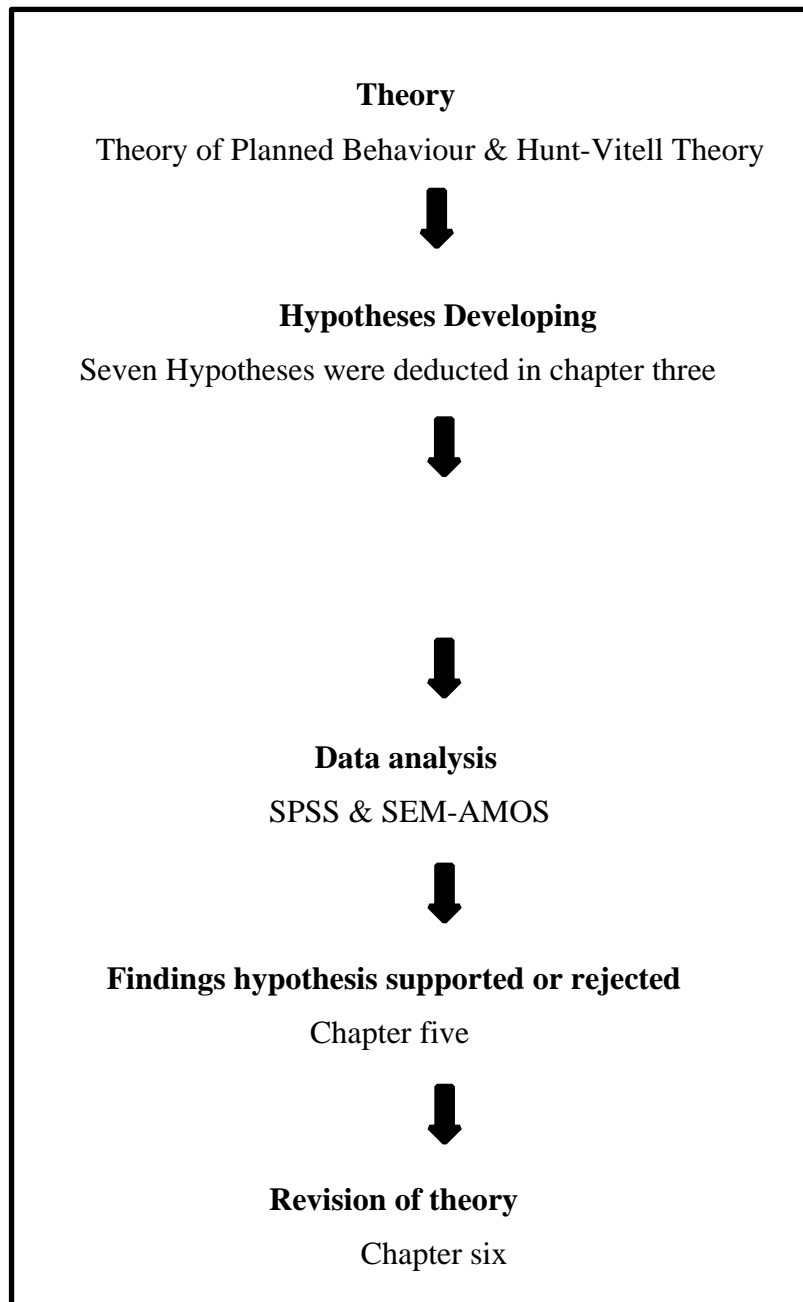
the study approach via deduction, while the interpretivist researcher is more likely to establish the legitimacy of their approach via induction (Bryman and Bell, 2011).

The deductive method requires starting with a theoretical framework, developing hypotheses and logically deducting conclusions from the results of the study (Baker and Foy, 2008). In the analysing data stage, the theory can be accepted or rejected which should be demonstrated with the research questions (Bryman, 2008; Saunders, Lewis and Thornhill, 2012). On the other hand, the inductive approach is considered as the view of common sense by observing the given phenomena to reach a conclusion and later building the theory (Bryman and Bell, 2007; Baker and Foy, 2008). The inductive approach gives the possibility of the interaction of the social actors in demonstrating the reality and is flexible in structure.

The deductive approach is suitable if the researcher starts with a theoretical framework, formulates hypotheses and logically deducts conclusions from the results of the study (Sekaran, 2000). This research project is designed to examine hypotheses. Therefore, this project followed positivist philosophy, and was conducted by employing the deductive research method. This research project is supposed to be a typical implementation of the deductive approach as it establishes hypotheses based on developed theories and pursues other steps in the deductive approach as presented below:

Figure 4.1





Source: Bryman (2008)
collection

Survey: Structured questionnaire

4.2.4 Justification for the Adoption of the Positivist Paradigm

According to Blaikie (2007) and Remenyi *et al.* (1998) the positivism approach considers the essentialness of an objective scientific technique. The hypothetico-deductive is categorised as the scientific technique for the traditional theory which has already been empirically examined in previous literature, which is based on assumption and observations (Hayes, 2000; Remenyi *et al.*, 1998). This study attempts to identify the factors that influence individual ethical decision making, and explore the relationship between these factors. Based upon the different theories and models of Carroll and Hunt-Vitell, a hypothesised model of factors that could enhance the influences on the consumer ethical decision was developed. After considering the two main underlying paradigms in most business and management research, and in order to empirically examine and validate the hypotheses in the proposed model, this study used the positivist approach, which seemed the most appropriate to address the aim of the study. The rationale behind the adoption of the positivist paradigm in this study is explained below.

First of all, this study intends to address a gap in the existing theory that does not empirically explain the linkage between the consumer perception beliefs of philanthropic responsibility and ethical judgement in order to enhance its influences on consumer attitudes towards philanthropic retailers in the UK. Therefore, after a thorough investigation of the literature in the field, the hypotheses were formulated. These hypotheses will be examined and answered quantitatively to reduce phenomena to their simplest elements (Remenyi *et al.*, 1998; Bryman and Bell, 2011). Secondly, the positivist approach aims to generate causal relationships that support business and management to become more scientific (Johnson and Duberley, 2000). Furthermore, a positivist method allows operationalisation of concepts to be measured quantitatively (Easterby-Smith, Thorpe and Jackson, 2012). This decision was reached even though prior social responsibility and ethics studies recommended that a positivist paradigm is better equipped for this type of study to appreciate the richness and generality of social context. Eventually, this method was deemed suitable due to the fact that it offers a highly economical data collection method from a substantial population, gives a clear

theoretical focus to the research and provides easily comparable data (Hussey and Hussey, 1997). For these reasons, this research argues in favour of a positivist paradigm, with the use of a quantitative mode of inquiry. The next section focuses on the research design of this study.

4.3 Research design

Research design reflects the overall plan of how the researcher will examine and answer the research questions (Cooper and Schindler, 2001; Saunders, Lewis and Thornhill, 2012). The research design assists the researchers in drawing limitations for the study, which includes the adopted methodology nature, the choice of examination which needs to be carried out, further to the spatial location, industry, the unit of analysis and other issues related to the research. Check this sentence. This is supported by Yin (2009) who asserted that the research design is a combination of logical processes employed by the researcher to conduct, analyse and understand the data.

Three different types of research classification have been identified from the literature of research methods: (1) exploratory, (2) descriptive and (3) explanatory (Cooper and Schindler, 2001). Firstly, in the exploratory study the researcher tends to identify new insights and ideas to explore the real nature of the issue under investigation, as it is assumed to give a better understanding of the nature of the problem (Robson, 2002). Secondly, in the descriptive research the purpose is “to portray an accurate profile of persons, events or situations” (Robson, 2002, p. 59). Sekaran (2000) asserted that in the descriptive study the researcher attempts to determine and explain specific characteristics of the interest variable in a given situation; however, in the exploratory research the researcher needs to demonstrate the causal association or relationship between the variables. Therefore, according to the research question ‘what’ and the purpose of the study, this study employed primarily within the descriptive category (Zikmund, 2003; Hair *et al.*, 2006). The main aim in the descriptive research is to demonstrate the phenomenon which the researcher attempts to investigate before conducting the data, based on the prior explanation of the research problem (Collis and Hussey, 2003; Saunders, Lewis and Thornhill,

2012). Furthermore, the descriptive studies are considered as confirmatory in nature and are often employed to examine the previous specific of the hypotheses construction (Hair *et al.*, 2003).

After presenting the different types of research design, the researcher in this study employed a quantitative data collection approach and survey method to gain data concerning consumer attitudes towards the philanthropic retailers of the ethical consumers. The survey method is common in the research of business and management; it is also relates to a deductive method. Additionally, it is more likely to be employed in the descriptive research. The survey's popularity is employed by most of the studies for many reasons; they provide a good instrument of economically gathering a large amount of data from a large population, with the ability to control; (the process of the research and simplicity measured (Remenyi *et al.*, 1998) and administered) this doesn't make sense (Sekaran, 2000; Saunders, Lewis and Thornhill, 2009)._Furthermore, generalisation on the research findings from the sample to the population is another good reason for the popularity of employing a survey approach (Creswell, 2009).

The design of cross-sectional survey reflected that the data of the research has been conducted from more than one case at a single point with the aim of conducting the data quantifiable and investigating the association paths between two variables or more (Bryman and Bell, 2011). This study adopted the cross-sectional survey design in order to collect the data at the same time from samples to examine the association between variables and to produce frameworks of these associations. The design of cross-sectional design survey has been employed extensively in the research of social sciences that are connected with the quantitative. On the other hand, the critical stage of the success of the cross-sectional design is when the researcher chose the sample and the data collection method? Or "collected the data" (Saunders, Lewis and Thornhill, 2009). Therefore, this study employed two different statistical software tools in order to analyse the research data. In the first step of exploratory factor analysis this research used Statistical Package for social sciences (SPSS), and in the second step this study employed structural equation modelling (SEM). To examine the validity and the reliability of this study's constructs this study employed the confirmatory factor analysis (CFA). For the hypothesised relationship examination step between the

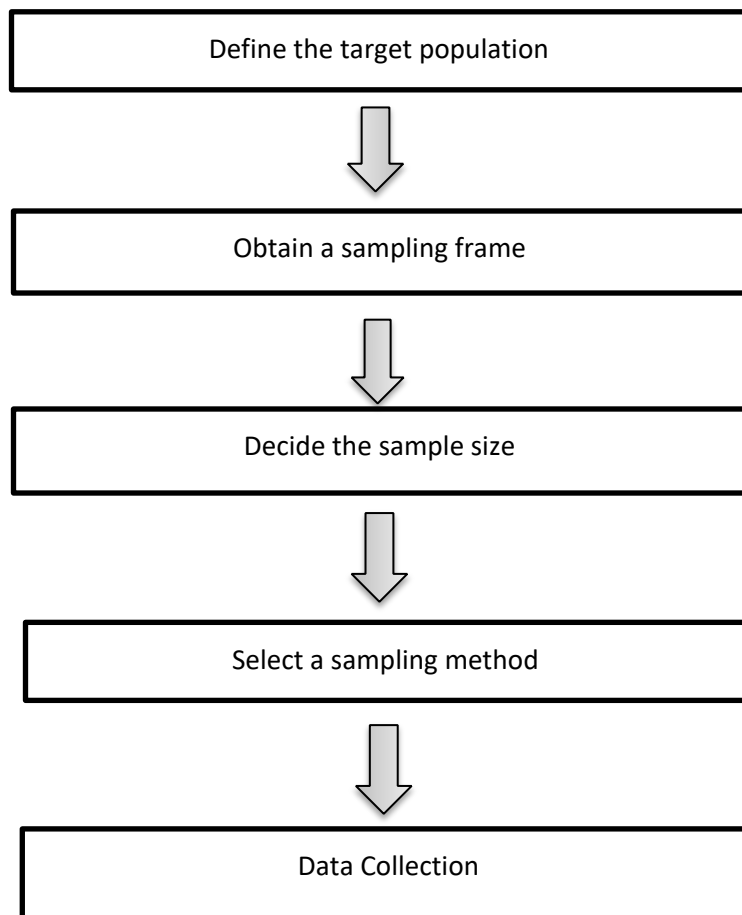
proposed constructs in the framework of this study (by employing the structural model procedure). This doesn't make sense do you mean "the structural model procedure was employed"?

4.4 Sampling strategy

The sampling strategy process in this study included the stages from defining the target population, through to gaining the frame of the sample, selecting the sample size and selecting the suitable sampling method (Collis and Hussy, 2009; Bryman and Bell, 2011). For this research purpose, this study undertook the sampling technique step as it shows in the figure below:

Figure 4.2 Key Phases of the Sampling Process

Source: Adapted from Collis and Hussy (2001)



4.4.1 Target population

Population reflected to “the universe of units from which the sample is to be selected” (Bryman and Bell, 2011, p.176). In addition, Collis and Hussy (2014) asserted that the population target is a group of people or a group of items that are considered for the purpose of the research. This study attempts to collect data from the target population which can represent the entire target population. Therefore, it is essential to select a logical population for the present study in order to enable this study to generalise the findings for the entire target population.

This study was conducted by using consumers in the retail sector across London, United Kingdom, from those companies which highly implemented ethics and social responsibility activities into their strategy. Therefore, as the literature recommends that the retail sector in the United Kingdom is more likely to employ corporate social responsibility activities in their strategy, only consumers were included in this study.

Five popular shopping areas in London were chosen to be the context for this study (Uxbridge, Ealing, Westfield and Oxford Street there are only four here). These areas were chosen for several reasons. First of all, they were all considered to be the most central shopping centres which included the target retailers, attracting large numbers of consumers from different background cultures and experiences in different levels of income, education and age levels; this involved different classifications of retailers which extensively employed CSR strategies into their strategy. Finally, these areas were multicultural, inhabited by a wide variety of citizens who have come, over time, from other parts of the United Kingdom to shop.

4.4.2 Sampling Frames

A sample frame is a record of the population from which a sample can be drawn, such as a certain number of selected participants from various members of the population (Bryman and Bell, 2007; Collis and Hussey, 2009). Selecting a complete and accurate record of the population is an essential stage for achieving a sample that represents the target population (De Vas, 1993). In the present study each consumer who had experience of buying from the retailers, became a member of the population. Therefore, consumers who had undertaken purchases from retailers that implemented

CSR activities into their strategy were chosen. Due to the lack of available data for selecting those ethical consumers who make purchases from” the CSR retailers, this study aims to examine the consumers’ beliefs and perceptions about the philanthropic activities by companies and their ethical judgement of their own ethical behaviour to investigate whether these enhance their influence on their attitudes towards the retailers.

4.4.3 Sampling

Sampling is concerned with the method of collecting information about a population by using the sample, which is a fundamental factor of positivist research (Hussy and Hussey, 1997). Bryman and Bell (2011) asserted that the sample is a segment for the selected population for the research examination. Therefore, in order to enable the research to generalise the findings regarding the population, it is suggested that a selective sample should be employed (Miller, 1991; De Vaus, 1996; Saunders, Lewis and Thornhill, 2009).

Probability sampling and non-probability sampling are the two main types of the sampling technique (Bryman and Bell, 2011; Saunders, Lewis and Thornhill, 2012). Probability sampling is mainly based on selection bias, whereby each unit in the total population has a known chance or probability of being selected (Saunders, Lewis and Thornhill, 2009). Probability sampling aims to reduce the degree of error to a minimum (Bryman and Bell, 2007). Therefore, to answer the research questions and meet the objectives, numerical estimates are required to classify the population and the sample (Saunders, Lewis and Thornhill, 2009). Furthermore, the difference between probability sampling and random sampling is that probability sampling deals with questionnaires and experiment strategies, while random sampling is the most basic form of probability sampling (Saunders, Lewis and Thornhill, 2012).

The non-probability technique offers alternative techniques which depend on subjective judgement, which is commonly chosen in the exploratory phase of research, and also at the time of designing the survey questionnaires (Saunders, Lewis and Thornhill, 2012). Generalisation is the main issue that non-probability sampling faces; however, according to Saunders, Lewis and Thornhill (2009), it remains that this type of sampling permits the findings to be generalised. Bryman and Bell (2011)

emphasised that the greater the size of the sample, the less the likelihood of the occurrence of errors. In order to gain the required sample, especially if the researcher is dealing with sensitive issues (Collis and Hussey, 2009) as is the case in this study, many non-probability sampling techniques can be employed, such as convenience samples, self-selection, snowball, purposive and quota (Collis and Hussy, 2009; Saunders, Lewis and Thornhill, 2009). Thereby, in order to achieve the appropriate sample frame for this study, the researcher decided to consider nonprobability sampling techniques.

4.4.4 Sampling using Non-Probability Techniques

This study employed multiple non-probability sampling techniques. Because of the difficulty of obtaining and selecting ethical consumers who have experience of CSR retailers in the United Kingdom, this study used two types of non-probability sampling: (1) a convenience sample of consumers, individuals and groups who positively responded to the survey questionnaire and (2) judgemental sample used after identifying members of the desired population. This study used judgemental sampling, and the researcher chose the participants based on their experience with the phenomenon being examined.

Convenience sampling is extensively employed in business research studies (Bryman and Bell, 2007). The Convenience sampling technique includes choosing cases randomly in order to gain the research sample (Saunders, Lewis and Thornhill, 2009). On the other hand, it is beyond the research control to select the sample process, therefore this assists the continuation of gathering data until the required sample sized amount has been reached. It is combined of groups and individuals who are easily reached by the researcher. This technique has an advantage in that it can enable scholars and / or researchers to handle the available resources for their study.

4.5 Sample size

Collis and Hussey (2009) assert that in order to accurately represent the population, the sample size should be large enough to allow researchers to generalise the results and address the research aim and objective. This study collected data from 350 consumers in the UK who make purchases from retailers. As Collis and Hussey (2009) emphasised, small sample sizes would stop

researchers carrying out essential statistical tests and identifying relationships between the variables. The sample size of the current study is appropriate for applying SPSS and SEM to analyse the theoretical model (Tabachnick and Fidell, 2007).

4.6 Data Collection Procedures

Data collection is the fundamental stage of the research design, due to the fact that it gives the researcher the ability to develop and /or examine the theories. This stage involves extracting valuable information from the questionnaire participants when this research attempts to answer the research questions. There are different approaches in order to collect data, e.g. 'using postal services, face to face meetings with participants, telephone interviews, sending emails or online questionnaires or a combination of these approaches' (Sekaran, 2000; Cooper and Schindler, 2001; Saunders, Lewis and Thornhill, 2012).

In order to answer the research questions, the researchers have the choice to employ a single or more than one data collection method (Saunders, Lewis and Thornhill, 2009). For the purpose for this study, to collect the data from people who are more likely to have experienced the phenomena, this research employed a paper-based questionnaire which was employed as it is low cost and tends to give a high response rate. The researcher attempted to distribute and collect the paper-based questionnaires from the targeted locations where the retailers' stores were, such as Westfield White City, Westfield Stratford, Oxford Street, Uxbridge and Ealing. Data was collected on Sunday, Monday and Wednesday throughout all hours of each of the three business days (i.e. 10.00 a.m. to 9.00 p.m.). Respondents were approached to participate in the survey.

