Consumer Reactions to Corporate Social Responsibility (CSR) in Thailand:

The Moderating Effect of Competitive Positioning

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ABSTRACT

The aims of this study are twofold. First, it contributes to understanding the business case for CSR in developing countries by focusing on the consumer-organisational relationship. Second, this study replicates the conceptual framework of Du et al. (2007) to investigate the influences of the moderating effect of competitive positioning on consumer reactions to CSR in Thailand. Few empirical studies have investigated the impact of CSR in the marketplace, and these studies have shown contradictory results on whether CSR's impacts on consumer behaviour. Furthermore, even fewer studies have investigated the impact of this relationship in developing countries such as Thailand. Thus, the study addresses gaps in the literature by investigating the research problem: *"Can CSR positioning be used as a moderator of consumer reactions within the competitive positioning of companies in Thailand?"*

A quantitative study was conducted in a mall intercept survey of 184 Thai mobile phone service provider consumers in Bangkok. Data were analysed using a t-test and logistic regression analysis with SPSS and Multiple Regression Analysis (MRA) using an R package. Results indicate that a CSR brand is more likely than non-CSR brands to accrue consumers' CSR awareness, a positive attitude to companies' motivations, and beliefs in the CSR of that company. Although beliefs are associated with consumers' greater identification and advocacy behaviours towards the CSR brand than the non-CSR brands, they are not associated with loyalty. However, the moderating influence of a company's motive in engaging in CSR in the CSR awareness-CSR beliefs relationships, as well as the relationships between consumer CSR awareness and attributions and corporate ability (CA) beliefs, are not stronger for the CSR brand than the non-CSR brands. Interestingly, this study found that less familiar brands that associate their CSR with familiar causes can enhance consumers' associations about the brand to build favourable brand attitudes and purchase intentions.

This study makes an important contribution to theory and research, offering a contribution to CSR positioning and strategic benefits of CSR in general, particularly in the context of developing country. The findings also have practical implications that

provide potential directions for companies to more effectively position and communicate their CSR activities to create differential advantages and maximize business returns.

DOCTOR OF BUSINESS ADMINISTRATION DECLARATION

"I, Preeda Srinaruewan, declare that the DBA thesis entitled *Consumer Reactions to Corporate Social Responsibility (CSR) in Thailand: The Moderating Effect of Competitive Positioning* is no more than 65,000 words in length including quotes and exclusive of tables, figures, appendices, bibliography, references and footnotes. This thesis contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work".

Signature: _____   Date: _____

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LIST OF PUBLICATIONS AND AWARDS

Conference Papers

Consumer Reactions to Corporate Social Responsibility (CSR) in Thailand, in Australian and New Zealand Marketing Academy: ANZMAC 2012, Conference Proceedings, Adelaide, Australia.

Awards

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BACKGROUND AND LITERATURE REVIEW

CHAPTER 1

INTRODUCTION

1.1 Background

This study investigates the issues associated with consumer attitudes toward Corporate Social Responsibility (CSR) in developing countries. Specifically, it focuses on the moderating effect of competitive positioning on consumer reactions to CSR. The main objective is to explore how the thoughts and feelings of consumers in Thailand are influenced by a brand's competitive positioning on CSR.

CSR has been the subject of academic study for over fifty years, and is now a major issue in organisational studies (Dentchev 2009). The concept of CSR is broad, and characterised by considerable debate. This debate is largely driven by a lack of consensus on CSR, and is attributable to the myriad theories, measures, and empirical methods used in the field (Crane et al. 2008). One significant issue in CSR scholarship is the scarcity of research about CSR in developing countries (Dobers & Halme 2009; Jamali & Mirshak 2007). In these countries, CSR shows a distinctive set of agenda challenges that are collectively quite different to those faced in developed countries (Visser et al. 2010).

Recently, the focus of much CSR work has shifted from an ethics to a performance orientation. Additionally, the level of analysis has moved from the macro level of society to the micro level of organization (Carroll & Shabana 2010). Many scholars have thus turned their attention to the significance of managerial and strategic issues regarding CSR, particularly the relationship between Corporate Social Performance (CSP) and Corporate Financial Performance (CFP). However, most research into this relationship remains inconclusive (Margolis & Walsh 2003). As a result, many scholars call for more specific and carefully developed studies that go beyond generalizations.

Studies from developed countries reveal that consumers are becoming more aware of CSR activities (Bhattacharya & Sen 2004), in part because companies are increasingly engaging in them and communicating their efforts. Further, some consumer groups are punishing irresponsible corporate behaviour by calling for large-scale boycotts (Snider et al. 2003). Marketplace polls (Cone 2010) and an increasing body of experimental studies (e.g., Becker-Olsen et al. 2006; Brown & Dacin 1997; Ellen et al. 2006 ; Sen & Bhattacharya 2001) also show that consumers are more likely to purchase from companies that engage in CSR initiatives. An unusual curiosity is evident however, in that consumer behaviour is not always consistent with these findings, and CSR may not be the most dominant criterion in consumer purchase behaviour, being well behind price, quality and brand familiarity (Boulstridge & Carrigan 2000).

Despite assumptions about the ability of CSR to affect consumer behaviour, there is a dearth of empirical studies into consumer reactions to companies engaging in CSR (Peloza & Shang 2011), and even fewer on how this relationship functions in developing countries (Arli & Lasmono 2010). As a result, consumer reactions to CSR, particularly in developing countries, require further investigation.

Bhattacharya and Sen (2004) realised that an important force in consumer reactions to CSR is competitive positioning. Due to highly competitive contexts affecting the marketing mix, companies formulating CSR strategies require an understanding of consumer responses to such activities, not in isolation but in context of the different CSR activities generated by competitors. In this context, the specific focus of this study is the moderating effect of competitive positioning on consumer reactions to CSR activities in Thailand.

1.2 Research Approach and Questions

Using the conceptual framework of Du, Bhattacharya and Sen (2007), this study aims to better understand the extent to which the integration of a brand's social initiatives into its competitive positioning moderates consumer reactions to that brand in Thailand.

Therefore, the principal research question is: *"Can CSR positioning be used as a moderator of consumer reactions within the competitive positioning of companies in Thailand?"*

In order to answer this question, three further questions are explored:

- What is the moderating effect of competitive positioning in determining consumers' CSR awareness, attributions and beliefs, and what are the relationships between these?
- How might the moderating effects of intrinsic and extrinsic attributions in the CSR awareness-CSR beliefs relationship vary within the brands' competitive positioning?
- What are the impacts of CSR beliefs that vary according to brands' competitive positioning on consumers' identification, loyalty and advocacy, and what are the relationships between these?

As this study is the first on the moderating effect of competitive positioning on consumer reactions to CSR in Thailand, it makes an important contribution to the theory and research of CSR positioning and strategic benefits of CSR in general, as well as specifically in a developing country. This study also has implications for three stakeholders. First, companies can potentially better understand consumer reactions to CSR that will enable managers to more effectively position and communicate their CSR activities, particularly in the Thai mobile phone service provider sector. Second, the Thai government will have valuable information to determine CSR policy and persuade companies to integrate CSR into policies that advantage key stakeholders in society. Lastly, non-profit organizations will have access to information that can assist them in establishing co-operative campaigns in their social activities.

1.3 Terminology Definitions

Since terminologies adopted by other researchers and practitioners sometimes differ, the six main terms used throughout this study are explicitly defined as follows:

CSR positioning refers to the positioning of brands according to CSR which typically entail a "significant strategic shift in the way the organization thinks about itself and its activities, including communications with internal and external stakeholders" (Polonsky & Jevons 2006, p. 346).

CSR brand refers to "a stakeholder-based, strategically integrated orientation toward ecological and social well-being; at the heart of CSR brands lies socially responsible dimension intended to differentiate a firm's products or services from those competitors" (Lindgreen et al. 2012, p. 969).

Moderating effect refers to "a variable that alters the direction or strength of the relation between a predictor and an outcome" (Frazier et al 2004, p. 116)

Consumer reactions to CSR refers to the important role of consumers' beliefs about the extent to which a company or brand is socially responsible (CSR beliefs) in its reactions to CSR. This definition is based on a review of literature regarding corporate associations (see Section 2.5.2).

Moderating effect of competitive positioning refers to the ways in which differences in CSR positioning influence the relationships between determinants and consequences of consumers' CSR beliefs. This definition is based on a review of literature regarding the concept of competitive positioning (see Section 2.4.2).

Developing countries refers to "nations that have relatively lower per capita income and are relatively less industrialized" (Visser 2008, p. 474).

1.4 Thesis Structure

This thesis is divided into three parts.

Part one provides a background and context for understanding consumer reactions to CSR. Here the first chapter sets out the background of the research. In Chapter 2, the theoretical and empirical framework for the study is described by reviewing literature

on issues and debates associated with CSR literature as well as those related to consumer studies. The conceptual framework of Du et al. (2007) is the specific analytical framework used to study how the moderating effects of competitive positioning influence consumer reactions to CSR. This framework is explained in Section 2.5 of this chapter.

Part two details the research methodology used in this study. However, as one of the problems in undertaking this study has been a lack of information about the CSR items adopted by Thai mobile phone service providers, initial exploratory research has been undertaken. The verification of suitable CSR measurement items is then presented in Chapter 3, and methods used for conducting the substantive research and analysis phase are presented in Chapter 4.

Part three presents the results, discussion and conclusions of this research. The results and discussion are provided in Chapters 5 and 6. These chapters deal with a descriptive analysis of the sample population and preliminary checks and controls for description of the sample. Hypotheses findings are also reported and discussed. Finally, Chapter 7 outlines the implications of understanding the moderating effect of competitive positioning on the determinants and consequences of consumers' CSR beliefs in a competitive market.

1.5 Chapter Summary

This chapter has charted the broad outline of the research project. The research questions have been outlined and explained. These relate to the moderating effects of competitive positioning on consumer reactions to companies engaging in CSR in Thailand. In approaching this topic, the conceptual framework of Du et al. (2007) has been proposed to better understand the phenomena relating to CSR-related thoughts and feelings of consumers in Thailand. Following this, the main definitions for terminologies adopted in this study and the thesis structure have been presented. In order to provide a basis for this research, a review of literature related to CSR and consumers is presented in the following chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter explores the theoretical context for this study by providing an overview of the existing literature related to CSR and consumer reactions. It also justifies the current study as being of significant value in a developing country context.

This chapter is divided into four parts. The first part provides an overview of key developments in 'corporate social responsibility' focusing on theoretical developments, types of activities associated with CSR, and the main issues and debates within CSR literature. The second part describes how understandings of CSR have evolved and been practised in developing countries – a relatively neglected aspect of CSR literature. This part of the chapter highlights the need for further research, particularly in relation to the business case and consumer reactions to CSR in developing countries. The third part presents an in-depth overview of consumer studies related to CSR, particularly the determinants, consequences, and moderating factors of consumer reactions to CSR in developed countries. This part provides the theoretical background for the main focus of this study. The final part introduces the theoretical framework being tested, and outlines the hypotheses that are being examined.

2.2 Corporate Social Responsibility (CSR)

2.2.1 CSR Overview

The concept of Corporate Social Responsibility (CSR) has evolved over the past fifty years (Dentchev 2009) to become a major issue in contemporary business practice and academic scholarship (Carroll & Buchholtz 2006). Carroll (1979) pointed out that one of the first main theoretical contributions was Bowen's (1953) 'Social Responsibilities of the Businessman'. Bowen suggested that the social responsibilities of businessmen

refer to "obligations … to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society" (p.6). From a normative perspective, Bowen explains that business managers should be concerned with social responsibility because it is the 'right thing to do'. More recently however, the focus of CSR has shifted to the behaviour of companies rather than individuals, leading academic debate about exactly what companies should be responsible for (Blowfield & Murray 2011).

CSR has largely been considered from the perspective of developed countries. During the late 1950s and 1960s business, mostly in the United States, experienced new societal pressures and much debate about their need to be socially responsible. Important social movements including consumers' rights, civil rights, women's rights, and the environmental movement led to challenges that businesses needed to address (Cannon 1994). The way to interpret CSR was, however, heavily debated (Lee 2008). For example, Davis (1960, p. 70) argued that CSR refers to "Businessmen's decisions and actions taken for reasons at least partially beyond the firm's direct economic or technical interest". Similarly, McGuire (1963) proposed that CSR urged companies to assume certain responsibilities to society which extend beyond their economic and legal obligations. In contrast, Levitt (1958) argued that there was a danger in requiring social responsibility from corporations, as attention to CSR would detract from the profit motive of business. At the height of this debate, Friedman and Friedman (1962) asserted that CSR imposed an unfair and costly burden on shareholders.

Much activity from the 1970s onwards has sought to integrate and reconcile social and economic perspectives, providing an important shift in CSR scholarship by attempting to bring together the apparently conflicting viewpoints that CSR can bring both business benefits and important social outcomes (Schreck 2011). Wallich and McGown (1970) had earlier described this phenomena as 'enlightened self-interest'- the notion that CSR is consistent with stockholders' long-term interest when corporations support the well-being of their environment (see also Keim 1978). This blending of economic and social dimensions shifted CSR research from the normative to the positive (Lee 2008). Thus, the majority of studies published in the 1970s and onwards have focused on arguing and

demonstrating that CSR does not conflict with corporations' fundamental interests (Ackerman 1973).

Although Wallich and McGown (1970) tried to reconcile social and economic interests, they were only able to loosely couple them. In order to search for a tighter coupling of the CSR - CFP (Corporate Financial Performance) relationship, CSR research began to focus on CSP (Corporate Social Performance) to gauge the results of CSR initiatives. In this context, a new three-dimensional conceptual model of CSP was developed by Carroll (1979), comprising both social contract and moral agency ideas, as well as social responsiveness and social issues management. Carroll's model is the most widely cited integration model for understanding the different aspects of social responsibility. He saw the social responsibility of business as including economic, legal, ethical, and discretionary aspects. Carroll (1991) later altered his category of discretionary to philanthropic responsibility.

The 1980s produced a number of alternative views on CSR including stakeholder theory and further developments in CSP. A leading contributor to stakeholder literature, Freeman (1984, p. 46) defined stakeholders as "any group or individual who can affect or are affected by the achievement of the organization's objectives". Importantly, he advanced the narrative regarding the use of stakeholder analysis to frame and categorise strategic stakeholder engagements. Subsequently, stakeholder theory was further expanded by Donaldson and Preston (1995) who stressed the moral and ethical dimensions of stakeholders, as well as the business case for engaging stakeholders in a socially responsible way. The search for a business case for CSR also continued to develop well into the 1990s (Carroll & Shabana 2010). However, although there was a proliferation of alternative views on CSR, neither the integration models of Carroll (1979) nor the idea that CSR and CFP could be aligned, were substantially challenged.

In the 1990s and 2000s, new developments including corporate citizenship and sustainable development emerged (Frederick 2008). These resulted from debates about the responsibilities of global business organizations in the context of emerging awareness of problems relating to environmental degradation (Frederick 2008).

Frederick (2008) named the new era 'CSR$_4$' in which citizenship duties of multinational corporations were greatly expanded. As stated by Windsor (2006, p. 95) "the citizenship metaphor envisions typically multinational enterprises (MNEs) operating across multiple legal jurisdictions and managers focused on strategically building political influence and corporate reputation. Limits to public policy and moral duties frame the vital disputes". Thus, there is need to assure that the international market operates according to a certain set of rules and institutions that the majority of people see as being legitimate (Oketch 2004). This responsibility extends to business organizations.

In the early 2000s, the concept of sustainable development also became an integral part of the CSR discussion (Carroll & Shabana 2010). In particular, the business case for addressing sustainable development has become prominent due to arguments that organizations have a responsibility to improve their environmental performance (Moosa 2010). Accordingly, these developments renewed the quest for a business case for CSR, particularly as the business community were now seeking to rationalize and legitimize their CSR initiatives. Furthermore, the concept of CSR has also advanced with more practical applications. For example, Kotler and Lee (2005) developed a framework that describes why charitable activities are good for business from a marketing point of view. Porter and Kramer (2006) also suggested that philanthropic expenditures have the potential to become valuable investments that can help the companies' bottom line and reputation.

In business research with roots in Business and Society literature closely links CSR to other concepts, importantly including Corporate Responsibility (CR) (Carroll & Buchholtz 2006). Although CR is used as a broad term to describe the issues relating to business responsibilities (Windsor 2006), it has been differentiated from CSR due to being broader and encompassing the day-to-day operating practices and strategies of business impacting on society and the environment (Andriof & Waddock 2002). The term CR drops the word social from previous conceptualizations 'to signal an emerging sense that responsibilities are fundamental to all actions, decisions, behaviours and impacts of business' (Waddock 2003, p.15). However, CSR can be seen as relating to the specific social, philanthropic and community focused responsibilities of business.

CSR is a broad concept, and responsibility means different things to different stakeholders (Dawkins & Lewis 2003). It follows that the nature of socially responsible activities undertaken by organizations are not necessarily understood as such by all stakeholders (Polonsky & Speed 2001). For example, a stakeholder may perceive one CSR activity positively while holding a negative opinion on another (Aguilera et al. 2007). A wide range of activities have been identified as 'socially responsible' with Peloza (2009) identifying 39 unique CSR activities in studies of business between 1972 and 2008. Further to these, CSR activities and initiatives have been categorised into six broad social issues including community support, diversity, employee relations, environment, human rights and products (Kinder, Lydenburg, Domini: KLD 2003). Other social issues considered in CSR literature include protection of local culture and economic development (Scherer & Palazzo 2008). For example, Peloza and Shang (2011) use three broad categories: philanthropy, business practices and product related.

2.2.2 The Business Case

For most of the past thirty years, CSR scholars have attempted to identify and articulate a business case for engaging in socially responsible activities. A business case is "a pitch for investment in a project or initiative that promises to yield a suitably significant return to justify the expenditure" (Kurucz et al. 2008, p. 84). The business case for CSR can include four general types: reduction of cost and risk, strengthening of reputation and legitimacy; gaining of competitive advantage; and seeking win-win outcomes through synergistic value creation. Each of these embodies a proposition for value creation (Kurucz et al., 2008).

Carroll and Shabana (2010) categorize the business case for CSR as either narrow or broad. The narrow view represents the direct relationships between CSR initiatives and corporate financial performance emphasizing cost and risk reduction, and legitimacy and reputation benefits. The broad view focuses on competitive advantage and win-win relationships with stakeholders. Importantly, the broad view allows the corporation to gain more advantage from CSR opportunities than the narrow view, because it accounts for the effects of mediating variables and situational contingencies. Carroll and Shabana

maintain that identification of these mediating roles and situational contingencies of CSR provide a clearer understanding of the impact of CSR initiatives on corporate performance.

Coombs and Holladay (2012) suggest that CSR is more effective when it is integrated into business strategies, giving a product or service a competitive advantage and giving a corporation a persuasive brand story to tell (McElhaney 2008). Hence, corporations can identify and pursue the benefits of CSR initiatives, and set up the reinforcing relationships between corporate strategy and advancement of social conditions (Porter & Kramer 2006).

Although research on CSR benefits suggests strong arguments for a business case, there is some evidence that the market does not necessarily reward those that outperform their competitors on CSR (Devinney 2009). Furthermore, pursuing a business case may direct a firm towards a particular issue or case that is less costly and potentially profitable, but ignore the CSR causes that might be more pressing from the society's point of view (Lee 2008). More importantly, it has been argued that CSR should be seen as a niche strategy due to the fact that it makes good business sense for some companies in some sectors under certain circumstances. However, the business case for CSR may only be relevant when a product or service has overcome price and quality issues (Vogel 2005).

Studies of the relationship between Corporate Social Performance (CSP) and Corporate Financial Performance (CFP) have yielded mixed results. Researchers have not reached a consensus on whether CSR affects financial performance or not (Margolis & Walsh 2003; McWilliams & Siegel 2000). In a meta-analysis of the relationship between CSP and CFP, Margolis and Walsh (2001) found that: 55% of 160 studies identified positive relationships between CSP and CFP; 22% found no relationship; 18% examined a mixed relationship; and 4% found a negative relationship. Orlitzky et al. (2003) conducted a similar meta-analysis and found evidence supporting a generally positive relationship between CSP and CFP across industry and study contexts. However, at the level of individual companies, academics and managers have tended to focus on

whether there is a generalization of the business case for CSR or not (Kurucz et al. 2008).

Marketing researchers have identified CSR outcomes as including higher purchase intentions (Mohr & Webb 2005), increased loyalty and advocacy behaviour (Du et al. 2007), a willingness to pay premium prices (Michel et al. 2001), positive company evaluations (Brown & Dacin 1997), and decreased attributions of blame in the face of a crisis (Klein & Dawar 2004). These positive marketing outcomes have caused many companies to perceive CSR as not only an ideological imperative, but also an economic one in the marketplace, that enhances their corporate financial performance (Smith 2003).

Although the above points indicate a positive relationship between CSR efforts and corporate performance, one cannot generalise these findings from developed countries to developing countries. Hence, the relationship between CSR and corporate performance in developing countries requires exploration and further attention (Muller & Kolk 2009). Although it has been argued that cultural differences create differences in the understanding of CSR (Pinkston & Carroll, 1994; Edmondson & Carroll, 1999; Burton et al. 2000 in Visser 2008), in some respects there are similarities in CSR relationships between developed and developing countries. In a study of the relationship between CSR and financial performance in China using 141 companies between 2007 and 2008, Honghui and Xiayang (2011) found a positive and significant relationship between CSR and corporate financial performance. Furthermore, in examining the strategic value of CSR in emerging economies, Rettab et al. (2009), found that CSR had a positive affect not only on financial performance but also on employee commitment and corporate reputation.

In summary, although business benefits derived from CSR activities have been analysed in theoretical as well as empirical research, much of the current discussion on CSR is still being debated. First, CSR definitions describe a phenomenon, but fail to present any guidance on how to manage challenges emerging from this phenomenon (Dahlsrud 2008). More importantly, although the concept of CSR has provided a basis for

theoretical development in the field, it remains controversial, complex and unclear. For example, as Windsor (2006, p. 95) observed "ethical and economic viewpoints are mutually exclusive and do not overlap conceptually". Furthermore, the CSP domain remains controversial because CSP has frequently been equated with 'doing good'. This necessitates an investigation into the statistical relationships between CSP and CFP in order to justify the normative calls for managers to pay attention to CSP (Wood 2010). Finally, one significant gap in the literature is the scarcity of research addressing the philosophy and practice of CSR in developing countries (Dobers & Halme 2009).

2.3 CSR and Developing Countries

2.3.1 CSR in Developing Countries

While CSR has become an important part of academic and practitioner discourse, most of it reflects the concerns and priorities of developed countries. Little is known of its practice in developing countries (Dobers & Halme 2009). Interest in CSR in developing countries is relatively recent, and can in part be attributed to the globalization in which many companies have expanded the scope of their reach (Jamali 2010). CSR can be linked to the positive and negative consequences of these operations (Strike et al. 2006). In this context, CSR has attracted global attention with businesses experiencing new demands for transparency and corporate responsibility (Jamali & Mirshak 2007). However, interest in the diverse CSR initiatives practiced in developed countries has not been paralleled by interest in developing countries (Jamali & Mirshak 2007), making it unclear whether taken for granted CSR notions including the business case mean much in these countries.

Amongst those who have studied CSR in developing countries, Visser et al. (2010) maintain that there are a distinctive set of agenda challenges that are quite different to those faced in developed countries. International companies operating in developing countries encounter a wide range of complex cultural, social, community, and even religious needs, prior to engaging in CSR activities (Werhane 2000). Matten and Moon (2008) also see developing countries as often characterized by weak institutions and

poor governance, where national business systems often delegate responsibilities to the private sector and business. Additionally, international businesses need to consider how their corporate responsibility initiatives can be translated in relation to normative and cultural expectations of host countries (Chapple & Moon 2005; Higgins & Debroux 2009). For example, CSR in Nigeria needs to focus on the specific political, economic and social problems of the country (e.g. poverty reduction) while being informed by its socio-cultural influences (e.g. ethnic religious beliefs). These emerging issues might not necessarily be the same as those faced in developed countries (e.g. climate change concern) (Amaeshi et al. 2006). Hence, CSR in developing countries can be understood to represent 'the formal and informal ways in which business makes a contribution to improving the governance, social, ethical, labour and environmental conditions of the developing countries in which they operate, while remaining sensitive to prevailing religious, historical and culture contexts' (Visser et al. 2010, p. 131). Therefore, this definition is considered as most suited to the context of this study.

Although current developed country conceptions and models provide a framework for understanding CSR, this may not be adequate for determining how CSR should be implemented in developing countries (Visser 2008). Freeman and Hasnaoui (2011) observe for instance, that certain aspects of Carroll's (1991) CSR Pyramid, including economic, legal, ethical, and philanthropy responsibilities, have been disputed when applied to developing countries. Additionally, Visser's cross-cultural study (2005) of the application of CSR in Africa indicated that Carroll's pyramid may not be optimal or even appropriate in these countries. His order of CSR layers in developing countries differs from Carroll's pyramid. However, Carroll (1991) and Visser (2008) agree that even though economic responsibilities have retained the highest emphasis overall, developing countries place philanthropy as the second highest priority, followed by legal and then ethical responsibilities. Several empirical studies propose that culture may have a significant role in these perceptions of priorities in developing countries (Pinkston & Carroll, 1994; Edmondson & Carroll, 1999; Burton et al. 2000 in Visser 2008).

Although CSR research in developing countries has mainly focused on what companies do, it has infrequently investigated what consumers, the community or the host country feel about it (Arli & Lasmono 2010). In addition, although there have been reports on the growth of Asian consumer expectations of socially responsible business, relatively little CSR and consumer research has been done (Chapple & Moon 2005). There is thus an important need to expand insights into consumers' perception of CSR in the developing country context.

2.3.2 CSR in Thailand

CSR initiatives in Thailand mainly involve donations, social contributions and engagement with local communities (Yodprudtikan 2009). Mavro (2010) points out that community service and philanthropy are also expressive of CSR in Thailand. However, there is considerable doubt among development agencies and NGOs as to whether the CSR initiatives of companies in Thailand are genuinely concerned about being socially responsible or whether they result from competitive pressures to engage in such activities (Prayukvong & Olsen 2009).

In Thailand, with Buddhism as the major religion, many of the principles of social responsibility are part of traditional beliefs. Buddhism is strongly rooted in both the heart of Thai people and organizations. One tenet of the Thai Buddhist tradition is the practice of giving (Vichit-Vadakan 2002), and this is usually exercised by firms through philanthropic actions, charity, sponsoring and corporate volunteering (Mavro 2010). In terms of philanthropic contributions, the King being the official upholder of such understandings sets up a number of development causes (Mavro 2010). The resulting development activities have been implemented through various projects that serve as models for corporations aiming to apply CSR with sustainable social, environmental, and economic benefits for local communities (Urip 2010). Clearly, these principles of corporate commitment to local communities and philanthropy stem from the Thai culture, laying the foundation for CSR culture (CSRAsia 2010).

Thailand's business sector has become increasingly interested in CSR initiatives since 2005 and can be seen in government and professional bodies creating CSR promotions that included awards and events (Virakul et al. 2009). Various aspects of CSR are practised in Thailand by both Thai and foreign firms. The Western notion of CSR has come through the efforts of foreign firms that have implemented activities aligned with their business strategies in ways similar to those used elsewhere in international operations. For example, Nike, Coca Cola and Pepsi, whose products appeal to youth, have focused on youthful activities like sport and music (Wedel 2007). CSR is also extensively practised in Thailand by both the public and private sectors, with many embedded standards and guidelines from organizations such as the United Nations Global Compact (UNGC), the Organization for Economic Cooperation and Development (OECD) and the Securities and Exchange Commission of Thailand (SEC). These standards and guidelines attempt to encourage businesses to take responsibility beyond legal compliance. For example, SEC requires all listed companies to bring CSR into their business practices which involves good governance, the environment, consumer protections, fair business practices, human rights, labour standards, community and society, and innovation (Prayukvong & Olsen 2009).

As stakeholder research indicates that the treatment of consumers has the biggest influence on company performance (Berman et al. 1999), companies in Thailand are now recognising the important role of consumer engagement in CSR initiatives. However, as CSR is a relatively new concept for Thai consumers, consumer awareness and support of CSR in Thailand is limited (Trichackaphop 2006). Furthermore, the level of economic development may influence the extent of CSR awareness and degree to which consumers demand CSR from companies (Arli & Lasmono 2010). As Arli and Lasmono (2010) suggest, with the low average income in Thailand, the role of consumers may be under-estimated in the market. However, with little reliable data on consumers' perceptions of CSR in Thailand, further research is required.

Trichackaphop (2006) conducted an available broad-based consumer survey on CSR in Thailand. He researched CSR impacts on consumer behaviour and attitude based on 2005 data to find that 60% of respondents were willing to buy products or services of

businesses that were socially responsible, despite having to pay higher prices. However, a considerable number of respondents expressed neutral attitudes towards the CSR efforts of businesses operating in Thailand and suggested that the top five areas that Thai businesses should consider include conservation of the environment, followed by promotion of education and sports, consumer and worker safety, production of goods and services of high standard and quality, and promotion of anti-drug activities (Trichackaphop 2006). Furthermore, Poolthong and Mandhachitara (2009) explore how CSR initiatives can influence perceived service quality and brand effect from the perspective of retail banking customers in Bangkok, Thailand. They found that CSR initiatives play an important role in perceived service quality, which in turn influences trust and brand effect. However, it is necessary to update these studies and measure subsequent changes in consumer reactions to CSR in Thailand.

In summary, although CSR is sometimes seen in Thailand as a Western notion, there are strong roots for social responsibility in traditional beliefs. Philanthropy and corporate commitment to local communities are important in Thailand. Although Thailand's business sector has become increasingly interested in CSR, there has been little research that systematically documents CSR in Thailand, particularly in relation to consumer perceptions. Therefore, in order to understand the link between CSR and consumers in Thailand, primary data is crucial.

2.4 CSR and Consumers

A specific aspect of the business case for CSR in developed countries relates to consumer reactions to company CSR initiatives. In this section, existing studies of consumer reactions to CSR in developed countries are described, and the conceptual framework being applied to Thailand is introduced.

2.4.1 Consumer Reactions to CSR

Despite the debates, discussion and disagreements surrounding the precise nature of CSR, it is supposed that CSR-specific benefits in the consumer domain have

strengthened the business case (Bhattacharya & Sen 2004). A growing body of academic research demonstrates that CSR has a positive influence on consumer responses to particular companies and their products (Ellen et al. 2006 ; Lichtenstein et al. 2004). As a result, companies are now voluntarily and commonly using CSR initiatives to differentiate their brand and to stand out when price, quality, and convenience are relatively equal (McElhaney 2008).

2.4.1.1 Determinants of Consumer Reactions to CSR

Based on Bhattacharya and Sen (2004), two determinants of consumer reactions to CSR are consumers' awareness of CSR activities (CSR awareness) and their attributions regarding the company's motives for engaging in such activities (CSR attributions). Consumer CSR awareness plays an important role in reactions to the company (Bhattacharya & Sen 2004). However, a common problem of most academic research into consumer responses to CSR is an assumed or artificially induced awareness of CSR that has not been carefully tested (Pomering & Johnson 2009). In addition, the actual level of consumer awareness of CSR initiatives is uncertain, and may be quite low (Mohr et al. 2001). For example, Pomering and Johnson's (2009) interviews with bank managers and surveys with consumers found that consumers generally have low levels of awareness of company CSR activities. Consistent with the focus group and survey findings of Bhattacharya and Sen (2004, p. 14), apart from a handful of 'CSR mavens', "large swaths of consumers do not seem to be aware that by and large most companies engage in CSR activities". As a result, the extent to which consumers are aware of CSR initiatives remains unclear. A lack of awareness and understanding of firm CSR activities is likely to result in an attitude-behaviour gap (the disconnection observed between attitude and actual behaviour) (Mohr et al. 2001), and constitute an obstacle to the firm's aim to gain strategic benefits from its CSR activities (Sen et al. 2006). At the very least, these observations potentially cast serious doubt on certain aspects of the business case.

Consumer perceptions of a company's motives for engaging in CSR also play an important role in their responses (Vlachos et al. 2009). Based on attribution theory and

the persuasion knowledge model (PKM), consumers frequently generate their attributions about the motives underlying a company's CSR activities when exposed to CSR information (Sen et al. 2006). Here, attribution theory is used to describe the ways in which people make causal inferences to explain their own or others' behaviours (Kelley & Michela 1980). Therefore, when companies communicate their CSR initiatives, initial consumer responses may be sceptical (Bae & Cameron 2006). This scepticism is partially described by the PKM concept in which consumers are believed to develop knowledge about persuasion attempts via company CSR communications, and then using this knowledge to cope with such persuasion attempts (Friestad & Wright 1994). In this concept company motives are interpreted by consumers as influencing both consumer attitudes towards that company and intent to purchase the company's products or services (Becker-Olsen et al. 2006). However, Ellen et al.(2006) found that consumer attributions are more complex than once believed. This indicates that there is a priority for CSR activities and responses to be chosen carefully to reflect the company's values and domain, so that consumers can perceive these activities as proactive and socially motivated (Becker-Olsen et al. 2006). However, understandings of the actual process that leads to consumer perceptions of company motives for engaging in CSR activities remain unclear (Brown et al. 2006).

2.4.1.2 Consequences of Consumer Reactions to CSR

In general, consumers appear to have become progressively more interested in CSR (Bhattacharya & Sen 2004), and this is likely to impact on consumer behaviour (Becker-Olsen et al. 2006). As Carrigan et al. (2004) believe, a growing number of consumers have been taking ethical and social issues into account when buying products, and avoiding companies they recognize as being insincere in their CSR activities. Additionally, an increasing number of experimental studies (Becker-Olsen et al. 2006; Brown & Dacin 1997; Ellen et al. 2006 ; Sen & Bhattacharya 2001) have reported that consumers are more likely to purchase from companies that engage in CSR initiatives, particularly when they perceive a compatibility between the company and the cause, sincerity of the company's CSR motives, and overlaps between their perceptions of themselves and their perceptions of the company. These domains also

result in consumers' loyalty and advocacy behaviours toward the company (Du et al. 2007). Furthermore, cause-brand alliances (brand's association with the social cause) between less familiar brands and familiar causes are likely to be highly effective in enhancing favourable brand attitudes and purchase intentions (Harben & Forsythe 2011). However, CSR is far from being the most dominant criteria in consumer purchase behaviour, and the traditional choice criteria of price, quality and brand familiarity seem to be the most significant factors (Boulstridge & Carrigan 2000). These relatively paradoxical results lead to the need for further investigation of this issue.

