

**CAPITAL UNIVERSITY OF SCIENCE AND  
TECHNOLOGY, ISLAMABAD**



**Corporate Social Responsibility and  
Customer Responses: Analyzing the  
Role of Cause Related Marketing, Brand  
Trust and Brand Attachment**

by

**Muhammad Imtiaz Haider**

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**Corporate Social Responsibility and Customer Responses: Analyzing  
the Role of Cause Related Marketing, Brand Trust and Brand  
Attachment**

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*This thesis work is dedicated to my parents and teachers, who have been a constant source of support and encouragement during the challenges of my thesis work and professional life. I am truly thankful to almighty for blessing me with such wonderful and supportive people in my life. It is rightly said that people who support you in your struggle are the ones you should dedicate your success to. This work is most importantly dedicated to my mother, who have kept me in her prayers and have always loved me unconditionally. Her guidance and good examples have taught me to work hard for the things that I aspire to achieve.*



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**CERTIFICATE OF APPROVAL**

This is to certify that the research work presented in the thesis, entitled “**Corporate Social Responsibility and Customer Responses: Analyzing the Role of Cause Related Marketing, Brand Trust and Brand Attachment**” was conducted under the supervision of **Dr. Mueen Aizaz Zafar**. No part of this thesis has been submitted anywhere else for any other degree. This thesis is submitted to the **Department of Management Sciences, Capital University of Science and Technology** in partial fulfillment of the requirements for the degree of Doctor in Philosophy in the field of **Management Sciences**. The open defence of the thesis was conducted on **January 14, 2020**.

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## **AUTHOR'S DECLARATION**

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## *List of Publications*

It is certified that following publication(s) has been accepted out of the research work that has been carried out for this thesis:-

1. Imtiaz H. and Abdul Q. (2017), “Impact of Corporate Social Responsibility Activities on Customer Loyalty with Mediating Role of Brand Trust in the Banking Industry of Pakistan”. *Journal of Managerial Sciences*, Vol.11, No.3. pp.83-99.

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## *Abstract*

Nowadays corporate social responsibility (CSR) has become a critical factor influencing customers buying intention. The purpose of this dissertation is to examine the impact of customers' perception of a company's CSR initiatives, in the formation of customer citizenship behavior (CCB), and repurchase intention (RI). The study also observes the mediation and moderation process through customers attitude and outcome behavior. Based on a survey method, empirical testing using a structured questionnaire of 688 valid customers of cellular companies and banks of Pakistan was collected through convenience sampling technique. The proposed conceptual model was estimated by SEM analysis. To overcome regional biases, the constructs reliability and validity were re-ascertained. Subsequently, CFA of all the constructs individually, for exogenous models and overall model, was ascertained. The proposed model was a good fit and hence was relevant in understanding Pakistan's consumer attitude towards the formation of CCB and RI. The findings of the study demonstrate that consumer perception of CSR is an antecedent to brand trust (BT), and brand attachment (BA), which mediates the relationship between consumer perception of three CSR dimensions and CCB with the exception of legal responsibility. In addition, CCB has the role of mediator in the relationship between BT, BA and RI. The CCB ultimately leads to RI of the customers. Furthermore, perceived cause related marketing as a moderator has an influence on the relationship between CSR dimensions (ethical and discretionary) and BT. The findings help to draw several conclusions and implications, CSR dimensions have become factors explaining customers repurchase intention, especially for services of cellular companies and banks, these brands should invest in their CSR themes to capture customers repurchase intention through indirect mechanism of brand trust, brand attachment and customer citizenship behavior.

**Keywords:** Corporate social responsibility, economic CSR, legal CSR, ethical CSR, discretionary CSR, brand trust, brand attachment, customer citizenship behavior, repurchase intention, cause related marketing.

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# Abbreviations

<b>AGFI</b>	Adjusted goodness-of-fit index
<b>AMOS</b>	Analysis of moment structures
<b>AVE</b>	Average variance extracted
<b>BA</b>	Brand attachment
<b>BT</b>	Brand trust
<b>CRM</b>	Cause related marketing
<b>CSR</b>	Corporate social responsibility
<b>CMV</b>	Common method variance
<b>CR</b>	Composite reliability
<b>CFI</b>	Comparative fit Index
<b>CFA</b>	Confirmatory factor analysis
<b>CCB</b>	Customer citizenship behavior
<b>Disres</b>	Discretionary responsibility
<b>Ecores</b>	Economic responsibility
<b>Ethires</b>	Ethical responsibility
<b>GFI</b>	Goodness-of-Fit Index
<b>Legres</b>	Legal responsibility
<b>RMSEA</b>	Root Mean Square Error of Approximation
<b>CMINL/DF</b>	Relative chi-square
<b>SMCs</b>	Squared multiple correlations
<b>SEM</b>	Structural equation modeling
<b>SMC</b>	Squared multiple correlation
<b>SPSS</b>	Statistical package for the social sciences
<b>VIF</b>	Variance inflation factor

# Chapter 1

## Introduction

This chapter brings in the reader to the main points about the thesis background to the research problem in the field of consumers perception of a companys corporate social responsibility initiatives and their responses as an outcome. Afterwards, it explains the perceived gap and problem statement. Subsequently, this chapter elaborates the research questions and research objectives. The theoretical and practical significance of the study also becomes a part of this chapter. The conclusion of this chapter includes the operational definitions of the constructs leading towards the foremost supporting theories used in this dissertation.

### 1.1 Background of the Research

Since the 19<sup>th</sup> century, corporate social responsibility has become extensively discussed field and has resulted in a foremost global issue (Crane, Matten, & Spence, 2019). The extant literature reveals that in the last decade, corporate social responsibility remained under continuous attention of the research scholars and practitioners (Korhonen, Nuur, Feldmann, & Birkie, 2018). A number of researches resulted that the principal factor behind the evolution of CSR is consumers (Saeidi et al., 2015). Consumer feel reluctant to buy the products from businesses engaged in socially or ethically irresponsible activities (Green, Sinclair, & Tinson, 2016).

Due to the enormous importance of CSR, it is good for businesses to invest in CSR as it positively affects the consumers (Grayson & Hodges, 2017).