The time required to answer the survey questionnaire was between 10 to 20 minutes. Most participants managed to complete the survey at the time of distribution while others did not complete the full survey and returned the questionnaire by post?? to answer some of the questions. In total, 400 paper based questionnaires were distributed, however only 350 questionnaires were completed. The total response rate from the paper-based questionnaire was 350, which represents 70 % of the original

sample. The phases of the development of the survey for this study and the data analysis are demonstrated below.

4.7 Survey questionnaire

The survey questionnaire is considered to be one of the most broadly employed research instruments in the two fields of business and management research. The survey questionnaire included a list of structured questions; the questions were chosen after testing in order to extract reliable answers from the sample chosen for this study. The questionnaire surveys are the most popular instrument and permit the collection of a huge number of data in a reasonable time from a targeted population (Saunders, Lewis and Thornhill, 2009). Furthermore, conducting questionnaires is more convenient for respondents than conducting interviews and it allows participants to respond to the questions freely (Bryman and Bell, 2007). The questionnaire has many advantages; time, cost, location, analysis and general ease of the data collection process (Sekaran, 2003; Saunders, Lewis and Thornhill, 2012). Nevertheless, there are some factors that may influence the quality of the data generated for the analysis, such as the understanding of the questions by participants, the type of the scales and the order of the questions (Collis and Hussy, 2014).

4.7.1 Development of Survey Questionnaire

The development of the questionnaire is based on the required information that this research attempts to analyse. For the purpose of this research, which is examining the hypotheses development, a survey questionnaire was proposed for data collection. Questionnaires tend to provide insight into individual perceptions and attitudes, organisational policies and practices as well as enabling researchers to identify and describe the variability in different phenomena (Baruch and Holtom, 2008; Saunders, Lewis and Thornhill, 2012). This study employed a positivist approach for the data collection, in order to test the individual's attitudes and perceptions. One type of questionnaire has been employed in this study; paper based questionnaire for delivery and collection questionnaires for data collection which possesses many options of Likert Scaling for a variety of choice for respondents.

Check this sentence

For this study the data collection was based on the perception and beliefs of the consumers towards the research topic (philanthropic perception and ethical judgement in the retail sector in the UK). Thereby, the process of the development of the questions for this study included adopting positive questions and creating brief surveys that could be distributed for all participants of this research without any leading questions (Cooper and Schindler, 2001). Finally, the content of the questionnaire was easy and simple to read and understand by the participants. Therefore, there was no difficulty for participants to answer and complete the questionnaire.

4.7.2 Questionnaire Design

Designing the questionnaire should be in such a way to give the researcher the ability to accurately complete the data collection; therefore, designing and structuring the questionnaire has an essential impact on the response rate, validity and reliability of the data collection (Saunders, Lewis and Thornhill, 2009). There are some fundamental points that the researcher should take into consideration in order to achieve the maximum response rate, validity and reliability. Firstly, designing the questionnaire carefully; secondly, providing a simple explanation of the questionnaire purpose; thirdly, designing a clear and pleasing layout of the questionnaire and finally, pilot testing and carefully planning and executing the administration (Saunders, Lewis and Thornhill, 2012). Thereby, this study made considerable effort in order to expand and develop the survey's questionnaire and choose suitable measures for the construct of the study in order to conduct the data to achieve the aim and objectives of this study.

4.7.3 Question Types and Format

There are two types of questions commonly employed in questionnaires: open questions and closed questions. The advantages of using open questions are to give the participants the potential freedom to express his / her opinion in a couple of words; however, it is complicated to analyse (Collis and Hussey, 2003). On the other hand, the advantages of closed questions are that they allow the participants to choose from a selection of determined answers, making it the most frequent method in the positivist approach (Collis and Hussey, 2009). Closed questions are more convenient for conducting data, as they are easy to answer and analyse. Furthermore, in order to

compare then answers of the as they have been determined this doesn't make sense. Do you mean "Furthermore, it is easy to compare the answers as they have been determined" (you need a better word than determined) (Saunders, Lewis and Thornhill, 2012).

The survey questions of this study are related to the perceptions and beliefs of the experienced phenomena. Consequently, the questionnaire of this study mainly included closed-ended questions and scaled-response formats. To encourage the participants to answer the questions accurately, the questions were chosen based on the nature of the question and to avoid response bias. Additionally, Alreck and Settle (1995) asserted that closed-ended questions are associated with the way respondents respond to questions according to their mentality or predisposition. Therefore, this research employed closed-ended questions in order to retain the same context and meaning of the questions for all respondents.

The rating scale of the Likert-style is frequently employed in questionnaires, due to the fact that this type of format uses a measurement scale in order to enable the respondents to indicate their degree of agreement / disagreement with the constructs (Alreck and Settle, 1995); usually a rating scale combined with a four, five, six or seven word missing (Saunders, Lewis and Thornhill, 2012). This study employed a Likert scale with seven categories for all rating questions to record consumers' perceptions and beliefs. This study selected the seven-point Likert scale because of its appropriateness and popularity for the nature of this study. Collis and Hussey (2003) emphasised that the advantage of the rating questions is that this type of question provides sharper responses to allow the researcher to provide for opinions by giving them a numerical value. Another advantage for this type of method is that it is a reasonable method of obtaining a number of dissimilar statements in one list with ease of answering the surveys by the participants (Collis and Hussey, 2009).

Additionally, the positive and negative format of the questions has been used in the questionnaire of this study, in order to make sure that respondents read and understand the statements accurately (Saunders, Lewis and Thornhill, 2009). Moreover, in order to encourage the respondents to respond to the questionnaire of this study, the questions were designed in appropriate wording and response formatting to make it easy to access them with providing accurate answers and classifying accuracy of data analysis.

4.8 Measurement Scales

To measure consumer perception this research employed dependent and independent variables; the philanthropic responsibility variables served as dependent variables, while ethical judgement, brand trust, consumer affective and consumer behavioural attitudinal served as independent variables in this study. The seven scale measurements were developed by the researcher for the twelve constructs of this study. Table 4.10 presents all the items developed for the survey questionnaire of this study. The scales were tested by a pilot study of consumers from a variety of retail sectors in the UK. Paper-based questionnaires were distributed to the participants to complete the survey. Conducting the pilot study is used to identify any unclear items, poor wording in questions and the time taken to complete the survey. After measuring the validity and reliability of the instrument, it was applied to collect data for the main study from a variety of consumers in the retail sector.

4.8.1 Independent variable

To comply with the study's objective and test the research hypotheses, the current study was designed based on a survey of retail companies in the UK. This is a sector in which those who are strongly involved in social responsibility compete. Therefore it is interesting to determine how their efforts are perceived by the consumers and the consequences for consumer behaviour. Hence there is no full consensus about the measurement of social responsibility, since in some cases only the social dimension is included, while in others a broader point of view is adopted. However, the majority of previous studies in the CSR literature proved that there are no consistent results of the influences of CSR on consumer response, due to the fact that they treat CSR as a multidimensional construct; therefore, the different focus of the CSR dimensions on consumer attitudes encouraged this study to focus on a unidimensional construct. This study adopted Carroll's proposal of 1991 to unidimensional CSR by focusing on the philanthropic dimension of its impact on consumer attitudes. A seven-point Likert scale was used to measure all items ranging from (1) 'strongly disagree' to (5) 'strongly agree'.

4.8.2 Dependent variable

The literature offered some valid and reliable scales to measure brand trust, which was measured by adopting brand reliability and brand intention (Erdem and Swait, 2004). Three items measured brand reliability, while four items were adapted to measure brand intention in order to measure the degree to which a consumer believes that a company will continue to deliver what it has promised (Erdem and Swait, 2004). Consumer affective attitude has been measured by three items which have been adopted by Delbert et al. (2000). A consumer behavioural attitude was measured by three items that have been adopted from Delbert et al. (2000) scale. Finally the ethical judgement construct has been measured by the seven dimensions that were developed by Hunt-Vitell (2005), including active, passive, deceptive, no-harm, recycling, downloading and do-good.

4.8.3 Operationalisation of the constructs

Identifying the indicators for the hypothetical constructs can be done empirically. Collis and Hussy (2014, p.203) defined the hypothetical constructs as ‘an explanatory variable that is based on a scale that measures opinion or other abstract ideas that are not directly observable’. This study adopted the definitions of the constructs from the business ethics literature, making slight changes to the measures to fit CSR ‘philanthropy’ in the retail sector. This study adopted philanthropy items from the CSR model described by Carroll (1979). Slight changes were also made to questions measuring the seven dimensions of consumer ethics to include the legal and illegal activities of ethical consumer behaviour that could occur in the retail sector.

The study also identified whether the constructs were multi-items or single items (Hair, 2014). It derived its definitions from previous studies to set decisions rules proposed by Jarvis, Mackenzie and Podsakoff (2003), Hair, Ringle and Sarstedt (2011) and Hair et al. (2014b). The constructs involving multi items are “measured by more than one item whereas single-item construct is measured by only a single item” (Hair et al., 2014, p.30). This study involved only multiple items for each construct which included more than one item. According to Bergkvist and Rossiter (2007), a

construct which involves single items can be adopted if the constructs that involve multiple-items are useless or if both are similarly valid.

This study measures consumer ethics by adopting Vitell and Muncy's (2005) list of 30 items divided into seven dimensions actively benefiting from illegal action, where the main characteristics of these actions is that they are initiated by consumers. The consumer is therefore actively involved in questionable behaviour that is illegal. They also passively benefit from actions initiated by the seller and the consumer benefits because of the seller's mistake. Thirdly, consumers may actively benefit from questionable but legal actions where they are actively involved in the deception. The difference is that the deception is not seen as illegal. Fourth are the noharm / no foul actions, where sellers are not directly harmed by the consumer's activities. Fifth are questionable activities covering more current problems, such as digital piracy and ethically positive activities. Sixth is recycling and finally, doing good (Vitell and Muncy, 2005). Table 4.1 shows the measurement indicator for the consumer ethics construct which has been modelled as a second-order construct and operationalised by the seven dimensions using a seven-point Likert scale where 7 = strongly agree, 1 = strongly disagree.

Table 4.1 Operationalisation of ethical behaviour (*Second-order Construct*)

<i>Source</i>	<i>First-order construct</i>	<i>Code</i>	<i>Indicator</i>
Vitell and Muncy (2005)	<i>Active</i>	CEA1	I would return damaged goods when the damage was my own fault.

		CEA2	I would give misleading price information to a clerk for an unpriced item.
		CEA3	I would use items that do not belong to me.
		CEA4	I would drink a can of soda in a store without paying for it
			I would report a lost item as ‘stolen’ to the company in order to collect the insurance money.
	<i>Passive</i>	CEP1	I would lie about a child’s age to get a lower price
		CEP2	I would not say anything when the cashier in the store miscalculates a bill in your favor
		CEP3	If I get too much change, I would not say anything
		CEP4	If I observed someone shoplifting I would ignore it.
	<i>Deceptive</i>	CED1	I would use an expired coupon for products.
		CED2	I would return item after finding out that the same item is now on sale.
		CED3	I would use a coupon for products I did not buy.
		CED4	I would not tell the truth when negotiating the price of a new item.
		CED5	I would say the truth on an income tax return.
	<i>No harm</i>	CENH1	I would Install software on my computer without buying it.
		CENH2	I would burn a ‘CD’ rather than buying it
		CENH3	I would tap a movie off the television
		CENH4	I would use computer software or games that I did not buy
		CENH5	I would spend over an hour trying on different websites and not buying any downloading

<i>Recycling</i>	CER1	I would buy products labelled as environmentally friendly even if they don't work as well as competing products
	CER2	I would purchase something made of recycled materials even though it is more expensive
	CER3	I would buy only from companies that have a strong record of protecting the environment
	CER4	I would buy from retailers that recycle materials such as cans, bottles, newspapers, etc.
<i>Downloading</i>	CEW1	I would download music from the internet without buying it
	CEW2	I would buy fake brands instead of buying the original manufacturer brands.
<i>Do good</i>	CEG1	I would return to the store and paying for an item that the cashier mistakenly did not charge you for
	CEG2	I would correct a bill that has been miscalculated in your favour
	CEG3	I would give a larger than expected tip to assistance who assist me in buying in the store
	CEG4	I would not buy products from companies that I believe they do not treat their employees fairly.

Brand trust was measured by adopting brand reliability and brand intention (Erdem and Swait 2004). Finally, consumer attitude was measured by including two dimensions, consumer affect and consumer behavioural (Hawkins, Mothersbaugh and Best, 2000) (see Table 4.2).

Table 4.2 Operationalisation of Brand Trust

<i>Source</i>	<i>First-order construct</i>	<i>Code</i>	<i>Indicator</i>
Erdem & Swait (2004)	<i>Brand reliability</i>	BTI1	I believe that the information that the company provides is correct.
		BTI2	The company does not make false claims.
		BTI3	I trust that the company is clear when they deal with customers
	<i>Brand intention</i>	BTR1	This company does not pretend to be something it isn't
		BTR2	My experience with this company that they keep its promises
		BTR3	This company has a name you can trust
		BTR4	I believe that this company delivers what its promises

Consumer attitudes were modelled as a first order, and so the consumer attitudes construct has been operationalised in dimension consumer affective and consumer behaviour (see Tables 4.3 and 4.4).

Table 4.3 Operationalisation of Consumer Affective Attitudes

<i>Source</i>	<i>Construct</i>	<i>Code</i>	<i>Indicator</i>
Delbert I. Hawkins, David L. Mothersbaugh, Roger J. Best, (2000)	Consumer Affective	CA1	I like to support companies that has participating to solve society problems.
		CA2	Eco-friendly product is overpriced.
		CA3	Ignoring society and being responsible toward society problems is bad.

Table 4.4 Operationalisation of Consumer Behavioural Attitudes

<i>Source</i>	<i>Construct</i>	<i>Code</i>	<i>Indicator</i>
Delbert I. Behavioural David L. Mothersbaugh, Roger J. Best, (2000)	Consumer responsible retailers.	<i>CB1</i>	The last grocery I purchased was from socially responsible retailers. Hawkins,
		<i>CB2</i>	I usually purchase from socially responsible retailers.
		<i>CB3</i>	I bought a product because it had a lower polluting effect.
		<i>CB4</i>	I stopped using products which are detrimental to environment.
		<i>CB5</i>	I take into account the amount of packaging on goods when I buy.

To measure consumer characteristics, used age and education level (see Tables 4.5 and 4.6).

Table 4.5 Operationalisation of Education level

<i>Construct</i>	<i>Code</i>	<i>Indicator</i>
Education level	<i>EL1</i>	High school
	<i>EL2</i>	College degree
	<i>EL3</i>	Graduate degree
	<i>EL4</i>	Other

Table 4.6 Operationalisation of Age

<i>Construct</i>	<i>Code</i>	<i>Indicator</i>
Age	<i>AG1</i>	18-24
	<i>AG2</i>	25-34

AG3 35-44
 AG4 45-54
 AG5 55-64
 AG6 65-74
 AG7 75-84

Table 4.7 shows the measurement indicator for the CSR ‘philanthropy’ construct which was modelled as a first-order construct and operationalised by one dimension, *philanthropy*. It was measured using four indicators on a seven-point Likert scale where 7 = strongly agree, 1 = strongly disagree.

Table 4.7 Operationalisation of Corporate Social Responsibility

<i>Source</i>	<i>First-order construct</i>	<i>Code</i>	<i>Indicator</i>
<i>Carrol (1979)</i>	<i>PHILNATH ROPY</i>	CSRP1	I believe that retailer must help solve social problems
		CSRP1	I believe that retailer must Participate in the management of public affairs
		CSRP1	I believe that retailer must allocate some of their resources to philanthropic activities
		CSRP1	I believe that retailer must play a role in our society that goes beyond the mere generation of profits

4.9 Pre-test study

A pre-test study should be carried out before the main research to test the questionnaire (Bryman and Bell, 2007; Churchill, 1995; Churchill, 1979). This can be done using a small group of respondents who are similar to the sample of the full study. According to Churchill (1995) there are three purposes of conducting a pilot study: firstly, to test the questionnaire to avoid problems while respondents answering the

questions; secondly, to avoid problems in recording the data; and thirdly to obtain an assessment of the questions' validity and the reliability of the data.

This study conducted a pre-test study with 50 consumers. All of them were asked to complete the survey and provide feedback in order to test the clarity and readability of the questions. Some invaluable feedback was received, and the final questionnaire revised accordingly. The wording of some of the questions was improved, and the order of some was changed to ensure that consumers who participated in the study were able to do so easily, and to improve the logical flow and construction of the questionnaire.

4.10 Data analysis stage

To assure that the data of the current study has no missing values or outliers, the data analysis started with data cleaning. The study used SPSS 20 software for data coding and screening. An exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and reliability test were carried out to demonstrate the consistency of the measurements. The final analysis stage used AMOS 20 software to validate the theoretical model of the study.

4.10.1 Reliability

According to Hair et al., (2010) the reliability test examine the degree of consistent between the indicators and the latent constructs. Therefore, the indicators of the constructs should achieve a high reliability (Hair *et al.*, 2006:3). There are two different kinds of reliability test; firstly, 'temporal stability' (Pallant, 2010); secondly, 'Internal consistency' (Pallant, 2010). This study adopted the internal consistency to test the reliability scale of the study, this study used the commonly measure of internal consistency which is 'Cronbach's coefficient α reliability test' (Cronbach, 1951). The classification of the reliability that this study adopted is shaped by Churchill, (1979), the good reliability score should be 0.7 and higher, while between 0.6 and 0.7 considered as good reliability as well. Churchill (1979) asserted that 0.70 is the acceptable lowest for Cronbach's coefficient.

4.10.2 Exploratory factor analysis

Explanatory factor analysis (EFA) is a statistical technique that measures the relationship between observed variables and the underlying latent constructs (Byrne, 2013, p.26). Latent constructs are unobservable variables that cannot be measured directly but can be measured by one or more observable variables (indicators). In EFA, the relationships are represented by *factor loadings* (Byrne, 2013, p.27), which are correlations between the original variables and the factors, and the key is understanding the nature of a particular factor (Hair, et al., 2010, p.92). Using practical significance as the criterion, if the loadings are in the range of ± 0.3 to ± 0.4 , they are considered to meet the minimal level for interpretation of the structure. If the loadings are in the range of ± 0.5 or greater they are considered practically significant, and if they exceeding 0.7 are considered indicative of well-defined structure.

EFA encompasses a number of methods for factor extraction, known as common factor analysis (or principal axis factoring) and principal component analysis. This study used principal components analysis with Varimax rotation, which is widely applied in business research to reduce data to smaller sets of common composite variables. These composite variables can then be used to describe and explain patterns of relationship among the original variables (Hair et al., 2010, p.107; Collis and Hussey, 2014, p.277). After reducing a large data set to a smaller set of factors, the factor scores rather than original data are then used in the subsequent statistical analysis.

4.11 Deciding on data analysis technique and software choice

The two data analysis techniques are, firstly, the statistical tools. Secondly the data analysis methods such as SEM. There are different specific characteristics to determine the appropriate technique tool for a proposed problem. Therefore, to select the suitable approach for analysing the data is required the understanding of the characteristics of different data analysis approaches. This study applied SEM because it is the appropriate analysis procedures to test the hypotheses of this study. The main aim of applying SEM approach is that to demonstrate the relationships between factors and to examine the hypothesised association between constructs (Weston, 2006; Bagozzi, 1981). This study used SPSS and AMOS to analyse its data to test the

theoretical model and hypotheses. SPSS & SEM included in IBM SPSS Statistics, the data of this study coded by using the SPSS 20 and analysed by using AMOS 20.