2.4.1.3 Moderating Factors of Consumer Reactions to CSR

A moderating effect is "a variable that alters the direction or strength of the relation between a predictor and an outcome" (Frazier et al 2004, p. 116). A central issue to CSR and the consumer literature is the presence of factors that moderate consumer reactions to CSR. Firstly, it is important to note that the 'one size does not fit all', proposed by Bhattacharya and Sen (2004, p. 11) reported a significant heterogeneity amongst consumer reactions to CSR. For example, several personal trait variables are likely to affect the strength of consumer reaction to a company's level of CSR (Mohr & Webb 2005). One such trait is 'conscience consumerism', with the idea being that consumer concerns with issues of CSR will take into account their purchase and consumption behaviour (Smith 2008). Mohr and Webb (2005) found only partial support for the moderating influence of socially responsible consumer behaviour on the relationship between CSR and company evaluation.

Relationships between stakeholders and companies also impact on consumer reactions to CSR. This relationship is categorized into four main types including identification, commitment, trust and satisfaction, ranging from the strongest to the weakest (Bhattacharya et al. 2009). For example, Curras-Perez et al. (2009) identified that consumer identification with the company plays a role when evaluating a company. The more consumers identify themselves with a company, the more positively they gauge it. Further, Vlachos et al. (2009) found that consumers' trust of CSR mediates "that is a variable that explains the relation between a predictor and an outcome (Frazier et al

2004, p. 116)" the relationship between consumers' perceived CSR and their reaction to CSR. Customer satisfaction also mediates the association between CSR and company market value (Luo & Bhattacharya 2006).

Lastly, cross-cultural factors also influence consumer perceptions of CSR, with culture being noted as one of the most significant factors influencing ethical decision making (Rawwas et al. 2005). Consumer perceptions of CSR have been reported as varying from nation to nation due to the demands of consumers in CSR issues being dependent on the cultural setting of the country (Katz et al. 2001). For example, Maignan's (2001) survey of consumer perceptions of CSR in Germany, France and the United States demonstrated differences that could be related to culture. European consumers (Germany & France) were found to be more likely to actively support responsible business than their United States counterparts.

In summary, although CSR's ability to affect consumer behaviour has been extensively explored, particularly through adopting an experimental approach, there is a lack of empirical investigation into consumer responses to CSR in the marketplace. Furthermore, the link between CSR's impact and consumer behaviour shows contradictory results. More importantly, as there are numerous factors that can moderate consumer reactions to CSR, these issues have left aspects of the understanding of the CSR-consumer relationship unclear. Thus, there is a need to investigate consumer reactions to CSR in the marketplace in order to achieve a more externally valid understanding of the forces determining consumer responses to CSR activities.

2.4.2 Moderating Effect of CSR Positioning

CSR can be applied as a positioning strategy to provide competitive differentiation opportunities (Du et al. 2007). As Becker-Olsen et al. (2006) found, CSR is increasingly being used for competitive positioning in company marketing communications. Thus, companies formulating CSR strategies require an understanding of consumer responses to their actions in context of the different CSR activities generated by competitors (Bhattacharya & Sen 2004). However, building and

maintaining a CSR position entails a complex process characterized by "layers of complexities, including understanding the CSR issue, the organisational activities as well as how one would operationalize CSR branding" (Polonsky & Jevons 2006, p. 342). Polonsky and Jevons suggest that companies need to consider suitability of the domain of their CSR activities before making a decision to posit themselves as socially responsible.

More specifically, brands serve as signals of company and product positions in the market, allowing consumers to generate judgements and consider their selection (Erdem et al. 2006). A brand that positions itself on CSR and integrates it into its core values has more impact than brands that merely engage in CSR. For example, as The Body Shop and Ben & Jerry's have positioned themselves wholly in terms of CSR and become perceived as the CSR brand in their categories, they reap a range of CSR-specific benefits in the consumer domain (Kotler & Lee 2005). However, when CSR activities are not integrated into corporate objectives and values, they may become a liability and diminish previously held beliefs about the company (Hooley et al. 2008). This may result in a lack of clarity about their actual contribution to society (Porter & Kramer 2007). Furthermore, as existing CSR research in marketing has focused on single-brand contexts, and little research has explored how companies can achieve strategic benefits through their CSR positioning (Werther & Chandler 2005), the role of competitive positioning in consumer reactions to CSR has been neglected (Du et al. 2011). Accordingly, there is an important need to study the social initiatives of brands that are integrated into a competitive CSR positioning to gain competitive advantage (Du et al. 2007).

2.5 The Theoretical Grounding of this Study

2.5.1 Overview of Du et al.'s Conceptual Framework

As the focus of this study is to investigate how differences in competitive positioning influence consumer reactions to CSR, it has adopted the conceptual framework of Du et al. (2007). This framework was first used to examine the determinants (CSR awareness,

CSR attributions) and consequences (C-C identification, loyalty, & advocacy) of consumers' CSR beliefs, and how differences in CSR positioning influence these relationships in the context of a developed country (as shown in Figure 2.1). Du et al.'s overall findings suggested that the determinants and consequences of consumers' CSR beliefs vary, depending on the extent to which CSR initiatives are an integral part of the brand's positioning relative to its competitors. They found that positive CSR beliefs held by consumers are associated with loyalty and advocacy behaviours.

This study adopts Du et al. (2007)'s conceptual framework to investigate how the moderating effects of competitive positioning influence the determinants and consequences of consumers' CSR beliefs in Thailand. This framework has been considered as the most appropriate because it has been widely cited in CSR and consumer research (Alcaniz et al. 2010; Hoeffler et al. 2010; Marin et al. 2009; and Peloza & Shang 2011) and presented in the high ranking, International Journal of Research in Marketing (2007). Second, this framework has been tested in the marketplace in a developed country. Third, the framework is suitable for Thailand because it begins with CSR awareness which is a key prerequisite to the implementation of a CSR that yields strategic benefits. Finally, the outcomes of the conceptual framework can contribute to the managerial implications in the area of positioning, strategic benefit and communication of CSR in Thailand because this is the first empirical research into the moderating effect of CSR positioning on consumer reactions to CSR in Thailand. However, in applying Du et al.'s (2007) model in the context of Thailand, one significant issue needing to be addressed is the possible existence of cultural differences in perceptions and positioning of CSR. This is because culture has been documented as one of the most important variables influencing ethical decision-making, and consumer ethics as varying from nation to nation due to historical patterns of behaviour and different concepts, norms and values (Rawwas et al. 2005). Therefore, before investigating the model, this study applied exploratory research to elicit understandings of consumers' CSR awareness, CSR attributions, CA beliefs and CSR beliefs in the Thai context.
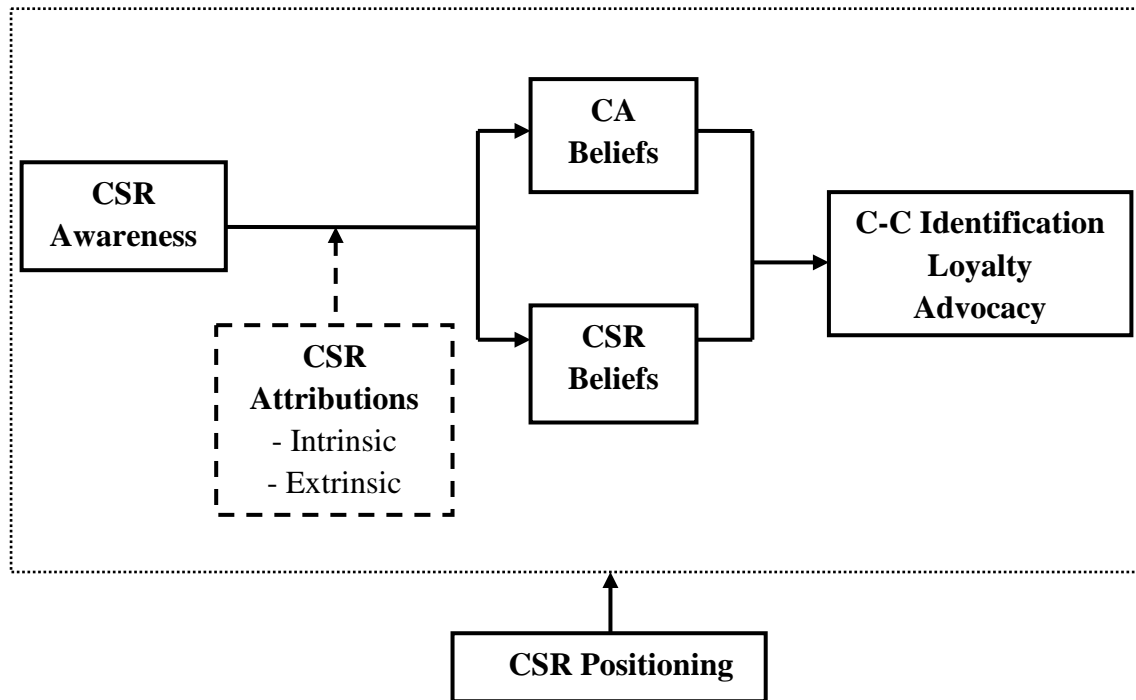
Figure 2.1 Du et al. (2007) conceptual framework

Note: 1. *CSR awareness* refers to consumers' awareness of a company's CSR
initiatives.

2. *CSR attributions* refer to consumers' perception of a company's motives for
engaging in CSR initiatives.

3. *CA (Corporate Ability) beliefs* refer to beliefs held by consumers that relate
to a company's expertise in producing and delivering services.

4. *CSR beliefs* refer to beliefs held by consumers that relate to whether a
company is perceived as acting as a responsible entity in society.

5. *C-C identification (Consumer-Company identification)* refers to the overlap
between consumers' perceptions of themselves and their perceptions of
companies.

* These definitions based on Du et al. (2007).

2.5.2 Modifications and Justifications

As the conceptual framework of Du et al. (2007) was developed based on prior studies (e.g. Bhattacharya & Sen 2003; Bhattacharya & Sen 2004; Sen & Bhattacharya 2001; Sen et al. 2006) and tested in a developed country, in order to test it in Thailand, the underlining theoretical background needs to be understood. In Du et al. (2007)'s conceptual framework (Figure 2.1), corporate associations (CSR and CA beliefs) are influenced by CSR awareness through the moderation of CSR attributions (intrinsic and extrinsic). Consumer-Company identification (C-C identification), loyalty and advocacy are influenced by beliefs in CSR and corporate ability (CA). These relationships are moderated by CSR positioning. The justification for the use of this model and modifications for use in this study are detailed below.

Corporate association refers to beliefs, feelings and attitudes based on an individual's memory of a specific company/brand (Alcaniz et al. 2010). Drawing from Brown and Dacin (2002, p. 255), Du et al. argue that there are two key components of corporate association: corporate ability (CA) beliefs and CSR beliefs. CA beliefs refer to "those beliefs and feelings held by individuals that relate to an organization's ability to develop and produce a product or service", and CSR beliefs refer to "those beliefs and feelings held by an individual that relate to whether the organization is perceived as acting as a responsible entity in society". Corporate associations dominate product or service evaluation (Berens et al. 2007), ultimately impacting on purchase intention (Lichtenstein et al. 2004) and customer identification with a company (Lii & Lee 2012).

Since Brown and Dacin's (1997) pioneering study of the corporate association held by consumers, much research has attested to the pivotal role of consumers' CSR beliefs in their reactions to CSR. Therefore, consumers' CSR beliefs normally coexist with their CA beliefs. While consumer reactions to CSR will depend on both their CA and CSR beliefs, this study focuses on the latter. Furthermore, this study uses 'company' and 'brand' interchangeably for both corporate and individual brands. 'Brand' in this study refers to the conflicting mental associations that consumers experience when considering both positive and negative meanings (Stern 2006).

CSR attributions Du et al. assert that favourability toward CSR initiatives are contingent on certain attributions consumers make regarding companies' motives for engaging in CSR. When presented with evidence of companies' social involvement, consumers are likely to elaborate on the CSR information and assign it to one of two primary types of attribution, extrinsic or intrinsic (Batson 1998). Extrinsic attributions refer to the utility of company participation in social causes in relation to the company's private objectives (e.g. increase sales and profits, or boost a specific brand), whereas intrinsic attributions refer to the potential benefit for a social cause, and are therefore related to company objectives (e.g. assisting with community development or raising awareness for a specific cause). Becker-Olsen et al. (2006) claim that although intrinsic attributions are essential for positive consumer reactions, a company's extrinsic attributions have a negative impact. Recently, Groza et al. (2011) found that CSR initiatives influence consumer attribution effects, and that these attributions act as mediators in supporting explanations of consumer reactions to CSR.

Consumer-Company identification (C-C identification) is the degree of overlap in consumers' self-concept and their perception of the company (Bhattacharya & Sen 2003). In the CSR context, CSR activities appear to generate benefits for companies by increasing consumers' identification with that company (Lichtenstein et al. 2004). Here literature suggests that C-C identification can influence consumer responses of corporate evaluation (Bhattacharya & Sen 2003) and loyalty or advocacy behaviour including making recommendations to others and engaging in positive word of mouth (WOM) (Ahearne et al. 2005).

2.5.3 Hypotheses

As mentioned in the previous section, the main focus of this study is to provide a better understanding of the moderating effect of competitive positioning on the determinants and consequences of consumers' CSR beliefs and apply it to market in developing countries. Thus, this study tests the conceptual framework of Du et al. (2007) in Thailand with the following hypotheses based on the determinants and consequences of CSR beliefs.

2.5.3.1 Determinants of CSR beliefs

Although a number of prior CSR research studies have focused solely on the consequences of CSR beliefs on consumers (Smith & Langford 2009), little is known about the determinants of CSR beliefs (Du et al. 2007). Therefore, Du et al. proposed two antecedents of CSR beliefs for their study including CSR awareness and CSR attributions. CSR awareness refers to consumers' perception of a brand's CSR activities, while CSR attributions refer to the motivation of a brand for integrating CSR activities. The ability of CSR to produce positive consumer attitudes has been extensively investigated, particularly using an experimental approach in which consumer awareness represents the independent variable that is experimentally manipulated (e.g., Auger & Devinney 2003; Brown & Dacin 1997; Sen & Bhattacharya 2001). Consequently, CSR awareness has played a major role in previous research into CSR beliefs (Sen et al. 2006). However, CSR awareness may not lead to favourable CSR beliefs because consumers' perceptions of the underlying motivations for company actions may drive their evaluations of that company and its beliefs. Ellen et al. (2006) argue that consumers can attribute such a company with being motivated by both extrinsic and intrinsic motives. These two types of motive can be conceived of as extremes on a continuum where consumers locate the general balance of company motives in their CSR involvement.

Competitive positioning has a significant influence on the relationships between CSR awareness, CSR attribution (intrinsic & extrinsic) and CSR beliefs (Du et al. 2007). Brands that position themselves as CSR brands will increase consumer-specific benefits more than brands that just engage in CSR (Hoeffler & Keller 2002). Furthermore, a brand which integrates CSR into its core business strategy and communicates a clear positioning message to its consumers will accrue a higher level of CSR awareness (Du et al. 2007) and make stronger intrinsic and weaker extrinsic attributions than for its competitors (Gibert & Malone 1995). Additionally, prior attitudes will be integrated into the new information provided by the CSR brand's positioning (Lafferty & Goldsmith 2005). These interlinks will lead to more favourable CSR beliefs in their

CSR brands than their competitors. Therefore, in view of the above discussion, the Hypothesis (H1) is proposed:

Hypothesis (H1): Consumers will have (a) higher levels of CSR awareness, (b) higher intrinsic attributions (C) lower extrinsic attributions, and (d) more favourable CSR beliefs for a CSR brand than for its competitors.

Most consumers attempt to understand motives embedded in the CSR communication of a company (Becker-Olsen et al. 2006). However, when companies communicate their CSR initiatives, it is likely that the initial consumer response will be one of scepticism (Bae & Cameron 2006). Prior studies on the influence of attributions in company and product judgments (Becker-Olsen et al. 2006; Klein & Dawar 2004; Vlachos et al. 2009) argue that the impacts of CSR awareness on stakeholders' company-specific internal and behavioural outcomes are likely to be moderated by the attributions they make regarding the efforts of that company. As Sen et al. (2006) suggest, the relationship between awareness of a company's CSR and CSR beliefs is moderated by the intrinsic attributions consumers make about that company's CSR motive. However, people who are highly sceptical of CSR tend to have an extrinsic attribution toward that companies' CSR actions because they hold intuitive beliefs that CSR is primarily motivated by a company's self-serving (Webb & Mohr 1998).

Du et al. (2007) demonstrate that there are three reasons for consumers to be more sensitive to, and rely more heavily on, causal attributions (intrinsic and extrinsic) in investigating their beliefs of a CSR brand than they do for its competitors. Firstly, the salient causal cognition of atypical positioning in the marketplace (e.g., The Body Shop), tends to be used more as an input in consumers' justification of the brand. Secondly, consumers tend to process information on CSR brands in a more systematic rather than heuristic manner than they do for competing brands. Lastly, consumers tend to make dispositional rather than situational attributions regarding a CSR brand than they do for its competitors. Therefore, Hypothesis (H2) is proposed:

Hypothesis (H2a): The moderating role of intrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.

Hypothesis (H2b): The moderating role of extrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.

The study of Du et al. (2007) found that there are strong brand-specific relationships between intrinsic attributions and CSR awareness on corporate ability (CA) beliefs. Furthermore, a recent study by Tian et al. (2011) surveying over 1,000 consumers in China with multiple products, concluded that with a high level of awareness and trust of CSR, Chinese consumers are more likely to transform a good CSR record into a positive corporate evaluation and product association. Brands that relate to the favoured cause more clearly are positioning their companies more transparently, thereby better communicating their capacities and skills in linking with social causes (e.g. CA beliefs) than their competitors (Simmons & Becker-Olsen 2006). For instance, the Body Shop communicates a clear positioning message to its consumers by using natural ingredients and environmentally friendly practices. Consequently, the Body Shop has been associated with perceptions of high quality products (Joachimsthaler & Aaker 1997). Therefore, this study derives Hypothesis (H3):

Hypothesis (H3): The relationships between consumers' CSR awareness and attributions and their CA beliefs will be stronger for a CSR brand than for its competitors.

2.5.3.2 Consequences of CSR beliefs

Companies can gain substantial business benefits of CSR from consumers including brand loyalty, positive word of mouth, willingness to pay a price premium, and resilience to negative company news (Du et al. 2007). As consumer-company identification (C-C identification) is the primary psychological substrate for deep relationships between the organization and its consumers, this is a key internal outcome

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consequence of such CSR beliefs (Sen & Bhattacharya 2001). Past research findings (e.g. Maignan & Ferrell 2004) propose that C-C identification creates psychological attachment to the kind of deeply committed and meaningful relationship that companies are increasingly seeking to build with consumers.

Based on the social identity theory (Tajfel & John 1985) and the study of Curras-Perez et al. (2009), consumers are more likely to identify with a company when they perceive its identity as being socially responsible, and capable of enhancing their own self-definitions. Having categorised and defined themselves as members of that company, consumers internalise the company's stereotypical norms to become positive attitudes toward the company (Terry et al. 2000). Furthermore, CSR based C-C identification is able to generate longer-term relationships such as loyalty and advocacy rather than only greater purchase intention (Bhattacharya & Sen 2003). These results are confirmed by Ahearne et al. (2005). Thus, CSR beliefs tend to have a significant role in driving C-C identification, because such beliefs can foster consumer loyalty and lead consumers to advocacy behaviours.

As the consequences of CSR beliefs vary with CSR positioning, C-C identification research proposes two basic differences including consumers' CSR brands having a higher level of identification which leads them to loyalty and advocacy behaviours, and the relationship between CSR beliefs and relational consequences being stronger for CSR brands than their competitors. This is because CSR brands integrate CSR into their core business strategies and communicate a clearly positioned message to consumers. However, brands that merely engage in CSR have less C-C identification, leading consumers to engage in less loyalty and advocacy behaviours (Du et al. 2007). Therefore, in view of the above discussion, Hypotheses (H4) and (H5) are proposed:

Hypothesis (H4): Consumers of a brand are more likely to (a) identify with the brand, (b) be loyal to the brand, and (c) engage in advocacy behaviours for the brand when it is a CSR brand than when it is not.

Hypothesis (H5): The relationship between consumers' CSR beliefs and its consequences: (a) C-C identification, (b) loyalty, (c) advocacy behaviours, will be stronger for a CSR brand than for its competitors.

2.6 Chapter Summary

This chapter provided an overview of the key issues, key developments, types of activities, and main issues and debates associated with CSR. Due to the scarcity of research addressing the philosophy and practice of CSR in developing countries, this chapter has also highlighted the need for further study, particularly surrounding the business case for and consumer reactions to CSR in developing countries such as Thailand. An overview of consumer studies related to CSR, particularly regarding the determinants, consequences and moderating factors of consumer reactions to CSR, was then presented.

Key gaps in available literature were identified: contradictory results between CSR's impact and consumer behaviour; a dearth of empirical studies into consumer reactions to CSR in the marketplace; and a lack of insight into the actual consumer-level dynamics underlying consumers' beliefs about CSR positioning resulting from their reactions to CSR. In addressing these gaps, the conceptual framework developed by Du et al. (2007) was proposed as suited to better understanding the moderating effect of competitive positioning on the determinants and consequences of consumers' CSR beliefs in Thailand. The theoretical background including CSR attributions, corporate associations and consumer-company identification (C-C identification) underpinning the conceptual framework, was justified. Based on this, five hypotheses were outlined to examine the relationships between constructs in the conceptual framework. To verify these hypotheses, the following chapter will determine the CSR measurement items most suited for use in a developing country namely, Thailand.

PART TWO
RESEARCH DESIGN

CHAPTER 3

EXPLORATORY RESEARCH

3.1 Introduction

In the previous chapter, the context for understanding consumer reactions to CSR was reviewed and synthesised, and some deficiencies in CSR knowledge were identified. Following this, the theoretical model suited for testing the moderating effect of competitive positioning on consumer reactions to CSR was explained. Using the three largest mobile phone service providers in Thailand, Advanced Info Services (AIS), Total Access Communication (DTAC), and True (True Move), requisite variances in CSR strategies are tested to predict their competitive positioning, and assist in understanding consumer perceptions of the effectiveness and intentions of their CSR initiatives. This chapter determines the measurement items suited for inclusion in a questionnaire designed to elicit understandings of CSR awareness, corporate ability (CA) beliefs, and CSR beliefs from the perspective of mobile phone service provider consumers in Thailand. In order to make sure that questionnaire wordings were easily understood by potential respondents, exploratory research using two focus groups was adopted.

This chapter is divided into four parts. The first part explains why exploratory research was necessary, and the second part provides an overview of the CSR initiatives of the three Thai mobile phone service providers. The third part describes how the focus groups were conducted, and how responses were used to determine the CSR measurement items for inclusion in the questionnaire. The final part presents a summary of the implications regarding CSR measurement items used in context of Thai mobile phone service providers.

3.2 Exploratory Research

The general aim in exploratory research is to gain insights prior to the more rigorous investigation of a questionnaire (Churchill & Iacobucci 2005). As most previous CSR measurement items are based on developed countries rather than developing countries ones, and in order to adapt existing CSR measurement items into the Thai mobile phone service providers, exploratory research was used to identify measurement items for CSR awareness, corporate ability (CA) beliefs and CSR beliefs. This exploratory research employed the qualitative techniques of focus groups to ensure speed, ease and coverage in data collection (Healy & Perry 1998).

3.3 CSR in Thai Mobile Phone Service Providers

In this study, the three largest Thai mobile phone service providers were selected. These are Advanced Info Services (AIS), Total Access Communication (DTAC), and True (True Move). In 2010, AIS was the largest firm, with a market share of 45%. The second largest market share belonged to DTAC with 30%, followed by True Move 24%, and other 1% (Aphinan 2010) (see Figure 3.1).
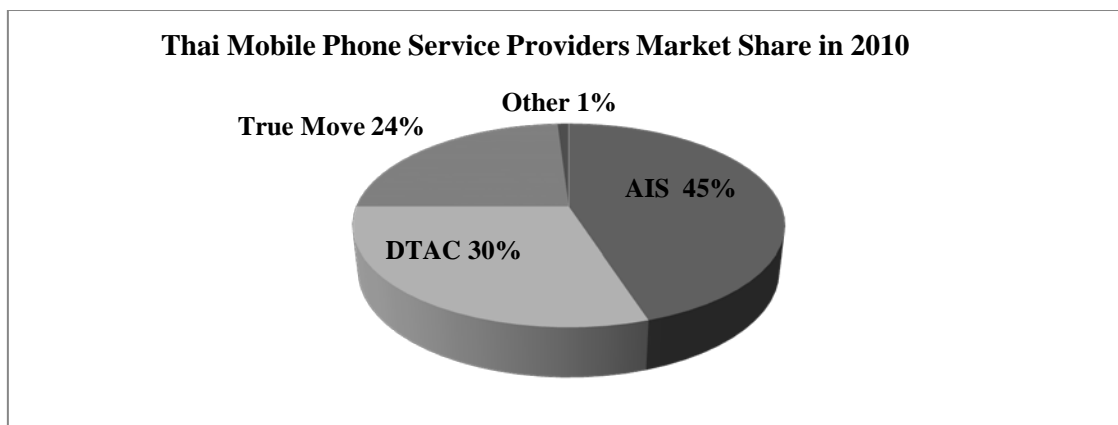
Figure 3.1 Market shares of Thai mobile phone service providers
Source: Business Research Department Krung Thai Bank PCL.

The study focuses on mobile phone service providers for three main reasons. First, all three brands (AIS, DTAC and True Move) engage in CSR activities that differ in their

CSR emphasis (see Table 3.1). This allows for the study to test predictions regarding the moderating influence of these differences in competitive positioning related to consumer reactions to CSR. The second reason is that AIS, a dominant brand in this category, is positioned primarily on corporate ability (CA), while the other two brands, DTAC and True Move, are more focused on CSR. Only DTAC is truly and clearly positioned as a CSR brand, as evidenced by DTAC winning the Stock Exchange of Thailand's 2009 CSR Award (DTAC 2010) and a CSR prize in recognition of its 98% rating as recorded in the Stock Exchange of Thailand's 2010 CSR survey (CSRThailand 2011). Lastly, mobile phone service providers represent an active business sector with respect to CSR, illustrated by the fact that AIS and DTAC have been ranked among the top 20 companies in Thailand in the Asian Sustainability Ratings (ASR) of 2008 and 2009 (CSRAsia 2010). Moreover, all three brands have CSR practices in place that reflect current societal and cultural expectations, and incorporate CSR information into their various corporate communications (Jamonmarn 2008).

Table 3.1 CSR emphasis and CSR activities of Thai mobile service providers

Brands	CSR Emphasis	Year Start	CSR Activities
AIS	Family Institutions Promotion	1999	- San Rak Support of Family Institutions Project - San Rak Tough Love Good Heart Project
DTAC	Doing Good Deeds Everyday Promotion	1997	- Doing Good Deeds Every Day Project - Sam nuke Rak Ban Kerd Project
True Move	Educational and Learning Promotion	2007	- True Plook Panya Project - True Young Producer Award Project

Source: Jamonmarn (2008)

AIS is recognized as a leading mobile phone service provider, with a CSR emphasis on 'Family Institutions Promotion'. AIS is dedicated to building a strong society and bringing happiness to people in the community through its CSR activities. The top two AIS CSR projects are the '*San Rak* Support of Family Institutions Project' and the '*San Rak* Tough Love Good Heart Project' (Jamonmarn 2008). Details of these CSR activities are presented in 'http://www.sarnrak.net'. The *Sarn Rak* Project launched in

1999 to promote family relations is dominant in the CSR activities of AIS, acting as a medium to help raise awareness of the importance of family love and support (AIS 2010).

DTAC's CSR projects have been continuously carried out since 1997. DTAC positions itself as the brand 'Doing Good Deeds Everyday Promotion', following three strategic guidelines: (1) doing good deeds with technology; (2) doing good deeds with knowledge; and (3) doing good deeds with compassion. All of these adhered to His Majesty the King's 'Sufficiency Economy' philosophy. The two DTAC projects receiving the highest recognition were 'Doing Good Deeds Every Day Project' and 'Sam nuke Rak Ban Kerd Project' (Jamonmarn 2008). Details of these CSR activities are presented in 'http://www.dtac.co.th/csr/dogoood.php'. With strong dedication and commitment these CSR innovations won the Stock Exchange of Thailand's 2009 CSR Award. This award was designed for companies with excellent policies and business operations combining social, community, and environment responsibility activities in both their missions and core business operations (DTAC 2010).

True Move has focused on promoting 'Educational and Learning Promotion' as its CSR emphasis since 2007. The top two True Move CSR projects were the 'True Plook Panya Project' and the 'True Young Producer Award Project' (Jamonmarn 2008). Details of these CSR activities are presented in 'http://www.trueplookpanya.com'. The educational and learning promotion of True Move offers a path to sustainable development for Thailand emphasizing the use of modern telecommunications technology to develop educational and learning projects aimed at helping the development of youth and underprivileged children in Thai society (True-Move 2010).

In summary, differences in the CSR positioning of the three brands are that AIS is positioned primarily on corporate ability (CA) (Thailandreport 2008), while the other two brands, DTAC and True Move, focus on CSR. However, only DTAC is recognized as the most socially responsible of the mobile phone service providers, as evidenced by the CSR press (e.g., CSRThailand 2011) and web sites and annual reports of the three brands. In other words, these three brands comprise a continuum in terms of CSR

positioning, with a corporate ability (CA) focused AIS at one end and a CSR brand DTAC at the other.

3.4 Focus Groups

Focus groups were used to verify and identify CSR measurements items in the Thai mobile phone service provider industry. As Churchill (1979) suggested, focus groups are useful for item development in applied marketing research. Additionally, the key advantages of focus groups are that they can be done quickly, provide multiple perspectives, and are flexible (Krueger & Casey 2009). The procedure for forming and conducting these groups included three main steps, determining participants in focus groups, conducting focus groups and analysing focus group findings (see Figure 3.2).

Step 1: Determining participants in focus groups

Planning: Determine participants for two focus groups, each with six people (three males and three females) to discuss three Thai mobile service brands.

Informing: Invite MBA students to participate through notices in lectures.

Screening: Select participants using a focus group screening questionnaire.

Step 2: Conducting focus groups

Conducting: Organize two focus groups using a semi-structured approach for about one and half hours during the period of 17th to 24th September 2011 at Maejo university, Thailand.

Recording: Record the information received from discussions.

Step 3: Analysing focus group findings

Analysing: Analyse data from field notes and audio recordings. Synthesise the outcomes of both groups.

Verifying: Confirm the measurement items of CSR awareness, CA beliefs and CSR beliefs in the Thai mobile phone service provider industry.

Figure 3.2 Focus group procedures in this study

Step 1: Determining participants in focus groups

Two focus groups were conducted, each with six participants of the same composition in terms of gender and consumer of a brand. That is, three males were customers of AIS, DTAC and True Move respectively, as were three females. As suggested by Bloor et al. (2001) and Krueger and Casey (2009), the appropriate size of a focus group should be limited to six participants, so that the moderator can control the discussion. Two focus groups from each homogenous set of participants were deemed to adequtly to generate ideas and gain information for the questionnaires (Healy & Perry 1998).

Letters were sent to the Dean of the Faculty of Business Administration in Maejo University (Thailand) to obtain permission to access MBA students in order to seek their participation in focus groups (see Appendix 3.1). MBA students represent the type of sample to which the questionnaire would finally be given (consumers). These students were informed about the research and invited to participate through notices in lectures (see Appendix 3.2). Furthermore, it was made clear that there would be no adverse implications if they refused to take part, and if they agreed, they would be approached by members of the research team rather than their current teachers. MBA students were selected using a screening questionnaire (see Appendix 3.3) that reflected the target population.

Participant characteristics

Characteristics of participants in the two focus groups are summarized in Table 3.2 (G1 Group) and Table 3.3 (G2 Group). For ease of reference, and to protect confidentiality, the twelve participants are referred to by number and as belonging to either Group G1 or G2. For example, G1.1 identifies participant number 1 within group G1. None of these participants worked or have anyone in their family work for AIS, DTAC or True Move. They understood the term 'CSR' and were customers who had seen or heard of the socially responsible actions of these companies in the previous six months.

Table 3.2 Characteristics of participants in group G1

Participants (MBA 1st year)	Consumer of Brands	Gender	Age	Occupations
G1.1	True Move	M	24	Government officer
G1.2	DTAC	M	23	Government officer
G1.3	AIS	M	48	Government officer
G1.4	True Move	F	28	Private employee
G1.5	DTAC	F	29	Business owner
G1.6	AIS	F	25	Business owner

Table 3.3 Characteristics of participants in group G2

Participants (MBA 2nd year)	Consumer of Brands	Gender	Age	Occupations
G2.1	AIS	M	29	Private employee
G2.2	DTAC	M	25	Business owner
G2.3	True Move	M	24	Government officer
G2.4	True Move	F	25	Business owner
G2.5	AIS	F	30	Government officer
G2.6	DTAC	F	25	Government officer

Step 2: Conducting focus groups

Focus groups lasted for about one and half hours, and followed the discussion guideline suggested by Merton et al. (1990) and Krueger and Casey (2009) (see Appendix 3.4.). Discussions included: CSR awareness drawn from Jamonmarn (2008); CSR beliefs drawn from Alcaniz et al. (2010) and Du et al. (2007); and CA beliefs drawn from Berens et al. (2007; 2005). In order for the researcher to fully focus on the interview procedure, an assistant moderator operated the audio recorder, took comphrehensive notes, observed group interactions, and offered comments later. As Krueger and Casey (2009) suggested, the assistant served as a second set of eyes and ears to increase both the total accumulation of information and validity of analysis.