The technological advancement and changing macro environment enabled corporate activities to have a better influence on the entire social environment, which results in increased accountability of business venture and promote to the emerging significance of CSR (Kolk, 2016). CSR is one of the most important marketing strategies which is extensively used in the field of business for the objective of making customer understanding, improving product penetration in the market and increasing the companys profitability (Khamah, Njehia, & Njanja, 2015). In recent researches, the relationship between CSR initiatives in term of behaviors with perception, attitude and repurchase intention remained under focus of many academicians and practitioners. For instance Lee, Jeon, and Yoon (2010) found that CSR has a significant, positive and indirect impact on repurchase intention. Langen, Grebitus, and Hartmann (2013) came up with the fact that CSR initiatives made by the business firms affect to consumers and their RI. Cha, Yi, and Bagozzi (2016) proposed the CR fulfillment has a definite impact on consumer perception of corporate doings, which leads to positive consumers purchase behavior and RI.

Cha et al. (2016) proved that the corporate responsibilities fulfillment has a definite impact on consumer perception of the judgment of corporate doings, which leads to positive consequence on the consumer purchasing behavior and repurchasing intention. This also indicates that the consumers having an additional awareness of corporate social responsibility initiatives show more concern to purchase a specific companys product that is the foremost motive why businesses have to put into practice corporate social responsibility related actions (Grayson & Hodges, 2017).

Habel, Schons, Alavi, and Wieseke (2016) looking through the perspective of signaling theory, found that socially responsible behavior of a brand is a positive signal for a society and it directly contributes in positive impression in the eyes of the customers. Consumer on the basis of their real purchase behavior reward or

punish companies on the basis whether businesses perform their social responsibility or not (Grayson & Hodges, 2017). Hence, businesses ventures are more likely in corporate social responsibility initiatives to give response to their consumer demands because of their consciousness of the relationship between corporate responsibilities and consumer behavior. Corporate social responsibility, thus is the major cause between the brand relationship and consumers, which consecutively affect the consumers intention and ultimately leads towards the development of consumer behavior.

Corporate Social Responsibility of a brand is the stimuli that positively effect consumer trust and which further affect RI of the consumer (Chen & Chang, 2012). When competition increases in the market, businesses increase their focus on those strategies which can bring in their customer trust, attachment with the brand and eventually their retention in order to put on a competitive edge among the competitors (Kumar & Pansari, 2016). Theoretical relationship between CSR and consumer responses was found by Tian, Wang, and Yang (2011) concluded that consumers who respond more positively to CSR initiatives resulted more responsible purchase decisions leading to responsible disposal behavior.

The relationship of marketing campaigns and promotions as attribution with links to social causes are a growing choice of corporations in attracting consumer attention and purchasing power (Hoeffler, Bloom, & Keller, 2010). In addition, consumers are likelier to value more highly those companies that are involved in medium to long-term Cause Related Marketing (CRM) programs (Van den Brink, Odekerken-Schr, and Pauwels, 2011). A rapid rise in the CSR initiatives taken by the business firms is not dependent upon their intentional choice, although the socioeconomic conditions prevailing in the market strains enterprises to adopt CSR oriented initiatives in multi-dimensions to become a leading competitor in the regional market (Vijay et al., 2017).

Edelman's (2009) conducted a good purpose survey across the 100 countries, a survey consisted of 6,000 consumers resulted that a great amount of individuals who are willing to consider a companys efforts in building a superior world. Such as, a brand engaged in investing good causes remained successful to sell their

products to 61% of the consumers in spite of charging high price, 65% have a more trust on a brand that treats the consumers ethical and socially responsible way, and 67% of the respondents reported that the quality of brand to support for a superior cause is more valuable aspect for them to change a brand (Qadri, 2016).

In recent years, as a postulate for ethical behavior of businesses, corporate social responsibility has been given more attention. Due to the enormous importance of CSR, it is good for the organizations which implement the practices of CSR for the reason that it is the way through which it can affect the consumers (Epstein, 2018). Consumer perceives enhance corporate image is a foremost factor leading companies to be involved in corporate social responsibility related initiatives (Mejri & Wolf, 2012).

Now a days most of the business organizations are well aware about the concept and spirit of corporate social responsibility because those companies are capable of sustaining their developments in the long runs, which organize their functions in a way that arouse the economic growth and competitiveness through environmentally friendly initiatives and promotion of corporate social responsibility. A number of alternative terms used for corporate social responsibility. It is also known as corporate citizenship, corporate social performance or responsible business, as explained by (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). In a real sense the term corporate social responsibility is firm ethical and socially responsible way of treating with its stakeholders. Whereas stakeholders include both forms internal as well as external associates existing in the business firm. The new landscape of changed roles of corporate social responsibility is described by Drucker as:

”Consumers are both price conscious and ethically aware; employees search for both material wealth and spiritual growth; public institutions deliver welfare solutions and are run like businesses; non-profit organizations use market methods to create social value, and companies are socially responsible while making a profit”.

Even though in current circumstances more and more business firms have a close tie with corporate social responsibility initiatives to attain reputation and the

economic outcomes, the happening of irresponsible social action persists to happen (Skarmeas & Leonidou, 2013). Customer oriented corporate social responsibility communications are helpful to engage the young customers in term of identity and happiness because customers believe in MeWe philosophy and always talk about personal benefits (Schmeltz, 2017).

The enlargement in the research stream investigation of the past 20 years has revealed the means through which corporate social responsibility becomes able to boost up the promotion of company products to its consumers. Even though, only a small number of researchers dig out the influence of corporate social responsibility initiatives on the consumer product valuation (Hahn et al., 2017). The understanding in relation to corporate social responsibility initiative message impact on the behavior of the consumer will grant corporations with precious information to validate, deal with and communicate their corporate social responsibility initiatives (Crane & Matten, 2016). According to Esch, Langner, Schmitt, and Geus (2006) corporate social responsibility is positively taken by the consumer during the valuation of business and that has a positive influence in sequence on the current purchasing behavior and future purchase intention of the consumer's. In new era, it was argued that, the pivotal point of the theories of corporate social responsibility and research stimulated towards performance orientation from an ethical orientation, observed by the substantial sum of support and research of the corporate social responsibility business case. Millennial's are considered as the most socially responsible consumers, whose buying behavior is directly influenced by socially responsible actions Ramasamy and Yeung (2009) and they are demanding for such actions (Ng, Schweitzer, & Lyons, 2010).

The fact about CSR is that it is a technique which is now used and implemented by many organizations and through this technique firms are communicating with the public indirectly about the firm's services and their product offering. Generally, CSR now became an activity to demonstrate gratitude to the public by giving back. Therefore, CSR is a concept of marketing, frequently used worldwide and certainly in South Asian countries by numerous business firms to involve in community task by giving back to the public pointing at being seen as a respectable neighbor in

the instant public next to the firm in question. Quite often and not, the activity of CSR has been initiated by many organizations only to assist society and the companies not getting benefiting necessarily from this practice. This practice has been implemented only to promote a satisfactory opinion of the public (customers or clients) towards that firm which is giving CSR services (Lovelock & Patterson, 2015).