4.11.1 Structural equation modelling

SEM is one of the most significant statistical techniques to develop and test the theories (Bentler and Chou, 1987; Hair et al., 2010) according to Fan et al. (1999) social science researchers significantly used SEM recently. SEM consists of different multivariate techniques and at the same time examines the associations among dependent and independent variables for the whole model hypotheses (Henri, 2007). To validate the proposed theoretical model of this study, the author employed SEM technique. The SEM approach in this study adopted by following two sub-models, confirmatory factor analysis (CFA) and testing the structural model (Byrne, 2013; Hair et al., 2014b).

There are six reasons for this study to apply the SEM approach. Firstly, it sets the importance on the complete variance-covariance matrix, and the complete model fit with the parameter estimate tests at the same time (Fornell and Bookstein, 1982; Lee et al., 2011). Secondly, according to Byrne (2013) the assumptions of the structural equation model underlying the mathematical analyses are testable and clear and provides the researcher with the ability to understand and demonstrate the analyses (Byrne, 2013). Thirdly, Tabachnick and Fidell (2006) asserted that SEM improves the estimation of the statistical of the associations among constructs by including unobserved variables to reduce the measurement errors. Fourthly, both measurement model and structural model in SEM approach presented by using a creative graphical and facilitates rapid model retrieving (Byrne, 2013). Fifthly, the means of the regression coefficients and variances could be compared at the same time through the multiple groups of the participants (Byrne, 2013). Finally, one more advantage of the SEM approach is that it the model can be non-standard and handling a flexible data with non-normally distributed variables (Hair et al, 2010).

This study applied both two stages of the multivariate data approach. Firstly, CFA to assess the measurements indicators, Secondly, applying the structural model stage to test the hypotheses of the theoretical model of this study (Henseler, Ringle and Sinkovics, 2009; Hair and et al., 2014).

4.11.2 Measurement model assessment

Hair et al., (2010) used confirmatory factor analysis (CFA) as a multivariate technique to test or confirm a pre-specified relationship. CFA is used when the researcher has some knowledge of the underlying latent variable structure (Byrne, 2010). Before conducting the CSR, it is difficult to have knowledge of the predicted relationships between items, and so it is an essential step in the analysis stage of the CFA (Worthington and Whittaker, 2006). Conducting the CFA provides a confirmatory test for the measurements of theory (Hair *et al.*, 2010). According to Hair et al, (2010) the function of CFA technique is firstly, to provide the scores to identify the association between the indicator and the constructs. Secondly, to evaluate the validity of the model by compare it measurement of the study that based on theories with the reality. Therefore, the CFA claims the variables with related factors that employed by the researcher that based on previous theory. This study asses the measurement model by evaluating the composite reliability, convergent validity and discriminant validity (Hair et al., 2014a; 2014b).

4.11.2.1 Composite reliability

Composite reliability defined by Hair *et al.* (2014a) p.101 as “the degree to which items is free from random error, and therefore yield consistent results”. Therefore, the reliability of a measure refers to its consistency. In order to evaluate the reliability of measures, that is when different researcher conducts the study and gains the exact results (Collis and Hussey 2014). Cronbach’s alpha coefficient is mostly used to assess the multiple-item internal reliability of their measures. However, due to the limitation of Cronbach’s alpha’s in the population, its likely to employ composite reliability that considers the loading differences between the items of each factors (Hair et al., 2014).The criteria of composite reliability should bet greater than 0.70.

4.11.2.2 Convergent validity

The function of convergent is to examine the reliability via the multiple items (Hair, et al., 2010). Therefore, this study employed this test by following the two criteria that explained by Byrne (2013) & Hair, (2010) firstly, the estimated standardised

loadings should be equal or higher to 0.5, and perfectly 0.7 or higher and average variance extracted. Moreover, to achieve good convergent validity of the constructs, the estimates should be statistically significant ($p < 0.01$). Secondly, Average variance extracted (AVE) is to extract the value of the square standardised loadings of the association of each indicators with the construct. Moreover, the square of standardised indicator loading represents how much the differences of an item is demonstrated by the construct. Consequently, the square of loading (0.708^2) equals 0.50' (Hair et al., 2014, p.104).

4.11.2.3 Discriminant validity

Discriminate validity defined as “the level to which a construct is distinct from other constructs” (Hair et al., 2014a). To examine the discriminate validity, this study evaluated the result by following tow criteria to identify different constructs from others; firstly, all cross loading of the indicators that loaded onto one construct should more than it's loading onto other constructs in this study (Hair, Ringle and Sarstedt, 2011). Secondly, the square root of the AVE of the multi-items that reflect specific construct must be higher than the total value of correlations of inter-constructs (Hair et al., 2014a). The purpose of passing this test is to prove an evidence of “good evidence of discriminant validity and a latent construct should explain more of the variance in its item measures that it shares with another construct” (Hair, et al., 2010, p.710).

4.12.3 Structural model assessment

To fit the structural model, this study examines the hypothesis by employing the multivariate data (Hair et al., 2014a). The purpose of the structural model is to presents the association among factors and constructs (Lowry and Gaskin, 2014). Hair et al. (2010), p.692 defined the structural model as “the set of one or more structural relationships linking the hypothesized model's constructs”.

This study follow steps to employ the structural model firstly, draw a diagram of the study that associate the factors with the constructs based on theory to distinguish the places of the each construct and the associations among them (Hair et

al., 2014). According to Hair et al. (2010), p.637 the standardised parameter estimate or/ and a path estimate empirically presented the association between two constructs. The estimate defined as “equivalent of a regression coefficient that measures the linear relationship between an exogenous as predictor and endogenous construct as outcome” (Hair et al, 2010, p.692), while the standardised loading estimates should be 0.5 or higher, and ideally 0.7 or higher (Hair et al, 2010). Secondly, this study evaluates the hypotheses to identify if it’s supported or rejected by assessing the significance level of the standardised path estimate (Hair et al, 2010).

4.13 Mediation analysis

This study employed SEM for the mediation models due to the greater flexibility SEM programs afford in model specification and estimation options. Mediation analysis refers to a situation in which a mediator variable absorbs the influence of independent and dependent construct in the AMOS diagram model (Henseler and Chin, 2010; Hair et al., 2014a; 2014b). According to MacKinnon and Dwyer (1993), full mediation exists if the direct effect is significant, and if indirect <0.05 and the indirect >0.05 , while partial mediation will exist if the direct, indirect and total effect is <0.05 prior adding the mediator.

According to Baron and Kenny (2010), to test simple mediation the following conditions must hold: the independent variable must affect the mediator in the first equation (brand trust affects consumer affective attitudinal); the independent variable must be shown to affect the dependent variable in the second equation (brand trust affects consumer behavioural attitudinal); and the mediator must affect the dependent variable in the third equation (consumer affective attitudinal affects consumer behavioural attitudinal). This study tests simple mediation hypotheses; those in which the effect of some causal variable X – brand trust in this case – on some proposed outcome Y – consumer behavioural attitudinal – is mediated by a single variable M – consumer affective attitudinal.

4.14 Ethical considerations

Ethical considerations represent the ethical standards and values that have to be measured by researcher during the study (Blumberg et al., 2014; Cooper and Schindler, 2014). According to Punch (2005), this is essential when people are asked to become involved in research as contributors. Researchers must take into consideration the confidentiality of contributors and gain their consent (Collis and Hussey, 2009). Cooper and Schindler (2014) suggest that the ethical issues which must be considered are:

- a) The contributors' rights are secure;
- b) The sponsor of this study should be knowledgeable;
- c) The study should be designed by following the ethical standards.
- d) The research members' safety is assured.

This study is managed to satisfy the ethical requirements. The contributors confirmed and understood this study aim and the reasons for contributing. They were also informed that their responses are surely confidential. They were also informed that they were participating as a voluntary and they have the right to withdraw at any time. The collection of the data of this study was followed by Brunel University Research Ethics Committee; also the data of this study was conducted once they provided the researcher with the approval of the committee.

4.15 Concluding Remarks

The aim of this chapter has been to demonstrate the methodological blocks and research methods incorporated to facilitate the data collection and statistical techniques used in this study. This study adopted positivists approach which was considered to be appropriate and consistent for this research, as the hypothesised model was only developed after a thorough investigation of the literature. This approach permits the researcher to come closer to reality; it is still objective, however, and interprets reality using social conditioning to overcome the status quo. Retailer context of the UL-was selected to conduct the empirical study which has been argued, that it is the appropriate context due to that they implement the SR strategy into their business plan extensively, a lot they lunch CSR report annually in their websites. A quantitative approach was deemed best suited to test the proposed model. A survey was conducted to collect the data from consumers, who have experienced with the phenomenon, due to that the data

collection seriously challenging for this study, therefore, convenient and judgmental sampling were felt to be the most appropriate in terms of obtaining satisfactory responses.

The survey method was used because it was designed to deal more directly with the respondents' perceptions, experiences and opinions, especially when collecting information regarding attitudes and beliefs is concerned. Furthermore, a survey approach offers good potential credibility of the research findings and good generalisability. Besides, surveys methods are economical, quick, efficient, and can easily be administered to a large sample. Most of the survey instruments were adopted from prior relevant research except that a new measurement scale for a social network position component was proposed. All items were validated and some wording changes were made to tailor the instrument for the purposes of this study. Using a paper-based survey strategy, a total of 500 questionnaires were distributed. A total of 350 were returned, and 350 completed responses were used for final analysis.

A pre-test and pilot study are both essential parts of a questionnaire survey and must be conducted to measure the reliability and validity of the questionnaire before the actual full-scale study is carried out. Therefore, a pre-test and a pilot study were conducted prior to using the final survey questionnaire in the main study. The main purpose of the pre-test and pilot study was to avoid participant confusion and misinterpretation, to identify and detect any errors and ambiguities and to avoid any mismatch between the two versions of the survey. Details of practical considerations such as participation and sampling, measurement scales and data analysis procedure have also been discussed in this chapter.

Upon completion of the study, SPSS statistical package version 20 was used. This software package is widely accepted and used by researchers in different disciplines. Analytical techniques including descriptive statistics and exploratory factor analysis were deliberated briefly. In this research, a two-step approach in the SEM analysis was applied as suggested by prior research using software package AMOS 20. In the first step, measurement model evaluation was achieved by examining unidimensionality, reliability and validity of latent constructs using CFA. The next step was testing the structural model to examine the hypothesised relationships between the

latent constructs in the proposed research model. Finally, the ethical issues involved in this study have also been presented. The results of the main study of 350 responses are set out in the next chapter.

CHAPTER FIVE

FINDINGS & RESULTS

5.1 Introduction

In order to examine the proposed the model of this study, this chapter deals with a range of issues that needed to be resolved after the data collection process. This chapter provides a detailed discussion of the statistical procedures followed to analyse the final data and presents significant results related to the research objectives. A variety

of analysis techniques and statistical tests were employed to analyse the questionnaire instruments as completed by the study subjects. The data were analysed in three main steps, through which the final results of hypotheses testing are reached.

Starting with a brief description of respondents' demographics, this section proceeds with a basic analysis of the research constructs (mean, standard deviation, correlation, reliability, etc.), accompanied by analysis of variance results. The second stage encompassed testing for the factorial validity of the measurement scales by means of exploratory and confirmatory factor analysis. The third section moves on to the analysis of testing the conceptual model and the hypothetical relationships. Following the assumptions of structural equation modelling, several tables and figures are provided to produce and reflect the sequential processes of improving the model's overall fit and preparing it for testing the hypotheses. Finally, a summary will be provided at the end of the chapter.

5.2 Data Management

The main survey of this study undertaken from April to Jun 2016 using the questionnaire in Appendix, A. As demonstrated earlier in Chapter 4, due to the serious challenge of data collection in LONDON, the current study is based on nonprobability sampling, namely, convenience sampling and judgmental sampling, as commonly used management and business studies method (Bryman and Bell, 2007). For the reason given, convenience and judgemental sampling were considered to the most appropriate to yield to satisfactory responses in this context. Meanwhile, 350 hard copy questionnaires were completed out of 500 distributed which represents a response rate of 70% of the paper-based sample. In this study SPSS version 20 was used to assess the descriptive statistics. Then reliability tests and exploratory factor analysis (EFA) were conducted as preliminary tests to refine the measures. After refinement, the measurement scales were then subjected to a validation phase through confirmation factor analysis (CFA) on the basis of structural equation modelling (SEM) as a method to finalise the scales. The final phase was to apply analysis of moment (AMOS) version 20 software to assess the model fit of the study. Typically, the SPSS program deals with quantitative data to run the objects, thus all responses from participants were entered from the paper-based questionnaire according to the numeric response value. After

downloading the data into SPSS, spread-sheet column and rows were developed by coding the variables, which consisted of a series of grouped question items. The groups of variables represented the independent and dependent variables used in the analysis. Finally , the data was cleaned using descriptive statistical tests to know the responses to each question according to column section and confirm the proper figure was transferred.

5.2 Data Examinations

This study started to examine the data by the initial step before the main analysis which is the screening the raw data. Firstly the essential analysis of the input data for this research examined for missing data, testing outliers and testing the (Hair *et al.*, 2010). Examining the missing data, outliers and normality is important due to that they may have an influence on the associations between factors or on the outcome of factors, therefore, these matter should be considered and resolved before running the main data analysis for this study (Tabachnick and Fidell, 2007). The analysis procedures of this study to screen and testing the input data of this study will be discussed and presented this section.

5.2.1 Missing values handling process

Missing data is a critical issue in using SEM as a data analysis technique, because multivariate methods require the data to be complete (Kline, 2011; Hair *et al.*, 2010; Carter, 2006). In research, missing data frequently occurs because of problems surrounding data collection or data entry (Hair *et al.*, 2003). In this study there were two versions of the online survey; the first was used mainly as a pilot study and contained no missing data.

Missing data sometimes occur when the answers to some questions in the survey for some cases for some of the variables, are missed during data collection. This results from action mainly taken by the respondent (Howitt and Cramer, 2008). According to Schafer and Graham (2002), if missing data is found not to be massive, it's desirable to simply remove the questions, or/and respondents. Deletion is the most widespread method for dealing with missing data. Schafer and Graham (2002) asserted

that sometimes named list-wise deletion (LD) and complete-case analysis. Consequently, to handle the missing data in the hardcopy version, the LD technique was applied. LD is an ‘ad-hoc’ method of dealing with missing data in that it deals with the missing data before any substantive analyses are done. It has been confirmed by Carter (2006) that this is the easiest and simplest method of dealing with missing data. In respect of missing data on any variables within this study, the author removed incomplete cases from the dataset. According to Schafer and Graham (2002), it is a simple method that can be applied by discarding cases that are incomplete. The solution of discarding missing data for only a small part of the sample is quite effective. This study was considering a large sample size, the author did not face removing the records that were missing on any variables and there was no harm of removing missing cases from the collected data (Hair et al., 2010).

5.2.2 Outliers

Outliers are considered as data that represent values that are significantly dissimilar from all others in a specific dataset (Kline, 2011; Byrne, 2010). Hair et al. (2006) asserted that the issue of outliers is not occurred by population, is counter to the objectives of the analysis, and can seriously misrepresent the statistical test. This study has a large sample size (N=350), therefore, outlier issues are expected (Tabachnick and Fidell, 2007). The findings of this study indicated that the data included a number of univariate outliers. Therefore, 35 cases were deleted because the results were considerably different, which could have caused the misrepresentation of the data in using multiple regression analyses, and the sample size was reduced from 350 to 315.

Table 5.1: Standard Scores

<i>Variables</i>	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>
CSR ‘Philanthropy’	315	3.67	7.00
Consumer ethical behaviour	315	4.25	7.00
Brand reliability	315	1.33	9.33
Brand intention	315	1.00	7.00
Consumer affective attitudes	315	1.33	7.00
Consumer behavioural attitudes	315	2.00	7.00

5.2.3 Normality

To determine whether the data of this study were distributed normally, a normality test was conducted. Normality defines the shape of the data distribution for an individual metric variable and its correspondence with a normal distribution. However, according to Kline (2011) and Hair et al. (2010), a normality test is not obligatory in SEM, particularly when the sample size is large, because the findings of the statistical test would be reduced. The shape of any distribution can be described by two measures: kurtosis and skewness (Hair et al., 2010). Accordingly, skewness and kurtosis measures were used to evaluate the distribution of the items. In addition, the normality of each of the items was assessed by visually inspecting the histograms. Kurtosis is considered as the flatness of the distribution compared with the normal distribution. If a frequency distribution is more peaked than the normal curve, it is said to have positive kurtosis and is termed "leptokurtic", while a distribution that is flatter is termed "platykurtic". Skewness is used to describe the balance of the distribution. Table 5.2 below shows the mean, median, skewness and kurtosis for each of the eight latent variables. According to Hair et al. (2010), ± 2.58 is considered as the most commonly used critical value of kurtosis and skewness. In the table below, the values of skewness and kurtosis are all within the acceptable limit, while the kurtosis value is 1.37 less than the limit of ± 2.58 .

Table 5.2: Skewness and Kurtosis Scores

<i>Variables</i>	<i>N</i>	<i>Mean</i>	<i>Median</i>	<i>Skewness</i>	<i>Kurtosis</i>
CSR 'Philanthropy'	315	-0.1	-1.4	3.26	.760
Consumer ethical behaviour	315	.036	.015	7.57	2.39
Brand reliability	315	5.03	5.01	6.61	2.51
Brand intention	315	5.12	5.00	-0.507	1.94
Consumer affective attitudes	315	.004	-.026	2.89	.168
Consumer behavioural attitudes	315	.035	.002	5.96	.963
Age	315	3.25	4.00	3.86	8.39

Education level	315	2.71	3.00	3.41	1.37
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5.3 Demographic variables

The frequencies and percentages of the demographic variables describing the sample are displayed in table 5.3 below. It can be seen that there are similar percentages of male and female respondents (male 48.6%, female 50.4%). The second demographic variable is marital status, and the table below shows that more respondents fall into the married status category (48.9%) than any other category. The third demographic variable is nationality, and 44.1% are British. For education level the majority of the respondents (33.3%) are in the category of being educated and having a graduate degree, while the most frequent income level of respondents (49.2%) is between £37,900 and £46,400 annually. The final demographic variable is age, and more respondents are in the 35-44-year age group (45.9%) than any other age group.