Conducting focus group procedures

During the period 17th to 24th of September 2011, focus groups were conducted with selected MBA students from Maejo University, Chiang Mai (Thailand). Participants were required to sign a consent form for participation in the research (see Appendix 3.5) prior to taking part in the focus groups. Both focus groups were conducted by the researcher.

Open-ended questions about the attributes of CSR awareness, CA beliefs and CSR beliefs were used to prompt discussion. The attributes of CSR awareness, CA beliefs and CSR beliefs were presented for discussion and ratings of the degree to which each item was seen as related to CSR awareness, CA beliefs and CSR beliefs in the mobile phone service provider industry. These items were then included in the survey questionnaire design. Focus groups were recorded with permission of the participants. Results were summarized from both comprehensive notes and audio recordings prior to being translate into English by the research.

Step 3: Analysing focus group findings

Data from focus groups was based on the intent of identifying the measurement items for CSR awareness, CA beliefs and CSR beliefs in the Thai mobile phone service provider industry. Field notes and audio recording were also used as a backup to clarify findings. The analysis of data began with field notes and transcripts of the recordings taken during each focus group including the summary of key points, together with notes from a debriefing with the assistant moderator immediately following each group. Data was further analysed by focusing on the identification of relevant themes using a mixture of tables showing participants' quotations to reveal key points that supported conclusions. As Krueger and Casey (2009) proposed, four critical qualities of focus group analysis include systematic, verifiable, sequential, and continuous. Krueger and Casey also suggested that field notes may be sufficient when the purpose of the study is narrowly defined to verifying and modifying the wording of measurement items.

Focus Group Results

General familiarity with the term CSR

Respondents were familiar with the term CSR and could identify the CSR activities of particular brands or companies. Respondents thought that companies integrate CSR in their strategies because of regulations and business reasons. Their statements included *"I believe that companies integrate CSR in their strategies because of competition."* (G1.1); *"Law is the reason for integrating CSR in companies."* (G1.5); *"Corporate image and sales are reasons for integrating CSR in strategies."* (G2.2). However, one respondent (G2.6) believed that companies integrate CSR in their strategies because they are genuinely concerned about being socially responsible. In short, although respondents were aware of and familiar with the term CSR, they varied in their views of corporate motivations for supporting social initiatives.

Corporate Ability (CA) beliefs

Respondents ranked the important factors of corporate ability (CA) beliefs in Thai mobile phone service providers as presented in Table 3.4. All respondents confirmed the first three rankings of CA belief items. This meant that respondents considered quality of network technology, great expertise, and quality of customer service staff as important criteria for corporate ability (CA) beliefs in mobile phone service providers. *"Network coverage is the most important factor for CA beliefs in mobile service prodviders"* (G2.2.). However, most respondents believed that mobile phone service providers have no differences in expertise. *"Mobile phone service providers have the same level of expertise"* (G1.1.).

Respondents also raised an issue of promotion campaigns as the important criteria for CA beliefs in mobile service providers. *"I think the most significant factor of CA beliefs in mobile phone service providers is that there are a variety of promotions'* (G1.4.). *"A variety of promotions are the measure of CA beliefs of mobile phone service providers"* (G2.4). Furthermore, respondents identified that innovations in technology, like 3G for

example, are one of the most important criteria for CA beliefs in mobile phone service providers. Therefore, the researcher has added both of these issues as CA beliefs.

Table 3.4 CA beliefs items ranking

Corporate Ability (CA) items	Ranking
Provide a high quality of network technology.	1
Great expertise in the area of mobile phone service providers.	2
Provide a high quality of customer service staff.	3
*Provide a value promotion that satisfies needs and wants of consumers	4
*Provide an innovation of technology, like 3G.	5

Items derived from focus group discussions

In summary, all respondents confirmed the three measurement items of CA beliefs as: (1) 'Provide a high quality of network technology'; (2) 'Great expertise in the area of mobile phone service providers'; and (3) 'Provide a high quality of customer service staff'. Due to both groups identifying that promotion issues are an important criteria for CA beliefs, the study has added them as a fourth item of CA beliefs: (4) 'Provide a value promotion that satisfies needs and wants of consumers. However, the issue of innovation of technology (3G) was considered as identical to item (1). Therefore, in this study CA beliefs consist of four items.

Corporate Social Responsibility (CSR) beliefs

Respondents ranked the important factors of CSR beliefs in Thai mobile phone service providers as presented in Table 3.5. All respondents confirmed the first two ranking of CSR belief items drawn from Du et al. (2007). This means that respondents considered that mobile phone service companies' socially responsible actions and positioning make a real difference and are important criteria in measuring the CSR beliefs of mobile phone service providers. *"I believe that if companies make a unique positioning on CSR activities, this leads to objectiveness"* (G1.3).

Respondents did not confirm the CSR beliefs items drawn from Alcaniz et al.(2010). They proposed that companies putting something back into society were consistent with being socially responsible. *"I think that companies putting something back into society*

are socially responsible companies" (G1.1). Furthermore, respondents agreed that environmental issues were both unclear and fashionable. *"Most companies use environmental issues as their CSR activities, however, this looks like a fashion"* (G1.4). Interestingly, one respondent proposed that *'Companies should consider consumer rights issues as one of the important factors in CSR beliefs'* (G1.1). Additionally, a majority of respondents agreed that a variety of media channels offering CSR communication can enhance CSR beliefs.

Table 3.5 CSR beliefs items ranking of G1

CSR Beliefs items	Ranking
Make a real difference through its socially responsible action.	1
A socially responsible company.	2
Put something back into society.	3
Aware of environment matters.	4
*Concern of consumers	5

* *Items derived from focus group discussions*

In summary, all respondents confirmed two items: (1) 'Make a real difference through its socially responsible action'; and (2) 'A socially responsible company'. The item (3) 'Put something back into society' was considered identical to item (2), while item (4) 'Aware of environment matters' was considered as a fashion that was not an important factor in consumer CSR beliefs about their mobile phone service providers. Therefore, CSR beliefs items in this study adopted only two items. In addition, the frequency and variety of media channels of CSR communications were significant in determining CSR beliefs.

CSR awareness

Although all respondents were able to describe the brand's CSR initiatives of AIS and DTAC, some could not identify the brand's CSR initiatives of True Move. *"I have never heard of or seen the brand's CSR activities of True Move"* (G1.3). All respondents had heard and seen all the three brand's CSR initiatives through mass media (television). *"I have seen AIS's TV advertising sponsorships in TV programs"* (G1.5). *"I have seen DTAC's TV advertising on free TV"* (G1.6). However, only G2.3

could describe the brand's CSR activities of True Move. *"I have seen this project through cable TV (True Vision). It is about educational promotion"* (G2.3).

All respondents agreed that AIS's top two CSR projects were the 'San Rak Support of Family Institutions Project' and 'San Rak Tough Love Good Heart Project'; the two DTAC projects which have received the most recognition are 'Doing Good Deeds Every Day Project' and 'Sam Nuke Rak Ban Kerd Project'; and the top two True Move CSR projects were recognised as 'True Plook Panya Project' and 'True Young Producer Award Project'. In short, the two most reconised CSR activties of AIS, DTAC and True Move were confirmed, as presented in Table 3.1.

3.5 Summary of Implications for the CSR Measurement Items

Based on focus groups results, the measurements items for CA beliefs, CSR beliefs and CSR awareness are presented in Table 3.6. These items were then used to operationalize construct definitions and design the survey questionnaire presented in Chapter 4.

Table 3.6 Measurement of CA beliefs, CSR beliefs and CSR awareness in this study

Constructs	Number of items	Items
CA beliefs	4	1. This brand has great expertise in the area of mobile phone service providers. 2. This brand offers a high-quality of network technology. 3. This brand offers a high-quality of customer service staff. 4. This brand has a value promotion and satisfy need and want.
CSR beliefs	2	1. This brand is a socially responsible company. 2. This brand has made a real difference through its socially responsible actions.
CSR awareness	3	1. AIS works for "Sarn Rak Support of Family Institutions Project" and "San Rak Tough Love Good Heart Project". 2. DTAC works for "Doing Good Deed Everyday Project" and "Sam Nuke Rak Ban Kerd Project". 3. True Move works for "True Plook Panya Project" and "True Young Producer Award"

3.6 Chapter Summary

This chapter has presented the exploratory research which used focus group interviews to determine CSR measurement items suited to testing Thai mobile phone service providers. Here three major mobile phone service providers were selected due to differing in their CSR emphasis, being well known in Thailand and investing in CSR initiatives that involve consumers. Measurement items for CSR awareness, CA beliefs and CSR beliefs were confirmed and used to operationalize construct definitions for inclusion in the survey questionnaire. The next chapter presents the research methodology used in determining how competitive positioning influences consumer reactions to CSR in Thailand.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Introduction

In the previous chapter, CSR measurement items used to test the conceptual framework in this study were confirmed using focus groups. These items operationalize the construct definitions that are used as a basis for the quantitative survey questionnaire discussed in this chapter. The research methodology comprises of five parts.

The first part provides a background to the quantitative research design, an overview of the data collection instruments, and details of the data collection methods. The second part presents an evaluation of the study in relation to reliability and validity. The third part outlines the data preparation procedures to confirm suitability for statistical analyses, and the fourth part presents data analysis methods including descriptive statistics, t-test, Multiple Regression Analysis (MRA) and logistic regression analysis. The final part discusses ethical considerations regarding the research design of this study.

4.2 Quantitative Research Design

A quantitative research design using a survey was used to investigate the moderating effect of competitive positioning on consumer reactions to CSR activities in Thailand. In a review of methodologies used for CSR research, Taneja et al. (2011) found an overall preference for quantitative approaches when testing cause-effect relations to improve the validity of established theories relating to CSR. After the initial exploration design phase of defining the meaning and definition of CSR, the trend of Corporate Social Performance (CSP) during the 1980s and 1990s toward the use of descriptive research design has been noticed in the new millennium. Furthermore, the use of surveys with structured questionnaires has become popular among CSR researchers. Few researchers (e.g., Berens et al. 2007; Brown and Dacin 1997; Sen and Bhattacharya

2001) have used an experimental research design to check the impact of CSR activities on consumers. As quantitative survey are useful in determining relationships between variables (Punch 2003). This methodology provides the researcher with the opportunity of testing the conceptual framework of Du et al. (2007).

The quantitative research design includes two main phases. In Phase 1, a survey questionnaire was designed and a pilot test conducted. In Phase 2, a sampling design was determined, an intercept survey conducted, and a self-administered questionnaire used to collect data at three main metropolitan areas in Bangkok, Thailand.

Phase 1: Questionnaire Design and Pilot Test

Questionnaire Design

The main items included in the survey were drawn from Du et al. (2007), with an additional item (CSR awareness through different media channels) developed specifically for this study in order to further the understandings of how consumers perceive CSR information (see Appendix 4.1). According to Frazer and Lawley (2000), a well-designed and administered questionnaire can provide the data necessary to fully address research questions. The questionnaire included six sections: (1) consumers of a brand; (2) consequences of CSR beliefs (loyalty, advocacy and consumer-company (C-C) identification); (3) corporate associations (corporate ability (CA) beliefs and CSR beliefs); (4) determinants of CSR beliefs (CSR awareness, CSR support and media channels of CSR awareness); (5) CSR attributions (intrinsic and extrinsic); and (6) consumer's background characteristics. All items were measured using a five-point Likert-type scale (1= strongly disagree; 5= strongly agree). Malhotra (2012) points out the advantages of using a Likert-type as being easy for the researcher to construct and administer, and easy for respondents to understand. All other items addressing consumers of a brand, media channels of CSR awareness, and consumer's background characteristics provided data with measurable properties.

The questionnaire was first developed in English and then translated into Thai. This was then translated from Thai back to English. A second bilingual person checked the accuracy of translation. Only a few modifications were required to make the meanings in both versions parallel. Descriptions of the items and questions included in the questionnaire are provided as followed.

Consumers of a brand: In order to assess consumers' behaviour toward particular brands, respondents were asked to indicate brand choice, brand most frequently used, and brand most preferred. For brand choice, respondents were asked to indicate which of the three mobile phone service providers they had chosen (AIS, DTAC or True Move), and whether they were pre-paid or post-paid consumers of such brand/s. The inclusion of pre-paid and post-paid brand choices was based on Bamasak (2011, p. 176), with pre-paid referring to "consumers pay in advance to obtain the content they desire", and post-paid referring to "consumers receive the content and consume it before paying". Brand most frequently used was measured by respondents' most frequently used mobile phone service provider among the three brands during the previous six months. Brand most preferred was measured by respondents' choice of their most preferred among the three brands. These three variables allowed a descriptive analysis of consumer behaviours towards these brands.

Consequences of CSR beliefs: In order to gauge the consequences of CSR beliefs, respondents were asked to indicate their loyalty, advocacy and consumer-company identification (C-C identification) towards the three brands, AIS, DTAC and True Move. Loyalty was measured by their psychological affiliation with, or commitment to, each of the three brands. Advocacy was measured by respondents' willingness to try new products presented by the three brands, talk favourably about the three brands, and show resilience towards the three brands in spite of negative information. C-C identification was measured by the respondents' psychological attachment to the three brands based on substantial overlaps between their self-perceptions and their perceptions of the three brands.

Corporate association: In order to assess corporate association, respondents were asked to indicate the degree of agreement or disagreement with each of a series of statements related to corporate ability (CA) and CSR beliefs of the three brands, AIS, DTAC and True Move. The measure of CSR beliefs included an 'NA' (Not aware) option to allow consumers to express their inability to respond to items of CSR beliefs due to a lack of familiarity with a brand's CSR status. CA beliefs were assessed by how respondents perceived the expertise of each of the three brands in producing and delivering services. CSR beliefs were assessed by whether they believed that the three brands were acting as responsible entities in society or not. Items for CA and CSR beliefs' constructs were based on findings from the focus group interviews described in Chapter 3.

Determinants of CSR beliefs: In order to gauge CSR beliefs, respondents were asked to indicate their awareness and support of the CSR activities of three brands (AIS, DTAC and True Move). This measure included 'NA' (Not aware) to allow the option of inability to respond due to lack of awareness of a particular brand's CSR status. CSR support was measured using a five-point Likert-type scale (1= do not support at all; 5= strongly support). CSR awareness (based on focus group findings in Chapter 3) was assessed according to respondents' awareness of the CSR activities of each of the three brands. CSR support was assessed by respondents' support for issues defining the CSR activities of each of the three brands. In addition, CSR awareness through different media channels was determined using multiple choice questions to measure their sources of CSR awareness.

CSR attributions: In order to assess CSR attributions, respondents were asked to indicate their degree of agreement or disagreement with the two primary types of attribution, 'intrinsic' and 'extrinsic', for each of the three brands (AIS, DTAC and True Move). Intrinsic attributions were measured by respondents' beliefs towards the three brands' motivations for their CSR activities and whether they were genuinely concerned about being socially responsible. Extrinsic attributions were measured by respondents' beliefs about whether motivations of the three brands for engaging in CSR were due to competitive pressures.

Consumers' background characteristics: Items related to the gender, age, education level, occupation, income level and number of family members were asked to permit a descriptive analysis of the sample. Here, the age groupings were based on a 2010 Information and Communication Technology Survey on Households developed by the Statistical Forecasting Bureau of Thailand.

To consider the order in which the above sections were to be presented to respondents, three considerations were incorporated in the questionnaire design. First, consumers' behaviour toward particular brands were placed at the beginning of the questionnaire to help respondents ease into the subject and recall their overall behaviour before reaching more detailed questions (Brace 2004). Second, in accordance with Brace (2004), the questionnaire interviews began with behavioural questions before going on to ask about attitudes. This allowed respondents to gauge their behavioural position, and then explain such behaviour through their attitudes. Third, as suggested by Frazer and Lawley (2000), in order to mitigate concerns regarding confidentiality and anonymity, demographic questions of age and income positioned in a section at the end of the survey.

Pilot Test

Following completion of the questionnaire design, a pilot test was undertaken to ensure that potential problems were identified and eliminated prior to the survey administration. This was used to verify the suitability of content, wording, sequence, form and layout, and identify any difficulties in questions and instructions (Brace 2004). In this study, the pilot testing was conducted in two groups: research experts and consumers of Thai mobile phone service providers. This was in accordance with Churchill and Iacobucci (2005) who recommended that at least two pre-test questionnaires be conducted to ensure that all aspects are easily understood. Firstly, personal interviews with experts were used to identify and correct any troublesome spots in the questionnaire design, and secondly, consumers similar to those targeted in the main survey ensured that all questions were clearly understood (Frazer & Lawley 2000; Malhotra 2012). A full description of the two groups is provided following.

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The first pilot test involved personal interviews with two research experts from the Department of Marketing in the Faculty of Business Administration at Maejo University in Thailand. They were asked to identify the appropriateness and wording of each question, as well as the length and format of the instrument. They suggested three important issues for inclusion in the questionnaire. First, more detail about the types of consumer were necessary – in particular whether particular consumers were pre-paid or post-paid, as both differ in their buying decision process. Second, CSR support should focus on the particular CSR issue that each brand supports, with links to CSR awareness and intrinsic and extrinsic attributions. The last piece of advice given by the two experts was that the study should consider how consumers perceive CSR information.

This was followed by a second pilot test involving 30 consumers of the three Thai mobile phone service providers at three main metropolitan areas in Bangkok, on 26th September 2011 (see Table 4.1). According to Frazer and Lawley (2000), pilot tests including 20 to 30 respondents allow the study to test data analysis techniques and check the properties of data collected.

Table 4.1 Selected sample for the pilot test in this study

| Area | Location | Venue Type | Consumer of brands | | | Total |
			AIS	DTAC	True Move	
Pathumwan	Chamchuri Square	Shopping Mall	4	3	3	**10**
Chatuchak	Union Mall	Shopping Mall	4	3	3	**10**
Ratchathewi	Centre One	Shopping Mall	4	3	3	**10**
Total			**12**	**9**	**9**	**30**

As with the research experts, most pilot respondents noted the need to identify whether consumers were pre-paid or post-paid when answering brand choices, confirming the need for their inclusion in the questionnaire. As some respondents answered only about the brands of which they were customers (Section 2 and 3), the instructions were modified to: *"Although you are not the consumer of a brand, please indicate the extent to which you agree or disagree for all three brands including AIS, DTAC and True Move by putting ✔ for each of the following statements"*. In the case of CSR support, some respondents did not understand the differences between CSR issues and the CSR

activities of AIS, DTAC and True Move. Therefore, the content of three questions was changed to include consumer support for issues defining the CSR activities of mobile phone service providers: *Family Institutions Promotion (AIS); Doing Good Deeds Everyday Promotion (DTAC); and Educational and Learning Promotion (True Move)*. The pre-testing also identified that an adjustment was required with the range of income per month. As most respondents recorded a high range income, the study expanded the intervals of income from 5,000 Baht to 10,000 Baht (see Appendix 4.1).

Responses obtained during the second pilot test were also coded and analysed to check adequacy of the problem definitions and provide insights into the nature of the data and the analytic techniques required. Item analysis was conducted to exclude items with the negative corrected-item-total correlations of Advocacy, CA beliefs and CSR beliefs scales so that results of all item-total statistics showed no negative correlations. This indicated that items in Advocacy, CA beliefs and CSR beliefs scales elicited an item discrimination power. The internal consistency reliability of each remaining variable was then determined as satisfactory (see Appendix 4.2).

Phase 2: Sampling Design and Data Collection

Sampling Design

As the target population of this study was consumers of mobile phone service providers in Thailand, the target sample was based on consumer information in Bangkok in the 2010 Information and Communication Technology Survey on Households developed by the Statistical Forecasting Bureau of Thailand (see Table 4.2). The research site of Bangkok was chosen because it is the largest metropolis in Thailand with a population of around 8.3 million (NSO-Thailand 2012).

Table 4.2 The number of mobile phone users in Bangkok in 2010 by age and gender

Age	Number	%	Gender			
			Male		Female	
			Number	%	Number	%
20-24	328,595	7.47	153,512	7.39	175,083	7.55
25-29	491,918	11.18	224,337	10.79	267,581	11.53
30-34	714,059	16.23	327,404	15.76	386,655	16.66
35-39	680,594	15.48	316,304	15.22	364,290	15.70
40-49	1,125,343	25.58	530,437	25.53	594,906	25.64
50-59	719,795	16.37	353,160	16.99	366,634	15.80
≥ 60	337,828	7.69	172,625	8.32	165,203	7.12
Total	**4,398,132 (100%)**	**100**	**2,077,779 (47.24%)**	**100**	**2,320,353 (52.76%)**	**100**

Source: the 2010 Information and Communication Technology Survey on

Household developed by the Statistical Forecasting Bureau of Thailand

A quota sampling technique was employed to select a sample suited to generalising the findings in this study (Bush & Hair 1985). According to Churchill and Iacobucci (2005), the key benefits of quota sampling over probability sampling are speed of data collection, lower cost and convenience. With adequate controls this sampling is expected to yield results close to probability sampling. However, as the elements within each quota are selected based on convenience or judgment, many sources of selection bias are potentially present. Quota sampling is also limited as it does not permit assessment of sampling error, due to not being random (Malhotra 2012).

In agreement with Malhotra (2012), quota sampling included two stages in the judgmental process. The first comprised the development of control categories for population elements, and the second selected sample elements using convenience or judgment processes. Initially, 250 mobile phone service provider consumers shopping in three main metropolitan areas in Bangkok were selected from a mobile phone user population estimated at 4,398,132. In defining the makeup of the sample, age and gender quotas were determined (see Table 4.3). This was based on the composition of the number of mobile phone users in Bangkok in 2010 (Table 4.2). By imposing these quotas proportionate to the population distribution, this study was able to select a sample that represented the composition of the three main metropolitan areas in

Bangkok. Once categories were assigned, the second stage of the sampling process was conducted, with selected elements based on a convenience (judgment) process that fitted the control characteristics.

Due to a minimum size for data analysis, 250 questionnaires were collected using the above sampling techniques. This decision was based on the minimum amount needed for data analysis using a multiple regression approach. Hair et al. (2010) suggest that a minimum sample size of 100 is adequate for testing individual predictors in standard multiple regression analysis.

Table 4.3 Quota sampling composition

Control Characteristic	Population Composition	Sample Composition	
	Percentage	Percentage	Number
Gender			
Male	47.24	47.24	118
Female	52.76	52.76	132
Total	**100**	**100**	**250**
Age (years)			
20-29	18.65	18.65	47
30-39	31.71	31.71	79
40-49	25.58	25.58	64
50-59	16.37	16.37	41
≥ 60	7.69	7.69	19
Total	**100**	**100**	**250**

Data Collection

An intercept survey was used to collect the main data for this study. Such surveys are frequently used by marketers to intercept people passing at shopping malls and invite them to participate in a research study at that location (Aaker 2010). This type of intercept provides a faster and more economical alternative method than door-to-door interviews (Zikmund & Babin 2010), and has more potential for quality responses than a telephone survey (Bush & Hair 1985). Intercept surveys have been recently used to investigate the impact of CSR on consumers by researchers including Tian et al. (2011) and Carvalho et al. (2010). This method also provides the advantage of being self-

administered, thus being less costly than telephone or intensive in-person interviews (Aaker 2010).

Despite the benefits of intercept surveys, one major problem is their potential for social discrimination and interviewer bias in face-to-face contact (Malhotra 2012), resulting in respondents not being representative of the target population (Murry et al. 1989). Furthermore, individuals are usually in a hurry, so the incidence of refusal may be high (Malhotra 2012; Shao 2002). Control for frequency of shopping visits using a 'time-based systematic sampling method' with a data collection period covering a full calendar month (see Table 4.4) was applied to ensure that the sample drawn represented the actual shopper flow patterns and respondent profiles of the average shopping mall visitors (Bush & Hair 1985).

Table 4.4 Sampling schedule (28th September to 29th October 2011)

Day of month	Day of week	Week number	Number of respondents			
			Pathumwan Area	Chatuchak Area	Ratchathewi Area	**Total**
28	Wednesday	4B	9	9	10	**28**
1	Saturday	1	10	10	10	**30**
5	Wednesday	1	8	8	8	**24**
8	Saturday	1	10	10	8	**28**
12	Wednesday	2	6	6	6	**18**
15	Saturday	2	8	8	6	**22**
19	Wednesday	3	8	8	6	**22**
22	Saturday	3	9	9	8	**26**
26	Wednesday	4A	8	8	8	**24**
29	Saturday	4A	9	9	10	**28**
Total			**85**	**85**	**80**	**250**

Data collection procedures

Data collection using the scheduled intercept survey (Table 4.4) included three aspects, interception, screening and questionnaire completion. First, the researcher and two research assistants with previous experience intercepted shoppers outside six stores every twenty minutes at three main metropolitan areas in Bangkok. On the first day both assistants were briefed and supervised by the researcher to prepare for working

separately in the six shopping locations of three main metropolitan areas in Bangkok (see Table 4.5).

Table 4.5 Data collection locations in Bangkok

Area	Location	Venue Type
Pathumwan	Chamchuri Square	Shopping Mall
	Siam Paragon	Department Store
Chatuchak	Central Development Stroe- Ladprao	Department Store
	Union Mall	Shopping Mall
Ratchathewi	Centre One	Shopping Mall
	Century The Movie Plaza	Shopping Mall

In order to screen willing respondents, questions assessing eligibility were used (Frazer & Lawley 2000) (see Appendix 4.3). Here the exclusion and screening criteria recommended by Brace (2004) was used to determine that: no respondents or anyone in their household worked for a Thai mobile phone service provider (AIS, DTAC or True Move); respondents were consumers of one of the three Thai mobile service providers; and that they were aware of and understood the social responsibility activities of all three brands during the previous six months. If these three responses matched the screening criteria, each respondent was informed of the research information prior to being given a questionnaire to complete. In accordance with De Vaus (2002b), respondents were asked to answer the self administered questionnaire using paper-and-pencil responses. Questionnaire completion took about 10 to 15 minutes of their time.

4.3 Reliability and Validity

As reliability and validity are important issues in all data measurement (Neuman 2003), the methods used in this study were addressed and are described in the following sections.

4.3.1 Reliability

Reliability was assessed throughout the research design to ensure that the consistency of responses to the set of items measured the given concept (Bryman 2004). Four ways

were used to increase the reliability of measures: (1) the constructs were clearly conceptualized; (2) a precise level of measurement was used; (3) the multiple indicators of each variable possible were used; and (4) the measurement was pilot-tested and able to be replicated (Neuman 2003).

First, clear conceptual and operational definitions for each construct were developed in the questionnaire design stage. Care was taken to differentiate between concepts so that the indicators measured only one concept. Second, in line with other marketing researchers, the most precise level of measurement using Likert interval scales was used for data concerning CSR awareness, CSR attributions, CA beliefs, CSR beliefs, CSR support, C-C Identification, loyalty and advocacy (Zikmund & Babin 2010). Third, rather than using a single indicator, the concept of CA beliefs and advocacy were operationalized by using the more reliable approach of multiple indicators. Fourth, the questionnaire was pilot tested with two groups of people, two research experts and 30 respondents from the sample group prior to being modified and administered.

4.3.2 Validity

In agreement with Neuman (2003), measurement validity was used to check the accuracy of survey measurements. The three types of validity used are discussed following.

Content validity: In order to strengthen content validity, this research applied the four procedures used by Davis (2005). This determined the degree to which the scales covered the range of meanings included in the concept. Firstly, prior literature was reviewed to identify possible items to be included in the scale. Secondly, two marketing research experts were asked for suggestions as to any additions or deletions to the questions in the questionnaire. Thirdly, the measurement items were pilot tested with 30 respondents from the sample group of the target population, and fourthly, the study modified the measurements on the basis of feedback from all groups.

Construct validity: In order to ensure that the independent multi-item variables for this research were adequate, construct validity was measured and reported (see Appendix 4.3). Here, construct validity refers to the way indicators and concepts relate to one another within a system of theoretical relationships (Davis 2005). Validity increases as a correlation between the construct of interest, and the related constructs increase in a predicted manner. This validity is relevant when various indicators are used to measure a single concept (Neuman 2003).

Convergent validity: Due to the various indicators in this research being used to measure the concept of CSR beliefs, CA beliefs and Advocacy, convergent validity was measured and reported (see Appendix 4.3). Convergent validity occurs when the scores gained by two different indicators measuring the same concept are highly correlated (Neuman 2003).

4.3.3 Measure Validation

Item analysis was applied to ensure that items included in the scale were reliable (De Vaus 2002a). Furthermore, common method variance was used to assess the construct validity of research data (Podsakoff et al. 2003). According to Pallant (2011), when selecting items to include in the study, it is important to consider the internal consistency of the scale.

Item analysis: Item analysis was performed to measure multi-items by assessing the corrected-item-total correlations for Advocacy, CA beliefs and CSR beliefs scales. The item analysis was conducted at this stage to ascertain that final items clearly discriminated between people with positive versus negative attitudes on the Likert scales. As Churchill and Iacobucci (2005) suggested, indicators that discriminate on these scales can correlate each item with the total scores.

In the pilot test stage, an item analysis was performed to exclude items of Advocacy, CA beliefs and CSR beliefs scales, and showed no negatively corrected-item-total correlation (see Appendix 4.3). In addition, the internal consistency reliability of

Advocacy, CA beliefs and CSR beliefs scales were measured using Cronbach's alpha (Pallant 2011) with a value above 0.70, which is considered acceptable (De Vellis 2003). As Pallant (2011) suggested, Cronbach's alpha coefficient is one of the most commonly used indicators of internal consistency.

Pearson's correlation coefficient was used to test whether the two items in the construct of CSR beliefs, as well as the two variables (intrinsic and extrinsic) in the construct of CSR attributions, were correlated. Here Pearson's correlation coefficient was used to describe the degree and direction of the linear relationships between the two variables (Pallant 2011). According to Pallant (2011), the Pearson correlation coefficients (r) should range from +1.0 to -1.0, the plus sign indicating a positive correlation, and the minus negative one, while the absolute value indicates the degree of relationship. As suggested by Cohen (1988), a correlation measuring between 0.50 and 1.00 indicates a strong relationship.

Common method variance: Common method variance was applied to assess the construct validity of research data. Common method variance is the extent of erroneous relationships measured between two or more variables at the same time, on the same questionnaire, using the same rating scales (Podsakoff et al. 2003). Podsakoff et al. (2003) also indicated that common method biases constitute a significant problem, as they are one of the main sources of measurement error and have potentially serious effects on research findings. Due to the antecedents and consequences of CSR beliefs, data were collected from the same sample using similar types of response scales (Likert scales). As this could be a problem, in addition to using reliable and valid measures, Harman's single-factor test was used to check measurement errors.

In applying Harman's single-factor test, all items were loaded into Exploratory Factor Analysis (EFA) in order to examine the un-rotated factor solution to determine the number of factors necessary to account for variance in the variables. When a single factor emerged or general factor accounted for the majority of covariance among measures, common method variances were presumed present (Podsakoff et al. 2003). EFA was applied in the early stages of the study to explore the interrelationships among

all sets of variables (Pallant 2011). EFA also helped gauge the level of construct (factorial) validity in datasets used to measures constructs (Leech et al. 2011).

4.4 Data Preparation Procedures

The data preparation process included accuracy checking prior to data analysis. First, to ensure the accuracy of conversion from raw data form to reduced and classified forms more appropriate to statistical analysis, editing, coding, and data entry were performed (Cooper & Schindler 2006). This was followed by cleaning and screening of data and examining and exploring the nature of relationships among the variables to verify and check for any violations of assumptions (Hair et al. 2010; Pallant 2011).

4.4.1 Editing, Coding and Data Entry

Editing: The raw data was edited to ensure accuracy and consistency with the intent of the question, uniformity of entry, and simplification of the coding and tabulation (Cooper & Schindler 2006). Returned questionnaire data was checked for legibility, consistency and completeness. This study excluded from analysis respondents who chose 'NA' (Not Aware) on measures of CSR awareness and CSR beliefs, and who had missing values in key variables.

Coding: Structured questions were pre-coded. This was particularly useful in self-administered surveys because it made the intermediate step of completing a data entry coding sheet unnecessary (Cooper & Schindler 2006). After receiving the returned questionnaires, all unstructured questions were post-coded. A codebook was provided to transcribe the data from the questionnaire, and the data was keyed into the statistical package SPSS version 18.0. In addition, every tenth record of the coded questionnaires was spot checked for coding accuracy.

Data entry: The data entry step was done to convert information into computer files (Cooper & Schindler 2006). As the questionnaire data was collected on self-

administered surveys using paper-and-pencil techniques, the raw data was manually keyed. Hence, a double data entry was made to check for accuracy.

4.4.2 Data Cleaning and Screening

After editing, coding and data entry, data cleaning and screening were conducted to ensure that all codes were legitimate (Pallant 2011). Details of the procedures used to clean and screen the data included out-of-range values, missing values, outliers, and normality of residuals. These are discussed in the following four paragraphs.

Cleaning and screening preliminary: After entering the raw data into SPSS version 18.0, the data set was checked for errors by running frequencies to identify values that were out of range (Pallant 2011). Through these checks, some responses were identified as being outside the allowable range and checked against the original questionnaires. Some data entry errors were found which were corrected in the SPSS database. Frequencies were run for verification to ensure that there were no further errors. Furthermore, the screening of respondents who chose 'NA' on measures of CSR awareness and CSR beliefs reduced the total number of valid responses.

Missing data: Descriptive statistics were run to find out what percentage of values was missing for each variable. As One of the most pervasive problems in data analysis is missing data (Tabachnick & Fidell 2007), Pallant (2011) suggested that it is important to inspect for missing data before conducting specific statistical techniques to address the research questions.