In the context of Islamic Republic of Pakistan, CSR has got considerable amount of attention in business firms because customers are expecting beyond the tangible features like price and quality (Jamali, Karam, & Blowfield, 2017). There are various firms which are doing businesses, ranging from service-oriented and product-oriented marketing. Companies are now investing in community projects like health, education, environment and roads, etc. The renowned companies that are in strongly favor of the initiative of “giving back to the society” are Mobilink, U-fone, Telenor, National Bank of Pakistan, Bank Alfalah, Standard Chartered Bank, Askari Bank, Habib Bank, Muslim Commercial Bank, Nestle Pakistan, Pakistan Petroleum Limited, Engro Fertilizer, Oil and Gas Development Company Limited, Pepsi Cola, Coca Cola, Pakistan Tobacco Company Limited, Bahria Town, Indus Motor, Procter and Gamble, to mention but a few.

All these business firms and numerous other companies existing in Pakistan are practicing CSR with different thematic ways. Therefore, the issue of CSR has been taken for the reason that it is current, so rich, ongoing and challenging in the worldwide context in general and specifically in the region of South Asia. More or less, firms are engaged in the CSR initiatives for the continued running of their business operation in the region. If it's true then question arises in mind that what are the outcomes of CSR on customer behavior in the form of customer responses? Which of the corporate social responsibility dimensions would be more relevant in explaining consumer attitudes towards brand trust and brand attachment? Does cause related marketing has an effect on CSR dimensions and brand relationship (brand trust and brand attachment)? Do brand trust and brand attachment intervene between the dimensions of CSR and customer citizenship behavior?

Moreover, now-a-days it has become a question mark for companies whether they should invest in CSR initiatives to satisfying the economic responsibility, legal responsibility, ethical responsibility and discretionary responsibility needs of the society or not (Andriof & Waddock, 2017). Managers must guarantee that initiatives of CSR implemented in the firms and as they do that, they must remain keener about the tastes of customer and market which are very vibrant. Hence, to run the business in a more efficient manner, the managers be supposed to always remain alert to move in the direction of market trends (Ali, Bernard, & Lilly, 2015). Therefore, keeping in view the trends of CSR in consumer perspective, whether the perception of consumers impact to their purchasing intention or not? The current study intends to empirically test a model based on theories in service industry for getting the understanding of consumer attitude towards Brand Trust (BT) and Brand Attachment (BA) and their behaviors toward Customer Citizenship (CCB) and Repurchase Intention (RI) for South Asian countries in general, and specially for Pakistan where CSR trends have shown an increase.

## 1.2 Motivation for Research

Corporate social responsibility has evolved over the years to reflect the relationship between business and society and got increasingly accepted as an essential part of business in the corporate world today (Dell'Atti, Trotta, Iannuzzi, & Demaria, 2017). Extant literature found that CSR has positively influenced the consumer buying behavior (Fatma & Rahman, 2016). Companies which do not engage in CSR oriented initiatives will frequently become left over due to high global competition, markets without having any boundaries, and at the same time multinational organization with comprehensive CSR activities propagate stronger (Crane & Matten, 2016). As a result, business oriented firms are more concerned about their social image. Additionally, Consumers are likelier to value more highly those brands that are involved in medium to long-term Cause Related Marketing (CRM) programs (Van den brink et al., 2011).

A number of researchers explored various linkages of corporate social responsibility and consumer intention, for instance, CSR has become a critical factor influencing customers buying intention (Thi & Le Van, 2016). Lee et al. (2011) found that CSR has a significant, positive and indirect impact on repurchase intention. Hartmann et al. (2013) concluded that CSR activities affect to consumers and their RI. However, as per researcher scholarly gap, the study that explicitly considers CSR dimensions (Economic responsibility, Legal responsibility, Ethical responsibility & Discretionary responsibility), brand relationship dimensions (Trust & Attachment), consumer responses (Customer Citizenship Behavior & Repurchase Intention), the moderating role of cause related marketing (CRM) between CSR dimensions and brand relationship dimensions and relationship between them has not been explored yet. Theoretically, both of these outcomes have deeper roots in CSR. However, as per researcher best of knowledge, up till now no study has been conducted to address this issue. This is the pioneer study that has taken this issue into account. The study proposes these relationships on the strong theoretical basis. The current study intends to deliver a new vision on the said issue in the form of empirical research by considering a perceived model of consumers' perception of CSR and repurchase intention through sequential moderating and mediating effects.

Through the globalization effect, CSR has influenced business practices also in the developing countries (Crane & Matten, 2016). In addition, different business firms in different economies and countries exhibit dissimilar point of views from acknowledging and performing CSR (Bui, 2008). In Pakistan, CSR has got considerable attention because customers expect beyond the tangible features like price and quality (Jamali, Karam, & Bloweld, 2017). With every passing day, the business firms operating in Pakistan are facing aggressive competition and in order to meet various challenges, corporate leaders required more competencies. The literature on CSR is evident of the fact that contextual gap exists in the context of CSR linkages with consumer responses. A number of researchers suggested to examine the CSR role in the context of developing economies, for instance, CSR role in the developing countries is yet to be discovered and understanding of CSR

initiatives is limited (Blowfield & Frynas, 2005; Lindgreen & Swaen, 2014). From last decade, a number of researchers have addressed the relationship of CSR and RI in Western world, however, limited studies have been conducted in the context of emerging markets (Thi & Van, 2016). Furthermore, Kim (2018) proposed that new studies should be conducted in the context of a non-democratic and non-Western entrepreneurial institutional structure to precede the CSR research scheme in the less developed states. As per researcher best of knowledge, no work has been carried out to examine consumers on a macro level in relation to perceived external CSR and repurchase intention through indirect behavioral mechanism in the context of Pakistan yet.

### 1.3 Problem Definition

Brands that do not engage in CSR initiatives will frequently become left over due to intense global competition, however at same time multinational organizations with comprehensive CSR activities result in stronger consumers response (Crane & Matten, 2016). The terms, CSR, branding and brand management has been considered as management main concern and strategic objectives meant for firms from a number of years (Dolbec & Chebat, 2013). Though, small academic consideration has been given to the customers attachment in the context of a specific brand, specifically in the service industry context (Levy & Hino, 2016). Furthermore, in the preceding decade, an exponential research growth is recorded in the area of CSR (Glavas, 2016). Aguinis and Glavas (2012) resulted that during the last decade, CSR remained a topic of over half of peer reviewed journals.