Table 5.3: Demographic Variables

<i>Variable</i>	<i>Frequency</i>	<i>Percent %</i>
<i>Gender</i>		
1/Male	153	48.6
<u>2/Female</u>	<u>162</u>	<u>50.4</u>
<i>Material status</i>		
1/Married	154	48.9
2/ Single	94	29.8
3/Widowed	43	13.7
<u>4/Divorced</u>	<u>23</u>	<u>7.3</u>

<i>Nationality</i>		
1/British	16	44.1
2/Asian	77	19.7
3/African	62	24.4
<u>4/Arab</u>	<u>139</u>	<u>6.7</u>
<i>Level of education</i>		
1/High school	49	15.4
2/College degree	64	20.1
3/Graduate degree	106	33.3
<u>4/ Other</u>	<u>94</u>	<u>29.6</u>
<i>Level of income (£)</i>		
1/13,300-17,100	40	12.7
2/19,900-23,000	13	4.1
3/27,200-32,200	65	20.6
4/37,900-46,400	155	49.2
<u>5/58,300-88,500</u>	<u>40</u>	<u>12.7</u>
<i>Age (Years)</i>		
1/18-24	13	4.1
2/25-34	112	35.2
3/35-44	146	45.9
4/45-54	43	13.5
<u>5/55-64</u>	<u>1</u>	<u>0.3</u>

5.4 Descriptive statistics

All variables were measured on a seven-point Likert scale, ranging from strongly disagree (1) to strongly agree (7). The mean scores for each of the variables are as follows: CSR ‘philanthropy’ is between 5.39 and 5.70, consumer ethical behaviour is between 4.11 and 6.50, brand trust is between 5.0 and 7.87, and consumer attitudes is 9.95,

The use of mean scores is appropriate in this study because the sample size is large and does not include outliers. Also, the mean value is the most frequently used measure of central tendency used to explore statistical relationships (Saunders et al., 2012). Table 5.4 below lists the mean and standard deviation for all measures.

Table 5.4: Descriptive Statistics of Survey Measurements

<i>Variables</i>	<i>Measures</i>	<i>Mean</i>	<i>Std. Deviation</i>
<i>CSR</i>	Philanthropy	5.47	0.563
<i>Consumer ethical behaviour</i>	Active	6.20	0.650

	Passive	6.32	0.531
	Deceptive	6.30	0.533
	No-harm	6.38	0.411
	Downloading	6.22	0.620
	Recycling	6.39	0.460
	Do-good	6.33	0.520
<i>Brand trust</i>	Brand reliability	5.01	0.787
	Brand intention	5.03	0.855
<i>Consumer attitude</i>	Consumer affective attitudes	4.98	0.95
	Consumer behavioural attitudes	5.01	0.73
<i>Consumer characteristics</i>	Age	3.23	1.05
	Education level	2.70	0.765
	Income level	3.47	1.179

5.4.1 Reliability assessment

To confirm that the measurements of this study are reliable, there are three essential forms to consider: stability, internal reliability, and inter-observer consistency. Measuring the most likely similar results at two dissimilar points in time is essential for researchers. Internal reliability is considered as the evaluation of the multiple indicators that measure a particular construct; the indicators should be consistent and be related to each other (Bryman and Bell, 2011). Cronbach's alpha is a technique to test internal reliability (Hair et al., 2010). The value of Cronbach alpha should be more than 0.70 (Hair et al., 2010). A figure of ≥ 0.90 indicates excellent reliability, 0.70-0.90 is considered to indicate high reliability, while 0.50-0.70 indicates moderate reliability, and 0.50 and less indicates low reliability (Hinton et al., 2014). The Cronbach alpha for all 12 variables of this study is shown in table 5.6 below, indicating that all variables have at least high reliability.

Table 5.6: Reliability Assessment

<i>Variables</i>	<i>Number of measures</i>	<i>Cronbach's alpha</i>
------------------	---------------------------	-------------------------

CSR ‘Philanthropy’	4	0.916
Active	5	0.812
Passive	4	0.829
Deceptive	4	0.811
No-harm	5	0.931
Recycling	4	0.916
Downloading	2	0.811
Do-good	4	0.948
Brand reliability	3	0.911
Brand intention	4	0.912
Consumer affective attitudes	4	0.873
Consumer behavioural attitudes	5	0.903

5.4.2 KMO and Bartlett’s test of sphericity

It has been emphasized by Hinton et al. (2014) that the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett’s test of sphericity are essential tests to determine whether the data are suitable to proceed to Confirmatory Factor Analysis (CFA). KMO evaluates the sampling competence; and Bartlett’s test of sphericity evaluates the suitability of applying factor analysis for the research (Hair et al., 2010). Hinton (2014) asserted that the results of KMO should be ranged from 0 to 1, with a value closer to 1 considered excellent. It has been emphasized by Kaiser (1974) that if the values are between 0.5 and 1.0, the data are suitable to proceed to factor analysis, but if the value is below 0.5 the data are not suitable to proceed to factor analysis. The p value must be less than 0.05 to be significant for the Bartlett’s test of sphericity, thus the data of the research applicable to proceed to the factor analysis (Hair et al., 2010).

Table 5.7 below shows the findings of the KMO measure and Bartlett’s test of sphericity and indicates that the results of this study achieve the required values, thus, the results are suitable to proceed to CFA.

Table 5.7: KMO and Bartlett’s Test of Sphericity

<i>KMO and Bartlett's Test</i>		<i>Value</i>
Kaiser-Meyer-Olkin measure of sampling adequacy		0.745
Bartlett's Test of Sphericity	Approx. Chi-Square	3976.619
	df	630
	Sig.	0.000

5.4.3 Exploratory factor analysis using SPSS

Exploratory factor analysis was implemented to specify a number of factor loadings fixed at zero to reflect the hypothesis that certain factors influence certain factor indicators; nevertheless, this should be based on prior theory (Asparouhov and Muthén, 2009). As a general rule, since the items were constrained to load on more than single factor in, the intention in this study is to make sure that all items are testing a single factor, therefore this study tended to deleted 11 items from the consumer ethical behaviour construct, in order that every item is measuring a single factor, which is depicted in a table (see appendixB). However, for the remaining constructs this study did not delete any items at the factor analysis stage as the results showed that each item is measuring a single factor. Table 5.8 below shows the items that have been deleted because of cross loading.

Table 5.8: Factor Rotated Component

<i>Consumer Ethical Behaviour</i>					
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>

	<i>Active</i>	<i>Passive</i>	<i>Deceptiv e</i>	<i>No-harm</i>	<i>Recyclin g</i>	<i>Do-good</i>
Q91	.557					
Q95	.764					
Q97		.762				
Q98		.695				
Q99		.729				
Q910		.552				
Q912			.667			
Q913			.759			
Q914			.561			
Q915				.561		
Q916				.634		
Q917				.704		
Q918				.685		
Q919				.634		
Q920				.641		
Q922					.678	
Q923					.815	
Q924					.839	
Q927						.711
Q928						.754

The results of the factor loading of consumer ethical behaviour constructs, when the factor loading is less than .30 were excluded, the analysis yielded a 6 factor solution with a simple structure (factor loadings \Rightarrow .03).

Two items are loaded into factor 1. It is clear from table 5.9 that these two items (Q91, Q95) relate to the first dimension of consumer ethical behaviour, which refers to the active factor. Four items are loaded into the second factor of consumer ethical behaviour, which refers to the passive factor, and include Q97, Q98, Q99 and Q910. The three items that are loaded into the third factor of consumer ethical behaviour, which refers to the deceptive factor, include Q912, Q913 and Q914. Six items that are loaded into the fourth factor of consumer ethical behaviour referring to the no-harm factor, include Q915, Q916, Q917, Q918, Q919, and Q920. The three items that are loaded into the fifth dimension of consumer ethical behaviour, named recycling, include Q922, Q923 and Q924. Finally, two items loaded into the last dimension of consumer ethical behaviour, named do-good, include Q927 and Q928.

5.5 Phase two: structural equation modelling (SEM)

This study adopted the Anderson and Gerbing (1988) approach. The authors recommended a two-step approach to perform SEM analysis. The first consisted of the measurement model, while the second comprised the structural model related to the dependent and independent variables of the study. The representation of latent variables, based on their relation to observed indicators, is one of the major characteristics of SEM (Garson, 2012). Therefore, the first step provides a basis for assessing the validity of the structural theory and was performed using confirmatory factor analysis (CFA) using the interrelationships between observed indicators and latent variables. The second step was related to dependent and independent variables to test the hypotheses specified in the model.

5.5.1 Measurement model tests

To assess the measurement model, two main approaches were used: (1) deliberation goodness of fit criteria indices (GOF); and (2) evaluating the unidimensionality, validity and reliability of the measurement model.

The goodness of fit indices for the Initial Proposed Model

GOF is one component of a good model, assessing the goodness of fit between the sample covariance matrix and the estimated population covariance matrix (Tabachnick and Fidell, 2007). GOF indices summarise the discrepancy between the observed values and the values anticipated under a statistical model (Maydeu-Olivares and Garcí'a-Forero, 2010). Thus, the foremost task of a model fit process is to determine the GOF between the hypothesized model and the sample data (Byrne, 2010). Following Byrne (2010) guidelines, this study's model was specified first and then the sample data was used to test it. Prior to estimating the path coefficient of the hypothesized structural model, CFA was performed on the measurement model, including the six latent variables of the proposed model using a number of indicators (items) to confirm the factor structure for the variables.

The first run of the measurement can be seen in table 5.9 with initial results of CFA. The results revealed that Chi square statistics ($\chi^2 = 1083.640$), (DF= 177), (P value+.000), (CFI= 0.81), (NFI= 0.88) (GFI= 0.80), (AGFI= 0.79), were within the acceptable range, also (RMSEA= .065) was higher than the acceptable range. The

proposed model had some of an average fit, which did not fit the data well. Accordingly, the measurement model could be judged as providing an acceptable fit. Therefore, the results of the initial proposed model needed additional adjustments in requirement in order to be consistent with the recommended values of the fit indices of the a priori specified measurement model.

The goodness of fit indices for final CFA of the revised model

The principal aim of running the CFA for the proposed model is to evaluate the goodness of fit for the measurement model. Since the GOF values were below the acceptable benchmark, the measurement model was revised. Modification was based on three criteria. First, only indicator variables with standardised factor loadings above .70 were retained (Hair et al., (2014). Second, as per Hair et al. (2010), indicator variables with squared multiple correlations below .40 were dropped. Third, indicator variables with high modification indices (MI) were deleted, as this indicated that the variables were cross-loading onto other constructs (Byrne, 2010). Based on these criteria, several variables were deleted which are depicted in a table (see the appendix D). Due to that the goodness of fit (GOF) indices of the initial CFA runs for the proposed model, the measurement model was revised. The fit indices for the revised final model stated in table 5.9 bellow, and the revised model fits the data well. The chi-square is 262.884, the RMSEA is .047, the AGFI is .090, NFI is 0.91, and CFI is .936; the values of the revised model are within the acceptable standards.

Furthermore, all standardised loading of items were .70, and all items' critical ratios (t-value) were greater than 1.96 as shown in table 5.13. Furthermore, according to Hair et al (2010), the value of the standard residual is less than ± 2.5 . Consequently, the results of the loadings for this study were statistically significant.

The modification indices (MI) considered as the calculations for each possible relationship that has non-estimated parameters; MI explain information with which to identify the associations between the constructs and error terms. More specifically, high covariance of MI and explaining high weights of regression are chosen to be removed (Hair *et al.*, 2006). The expected value of Modification indices that higher than 4.0 propose possible income of model improvement. The greater value of MI for indicator variables was chosen to be removed, due to that it is indicated cross-

loading occurred for the variables with other constructs (Byrne, 2010). Consequently, the examination of the modification indices has shown in Appendix D, leads to delete the following items (One item from philanthropy construct was deleted, five items were deleted from CENH variable, two item were deleted from CER variable, two items were deleted from CEG variable, four items deleted from brand intention variable, one item deleted from consumer affective, two items were deleted from consumer behavioural variable).

Standardised residuals refer to that the differences of individual among the observed covariance and estimated covariance is the second alternative (Kline, 2005; Hair *et al.*, 2006). Standardised residuals employed to distinguish the errors in the predication of covariance and can have either negative or positive values. The standard value of the standardised residuals are recommended to be less than ± 2.5 , while if the value between 2.5 to 4.0 suggest to be deleted According to Hair *et al.* (2010), if the value of the Standardised residuals higher than 4.0 suggest to be removed from the data because it considered as unacceptable degree of error.

Accordingly, the investigation of standardised residuals showed in Appendix D, indicated that the values of (CEA1 AND CEA2, CER1, BTI1, BTI2, BTI3, BTI4, CB1 AND CB2) were not within the acceptable level (above 2.58 or below -2.58) (Hair *et al.*, 2010), therefore, those items which shared a high degree of residual variance were dropped. The dropping of items at this stage is not unusual; however, minor modifications and dropping of items is allowed in no more than 20% of the measured items (Hair *et al.*, 2010). As a consequence, after the problematic items were dropped, the measurement model was re-run, as recommended (Kline, 2005; Byrne, 2010; Hair *et al.*, 2010). The final CFA model indices are summarised in Table 5.9.

Figure 5.1. The initial Confirmatory Factor Analysis (CFA)

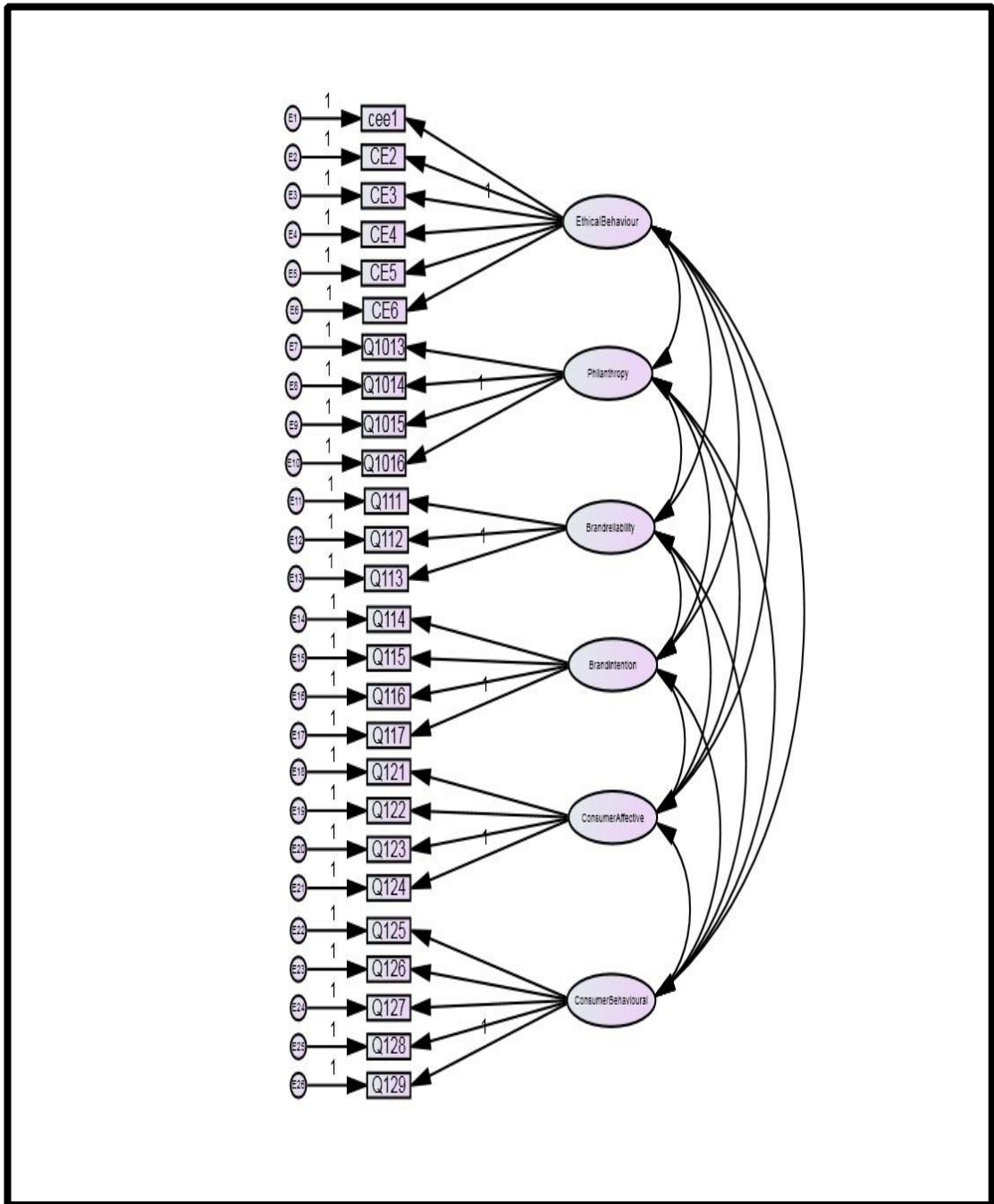


Figure 5.2. The revised Confirmatory Factor Analysis (CFA)

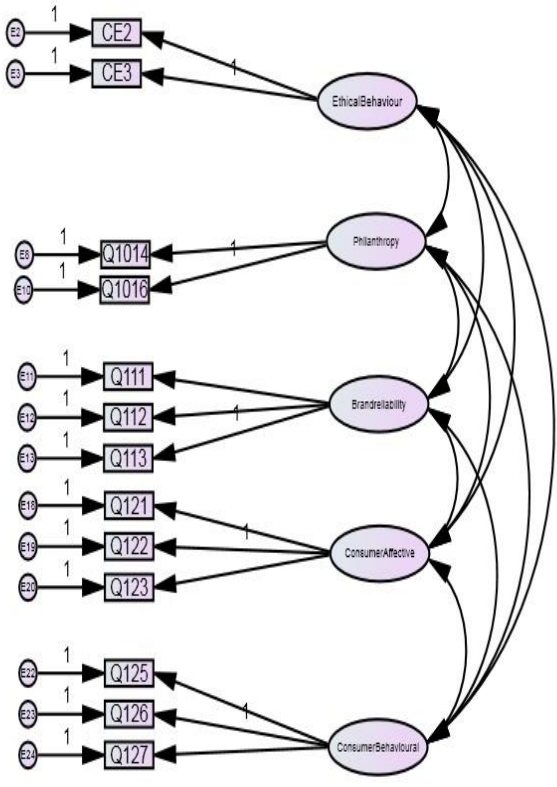


Table 5.9: CFA. The measurement model test

<i>Model Fit Indices</i>	<i>Recommended Criteria</i>	<i>Default model for Initial CFA</i>	<i>Default model final CFA of The Revised Model</i>
χ^2		1083.640	262.884
χ^2/Df	<3.00	177	105
<i>P</i>		.000	.000
GFI	≥ 0.90	0.80	0.92
AGFI	≥ 0.90	0.79	0.90
NFI	≥ 0.90	0.88	0.91
CFI	≥ 0.90	0.81	0.93
RMSEA	< .05	.065	.047

Note: χ^2 = Chi-Square; DF = Degree of Freedom; P = Probability Value; GFI = Goodness of Fit Index; RMSEA = Root Mean Square Error of Approximation; NFI = Normated Fit Index; CFI = Comparative Fit Index; AGFI = Adjusted Goodness of Fit Index.

5.5.2 Evaluating the validity and reliability of the measurement model

Straub and Carlson (1989) claim correctly that, in confirmatory research, the lack of validated measures increases the uncertainty that no single finding in the study can be trusted. According to the authors, “in many cases this uncertainty will prove to be inaccurate, but, in the absence of measurement validation, it lingers” (Straub and Carlson, 1989 pp.148). As a result, prior to conducting the structural model evaluation for this study, the measurement model must indicate good quality of unidimensionality, reliability, convergent validity and discriminant validity.