Outliers: Descriptive statistics were also run to identify any values that were substantially lower or higher than other values in the data set. This is because outliers can have an impact on the correlation coefficient, particularly in small samples (Pallant 2011). They can also cause the regression model to be biased because they affect the values of the estimated regression coefficients (Field 2009).

Normality of residuals: The normality of residuals was screened by inspecting the Normal Probability Plot (P-P plot). As non-normality of residuals is often a significant signal of problems in the regression model, their identification can lead to appropriate remedial actions (Cohen et al. 2003). SPSS version 18.0 was applied to inspect the P-P plot to find where inspected data showed a normal distribution, and sample data cumulative distribution was compared with the expected normal distribution to closely follow a straight diagonal line (Hair et al. 2010).

4.5 Data Analysis Methods

Data analysis was used to assist in answering the research questions and accomplish the aims of the study. Preliminary analyses of data were tested using descriptive statistics. The hypotheses of the conceptual framework were tested using t-tests for hypotheses (H1) and (H4), and multiple regression analysis for hypotheses (H2a), (H2b), (H3) and (H5). Additionally, the effect of CSR on consumers of a brand was tested using a logistic regression.

4.5.1 Descriptive Statistics

In order to describe the demographic profile of respondents, descriptive statistics of variables were performed. Response frequencies of survey items were also conducted to provide insights into the data and check variables for any violations of assumptions underlying the statistical techniques that this study has used to address the research questions.

4.5.2 t-tests

A t-test was used to test differences between the two group means (Zikmund & Babin 2010). It was of interest to test statistically for significant brand-specific differences in the determinants (H1) and consequences (H4) of CSR beliefs. These brand-specific differences were DTAC versus AIS and True Move (pooled), DTAC versus AIS, and DTAC versus True Move.

For hypothesis (H1), this study expected consumers' awareness of and attributions regarding DTAC's CSR activities to be greater and more favourable than that of AIS or True Move. Therefore, this hypothesis was tested using a paired-samples t-test to compare mean scores for brand-specific differences in the same sample. A paired-samples t-test was appropriate for comparing the scores of two means related to the same respondents (Zikmund & Babin 2010).

Hypothesis (H4) proposed that consumers of DTAC are more likely than consumers of AIS or True Move to identify with, be loyal to and be advocates for, their respective brands. Therefore, the study tested hypothesis (H4) using an independent-sample t-test to compare the mean scores of the brand-specific differences from consumers of each brand. The study also used this test to compare the mean scores of the consequences of CSR beliefs in the CSR aware group and CSR unaware group. Whenever it was appropriate to compare the mean scores of two different groups, an independent-samples t-test was applied (Pallant 2011).

To undertake comparisons, a test of the normality of distribution in means was necessary. As Tabachnick and Fidell (2007) suggested, screening normality of variables should lead to the same conclusions as screening normality of residuals. The normality of residuals in this study was described in Section 4.4.2. This allowed the t-test to be undertaken to test samples at a 95% and 90% level of significance ($p < 0.05$, $p < 0.10$). When the results of t-test indicated $p < 0.05$ and $p < 0.10$, they were considered to be statistically significant. The 90% level of significance has been used in this study due to the significance being hard to come by in many models. This level is also used by Du et al. (2007).

Additionally, in the case of independent-sample t-test, the study tested the assumption that samples were obtained from populations of equal variance using Levene's test. This test was used to inspect the null hypothesis that variances in the different groups were equal. The F test determined whether there was more variability in the scores of one of the two samples. If this F test was not significant, the assumption was not violated, and the variances for the two groups were assumed to be equal (Field 2009).

4.5.3 Multiple Regression Analysis (MRA)

Multiple regression analysis (MRA) was applied to test hypotheses (H2a), (H2b), (H3) and (H5). This study use of single item measures for many of study's constructs to minimize respondent fatigue precluded hypothesis tests based on Structural Equation Modelling (SEM) (Du et al. 2007). For hypotheses (H2a) and (H2b), this study expected the moderating roles of both intrinsic and extrinsic attributions in the CSR awareness-CSR beliefs relationship to be stronger for the CSR brand DTAC than its competitors, AIS and/or True Move. Hypothesis (H3) proposed that consumer's CSR awareness and attributions are more likely to spill-over to their CA beliefs for the CSR brand DTAC than for its competitors. For hypothesis (H5), this study expected the positive relationships between CSR beliefs of consumers and C-C identification, loyalty, and advocacy behaviours to be stronger for the CSR brand DTAC than its competitors.

MRA is flexible in data analysis and broadly applicable to hypotheses generated by researchers in the behavioural sciences (Cohen et al. 2003). In this study, MRA was used for two or more independent variables in the model, and examined how each one uniquely helped to explain or predict single dependent variables (Cohen et al. 2003; Hair et al. 2010). MRA allowed the examination of more sophisticated research hypotheses than is possible using simple correlation, making it ideal for investigation of the complex real-life research questions of this study (Pallant 2011).

Decision Process for MRA

The four steps of decision process for MRA were based on suggestions from Hair et al. (2010). Firstly, the overall model and variable transformations were inspected to meet the regression assumptions. The next stage estimated the regression model and assessed overall model fit. Then, the regression variates were interpreted, and finally, the results validated. Details of the MRA stages are discussed following.

Stage 1: Defining assumptions in MRA and creating additional variables

As the testing assumptions of MRA have been described in Section 4.4.2, this section will only describe the creation of additional variables. This study has created additional variables by using dummy variables for non-metric variables (Dummy variables [D]), transformations to meet assumptions (Centering variables), and interaction terms for moderator effects (Moderated Multiple Regression [MMR]).

Dummy variables: Brand-specificity was formed applying indicator coding, where $D = 1$ if the brand is AIS or True Move and $D = 0$ if the brand is DTAC. $D_1 = 1$ if the brand is AIS, and otherwise $D_1 = 0$. $D_2 = 1$ if the brand is True Move, and otherwise $D_2 = 0$. Categorical variables were treated as independent variables in the regression analysis by creating dummy variables (Cohen 1988; Hair et al. 2010). As suggested by Hair et al. (2010), the most common form of dummy variables coding is indicator coding, with each category of variable measured as dichotomous (0,1).

Two levels of analyses were conducted, each with DTAC as a reference category. First, the study compared the effects for DTAC (the CSR brand) with those for AIS and True Move pooled (the non CSR brands). In this code the D dummy was used. The second level of analyses entailed two indicator variables looking at the effects separately for DTAC versus AIS, and for DTAC versus True Move. In this code the D_1 and D_2 dummies were used. As Hair et al. (2010) have suggested, dummy variables can only be interpreted in relation to their reference category.

Centering variables: Predictors and moderator variables have been centered before formulating the product terms and regression equations. After variables were created to represent categorical variables, centering predictors and moderator variables were performed, as these are generally highly correlated with the interaction terms created from them (Frazier et al. 2004). When cross-product terms carried an interaction, each predictor was centered first and then cross-products performed (Cohen et al. 2003). This centering maximized interpretability and minimized problems of multicollinearity (Aiken & West 1991; Cohen et al. 2003).

Moderated multiple regression: Moderated relationships aiming to explain the interaction between CSR awareness and intrinsic and extrinsic attributions in predicting CSR beliefs (H2a & H2b) were tested. Moderated relationships that compare two and three way interactions of the determinants and brand-specific variables (Dummy variables) in predicting CSR beliefs (H2a & H2b) and CA beliefs (H3) were also investigated. In addition, moderated relationships were gauged that aim to compare the interactions between CA and CSR beliefs, and brand-specific variables in predicting the consequences of CSR beliefs (H5).

The concept of MMR in marketing is central to testing moderated relationships that aim to explain the interactive effect of two or more variables (Sharma et al. 1981) , and can inspect moderator effects whether the predictors or moderator variables are categorical or continuous (Frazier et al. 2004; Jaccard & Turrisi 2003). At this stage, product terms need to be created to show the interactions between predictors and moderators. These terms are formed by multiplying the predictors and moderator variables together using dummy variables or centered continuous variables (Aiken & West 1991; Jaccard & Turrisi 2003).

Stage 2: Estimating the regression model and assessing goodness of fit

After product terms were formed, the study was able to estimate the regression model and assess the overall predictive accuracy of predictor variables. The regression model from a previous study (Du et al. 2007) was employed to assess goodness of fit using (adjusted) R^2 and the significance of F-value (Henningsen & Hamann 2007). Once results were obtained, diagnostic analyses were performed to ensure that the overall model meets the regression assumptions and that no observations have undue influence on the results (Hair et al. 2010).

Estimating the regression model: The approach used for specifying the regression model of this study was to employ a confirmatory perspective replicating the fifteen regression models of Du et al. (2007). However, as CSR support was not the specific

context related to Du et al.'s (2007) models, this study reports results that do not include CSR support as a covariate.

Assessing goodness of fit: The overall model fit of each single equation was measured using an (adjusted) R^2 and significance of the F-value (Henningsen & Hamann 2007). Due to this study having a small sample, the (adjusted) R^2 value was considered. According to Tabachnick and Fidell (2007), when a small sample size is involved, the R^2 value in the sample tends to be an optimistic over-estimation of the true value in the population. The (adjusted) R^2 statistic corrected this value to provide a better estimate of the true population value. Beside the (adjusted) R^2, the F-test was important in the model fit. When results of the F-test indicate $p < 0.05$, they are considered as significant (Pallant 2011).

Stage 3: Interpreting the regression variates

Both regression coefficients and multicolinearlity were considered in interpreting the regression variates. To interpret these correctly, Hair et al. (2010) suggested evaluation of the estimated regression coefficients to explain dependent variables and gauge relationships among the independent variables (multicolinearity).

Regression coefficients: Results were interpreted using unstandardized (*B*). The estimated regression coefficients represented both the positive and negative relationships and strength of relationships between the predictor and outcome variables (Hair et al. 2010). The unstandardized (*B*) and standardized (*β*) regression coefficients reflected changes in the outcome measure of each unit change in the predictor variable (Cohen et al. 2003). However, when the regression models included interaction terms, it was appropriate to interpret results using the unstandardized (*B*) rather than the standardized (*β*) regression coefficients. This is because the standardized (*β*) coefficients for interaction terms are not properly standardized, and thus are not interpretable (Aiken & West 1991; Cohen et al. 2003). Significance of the t-value was also considered, and when the results of the t-value indicated $p < 0.01$, $p < 0.05$, results were considered statistically significant.

Multicollinearity: Tolerance and Variance Inflation Factors (VIF) were used to measure multicolinearlity (Cohen et al. 2003; Hair et al. 2010). Multicollinerity refers to a high correlation among independent variables in a regression equation (Aiken & West 1991). Tolerance is an indicator of how much of the variability in one independent variable is not explained by other independent variables in a regression model, while VIF indicates whether the independent variables have a strong linear relationship with other independent variables or not (Field 2009; Hair et al. 2010). As suggested by Hair et al.(2010) and Pallant (2011), the generally accepted cut-off points for multicollinearity are tolerance values of less than 0.10, or VIF values above 10.

Stage 4: Validating results

Validity of the results applied the (adjusted) R^2 by comparing the study data with the set of previously validated results of Du et al. (2007). As suggested by Hair et al. (2010), in the absence of an additional sample, a study can measure the validity of results by applying an assessment of (adjusted) R^2. The (adjusted) R^2 is advantageous in comparing models with different numbers of independent variables and sample sizes.

4.5.4 Logistic Regression Analysis

The impact of CSR on consumers' brand choice (pre-paid and post-paid) was investigated to estimate the binomial logistic model, with CSR beliefs, CA beliefs and brand-specific variables as explanatory variables. The brand most frequently used and the brand most preferred were tested using multinomial logistics. According to Field (2009), logistic regression is multiple regression with a categorical dependent variable, together with independent variables that are continuous or categorical. Furthermore, Tabachnick and Fidell (2007) point out that binomial logistic regression is used to perform logistic regression using two category dependent variables, while multinomial logistics are applied in the case of dependent variables with more than two categories.

For binomial logistic regression, categorical variables in this study were recoded from their original so that 0 = not consumers of a particular brand choice, and 1 = consumers

of a particular brand choice. Multinomial logistic regression predicted three groups, namely AIS, DTAC, and True Move. The reference group was DTAC, meaning that DTAC was compared to AIS, and also compared to True Move. The predictors used were CSR beliefs and CA beliefs.

For a goodness of fit test, the study investigated the amount of variation from the dependent variable explained by the model, using the Cox and Snell R square and a Nagelkerke R square value (from a minimum value of 0 to a maximum of 1) (Pallant 2011). In addition, the chi-square (X^2) value with degrees of freedom was tested, with results indicating $p< 0.05$. Therefore, the results were considered significant (Pallant 2011). For variables in the equation, the study gauged B values as equivalent to the B values obtained in multiple regression analysis. Standard Errors (SE) for each of the independent variables were also reported.

4.6 Ethical Considerations

All phases of the research design were concerned with ethical principles and values being undertaken. This ensured that no one could be harmed or suffer adverse consequences from the research activities, and assured that findings were derived from sufficiently adequate and appropriate methodologies to warrant accurate results, conclusions and further recommendations (Cooper & Schindler 2006). As the power of researchers over respondents is critical to understanding the ethical concerns that accompany social research, the principles most concerned in protection of respondents were informed consent, anonymity, and confidentiality (Walter 2006) (see Table 4.6). Importantly, in order to conduct the survey in a professional manner, this research received ethics approval from the Victoria University Human Research Ethics Committee prior to conducting the research.

Table 4.6 Ethical principles used in this study

Ethical principles	How Applied
Informed consent	**Focus groups:** - Participants were informed about the research and invited to participate through notices in lectures (see Appendix 3.2) - Participants were required to sign the Consent Form for Participation Involved in Research (see Appendix 3.5) without any formal or informal coercion before taking part in the focus groups. **Intercept survey:** - Respondents were willing to make a decision to participate. - Respondents were informed about the research information before answering the questionnaires.
Anonymity	Care was taken to keep respondents anonymous. The questionnaire did not collect identifying data such as names and addresses.
Confidentiality	The promise of confidentiality was made to ensure that the information provided could not be linked to them. This can be seen in the Information to Participants Involved in Research (see Appendix 4.1) stating that *"Your responses will be held in strict confidence and used only to gather data for a doctoral thesis."* and *"The information provided will be kept confidential."*.

Source: Adapted from Walter (2006)

4.7 Chapter Summary

This chapter has justified the survey methodology used to test the hypothesis regarding the moderating effect of competitive positioning on consumer reactions to CSR. Measurement items drawn from Du et al. (2007) constituted the main body of the questionnaire, with one additional item developed specifically for this study. Based on the results of a pilot test, the questionnaire was modified prior to commencement of the final survey.

A quota sampling technique was applied to control categories of population elements, followed by a convenience sampling technique to select the sample population. Self-administered questionnaires using paper-and-pencil written responses were then used to collect data from 250 Thai mobile phone service provider consumers in a mall intercept survey, at three main metropolitan areas in Bangkok, Thailand. All research phases were conducted in accordance with ethical principles.

Reliability and validity was integrated into the research methodology. A data preparation process including editing, coding, data entry, and data cleaning and screening was made to ensure that data preparation, accuracy and suitability checking occurred prior to the data analysis phase. To confirm internal consistency reliability for the scale, item analysis and common method variance were assessed.

T-test was selected for statistically determining the significant brand-specific differences in determinants (H1) and consequences (H4) of CSR beliefs. Four stages of multiple regression analysis were also able to test the brand-specific differences in relationships between determinants (H2a, H2b, and H3), consequences (H5), and CSR beliefs. Furthermore, logistic regression was determined for examination of the effects of CSR on consumers of a brand. The next chapter will employ these research methods and statistical testing procedures in order to present the data analysis and results of findings for this study.

PART THREE

RESULTS, DISCUSSION AND CONCLUSIONS

CHAPTER 5

DATA ANALYSIS AND RESULTS

5.1 Introduction

The purpose of this chapter is to detail the techniques and results derived from the survey questionnaire presented in the previous chapter in order to determine the moderating effect of competitive positioning on consumer reactions to CSR in Thailand. The chapter is divided into four parts. The first part presents the profile and analysis of respondents. The second part provides the preliminary checks and controls to present information used as a basis for making inferences in subsequent analyses, and the third part focuses on testing the five hypotheses presented in Chapter 2 (specifically, 2.5.3). The final part focuses on testing the effects of CSR on consumers of a brand.

5.2 Demographic Profile of Respondents

A descriptive analysis of respondent profiles in terms of gender, age, educational level, occupation, personal income level and number of family members has provided the profiles of survey respondents to allow assessment of the representativeness of the sample. In keeping with the study objectives, measures of CSR awareness and CSR beliefs had an 'NA' (Not Aware) option to allow consumers to express their inability to respond to these items due to their lack of familiarity with a particular brand's CSR status. Therefore, this study excluded from analysis respondents who chose 'NA' on measures of CSR awareness and CSR beliefs (n=60), and who had missing values on the key variables (n=6). As a result, the total number of respondents was reduced to 184. A demographic profile of respondents is summarized in Table 5.1.

Table 5.1 Demographic profile of respondents

No.	Characteristics	All respondents (n = 250)	Reduced set (n =184)
F1	**Gender**		
	Male	48.0%	48.4%
	Female	52.0%	51.6%
F2	**Age**		
	20-29	48.8%	48.4%
	30-39	27.6%	28.3%
	40-49	14.8%	14.7%
	50-59	6.4%	6.5%
	More than 59	2.4%	2.2%
F3	**Education**		
	Less than high school	2.8%	2.2%
	High school	11.2%	8.7%
	Diploma or equivalent	5.6%	4.3%
	Bachelor's degree	53.2%	57.1%
	Master's degree or higher	27.2%	27.7%
F4	**Occupation**		
	Students	22.4%	22.8%
	Government officer	10.0%	9.8%
	Private employee	38.4%	37.0%
	Business	12.0%	13.6%
	Trade	6.0%	4.9%
	General contract	11.2%	12.0%
F5	**Income**		
	Less than 10,000 Baht	20.4%	19.6%
	10,000 - 20,000 Baht	42.8%	42.4%
	20,001-30,000 Baht	9.6%	10.3%
	30,001-40,000 Baht	12.0%	13.0%
	40,001- 50,000 Baht	5.2%	6.5%
	More than 50,000 Baht	10.0%	8.2%
F6	**Number of Family Members**		
	1-2	25.6%	29.9%
	3-4	48.0%	50.0%
	5-6	16.8%	14.1%
	More than 6	9.6%	6.0%

Gender distribution of the 184 respondents was almost equal with females (51.6%) and males (48.4%). This is similar to a 2010 report from Information and Communication Technology Survey on Household developed by the Statistical Forecasting Bureau of Thailand (NSO-Thailand 2010) stating that the number of mobile users in Bangkok were twenty years of age or higher with 52.76% female and 47.24% male. Approximately half (48.4%) of the respondents were twenty-nine years of age or younger. Furthermore, 84.8% of respondents were educated to the level of either a Bachelor's or Master's degree, or higher. This may reflect the fact that the data was collected at three main metropolitan areas in Bangkok which is the hub of education in Thailand.

In terms of occupation, 37.0% of respondents were private employees, followed by 22.8% students. For personal income, 19.6% of respondents earned less than 10,000 Baht per month, 42.4% from 10,000-20,000 Baht per month, and 29.8% more than 20,000 Baht per month. Of respondents, 8.2% were paid more than 50,000 Baht per month. Respondents were divided into two groups based on income levels of 20,000 Baht per month, with 62.0% making less than 20,000 Baht per month and 38.0% earning more than 20,000 Baht per month. For family members, 50% of respondents had three to four members, 29.9% had one to two, and 20.1% had more than five. In brief, these well-educated officers of private and public institutions were targeted in the belief that CSR issues are more important to the middle class than other segments of society.

5.3 Preliminary Checks and Controls

This section presents the basic information for making inferences in subsequent analyses to achieve the research objectives. Firstly, it informs the descriptive statistics of consumers of a brand and consequences of CSR beliefs by comparing the CSR aware group with the CSR unaware group. This is followed by the mean and standard deviation of CA beliefs, CSR beliefs and CSR support. Next, descriptive statistics of CSR awareness and awareness through different media channels are presented, and finally, the mean and standard deviations of CSR attributions are reported.

5.3.1 Comparison of CSR Aware Group and CSR Unaware Group

Consumers of brands (brand choices, brand most frequently used and brand most preferred) and consequences of CSR beliefs (loyalty, advocacy and identification) are used to contrast the CSR aware group to the CSR unaware group. Tables 5.2-5.3 presents the frequency and percentages of consumers' brand choices (Table 5.2), the brand most frequently used, and the brand most preferred (Table 5.3) in both the CSR aware group and the CSR unaware group.

Table 5.2 Comparisons of consumers' brand choices in the CSR aware group and CSR unaware group.

No.	Consumers Brand Choices	CSR Aware Group		CSR Unaware Group	
		N	Percent	N	Percent
A1.1	AIS (Pre-paid)	57	23.5%	17	21.0%
A1.2	AIS (Post-paid)	32	13.2%	14	17.3%
A2.1	DTAC (Pre-paid)	50	20.6%	17	21.0%
A2.2	DTAC (Post-paid)	30	12.3%	11	13.6%
A3.1	True Move (Pre-paid)	44	18.1%	16	19.8%
A3.2	True Move (Post-paid)	30	12.3%	6	7.4%
	Total	**243**	**100%**	**81**	**100%**

Note: Respondents could choose more than one item

Table 5.3 Comparisons of consumers' brand most frequently used and brand most preferred in the CSR aware group and CSR unaware group.

No.	Consumers of a Brand	CSR Aware Group (n=184)		CSR Unaware Group (n=60)	
		N	Percent	N	Percent
A2	**Brand Most Frequently Used**				
	AIS	67	36.4%	21	35.0%
	DTAC	62	33.7%	21	35.0%
	True Move	55	29.9%	18	30.0%
	Total	**184**	**100%**	**60**	**100%**
A3	**Brand Most Preferred**				
	AIS	66	35.9%	25	41.7%
	DTAC	69	37.5%	21	35.0%
	True Move	49	26.6%	14	23.3%
	Total	**184**	**100%**	**60**	**100%**

In Tables 5.2 and 5.3, there is no significant difference in the consequent transactional behaviours of consumers' brand choices, brand most frequently used and brand most preferred between the two groups. This indicates that consumer's perceptions of philanthropic corporate behaviour are not determinants in consumer transactional behaviours because they are more conditioned by quality of service and perceived price (Salmones et al. 2005).

Table 5.4 presents comparisons of each of the variables for the consequences of CSR beliefs including loyalty, advocacy, and consumer-company identification (C-C identification) between the CSR aware group and CSR unaware group using an independent-sample t-test. Levene's test was performed to inspect the assumption that samples are obtained from populations of equal variance prior to performing the independent-sample t-test. Leven's test showed that no F-values were significant in this t-test. This means that the assumption was not violated, and variances for the two groups can be assumed as equal.

Table 5.4 Comparisons of consequences of CSR beliefs in the CSR aware group and CSR unaware group.

No.	Consequences of CSR Beliefs	Mean (SD.)		T statistics
		CSR Aware Group (n=184)	CSR Unaware Group (n=60)	CSR Aware Group vs. CSR Unaware Group
B1	**Loyalty**	**3.34 (.646)**	**3.25 (.910)**	**0.595**
	AIS	3.35 (1.05)	3.42 (1.25)	0.314
	DTAC	3.47(.816)	3.25 (1.03)	1.231
	True Move	3.21(.918)	3.08 (1.07)	0.676
B2-B4	**Advocacy**	**3.52 (.542)**	**3.35 (.640)**	**1.487**
	AIS	3.54 (.815)	3.55 (1.14)	0.852
	DTAC	3.58 (.668)	3.40 (.995)	1.110
	True Move	3.42 (.708)	3.10 (.947)	1.993*
B5	**C-C Identification**	**3.45 (.590)**	**3.44 (.668)**	**0.904**
	AIS	3.40 (1.02)	3.57 (1.08)	0.836
	DTAC	3.61 (.873)	3.48 (.892)	0.760
	True Move	3.34 (.915)	3.27 (1.04)	0.370

p<0.05

In Table 5.4, comparisons of consequences of CSR beliefs including loyalty, advocacy, and C-C identification between the CSR aware group and CSR unaware group were only statistically significant for advocacy of True Move, with no differences being obtained for loyalty and C-C identification. Comparisons advocacy of True Move between the CSR aware group and CSR unaware group reveal that the CSR aware group *(M =3.42)* were more committed than the CSR unaware group *(3.10, p<0.05).* This indicates that awareness of CSR initiatives does not have much bearing on loyalty, advocacy and C-C identification.

5.3.2 Descriptive statistics of CA beliefs, CSR beliefs and CSR support

Table 5.5 summarizes statistics of the mean and standard deviation for each item in CA beliefs, CSR beliefs and CSR support. Descriptive findings indicate that respondents rated highly for CA beliefs (mean=3.80, SD=.457). CSR beliefs (mean=3.57, SD=.622) and CSR support (mean=3.17, SD=.906) were rated lower than CA beliefs. This indicates that CSR information is less relevant or diagnostic for the task of product evaluation than the CA beliefs which directly relate to companies' ability to offer high quality services (Brown & Dacin 1997).

Table 5.5 Descriptive statistics of CA beliefs, CSR beliefs and CSR support

No.	Items	Mean	SD.
C1-C4	**CA beliefs**	**3.80**	**.457**
	AIS	3.96	.681
	DTAC	3.83	.576
	True Move	3.62	.577
C5-C6	**CSR beliefs**	**3.57**	**.622**
	AIS	3.55	.843
	DTAC	3.65	.700
	True Move	3.52	.722
D1-D3	**CSR support**	**3.17**	**.906**
	AIS	3.14	1.160
	DTAC	3.22	.958
	True Move	3.16	1.067

5.3.3 Descriptive Statistics of CSR awareness

In Table 5.6, CSR awareness of DTAC (mean=3.86, SD=.760) were rated at the highest level. AIS CSR awareness (mean=3.82, SD=.795), and True Move (mean=3.71, SD=.88) rated lower than DTAC. This indicates that respondents are more familiar with one particular brand's CSR initiatives (DTAC) than its competitors (AIS and True Move). In addition, about 66 % of respondents rated either 4 (agree) or 5 (strongly agree) on CSR awareness items. This high level of a particular brand's CSR initiatives supports the aim to test the moderating effect of competitive positioning on the determinants and consequences of CSR beliefs. In brief, a high level of consumers' CSR awareness provides data relating to the conceptual framework, and the highest level of DTAC's CSR awareness indicates the CSR brand in this study.

Table 5.6 Descriptive statistics of CSR awareness

No.	CSR Awareness	Mean	SD.
D4-D6	**CSR awareness**	**3.80**	**.664**
	AIS	3.82	.795
	DTAC	3.86	.760
	True Move.	3.71	.880

5.3.4 Descriptive Statistics of CSR Awareness through Different Media Channels

As mentioned in the previous section, awareness of a company's CSR initiatives is at least a partial prerequisite for consequences of CSR beliefs. Hence, it is important to know how consumers perceive CSR information. Table 5.7 presents frequency and percentages of the consumers' CSR awareness through a variety of communication media channels.

Most of the respondents perceive CSR through television (28.3 %) followed by the Internet (17.2%), newspaper (13.6 %), social media (10.6 %), and SMS (9.6%), respectively. Despite the prevalence of broadcast media (television), online media is

increasingly influential for CSR awareness. In brief, most respondents receive their CSR information through television, followed by the Internet.

Table 5.7 Descriptive statistics of CSR awareness through different media channels

No.	Media Channels of CSR Awareness	Frequency	Percentage
D7.1	Newspaper	79	13.6
D7.2	Magazine	42	7.2
D7.3	Direct Mail	10	1.7
D7.4	Television	165	28.3
D7.5	Radio	40	6.9
D7.6	Internet	100	17.2
D7.7	SMS	56	9.6
D7.8	Social Media (Face Book)	62	10.6
D7.9	Search Engine (Google)	10	1.7
D7.10	Word of Mouth (WOM)	19	3.3
	Total	**583**	**100.0**

Note: Respondents could choose more than one item

5.3.5 Descriptive Statistics of CSR Attributions

Table 5.8 presents statistics of the mean and standard deviation for CSR attributions. Descriptive findings indicate that respondents rated similar levels of intrinsic attributions for brands' CSR activities of AIS (mean 3.72, SD=.819), DTAC (mean 3.78, SD=.716) and True Move (mean 3.71, SD=.732). However, for extrinsic attributions respondents rated slight differences between AIS (mean 3.84, SD=.866), DTAC (mean 3.76, SD=.821) and True Move (mean 3.77, SD=.784). Overall, respondent's perceptions of the three brands' motives for engaging in CSR were slightly different. This indicates that respondents may perceive all three brands as treating CSR as a public relations exercise, with some spending more on CSR advertising than on actual initiatives. Therefore, it appears that perceived company motivation will influence consumer's scepticism toward CSR initiatives (Webb & Mohr 1998).

Table 5.8 Descriptive statistics of CSR Attributions

No.	CSR Attributions	Mean	SD
E1-E3	**Intrinsic Attribution**	**3.74**	**.658**
	AIS	3.72	.819
	DTAC	3.78	.716
	True Move	3.71	.732
E4-E3	**Extrinsic Attributions**	3.79	.752
	AIS	**3.84**	**.866**
	DTAC	3.76	.821
	True Move	3.77	.784

5.4 Analysis of Hypotheses and Results

The five hypotheses in this study were tested using t-tests for hypotheses (H1) and (H4), and multiple regression analysis (MRA) for hypotheses (H2a), (H2b), (H3), and (H5). The t-test was analysed using SPSS version 18.0, and MRA using an R package. This package is the prime open source environment used for statistical computing and graphics (R-Develpment-Core-Team 2011). The main reason for using R package was that it took the covariance structure of residuals from Model 1 for AIS, DTAC and True Move into account in order to achieve efficient estimates in the results (Henningsen & Hamann 2007). Figure 5.1 clearly shows that the residuals for AIS, DTAC and True Move are correlated, which violates one of the assumptions in the regression model. The effect of violating this assumption is that although the regression parameter has remained un-biased, the standard errors are probably understated, and the significance of the regression parameter overstated. Therefore, an appropriate model selected to overcome this correlation was the 'Seemingly Unrelated Regression' (SUR) (Greene 2008). Although responses from subject to subject were assumed as independent in this model, the responses of subjects in respect to AIS, DTAC and True Move were allowed to be correlated. In this case, the SUR models were able to fit the data using system fit R package (Henningsen & Hamann 2007).
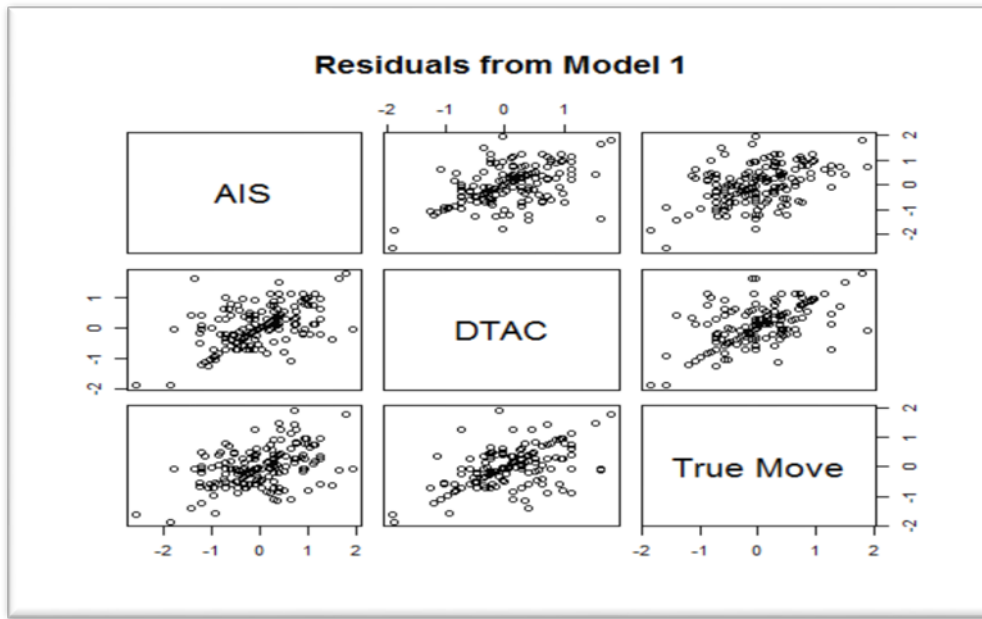
Figure 5.1 Residuals from Model 1

Note: Model 1 = CSR Beliefs = Intercept + β_1 CSR Awareness

$+ \beta_2$ Intrinsic Attributions $+ \beta_3$ Extrinsic Attributions

$+ \beta_4$ CSR Awareness * Intrinsic Attributions

$+ \beta_5$ CSR Awareness * Extrinsic Attributions $+ \varepsilon$

Cleaning and screening the data for missing data, outliers, normality of residuals and sample size, and measuring validation using item analysis and common method variance, were conducted to check data prior to performing the t-test and MRA. Results of analysis of the missing data showed that items varied from 0 to 1.66% (see Appendix 5.1). Six cases (3.15 % of 190) had missing data in the random pattern of the data set. However, as Hair et al. (2010, p. 47) suggest that missing data under 10% for individual cases or observations can generally be ignored, this study has excluded missing data from the analysis, meaning that qualified questionnaires now numbered 184. Furthermore, most measurement items in the qualifying questionnaires were close-ended to provide a fixed range of scores under the Likert scale. In the preliminary stages of cleaning and screening, data entries were checked for outliers, but none were found due to extreme values in range scores.

Both normal P-P plot and scatterplot were used to inspect normality of the 184 residuals in the overall model (three independents variables of CSR beliefs = CSR awareness, intrinsic and extrinsic attributions, and two interaction groups) (see Appendix 5.2.). In the P-P plot, most residuals from the 184 samples sat close to the straight line, thus supporting the interpretation that they have a close to normal distribution. The scatterplot of residuals from the overall model versus the predicted CSR beliefs showed no apparent pattern, as residuals were randomly spread around zero and their distribution did not depend on predicted values. There was no evidence of heterogeneity, the spread being similar over the range of predicted values. P-P plot and scatterplot indicated that the fitted model was safe to interpret.