The sparse research conducted in the context of developed countries in the CSR domain came up with the fact that term CSR had significantly and positively affected the behavior of consumer, although a little research work identified the motivational forces in the form of attitudes behind the behavioral outcomes in the context of developing countries. For instance, research, examined the perceptions of Greek millennial consumers that resulted as an outcome of CSR initiatives taken and the means through which these actions influence the behavior of

consumers (Skordoulis, Tsoufias, Kornelaki, & Samanta, 2013). Marquina and Morales (2012) found that CSR initiatives made by the enterprises give confidence to the consumers to value those firms and helps to increase their brand value, which enables higher financial outcomes due to the increased clientage. Carroll and Shabana (2010) inferred positive association between CSR and customer. Many of the researchers have recognized cause related marketing has a crucial role in the CSR package on the whole (Van den brink et al., 2006; Alrubaiee et al., 2017).

Hofenk, Van, Bloemer, and Semeijn (2017) examined the association relationship between corporate social responsibility and consumers, hence concluded that corporate social responsibility initiatives influence the consumers in together by direct and indirect means, i.e., all the way through company assessment and purchase intention, moreover at the same time there is variation in the effects. Along with this, a rising number of research works proposed that CSR initiatives made by the companies have a considerable impact on various consumer oriented outcomes, for instance, corporations and their brand image (Plewa et al., 2015); consumer attitude towards CSR oriented company image and its products (Crane & Glozer, 2016), purchase intention (Sen & Bhattacharya, 2016), consumer response to product (Marin et al., 2016) in addition to this consumer recognition of a company (Wan et al., 2016).

The general problem that has not addressed in a vast scale is the identification of CSR initiatives that appeals the customers in a positive manner, i.e., which type of corporate social responsibility initiatives are to be taken by companies, specifically when there is chance of opinion difference between the cause promoted by a company and the consumer (Andriof & Waddock, 2017). In case consumer's infers that the company is doing CSR for its self-centered interest, it results in unhelpful insight (Petersen, 2017). Moreover, a firm right possibly find out precise initiatives to be carried out aligned with the positive customer responses through brand attachment and trust, that matches the image of brand, this will result in an imperative gateway for the creation of positive customer citizenship behavior to cater for repurchase intention.

First, this study intends to elaborate the scope of work for two important domains CSR and customer responses by doing empirical research. Second, the author intends to examine the effect of brand trust and attachment. A handsome number of researches reveal the brand trust has a mediating effect on the assessment of corporate social responsibility structure; for instance, managers ought to examine consumer trust on the brand, which appears to be an essential sub-process adaptable the consequence of consumer acknowledgment to patronage and commendation intentions (Vlachos et al., 2017). The three facets of brand relationship, that is brand satisfaction, trust and attachment has an influence on the current and prospect purchases by the consumers (Esch et al., 2006). About the relationship between consumer and brand, Chen (2010) inferred that this connection is primarily grounded on a continuous shared effect on the individual's daily life experiences, which as a result promotes to concrete meaning and common values. On the contrary, affection has a pivotal effect on brand attachment was explored by (Lee, Jeon & Yoon, 2010).

Consumer trust on a firm was proposed as a mediating variable on the intentional effects of corporate social responsibility actions, whether these are good or bad (Ellen et al., 2006). Consumer trust on brand is a valuable asset for a company and it can be used to produce fruitful results in form of company-consumer relationship or a successful business deal. Connecting, to gather trust in business to consumer relations has influence on the attractiveness of a company or a brand, probably it leads positively towards line extensions. To simply be a component of brand relationship, trust and attachment are unconventional notions and they might act as mediating force variables for consumers to allocate associations in the form of attributes, although brand trust and brand attachment as mediators between the CSR dimensions and customer citizenship behavior needs to be further investigated in the developing economy context, specifically in Pakistan.

In last, the author intends to examine the role of cause related marketing (CRM). The role of cause related marketing actions taken by the companies is an essential part of research in lieu of consumer response. Various studies critically evaluated

the role of CRM in passing on organizational cause related CSR to the stakeholders; Marketing campaigns and promotions with links to social causes are a growing choice of corporations in attracting consumer attention and purchasing power (Hoeffler et al., 2010). CRM has the capability to perk up a firm message to the local community and represent it as a social firm. One of the past significant study examined the firm strategic fit, time investment in the CRM will benefit in the long run (Thakur & Workman, 2016). By and large CSR and CRM have a positive relationship to business (Mishra & Modi, 2016). Moreover, to the best of my knowledge, the past literature in relation with CSR has been ignored the moderating role of CRM. Therefore, based on the aforesaid statement, along with other theoretical gaps, current research also examines the moderating role of CRM in the relation between organization CSR and brand trust and attachment. The findings of this research are intended to indicate that among the other, rationale of this research attempt is to dig out the origin of ethical image of the organizations through a CRM approach.

Overall, this study tries to dig out two foremost relevant domains gaps in literature of marketing which are corporate social responsibility (CSR) and customer responses. Theoretically speaking, at the global level, several efforts have been made to address the CSR linkages with customer responses and these efforts gained appreciation nevertheless these were made in the context of western world. As per researchers best of knowledge, no work has been done to examine whether CSR initiatives affect consumer responses to CSR doings along with cause related marketing as a moderator, brand trust, brand attachment and customer citizenship behavior as mediators between the relationship of CSR and repurchase intention in theoretical context. Furthermore, the contextual aspect in context of developing countries in general and specifically in the context of Pakistan is yet to be examined. This dissertation is intended to come up with new insight on the said issue by conducting empirical research in the context of a perceived model of consumers perception of CSR and repurchase intention through sequential moderating and mediating effects. By considering the background, it is realized that "there is a dire need to examine the role of Corporate Social Responsibility with reference

to Repurchase Intention, Customer Citizenship Behavior, Brand Trust, Brand Attachment and Cause Related Marketing in response of CSR initiatives in Pakistani context”.