Convergent and discriminant validity of constructs

One of the main advantages of CFA is its ability to assess the construct validity of the proposed measurement theory (Kline, 2011; Hair et al., 2010). Constructs have convergent validity when the standardised factor loadings are more than .50 and are statistically significant, and when the squared multiple correlations are greater than .30

(Hair et al., 2010). The findings shown in table 5.10 below reveal that all factor loadings were statistically significant and more than .50. All squared multiple correlations were also greater than .30; thus, the measures demonstrated convergent validity.

Table 5.10: Convergent Validity

<i>Variables</i>	<i>Measures</i>	<i>Factor loading</i>	<i>CR</i>	<i>AVE</i>	<i>Squared Multiple Correlations</i>
<i>Consumer ethical behaviour</i>	CEP2 (Passive)	.85	0.880	0.592	.714
	CED3 (Deceptive)	.70			.370
<i>CSR 'Philanthropy'</i>	Q1014	.70	0.871	0.546	.319
	Q1016	.70			.476
<i>Brand reliability</i>	Q111	.71	0.854	0.663	.503
	Q112	.91			.824
	Q113	.81			.663
<i>Consumer affective attitudes</i>	Q121	.79	0.885	0.721	.617
	Q122	.93			.857
	Q123	.83			.689
<i>Consumer behavioural attitudes</i>	Q125	.79	0.875	0.701	.626
	Q126	.91			.833
	Q127	.80			.645

Discriminant validity was assessed by comparing the absolute value of the correlations between the constructs with the square root of the average variance extracted (AVE) by a construct. When the correlations are lower than the square root of the AVE by a construct, constructs are to have discriminant validity (Fornell and Larcker, 1981). The correlations and the square root of the AVE by each of the

constructs are presented below in table 5.11. The square root of the AVE value for all of the constructs were higher than their correlations with all the other constructs (Kline, 2011; Hair et al., 2010). Thus, all constructs had discriminant validity.

Table 5.11: Discriminant Validity

	<i>Consumer ethical behaviour</i>	<i>Consumer affective attitudes</i>	<i>Consumer behavioural attitudes</i>	<i>Brand reliability</i>	<i>CSR 'philanthropy'</i>
<i>Consumer ethical behaviour</i>	0.664				
<i>Consumer affective attitudes</i>	0.000	0.849			
<i>Consumer behavioural attitudes</i>	0.066	0.577	0.805		
<i>Brand reliability</i>	-0.037	0.572	0.542	0.814	
<i>CSR 'philanthropy'</i>	-0.354	0.212	0.258	0.266	0.578

Note: Italicised elements are the square root of AVE for each variable

5.5.3 Structural model assessment and hypotheses testing

Testing the structural model includes testing the hypothesized theoretical model and the relationships between latent constructs. Latent constructs are the key variables of interest in SEM that are not measured directly. They are unobserved variables measured by their respective indicators. A SEM may include two types of latent constructs: exogenous and endogenous. Exogenous constructs are independent variables in all equations in which they appear with no prior causal variable. Exogenous variables can be connected with other exogenous variables, indicated either by a double-headed arrow (correlation) or by a single-headed arrow (causation), but not both (Garson, 2012; Kline, 2011; Hair et al., 2010). In contrast, endogenous constructs are dependent variables in at least one equation (Garson, 2012). During the structural model stage, the emphasis moves from the relationships between latent constructs and

measured variables to the nature and magnitude of the relationships between constructs (Hair et al., 2010). Thus, in this study the constructs were related to each other and the nature of each relation was specified before running the model. Table 5.12 below demonstrates the seven hypotheses represented by causal paths that were used to test the relationships between the latent constructs.

Eight goodness of fit indices were employed in this study to examine the structural model, including Chi square (χ^2) to the degree of freedom (*Df*), goodness of fit index (GFI), adjusted goodness of fit index (AGFI), Normated Fit Index (NFI), comparative fit index (CFI), and root mean square error of approximation (RMSEA). Table 5.12 presents the recommended criteria according to Hair et al. (2010) for goodness of fit indices for the structural model, and the results of the structural model of this study. The results show that all goodness of fit indices were attained and all met the recommended criteria.

Table 5.12: Goodness of Fit for Structural Model

Absolute Fit Measures				Incremental Fit Measures			Parsimony Fit Measure	
Criteria	χ^2	χ^2/DF	P	GFI	RMSEA	NFI	CFI	AGFI
	174.116	105	.000	.927	.047	.911	.936	.901

Note: χ^2 = Chi-Square; DF = Degree of Freedom; P = Probability Value; GFI = Goodness of Fit Index; RMSEA = Root Mean Square Error of Approximation; NFI = Normated Fit Index; CFI = Comparative Fit Index; AGFI = Adjusted Goodness of Fit Index.

Testing the hypotheses

This study’s structural model reflects the model paths that were hypothesized in the research framework for the purpose of empirical testing. Table 5.14 below presents the test results of the statistical analysis.

The first hypothesis states that the degree of the consumer perception of CSR, specifically the philanthropic responsibility of the retail sector in the UK, is directly related to consumer affective attitudes and consumer behavioural attitudes. The standardised coefficient indicates that philanthropy is not related to consumer affective

attitudes or consumer behavioural attitudes. Thus the first hypothesis, surprisingly, is not supported, since the relationship between CSR ‘philanthropy’ and consumer affective attitudes (H1a) was not found statistically significant ($\beta = 0.20, p > 0.05$), and the relationship between CSR ‘philanthropy’ and consumer behavioural attitudes (H1b) also was not found statistically significant ($\beta = 0.39, p > 0.05$). The results of this study support a study conducted by Ramasamy and Yeung (2009) identifying that philanthropy alone is not sufficient to be evaluated by consumers. Therefore, philanthropic responsibility by the retailer would not affect consumer attitudes positively. On the other hand, the result of this study contradicts previous studies such as the study conducted by Pino et al. (2016) which identified that across CSR dimensions, legal and philanthropic dimensions affect the intention and behaviour of the consumer the most positively. Also, the results of this study do not support a study conducted by Aril et al. (2010) who found that the second most important factor was philanthropy by consumers after economic responsibility. The potential explanation of the result is that, consumers are likely to have a positive intention towards philanthropic retailer, but they are not willing to make actual purchase from the retailer, therefore, philanthropic activities is not enough to motivate the consumers to behave positively towards the brand.

However, the findings of this study show that the relationship between philanthropic responsibility of the retailer and individual consumer ethical behaviour towards the retailer that implements CSR activities is negative, yet statistically significant ($\beta = -0.43, p < 0.05$). Hence, the second hypothesis is supported.

The third hypothesis is supported since the relationship between CSR ‘philanthropy’ and brand trust was found statistically significant ($\beta = 0.60, p < 0.05$). Therefore, this study emphasized that philanthropic retailers in the UK, is more likely to build the brand trust between consumers.

Nevertheless, the fourth hypothesis surprisingly is not supported, since the relationship between consumer ethical behaviour and brand trust was not found statistically significant ($\beta = -0.40, p > 0.05$). This study explored and tested this relationship because it has not been empirically tested before. Therefore, this study predicts this relationship based on the previous study conducted by Park et al.

(2014), which suggested that trust is a critical variable in the relationship between CSR and corporate reputation if consumers have similar expectations of a company's socially responsible activities.

The fifth hypothesis which examined the relationship between individual consumer ethical behaviour and consumer affective attitudes (H5a) and consumer behavioural attitudes (H5b) was found to be partially supported. The results surprisingly show that the relationship between ethical behaviour and consumer affective attitudes was not found to be statistically significant ($\beta = 0.12, p > 0.05$). The potential explanation for this result is that literature has supported the idea that consumers who behave ethically are likely to express their beliefs by making purchases from CSR companies. Therefore, consumer ethical behaviour affects consumer behaviour only, therefore the results confirmed the prior literature by discovering that the relationship between consumer ethical behaviour and consumer behavioural attitudes was found statistically significant ($\beta = 0.35, p < 0.05$).

The sixth hypothesis, which examined the relationship between brand trust and consumer behavioural attitudes, was found to be statistically significant, thus, this hypothesis is supported ($\beta = 0.36, p < 0.05$). Therefore, consumer who built brand trust towards philanthropic retailers are more likely to behave positively accordingly.

Hypothesis H7a that examined the relationship between brand trust and consumer behaviour is statistically significant, thus, this hypothesis is supported ($\beta = 0.60, p < 0.05$). Also, the relationship between consumer affective attitudes and consumer behavioural attitudes is statistically significant, thus, hypothesis H7b is supported ($\beta = 0.27, p < 0.05$).

Table 5.13 and Figure 5.2 below show the structural model and path coefficients of all relationships.

Table 5.13: Path Coefficients for the Proposed Structural Model

<i>Hypothesised paths</i>	<i>Standardized</i>	<i>P Results</i>	<i>Regression Weights</i>	<i>C.R.</i>
H1a/ CSR 'PHIL' →CAFF	.080	0.20	9.955	Not-Supported
H1b/ CSR 'PHIL' → CBEH	.151	0.39	1.768	Not-Supported
H2/ CSR 'PHIL' → EB	-.311	***	-3.069	Supported
H3/ CSR 'PHIL' → BT	.260	**	2.654	Supported
H4/ EB → BT	.183	-0.40	-3.06	Not-Supported
H5a/ EB →CAFF	.068	0.12	9.841	Not-Supported
H5b/ EB →CBEH	.183	*	2.063	Supported
H6/ BT→CBEH	.329	***	4.324	Supported
H7a/ BT→ CAFF	.553	***	7.816	Supported
H7b/ CAFF →CBEH	.262	***	3.652	Supported

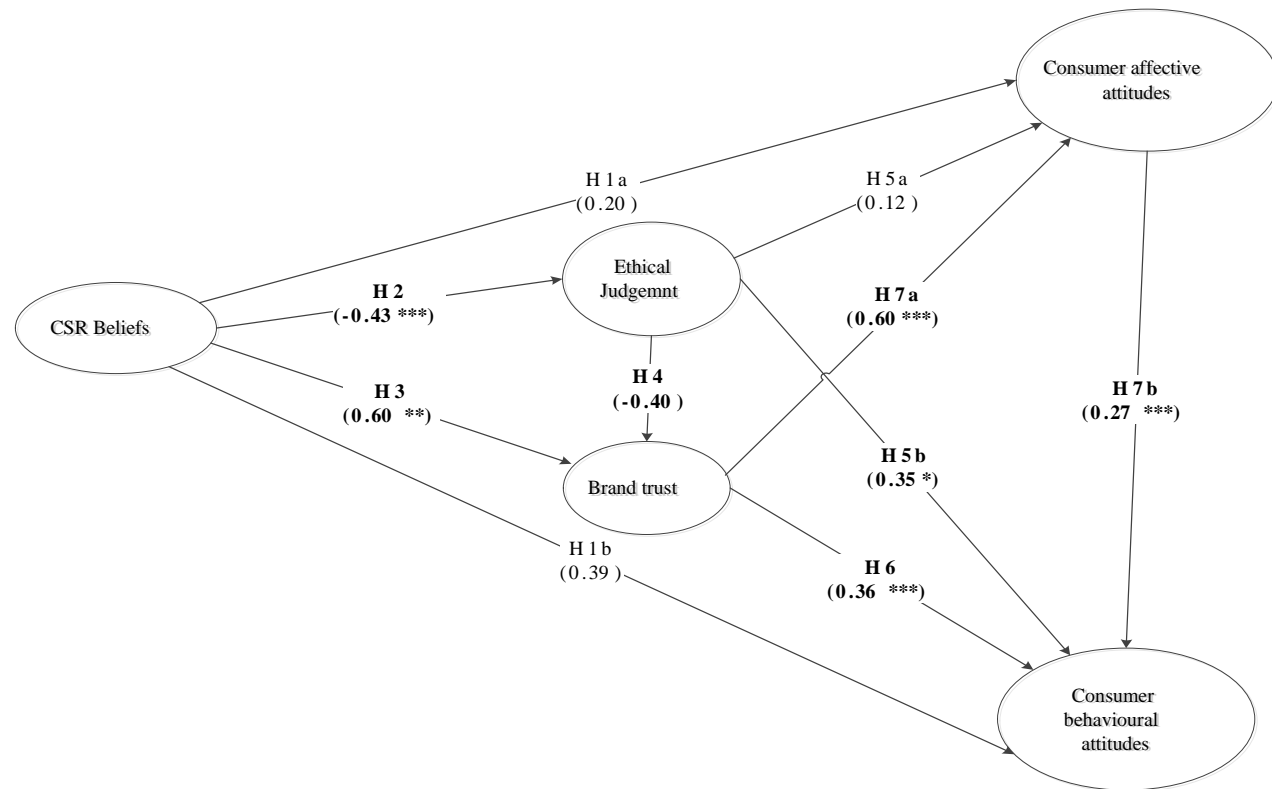
Note: * Regression is significant at 0.001 level ($P < 0.001$), ** Regression is significant at 0.01 level ($P < 0.01$), * Regression is significant at 0.05 level ($P < 0.05$).**

Table 5.13: Path Coefficients for the Proposed Structural Model

<i>Hypothesised paths</i>	<i>Standardized</i>	<i>P Results</i>	<i>Regression Weights</i>	<i>C.R.</i>
H1a/ CSR 'PHIL' →CAFF	.080	0.20	9.955	Not-Supported
H1b/ CSR 'PHIL' → CBEH	.151	0.39	1.768	Not-Supported
H2/ CSR 'PHIL' → EB	-.311	***	-3.069	Supported
H3/ CSR 'PHIL' → BT	.260	**	2.654	Supported
H4/ EB → BT	.183	-0.40	-3.06	Not-Supported
H5a/ EB →CAFF	.068	0.12	9.841	Not-Supported
H5b/ EB →CBEH	.183	*	2.063	Supported
H6/ BT→CBEH	.329	***	4.324	Supported
H7a/ BT→ CAFF	.553	***	7.816	Supported
H7b/ CAFF →CBEH	.262	***	3.652	Supported

Note: *** Regression is significant at 0.001 level ($P < 0.001$), ** Regression is significant at 0.01 level ($P < 0.01$), * Regression is significant at 0.05 level ($P < 0.05$).

Figure 5.2 Structural model results (n= 315)



Note: *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$



5.5.4 The mediating effect hypothesis

Since building brand trust is an essential factor in achieving positive attitudes towards CSR retailers, the results of this study suggest that the relationship between brand trust and consumer behavioural attitudes is mediated by consumer affective attitudes. To test the mediation hypothesis, this study followed the Baron and Kenny (2010) simple mediation technique. Four steps have to be employed to achieve the simple mediation technique. The first step is to show if the causal variable is has a statistically significant relationship with the outcome. The second step is to show that the causal variable has a statistically significant relationship with the mediator. The third step is show that the mediator affects the outcome variable. The fourth step is to establish whether the mediator completely or partially mediates the relationship between the independent variable and the outcome.

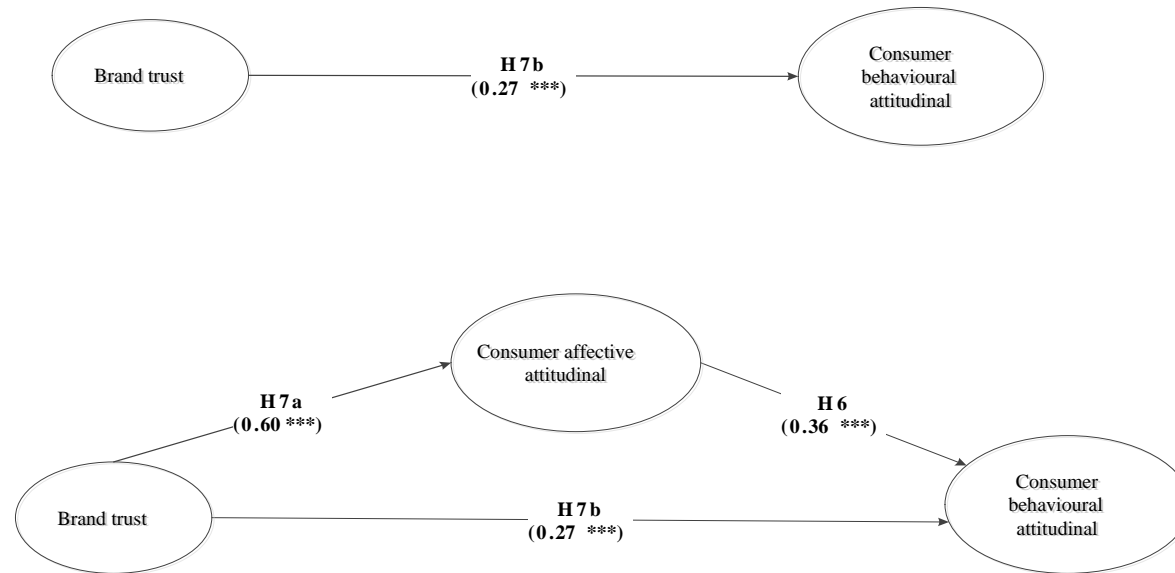
The mediation effect of consumer affective attitudes is measured by two indirect paths. First, the path between brand trust and consumer affective attitudes, which is positive and highly significant ($\beta = 0.60, p < 0.05$). This provides evidence to support hypothesis H7a that brand trust is positively associated with consumer affective attitudes. Second, the path from consumer affective attitudes, which was also positively associated with consumer behavioural attitudes and highly significant ($\beta = 0.37, p < 0.05$). This provides evidence to support hypothesis H7b that brand trust is positively associated with consumer behavioural attitudes.

To test the mediation effect of consumer affective attitudes in this study, the researcher followed the Baron and Kenny (2010) simple mediation technique. Brand trust was found to be statistically significantly correlated with consumer behavioural attitudes ($p = <0.05$) before adding the mediating effect of consumer affective attitudes. Also, the relationship between consumer affective attitudes and consumer behavioural attitudes is statistically significant ($p = <0.05$). The direct effect between brand trust and consumer behavioural attitudes is still statistically significant after meditating with consumer affective attitudes because the direct effect is ($p = <0.05$).

Moreover, the indirect effect between brand trust and consumer behavioural attitudes was statistically significant because the ($p = <0.05$). Therefore, consumer affective attitudes partially mediated the relationship between brand trust and consumer behavioural attitudes.



Figure 5.3 The direct and indirect effect of brand trust on the consumer behavioural attitudinal mediated by the consumer affective attitudinal (n= 315)



Note: *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

5.6 Concluding Remarks

This chapter has provided a discussion in details for the procedures of the statistics of the quantitative data analysis and presented the findings from final purified scales and hypothesis testing in this thesis. Many statistical tests were applied in order to achieve the aim of this chapter. These included a general description analysis of the sample, a reliability test of the survey instruments using Cronbach's alpha, correlation analysis, normality issues, EFA, CFA, and second-order analysis. The measurement model is then transferred to the structural model for hypotheses testing.

The first stage of the data analysis of this study was screening the data, no data missing were found in this study due to that the survey of this study was easy and does not require long to time to answer it. The outlier results of this study revealed that there is a few outliers, therefore, this study deleted 35 cases, for the normality analysis this study employed Skewness and Kurtosis tests, and the results revealed that the data of this study were distributed normally. This study examines the reliability test by applying the Cronbach's alpha to all constructs measurements for this study. The results of the reliability test for this study revealed that all constructs of this study achieved the minimum requirement which proved the quality of the internal consistency. The second phase of the analysis, EFA was employed by employing the SPSS version 20 to investigate the relationship between variables and factors. This was followed by an explanation of factor loading to purify and reduce the data and identify groups or clusters of variables.