After all corrections to errors and elimination of invalid cases or variables were made, the final sample size for this study remained at 184. With 184 respondents and fifteen independent variables, the number of samples was above the minimum requirement of 170 suggested by Tabachnick and Fidell (2007), or 100 recommended by Hair et al. (2010) for appropriateness and statistical power in testing individual predictors in standard multiple regression analysis.

Using the reduced dataset (n=184), the study validated multi-items measures by gauging the corrected-item-total correlation scales for Advocacy, CA beliefs and CSR beliefs. The corrected-item-total correlations of those scales showed no negative correlation. This indicated scales that had the discriminating power to elicit items accurately. Furthermore, Cronbach's alpha values for Advocacy, CA beliefs and CSR beliefs in this study showed good internal consistency at 0.734, 0.809 and 0.851, respectively (see Appendix 5.3). In Du et al.'s (2007) study, the Advocacy Scale had good internal consistency with a Cronbach alpha coefficient of 0.77. Du et al. (2007) also reported a strength of correlation in CSR beliefs items at 0.55. In this study, the Pearson correlation coefficient (r) was 0.721 (see Appendix 5.3), indicating that two measurement items of CSR beliefs measured the same underlying construct. Furthermore, the correlation coefficient between the variables' intrinsic attributions and extrinsic attributions (.033) was low, and the P-value of this coefficient (.656) was more than 0.05 (see Appendix 5.3). Therefore, it can be concluded that there was no

significant relationship between intrinsic and extrinsic attributions. This supports the notion that these two dimensions of consumers' CSR attributions are distinct from each other rather than being ends in a one dimensional construct. In summary, these results indicate satisfactory internal consistency reliability for this study. All measures and descriptive statistics are summarized in Appendix 5.3.

Common-method variance checking found that the unrotated factor solution was eleven factors with eigen values greater than one. This accounted for 72.709% of the total variance, with the first factor accounting for 20.947% of the total variance (see Appendix 5.4). This means that there was no general factor in the unrotated structure, suggesting that the common-method variance was not of great concern. In addition, a Scree Plot was used to inspect total variance in the data of this study. Scree Plot is a simple line segment plot that shows the fraction of total variance in the data as represented by each principal component (Gray & Kinnear 2012). In this study, the Scree Plot began to flatten between the eleventh and thirteenth factors, with the twelfth factor having an eigenvalue of less than 1. The first eleven components were retained as having common factors. As shown in Appendix 5.4, the common-method variance did not pose a significant problem.

Importantly, as shown in Appendix 5.5, this study also inspected the multicollinearity problems using Tolerance and VIF. The tolerance range from 0.412 to 0.994 was well above the critical value of 0.10, and the VIF range from 1.006 to 2.425 was below the critical value of 10, thus indicating no multicollinearity problems (Hair et al. 2010). Finally, this study included CSR support as a covariate in all analyses. However, since this variable was not significant in any of the analyses, this study reports findings from analyses that did not include CSR support as a covariate.

5.4.1 Determinants of CSR beliefs

Hypothesis (H1): Consumers will have (a) higher levels of CSR awareness, (b) higher Intrinsic attributions (C) lower extrinsic attributions, and (d) more favourable CSR beliefs for a CSR brand than for its competitors.

Hypothesis (H1) proposed that consumers' awareness of and attributions regarding DTAC's CSR activities would be greater and more favourable than those of AIS and/or True Move. Therefore, a paired-sample t-test was conducted to compare consumer reactions to brand-specific differences in CSR awareness, CSR attributions and CSR beliefs. Comparisons of respondents' CSR awareness, intrinsic attributions and CSR beliefs for DTAC with those for AIS and True Move (pooled) revealed statistically significant results in the predicted direction (see Table 5.9). However, no differences were obtained for extrinsic attributions.

Table 5.9 Comparison of CSR awareness, intrinsic attributions, extrinsic attributions and CSR beliefs: means and standard deviations

	Means (S.D.)			T statistics		
	DTAC	**AIS**	**True Move**	**DTAC vs. AIS & True Move (pooled)**	**DTAC vs. AIS**	**DTAC vs. True Move**
All respondents (n=184)						
CSR awareness	3.86 (.760)	3.82 (.795)	3.71 (.880)	2.039*	.886	2.471*
Intrinsic attributions	3.78 (.716)	3.72 (.819)	3.71 (.732)	1.700$^+$	1.105	1.731$^+$
Extrinsic attributions	3.76 (.821)	3.84 (.866)	3.77 (.784)	-1.300	-1.789$^+$	-.277
CSR beliefs	3.65 (.700)	3.55 (.843)	3.52 (.722)	2.397*	1.649$^+$	2.576*

$p<0.05$; +$p<0.10$

In Table 5.9, comparisons of variables between DTAC and each of its competitors reveal that consumers are more aware of DTAC's CSR activities (*M = 3.86*) than True Move's (*M = 3.71, p<0.05*). Consumers made stronger intrinsic attributions for DTAC

($M = 3.78$) than they did for True Move ($M = 3.71, p<0.10$). Significant differences in extrinsic attributions were obtained between DTAC ($M = 3.76$) and AIS ($M = 3.84, p<0.10$), and consumers had more positive CSR beliefs about DTAC ($M = 3.65$) than either AIS ($M = 3.55, p<0.10$) or True Move ($M = 3.52, p<0.05$). This indicated that consumers of the CSR brand DTAC not only had higher levels of CSR awareness, stronger intrinsic attributions and weaker extrinsic attributions, but also had more favourable CSR beliefs in this brand than they did for its competitors, AIS and/or True Move. Therefore, the results of this study supported Hypothesis (H1).

Hypothesis (H2a): The moderating role of intrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.

Hypothesis (H2b): The moderating role of extrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.

Hypotheses (H2a) and (H2b) proposed that the moderating roles of both intrinsic and extrinsic attributions in the CSR awareness-CSR beliefs relationship would be stronger for the CSR brand DTAC than its competitors, AIS and/or True Move. Multiple regression analysis was used to assess these moderating effects of CSR attributions, and preliminary analyses were conducted to ensure that there was no violation of the assumptions of normality and linearity (see Section 4.4.2). Analyses employed a mean-centring procedure for the variables of CSR awareness, intrinsic and extrinsic attributions.

The multiple regression models shown below use both hierarchical regression and forced entry methods, with both yielding the same results. As suggested by De Vaus (2002a), the b coefficients in the final step of the hierarchical regression are the same as for the forced entry regression. Model 1 examines the overall model, whereas Model 2 compares DTAC with AIS and True Move (pooled), and Model 3 compares the three brands individually.

Model 1 CSR Beliefs $= \text{Intercept} + \beta_1 \text{CSR Awareness}$

$+ \beta_2 \text{Intrinsic Attributions}$

$+ \beta_3 \text{Extrinsic Attributions}$

$+ \beta_4 \text{CSR Awareness} * \text{Intrinsic Attributions}$

$+ \beta_5 \text{CSR Awareness} * \text{Extrinsic Attributions} + \varepsilon$

Model 2 CSR Beliefs $= \text{Intercept} + \beta_1 D$

$+ \beta_2 \text{CSR Awareness}$

$+ \beta_3 \text{Intrinsic Attributions}$

$+ \beta_4 \text{Extrinsic Attributions}$

$+ \beta_5 \text{CSR Awareness} * D$

$+ \beta_6 \text{Intrinsic Attributions} * D$

$+ \beta_7 \text{Extrinsic Attributions} * D$

$+ \beta_8 \text{CSR Awareness} * \text{Intrinsic Attributions}$

$+ \beta_9 \text{CSR Awareness} * \text{Extrinsic Attributions}$

$+ \beta_{10} \text{CSR Awareness} * \text{Intrinsic Attributions} * D$

$+ \beta_{11} \text{CSR Awareness} * \text{Extrinsic Attributions} * D + \varepsilon$

Model 3 CSR Beliefs $= \text{Intercept} + \beta_1 D_1 + \beta_2 D_2$

$+ \beta_3 \text{CSR Awareness}$

$+ \beta_4 \text{Intrinsic Attributions}$

$+ \beta_5 \text{Extrinsic Attributions}$

$+ \beta_6 \text{CSR Awareness} * D_1$

$+ \beta_7 \text{CSR Awareness} * D_2$

$+ \beta_8 \text{Intrinsic Attributions} * D_1$

$+ \beta_9 \text{Intrinsic Attributions} * D_2$

$+ \beta_{10} \text{Extrinsic Attributions} * D_1$

$+ \beta_{11} \text{Extrinsic Attributions} * D_2$

$+ \beta_{12} \text{CSR Awareness} * \text{Intrinsic Attributions}$

$+ \beta_{13} \text{CSR Awareness} * \text{Extrinsic Attributions}$

$+ \beta_{14} \text{CSR Awareness} * \text{Intrinsic Attributions} * D_1$

$+ \beta_{15} \text{CSR Awareness} * \text{Intrinsic Attributions} * D_2$

$$+ \beta_{16}\,\text{CSR Awareness} * \text{Extrinsic Attributions} * D_1$$
$$+ \beta_{17}\,\text{CSR Awareness} * \text{Extrinsic Attributions} * D_2 + \varepsilon$$

Note: 1. $D = 1$ if the brand is AIS or True Move and $D = 0$ if the brand is DTAC.

$D_1 = 1$ when the brand is AIS, otherwise $D_1 = 0$.

$D_2 = 1$ when the brand is True Move, otherwise $D_2 = 0$, and ε is the error term.

2. Mean-centring for CSR awareness, intrinsic attributions and extrinsic

attributions was conducted.

In the above multiple regressions, model fit structures were adequate in all cases. Regression Model 1 tests the overall moderating role of CSR attributions in the CSR awareness-CSR beliefs relationship across all three brands. Test results indicated that only intrinsic attributions moderated the CSR awareness-CSR belief relationships. Specifically, the significant, negative interaction between CSR awareness and intrinsic attributions $(\beta_4 = -.065, p<.10)$ indicates that the link between CSR awareness and CSR beliefs was stronger for those respondents making more intrinsic attributions regarding a brand's CSR activities (see Figure 5.2).
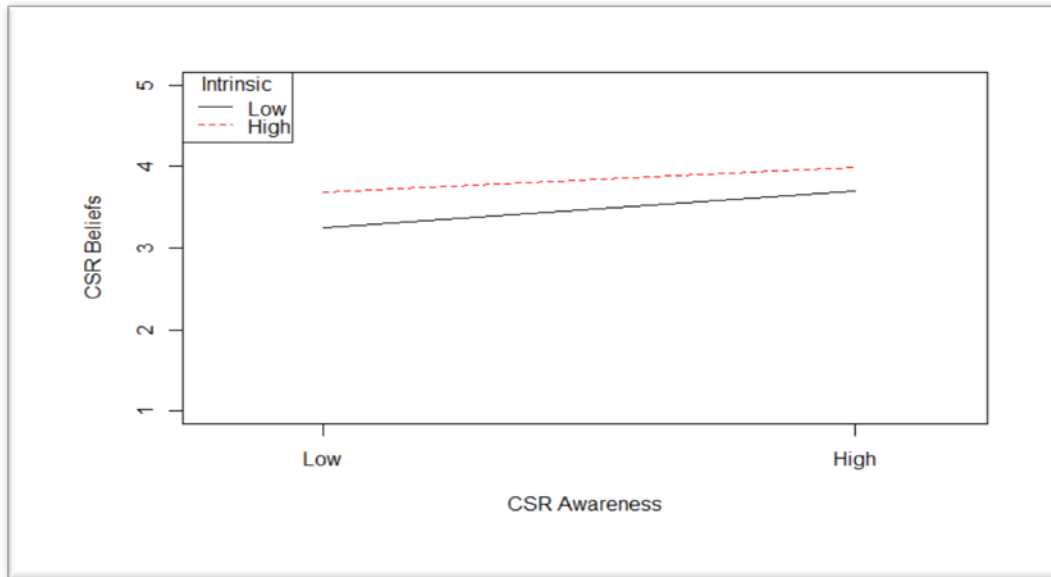
Figure 5.2 CSR awareness and CSR beliefs by intrinsic attribution

Note: *Low* = standard deviation below the mean, *High* = standard deviation above the

mean.

Table 5.10 Determinants of CSR beliefs: unstandardized regression coefficients

(T statistics)[ab] (n=184)

Independent variables	Model 1 (Overall)	Model 2 (DTAC vs. AIS True Move (pooled))	Model 3 (DTAC vs. AIS vs. True Move)
Intercept	3.594 (86.51)***	3.668 (71.90)***	3.669 (71.74)***
D		-.12 (- 2.581)**	
D1			-.091(-1.611)
D2			-.149(-2.837)**
CSR Awareness	.277(6.775)***	.333(5.441)***	.339(5.515)***
Intrinsic Attributions	.253(5.351)***	.159 (2.313)*	.151(2.187)*
Extrinsic Attributions	.083(2.056)*	.101(1.957)*	.098(1.91)[+]
CSR Awareness * Intrinsic Attributions	-.065(-1.721)[+]	-.064(-.858)	-.059(-.791)
CSR Awareness * Extrinsic Attributions	-.001(-0.016)	-.065(-1.113)	-.065(-1.112)
CSR Awareness * D		-.078(-1.195)	
Intrinsic Attributions * D		0.133(1.894)[+]	
Extrinsic Attributions * D		-.017(-.326)	
CSR Awareness * Intrinsic Attributions * D		.0(.005)	
CSR Awareness * Extrinsic Attributions * D		.092(1.495)	
CSR Awareness * D_1			-.076(-.921)
CSR Awareness * D_2			-.076(-1.04)
Intrinsic Attributions * D_1			.193(2.329)*
Intrinsic Attributions * D_2			.073(.905)
Extrinsic Attributions * D_1			-.017(-.263)
Extrinsic Attributions * D_2			-.018(-.303)
CSR Awareness * Intrinsic Attributions * D_1			-.03(-.349)
CSR Awareness * Intrinsic Attributions * D_2			.046(.528)
CSR Awareness * Extrinsic Attributions * D_1			.114(1.555)
CSR Awareness * Extrinsic Attributions * D_2			.067(.963)
Adjusted R^2	.229	.25	.257
d.f.	(5,546)	(11,540)	(17,534)
Model F	33.03***	16.421***	10.96***

***p<.001;**p<.01; *p<.05; +p<.10*

[a]$D = 1$ if the brand is AIS or True move and $D = 0$ if the brand is DTAC.

[b]$D_1 = 1$ when the brand is AIS, otherwise $D_1 = 0$; $D_2 = 1$ when the brand is True Move, otherwise $D_2 = 0$.

Results of regression Models 2 and 3 in Table 5.10 show that CSR attributions are not stronger in moderating between the CSR awareness-CSR beliefs relationship for CSR brand DTAC than for its competitors, AIS and/or True Move. This may be due to respondents rating similar level for intrinsic and extrinsic attributions in the three brands' CSR activities. This indicates that perceptions of respondent about motives of

the three brands for engaging in CSR are slightly different. Hence, hypotheses (H2a) and (H2b) are not supported in regression Model 2 (DTAC vs. AIS & True Move (pooled)) and Model 3 (DTAC vs. AIS vs. True Move). In brief, the moderating role of CSR attributions in the CSR awareness-CSR beliefs relationships is not stronger for a CSR brand (DTAC) than its competitors (AIS and/or True Move). Therefore, the findings of this study do not support Hypotheses (H2a) and (H2b).

Hypothesis (H3): The relationships between consumers' CSR awareness and attributions and their CA beliefs will be stronger for a CSR brand than for its competitors.

Hypothesis (H3) proposed that consumer's CSR awareness and attributions are more likely to spill-over to their corporate ability (CA) beliefs for the CSR brand DTAC than for its competitors, AIS and/or True Move. Multiple regression analysis was used to assess CSR awareness and attributions to predict CA beliefs. Preliminary analyses were conducted to ensure that there were no violation of the assumptions of normality and linearity (see Section 4.4.2). Analyses employed a mean-centring procedure for the variables of CSR awareness, intrinsic and extrinsic attributions. The multiple regression models shown below use both hierarchical regression and force entry, with both methods yielding the same results. Model 4 examines the overall model, whereas Model 5 compares DTAC with AIS and True Move (pooled), and Model 6 compares the three brands individually.

Model 4 CA Beliefs $= \text{Intercept} + \beta_1 \text{ CSR Awareness}$
$+ \beta_2 \text{ Intrinsic Attributions}$
$+ \beta_3 \text{ Extrinsic Attributions}$
$+ \beta_4 \text{ CSR Awareness * Intrinsic Attributions}$
$+ \beta_5 \text{ CSR Awareness * Extrinsic Attributions} + \varepsilon$

Model 5 CA Beliefs $= \text{Intercept} + \beta_1 \text{ D}$
$+ \beta_2 \text{ CSR Awareness}$
$+ \beta_3 \text{ Intrinsic Attributions}$

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$$+ \beta_4 \text{ Extrinsic Attributions}$$

$$+ \beta_5 \text{ CSR Awareness} * D$$

$$+ \beta_6 \text{ Intrinsic Attributions} * D$$

$$+ \beta_7 \text{ Extrinsic Attributions} * D$$

$$+ \beta_8 \text{ CSR Awareness} * \text{Intrinsic Attributions}$$

$$+ \beta_9 \text{ CSR Awareness} * \text{Extrinsic Attributions}$$

$$+ \beta_{10} \text{ CSR Awareness} * \text{Intrinsic Attributions} * D$$

$$+ \beta_{11} \text{ CSR Awareness} * \text{Extrinsic Attributions} * D + \varepsilon$$

Model 6 $\text{CA Beliefs} = \text{Intercept} + \beta_1 D_1 + \beta_2 D_2$

$$+ \beta_3 \text{ CSR Awareness}$$

$$+ \beta_4 \text{ Intrinsic Attributions}$$

$$+ \beta_5 \text{ Extrinsic Attributions}$$

$$+ \beta_6 \text{ CSR Awareness} * D_1$$

$$+ \beta_7 \text{ CSR Awareness} * D_2$$

$$+ \beta_8 \text{ Intrinsic Attributions} * D_1$$

$$+ \beta_9 \text{ Intrinsic Attributions} * D_2$$

$$+ \beta_{10} \text{ Extrinsic Attributions} * D_1$$

$$+ \beta_{11} \text{ Extrinsic Attributions} * D_2$$

$$+ \beta_{12} \text{ CSR Awareness} * \text{Intrinsic Attributions}$$

$$+ \beta_{13} \text{ CSR Awareness} * \text{Extrinsic Attributions}$$

$$+ \beta_{14} \text{ CSR Awareness} * \text{Intrinsic Attributions} * D_1$$

$$+ \beta_{15} \text{ CSR Awareness} * \text{Intrinsic Attributions} * D_2$$

$$+ \beta_{16} \text{ CSR Awareness} * \text{Extrinsic Attributions} * D_1$$

$$+ \beta_{17} \text{ CSR Awareness} * \text{Extrinsic Attributions} * D_2 + \varepsilon$$

Note: 1. $D = 1$ if the brand is AIS or True Move and $D = 0$ if the brand is DTAC.

$D_1 = 1$ when the brand is AIS, otherwise $D_1 = 0$.

$D_2 = 1$ when the brand is True Move, otherwise $D_2 = 0$, and ε is the error term

2. Mean-centring for CSR awareness, intrinsic attributions and extrinsic

attributions was conducted.

Results of the multiple regression Models 4, 5 and 6 are presented in Table 5.11. Model fit structures were adequate in all cases. Regression Model 4 tested the overall moderating role of CSR attributions in the CSR awareness-CA beliefs relationship across all three brands. Results indicate that there was a positive link between CSR awareness *(β_1 = .137, p<.001)*, intrinsic *(β_2 =.215, p<.001)* and extrinsic *(β_3 =.088, p<.05)* attributions and CA beliefs. However, there was no moderating role of CSR attributions in the CSR awareness-CA beliefs relationship.

Comparing DTAC to AIS and True Move (pooled) (Model 5), no brand-specific difference in the CSR awareness-CA beliefs link and CSR attributions-CA link was found. Individual comparisons of DTAC versus AIS and DTAC versus True Move (model 6) yielded similar results. This suggests that the relationship between consumers' CSR awareness and attributions and their CA beliefs were not any stronger for a CSR brand (DTAC) than for its competitors (AIS and/or True Move). This may be due to the perceptions of a CSR brand not being significant or determinant in CA beliefs. They are more conditioned by perspectives relating to value of promotion and quality of the service. Therefore, the findings of this study do not support Hypothesis (H3).

Table 5.11 Determinants of CA beliefs: unstandardized regression coefficients

(T statistics)[ab] (n=184)

Independent variables	Model 4 (Overall)	Model 5 (DTAC vs. AIS True Move (pooled))	Model 6 (DTAC vs. AIS vs. True Move)
Intercept	3.79(113.79)***	3.82(86.21)***	3.82(86.34)***
D		-.047(-1.058)	
$D1$			.187(3.422)**
$D2$			-.24(-4.78)***
CSR Awareness	.137(3.59)***	.153(2.708) **	.156(2.775)*
Intrinsic Attributions	.215(4.97)***	.243(3.844)***	.235(3.726)***
Extrinsic Attributions	.088(2.513)*	.055(1.19)	.054(1.17)
CSR Awareness * Intrinsic Attributions	-.016(-.439)	.007(.107)	.014(.198)
CSR Awareness * Extrinsic Attributions	-.053(-1.511)	-.082(-1.528)	-.085(-1.591)
CSR Awareness * D		-.034(-.547)	
Intrinsic Attributions * D		-.038(-.572)	
Extrinsic Attributions * D		.059(.1.19)	
CSR Awareness * Intrinsic Attributions * D		-.031(-.418)	
CSR Awareness * Extrinsic Attributions * D		.046(.786)	
CSR Awareness * D_1			-.082(-1.036)
CSR Awareness * D_2			-.002(-.035)
Intrinsic Attributions * D_1			-.006(-.08)
Intrinsic Attributions * D_2			-.091(-1.195)
Extrinsic Attributions * D_1			.057(.943)
Extrinsic Attributions * D_2			.066(1.176)
CSR Awareness * Intrinsic Attributions * D_1			-.143(-1.745)[+]
CSR Awareness * Intrinsic Attributions * D_2			.094(1.152)
CSR Awareness * Extrinsic Attributions * D_1			.01(.149)
CSR Awareness * Extrinsic Attributions * D_2			.06(.911)
Adjusted R^2	.093	.104	.18
d.f.	(5,546)	(11,540)	(17,534)
Model F	17.945***	8.8***	9.635***

***p<.001;**p<.01; *p<.05; +p<.10*

[a]$D = 1$ if the brand is AIS or True move and $D = 0$ if the brand is DTAC.

[b]$D_1 = 1$ when the brand is AIS, otherwise $D_1 = 0$; $D_2 = 1$ when the brand is True Move, otherwise $D_2 = 0$.

5.4.2 Consequences of CSR beliefs

Hypothesis (H4): Consumers of a brand are more likely to (a) identify with the brand, (b) be loyal to the brand, and (c) engage in advocacy behaviours for the brand when it is a CSR brand than when it is not.

Hypothesis (H4) proposed that consumers of a CSR brand (DTAC) are more likely than consumers of non-CSR brands (AIS and True move) to identify with, be loyal to and engage in advocacy behaviours for their respective brands. An independent-sample t-test was conducted to compare brand-specific differences of the impact of CSR beliefs on consumer-company identification (C-C identification), loyalty and advocacy. Levene's test was performed to inspect the assumption that samples are obtained from populations of equal variance prior to performing an independent-sample t-test. Leven's test showed that no F-values were significant in the independent-sample t-test. This means that the assumption was not violated, and variances for the two groups can be assumed as equal.

This study operationally defined the consumers of a brand as (1) those who were pre-paid and post-paid consumers (2) those who reported using the particular brand most frequently in the past six months (brand most frequently used), and (3) those who reported the most preferred brand (brand most preferred) among the Thai mobile phone service providers. In results from these alternative operationalizations the study found only post-paid consumers are supportive of the hypothesis (as shown in Table 5.12). Therefore, this study detailed only results in respect of post-paid consumers.

In Table 5.12, comparisons of post-paid consumers' C-C identification, loyalty and advocacy for DTAC with those for AIS and True Move (pooled) are only statistically significant for C-C identification, with no differences being obtained for loyalty and advocacy. Comparisons of variables between DTAC and each of its competitors reveal that post-paid consumers of DTAC identified more with DTAC ($M = 3.56$) than AIS ($M = 3.24, p<0.05$). However, no differences were obtained for comparison between DTAC and True Move. Additionally, no brand-specific differences were found for

loyalty and advocacy. This indicates that consumers of the CSR brand DTAC have higher degrees of identification with the sponsoring firm than its competitors. In brief, post-paid consumers of DTAC identified more with DTAC than its competitors, AIS or True Move. However, no brand-specific differences were found in the case of loyalty and advocacy. Therefore, the findings of this study partially supported Hypothesis (H4).

Table 5.12 Comparison of post-paid consumers' identification, loyalty, and advocacy: means and standard deviations.

	Means (S.D.)			T statistics		
	DTAC	**AIS**	**True Move**	**DTAC vs. AIS & True Move (pooled)**	**DTAC vs. AIS**	**DTAC vs. True Move**
Post-paid Consumers (n=92)						
	n=30	**n=32**	**n=30**			
Identification	3.56(.432)	3.24(.699)	3.47(.687)	1.766^{+}	2.183*	.607
Loyalty	3.30(.627)	3.19(.655)	3.24(.711)	.597	.675	.346
Advocacy	3.54(.556)	3.39(.599)	3.66(.538)	.155	1.022	-.849

$p<.05$; +$p<.10$

Hypothesis (H5): The relationship between consumers' CSR beliefs and its consequences: (a) C-C identification, (b) loyalty, (c) advocacy behaviours, will be stronger for a CSR brand than for its competitors.

Hypothesis (H5) proposed that the positive relationships between CSR beliefs of consumers and consumer-company identification (C-C identification), loyalty, and advocacy behaviours would be stronger for the CSR brand DTAC than its competitors, AIS and/or True Move. Multiple regression analysis was used to assess the relationship between consumers' CSR beliefs and its consequences including C-C identification, loyalty and advocacy. Preliminary analyses were conducted to ensure that there was no violation of the assumptions of normality and linearity (see Section 4.4.2). Analyses employed a mean-centring procedure for the variables of CA beliefs and CSR beliefs.

The multiple regression models using identification, loyalty and advocacy behaviours with CSR beliefs as the independent variable shown below use both hierarchical regression and force entry, with both methods yielding the same results. Furthermore, as Du et al.'s (2007) study included CA beliefs as a predictor for these behaviours, this study added CA beliefs as a predictor variable in all analyses. Models 7, 8, and 9 examine the overall model, whereas Models 10, 11, and 12 compare DTAC with AIS and True Move (pooled), and Models 13, 14, and 15 compare the three brands individually.

Model 7 Identification $= \text{Intercept} + \beta_1 \text{CA Beliefs} + \beta_2 \text{CSR Beliefs} + \varepsilon$

Model 8 Loyalty $= \text{Intercept} + \beta_1 \text{CA Beliefs} + \beta_2 \text{CSR Beliefs} + \varepsilon$

Model 9 Advocacy $= \text{Intercept} + \beta_1 \text{CA Beliefs} + \beta_2 \text{CSR Beliefs} + \varepsilon$

Model 10 Identification $= \text{Intercept} + \beta_1 D$
$+ \beta_2 \text{CA Belief}$
$+ \beta_3 \text{CSR Beliefs}$
$+ \beta_4 \text{CA Belief} *D$
$+ \beta_5 \text{CSR Beliefs} *D + \varepsilon$

Model 11 Loyalty $= \text{Intercept} + \beta_1 D$
$+ \beta_2 \text{CA Belief}$
$+ \beta_3 \text{CSR Beliefs}$
$+ \beta_4 \text{CA Belief} *D$
$+ \beta_5 \text{CSR Beliefs} *D + \varepsilon$

Model 12 Advocacy $= \text{Intercept} + \beta_1 D$
$+ \beta_2 \text{CA Belief}$
$+ \beta_3 \text{CSR Beliefs}$
$+ \beta_4 \text{CA Belief} *D$
$+ \beta_5 \text{CSR Beliefs} *D + \varepsilon$

Model 13 Identification $= \text{Intercept} + \beta_1 D_1 + \beta_2 D_2$

$\qquad + \beta_3 \text{CA Beliefs}$

$\qquad + \beta_4 \text{CSR Beliefs}$

$\qquad + \beta_5 \text{CA Beliefs}* D_1$

$\qquad + \beta_6 \text{CA Beliefs}* D_2$

$\qquad + \beta_7 \text{CSR Beliefs}* D_1$

$\qquad + \beta_8 \text{CSR Beliefs}* D_2 + \varepsilon$

Model 14 Loyalty $= \text{Intercept} + \beta_1 D_1 + \beta_2 D_2$

$\qquad + \beta_3 \text{CA Beliefs}$

$\qquad + \beta_4 \text{CSR Beliefs}$

$\qquad + \beta_5 \text{CA Beliefs}* D_1$

$\qquad + \beta_6 \text{CA Beliefs}* D_2$

$\qquad + \beta_7 \text{CSR Beliefs}* D_1$

$\qquad + \beta_8 \text{CSR Beliefs}* D_2 + \varepsilon$

Model 15 Advocacy $= \text{Intercept} + \beta_1 D_1 + \beta_2 D_2$

$\qquad + \beta_3 \text{CA Beliefs}$

$\qquad + \beta_4 \text{CSR Beliefs}$

$\qquad + \beta_5 \text{CA Beliefs}* D_1$

$\qquad + \beta_6 \text{CA Beliefs}* D_2$

$\qquad + \beta_7 \text{CSR Beliefs}* D_1$

$\qquad + \beta_8 \text{CSR Beliefs}* D_2 + \varepsilon$

Note: 1. $D = 1$ if the brand is AIS or True Move and $D = 0$ if the brand is DTAC.

$\quad D_1 = 1$ when the brand is AIS, otherwise $D_1 = 0$.

$\quad D_2 = 1$ when the brand is True Move, otherwise $D_2 = 0$, and ε is the error term

2. Mean-centring for CSR awareness, intrinsic attributions and extrinsic

attributions was conducted.

Results of the above multiple regressions are presented in Tables 5.13, 5.14, and 5.15. Model fit structures were adequate in all cases. The regression Models 7 to 9 test the overall relationships between CSR beliefs and CA beliefs as predictors and C-C identification, loyalty and advocacy across all three brands. Test results indicate that there are positive relationships between CSR beliefs and C-C identification ($\beta_2 = .211$, $p<.001$), loyalty ($\beta_2 = .368$, $p<.001$), and advocacy ($\beta_2 = .211$, $p<.001$ (See Table 5.13).

Table 5.13 Overall relationships in consequences of CSR beliefs: unstandardized
regression coefficients (T statistics) (n=184)

Independent variables	Identification	Loyalty	Advocacy
	Model 7 (Overall)	Model 8 (Overall)	Model 9 (Overall)
Intercept	.948***	.668*	1.402***
CA Beliefs	.460***	.358***	.360***
CSR Beliefs	.211***	.368***	.211***

***p<.001; *p<.05

When comparing DTAC to AIS and True Move (pooled) (Models 10 to 12), there was a closer positive relationship between consumers' CSR beliefs and advocacy behaviours for the CSR brand DTAC than for its competitors, AIS and True Move (pooled), ($\beta_3 =.126$, $p<.05$); ($\beta_5 =.124$, $p<.10$) (see Table 5.14). However, no brand-specific difference in the consumers' CSR beliefs and identification and loyalty.

Table 5.14 Brand specific effects (pooled) in consequences of CSR beliefs:

unstandardized regression coefficients (T statistics)[a] (n=184)

Independent variables	Identification Model 10 DTAC vs AIS True Move (pooled)	Loyalty Model 11 DTAC vs AIS True Move (pooled)	Advocacy Model 12 DTAC vs AIS True Move (pooled)
Intercept	3.62(66.998)***	3.47(67.565)***	3.59(87.8)***
D	-.252(-4.26)***	-.199(-3.429)**	-.122(-2.889)**
CA Beliefs	.812(7.499)***	.738(7.252)***	.677(9.27)***
CSR Beliefs	.135(1.506)	.132(1.568)	.126(2.07)*
CA Beliefs *D	-.154(-1.209)	-.155(-1.252)	-.173(-.2.031)*
CSR Beliefs*D	.132(1.284)	.132(1.318)	.124(1.805)[+]
Adjusted R^2	.315	.19	.222
d.f.	(5,546)	(5,546)	(5,546)
Model F	53.317***	27.908***	33.29***

*****p<.001;**p<.01; *p<.05; +p<.10**

[a]$D = 1$ if the brand is AIS or True move and $D = 0$ if the brand is DTAC.

When comparing DTAC to each of its competitors, AIS and True Move (Models 13 to 15) there was a closer positive relationship between consumers' CSR beliefs and advocacy behaviours for the CSR brand DTAC ($\beta_5 = .212, p<.05$) than for AIS ($\beta_8 = .206, p<.05$) (see Table 5.15). However, no brand-specific difference in the consumers' CSR beliefs and identification and loyalty.

Table 5.15 Brand specific effects in consequences of CSR beliefs: unstandardized regression coefficients (T statistics)[a] (n=184)

Independent variables	Identification Model 13 DTAC vs AIS vs True Move	Loyalty Model 14 DTAC vs AIS vs True Move	Advocacy Model 15 DTAC vs AIS vs True Move
Intercept	3.61(66.758)***	3.47(67.523)***	3.59(87.261)***
D1	-.217(-2.876)**	-.114(-1.536)	-.04(-.805)
D2	-.277(-4.075)***	-.261(-3.91)***	-.159(3.687)***
CA Beliefs	.815(7.53)***	.737(7.256)***	0.675(9.281)***
CSR Beliefs	.129(1.437)	.131(1.562)	.212(1.976)*
CA Beliefs* D_1	-.297(-1.987)*	-.235(-1.586)	-.19(-1.886)+
CA Beliefs* D_2	-.025(-.167)	.-.082(-.565)	-.157(-1.617)
CSR Beliefs* D_1	.283(2.343)*	.199(1.674) +	.206(2.55)*
CSR Beliefs* D_2	-.008(-.063)	.074(.638)	.049(.634)
Adjusted R^2	.323	.197	.239
d.f.	(8,543)	(8,543)	8,543
Model F	34.518***	18.18***	22.803***

*****p<.001;**p<.01; *p<.05; +p<.10*

[a]$D_1 = 1$ when the brand is AIS, otherwise $D_1 = 0$; $D_2 = 1$ when the brand is True move, otherwise $D_2 = 0$.