## 1.4 Perceived Gaps

By considering the problems identified in the problem definition, it is realized that there is a dire need to examine the link between CSR dimensions and consumer responses as a result of CSR initiatives. Moreover, a number of researchers explored various linkages of corporate social responsibility, however, as per researcher scholarly gap, the study that explicitly considers CSR dimensions proposed by Archie Carroll’s (1991) (Economic, Legal, Ethical & Discretionary) and brand relationship dimensions (Trust & Attachment) consumer responses (Customer Citizenship Behavior & Repurchase Intention) and the relationship between them has not been explored yet.

In addition to theoretical gap, Kumar (2017) came up with the fact that identifying the internationally recognized CSR principles in the emergent countries has various restrictions because of their countrywide and cultural environments. Moreover, Kim (2018) proposed that new studies should be conducted in the context of a non-democratic and non-Western entrepreneurial institutional structure to precede the CSR research scheme in the less developed states. Keeping in view the aforementioned background, the current research is a try to examine the effect of CSR initiatives made by the companies on perception of consumers in the service industry of Pakistan and simultaneously consumer responses in the form of their attitude, behavior and intentions in response to these initiatives. The research effort has also identified the grounds and investment trends made by the national, multinational, and local service companies operating in Pakistan by taking into account dimensions of CSR and consumer responses, following four research gaps have been identified.

### 1.4.1 Consumer Responses as Outcome of CSR Dimensions

The researcher has taken four CSR dimensions as proposed by Carroll Archie (1991) as predictor and two consumer responses as CSR outcome. Those are (economic responsibility, legal responsibility, ethical responsibility & discretionary responsibility) and (customer citizenship behavior & repurchase intention). Theoretically, both of these outcomes have deeper roots in the field of CSR. However, as per researcher best of knowledge, up till now no study has been conducted to address the mechanism through which this relationship becomes established. The gap was identified on the basis of results from different researches i.e., which types of corporate social responsibility initiatives are to be taken by companies, specifically when there is change in opinion of the difference between cause promoted by a company and the consumer (Andriof & Waddock, 2017; Ioannou, Kassinis, & Papagiannakis, 2018). Lin, Chen, Chiu, and Lee (2011) found that CSR has a significant, positive and indirect impact on repurchase intention, however, mechanism of relationship needs to be addressed. Irrespective of this the growing importance of CSR in the marketplace, few academicians have identified about something like those impacts about the CSR movement for customers (Scherer, Rasche, Palazzo, & Spicer, 2016). It may be uncertain to identify that at which time and way CSR initiative affects the consumer assessment (Choi & La, 2013).

This is the one of the pioneer studies that has taken this issue into account. The study proposes these relationships on the strong theoretical basis on Information Processing Theory and Stimulus Organism Response Theory. Information Processing Theory supports the conceptual model in four steps, starting from paying attention and ends at making behavioral responses. In the light of Stimulus Organism Response Theory, CSR four dimensions (economic, legal, ethical & discretionary) are taken as stimuli, two mediators (brand trust, & brand attachment) as organisms, while (customer citizenship behavior & repurchase intention) as responses of the consumers. Further, this study intends to examine the relationship empirically, that would be a novel contribution towards the body of knowledge.

### **1.4.2 Cause Related Marketing as a Moderator**

As the popularity of CRM increases in emerging economies, it is important for marketers to understand factors influencing the responses of consumers towards CRM campaigns in these economies (Aggarwal & Singh, 2019). Marketers need of the precise focus for an understanding causes the equivocal link between aggregate measures of a companys performance and company's CSR actions (Varadarajan, 2017). In another study Sambala (2015) demonstrated that response of consumers to a retailers caused-based marketing attempts not simply varying with the kind of cause and the retailers specific function related to CSR, but are also reproduced in consumers ascription of possessing inspiration and that of the seller (Schutte & Ciarlante, 2016). One of the ways, how consumers consider companys CSR initiatives view is through attribution theory. The theory provides an intense approach to describe how people construct causal inferences regarding a companys behavior. The term attribution is a cognitive process in which people indicate a cause or explain a certain event. This study has suggested CRM as attribution that can directly influence consumers perceptions, attitude and behavior.

Scholar hypothesized the moderating effect of CRM between the dimensions of CSR proposed by Archie Carroll (1991), brand trust and brand attachment. Extant literature has noticed a clear research gap and examined this relationship, although moderation is hypothesized on the strong theoretical basis of Information Processing Theory as a attribution, and proved empirically. It would also be a narrative contribution in marketing literature which will be helpful for marketers to understand the consumer behavior with relation to the role of cause related marketing in service oriented organizations.

### **1.4.3 Brand Trust and Brand Attachment as Mediators**

In the context of stimulus organism response theory, when customers are benefited from the business firms in form of CSR initiatives (stimulus), they feel obliged and commend firms effort. As a result, the relationship of commitment becomes stronger and they start trusting on business firms by feeling more satisfied in

response to fulfillment of promises. The customers tend to be more likely engaged in CCB (Barnes et al., 2014; Xie et al., 2014; Yi & Gong, 2008). In another research, Cha et al. (2016) proposed the corporate responsibility fulfillment has a definite impact on consumer perception of corporate doings, which leads to positive consumers purchasing behavior and RI. Consumer giving more positive responses to corporate social initiatives resulted into highly responsible purchase decisions leading to responsible disposal behavior (Tian, Wang, & Yang, 2016). On the other hand, the mechanism on basis of which the relationship between CSR initiatives and CCB exist is yet not clear. The question arises, would brand relationship two dimensions (brand trust and brand attachment) take a significant role in strengthening relationship between CSR initiatives and CCB? The research results of Xie, Poon, and Zhang (2017) found that brand relationship dimensions partially mediates between the relationship of behavioral brand experience and CCB, they proposed to dig out some other mediators in future researches.

By considering the aforesaid gap, this study proposed corporate social responsibility four dimensions proposed by Carroll (1991), (economic, legal, ethical & discretionary) to be directly effecting on CCB. Brand relationship two dimensions (brand trust and brand attachment) is predicted to have a meditational role between four dimensions of CSR and customer citizenship behavior on the foundation of Stimulus Organism Response Theory. Brand relationship two dimensions (brand trust and brand attachment) are treated as organisms in the light of Stimulus Organism Response Theory. The study in hand is focused to fill the identified gap. Precisely, one of the research objectives is to dig out the meditational role of brand relationship two dimensions (brand trust and brand attachment) between CSR dimensions proposed by Carroll Archie (1991) and customer citizenship behavior. For empirical analysis of data, SEM and bootstrapping methods were considered. The intervening role of trust and attachment in context with the brand has examined the relationship key dimensions Carroll's CSR model (economic, legal, ethical & discretionary) and its outcomes (customer citizenship behavior) also remained a valuable addition to the body of knowledge and potentially fruitful for researchers and practitioners.