The second stage of the data analysis, Structural equation modelling analysis was employed by using AMOS version 20. CFA was measured to assess the fit of the measurement model. Finally, the measurement model was then transferred to the structural model for testing the hypothesised relationships between latent constructs. The results of the structural model provided a good fit of the data. However, while the majority of the pathways were significant, other pathways were non-significant, i.e., 3 out of the 7 hypotheses were rejected. Hence, the model showed a robust test of the hypothesised relationships between the constructs of interest. Detailed discussion of the findings and the results of this study will be presented in the next chapter.

CHAPTER SIX

DISCUSSION AND REFLECTION

6.1 Introduction

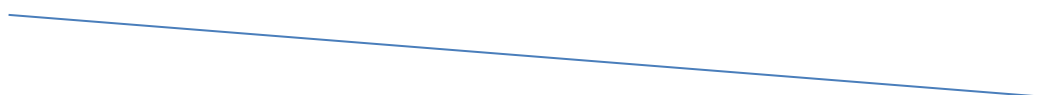
The previous chapter set out the systematic statistical procedures in order to empirically test the linkage between CSR and ethical judgement to enhance its influences on the consumer attitudes, by using structural equation modelling the model presented a set of significant predictors between the depend and independent constructs, and the findings were generally supportive of the research objectives and hypothesis. The aim of this chapter is to draw together all the various components of the research to provide an opportunity to reflect on the literature with the findings of the research. Beginning the chapter with an overview of the main objectives of this research, the key findings of this study will then be discussed. The descriptive statistical findings of the significance and/or insignificance of the hypothesised relationships will be deliberated. Finally, conclusions will be drawn at the end of the chapter. Section 6.2 provides an overview of the study, and Section 6.3, 6.4, and 6.5 presenting a discussion of each of the hypotheses tested in this study, finally, Section 6.6 presents a summary of the chapter.

6.2 Overview of the Study

This study examined the linkage between CSR and ethical behaviour to evaluate its influence on consumer attitudes in the retail sector in the UK. Marketing ethics literature has investigated the impact of CSR on consumer responses and has found that CSR could build brand trust. The core logic of the proposed model for this study was based on two theoretical models: the theory of planned behaviour (Fishbein and Ajzen, 1975) and the ethical beliefs model (Hunt and Vitell, 1986). This study sought to determinate the influences of CSR on consumer attitudes by investigating the linkage between CSR and ethical judgement. Ethical consumers have a significant link to support CSR companies, according to Vitell, (2015), that socially responsible or ethical consumers are most likely to exist if the products and / or services that are served by a company are consistent with the consumer ethical and social requirements. Thus, this study intends to explain the link between CSR and ethical consumers. Moreover, this

study focuses on philanthropy from the CSR concept to add to the existing literature by providing an explanation of CSR influences on consumer responses. The proposed model of this research included consumer affective attitude as a mediator between brand trust and consumer behavioural attitude. The study tested the proposed model and the hypotheses derived from the literature to validate the model within the retail context. The results of the analysis indicated that the data fit the proposed model. The ethical beliefs model has been identified in previous studies and after identifying this gap in the research, the ethical consumer was incorporated into the CSR model to be evaluated. Additionally, this study has fulfilled its objectives as is summarised below in Table 6.1.

<i>Chapter 2</i>	<ul style="list-style-type: none"> - Undertaking a review of CSR as multidimensional and unidimensional and analysing the different influences on the consumer responses. - Identifying factors which include ethical beliefs and customercompany relationship, that shape and influence the consumer perception and beliefs of the ethical decision making process. - Examining the key findings from previous studies to identify deep understanding of the influences of CSR on consumer responses. - Analysing literature that has undertaken to what?? the ethical consumers and identifying mechanisms that drive the ethical consumer to consume ethically. - Examining the outcome of the influences of CSR e.g. trust and loyalty.
<i>Chapter 3</i>	<ul style="list-style-type: none"> - Developing a theoretical framework with a particular focus on two models: Carroll's model (1979) of CSR and the Hunt-Vitell model (1986) to provide deep understanding of the determinate of consumer ethical judgement and in turn, their impact on consumer attitudes. - To empirically understand the differential effects of CSR and consumers' ethics in explaining brand trust and consumers' affective and behavioural attitudes.
<i>Chapter 4</i>	<ul style="list-style-type: none"> - Adopting and developing a measurement scale based on previous literature for the dependent and independent factors of this study.
<i>Chapter 5</i>	<ul style="list-style-type: none"> - Empirically testing and validating the proposed research model of this study and positioning them within the existing literature.
<i>Chapter 6</i>	<ul style="list-style-type: none"> - Extrapolating the results and suggesting theoretical and managerial implications for academics and practitioners.



In order to achieve the above mentioned research objectives, a literature review was conducted, as reported in chapter two. The literature suggested that CSR influences consumer responses by focusing on the intention and behaviour, which caused the limited understanding of the influences of CSR on consumer attitudes, due to, firstly, the different focus of the CSR dimensions and secondly the literature which found that intention is not the right predictor of the behaviour. Therefore, this limited understanding of this relationship motivates this research to link CSR with ethical consumers to investigate its influences on consumer attitudes; the focus is on the consumer affective and behavioural attitudinal.

A quantitative approach was adopted in this study by employing cross-sectional primary data. Chapter four mentioned that the questionnaire was developed based on the reviewed literature by employing all existing measurement scales reported in previous research studies. Thereby the theoretical model was then operationalised in this phase. The data of this study was then analysed by employing two types of statistical software tools: SPSS version 20 employed for the primary data examination, descriptive analysis and exploratory factor analysis (EFA); this study also employed AMOS version 20 for structural equation modelling (SEM) analysis involving the confirmatory factor analysis (CFA) and testing the model fit to the data and hypotheses testing. In addition, the reliability and validity for the constructs of this study were evaluated in order to use the path analysis technique in order to examine the causal relationships between the proposed constructs in the proposed model of this research. The results of this empirical study identified valuable explanation of the factors that influence consumer attitudes by an adequate fit between the data and the proposed model.

6.3 Discussion and Findings

3 Discussion and Findings

Subsequent to the previous chapter that presented the key findings, the results of this study need to be interpreted. The sequence section demonstrates and interprets the findings in deep detail involving the response rate, profile of respondents and hypotheses tested in this study.

6.3.1 Population and Response Rate

This study was conducted in selected grocery retailers in London. The target sample was chosen from a variety of different backgrounds of consumers, who made purchases from the retailers. Data collection from consumers at the front of the stores is challenging; therefore, convenient sampling (Bryman and Bell, 2007) and judgemental sampling were considered to be the most appropriate sampling methods to yield satisfactory responses.

Primary data was collected employing a quantitative approach using hard-copy surveys. Out of 500 surveys distributed, a total of 350 respondents completed the questionnaire. Thus, 350 responses were included in the data analysis. As a result, response rate in this study was 70%. The sample size of this study was large and provided a substantive representation of the total population of consumers. Consistent with Comery and Lee (1992), a sample size of 50 - 100 is considered poor, 200 as fair, 300 as good, 500 as very good and 1000 is considered excellent. In other words, this sample was large enough to represent the population and underlying structure because of examining the reliable correlations and prediction power of factors (Hair *et al.*, 2006; Tabachnick and Fidell, 2007). Therefore, the overall useable response rate in this study seems relatively good.

6.4 The influences of the ethical consumer on consumers' responses

The presentation of the results of testing the research hypotheses are discussed in this section. This study has fulfilled the second research objective, by explaining the impact of consumers' ethical behaviour on consumers' brand trust and consumers' attitudes towards CSR in the retail sector.

6.4.1 The relationship between consumer ethical behaviour and brand trust

As this study mentioned earlier in the literature review chapter, ethical consumers in the literature go by different names such as consumer conscious, a green consumer or pro-social, altruistic consumers (Wells *et al.*, 2011). Therefore, literature

that focused on green consumers emphasised that consumers trust eco-label products (Janssen and Hamm, 2012; Noblet and Teisl, 2015; Thøgersen, 2002). Meanwhile, Hansen and Kull (1994) and Thøgersen (2000) proved that green consumers intend to buy eco-label products only if they trust them. Furthermore, trust is considered as an essential prerequisite factor for achieving in the organic food product market (BechLarsen and Grunert, 2001; Daugbjerg et al., 2014; Naspetti and Zanolli, 2009). Pivato et al. (2008) proved that consumers build trust towards organic food depending on their perception of the retailer's general social performance. Therefore, consumers consider the CSR activities of the organic food companies in order to trust and buy the products. Furthermore, Pomeroy and Donlinar (2009) and Cheron et al. (2012) demonstrated the link between CSR and ethical / social consumers; if consumers do not generally trust a particular retailer as being socially responsible, they will not be likely to trust the green products (i.e. fair trade products) that the retailer is marketing.

Park et al. (2014) suggest that trust is a critical variable in the relationship between CSR and corporate reputation if consumers have similar expectations of a company's socially responsible activities. Recently, the conceptual paper of Vitell et al. (2015) proposed that ethical consumers will develop a trust in companies that are engaged with CSR activities. However, the empirical evidence of this study does not lend support to their argument. The relationship between consumer ethical behaviour and brand trust, in this study, is not statistically significant. Although Park et al. (2014) indicate that consumers trust the companies that practise CSR as they share similar ethical expectations, their study did not measure the relationship between consumer ethical behaviour and brand trust. Furthermore, the sample is from South Korea, which is different to this study – the UK. Consequently it seems logical to assume from these studies that when consumers are ethically minded, they are likely to trust the retailer brand that practises CSR.

However, the results of this study revealed that consumer ethical behaviour does not affect consumer trust towards the retailer brands that are engaged with philanthropic activities in the UK. A possible explanation is that based on Du, Bhattacharya and Sen (2010); consumers who behave ethically tend not to trust the

CSR practices of the company because they believe that CSR activities are for profit maximisation, not for the benefit of the consumers' society. Furthermore, this study measures ethical behaviour as how consumers use and dispose of the product; according to the study of Ladhari and Michaus (2015), consumers who consume the service and the product had varying influences on the issue of trust. The awareness of food safety had a particularly negative effect, and consumers who were worried about food safety tended to trust organic milk. Environmental awareness did not have a significant impact on trust in organic milk. Further analysis indicated that consumers who were more concerned about environmental problems better understood the importance of the establishment of certification systems; however, this finding does not mean that consumers would have more trust in the organic brands. Therefore, the results of this study emphasise that consumers who are ethically minded are less likely to build trust towards the CSR retailers.

6.4.2 The relationship between consumer ethical behaviour, consumer affective attitudes and consumer behaviour attitudes

The attitude-behaviour gap is a well-documented phenomenon which explores why the 30% of consumers that are perceived to be ethically orientated, do not translate this into ethical purchasing behaviour. Ethical consumer behaviour, which can be described as 'decision-making, purchases and other consumption experiences that are affected by the consumer's ethical concerns' (Cooper-Martin and Holbrook, 1993, p. 113) has been reported as going through a significant period of growth (Creyer and Ross, 1997; Harrison et al., 2005; Hendarwan, 2002; Mason, 2000; McGoldrick and Freestone, 2008; Shaw and Clarke, 1999; Strong, 1996). Through ethical consumption, consumers can translate their concerns or attitudes towards society or the environment into expressed buying behaviour (De Pelsmacker et al., 2005). Several studies therefore concentrate on attitudes towards ethical consumption as a precursor to ethical buying behaviour (De Pelsmacker et al., 2005; Shamdasani et al., 1993; Shaw and Clarke, 1999; Shaw et al., 2000; Shrum et al., 1995; Verbeke and Viaene, 1999). Although estimates vary Vermeir and Verbeke (2006) emphasised that approximately 30% of the sampled consumers have a positive attitude towards ethical consumption; this is similar to some literature such as Futerra (2005) and Ipsos Mori (2009) who

identify that 30 and 26% respectively of consumers share the attitude that ethics are very important in purchasing.

Prior studies emphasised that the behaviour resulted from in a series several influences including intention, judgement and beliefs (Davies et al., 2012; Fine, 2002; Pietrykowski, 2009). The entry point for judgement analysis in this study is beliefs, which relate to the rightness or wrongness of particular behaviours and the comprehension of potential consequences (Davies et al., 2012). Beliefs inform an individual's judgements or evaluations, which in turn incline a particular behaviour or intent. According to the planned theory of behaviour (Fishbein and Ajzen, 1985), consumers who behave ethically should behave positively towards the company that is socially responsible. This study partially supports this assumption. On one hand, this study does not find a statistically significant relationship between consumer ethical behaviour and consumer affective attitudes. That is, although consumers perceive their behaviours as ethical, they are not necessarily emotionally affected to a company that is socially responsible. On the other hand, this study provides empirical evidence to support the positive relationship between consumer ethical behaviour and consumer behavioural attitude. Previous studies, for example, Pinto et al. (2011) and Lu, Chang and Chang (2015) suggest that consumers tend to behave in ways that are in line with their values. That is, green consumers will act positively towards environmentally-friendly products, highlighting the positive relationship between consumers' environmental concerns and green buying intention. The result of this study expands on these studies, showing that ethically behaving consumers are likely to buy products from the retailers that they believe to be engaged with philanthropic activities. That is, consumers are likely to choose to buy a product from the retailer whose behaviours are consistent with theirs, as they seek to express their ethical beliefs through their ethical purchasing (boycotting) and consumption behaviour (De Pelsmacker et al., 2005; Shaw and Shui, 2002).

In short, although consumers' ethical behaviour does not influence their loyalty to the CSR retailers, it positively influences their purchasing decision. The result of this study asserts that consumer ethical behaviour tends to behave positively directly towards the philanthropic retailers in the UK, but they are less likely to be emotionally affected by philanthropic retailers in the UK.

6.5 The influence of CSR ‘philanthropy’ on consumer responses

To fulfil the third objective of this study the next section continues the discussion of the empirical results of this study to understand the differential effects of CSR ‘philanthropy’ on brand trust and on consumers’ affective and behavioural attitudes.

6.5.1 The relationship between CSR ‘philanthropy’ and brand trust

Recent studies have suggested that CSR activities convert into positive consumer trust (Pivato et al., 2008). They have also confirmed that consumers are likely to build trust if the CSR is in line with the consumers’ expectations (Kim, 2017). Meanwhile, Fatma and Rahman (2016) asserted the mediating role of trust to understand consumer intention towards CSR. Therefore, the empirical evidence of this study is supported that CSR, particularly the philanthropic activities, are more likely to build brand trust between consumers and the retail sector in the UK. This supports the findings of Willmott (2003) who asserted that there was an important outcome of reliable behaviour by firms as CSR builds brand trust, which can indirectly raise consumer loyalty. Moreover, Hustvedt (2014) indicated that consumer’s perception regarding a particular company’s support of non-profit organisations, its efforts to give back to the local community and its transparency directly affected those consumers’ trust towards the company; their study was conducted using an online panel of US consumers. Similarly, Singh et al. (2012) found that socially responsible companies which contribute to the local community as a social responsibility activity engender trust and encourage intentions to make purchases from the companies. Therefore, the results of this study supported and expanded the previous studies by identifying that consumers who believe that the retailer is performing in a manner that is consistent with their expectation are more likely to build trust towards the philanthropic retailers in the UK. Meanwhile, trust is a critical factor that has influences on the consumers to build a long term relationship with the company. This is in contrast with a study by Chen and Chang (2013) who found that consumer perceptions of ‘greenwashing’ negatively affected trust in the environmental attributes of products.

The results of this study support previous studies by showing that trust is a key derivative to achieve positive attitudes towards CSR. Furthermore, Lasmono

(2010), in exploring the relationship between consumer perceptions of CSR and purchase behaviour, found that the strength of the relationship between beliefs and behaviour is determined by trust in CSR practices, and by the importance individually allocated to such issues. Furthermore, Pant (2017) attempted to address the intention behavioural gap; the results identified that variables such as trust, are more likely to influence the buying pattern of individuals which can turn out to be crucial in the dynamic market. More specifically, the study supposed to emphasise the role of trust as an influencing factor between perceived CSR and purchase intention as it was conducted in China by Tian et al. (2008). This suggestion is in line with the results of this study by identifying that if consumers can have a trusting relationship with a specific firm, they reward the consumer with positive perceptions which eventually results in greater buying of products,

6.5.2 The relationship between CSR 'philanthropy' and consumer affective attitude

An experiment study conducted by Mohr and Webb (2005) created scenarios to manipulate CSR (low vs. high) and price (low vs. high) across the CSR domain including environment and philanthropy, and empirically proved that CSR can affect the purchase intention more than prices, emphasising the importance of consumer abilities to accurately value CSR activities. Moreover, Bhattacharya and Sen (2001) empirically proved that CSR activities influence consumer product purchase intention directly; nevertheless, the indirect effect was, under certain conditions, negative. In particular, high-CSR supports that consumers' purchase intentions are distorted away from their CSR-based evaluative context by a perceptual contrast effect, which results in a CSR-induced reduction in such consumer intentions to purchase a high-quality product.

However, this study extends the previous literature by investigating the direct influence of consumer perception of retailers' philanthropic responsibility on consumer affective attitudes in a real context and this study found that philanthropic retailers do not affect the consumers' affective attitudes directly. A possible explanation of the result of this study is that philanthropy responsibility could achieve positive attitudes in certain conditions such as those found by Becker-Olsen et al. (2006) who

emphasised that the fit between the product and the CSR activities would be more likely to influence consumer beliefs, intentions and attitudes. The insignificant relationship between the two factors, philanthropy responsibility and consumer affective attitudes, indicates that consumers do not consider the philanthropy activities of the retailer when they interact with retailers directly, due to the fact that philanthropy activities of the retailers should fit with the products and brand image to be identified easily by consumers in order to achieve positive attitudes, which leads to the conclusion that CSR is likely to affect consumer attitudes indirectly.

6.5.3 The relationship between CSR 'philanthropy' and consumer behavioural attitude


A study which provided the literature with a deep understanding of the consumer perspective between Chinese consumers based on Carroll's pyramid, to evaluate the importance of CSR dimensions, 'economic, legal, ethical and philanthropy' to consumers, identified that purely philanthropic efforts are less likely to be (on the good side of) valued by consumers, while philanthropic activities are important and seen as part of social responsibility (Ramasamy and Yeung, 2008). Similarly, the result of this study has provided similar results by emphasising that consumer perception of philanthropic effort in the UK is less likely to influence their purchase behaviour.