These results indicate that consumers are more committed to the CSR brand DTAC than its competitors, AIS and True Move. Companies or brands that are viewed as acting socially responsible can lead to consumers' willingness to try their new products, give them favourable word-of-mouth, and be resilient in the face of negative information about that company or brand (Du et al., 2007).

In brief, only the relationship between consumers' CSR beliefs and advocacy behaviours are stronger for the CSR brand DTAC than for its competitors, AIS and/or True Move. However, there is no brand-specific difference in the consumers' CSR beliefs and identification and loyalty. Therefore, the results of this study partially supported Hypothesis (H5).

5.5 Analysis and Results of CSR Effects on Consumers of a Brand

Du et al.'s (2007) study found that consumers' CSR beliefs are indeed positively associated with transactional behaviours in product purchase. Therefore, in order to test the effects of CSR on consumers of a brand, this study replicated Du et al.'s (2007) study using a logistic regression analysis. The effects of CSR on the pre-paid and post-paid brand choices were tested to estimate binomial logistic regression, with the brand most frequently used and the brand most preferred being tested using multinomial logistic regression. These are investigated with CSR beliefs, CA beliefs and brand specific constants as explanatory variables.

5.5.1 Binomial Logistic Regression

This study defined the probability of individual *(i)* in buying a brand as:

$$Pr \text{ (Not Consumers of a brand)} = 1/ [1+ \exp (U_i)]$$
$$Pr \text{ (Consumers of a brand)} = \exp (U_i)/ [1+ \exp (U_i)]$$

where

$$U_i = b_0 + b_1 \, TCSRBeliefs_{AIS} + b_2 \, TCSRBeliefs_{DTAC} + b_3 \, TCSRBeliefs_{True\ Move}$$
$$+ b_4 \, TCABeliefs_{AIS} + b_5 \, TCABeliefs_{DTAC} + b_6 \, TCABeliefs_{True\ Move}$$

Note: *TCSRBeliefs* = Total CSR beliefs, *TCABeliefs* = Total CA beliefs

For each response (pre-paid and post-paid brand choices), three models were fitted with increasing complexity. Model 1 had restrictions of $b_1= b_2= b_3$; $b_4= b_5= b_6$, and is similar to the multiple regression models without D (or D_1/D_2) terms in which brand specific constants are common. Model 2 had the restrictions that $b_1= b_3$; $b_4= b_6$, and is similar to the multiple regression models with D terms where the brand specific constants are common to AIS and True Move. Finally Model 3 had no restrictions and is similar to the multiple regression models with D_1 and D_2 terms, allowing the brand specific constants to differ. Models were fitted using binomial logistic regression using SPSS version 18.0.

In results from pre-paid and post-paid brand choices, this analysis found that only post-paid brand choice was supportive of prediction (see Table 5.16). Therefore, this study detailed only the results with respect to post-paid brand choice. Model 3 found that only True Move post-paid is statistically significant. The independent variable of True Move CSR beliefs showed a positive B value (.918, $p<.05$) (see Table 5.16). This indicates that consumers who believe in True Move CSR activities are more likely to choose True Move post-paid. This may be due to cause-brand alliances (brand's association with the social cause) between a less familiar brand (True Move) and familiar causes (educational and learning promotion project) being likely to be effective in enhancing consumers' transactional reactions to CSR (Harben & Forsythe 2011).

Specifically, the effect of CSR beliefs on True Move post-paid brand choice is shown in Figure 5.3. This figure clearly shows that the probability of post-paid True Move is almost constant, irrespective of consumers' CSR beliefs for DTAC. The higher consumers' CSR beliefs for True Move, the higher the chance of post-paid True Move. Similarly, the lower the CSR beliefs for True Move, the lower the chance of post-paid True Move. The higher consumers' CSR beliefs for AIS, the lower the chance of post-paid True Move. Similarly, the lower the CSR beliefs for AIS, the higher the chance of post-paid True Move. In brief, the higher consumers' CSR beliefs for True Move, the lower the chance of post-paid AIS and DTAC.
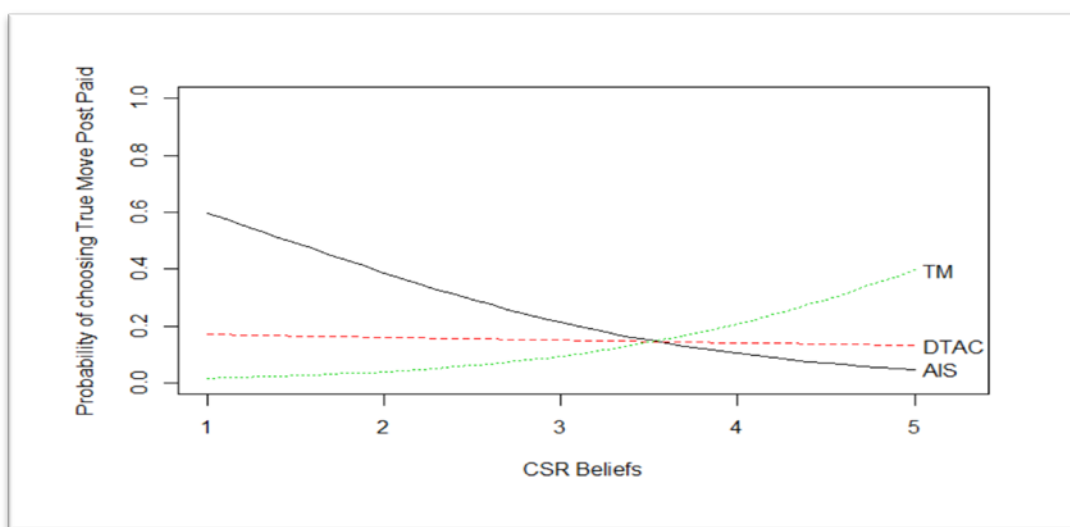
Figure 5.3 Effect of CSR beliefs on True Move post-paid brand choice

Table 5.16 Effects of CSR beliefs on post-paid brand choice: beta (standard errors) (n=92)

	Independent Variables	Model 1			Model 2			Model 3		
		AIS	DTAC	True Move	AIS	DTAC	True Move	AIS	DTAC	True Move
		B(SE)	B(SE)	B(SE)	B(SE)	B(SE)	B(SE)	B(SE)	B(SE)	B(SE)
U_1	Intercept	-1.61(.20)***	-1.69(.21)***	-1.64(.20)***	-1.63(.21)***	-1.83(.23)***	-1.68(.21)***	-1.69(.22)***	-1.87(.24)***	-1.78(.22)***
	TCSRBeliefs$_{AIS}$	-.361 (.378)	-.119 (.386)	-.077 (.386)	-.122 (.192)	-.324 (.220)	.025 (.203)	-.249 (.362)	-.647 (.408)	-.849 (.384)*
	TCSRBeliefs$_{DTAC}$	-.361 (.378)	-.119 (.386)	-.077 (.386)	-.092 (.401)	.543 (.391)	-.130 (.426)	-.097 (.409)	.624 (.400)	-.075 (.449)
	TCSRBeliefs$_{TM}$	-.361 (.378)	-.119 (.386)	-.077 (.386)	-.122 (.192)	-.324 (.220)	.025 (.203)	.072 (.381)	-.058 (.419)	.918 (.403)*
	TCABeliefs$_{AIS}$	-.535 (.521)	.937 (.537)	-.198 (.582)	.000 (.248)	.055 (.265)	.181 (.265)	.596 (.396)	-.044 (.409)	.619 (.403)
	TCABeliefs$_{DTAC}$	-.535 (.521)	.937 (.537)	-.198 (.582)	-.594 (.443)	1.07 (.490)*	-.590 (.460)	-.542 (.477)	.928 (.500)	-.921 (.502)
	TCABeliefs$_{TM}$	-.535 (.521)	.937 (.537)	-.198 (.582)	.000 (.248)	.055 (.265)	.181 (.265)	-.805 (.441)	.423 (.461)	.266 (.442)
	R^2 Cox & Snell	.024	.020	.002	.031	.073	.016	.059	.084	.057
	R^2 Nagekerke	.039	.034	.004	.051	.124	.027	.098	.143	.098
	d.f.	2	2	2	4	4	4	6	6	6
	Model X^2	4.406***	3.729***	.384***	5.726***	13.968***	2.963***	11.214***	16.212***	10.892***

*****p<.001;**p<.01; *p<.05*

5.5.2. Multinomial Logistic Regression

The study defined the probability of individual *(i)* in choosing the various brands as follows:

$$\text{Pr (DTAC)} = 1/[1 + \sum_k \exp(U_{ik})]$$
$$\text{Pr (AIS)} = \exp(U_{i1})/[1 + \sum_k \exp(U_{ik})]$$
$$\text{Pr (True Move)} = \exp(U_{i2})/[1 + \sum_k \exp(U_{ik})]$$

where

$$U_{i1} = b_0 + b_1 \text{TCSRBeliefs}_{AIS} + b_2 \text{TCSRBeliefs}_{DTAC} + b_3 \text{TCSRBeliefs}_{True\ Move}$$
$$+ b_4 \text{TCABeliefs}_{AIS} + b_5 \text{TCABeliefs}_{DTAC} + b_6 \text{TCABeliefs}_{True\ Move}$$

and

$$U_{i2} = b_7 + b_8 \text{TCSRBeliefs}_{AIS} + b_9 \text{TCSRBeliefs}_{DTAC} + b_{10} \text{TCSRBeliefs}_{True\ Move}$$
$$+ b_{11} \text{TCABeliefs}_{AIS} + b_{12} \text{TCABeliefs}_{DTAC} + b_{13} \text{TCABeliefs}_{True\ Move}$$

Note: 1. U_{i1} = AIS versus DTAC, U_{i2} = AIS versus True Move

2. *TCSRBeliefs* = Total CSR beliefs, *TCABeliefs* = Total CA beliefs

For each response (brand most frequently used and brand most preferred), three models were fitted with increasing complexity. Model 1 had the restrictions that $b_1 = b_2 = b_3$; $b_4 = b_5 = b_6$ $b_8 = b_9 = b_{10}$; $b_{11} = b_{12} = b_{13}$, and is similar to the multiple regression models without the D (or D_1/D_2) terms in which the brand specific constants are common. Model 2 had the restrictions that $b_1 = b_3$; $b_4 = b_6$; $b_8 = b_9$; $b_{11} = b_{13}$, and is similar to the multiple regression models with D terms in which brand specific constants are common to AIS and True Move. Finally, Model 3 had no restrictions and is similar to the multiple regression models with $D1$ and $D2$ terms, allowing the brand specific constants to be different. The models were fitted using binomial logistic regression using SPSS version 18.0.

Results from the brand most frequently used and brand most preferred found that only the brand most preferred was supportive of the prediction (as shown in Table 5.17).

Therefore, the study detailed only results with respect to the brand most preferred. In Model 3, only the True Move brand most preferred is statistically significant (True Move versus DTAC) with the independent variable of True Move CSR beliefs showing a positive *B* value (1.067, *p<.05*) (see Table 5.17). This indicates that there is an effect of True Move CSR beliefs on the probability of brand most preferred.

Table5.17 Effects of CSR beliefs on brand most preferred: beta (standard errors)
(n=184)

Independent Variables		Model 1		Model 2		Model 3	
		B	SE	B	SE	B	SE
U_1 (AIS vs. DTAC)	Intercept	-.034	.175	.042	.214	-.030	.225
	$TCSRBeliefs_{AIS}$	.380	.341	.337	.219	.076	.433
	$TCSRBeliefs_{DTAC}$	.380	.341	-.224	.422	-.168	.443
	$TCSRBeliefs_{TM}$	.380	.341	.337	.219	.710	.445
	$TCABeliefs_{AIS}$	-.940*	.472	.893**	.307	1.789***	.520
	$TCABeliefs_{DTAC}$	-.940*	.472	-3.188***	0.594	-3.519***	.678
	$TCABeliefs_{TM}$	-.940*	.472	.893**	.307	.130	.506
U_2 (True Move vs. DTAC)	Intercept	-.327	.189	-.084	.215	-.422	.254
	$TCSRBeliefs_{AIS}$	.192	.364	.267	.219	-.762	.445
	$TCSRBeliefs_{DTAC}$	.192	.364	-.303	.414	-.229	.448
	$TCSRBeliefs_{TM}$	.192	.364	.267	.219	1.067*	.476
	$TCABeliefs_{AIS}$	-.795	.506	.510	.292	.053	.450
	$TCABeliefs_{DTAC}$	-.795	.506	-2.272***	.569	-3.146***	.698
	$TCABeliefs_{TM}$	-.795	.506	.510	.292	2.317***	.612
R^2 Cox & Snell		.026		.276		.441	
R^2 Nagekerke		.030		.312		.497	
d.f.		4		8		12	
Model X^2		4.898***		59.506***		106.976***	

***p<.001;**p<.01; *p<.05

The effect of True Move CSR beliefs on the probability of brand most preferred is shown in Figure 5.4. This figure clearly shows that the higher consumers' CSR beliefs for True Move, the higher the chance of True Move brand being most preferred. Similarly, the lower the CSR beliefs for True Move, the lower the chance of True Move brand being most preferred. The higher consumers' CSR beliefs for True Move, the lower the chance of DTAC brand being most preferred. Similarly, the lower the CSR

beliefs for True Move, the higher the chance of DTAC brand being most preferred. The higher consumers' CSR beliefs for True Move, the lower the chance of AIS brand being most preferred. Similarly, the lower the CSR beliefs for True Move, the higher the chance of AIS brand being most preferred. In brief, the higher consumers' CSR beliefs are for True Move, the lower the chance of AIS and DTAC brand being most preferred.
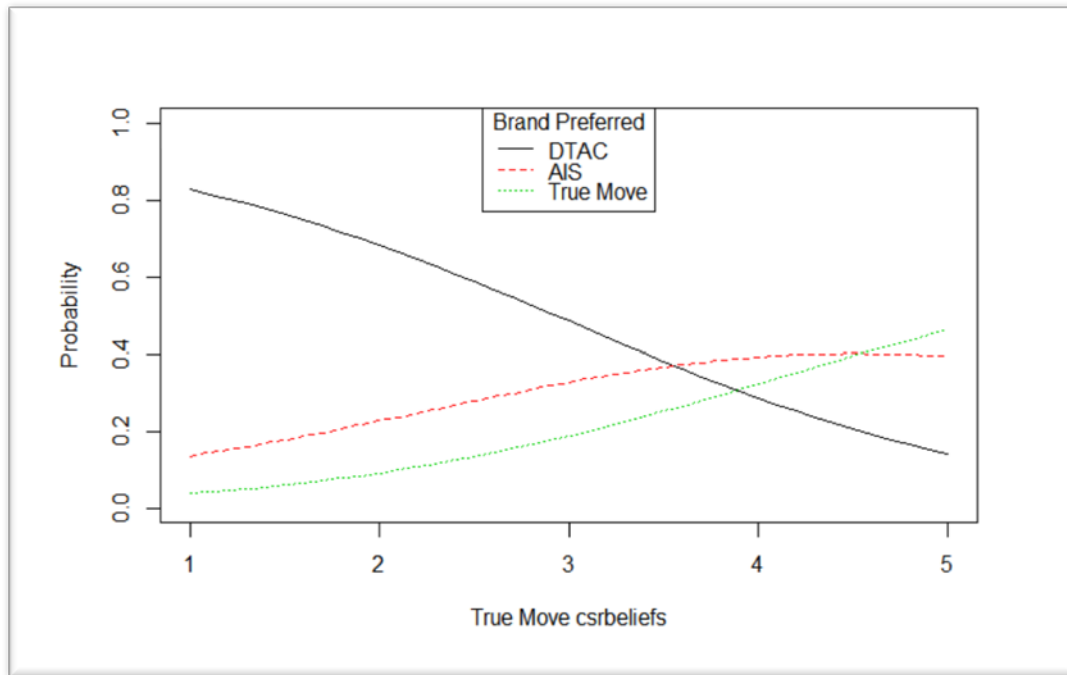
Figure 5.4 Effect of CSR beliefs on True Move brand being preferred

5.6 Chapter Summary

This chapter has provided details of the data analysis and results of this study. Descriptive techniques were used to analyse the demographic profile of respondents. Here a comparison of the study respondents' demographics with those reported in the 2010 Information and Communication Technology Survey on Households in Thailand showed that they could be considered as representative of the population in terms of gender.

Prior to testing the hypotheses, descriptive analyses and means and standard deviations of each construct were analysed to perform preliminary checks and controls. They showed no major departures from results in the exploratory research and literature review. Cleaning and screening the data for missing data, outliers, normality of residuals and sample size, and measuring validation using item analysis and common method variance were performed to check data prior to performing the t-test and MRA. The qualified questionnaires numbered 184. There were no outliers occurring due to the extreme values in range scores. The P-P plot and scatterplot indicated that the fitted model was safe to interpret. Item analysis indicated that satisfactory internal consistency reliability and common-method variance did not pose any significant problems. Tolerance and VIF values found did not violate the multicolinearity assumption.

Hypothesised brand-specific differences in the determinants of consumers' CSR beliefs, Hypothesis (H1) were supported. However, the moderating role of intrinsic and extrinsic of the CSR awareness-CSR beliefs relationships in Hypotheses (H2a) and (H2b), and relationships between consumers' CSR awareness and attributions and CA beliefs in Hypothesis (H3), were not supported. Brand-specific differences in the consequences of consumers' CSR beliefs of Hypotheses (H4) and (H5) were partially supported. There were no brand-specific differences in the effects of CSR beliefs on consumers of a brand. However, cause-brand alliances (brand's association with the social cause) between a less familiar brand and familiar cause are likely to be effective in enhancing consumers' transactional reactions to CSR. A more detailed discussion of these results is provided in the following chapter.

CHAPTER 6

DISCUSSION

6.1 Introduction

In the previous chapter, the results and analysis of the moderating effect of competitive positioning on consumer reactions to CSR in Thailand were presented. This chapter will discuss the results in light of the hypotheses and effects of CSR on consumers of a brand in the same order as Chapter 5, presented in three parts. In the first part, a summary of hypothesis testing is provided to enhance the interpretation of results. The second part discusses the results of the determinants and consequences of CSR beliefs in relation to each of the five hypotheses, and the final part focuses on discussions of the CSR effects on consumers of a brand.

6.2 Summary of Hypothesis Testing

Overall, the findings shown in Table 6.1 indicate that a CSR brand extracts more determinants of consumers' CSR beliefs than its competitors. However, in terms of the consequences of consumers' CSR beliefs, a CSR brand only marginally extracts more than its competitors. More specifically, consumers have tended to be more aware of, and believe and trust in, the CSR activities of DTAC, considering it to be more socially responsible than its competitors namely, AIS and/or True Move. Furthermore, these CSR beliefs held by consumers are associated with greater identification and advocacy behaviours (willingness to try new products, favourable word-of-mouth, and resilience in the face of negative information) for DTAC than its competitors, but not in the case of loyalty. However, the moderating role of CSR attributions (a company's motive in engaging in CSR) in the CSR awareness-CSR beliefs relationships as well as the relationship between consumer CSR awareness and attributions and corporate ability (CA) beliefs (expertise in producing and delivering services), are not stronger for DTAC than its competitors. These findings are discussed in more detail in the following section.

Table 6.1 Summary of hypothesis testing

	Hypothesis	Results
H1	Consumers will have (a) higher levels of CSR awareness, (b) higher intrinsic attributions, (C) lower extrinsic attributions, and (d) more favourable CSR beliefs for a CSR brand than for its competitors.	Hypothesis supported[a]
H2a	The moderating role of intrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.	Hypothesis not supported
H2b	The moderating role of extrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.	Hypothesis not supported
H3	The relationships between consumers' CSR awareness and attributions and their CA beliefs will be stronger for a CSR brand than for its competitors.	Hypothesis not supported
H4	Consumers of a brand are more likely to (a) identify with the brand, (b) be loyal to the brand, and (c) engage in advocacy behaviours for the brand when it is a CSR brand than when it is not.	Hypothesis partially supported[b]
H5	The relationship between consumers' CSR beliefs and its consequences: (a) C-C identification (b) loyalty, (c) advocacy behaviours, will be stronger for a CSR brand than for its competitors.	Hypothesis partially supported[c]

[a] The hypothesized brand-specific differences regarding CSR awareness and intrinsic distribution are supported in the DTAC vs. AIS & True Move (pooled) and DTAC vs. True Move comparisons, but not in DTAC vs. AIS comparison; extrinsic attributions are supported in DTAC vs. AIS comparison but not in DTAC vs. AIS &True Move (pooled) and DTAC vs. True Move comparisons.

[b] The hypothesized brand-specific differences regarding C-C identification are supported in the DTAC vs. AIS & True Move (pooled) and DTAC vs. AIS comparisons but not in DTAC vs. True Move comparison.

[c] There are stronger links between CSR beliefs and advocacy for DTAC than for AIS &True Move (pooled) and AIS comparisons, but not for True Move.

6.3 Discussion on Hypothesis Testing

This section discusses the results of the moderating effects of competitive positioning on the determinants and consequences of CSR beliefs in relation to each of the five hypotheses.

6.3.1 Determinants of CSR Beliefs

Hypothesis (H1): Consumers will have (a) higher levels of CSR awareness, (b) higher intrinsic attributions, (C) lower extrinsic attributions, and (d) more favourable CSR beliefs for a CSR brand than for its competitors.

In the case of the CSR brand DTAC, consumers are more aware of, believe and trust in, and hold more favourable beliefs in, its CSR initiatives than they do in its competitors, AIS and/or True Move. These findings support the consumer survey of Du et al. (2007) in which a brand that positions itself in CSR was seen as having more CSR awareness and favourable CSR attributions and beliefs than brands that merely engage in CSR. Furthermore, earlier experimental research (Becker-Olsen et al. 2006; Groza et al. 2011) suggests that by engaging proactively in CSR, companies can accrue more favourable attitudinal responses from consumers than when their actions are merely in response to outside pressures.

A brand positioning itself according to CSR is more likely than brands merely engaging in CSR to increase consumer awareness of its actions, because it is likely to have more explicit and sustained communications regarding its CSR actions. Moreover, a CSR brand is more likely than a non-CSR brand to enhance consumers' belief and trust in its CSR initiatives. This is because consumers perceive that brand as genuinely concerned with being socially responsible rather than simply responding to competitive pressures to engage in CSR activities. Therefore, it would appear that a uniquely positioned and effectively communicated CSR brand has the potential to enhance the CSR awareness of consumers and, as a consequence, consumers will perceive that CSR brand as trustworthy and acting on goodwill. This then increases their trust in the company's CSR activities.

As Vlachos et al. (2009) attest, trust is central to CSR effectiveness. Consumers hold a high level of trust in a company that is viewed as acting in a socially responsible way (Du et al. 2007), and over time the trust in a company that is continuously perceived as a CSR brand should increase (Morgan & Hunt 1994). For example, CSR brands like

The Body Shop and Patagonia have a long legacy of CSR involvement stemming from the visions of their founder. Due to the fact that these initiatives are likely to be a natural consequence of their founders' passions, consumers may be unlikely to question the company motivations for CSR (Coombs & Holladay 2012). As a result, consumers are more likely to pay attention to their CSR information, as well as believe and trust in the authenticity of their CSR efforts, thus leading to greater persuasion in favour of their beliefs.

Hypothesis (H2a): The moderating role of intrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.

Hypothesis (H2b): The moderating role of extrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.

The moderating influence of a company's motive in engaging in CSR in the relationships between consumers' CSR awareness and CSR beliefs is not stronger for the CSR brand DTAC than for its competitors, AIS and/or True Move. Unlike previous studies however, the findings from Du et al. (2007) identified that the moderating role of consumers' evaluations of companies that engage in CSR initiatives in the CSR awareness-CSR beliefs relationships is stronger for a CSR brand than for its competitors. Du et al. (2007) demonstrated three main reasons for consumers to be more sensitive to, and rely more heavily on the causal attributions (intrinsic and extrinsic attributions) for investigating a CSR brand's belief, than for its competitors. Their first reason was that companies or brands clearly presenting their CSR positioning in the marketplace tend to be seen as acting socially responsible. Second, consumers are more likely to believe in the sincerity of a company's motivation when its CSR information is openly presented, than when it is perceived as not being substantial. Third, consumers with a belief in CSR tend to favour a CSR brand more than a non-CSR brand.

This study however, does not support Du et al.'s (2007) findings in a developed country, because Thai consumer perceptions of the three brands' motives for engaging

in CSR show no differences. Based on focus group findings in Chapter 3, this is due to the possibility that Thai consumers may hold intuitive beliefs that CSR is primarily motivated by company self-serving rather than for the benefit of society. As Webb and Mohr (1998) found, if consumers think that a company is engaging in CSR solely to improve its image and question the company's motives, they are likely to be sceptical. In line with attribution theory (Kelley & Michela 1980), consumer scepticism can be explained according to the Persuasion Knowledge Model (PKM) in which consumers hold and develop knowledge about a CSR message. This in turn influences their responses to that company's CSR beliefs. Further, consumers form opinions about the effectiveness of a CSR endeavor, with skepticism resulting from the amount of knowledge they have had prior to forming judgments on a CSR positioning. This skepticism about the sincerity of underlying motives in a persuasive message can only serve to inhibit the effectiveness of that message (Campbell & Kirmani 2000).

Consumers may care less about a company's CSR initiatives than about its motives (Ellen et al. 2006). Importantly, Ellen et al. (2006) found that consumers' attributions are more complex than once believed, and consumers often perceive mixed motives for a company's engagement in CSR. In addition, Alcañiz et al. (2010) argued that the difficulty of CSR beliefs being determined by social cause-brand alliances (the degree of similarity and compatibility that consumers perceive between a social cause and the company or brand), and proving adequate proof of a company' commitment (Beckmann 2007) will form belief in the sincerity of its motivation in engaging in CSR.

Although the brand-specific differences regarding the moderating role of CSR attributions in the CSR awareness-CSR beliefs relationships are not stronger for a CSR brand than its competitors, findings from the regression Model 1 (see Table 5.10) indicate that intrinsic attributions do moderate these relationships. This result confirms Sen et al.'s (2006) findings regarding the role of CSR in strengthening multiple stakeholder relationships, where links between awareness of a company's CSR and CSR beliefs are moderated by the intrinsic attributions consumers make about its CSR motive.

Hypothesis (H3): The relationships between consumers' CSR awareness and attributions and their CA beliefs will be stronger for a CSR brand than for its competitors**.**

Relationships between consumers' CSR awareness and attributions and corporate ability (CA) beliefs (expertise in producing and delivering services) are not stronger for the CSR brand DTAC than its competitors, AIS and/or True Move. This differs from Du et al. (2007)'s study that found that CSR brand benefits have a stronger spill-over of CSR related attributions and knowledge into CA beliefs than other brands. This suggests that perceptions of mainstream attributes such as quality and value can be influential to a greater extent when CSR is experienced as offering an integral view of what the brand represents.

In the case of this study, the lack of association may be due to the spill-over 'halo effect' (Klein & Dawar 2004, p. 204) of consumers' prior beliefs. The perceptions of a CSR brand are not significant in determining consumer CA beliefs because they are more conditioned by the commercial aspects spilling over into their assessments of value of promotion or quality of service, rather than perceptions of good ethical and philanthropic corporate behaviour (Salmones et al. 2005). Here CSR beliefs are likely to have a weaker impact, because the CSR information is less related to the task of product evaluation than CA beliefs that are directly linked to a firm's ability to offer high quality products or services (Brown & Dacin 1997). Furthermore, a good CSR position does not compensate for poor CA beliefs (Berens et al. 2007). Similarly, consumers usually consider poor performance in an economic offering more threatening than poor CSR performance (Vlachos et al. 2009), because they more value the commercial aspects of both provision of the service and the service itself.

Specifically, although CSR beliefs are likely to be positively relevant to brand identification due to the spill-over impacts on brand identity and overall brand evaluation, CSR's impact on brand identification tends to be enhanced in brands that have a higher service quality (He & Li 2011). In the case of mobile phone service providers, core business is the service itself. Therefore, if the service quality is low, the

service brand risks being seen as having a decreasing commitment to its core business, thus undermining consumers' reactions to good performance of CSR.

Although relationships between the consumers' CSR awareness and attributions and CA beliefs were not stronger for a CSR brand than its competitors, findings from regression Model 4 (see Table 5.11) indicate that a positive relationship between CSR awareness, intrinsic attributions and CA beliefs. With a high level of awareness and trust of CSR, consumers are more likely to transform a good CSR record into positive corporate evaluation and product association (Sen & Bhattacharya 2001; Tian et al. 2011). The positive relationship between CSR expectations and CA beliefs (perceived service quality) is consistent with Salmones et al. (2005) and Rujirutana and Yaowalak (2011) who found that consumer's perceptions of CSR efforts are important and have a direct impact on the valuation of service quality.

6.3.2 Consequences of CSR Beliefs

Hypothesis (H4): Consumers of a brand are more likely to (a) identify with the brand, (b) be loyal to the brand, and (c) engage in advocacy behaviours for the brand when it is a CSR brand than when it is not.

Post-paid consumers identified more with the CSR brand DTAC than with AIS and/or True Move. However, no brand-specific differences were found in the cases of loyalty and advocacy. This result partially confirms Du et al.'s (2007) research that showed that favourable CSR beliefs are likely to be a key driver of the consumer-company identification (C-C identification) process, with the overlap between consumers' perceptions of self and their perceptions of brands, ultimately creating a desire to maintain their relationship to include loyalty and advocacy behaviours.

Based on social identity theory (Tajfel & John 1985) and a study by Curras-Perez et al. (2009), consumers are more likely to identify with a company when they perceive its identity to be socially responsible and capable of enhancing personal understanding. This is because CSR offers of expressing brand personality by mixing behaviour,

symbolism and communication (Balmer 2001). CSR involves certain behaviours from a company while also linking it with the CSR domain as a channel to symbolise aspirations of CSR values. Furthermore, a CSR communication that assumes, represents or aspires to CSR values provides an important factor in attracting consumers to identify with the company (Curras-Perez et al. 2009). Particularly, as favourable CSR beliefs tend to have a significant role in driving C-C identification (Bhattacharya & Sen 2003), DTAC post-paid consumers are more likely to identify with this brand than its competitors. This findings complement research on C-C identification that highlights the potential relational benefits of an identity-revealing CSR focus (Bhattacharya & Sen 2003; Lichtenstein et al. 2004). Thus, CSR might be one way to build long-term relationships with consumers.

Although post-paid consumers identified more with DTAC than with AIS and/or True Move, no brand-specific differences were found in the cases of loyalty and advocacy. This may be due to loyalty and advocacy behaviours being affected by perceived performance of the firm's offerings (Ahearne et al. 2005). For example, consumer's perceptions of philanthropic corporate behaviour are not determinants in consumer relationships because they are more conditioned by quality of service and perceived price (Salmones et al. 2005). Particularly, it could be that post-paid consumers are commonly characterized by having high levels of objective decision making and experience with services through repeat buying (Karacuka et al. 2011).

In addition, as rewards of C-C identification such as advocacy and loyalty are likely to depend on the firm's competitive positioning, customer base and overall strategy (Bhattacharya & Sen 2003), the leading positioning of AIS in the Thai mobile phone service provider market could provide a biasing influence towards maintaining its positioning (Jamonmarn 2008). Furthermore, CSR positioning activated by consumer trust seems to be a crucial factor in consumer attributions on patronage and recommendation intentions (Osterhus 1997; Vlachos et al. 2009). Thus, post-paid consumers in this study did not show more loyalty and advocacy behaviours with the CSR brand DTAC than its competitors.

Hypothesis (H5): The relationship between consumers' CSR beliefs and its

consequences: (a) C-C identification (b) loyalty, (c) advocacy

behaviours, will be stronger for a CSR brand than for its competitors.

Although results show a stronger relationship between consumers' CSR beliefs and advocacy behaviours for the CSR brand DTAC than its competitors, no strong relationships were found between consumers' CSR beliefs and C-C identification and loyalty. This result partially confirms Du et al. (2007) research where advantage predicted the success of a CSR brand over its competitors in terms of consumers' relational behaviours including C-C identification, loyalty and advocacy behaviours.

In this study, findings from regression Models 7 to 9 (see Section 5.4.2) indicate that there are positive relationships between CSR beliefs and C-C identification, loyalty and advocacy behaviour. These findings confirm the study of Marin et al. (2009) where CSR beliefs were linked to loyalty and advocacy behaviours due to consumers identifying more strongly with a company and developing positive company valuations.

Results show a stronger relationship between consumers' CSR beliefs and advocacy behaviours for the CSR brand DTAC than its competitors. This demonstrates that CSR companies or brands lead consumers to willingness to try new products, give favourable word-of-mouth, and show resilience in the face of negative information about these companies or brands (Du et al. 2007). Furthermore, Romani et al. (2012) found that consumer reactions to a CSR moderated by the magnitude of altruism held by its consumers, can generate positive consumer behaviour including advocacy. On the basis of these findings, this study has identified that factors moderating consumer reactions to CSR are both company-specific (CSR positioning) and consumer-specific (conscience consumerism).