#### 1.4.4 Customer Citizenship Behavior as a Mediator

Research on customer citizenship behavior has considerably increased since last few decades. Though, this escalation in the research has not considered numerous issues in a true spirit, which includes the need of better understanding its antecedents and consequences (Cheng, Luo, Yen, & Yang, 2016; Mandl & Hogreve, 2019; Gong & Yi, 2019). The term CCB has gained significant consideration from the academicians and practitioners, however still it is an attractive topic when we talk about conducting research in services (Crane & Matten, 2016).

The two facets of brand relationship (brand trust and brand attachment) and repurchase intention. Brand trust and brand attachment are postulated to have direct effect on repurchase intention. Customer citizenship behavior is predicted to have a meditational role between two dimensions of brand relationship (brand trust and brand attachment) and repurchase intention on the foundation of Stimulus Organism Response Theory. Moreover, customer citizenship behavior is treated as organism in the light of Stimulus Organism Response Theory. The gap refers to meet another research objective of the study. For empirical analysis of data, SEM and bootstrapping methods were considered. The intervening role of CCB between the dimensions of brand relationship (brand trust and brand attachment) with its outcome (repurchase intention) has also been examined to give contribution into the marketing literature.

### 1.5 Research Questions

The research work examined the role of corporate social responsibility initiatives on consumer responses. This is the first research to examine the perceived model of consumers perception of CSR and repurchase intention through sequential moderating and mediating effects by considering Customer Citizenship Behavior, Brand Trust, Brand Attachment and Cause Related Marketing constructs in response of CSR initiatives. It enables to fill indispensable research gap to existing theory and marketing literature through the current conceptual framework of CSR and

creates the long term corporate benefits for the business firms. In general, the current conceptual framework provides the guidelines to CSR strategy makers, and specifically for the service industry operating in Pakistan.

A set of five research questions has been devised to satisfy the core objectives of the study. These research questions are broken into a number of purposes. All together, the principal rationale of the current research has to extend a comprehensive research framework to enable the exploration of perceived CSR initiatives on customer responses. The other purpose is to apply the developed framework for empirically investigating the factors influencing consumer responses. Consequently, the primal research question is: How do perceived corporate social responsibility initiatives influence consumer responses”?

In order to respond to this principal research question, the relationship between perceived CSR and customer responses, i.e.; customer citizenship behavior and repurchase intention has been tested through further five questions.

- *RQ1: Does corporate social responsibility dimensions (Economic, Legal, Ethical & Discretionary) explain consumer's attitude towards brand trust and brand attachment?*

To reply to this question, the relationship between perceived CSR and brand relationship (brand trust and brand attachment) will be tested through eight hypotheses.

- *RQ2: Does brand relationship dimensions (brand trust & brand attachment) explain consumer attitude towards the customer citizenship behavior and repurchase intention?*

To respond to this question, the relationship between perceived brand relationship dimensions (brand trust and brand attachment) will be tested through four hypotheses.

- *RQ3: Do brand trust and brand attachment intervene between the dimensions of CSR and customer citizenship behavior?*

To respond to this question, the mediation role of brand trust and brand

attachment between perceived CSR activities and customer citizenship behavior will be tested through eight hypotheses.

- *RQ4: Does the customer citizenship behavior intervene between the facets of brand relationship and repurchase intention?*

To respond to this question, the mediation role of customer citizenship behavior between brand relationship (brand trust and brand attachment) and repurchase intention will be tested through two hypotheses.

- *RQ5: Does cause related marketing effects the relationship between facets of the corporate social responsibility, brand trust and brand attachment?*

To respond to this question, the influence of cause related marketing on the relationship between perceived CSR activities and customer relationships, i.e; brand trust and brand attachment will be tested through eight hypotheses.

## 1.6 Objectives of the Study

The study in hand is conducted to dig out the inspiration, decision-making processes, and the benefits in the form of outcomes for multinational and local service sector companies operating in Pakistan, which appear to be in search of enhancing the perception of their own business reputations with the help of investments in the shape of CSR initiatives. Leading renowned companies by the virtue of their position naturally add on positively towards their businesses' overall perception with the help of their closer relations and collaboration with the communities surrounding them and their relationship and engagement with non-profit sector. The core objectives of current research have been formulated to examine the context of the relationship between CSR initiatives and the consumer responses. The primal set of objectives of current research is as under:

- To empirically examine the nature and strength of the relationship between consumers perceived corporate social responsibility initiatives and their responses as an outcome.

- To examine which of the consumers perceived corporate social responsibility dimensions would explain their attitudes towards brand trust and attachment.
- To examine which of the brand relationship dimensions would explain consumer attitudes towards customer citizenship behavior and consumer attitude towards repurchase intention.
- To examine the mediating role of brand trust and brand attachment between the dimensions of corporate social responsibility and customer citizenship behavior.
- To examine the mediating role of customer citizenship behavior between the dimensions of brand relationship (brand trust and brand attachment) and repurchase intention.
- To identify the moderating role of cause related marketing on the relationship between dimensions of the corporate social responsibility, brand trust and brand attachment.

## 1.7 Significance of the Study

The CSR concept originates from the western philosophy and the managerial civilization (Baskin, 2006; Cho et al., 2014). Through the globalization effect, the CSR has influenced business practices also in the developing countries (Crane & Matten, 2016). Corollary, the cultural and national dissimilarities that have an effect on how every nation implements and interprets the CSR (Jamali & Mirshak, 2007; Wang et al., 2016). Kim (2018) proposed that new studies should be conducted in the context of a non-democratic and non-western entrepreneurial institutional structure to precede the corporate social responsibility research schema in the less developed states.

The research under consideration, endeavors added the marketing literature through investigating the cause related marketing moderating role on CSR facets, BT and

BA. The relationship of CSR dimensions with BT and BA leading towards customer responses (customer citizenship behavior and repurchase intention) have also enriched the academic literature. Meanwhile the study in hand would also be helpful by examining the regional differences generally in the context of South Asian countries and specifically in Pakistan context when these are compared with western developed economies. The research work would also add on the benefits of Information Processing Theory by adding the understanding of stakeholder power regarding the organizations operating their businesses in a socially responsible manner.