On one hand, a study examined how the country of origin (national vs. foreign) affects the relationship between CSR and consumer willingness to pay and purchase intention, and the study found that participants tended to have higher purchase intention and were willing to pay more for a national brand with CSR practices compared with the foreign brands. On the other hand, the participants showed less purchase intention and were willing to pay less for a national brand that is not socially responsible (Ferreira and Ribeiro, 2016). Likewise, Ha-Brookshire and Norum (2011) found that consumers' attitudes towards socially responsible apparel was one of the significant factors affecting their willingness to pay. Therefore, CSR is an important factor in purchase intention or willingness to pay. Furthermore, Barber et al. (2012) emphasised that consumers who expressed higher purchase intentions would express higher willingness to pay and actually pay more during an auction. In contrast to other past studies linking CSR initiatives and willingness to pay, this study found that

the philanthropic retailers do not influence actual consumer purchase behaviour. Furthermore, the result may be explained by the fact that consumers are more likely to have positive intentions, and a positive willingness to pay for socially responsible products, but it is not necessary to support them to make an actual purchase from socially responsible companies. A similar study supports this explanation conducted by White et al. (2012), which found that while consumers have generally positive attitudes toward ethical and / or socially responsible products, their actual intentions and behaviour are not usually consistent with that positive attitude. Consequently, this study identified that philanthropic retailers are less likely to achieve positive consumer behaviour; however, it could be achieved indirectly, such as through intention, as Barber et al. (2012) asserted. Importantly, Further, Didier and Lucie (2008) supported the results of this study, which showed that consumers are less willing to pay for fair trade coffee and they explained this by suggesting that a willingness to pay for organic coffee was that the health benefits associated with organic coffee are lower than those associated (Loureiro and Lotade, 2005), for example, with organic fruits, and that environmental benefits carried by organic production are too abstract. Therefore, the association between CSR activities and the products should be high in order to influence consumer behaviour positively.

6.5.4 The relationship between CSR philanthropy and consumer ethical behaviour

Society has grown to care more about the environment, which means that companies need to behave in a socially responsible way in order to meet consumers' ethical needs (Chang and Chang, 2015). Literature has clearly proved the important role of the ethical consumer; for example, Carrigan and Attalla (2001) argued that if there is no demand for the ethical products by consumers, manufacturers will not consider them as a possible product segment and will remove said products from their range (Uusitalo and Oksanen, 2004). Meanwhile, Bertilsson (2015) asserted that consumers who do not demand this ethical product may also perceive ethical involvement as threatening to their current lifestyle and therefore resort to disparagement as a way of coping with negative feelings.



Although the literature extensively proved that in order to launch ethical and / or social products it is essential that ethical consumers who demand this type of product exist. However, there is no study that has empirically tested this relationship. Despite the increasing role of consumers' ethics, this study is the first to empirically test the relationship between CSR philanthropy and consumers' ethical behaviour. This study identifies the statistically significant relationship between CSR philanthropy and consumers' ethical behaviours; however, it is a negative relationship. This study's results supported a study conducted by Kang et al. (2017) which attempted to investigate the moderating role of ethical behaviour between CSR on brand equity; the analysis of moderating effects showed that consumers with high levels of ethical behaviour exhibit stronger relationships between corporate social responsibility from an economic perspective and restaurants' positive brand equity; therefore, CSR from an economic perspective has a strong relationship with ethical behaviour. Furthermore, Lichtenstein *et al.*'s (2004) study supported the results of this study by investigating whether the perception of corporate social responsibility influences consumers to support or to make the consumer responsible and make a donation choice to the non-profit organisations. The experiment proved that consumers are more likely to become responsible and make a donation towards a company that has a weaker historical record of socially responsible behaviour.

On the other hand, other studies contradict the result of this negative relationship, such as (De Pelsmacker et al., 2005; Shaw and Shui, 2002), who suggests that consumers who support a company that is engaged with CSR activities are ethically minded. However, closer investigation shows that their studies focused on both the environmental and philanthropy dimensions of CSR, and consumers' ethical value, which is different from this study.

Furthermore, consumers who are concerned with ethical issues and behave accordingly to his / her ethical values reflect these values into their consumption behaviour (Clavin and Lewis, 2005); this group of consumers are committed to the social value base. More evidence proved by Freestone and McGoldrick (2007) asserted that CSR is considered as the stronger motivator for ethical consumers' behaviour than personal motivators. Another study conducted by

Carrigan and Attala (2001) argued that despite consumers caring about the CSR performance of the company, this care does not translate into consumption choices that favour ethical companies and punish unethical enterprises, because consumers are not willing to make any purchases from CSR companies if they are an inconvenience to them. On the other hand, a study by Freestone and McGoldrick (2007) proved that once ethical consumers realise that their ethical thinking contradicts their choice of products and habits through some new perspective, and these old habits do not bend to fit with what they really believe, these ethical consumers tend to change their choice of CSR products to match their own ethical beliefs. Furthermore, the explanation of this negative relationship could be that when consumers highly evaluate the philanthropic behaviours of the company, their evaluation of their own ethical behaviour becomes less. They may attribute their ethical behaviour less to themselves but more towards the company's social responsibility activities. Indeed, there is still a debate over the distinction between CSR and consumer ethical behaviour.

Vitell (2015) asserted that the link between CSR and consumer likelihood to purchase from a company is most likely to exist for ethically / socially minded consumers, if firstly the products of the brand are sold by a company that complies with ethical and social requirements, and secondly, if the company already has an acknowledged commitment to protect consumer rights and interests (Castaldo et al., 2009). Therefore, consumer ethics are an important factor to support the corporate social responsibility companies, but it has not been empirically investigated before, which leads this study to raise the question of this relationship. Therefore, this requires further exploration to establish a clearer distinction between both concepts. Indeed, although this study has satisfied the validity test, a number of factors from consumer ethics have been deleted due to the cross-loadings between consumer ethics and CSR 'philanthropy'. However, as of now, this study provides empirical evidence to support the relationship between CSR and consumer ethical behaviour.

Literature such as Story and Hess (2010) suggests that brands tend to be socially responsible because consumers are becoming more demanding and expecting brands to reflect their ethical concerns in order to behave positively towards the brands (Maxfield, 2008). However, the results of this hypothesis surprisingly

revealed that highly ethically minded consumers are less likely to value philanthropic retailers, while consumers who are not highly ethically minded are more likely to perceive CSR philanthropy positively. A potential explanation is that consumers are more likely to express their values via ethical consumption and purchasing or boycotting behaviour not by supporting CSR philanthropy; therefore, ethically minded consumers are expressing their value to the philanthropic retailers by punishing the unethical or not socially responsible companies.

6.6 The influence of brand trust on consumer attitudes

The next section discusses the results of the influence of brand trust on consumer attitudes and the mediating role of consumer affective attitudes on the relationship between brand trust and consumer behavioural attitudes.

6.6.1 The influences of brand trust on consumer behavioural attitude

The significance of trust is when consumers apply their trustworthiness cues to what extent they allow themselves to generate trust with the trustee company (Dauw et al., 2011). Kim (2012) developed a more refined understanding of the link between CSR and corporate reputation by considering the role of consumer trust as a mediator of the CSR-corporate reputation link. Her results asserted that ethical and philanthropic CSR practices may initially create and foster consumer beliefs that the company adheres to high ethical standards and cares about society's wellbeing, before they positively impact corporate reputation. Furthermore, Fatma et al. (2014) emphasised that trust plays an essential mediating role and it was found to be significant between CSR and corporate reputation and CSR and brand equity. It also showed that CSR activities build consumer trust in a company which in turn positively impacts corporate reputation and brand equity.

On the other hand, this study investigates the influence of brand trust on consumer behaviour towards philanthropic behaviour; therefore, this study empirically proved that brand trust towards the philanthropic retailers is more likely to support encourage consumers to make purchases. In line with this result, Pivato et al. (2008) emphasised that corporate social performance influences consumer trust and that trust

in turn is more likely to influence the consumers' subsequent actions in response to the CSR activities. Moreover, the results of this study also supported a study conducted by Kang and Hustvedt (2014) which found that trust is one of the strongest factors influencing consumers in their purchase behaviour, especially in relation to CSR practices. The significance of brand trust has also been found to extend to online behavioural intention by affecting purchase intention (Becerra and Korgaonkar, 2011). This is supported by Chaudhuri and Holbrook (2001) who found that brand trust was directly connected to both attitude loyalty and purchase loyalty. Therefore, the results of this study supported that consumers are more likely to build trust towards a brand which influences their behaviour attitudes positively towards philanthropic retailers in the UK.

6.6.2 Brand trust, consumer affective attitudes and consumer behavioural attitudes

Empirical evidence showed that brand trust and brand effect are more likely to achieve positive attitudinal and behavioural brand loyalty (Sung, 2010). Similarly, this study supported prior empirical studies and identified that high consumers' brand trust generated positive affective and behavioural attitudes. The results of this study are supported by researchers who have found that brand trust, as an essential factor in encouraging within companies, leads to improved consumer behaviour directly and indirectly (Dirks and Ferrin, 2001; Kramer, 1999). Similarly, Woodman and Sherwood (1980) suggested that a high level of brand trust leads to better team processes and performance from both companies and consumers, while Kang and Hustvedt (2014) found that trust is one of the strongest factors influencing consumers in their purchase behaviour in relation to CSR practice. Likewise, Glomb et al. (2011) asserted that engaging in behaviour encourages consumers to have a positive influence on the affective state, and suggested that altruistic behaviour is followed by an enhanced positive effect. Therefore, brands that are received perceived as socially responsible by consumers will cause positive beliefs responses, which reflect a higher level of consumer effect. This study extends the previous literature by discovering that the consumer affective attitudes play as a sub-process regulating the influences of brand trust towards philanthropic retailers on consumer behaviour; therefore, consumer

affective attitudes partially mediate the relationship between brand trust and consumer behavioural attitudes. Accordingly, consumers who build trust towards philanthropic retailers in the UK are more likely to generate positive beliefs and behave positively towards the brand.

6.7 Conclusion Remarks

The purpose of this study was to examine the importance of the relationship between CSR beliefs from a philanthropic perspective and consumer ethical behaviour in enhancing the influence of CSR philanthropy on consumer attitudes.

Five of the study's hypotheses were supported: the relationship between CSR beliefs and brand trust; between CSR and consumer ethical behaviour; between consumer ethical behaviour and consumer behavioural attitude; between brand trust and consumer effective attitude; between brand trust and consumer behavioural attitude and between consumer affective attitude and consumer behavioural attitude. The remaining two relationships were rejected: the relationship between CSR and consumer affective attitude and consumer behavioural attitude, and between consumer ethical behaviour and brand trust and consumer ethical behaviour on consumer affective attitude. By discussing the findings of these results, the next chapter presents a summary of the findings, followed by theoretical and practical implications of this study. Since this study is exploratory in nature, by discovering the link between CSR philanthropy and consumer ethical behaviour, it added a contribution to the literature by emphasising that ethical behaviour is less likely to support philanthropic activities. As a result, companies should pay attention to their socially responsible behaviour to attract consumers especially ethical consumers because, as this study discovered, ethical consumers are more likely to make purchases from those philanthropic activities; therefore, companies have to contribute to society more, and provide accurate information about their activities and the sources of their activities to attract more consumers to the philanthropic retailers.

CHAPTER SEVEN

CONCLUSION

7.1 Introduction

The aim of this study was to make a significant contribution to the development of a broader theoretical and empirical understanding into the nature of the motivational process of attitudes, by undertaking to examine the link between CSR and consumer ethical behaviour, and to enhance literature knowledge of its influence on consumer attitudes. The study was designed and conducted in the UK in the retail sector; consequently, the contributions made by this research can be considered on both theoretical and practical levels.

This chapter begins, and concludes the thesis, by providing a summary of the results of the study. An analysis of the theoretical contributions based on the study's findings is followed by a summary of the practical implications of this study. Consideration is also given to the limitations for further studies.

7.2 Summary of the Study and Key Findings

In terms of building the nature of this study in a novel way, this chapter presents an overview of the research by drawing the research outlines and the key findings into a comprehensive conclusion. This study established a number of phases to support and link the research objectives in order to deliver cohesive work which offers a valid contribution to the field of ethical consumerism and social responsibility.

Research aim

The purpose of this study was to deliver a complete demonstration of the nature of the motivational process of the decision making process. The study evidently defined the aim to investigate the influences of CSR on consumer attitudes by exploring the underlying linkage between beliefs and ethical judgement to enhance its influences on attitudes.

A Review of the Literature

Based upon the limitations and the propositions of past research, this study began with an extensive review of the published literature on CSR and ethical consumerism with a primary focus on the importance of ethical consumers in order to achieve greater CSR. This was considered indispensable in order to understand the nature of the influence of CSR on consumer responses, and to establish an integrative linkage between CSR and ethical consumers to determinate its influence on consumer attitudes.

Researchers acknowledge the limited understanding of consumers who claim that they are ethically minded but who don't really purchase from the CSR companies, due to the limited focus of the literature on ethical consumers who are concerned only with the environmentally friendly issues (e.g. Tan et al., 2016; Culiberg, 2014), even though studies show that there is a relationship between moral requirements and ethical purchasing, and that consumers sometimes make choices that go against social or personal norms (e.g. Antonetti and Maklan, 2014). According to Boulstridge and Carrigan (2000), most consumers are unable to differentiate responsible brands from irresponsible ones because consumers feel they do not have enough information to make ethical choices (Shaw and Clarke, 1999). While some do not think that perceiving more CSR activities would change their consumption habits, De Pelsmacker et al. (2005) examined this, and the study concluded that perceiving CSR activities by consumers is a necessary prerequisite for the adoption of ethical products. The aforementioned findings provide the premises for this study, since studies proved that the importance of the ethical morals (or ethics and morals / ethical morality) of the consumer behaviour between consumer beliefs in their ability to influence through purchase decisions, motivates this study to explicitly examine the influence of CSR beliefs on ethical consumer behaviour in order to enhance consumer responses towards the CSR companies. Check the first half of this sentence

Further progress in ethical consumerism and social responsibility literature proved that there is an attitudes-behavioural gap because consumers' beliefs towards the attitudes most likely lead to a positive intention but do not necessarily perform positive behaviour, although ethical consumers are more likely to support

socially responsible companies and / or support companies that support the same as their personal concerns such as societal issues and / or environmental issues; therefore, previous literature adopted the theory of planned behaviour in order to fill this gap. However, in spite of the previous extensive research, the reasons behind this gap remain relatively unclear (Auger et al., 2003; Belk et al., 2005; De Pelsmacker et al., 2005; Shaw & Connolly, 2006). Therefore, to identify the reason behind this gap, more critical analysis of the existing literature identified that most studies focus on the influences of CSR as a multidimensional construct from economic, environmental, philanthropic, ethical and legal perspectives on consumer responses e.g. consumer attitude, consumer evaluations, consumer loyalty and consumer purchase intention, showing the limitations of CSR's influences over consumer intention and behaviour. The multidimensional approaches also highlight limitations because these studies are based on different theories and social approaches to explain the dimensions of the CSR construct which present a lack of consensus results, themselves caused by a disproportionate focus on the separate dimensions of CSR and the different interests of consumers regarding the CSR activities, emphasising the importance of this study in investigating the impact of single CSR initiatives on consumer attitudes.

Research into philanthropic responsibilities has mainly focused on the direct relationship between philanthropic activities with 'internal outcomes' (Brammer and Millington, 2005; Godfrey, 2005; Williams and Barrett, 2000; BeckerOlsen et al., 2006; Berens et al., 2005; Carrigan and Attalla, 2001). Certainly, 'internal outcomes', for example, corporate reputation and / or brand attitude is an important construct related to corporate performance. However, verifying the relationship between philanthropic activities and consumer attitudes is revealing, to say the least. Therefore, this research argues that philanthropy has an impact on external outcomes, such as consumers, leading this study to investigate the relationship between philanthropy and consumer attitudes in a real purchasing atmosphere in order to gain more correct responses according to philanthropic activities. Further studies e.g. Sen et al. (2006) and López (2017) that focused on philanthropy and consumer responses revealed that only consumers who are aware of the philanthropic activities, who show low levels of scepticism toward that CSR philanthropy activity indicated a greater intention towards the brand. The focus of the consumer response in studies that focused on philanthropy

from the CSR concept was on the intention, which shows the limitation of shaping the influences of philanthropy on consumer responses.

Several limitations were highlighted as a consequence of the extensive review of literature on ethical consumers and CSR. First, there is little or no evidence that examined the relationship between CSR and ethical consumers (Vitell, 2014). Second, there is limited understanding of the influence of CSR on consumer responses (Auger et al., 2003; Belk et al., 2005; De Pelsmacker et al., 2005; Shaw and Connolly, 2006). Third, another limitation noted concerns the lack of studies testing the influence of philanthropy from the CSR perspective on consumer responses (Sen et al., 2006; López, 2017). Fourth, there is a lack of a framework which can explain the key factors facilitating or inhibiting the likelihood of brand trust in order to enhance the influence of CSR on consumer responses (Gleim et al., 2013). Therefore, this study helps to overcome the limited sources of academic literature on the topic. This research also draws out realistic implications for managers based on the research findings when seeking to identify the importance of the linkage between CSR and ethical consumers to enhance its influence on consumer attitudes.

Model Development

Based upon the theory and supported literature, the conceptual framework of this study proposed to emphasise the salient gaps that are found in the ethical consumerism and social responsibility literature. The model of this study consists of five constructs representing the CSR beliefs from a philanthropic perspective and also consumer ethical behaviour, brand trust, consumer affective and consumer behavioural attitudes. Seven main hypotheses were formulated to examine endogenous and exogenous variables influencing the behavioural attitudes within this framework. The proposed conceptual framework provided an opportunity to obtain a superior understanding of the key factors of the motivational process on the decision making.

Findings

This study discovered the role of consumers' ethical behaviour in determining the influence of the companies' CSR 'philanthropy' on consumer trust and attitudes

towards brands. There has been empirical evidence identifying the negative relationship between CSR ‘philanthropy’ and consumer ethical behaviour. Therefore, this study attempts to extend the previous literature by establishing this relationship between CSR ‘philanthropy’, consumer ethical behaviour and consumer attitudes, in order to investigate the role of consumer ethical behaviour in achieving greater CSR. The proposed model was validated through a survey of 315 consumers in the retail sector in the UK, based on the first research question; additionally, the empirical findings in this study provide a new understanding of the relationship between CSR ‘philanthropy’ and consumer attitudes. The results demonstrate that the direct relationship between CSR ‘philanthropy’ and consumer behavioural attitudes is not statistically significant; this study also provides empirical results identifying that the relationship between CSR ‘philanthropy’ and consumer affective attitudes is not statistically significant. From the above results, this study asserted that CSR ‘philanthropy’ activities among UK retailers do not influence consumer attitudes directly at all. Conversely, another major finding of this study was that CSR ‘philanthropy’ positively influences brand trust.

By addressing the second research question, this study highlights the significance of building brand trust; the existing consumer-company relationship will enhance consumer responses towards retailers that implement CSR activities within their strategies. The present study contributes additional evidence that suggests that brand trust does have a statistically significant influence on consumer affective attitudes. Moreover, this study also added to the growing body of literature by demonstrating that building consumer trust towards CSR companies is necessary to achieve positive consumer attitudes towards those companies. Furthermore, a valuable contribution of this study is the evidence showing that consumers who have high levels of brand trust are more likely to be positively influenced, both behaviourally and emotionally.