However, although this study has found stronger relationships in advocacy behaviours, it has found no stronger relationship between consumers' CSR beliefs, C-C identification and loyalty for the CSR brand DTAC than for its competitors. This is due to the influence of CSR beliefs on loyalty not being straight forward. Consumers

depend on valuation of the commercial perspectives linking to the provision of the service and the service itself (Salmones et al. 2005), and brand preferences for a specific firm (Tian et al. 2011). Furthermore, if the company's key competitors are all engaged in CSR activities that focus on similar issues, or are at least at the same level of commitment, consumers' positive attitudes towards a specific company may not translate into greater loyalty when competitors command similarly positive attitudes (Bhattacharya & Sen 2004). The reason that there is no stronger relationship between consumers' CSR beliefs and C-C identification for a CSR brand than its competitors is because consumers may have existing loyalties to (Du et al. 2011) and satisfaction with (Walsh & Bartikowski 2012), a competitor.

6.4 Discussion on CSR effects on Consumers of a Brand Testing

The hypothesized brand-specific differences regarding consumers' reactions to CSR indicate that the effects of CSR beliefs on consumers of a brand (post-paid brand choice and brand most preferred) are not stronger for the CSR brand DTAC than for its competitors, AIS and/or True Move. These findings yielded similar results to Du et al.'s (2007) research, with the effects of CSR beliefs on brand choice not being stronger for a CSR brand than they are for its competitors. This may be due to the fact that CSR is far from being the most dominant criterion in consumers' purchasing behaviours, with main choices based on price, quality and brand familiarity (Boulstridge & Carrigan 2000). It seems that even though some consumers are concerned about CSR, they tend to purchase products and services for personal reasons rather than social responsibility (Beckmann et al. 2001). Therefore, the CSR brand DTAC seems to be reaping stronger relational benefits (C-C identification and advocacy behaviour) than actual transactional benefits (post-paid brand choice) from its CSR activities.

Although the effects of CSR beliefs on post-paid brand choice are not stronger for the CSR brand DTAC than its competitors, this study has found that there are effects of True Move CSR beliefs on the probability of consumers buying True Move post-paid brand choices (see Figure 5.3), and choosing True Move as the brand most preferred (see Figure 5.4). This may be due to cause-brand alliances (brand's association with the

social cause) between a less familiar brand (True Move) and familiar causes (educational and learning promotion project) being effective in enhancing consumers' transactional reactions to CSR (Harben & Forsythe 2011).

As approximately half (48.4%) (see Table 5.1) of the respondents in this study were twenty-nine years of age or younger, and almost half of these were students involved in the 'Educational and Learning Promotion' CSR initiative of True Move, they may have been influenced by these initiatives. This supposition is partially in line with the study of Harben and Forsythe (2011, p. 134) where "cause-brand alliances between less familiar brands and familiar causes are likely to be very effective in enhancing consumers' brand attitudes, purchase intentions and brand equity". Hence, it was suggested that when designing CSR strategies, companies should be aware of their target consumers, and try to actively involve them in their CSR initiatives (Du et al. 2011).

6.5 Chapter Summary

This chapter has discussed results of the data analysis undertaken in this study. It found that with regard to the determinants of CSR beliefs, a CSR brand is more likely than competitors to accrue consumers' CSR awareness, positive attitude to the firm's motivations, and beliefs in the CSR of that company. This is due to its CSR positioning being supported by explicit and sustained communications, and its CSR strategy integrated with its core business strategy. However, the moderating effects of intrinsic and extrinsic attributions in the CSR awareness-CSR beliefs relationship are not stronger for a CSR brand than for its competitors, because consumer perceptions of the CSR brand's motives for engaging in CSR are not different from its competitors. Furthermore, the perception of a CSR brand is not a significant influence in determining consumer corporate ability (CA) beliefs because consumers may consider the value and quality of products or services of other companies rather than those of socially responsible companies. As a result, the relationship between consumers' CSR awareness and attributions and corporate ability (CA) beliefs are not stronger for a CSR brand than for its competitors.

Regarding brand-specific differences in the consequences of CSR beliefs, a CSR brand is more likely to reap relational benefits of consumer-company identification (C-C identification) and advocacy, but not loyalty from its CSR action. This is most likely because consumer's perceptions of socially responsible companies or brands are not determinants of consumer loyalty. Consumers are more conditioned by quality of service and perceived price. This may also lead to the effects of CSR beliefs on transactional benefits (post-paid brand choices) not being stronger for a CSR brand than for its competitors. However, cause-brand alliances (brand's association with the social cause) between less familiar brands and familiar causes are likely to be effective in enhancing consumers' transactional reactions to CSR because consumers are involved in the resulting CSR initiatives. In the following chapter of this thesis, the results discussed above are used as a basis for the conclusions of this study.

CHAPTER 7

CONCLUSIONS AND IMPLICATIONS

7.1 Thesis Summary

The aim of this study was to investigate the moderating effects of competitive positioning on the determinants and consequences of consumers' CSR beliefs. This framework was tested in Thailand, and aimed to make a contribution to the business case for CSR in developing countries.

Corporate Social Responsibility (CSR) impacts on both business practices and key stakeholder groups, particularly corporations' customers who are now more aware of CSR initiatives. According to Carrigan et al. (2004), a growing number of consumers are taking ethical and social issues into account when buying products, and punish corporations they recognize as insincere in their CSR activities. However, as little is constant in the marketplace, CSR is far from being the most dominant criteria in consumers' purchase behaviour (Boulstridge & Carrigan 2000). Although the ability of CSR to affect consumer behaviour has been extensively explored, particularly by using an experimental approach, results have been inconsistent. Furthermore, most of these studies have been conducted in developed countries, with little known about the impact of CSR on consumers in developing countries. As a result, there has been a gap in the understanding of the CSR-consumer relationship, particularly within developing countries, such as Thailand. Therefore, this relationship has been investigated in order to understand how a range of CSR-specific aspects in the Thai consumer market has contributed to strengthening the business case for CSR actions.

The conceptual framework of Du et al. (2007) was used to provide an understanding of determinants (CSR awareness and CSR attributions) and consequences (C-C identification, loyalty, and advocacy) of consumers' CSR beliefs according to CSR positioning. By focusing on Thailand, this study provides information that establishes

how marketers can use CSR initiatives in their brand's competitive positioning and CSR communication in a developing country context.

7.2 Key Research Findings

The main findings of this study suggest that the moderating effects "that is a variable that alters the direction or strength of the relation between a predictor and an outcome (Frazier et al 2004, p. 116)" of competitive positioning influence the determinants and consequences of Thai consumers' CSR beliefs. However, the consequences in terms of loyalty are not moderated by competitive positioning. This may suggest that Thai consumers' perceptions of philanthropic corporate behaviour are not determinants in consumer relationships (e.g. loyalty) because they are more conditioned by quality of service, perceived price, and brand preference of specific company.

The moderating role of CSR attributions (a company's motive in engaging in CSR) in the relationships between consumers' CSR awareness and CSR beliefs, and relationships between consumers' CSR awareness and attributions and corporate ability (CA) beliefs (expertise in producing and delivering services), are not stronger for a CSR brand than its competitors in Thailand. This may suggest that Thai consumer perceptions of the motives for engaging in CSR of the three Thai mobile phone service providers (e.g. DTAC, AIS and True Move) show no differences. There is the possibility that Thai consumers may hold intuitive beliefs that CSR is primarily motivated by company self-serving rather than for the benefit of society. In addition, Thai consumer perceptions of a CSR brand are not significant in determining consumer CA beliefs because these are more conditioned by the commercial aspects which spill-over into their assessments of value of promotion or quality of service, rather than perceptions of being socially responsible. Although this study has only partially confirmed Du et al.'s (2007) conceptual framework, it extends the applicability of brand-specific differences in the determinants of consumers' CSR beliefs to Thai consumers (see Table 7.1, Hypothesis (H1)).

Table 7.1 Results of testing Du et al.'s (2007) model in Thailand.

	Hypothesis	Results	
		Du et al. (2007)	Thailand
H1	Consumers will have (a) higher levels of CSR awareness, (b) higher intrinsic attributions, (C) lower extrinsic attributions, and (d) more favourable CSR beliefs for a CSR brand than for its competitors.	Hypothesis supported	Hypothesis supported
H2a	The moderating role of intrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.	Hypothesis supported	Hypothesis not supported
H2b	The moderating role of extrinsic attributions in the CSR awareness-CSR beliefs relationship will be stronger for a CSR brand than for its competitors.	Hypothesis supported	Hypothesis not supported
H3	The relationships between consumers' CSR awareness and attributions and their CA beliefs will be stronger for a CSR brand than for its competitors.	Hypothesis partially supported	Hypothesis not supported
H4	Consumers of a brand are more likely to (a) identify with the brand, (b) be loyal to the brand, and (c) engage in advocacy behaviours for the brand when it is a CSR brand than when it is not.	Hypothesis supported	Hypothesis partially supported
H5	The relationship between consumers' CSR beliefs and its consequences: (a) C-C identification (b) loyalty, (c) advocacy behaviours, will be stronger for a CSR brand than for its competitors.	Hypothesis supported	Hypothesis partially supported

Comparative results of the findings of this study with Du et al.'s (2007) findings (see Table 7.1) show that both investigations confirm brand-specific differences in the determinants of consumers' CSR beliefs (Hypothesis (H1)), and (in Thailand) partially confirm Du et al.'s brand-specific differences in the consequences of consumers' CSR beliefs (Hypotheses (H4) and (H5)). However, in the case of the moderating role of CSR attributions in CSR awareness-CSR beliefs relationships (Hypotheses (H2a) and

(H2b)) and relationships between consumers' CSR awareness and attributions and CA beliefs (Hypothesis (H3)), were not confirmed in Thailand.

There appears to be three main reasons why Thai consumers behave differently to those in Du et al.'s (2007) study in the United States. One difference is the attitude-behaviour gap - the gap between the positive attitude of consumers and their actual purchase behaviour (Boulstridge & Carrigan 2000). Here this relationship gap appears in association with discrepancies between determinants and consequences of Thai consumers' CSR beliefs. This means that although Thai consumers seem to be concerned with the need for CSR initiatives, they tend to consider the personal benefits of products and services including quality of service and perceived price rather than social responsibility. This finding is in line with the study of Becker-Olsen et al. (2006) which found that although CSR is an important attribute of corporate image that attracts consumers, it is not likely that this attribute will automatically be taken into account when personal purchasing decisions are made.

Another difference between Thai consumers and consumers in Du et al.'s (2007) study were the sceptical responses. Thai consumers were sceptical in their views of corporate motivations for supporting social initiatives, perceiving that companies treat CSR as a cosmetic, public relations exercise, with some spending more on CSR advertising than on actual initiatives. Therefore, it appears that perceived company motivation influences consumer's scepticism toward CSR initiatives. This scepticism occurs because consumers perceive that many companies fail to provide adequate proof of their commitments (Beckmann 2007; Elving 2010), and social initiatives are primarily motivated by corporate self-interest (Webb & Mohr 1998).

The last important reason is the possible existence of cross-cultural differences in perceptions and positioning related to CSR. Consumer perceptions of CSR have been reported to vary from nation to nation due to the demands of consumers regarding CSR issues being dependent on the cultural setting in a country (Katz et al. 2001). Thus, consumer reactions to CSR in Thailand and the United States may show differences that could be related to culture. For instance, the demands of Thai and American consumers

on social issues (consumerism, environment, government involvement in society and business responsibility in community) are in accordance with their different cultural settings.

With respect to addressing the research aim of "*Can CSR positioning be used as a moderator of consumer reactions within the competitive positioning of companies in Thailand?*", the three questions summarized in Table 7.2 were answered as follows.

Firstly, regarding brand-specific differences in the determinants of CSR beliefs (Question 1.1), a CSR brand is more likely than its competitors to accrue consumers' CSR awareness, positive attitude to the firm's motivations, and beliefs in the CSR of that company. This is due to its CSR positioning being supported by explicit and sustained communications, and its CSR strategy being integrated with its core business strategy. This result empirically confirms the moderating effect of CSR positioning on the determinants of consumers' CSR beliefs in Thailand. However, the perception of a CSR brand is not significant in determining consumer corporate ability (CA) beliefs (expertise in producing and delivering services), because consumers consider value and quality of products or services rather more than the social responsibility of a company. As a result, the relationship between consumers' CSR awareness and attributions and CA beliefs are not stronger for a CSR brand than for its competitors. This result expands the understanding of the determinants of corporate associations (CA and CSR beliefs) in CSR and consumer literature.

With respect to brand-specific differences in the moderating effects of CSR attributions (a company's motive in engaging in CSR) (Question 1.2), the moderating effects of CSR attributions in the relationships between consumers' CSR awareness and CSR beliefs are not stronger for a CSR brand than for its competitors. This means that consumers' perceptions of the CSR brand's motives for engaging in CSR are not different from competitors that are not considered as having a CSR brand. This is due to consumer scepticism about firms' motives for engaging in CSR. This finding supports the exploratory research outlined in Chapter 3 that consumers may perceive that companies treat CSR as image enhancement and financial performance rather than

genuine concern about being socially responsible. This result can guide companies to positioning themselves and communicating their CSR activities in a way that minimizes consumer scepticism.

Regarding brand-specific differences in the consequences of CSR beliefs (Question 1.3), a company perceived as having a CSR brand is more likely to gain relational benefits. CSR beliefs held by consumers are associated with greater identification and advocacy behaviours (willingness to try new products, favourable word-of-mouth, and resilience in the face of negative information) for a CSR brand than for its competitors, but not in the case of loyalty. This is because consumer's perceptions of socially responsible companies or brands are not determinants of consumer loyalty. It is likely that consumers are more conditioned by quality of service and perceived price. This may also lead to the effects of CSR beliefs on transactional benefits (post-paid brand choices) not being stronger for a CSR brand than for its competitors. This result empirically confirms the influence of consumer-company identification (C-C identification), the overlap between consumers' self-perceptions and perceptions of brands or companies, on CSR-specific benefits and applied strategic benefits of CSR (advocacy) in the consumer domain of Thailand.

Therefore, with respect to the principal aim of this study it is concluded that the moderating effect of differences in CSR positioning influences the determinants and consequences of Thai consumers' CSR beliefs. However, CSR awareness-CSR beliefs relationships are not moderated by CSR attributions.

Table 7.2 Summary of conclusions to the research questions of this study

Research Questions	Conclusions	
	Results	**Contributions**
1.1 What is the moderating effect of competitive positioning in determining consumers' CSR awareness, attributions and beliefs, and what are the relationships between these?	• A CSR brand supported by explicit and sustained communications is more likely than others to accrue consumer's CSR awareness, positive attitude to the firm's motivations, and positive beliefs of the CSR of that company. • The relationship between consumers' CSR awareness and attributions and CA beliefs is not stronger for the CSR brand than for its competitors.	• Empirically confirms the moderating effect of competitive positioning on the determinants of consumers' CSR beliefs in the Thai context. • Expands the literature on CSR and consumer in relation to the determinants of corporate associations (CA and CSR beliefs).
1.2 How might the moderating effects of intrinsic and extrinsic attributions in the CSR awareness-CSR beliefs relationship vary within the brands' competitive positioning?	• The moderating role of CSR attributions in the CSR awareness-CSR beliefs relationships is not stronger for the CSR brand than for its competitors.	• Guides companies in positioning and communicating CSR to minimize consumer scepticism.
1.3 What are the impact of CSR beliefs that vary according to brands' competitive positioning on consumers' identification, loyalty and advocacy, and what are the relationships between these?	• Consumers of a brand are more likely to show identification with a company when it is a CSR brand than when it is not, but not in the cases of loyalty and advocacy. • CSR beliefs held by consumers are associated with advocacy behaviours, but not in the case of C-C identification and loyalty.	• Empirically confirms the influence of C-C identification on CSR-specific benefits in the Thai context. • Provides strategic benefits of CSR in the consumer domain in the Thai context.

7.3 Implications of Research Findings

This study, which is the first known to investigate the moderating effect of competitive positioning on the determinants and consequences of consumers' CSR beliefs in Thailand, has implications for the theory and practice of CSR positioning and its strategic benefits.

7.3.1 Theoretical Implications

By examining the moderating effects of competitive positioning on consumer reactions to CSR in Thailand, this study has extended the theoretical understanding of the relationships between CSR and consumers in developed countries to include developing countries. More specifically, new CSR measurement items were verified by using focus groups to identify the important measurement items for CSR awareness, CA beliefs and CSR beliefs, particularly for use in understanding the nature of CSR and consumer relationship in the Thai mobile phone service provider industry.

CSR research in developing countries has mostly focused on its supply side (company) while infrequently investigating the demand side (consumer), especially in relation to consumer reactions to CSR (Arli & Lasmono 2010). In developed countries, most CSR research in the consumer dimension has been experimentally investigated and did not cover the empirical testing necessary to support it, leading to a gap in understanding of the CSR-consumer nexus (Peloza & Shang 2011). More importantly, existing CSR research in marketing has focused on single-brand contexts, thus neglecting the role of competitive positioning in consumer reactions to CSR (Du et al. 2011). Therefore, by examining the moderating influence of differences in CSR positioning on consumer reactions to CSR in Thailand, this study has shown that the moderating effect of CSR positioning on the determinants of consumers' CSR beliefs are similar to those in a developed country (Du et al. 2007). Therefore, as consumers tend to be more aware of, make more favourable attributions regarding a CSR brand activity and consider it to be more socially responsible than its competitors, scholars need to put more emphasis on

the differences in CSR positioning in relation to determinants of consumers' CSR beliefs.

This study also demonstrates three ways in which there are more strategic benefits of CSR for a brand that positions itself within CSR than for brands that merely engage in CSR in the Thai competitive market. This study shows that the consequences of consumers' CSR beliefs in developing countries are similar to those in developed countries in that the CSR beliefs held by consumers are associated with greater identification and advocacy behaviours for CSR brands than their competitors. However, this is not so in the case of loyalty. Central to this study's argument for potential differences between developed and developing countries, is the fact that consumers' existing loyalty to a competitor (Du et al. 2011), and consumers' satisfaction with a competitor (Walsh & Bartikowski 2012), may not result in stronger links between consumers' CSR beliefs and loyalty for a CSR brand than for its competitors. Therefore, on the basis of these results, scholars should consider the mediating effect "that is a variable that explains the relation between a predictor and an outcome (Frazier et al 2004, p. 116)" of consumers' existing loyalty and satisfaction with competitors when researching the strategic benefits of CSR.

Further, this study supports the theory of cause-brand alliance in which consumers are likely to process information about alliances between less familiar brands and familiar causes differently from alliances between familiar brands and familiar causes (Harben & Forsythe 2011). As Harben and Forsythe (2011) reported, cause-brand alliances between less familiar brands and familiar causes are likely to be effective in enhancing consumers' transactional reactions to CSR, including purchase intentions and brand equity. Therefore, on the basis of these findings, scholars should be concerned with the issue of less familiar brands because they can enhance brand equity by partnering their brand with familiar causes in successful cause-brand alliances. This would significantly contribute to understanding the implications of theoretical aspects to cause-brand alliances.

7.3.2 Managerial Implications

The findings of this study can be implemented in brand or company positioning on CSR as well as in communicating their CSR initiatives. By extending Du et al.'s (2007) conceptual framework of consumer reactions to CSR, the notion of the moderating role of CSR positioning in a developing country has been introduced. Since this study confirms that a brand's social initiatives are integrated into competitive positioning, these can be intuitively and rationally implemented in the marketplace. As a result, a brand that positions itself in CSR by integrating CSR into its core business strategy and effectively communicates its CSR positioning is likely to amplify the appropriateness and effectiveness of its initiatives in the marketplace, particularly in terms of determinants of consumers' CSR beliefs. Therefore, managers should consider that by integrating CSR efforts into core business objectives and core competencies, and caring about consistency in their CSR communication, leverage of the power of determinants of consumers' CSR beliefs in the market can be achieved.

As the challenge of CSR communication is to discuss how to increase consumers' CSR awareness and how to minimize consumers' scepticism (Du et al. 2010), the strategic benefits of CSR need to be contingent with consumers' awareness of a firm's CSR activities. However, previous studies reveal that awareness of a firm's CSR activities among consumers is typically low, therefore constituting an obstacle to the firm's aim to gain strategic benefits from its CSR activities (Sen et al. 2006). In the Thai context, this study suggests that consumers perceive that companies are treating CSR as a cosmetic, public relations exercise, with some providers spending on CSR advertising rather than on actual initiatives. This indicates that consumers' perception of a company's motivation is likely to influence Thai consumer's scepticism toward their CSR initiatives. According to Webb and Mohr (1998), this scepticism occurs because consumers hold intuitive beliefs that social initiatives are primarily motivated by corporate self-interest. Consumers are interested in CSR but at the same time hold rather sceptical viewpoints (Beckmann 2007), and vague words and absence of proof may be the reason why this occurs (Elving 2010). Becker-Olsen et al. (2006) suggested that if consumers are sceptical about companies' motives, engaging in CSR may even

have a negative influence on their evaluations of a company and purchase intentions of a product. They cautioned that managers should prioritise care in the choice of their CSR activities and responses to reflect the company's values and domain, so that consumers will perceive their CSR activities as proactive and socially motivated. As a result, it is necessary for managers to have a comprehensive understanding of the important issues related to CSR communication, including message content and message channels. They should also include factors that impact on the effectiveness of their CSR communication in order to accrue consumer's CSR awareness, positive attitude to company's motivations, and positive beliefs of the CSR of that company.

Further, this study has found that the effect of consumers' CSR beliefs on brand choices suggest that companies need to focus on the specific concerns of their target consumers, and try to actively involve them in any resulting CSR initiatives. If a number of a company's target consumers participate in its CSR efforts, the company will be able to increase consumer-specific benefits (Du et al. 2010). This is consistent with recent literature on business strategy that views main target consumers as generating new opportunities for companies to gain long term competitive advantage by creating both social and business values (Porter & Kramer 2011).

7.3.3 Public Policy and Non-Profit Organization Implications

The findings of this study also have implications for both government policy and the management of non-profit organizations. Thai government policy makers in the business development department of the Ministry of Commerce responsible for promoting both private and government business enterprises, need to encourage companies to play an active role in social responsibility. Particularly, due to the fact of the potential comparative advantage of business competencies and resources over governments or NGOs in solving certain social problems (Porter & Kramer 2002), governments should encourage companies to play a strong role in solving social issues in the areas where they can leverage core competence and enhance their potential for joint companies' social and economic performance (Du et al. 2011). By doing so, companies can not only make a positive impact on society, but also gain benefits for

themselves (Kotler & Lee 2005). Findings from this study shed light on the value and utility of this concept. Therefore, policy makers can use this study to encourage other companies seeking to embrace CSR initiatives and benefit key stakeholders.

CSR initiatives of Thai mobile phone service providers are determined to co-operate with a number non-profit organizations. For example, DTAC's CSR initiatives are determined to co-operate with the 'Sam Nuek Rak Ban Kerd Foundation' to build and promote self-reliant communities from which students who are granted scholarships will be able to help support their less developed neighbours (DTAC 2010). This study's findings indicate that the DTAC CSR brand is more likely than others to accrue consumer CSR awareness, positive attitude to the firm's motivations, and beliefs of the CSR of that company. Therefore, management of non-profit organizations in Thailand can use these results to encourage private companies to form an alliance for the promotion of their CSR activities.

7.4 Limitations of this Research

The results and interpretations of this study must be considered in the context of its limitations. First, while the results showed significant differences in CSR beliefs for each of the brands, these were very modest (less than one-fifth of a scale point difference). These findings suggest that Thai consumers are generally sceptical about company commitment to CSR. This underscores the fact that CSR initiatives and media acknowledgement of these may not be fully equate in positioning the brand as being socially responsible. Further research will expand on the available evidence such as websites, interviews with key managers and considering company investments in CSR activities. This would assist in strengthening the case for differentiating brands in their CSR dimensions. Furthermore, as this study concerns theory testing at a particular time and place, results may not be representative of the entire population. Further research may be advantages to seek evidence of causality through longitudinal studies to increase understandings of consumer reactions to CSR in Thailand. More generally, as this study was conducted in a category where most brands engage in some form of CSR, the

generalizability of the study's findings is contingent on validation of its findings in product categories with greater CSR diversity.

7.5 Suggestions for Future Research

As this study is the first known empirical research into the moderating effect of CSR positioning on consumer reactions to CSR in Thailand, it can serve as the foundation for future research. Although this study contributes to a better understanding in regard to CSR and consumer research, further investigation is required in the following ways.

Firstly, as literature has been relatively limited in empirically describing the moderating effect of competitive positioning on consumer reactions to CSR in developing countries such as Thailand, further investigation is required. This includes: replication in other developing countries, industries and stakeholders; exploration of evidence of causality through longitudinal studies; and surveys of larger and more representative samples.

Secondly, the phenomenon of an attitude-behaviour gap appears in association with the discrepancy between determinants and consequences of consumers' CSR beliefs. This calls for a better understanding of the limited role that determinants of consumers' CSR beliefs play in their consequences. Therefore, a valuable future direction of research would be to shed light on this issue and offer insights into strategic directions for marketing managers attempting to bridge the intention-behaviour gap of consumers' CSR beliefs.

Thirdly, as a large portion of the sample in this study (48.4%) consisted of Gen Y consumers (those born between 1982 and 1999), the findings may predominantly apply to this generation. Hence, it would be interesting to further study the differences in generational CSR concerns by looking at a cross section of the Gen X consumers (those born between 1965 and 1981) who were also strongly represented in this study (42.4 %).

Fourthly, although the focus of this study has been to investigate how CSR initiatives can build a good relationship with consumers and produce advocacy behaviour, consumers are sceptical in their views of corporate motivations for supporting social initiatives. This may constitute an obstacle for companies' aiming to gain relational benefits from their CSR initiatives. Therefore, by better understanding CSR-specific benefits in the consumer domain, a stream of additional research could examine how companies can communicate their CSR activities more effectively in order to overcome consumer scepticism and thus generate favourable CSR attributions.

Finally, by replicating the conceptual framework that was initiated in the context of a developed country, consumer reactions to CSR in a developing country namely Thailand, have shown differences between the two contexts. As culture has been noted as one of the most significant factors influencing ethical decision making (Rawwas et al. 2005), this may mean that the demands of consumers in CSR issues differ according to cultural setting. Therefore, future research could attempt to systematically investigate whether the Thai variations in consumer reactions to CSR can be linked to cultural values or not.

This study provides a valuable basis for further investigation into the moderating effect of competitive positioning on consumer reactions to CSR, particularly in the context of developing country. The findings also have practical implications that provide potential directions for companies to more effectively position and communicate their CSR activities to create differential advantage and maximize business returns.

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APPENDICES

List of Appendices

Appendix 5.5 Tolerance and Variance Inflation Factors (VIF)

Appendix 3.1: Focus Groups Request Letters

2 August 2011

Faculty of Business Administration

Maejo University

Sansai, Chiang Mai, Thailand 50290

Ref: Permission to engage MBA students in focus groups

Dear Dean for the Faculty of Business Administration

I would like to obtain permission to access MBA students for seeking their participants, and conduct focus groups at the Faculty of Business Administration, Maejo University. As a Doctor of Business Administration (DBA) student in the School of Management and Information Systems, Faculty of Business and Law. I am conducting research under the supervision of Dr. Wayne Binney and Dr. Colin Higgins on the consumer reactions to Corporate Social Responsibility (CSR) in Thailand. The goal of this research is to investigate how consumers react to CSR in Thailand.

Focus groups will be conducted in September 2011. The purpose of focus groups is to find the measurement items for CSR awareness and the Corporate Ability (CA) and CSR beliefs components for the mobile phone service provider industry in Thailand. The selected items will be used in the survey questionnaire in phase two of this study.

If you would like more details about this research, or would like additional information to assist you in reaching a decision about participation, please contact me at +61-403354013 or preeda.srinaruewan@live.vu.edu.au. You can also contact my principal supervisor at +61-39919 1515 or wayne.binney@vu.edu.au.

I am looking forward to hearing from you, and thank you in advance for your assistance in this study.

Sincerely,

(Preeda Srinaruewan)	**(Dr. Wayne Binney)**	**(Dr. Colin Higgins)**
Lecturer	Director MBA Program	Lecturer
Faculty of Business Administration	Faculty of Business and Law	Faculty of Business and Law
Maejo University	Victoria University	Victoria University
Ph: (053) 873000	Ph: (61) 39919 1515	Ph: (61) 39919 1482
Email: preeda.srinaruewan@live.vu.edu.au	Email: wayne.binney@vu.edu.au	Email: colin.higgins@vu.edu.au

Appendix 3.2: Information to Participants Involved in Research

![Victoria University Melbourne Australia logo]

INFORMATION TO PARTICIPANTS   INVOLVED IN RESEARCH

You are invited to participate

You are invited to participate in a research project entitled "Consumer reactions to Corporate Social Responsibility (CSR) in Thailand: The moderating effect of competitive positioning". This project is being conducted by Preeda Srinaruewan as part of a DBA study at Victoria University under the supervision of Dr. Wayne Binney and Dr. Colin Higgins from the School of Management and Information Systems, Faculty of Business and Law.

Project explanation

The purpose of this study is to test a theoretical framework to examine the role of CSR positioning on consumer reactions to CSR in the context of Thailand. There are two main phases in this study. Phase one is a focus group to verify measurement items for CSR awareness, Corporate Ability (CA) beliefs and CSR beliefs in the Thai mobile phone service provider industry. Phase two involves the use of an intercept survey with a structured questionnaire.

What will I be asked to do?

The attributes of CSR awareness, Corporate Ability (CA) beliefs and CSR beliefs will be provided to participants in order to discuss and rate the degree to which they believe each item is related to CSR awareness, CA beliefs and CSR beliefs in the Thai mobile phone service provider industry. It is expected that focus groups will take about 1-1.5 hours.

What will I gain from participating?

Insights from this research project will include a greater understanding of consumer reactions to CSR in Thailand. The project will provide a better understanding of how marketers should use CSR initiatives in their brand's competitive positioning and CSR communication in the consumer domain.

How will the information I give be used?

The verified measurement items of CSR awareness, Corporate Ability (CA) beliefs and CSR beliefs in the Thai mobile phone service provider industry will be used in the survey questionnaire for the next phase of the study.

What are the potential risks of participating in this project?

There are no potential risks of participating in the focus groups.

How will this project be conducted?

A focus group will be established. Two focus group interviews will follow a semi-structured approach being allocated to twelve MBA students (6 participants in each group) at Maejo university, Chiang Mai (Thailand). Participants will be selected using screening questions for each group. The two focus groups will be audio-taped, transcribed, and analysed.

Who is conducting the study?

Dr. Wayne Binney, Tel: 61 3 9919 1515, Email: wayne.binney@vu.edu.au
Dr. Colin Higgins, Tel: 61 3 9919 1482, Email: colin.higgins@vu.edu.au
Preeda Srinaruewan, Tel: 61 403354013, Email: preeda.srinaruewan@live.vu.edu.au

Any queries about your participation in this project may be directed to the Chief Investigator listed above.

If you have any queries or complaints about the way you have been treated, you may contact the Research Ethics and Biosafety Manager, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 or phone (03) 9919 4148.

Appendix 3.3: Focus Group Screening Questionnaires

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

Criteria	NO.	Questions
Security questions	S1	Do you or anybody in your household work in any of these companies? [1] ☐ AIS [2] ☐ DTAC [3] ☐ TRUE [4] ☐ NONE OF THESE
Mobile phone service provider consumers	S2	Of which of the following companies are you a customer? [1] ☐ AIS [2] ☐ DTAC [3] ☐ TRUE [4] ☐ NONE OF THESE
Awareness of socially responsible actions	S3	Have you ever seen or heard of socially responsible actions of AIS, DTAC and TRUE in the last six months? [1] ☐ Yes [2] ☐ No
Awareness of "CSR"	S4	Have you ever seen or heard of "Corporate Social Responsibility: CSR"? [1] ☐ Yes [2] ☐ No
Available of participants	S5	As part of our research, we are inviting a group of people like you to participate in a discussion group. These discussion groups are used only for the purposes of gathering opinions. The group will be relaxed, and you will simply be involved in an exchange of ideas and opinions. The group will be held on.............and............. It will last approximately 1 -1.5 hours. Will you able to join us? ☐ Yes (skip to information) ☐ No ☐ Don't know (skip to information) **Information** Name:... Contact number:.. E-mail..

Appendix 3.4: Discussion Guidelines for Focus Group Interviews

Themes	NO.	Questions
Stage 1 Introduction (20 min.)		
1.1 General Information (10 min.)		• Sign Consent Form for Participants Involved in Research • Greeting • Information to Participants Involved in Research • Ground rules • Role of moderator • Recoding equipment • Brief get-acquainted period (names/occupations)
1.2 CSR Definition (10 min.)	1 2	• What is the first thing that comes to mind when you hear the phrase 'Corporate Social Responsibility (CSR)'? • In your opinion, what is "CSR"?
Stage 2 Key Questions (60 min.)		
2.1 Corporate Ability (CA) Beliefs (20 min.)	3	We understand from recruiting that all of you are AIS, DTAC and True Move customers. What are your impressions of these companies? Why?
	4	Participants will ask to rank the important of Corporate Ability (CA) beliefs items and identify additional items of the Thai mobile service provider industry in the paper provided. Then, moderators will show the flipchart as follow:

Corporate Ability (CA)	P1	P2	P3	P4	P5	P6
-Great expertise in the area of mobile phone service providers.						
-Provide a high quality of network technology.						
-Provide a high quality of customer service staff.						
- Participants identify items……………………….......						
- Participants identify items………………………….						