In the light of existing widespread and winning investment strategies that are practiced by the diverse business ventures, the present study examined the development of CSR model mechanism. This model will encourage the enabling surroundings for corporate social responsibility initiatives by the business sector successfully operating their businesses in general and specifically in regional context. The CSR business model will also be helpful in developing fruitful corporate social responsibility trend in the current competitive environment for value creation that eventually moves to flourishing business approach in return for all of the stakeholders and specifically in the context of Pakistan.

At present, a large number of companies are empowering CSR through investing in the socially responsible causes, the objective behind these investments is to turn up the economic, legal, ethical and discretionary needs of the society. Though, the investment, which enable them to build the consumers brand trust and brand attachment leads to customer citizenship behavior, and repurchase intention. At the same time, it would be a moment for the companies to derive their strategies for corporate social responsibility initiatives by focusing on long lasting relationships and attachment with their targeted customers. The current research has some implications for other businesses to develop the techniques for the strategies of CSR and it remained helpful in terms of the addition of the CSR model in the body of literature in general and particularly for an economy like Pakistan as the sample of the study will be collected from this region. On the basis of aforementioned theoretical facts the significance of the study is divided into the three parts:

### 1.7.1 Theoretical Significance

The last past four decades, supporters of corporate social responsibility contend that the major stakeholders have ability to influence the financial performance of a company and business decisions through the influence of multiple factors (Saeidi et al., 2015). In contrast in recent past, scholars also considered the CSR relationship with consumer prospects (Hildebrand, DeMotta, Sen, & Valenzuela, 2017). Ho, Ding, and Lii (2017) found that CSR initiatives have positively associated with customer outcomes.

Therefore, the current research proposes a conceptual framework based on the Information Processing Theory and Theory of Reasoned Action. The existing theories are providing the key reason to buy the specific brand. For example, Information Processing Theory provides CSR related information is processed by the consumer in four stages (a) consumer pay attention to the information regarding CSR initiatives (b) he judges the degree of sincerity in CSR actions (c) he logically associates the information regarding CSR with a company's products or services (d) finally he shows a behavioral responses for example purchasing a product or services offered by the business firms.

The current research conceptual framework is based on the Information Processing Theory proposed steps by corresponding to six important constructs in CSR-consumer relationship studies: consumers' awareness of CSR activities made by the business firms; their judgments of company sincerity on the basis of cause advertised by the company, i.e. through cause related marketing (CRM) as attribution of CSR, their logical association is followed by the trust; through brand trust (BT) and brand attachment (BA); leads to the development of customer citizenship behavior (CCB); and repurchase intention (RP) influenced by CSR as a behavioral responses. The study contributes towards theory of CSR by contributing to the body of knowledge by finding the importance of the social, moral and behavioral factors as a whole in order to predict consumers CSR oriented attitude towards BT and BA and their behaviors towards CCB and RI, which is an exceptional phenomenon in the extant literature (Papagiannakis et al., 2018).

The study conceptual framework is also supported by the Stimulus Organism Response Theory with three steps in a theoretical manner; stimulus, organisms and responses related constructs that include corporate social responsibility (economic, legal, ethical, discretionary), cause related marketing, brand trust, brand attachment, customer citizenship behavior and repurchase intention would be extended into the domain of the service industry (banking and cellular) products. The inclusion of these nine constructs in the research model would successfully develop an enhanced understanding of consumer attitudes and behavioral traits and will also identify new avenues for improving it. An additional important input to the extant literature is that this study has come up with a deliberate attempt to dig out the comparative importance of the social, moral and behavior related factors as a whole in order to predict consumer CSR oriented attitude (Stimulus) towards BT and BA (Organisms) and their behavior towards customer citizenship and repurchase intention (Responses), which is an exceptional phenomenon in the extant marketing literature. Likewise, inside each of these three factors, this research attempt has also found the comparative importance of the dimensions of CSR for predicting customer citizenship behavior and repurchase intention. The study explain the underlying theories (Information Processing Theory & Stimulus Organism Response Theory) of CSR and RI, viz-a-viz it verified the relationship through meditation variables (BT, BA & CCB), in perspective of Marketing Literature (Xie, Poon, & Zhang, 2017, Cheng et al., 2016).

It empirically demonstrated the critical role of CRM in relationship between CSR and brand relationship (Brand trust and Brand attachment), further strengthening the theory of aforementioned verified model (Aggarwal, & Singh, 2019). The current dissertation also empirically examined this innovative model in a Pakistan service sector and the validates predictability of the Information Processing Theory and Stimulus Organism Response Theory in a new culture and socioeconomic environment. Regardless of the fact that corporate social responsibility trends are more practiced in Asian countries, a large amount of the research work has been carried out in developed countries and only a few in Asian developing countries. Hence, the current study intends to empirically test a model based on theories for

getting the understanding of consumer attitude towards brand trust and brand attachment and their behaviors towards customer citizenship and repurchase intention for South Asian countries in general, and specifically for Pakistan where the corporate social responsibility trends are high.

### 1.7.2 Significance for Managers

The study in hand intends to propose several managerial implications. It intends to reveal the relationship of CSR dimensions (economic, legal, ethical and discretionary responsibilities) towards favorable attitudes BT and BA which further affects CCB and RI of buying the services of banking and cellular industry for corporate managers. In addition, it could guide the managers the role of CRM as a moderator, which signifies the moderating influence of CRM on the relationship between CSR dimensions and brand relationship (brand trust and brand attachment). It also provides a necessary outcome for the marketer of banking and cellular industries to attain consumer trust, develop business strategies which would appeal to the consumer on the basis of their economic, legal, ethical and discretionary benefit under the umbrella of CSR. The companies by investing in the economic, legal, ethical and discretionary CSR causes may attain the consumer trust which is prerequisite for developing behavior towards a brand and also helpful for consumer repurchase intention.

The current study attempts to provide another long term strategy for companies, strategic thinkers that companies could invest in any well established cause of the society on CSR grounds, which would increase the trust of consumers towards the brand. This strategy of promoting desired cause of the society will also enables citizenship behavior with the brand that leads to repurchase intention in a positive manner. The proposed strategy will be helpful for the companies, if it is implanted by the managers of cellular companies and banks in the developing countries specifically in the context of consumer of Pakistan. Moreover, the results could also generalize to the countries having similar socioeconomic and cultural traits and values. The findings not only helpful to get further insight to the service providers of cellular companies and banks in targeting their consumer but would

also helpful for identifying remedial action to establish social causes of the society. The strategy maker could further augment this strategy by various campaigns that exclusively dig out the finer points for identifying the right causes of the society in the context of their consumers and society at large.