Finally, this study successfully addressed the third research question, which concerns the identification of factors that could affect the relationship between brand trust and consumer behaviour. The evidence suggests that, in examining the impact of CSR ‘philanthropy’ on consumer attitudes, this study supported and provided

insight into previous research by demonstrating that brand trust in relation to CSR companies has positive influences on the consumer affective and behavioural attitudes. The theoretical implications of these findings provide a deep understanding of the influence of brand trust on consumer response by emphasising that brand trust positively influences consumer behavioural attitudes. Consumer affective attitudes function as a mediator in this relationship. Therefore, this study has demonstrated that building brand trust towards CSR ‘philanthropy’ activities by retailers is most likely to lead to positive consumer attitudes.

7.3 Implications for the influences of CSR, ethical behaviour and brand trust on consumer attitudes

This study has highlighted some of the distinguishing features of ethical decision making by understanding the motivational process of the attitudes. Furthermore, the aim of the present study was to contribute to the development of a broader, more balanced approach to CSR and ethical consumerism. To that end, a number of implications of this study will be presented under three headings i.e. theoretical and managerial implications, which are described as follows.

7.3.1 Theoretical contribution

This study makes several noteworthy contributions for academics researching in the area of ethical consumerism and social responsibility. This study has gone some way towards enhancing our understanding of research which has sought to examine ethical decision making and has identified the importance of consumer ethics in order to enhance consumer behaviour towards the philanthropic retailers.

The novelty of this study is based on the development of a holistic model that focuses on the motivational process of ethical decision making by examining factors influencing consumer perceptions towards the retail sector in the UK. The model of this research addressed the lack of research by offering a complete, deep understanding of the influence of CSR on consumer responses; CSR studies are yet to achieve a full understanding of the role of ethical consumerism in influencing customer responses. Indeed, there have been no explicit studies attempting to link consumer

ethics and CSR. Therefore, this study explored the linkage between CSR beliefs and consumer ethics suggested by Vitell (2014) in order to understand the CSR influences on consumer affective and behavioural attitudes. Furthermore, the integration of the two models of Carroll (1979) and Hunt-Vitell (1986) is both theoretically appealing as well as empirically significant.

- The originality of this research is based on a holistic model that examines the important link between CSR beliefs and ethical judgement 'behaviour' in order to enhance its influences on consumer attitudes. This research has contributed to the existing literature by integrating beliefs from the theory of planned behaviour and ethical behaviour from Vitell-Hunt's theory in order to enhance the influence of CSR on consumer attitudes. This research is the first empirical study conducted to explore how the linkage between beliefs and ethical behaviour translates into positive attitudes. Therefore, this study has contributed to the literature by attempting to enhance the inconsistent influence of CSR beliefs on consumer responses which have occurred in previous literature. The results of this study suggest that ethical behaviour is an essential factor in developing CSR beliefs from a philanthropic perspective, because ethical consumers are more supportive to companies which match their concerns regarding society and the environment (Maxfield, 2008). Surprisingly, however, the results showed that there is a negative relationship between these two factors. Such a negative relationship leads this study to suggest that when ethically-motivated consumers value philanthropic activity greatly, they are less likely to evaluate themselves as ethical; they may attribute their ethical behaviour less to themselves but more towards the company's social responsibility activities.

- This research contributed to the knowledge by identifying that belief is less likely to influence consumer behaviour attitudes, while ethical behaviour is more likely to influence consumer behaviour attitudes towards the CSR retailers.

- This research also contributed to the literature by highlighting the importance of investigating the influence of CSR on consumer attitudes

from a philanthropic perspective. It is essential to focus on CSR as a unidimensional construct in order to achieve accurate results of its influences on consumer attitudes. This study provides empirical evidence to prove that the more consumers take philanthropy into consideration when making purchasing decisions, the more strongly philanthropy will affect sales, meaning that companies will be more likely to adopt philanthropic activities. It is important to investigate this relationship in order to identify whether the consumers consider philanthropy activities as part of their buying criteria, leading them to behave positively towards CSR-engaged retailers. Therefore, the more philanthropic responsibility displayed by retailers, the more consumers support and behave positively towards that retailer. The reason for the rise in the perceived importance of CSR in general as well as philanthropic responsibility in particular, lies in the fact that consumers are increasingly aware that companies engage in philanthropic activity for economic purposes, as opposed to being motivated by societal benefits. This is supported by a study conducted by Du et al. (2010) which demonstrates that companies are engaging in CSR activities for profit maximisation purposes, not for the voluntary purpose of 'giving back to society what they have gained', which leads to a lack of trust among ethically-motivated consumers.

- This research also contributed to the theory of planned behaviour by exploring the significance of brand trust in enhancing the influence of CSR beliefs on consumer attitudes. Therefore, this study validated that trust is considered as a key derivative factor in positively influencing consumer attitudes towards the CSR retailers. Since Gleim et al. (2013) asserted that trust could be the reason why ethical consumers do not buy from the socially responsible companies, therefore, this study proposes that brand trust is an essential factor and a good predictor to achieve positive behavioural attitudes towards the philanthropic companies. Finally, this study further demonstrates that the link between brand trust and consumers' behavioural attitudes is mediated by consumers' affective attitudes. In order to enrich the understanding of the formation of consumer attitudes, this study considers affective and behavioural attitudes in response to the philanthropic retailers.

- In addition, this study contributed to the knowledge by exploring how both cognitive and affective responses affect behaviour towards philanthropic retailers. This study found that not only should cognitive elements be investigated in relation to perceived positive CSR, but also that companies should try to influence consumers' feelings and emotions in order to achieve positive behaviour. Therefore, 'feeling' elements play an important mediating role between trust and behaviour; therefore, the influence of consumers' feelings and emotions is more likely to affect the strength of the relationship between trust and behaviour.

- This research contributed to the literature by investigating the influence of philanthropic responsibility on consumer attitudes. Research into philanthropic responsibilities has mainly focused on the direct relationship between philanthropic activities with 'internal outcomes' such as corporate reputation, company image, product evaluation and product association (Brammer and Millington, 2005; Godfrey, 2005; Williams and Barrett, 2000; Becker-Olsen et al., 2006; Berens et al., 2005; Carrigan and Attalla, 2001). Certainly, 'internal outcomes', for example, corporate reputation and / or brand attitude is an important construct related to corporate performance. However, verifying the relationship between philanthropic activities and consumer attitudes is revealing, to say the least.

- Furthermore, this study focused on consumer affective attitudes and consumer behavioural attitudes. The focus of the consumer response in studies that focused on philanthropy from the CSR concept was on the intention, which shows the limitation of the shaping of the influences of philanthropy on consumer responses.

7.3.2. Practical contribution

This research can provide significant managerial implications due to the fact that the findings of this study hold important implications for companies which engage in philanthropic activities and for companies who are planning to do so.

- Managers need to identify the key challenges to the effectiveness of the CSR activities they have implemented into their business strategies. This study demonstrates useful practical guidelines and valuable insights for CSR managers in the retail sector to better understand that beliefs alone do not achieve positive consumer behaviour attitudes, but the ethically minded consumer's behaviour is more likely to achieve positive consumer behaviour towards the CSR retailers. Therefore, the first most important point that managers should pay attention to in investing effort in raising the awareness of philanthropic campaigns is to provide more accurate information about the philanthropic activities by finding channels that enable them to communicate with consumers, specifically with ethical consumers, about the sources of philanthropy activities that their company is engaged in, in order to achieve positive support from consumers.

- This study emphasised the significant impact of brand trust on consumers' responses towards the CSR retailers in the UK. The second practical contribution of this study is that although CSR beliefs do not directly affect consumers' affective and behavioural attitudes, the company that engages with philanthropic activities will benefit from consumers' trust in their brand. Specifically, when the retailers gain consumers' trust in their brand, they will, according to this study, enjoy higher consumers' loyalty and purchasing decision. Thus, managers are recommended to build and maintain a high-quality customer-brand relationship through philanthropic behaviours.

- Finally, this study highlighted the importance of developing a more holistic approach to the effect of feelings on consumer behaviour attitudes. According to the findings of this study, the cognitive 'trust' and 'feelings' affective factors lead to the behaviour; therefore, companies should make an effort by providing the consumers with high quality products and services. Companies should also stimulate the emotions of consumers to achieve positive behaviour towards the CSR retailers. Therefore, the management should also focus on nurturing customer feelings because through customer feelings, customers who trust the brand are willing to purchase more.

7.3.3 Research Limitation and Further Research

Although this research provides a considerable extent of theoretical and practical contributions, there are some caveats that need to be noted that can be addressed for future research.

- Firstly, since this study is the first empirical study which simultaneously explored the linkage between beliefs and ethical behaviour, thus, this study is exploratory in nature. Due to the limitation of this research, future research could explore further the link between CSR and consumer ethics, as this study surprisingly found a negative relationship.

- Secondly, this study investigated the importance of the existence of consumer ethics to enhance the influence of consumer perception of philanthropic companies on consumer attitudes in the retail sector, and the results found that ethically minded consumers are most likely to purchase from a philanthropic retailer; therefore, this study suggests further research to investigate further this relationship in different sectors to compare it with the results of this study.

- Finally as this study emphasised that brand trust is a key driver of positive consumer attitudes towards philanthropic retailers, accordingly, this study attained that philanthropy is sufficient to measure the CSR concept. Further research could measure CSR by focusing on philanthropy to investigate its influence on consumer response.

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Appendices

242

APPENDIX A



Dear Participant,

You are being invited to participate in a research study entitled "The linkage between CSR 'philanthropy' and consumer ethical behaviour and its influences on the consumer attitudes.

The questionnaire is designed to study the importance consumer ethical behaviour with the CSR philanthropic activities and its influences on the consumer attitudes. your behaviour towards ethical and unethical behaviour in the retailer, and your perspective toward retailers that has been involved to enhance community's life, donating to charities, being honest with customers when delivering information and products quality, will add value to the results of the current research. The questionnaire should take no more than 10 minutes to complete.

Your response will be kept strictly confidential. Only members of the research team will have access to the information you give.

Many thanks for agreeing to participate in my research project. The project has to be completed in part fulfilment of my PhD programme and so your assistance is much appreciated.

Your Sincerely
Auhud Gronfula
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Part one: Classification questions: please answer the following question with one tick (✓) for each question:

Please indicate your gender

- Male
- Female

What is your age category?

- 18-24 25-34 35-44 45-54 55
 65-74 75-84 -
64

What is your nationality?

- British Asian African Arab

What is your latest education level?

- High School College degree Graduate degree Other, (please specify)

Your marital status:

- Married Single Widowed
 Other, (please specify)..... Divorced or separated

Please tick next to your yearly income level :

- £13,300-£17,100 £19,900-£23,000 £27,200-£32,200 £37,900-£46,400 £58,300-£88,500

How often do you shop from retailers in the UK e.g. (Tesco, Sainsbury, Morrison's, Waitrose, and ASDA, etc.)?

- Daily Once a week Two or three times a week Once a month
 Less than once a month



Part Two: This section will focus on your behaviour when you do some shopping at retailers in the UK:

Instructions:

Please indicate the rate of your perspective toward the following attitudes:

Strongly Disagree Slightly Disagree Neutral Slightly Agree Strongly Agree
 1-----2-----3-----4-----5-----6-----7

1. I would return damaged products if the damage was my own fault.	1	2	3	4	5	6	7
2. I would give misleading price information to the cashier for an unpriced item.	1	2	3	4	5	6	7
3. I would use an item that does not belong to me.	1	2	3	4	5	6	7
4. I would drink a can of soda in a store without paying for it.	1	2	3	4	5	6	7
5. I would report a lost item as "stolen" to the company in order to collect the insurance money.	1	2	3	4	5	6	7
1. I would lie about a child's age to get a lower price.	1	2	3	4	5	6	7
2. I would not say anything when the cashier in the store miscalculates a bill in my favor.	1	2	3	4	5	6	7
3. If I get too much change, I would not say anything.	1	2	3	4	5	6	7
4. if I observed someone shoplifting I would ignore it	1	2	3	4	5	6	7
1. I would use an expired coupon for products.	1	2	3	4	5	6	7
2. I would return item after finding out that the same item is now on sale.	1	2	3	4	5	6	7
3. I would use a coupon for products I did not buy.	1	2	3	4	5	6	7
4. I would not tell the truth when negotiating the price of a new item.	1	2	3	4	5	6	7
5. I would say the truth on an income tax return	1	2	3	4	5	6	7
1. I would install software on my computer without buying it.	1	2	3	4	5	6	7
2. I would burn a CD rather than buying it.	1	2	3	4	5	6	7
3. I would tape a movie off the television.	1	2	3	4	5	6	7
4. I would download music from the internet instead of buying it.	1	2	3	4	5	6	7

5. I would use computer software or games that I did not buy	1	2	3	4	5	6	7
6. I would spend over an hour trying on different websites and not buying any downloading		2	3	4	5	6	7
7. I would buy fake brands instead of buying the original	1	2	3	4	5	6	7



1

manufacturers brands

1. I would buy products labelled as environmentally friendly even if they don't work as well as competing products.	1	2	3	4	5	6	7
2. I would purchase something made of recycled materials even though it is more expensive.	1	2	3	4	5	6	7
3. I would buy only from companies that have a strong record of protecting the environment.	1	2	3	4	5	6	7
4. I would buy from retailers that recycle materials such as cans, bottles, newspapers, etc.	1	2	3	4	5	6	7

1. I would return to the store and paying for an item that the cashier mistakenly did not charge you for.	1	2	3	4	5	6	7
2. I would correct a bill that has been miscalculated in my favor.	1	2	3	4	5	6	7
3. I would give more than expected tip to assistance who assist me in buying in the store.	1	2	3	4	5	6	7
4. I would not buy products from companies that I believe they do not treat their employees fairly	1	2	3	4	5	6	7

Part three: This section will focus on your perspective toward the company's behaviour:


Instructions:

Please consider one of the retailers that you often buy from (e.g. TESCO, ASDA, SAINSBURY'S, WAITROSE, etc.) when you indicate the rate of your perspective toward the following sentence:

Strongly disagree Disagree Slightly disagree Neutral Slightly agree Agree Strongly agree
 1-----2-----3-----4-----5-----6-----7

1. I believe that this company help solve social problems.	1	2	3	4	5	6	7
2. I believe that this company participate in the management of public affairs.	1	2	3	4	5	6	7
3. I believe that this company allocate some of their resources to charities.	1	2	3	4	5	6	7
4. I believe that this company play a role in our society.	1	2	3	4	5	6	7

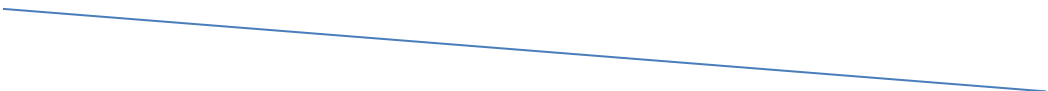
Part four: This section focus on the degree of your believe if retailers in the UK will continue to deliver what it has promised:

-
1. I believe that the information that the company 1 2 3 4 5 6 7 provides is correct.
-
2. The company does not make false claim. 1 2 3 4 5 6 7
-
- 
-
3. I trust that the company is clear when they dealing with 1 2 3 4 5 6 7 customers.
-
4. This company do not pretend to be something it isn't. 1 2 3 4 5 6 7
-
5. My experiences with this company that they keep its 1 2 3 4 5 6 7 promises.
-
6. This company has a name you can trust. 1 2 3 4 5 6 7
-
7. This company deliver what are promises. 1 2 3 4 5 6 7
-

Part Five: This section focus on your attitudes and behaviour toward retailer in the UK:

-
1. I like to support companies that has participating to 1 2 3 4 5 6 7 solve society problems.
-
2. Eco-friendly product is overpriced. 1 2 3 4 5 6 7
-
3. Ignoring society and being responsible toward society 1 2 3 4 5 6 7 problems is bad.
-
4. I like to support socially responsible retailers. 1 2 3 4 5 6 7
-
5. The last grocery I purchased was from socially responsible 1 2 3 4 5 6 7 retailers.
-
6. I usually purchase from socially responsible retailers 1 2 3 4 5 6 7
-
7. I bought a product because it had a lower polluting effect. 1 2 3 4 5 6 7
-
8. I stopped using products which are detrimental to 1 2 3 4 5 6 7 environment.
-
9. I take into account the amount of packaging on goods when 1 2 3 4 5 6 7 I buy.
-





APPENDIX B

Table 5.8 Exploratory Factor analysis

<i>Dimensions</i>	<i>Items</i>	<i>loadings</i>	<i>Criteria</i>	<i>Decision</i>
Active	1/ I would give misleading price information to the cashier for unpriced item.	0.392	<0.40	Deleted
	2/ I would use an item before I pay for it. 3/ I would drink a can of soda in a store without paying for it.	0.333	<0.40	Deleted
		0.310		
Passive	1/ I would lie about a child's age to get lower price.	0.320	<0.40	Deleted
Deceptive	1/ I would return item after finding out that the same item is now on sale.	0.345	<0.40	Deleted
No-harm	1/ I would buy fake brands instead of buying the original manufacturers brands.	0.378	<0.40	Deleted
Recycling	1/ I would buy from retailers that recycle materials such as cans, bottles, newspapers, etc.	0.210	<0.40	Deleted
Do-good	1/ I would return and pay to the store for an item that the cashier mistakenly did not charge you for.	0.322	<0.40	Deleted
	2/ I would not buy products from companies that I believe they do not treat their employees fairly.	0.389	<0.40	Deleted
		0.355	<0.40	Deleted

APPENDIX C

Table of the deleted items from the proposed measurement model

<i>SMC/ MI</i>	<i>Reasons for their deletion</i>	<i>Deleted items</i>
27.790	(CSR 'Philanthropy' loaded onto (CA)	<i>CSR 'Philanthropy'</i> 1/ I believe that this company help solve social problems.
.23 .27	Squared multiple correlation below .30	<i>(CEA) Active</i> 1/ I would return damaged products if the damage was my own fault. 2/ I would report a lost item as stolen to the company in order to collect the insurance money.
19.370 10.760 30.234 20.405 10.407	(CENH) loaded onto (CEG)	<i>(CENH) No-harm</i> 1/ I would install software on my computer without buying it. 2/ I would burn a CD rather than buying it. 3/ I would tap a movie off the television 4/ I would download music from the internet instead of buying it. 5/ I would use computer software or games that I did not buy.
.26	Squared multiple correlation bellow .30	<i>(CER) Recycling</i> 1/ I would buy products labelled as environmentally friendly even if they do not work as well as competing products.
26.790 11.450	(CEG) loaded onto (CENH)	<i>(CEG) Do-good</i> 1/ I would correct a bill that has been miscalculated in my favour. 2/ I would give more than expected tip to assistance who assist me in buying in the store.
.20 .25 .21 .23	Squared multiple correlation bellow .30	<i>(BTI) Brand intention</i> 1/ This company do not pretend to be something it isn't. 2/ My experience with this company that they keep its promises 3/ This company has a name you can trust 4/ I believe that this company delivers what its promises
20.530	(CA) loaded onto (CSR Philanthropy)	<i>(CA) Consumer affective</i> 1/ I like to support socially responsible retailers.

.26	Squared multiple correlation bellow .30	(CB) Consumer behavioural 1/ I stopped using products which are detrimental to environment
.24		2/ I take into account the amount of packaging on goods when I buy.

Note. SMC = Squared Multiple Correlation. MI = Modification Index.

* $p < .05$. ** $p < .01$. *** $p < .001$.

APPENDIX D Structural Model