Next, each participant is asked to present their findings in the flipchart. Lastly, moderators will ask participants to look over the complete sheets and offer comments using questions as follow:

4.1 What patterns do you see?
4.2 Which item has the highest rating and why was it rated so highly?
4.3 Which item has the lowest rating and why was it rated so low? |
2.2 CSR Beliefs (20 min.)	5	What do you think about CSR of AIS, DTAC and True Move?
	6	How do you feel about their CSR?
	7	Participants will ask to rank the important of CSR beliefs items and identify additional items of the Thai mobile service provider industry in the paper provided. Then, moderators will show the flipchart as follow:

Themes	NO.	Questions
		<table><tr><td>**Corporate Social Responsibility (CSR) Beliefs**</td><td>**P1**</td><td>**P2**</td><td>**P3**</td><td>**P4**</td><td>**P5**</td><td>**P6**</td></tr><tr><td>-A socially responsible company.</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>-Make a real difference through its socially responsible action.</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>-Put something back into society.</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>-Aware of environment matters.</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>*- Participants identify items………………………*</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>*- Participants identify items………………………*</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> Next, each participant is asked to present their findings in the flipchart. Lastly, moderators will ask participants to look over the complete sheets and offer comments using questions as follow: 7.1 What patterns do you see? 7.2 Which item has the highest rating and why was it rated so highly? 7.3 Which item has the lowest rating and why was it rated so low?
2.3 CSR awareness (20 min.)	8	Can you tell me about CSR projects of AIS?
	9	Can you tell me about CSR projects of DTAC?
	10	Can you tell me about CSR projects of True Move?
	11	For AIS, between 'San Rak Support of Family Institutions Project' and 'San Rak Tough Love Good Heart Project', which one are you more aware of? Why?
	12	For DTAC, between 'Doing good Deeds Every Day Project' and 'Sam nuke Rak Ban Kerd Project' which one are you more aware of ? Why?
	13	For True Move, between 'True Plook Panya project' and 'Mangrove Forest Classroom', which one are you more aware of? Why?
Stage 3 Closing comments (10 min.)		
Other comments (10 min.)	14	Do you have any other comments? • Thank participants

Appendix 3.5: Consent Form for Participants Involved in Research

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CONSENT FORM FOR PARTICIPANTS
INVOLVED IN RESEARCH

INFORMATION TO PARTICIPANTS:

We would like to invite you to be a part of a study into consumer reactions to Corporate Social Responsibility (CSR) in Thailand. The aim of this study is to test a theoretical framework which examines the role of CSR positioning on consumer reactions to CSR in the context of Thailand. This is the first phase of a study verifying measurement items for CSR awareness, Corporate Ability (CA) beliefs and CSR beliefs in the Thai mobile phone service provider industry. The information provided will only be used for this study and will be kept confidential.

CERTIFICATION BY SUBJECT

I, _____certify that I am at least 18 years old and that I am voluntarily giving my consent to participate in the study: "Consumer reactions to Corporate Social Responsibility (CSR) in Thailand: The moderating effect of competitive positioning" being conducted at Victoria University by: Dr. Wayne Binney.

I certify that the objectives of the study, together with any risks and safeguards associated with the procedures listed hereunder to be carried out in the research, have been fully explained to me by Preeda Srinaruewan, and that I freely consent to participation in the focus group and I have agreed that the discussion will be recorded.

I certify that I have had the opportunity to have any questions answered and that I understand that I can withdraw from this study at any time and that this withdrawal will not jeopardise me in any way.

I have been informed that the information I provide will be kept confidential.

Signed:_____

Date:_____

Any queries about your participation in this project may be directed to the researcher
Dr. Wayne Binney   Tel. 61 3 9919 1515

If you have any queries or complaints about the way you have been treated, you may contact the Research Ethics and Biosafety Manager, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 or phone (03) 9919 4148

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Questionnaire [......................]

Information to Participants Involved in Research

You are invited to participate in a research project regarding consumer reactions to Corporate Social Responsibility (CSR). This project is being conducted by a student researcher, Preeda Srinaruewan as part of a Postgraduate study at Victoria University under the supervision of Dr. Wayne Binney and Dr. Colin Higgins from the Faculty of Business and Law.

Confidential

Your responses will be held in strict confidence and used only to gather data for a doctoral thesis. You will be asked to answer the questions in six sections including:

    Section 1: Consumers of a Brand;
    Section 2: Loyalty, Advocacy and Company-Consumer Identification;
    Section 3: Corporate Ability Beliefs and CSR Beliefs;
    Section 4: CSR Support, CSR Awareness and Channel of CSR Awareness;
    Section 5: CSR Attributions;
    Section 6: Consumer's Background Characteristics.

We request only a few minutes of your time to complete the enclosed questionnaire. The information provided will be kept confidential.

Participants Involved in Research

Participation in answering questionnaires is voluntary and that the respondents are free to withdraw at any time or to decline to answer any particular question and that this withdrawal will not jeopardise respondents in any way.

Any queries about your participation in this project may be directed to the Chief Investigator, Dr. Wayne Binney Tel. 61 3 9919 1515. If you have any queries or complaints about the way you have been treated, you may contact the Research Ethics and Biosafety Manager, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 or phone (03) 9919 4148.

Section 1: Consumers of a Brand

In this section you are asked to answer the following questions about brand customers, brand most frequently used and brand prefer by putting a ☑ in the choice that match yours.

A1.Which brands do you are customers?(respondents could choose more than one item)
 [1 ☐ AIS:[ ] Pre-paid [2] ☐ DTAC: [ ] Pre-paid   [3]☐ True Move: [ ] Pre-paid
           [ ] Post-paid   [ ] Post-paid   [ ] Post-paid
A2. Which brand did you use most frequently in the previous six month?
 [1] ☐ AIS   [2] ☐ DTAC   [3] ☐ True Move
A3. Which brand do you prefer most?
 [1] ☐ AIS   [2] ☐ DTAC   [3] ☐   True Move

Section 2: Loyalty, Advocacy and Company-Consumer Identification

The questions in this section ask for your opinion about loyalty, advocacy, and company-consumer identification of mobile phone service providers. Although you are not consumer of a brand, please indicate the extent to which you agree or disagree of all three brands including AIS, DTAC and True Move by putting ☑ with each of the following statements.

Loyalty, Advocacy and Company-Consumer Identification	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	5	4	3	2	1
B1. I am loyal to this brand.					
AIS					
DTAC					
True Move					
B2. I would like to try new products introduced under this brand name.					
AIS					
DTAC					
True Move					
B3. I talk favorably about this brand to friends and family.					
AIS					
DTAC					
True Move					
B4. If the maker of this brand did something I did not like, I would be willing to give it another chance.					
AIS					
DTAC					
True Move					
B5. My sense of this brand match my sense of who am I.					
AIS					
DTAC					
True Move					

Section 3: Corporate Ability (CA) Beliefs and CSR Beliefs

The questions in this section ask for your opinion about corporate ability beliefs. Although you are not consumer of a brand, please indicate the extent to which you agree or disagree of all three brands including AIS, DTAC and True Move by putting ✔ with each of the following statements.

Corporate Ability (CA) Beliefs	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	5	4	3	2	1
C1. This brand has great expertise in the area of mobile phone service providers.					
AIS					
DTAC					
True Move					
C2. This brand offers a high-quality of network technology.					
AIS					
DTAC					
True Move					
C3. This brand offers a high-quality of customer service staff.					
AIS					
DTAC					
True Move					
C4. This brand provides a value promotion that satisfies needs and wants of consumers.					
AIS					
DTAC					
True Move					

The questions in this section ask for your opinion about CSR beliefs of mobile phone service providers. Although you are not consumer of a brand, please indicate the extent to which you agree or disagree of all three brands including AIS, DTAC and True Move by putting ✔ with each of the following statements.

CSR Beliefs	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not aware
	5	4	3	2	1	
C5. This brand is a socially responsible company.						
AIS						
DTAC						
True Move						
C6. This brand has made a real difference through its socially responsible actions.						
AIS						
DTAC						
True Move						

Section 4: CSR Support and CSR Awareness

The questions in this section ask about your support of the CSR issues that mobile phone service providers work for. Please indicate the extent to which you support or do not support by putting ✔ with each of the following statements.

CSR Support	Strongly support	Support	Neither support nor do not support	Do not support	Do not support at all
	5	4	3	2	1
D1.To what extent do you support "Family Institutions Promotion" of AIS?					
D2.To what extent do you support "Doing Good Deeds Everyday Promotion" of DTAC?					
D3.To what extent do you support "Educational and Learning Promotion" of True Move?					

The questions in this section ask for your opinion about the awareness of brand's CSR initiative of mobile phone service providers. Please indicate the extent to which you agree or disagree by putting ✔ with each of the following statements.

CSR Awareness	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not aware
	5	4	3	2	1	
D4. AIS works for "Sarn Rak Support of Family Institutions Project" and "San Rak Tough Love Good Heart Project"						
D5.DTAC works for "Doing Good Deed Everyday Project" and "Sam Nuke Rak Ban Kerd Project".						
D6.True Move works for "True Plook Panya Project" and "True Young Producer Award"						

The questions in this section ask for your opinion about the channel of CSR awareness by putting a ☑ in the choice that match yours.

D7. Which channel do you perceive CSR activities of mobile phone service providers?
(respondents could choose more than one item)

[1]☐ Newspaper [2]☐ Magazines   [3]☐ Direct mail
[4]☐ Television [5]☐ Radio   [6]☐ Internet
[7]☐ SMS   [8]☐ Social Media (Face book)[9]☐ Search engine (Google)
[10]☐ WOM (Friends) [11]☐ Other ....(Please identify)

Section 5: CSR Attributions

The questions in this section ask for your opinion about CSR attribution of mobile phone service providers by putting a ☑ in the choice that match yours. Please indicate the extent to which you agree or disagree by putting ☑ with each of the following statements.

Intrinsic Attribution	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	5	4	3	2	1
E1. AIS works for "San Rak Support of Family Institutions Project" and "San Rak Tough Love Good Heart Project" because it is genuinely concerned about being socially responsible.					
E2. DTAC works for "Doing good Deeds Every Day Project" and "Sam Nuke Rak Ban Kerd Project" because it is genuinely concerned about being socially responsible.					
E3. True Move works for "True Plook Panya Project" and "True Young Producer Award" because it is genuinely concerned about being socially responsible.					

Extrinsic Attribution	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	5	4	3	2	1
E4. AIS works for "San Rak Support of Family Institutions Project" and "San Rak Tough Love Good Heart Project" because it feels competitive pressures to engage in such activities.					
E5. DTAC works for "Doing good Deeds Every Day Project" and "Sam Nuke Rak Ban Kerd Project" because it feels competitive pressures to engage in such activities.					
E6. True Move- True Move works for "True Plook Panya Project" and "True Young Producer Award" because it feels competitive pressures to engage in such activities.					

Section 6: Consumer's Background Characteristics.

Please answer the following questions about your demographic characteristics by putting a ✔ beside the choice describe yours. (optional for each question)

F1. What is your gender?

    [1] ☐ Male   [2] ☐ Female

F2. What is your age?

    [1] ☐ 20-29   [2] ☐ 30-39

    [3] ☐ 40-49   [4] ☐ 50-59

    [5] ☐ More than 59

F3. Which of the following best describes your highest level of education completed?

    [1] ☐ Less than high school   [2] ☐ High school

    [3] ☐ Diploma or equivalent   [4] ☐ Bachelor's degree

    [5] ☐ Master's degree or higher

F4. Which one of the following best describes your present occupation?

    [1] ☐ Students   [2] ☐ Government officer

    [3] ☐ Private employee   [4] ☐ Business

    [5] ☐ Trade   [6] ☐ General contract

F5. Please indicate which income range best represents your income per month.

    [1] ☐ Less than 10,000 Baht   [2] ☐ 10,000 - 20,000 Baht

    [3] ☐ 20,001-30,000 Baht   [4] ☐ 30,001-40,000 Baht

    [5] ☐ 40,001- 50,000 Baht   [6] ☐ More than 50,000 Baht

F6. How many adults are in your household?

    [1] ☐ 1-2   [2] ☐ 3-4

    [3] ☐ 5-6   [4] ☐ More than 6

Appendix 4.2: Measures and descriptive statistics and Item analysis of pilot test

Table 4.2.1 Measures and descriptive statistics of pilot test (n=30)

NO.	Variables	Mean	SD	r	α	Number of items
B1	**Loyalty**	**3.27**	**.438**	**-**	**-**	**1**
	AIS	3.37	.765	**-**	**-**	
	DTAC	3.30	.535	**-**	**-**	
	True Move	3.17	.699	**-**	**-**	
B2-B4	**Advocacy**	**3.44**	**.493**	**-**	**.720**	**3**
	AIS	3.83	.838	**-**	-	
	DTAC	3.50	.592	**-**	-	
	True Move	3.17	.537	**-**	-	
B5	**Identification**	**3.41**	**.617**	**-**	**-**	**1**
	AIS	3.70	.915	**-**	**-**	
	DTAC	3.63	.718	**-**	**-**	
	True Move	3.03	1.066	**-**	**-**	
C1-C4	**CA beliefs**	**3.72**	**.527**	**-**	**.850**	**4**
	AIS	4.07	.678	**-**	-	
	DTAC	3.75	.634	**-**	-	
	True Move	3.34	.714	**-**	-	
C5-C6	**CSR beliefs**	**3.56**	**.574**	**.433**	**.762**	**2**
	AIS	3.48	.835	-	-	
	DTAC	3.95	.723	-	-	
	True Move	3.25	.583	-	-	
D1-D3	**CSR support**	**2.45**	**1.030**	**-**	**-**	**1**
	AIS	2.67	1.322	**-**	**-**	
	DTAC	2.50	1.075	**-**	**-**	
	True Move	2.20	1.031	**-**	**-**	
D4-D6	**CSR awareness**	**3.57**	**.360**	**-**	**-**	**1**
	AIS	3.63	.556	**-**	**-**	
	DTAC	3.87	.629	**-**	**-**	
	True Move	3.23	.430	**-**	**-**	
E1-E3	**Intrinsic attributions**	**3.23**	**.575**	**-**	**-**	**1**
	AIS	3.17	.699	**-**	**-**	
	DTAC	3.33	.661	**-**	**-**	
	True Move	3.20	.750	**-**	**-**	
E4-E6	**Extrinsic attributions**	**3.58**	**.709**	**-**	**-**	**1**
	AIS	3.70	.750	**-**	**-**	
	DTAC	3.57	.817	**-**	**-**	
	True Move	3.50	.682	**-**	**-**	

Table 4.2.2 Item-total statistics for Advocacy (n=30)

Item no.	Corrected Item-Total Correlation	Alpha if item Deleted	Final Alpha
B2.1	.487	.677	.720
B2.2	.486	.680	
B2.3	.319	.708	
B3.1	.427	.690	
B3.2	.357	.702	
B3.3	.230	.724	
B4.1	.423	.692	
B4.2	.422	.692	
B4.3	.436	.692	

Table 4.2.3 Item-total statistics for CA beliefs (n=30)

Item no.	Corrected Item-Total Correlation	Alpha if item Deleted	Final Alpha
C1.1	.509	.839	.850
C1.2	.661	.830	
C1.3	.571	.834	
C2.1	.490	.840	
C2.2	.693	.824	
C2.3	.563	.835	
C3.1	.471	.843	
C3.2	.598	.834	
C3.3	.680	.826	
C4.1	.174	.865	
C4.2	.274	.853	
C4.3	.638	.831	

Table 4.2.4 Item-total statistics for CSR beliefs (n=30)

Item no.	Corrected Item-Total Correlation	Alpha if item Deleted	Final Alpha
C5.1	.715	.660	.762
C5.2	.595	.701	
C5.3	.522	.722	
C6.1	.433	.744	
C6.2	.399	.752	
C6.3	.416	.754	

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Appendix 4.3: Screening Questions

S1. Do you or anybody in your household work in AIS, DTAC and TRUE?

[1] ☐ Yes   [2] ☐ No

If 'Yes', thank and terminate.
If 'No', continue to S2.

S2. Are you a customer of AIS, DTAC and True Move?

[1] ☐ Yes   [2] ☐ No

If 'Yes', continue to S3.
If 'No', thank and terminate.

S3. Have you ever seen or heard of Corporate Social Responsibility (CSR) activities of AIS, DTAC and True Move in the previous six months?

[1] ☐ Yes   [2] ☐ No

If 'Yes', continue to inform about the research information before answering questionnaires.
If 'No', thank and terminate.

Appendix 5.1: Number and percentage of missing data in each item

Question number	Number	Percent	Question number	Number	Percent
A1.1	1	.56	C5.1	1	.56
A1.2	1	.56	C5.2	2	1.16
A2.1	1	.56	C5.3	2	1.16
A2.2	1	.56	C6.1	1	.56
A3.1	1	.56	C6.2	2	1.16
A3.2	1	.56	C6.3	2	1.16
A2	3	1.66	D1	1	.56
A3	1	.56	D2	1	.56
B1.1	1	.56	D3	1	.56
B1.2	1	.56	D4	1	.56
B1.3	1	.56	D5	1	.56
B2.1	1	.56	D6	1	.56
B2.2	1	.56	D7.1	1	.56
B2.3	1	.56	D7.2	1	.56
B3.1	1	.56	D7.3	1	.56
B3.2	1	.56	D7.4	1	.56
B3.3	1	.56	D7.5	1	.56
B4.1	1	.56	D7.6	1	.56
B4.2	1	.56	D7.7	1	.56
B4.3	1	.56	D7.8	1	.56
B5.1	1	.56	D7.9	1	.56
B5.2	1	.56	D7.10	1	.56
B5.3	1	.56	D7.11	1	.56
C1.1	2	1.16	E1	1	.56
C1.2	2	1.16	E2	1	.56
C1.3	3	1.66	E3	1	.56
C2.1	1	.56	E4	0	0
C2.2	2	1.16	E5	1	.56
C2.3	2	1.16	E6	1	.56
C3.1	1	.56	F1	0	0
C3.2	2	1.16	F2	0	0
C3.3	2	1.16	F3	0	0
C4.1	1	.56	F4	0	0
C4.2	2	1.16	F5	0	0
C4.3	2	1.16	F6	0	0

Appendix 5.2: Normal P-P Plot & Scatterplot of Regression Standardized Residual
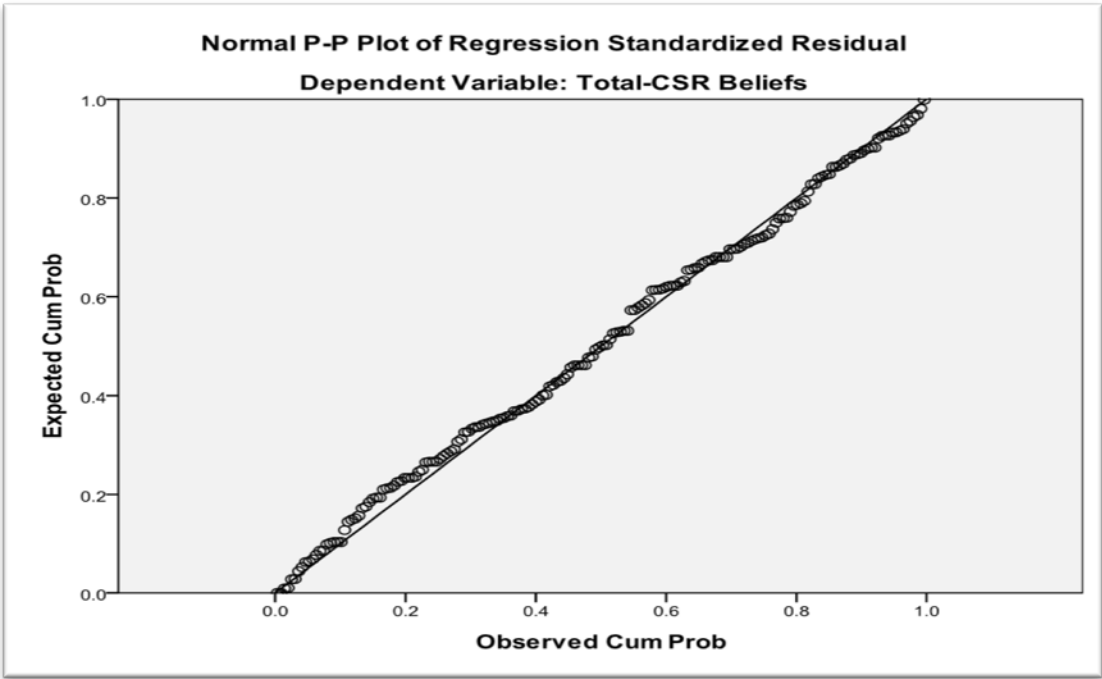
Figure 5.2.1 Normal Probability Plot of Regression Standardized Residual
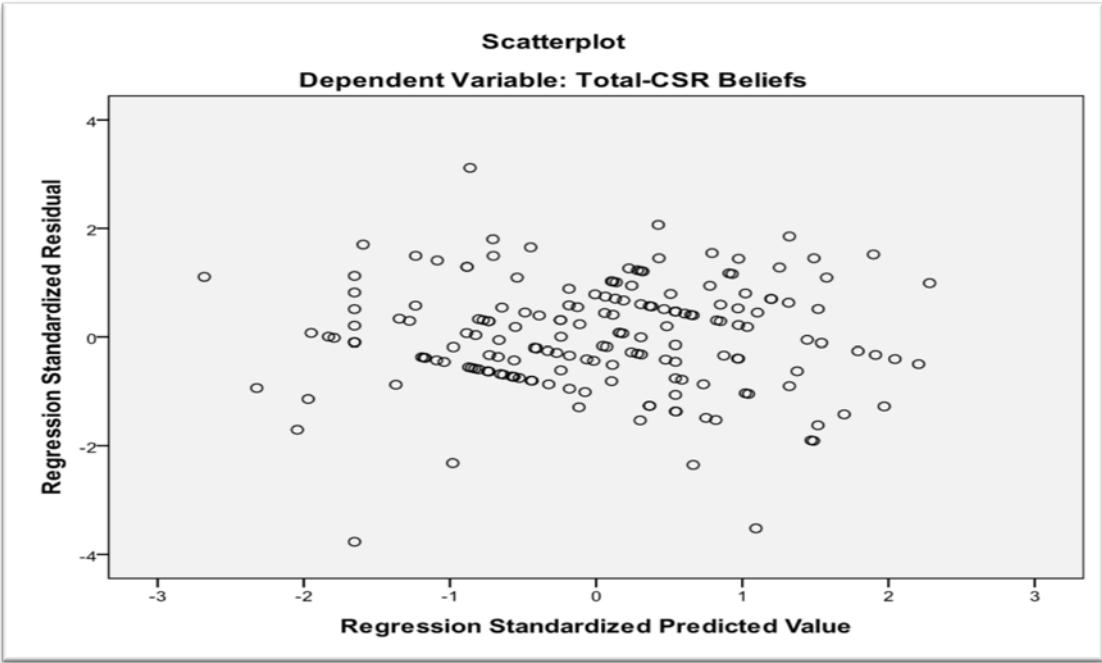
Figure 5.2.2 Scatterplot of Regression Standardized Residual

Appendix 5.3: Measures and descriptive statistics and Item analysis

Table 5.3.1 Measures and descriptive statistics (n=184)

NO.	Variables	Mean	SD	r	α	Number of items
B1	**Loyalty**	**3.34**	**.646**	-	-	**1**
	AIS	3.35	1.051	-	-	
	DTAC	3.47	.816	-	-	
	True Move	3.21	.918	-	-	
B2-B4	**Advocacy**	**3.52**	**.542**	-	**.734**	**3**
	AIS	3.54	.815	-	-	
	DTAC	3.58	.668	-	-	
	True Move	3.42	.708	-	-	
B5	**Identification**	**3.45**	**.590**	-	-	**1**
	AIS	3.40	1.019	-	-	
	DTAC	3.61	.873	-	-	
	True Move	3.34	.915	-	-	
C1-C4	**CA beliefs**	**3.80**	**.457**	-	**.809**	**4**
	AIS	3.96	.681	-	-	
	DTAC	3.83	.576	-	-	
	True Move	3.62	.577	-	-	
C5-C6	**CSR beliefs**	**3.57**	**.622**	**.721**	**.851**	**2**
	AIS	3.55	.843	-	-	
	DTAC	3.65	.700	-	-	
	True Move	3.52	.722	-	-	
D1-D3	**CSR support**	**3.17**	**.906**	-	-	**1**
	AIS	3.14	1.160	-	-	
	DTAC	3.22	.958	-	-	
	True Move	3.16	1.067	-	-	
D4-D6	**CSR awareness**	**3.80**	**.664**	-	-	**1**
	AIS	3.82	.795	-	-	
	DTAC	3.86	.760	-	-	
	True Move	3.71	.880	-	-	
E1-E3	**Intrinsic attributions**	**3.74**	**.658**	-	-	**1**
	AIS	3.72	.819	-	-	
	DTAC	3.78	.716	-	-	
	True Move	3.71	.732	-	-	
E4-E6	**Extrinsic attributions**	**3.79**	**.752**	-	-	**1**
	AIS	3.84	.866	-	-	
	DTAC	3.76	.821	-	-	
	True Move	3.77	.784	-	-	

Table 5.3.2 Item-total statistics for Advocacy (n=184)

Item no.	Corrected Item-Total Correlation	Alpha if item Deleted	Final Alpha
B2.1	.320	.726	.734
B2.2	.308	.726	
B2.3	.436	.706	
B3.1	.455	.702	
B3.2	.404	.711	
B3.3	.441	.705	
B4.1	.426	.708	
B4.2	.409	.711	
B4.3	.486	.698	

Table 5.3.3 Item-total statistics for CA beliefs (n=184)

Item no.	Corrected Item-Total Correlation	Alpha if item Deleted	Final Alpha
C1.1	.417	.798	.809
C1.2	.393	.800	
C1.3	.350	.803	
C2.1	.478	.793	
C2.2	.468	.792	
C2.3	.374	.802	
C3.1	.573	.783	
C3.2	.585	.783	
C3.3	.425	.798	
C4.1	.488	.792	
C4.2	.454	.795	
C4.3	.452	.795	

Table 5.3.4 Item-total statistics for CSR beliefs (n=184)

Item no.	Corrected Item-Total Correlation	Alpha if item Deleted	Final Alpha
C5.1	.639	.828	.851
C5.2	.652	.824	
C5.3	.671	.820	
C6.1	.658	.822	
C6.2	.564	.839	
C6.3	.648	.824	

Table 5.3.5 Correlation of Intrinsic Attributions and Extrinsic Attributions

		Intrinsic Attributions	Extrinsic Attributions
Intrinsic Attributions	Pearson Correlation	1	.033
	Sig. (2-tailed)		.656
	N	184	184
Extrinsic Attributions	Pearson Correlation	.033	1
	Sig. (2-tailed)	.656	
	N	184	184

Appendix 5.4: Total Variance Explained and Scree plot

Table 5.4.1 Total variance explained

| Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	**9.426**	**20.947**	**20.947**	9.426	20.947	20.947
2	**4.937**	**10.972**	**31.919**			
3	**3.359**	**7.465**	**39.383**			
4	**2.825**	**6.278**	**45.661**			
5	**2.491**	**5.537**	**51.198**			
6	**2.059**	**4.575**	**55.773**			
7	**1.999**	**4.442**	**60.215**			
8	**1.619**	**3.598**	**63.812**			
9	**1.542**	**3.426**	**67.239**			
10	**1.322**	**2.937**	**70.175**			
11	**1.140**	**2.534**	**72.709**			
12	.968	2.151	74.860			
13	.899	1.998	76.858			
.	.	.	.			
.	.	.	.			
45	.079	.176	100.000			
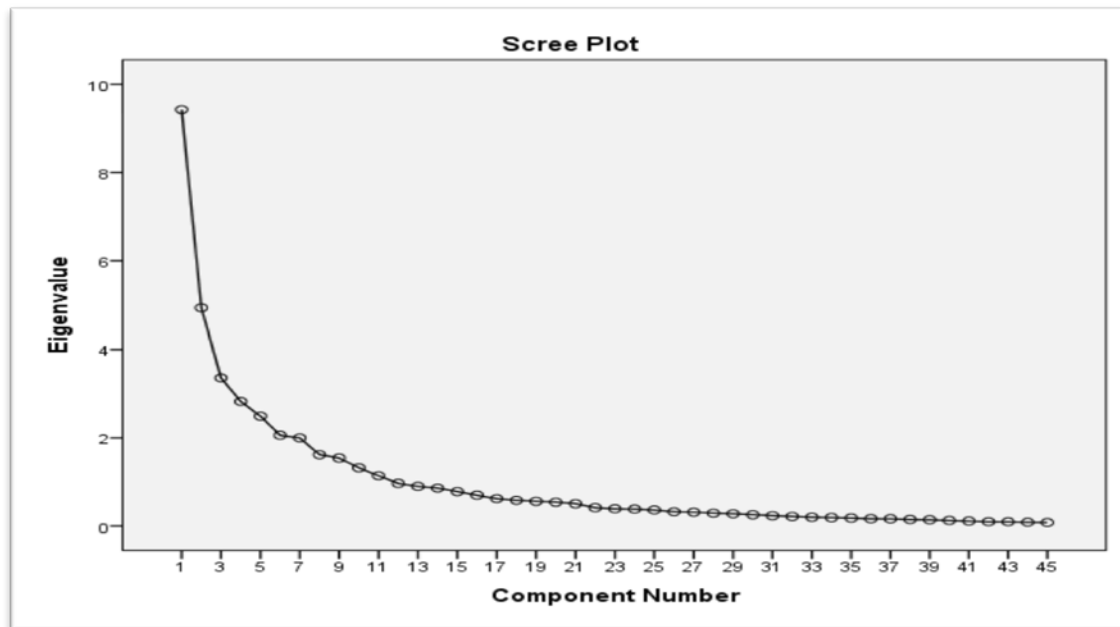
Figure 5.4.1 Scree Plot

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Appendix 5.5: Tolerance and Variance Inflation Factors (VIF)

Table 5.5.1 Determinants of CSR beliefs: Tolerance and Variance Inflation Factors (VIF) (n=184)

Independent variables	Model 1		Model 2		Model 3	
	Tolerance	VIF	Tolerance	VIF	Tolerance	VIF
D			.822	1.217		
D1					.618	1.618
D2					.635	1.574
CSR Awareness	.749	1.334	.748	1.337	.748	1.338
Intrinsic Attributions	.750	1.333	.745	1.343	.745	1.343
Extrinsic Attributions	.994	1.006	.986	1.014	.984	1.016
CSR Awareness * Intrinsic Attributions	.981	1.019	.955	1.047	.944	1.060
CSR Awareness * Extrinsic Attributions	.981	1.019	.936	1.068	.891	1.123
CSR Awareness * D			.716	1.396		
Intrinsic Attributions * D			.732	1.365		
Extrinsic Attributions * D			.948	1.055		
CSR Awareness * Intrinsic Attributions * D			.836	1.196		
CSR Awareness * Extrinsic Attributions * D			.941	1.063		
CSR Awareness * D_1					.530	1.887
CSR Awareness * D_2					.606	1.652
Intrinsic Attributions * D_1					.539	1.855
Intrinsic Attributions * D_2					.613	1.632
Extrinsic Attributions * D_1					.773	1.294
Extrinsic Attributions * D_2					.800	1.249
CSR Awareness * Intrinsic Attributions * D_1					.762	1.313
CSR Awareness * Intrinsic Attributions * D_2					.715	1.398
CSR Awareness * Extrinsic Attributions * D_1					.930	1.075
CSR Awareness * Extrinsic Attributions * D_2					.854	1.171

Table 5.5.2 Determinants of CA beliefs: Tolerance and Variance Inflation Factors (VIF) (n=184)

Independent variables	Model 4		Model 5		Model 6	
	Tolerance	VIF	Tolerance	VIF	Tolerance	VIF
D			.822	1.217		
D1					.618	1.618
D2					.635	1.574
CSR Awareness	.749	1.334	.748	1.337	.748	1.338
Intrinsic Attributions	.750	1.333	.745	1.343	.745	1.343
Extrinsic Attributions	.994	1.006	.986	1.014	.984	1.016
CSR Awareness * Intrinsic Attributions	.981	1.019	.955	1.047	.944	1.060
CSR Awareness * Extrinsic Attributions	.981	1.019	.936	1.068	.891	1.123
CSR Awareness * D			.716	1.396		
Intrinsic Attributions * D			.732	1.365		
Extrinsic Attributions * D			.948	1.055		
CSR Awareness * Intrinsic Attributions * D			.836	1.196		
CSR Awareness * Extrinsic Attributions * D			.941	1.063		
CSR Awareness * D_1					.530	1.887
CSR Awareness * D_2					.606	1.652
Intrinsic Attributions * D_1					.539	1.855
Intrinsic Attributions * D_2					.613	1.632
Extrinsic Attributions * D_1					.773	1.294
Extrinsic Attributions * D_2					.800	1.249
CSR Awareness * Intrinsic Attributions * D_1					.762	1.313
CSR Awareness * Intrinsic Attributions * D_2					.715	1.398
CSR Awareness * Extrinsic Attributions * D_1					.930	1.075
CSR Awareness * Extrinsic Attributions * D_2					.854	1.171

Table 5.5.3 Consequences of CSR beliefs (DTAC vs. AIS & True Move (pooled)): Tolerance and Variance Inflation Factors (VIF) (n=184)

Independent variables	Model 10		Model 11		Model 12	
	Tolerance	VIF	Tolerance	VIF	Tolerance	VIF
D	.643	1.556	.643	1.556	.643	1.556
CA Beliefs	.664	1.506	.664	1.506	.664	1.506
CSR Beliefs	.684	1.462	.684	1.462	.684	1.462
CA Beliefs *D	.486	2.056	.486	2.056	.486	2.056
CSR Beliefs*D	.649	1.542	.649	1.542	.649	1.542

Table 5.5.4 Consequences of CSR beliefs (DTAC vs. AIS vs. True Move): Tolerance and Variance Inflation Factors (VIF) (n=184)

Independent variables	Model 13		Model 14		Model 15	
	Tolerance	VIF	Tolerance	VIF	Tolerance	VIF
D1	.535	1.868	.535	1.868	.535	1.868
D2	.553	1.809	.553	1.809	.553	1.809
CA Beliefs	.664	1.506	.664	1.506	.664	1.506
CSR Beliefs	.683	1.465	.683	1.465	.683	1.465
CA Beliefs* D_1	.412	2.425	.412	2.425	.412	2.425
CA Beliefs* D_2	.490	2.042	.490	2.042	.490	2.042
CSR Beliefs* D_1	.485	2.063	.485	2.063	.485	2.063
CSR Beliefs* D_2	.572	1.747	.572	1.747	.572	1.747