### **1.7.3 Significance for the Customers**

In today's world, it has been noticed from the western published literature on marketing that customers specially millennial and Z-generation are becoming more conscious about the corporate social responsibility initiatives made by the companies (Crane & Matten, 2016). As the result, an abrupt increase in the firms CSR initiatives and ethical practice is a hot topic for customers also. Furthermore, purchases from ethically sound enterprises, customer feel satisfied as they become part of helping out some established cause of the society. The current study unit analysis is customers of cellular companies and banks operating in Pakistan and these firms are engaged in doing CSR initiatives as a long term investment. It is because Pakistan customers are equally demanded the ethical practices from the corporations like western companies. Therefore, the current study contributes towards cellular and banking customers as a driver of selection of services as per their preferences on the basis of their emotions, belief and behaviors. The result of this study will help this region customers to look into the sincerity of CSR initiatives adopted by the cellular companies and banks for society at large.

## **1.8 Definitions of Terms**

To achieve the core objectives of the current research, the notion CSR is used as an expression of choice and it can be exchangeable used with the terms sustainability and corporate citizenship. On the corporate websites the most important visible term is social responsibility (Bravo, Matute, & Pina, 2012). However, in the current study the dimensions of corporate social responsibility taken into consideration for which the following supplementary terms would also be used under the umbrella of CSR.

### **1.8.0.1 Environmental**

Relating to or being concerned with the ecological impact of altering the environment (Werther & Chandler, 2011).

### **1.8.0.2 Society**

A nation, community, or a large group of people consisting of common traditions, organization, and communal interests and activities” (Wenger, 2015).

### **1.8.0.3 Responsibility**

The ability of an individual to respond It is a choice And the offset to rights. Getting responsibility leads to getting ownership in individual life, of recognizing the individuals own role in determining the future And to make a constructive value addition in the world (Visser, 2011).

### **1.8.0.4 Stakeholders**

In an organization a stakeholder is any individual or group who is capable of affecting or is affected as a result of accomplishment of the objectives of the organization (Freeman, 1981). The important stakeholders include: shareholders, competitors, communities, employees, customers, and suppliers (Young, 2011).

## **1.8.1 Corporate Social Responsibility (CSR)**

The definitions of CSR have been changed with the development in the socio- business operating environment: The most cited definition of CSR by Carroll’s (1979), is taken as an operational definition in this research; it states that “*the social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time*”.

Carroll proposed that enterprises running their businesses are facing diverse obligations for instance, economic obligation denotes the economic viability and productiveness, legal obligation refers to work by following the laws, ethical obligation

means following the ethical principles acceptable in the society and philanthropic obligation are related to giving back to the society. The definition of Carroll is essential to corporate social responsibility study and has had an extensive influence on both researchers and practitioners. Furthermore, this definition covers the most desirable themes of corporate social responsibility considered by academicians and practitioners.

### **1.8.2 Brand Trust (BT)**

Delgado-Ballester et al. (2003) as Feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer. This definition is considered as an operational definition in this research.

### **1.8.3 Brand Attachment (BA)**

The term brand attachment is defined by Park, MacInnis, Priester, Eisingerich and Iacobucci (2010) “*a strength of the bond that connect a brand with the self of the consumer*”, this bond is consisting of the two conceptual properties, e.g. brand-self connection (cognitive and emotional connection) and brand prominence (strength of positive feelings about the brand).

### **1.8.4 Cause Related Marketing (CRM)**

Mullen (1997) defined cause related marketing as “*the procedure of formulation and implementation of the marketing activities which are characterized by causative a specific amount to a nominated nonprofit effort, thus, in turn, causes customers to engage in revenue, providing exchanges*”. This definition is considered as an operational definition in this research.

From the CSR point of view, cause related marketing is defined as “*a precise marketing action which firm guarantees its customers to contribute firm possessions to a worthy causes against each sold product as well as service*”.

### **1.8.5 Customer Citizenship Behavior (CCB)**

The term Customer Citizenship Behavior (CCB) is denoted by Gruen (1995) as “*Helpful, productive gestures shown by the customers that are appreciated or valued by the enterprise, however, not associated directly to explicit or enforceable requirements of the persons role*”. Bove et al. (2009) found that such actions create extra-role behavior, comprising of positive, helpful, constructive and voluntary, behavior in the direction of other customers and enterprise as well.

### **1.8.6 Repurchase Intention (RI)**

The term repurchase intention is defined by a number of scholars with their different views. The current study considers the customer repurchase intention definition “the individual’s verdict regarding buying a companys service again, the choice to keep in the upcoming doings with a service provider and what form this activity will take” (Zeithaml, Berry, & Parasuraman, 1996).

## **1.9 Foundation Theories for Proposed Conceptual Framework of the Study**

Information Processing Theory (IPT) and Stimulus Organism-Response (SOR) Theories are detailed to develop the current study conceptual framework. The reasons for selection of these theories is discussed in the following paragraph. In later sections, the two theories are presented following the discussions on proposed conceptual framework relationship to the theories. Foremost reasons behind the selection of IPT and SOR theories are that these are exceptionally diversified, stretchy and have been practiced for identifying human behavior in various perspectives. The aforementioned theories were utilized in the numerous fields, for instance the research work made by Tonglet (2002) on shoplifting, Peace et al. (2003) used the theories for software piracy, Penz and Stottinger (2005) used for the purchase of counterfeit fashion products, Yang, Rosenblau, Keifer, and Pelphrey (2015) on

an integrative neural model of social perception on action observation, Claudy, Garcia, and O'Driscoll (2015) on consumer resistance to innovation - a behavioral reasoning perspective, and Mitchell et al. (2017) on entrepreneurial scripts and entrepreneurial expertise: The information processing perspective, etc.

The two theories also permissible for a thorough reasoning of stimulus and response which are absent in the earlier period discussed theories. As a result of mounting a new conceptual research model and integrating the previous themes into this, a holistic approach to understand the attitudes and behavior can be seen in the direction of CSR initiatives made the companies. The reference of past researches used these theories have been given in this section, consequently the justification for selecting these theories has been discussed. The subsequent section will highlight the context of two theories relationship with the current research conceptual framework. At the end, entire study constructs will be justified, which established the base for conceptual framework development.

### **1.9.1 Information Processing Theory (IPT)**

Information Processing Theory (IPT) argues that the information process of human comprises of minimum the following phases; which are individual emphasis of attention, encoding, and short-term memory judging; recoding and reasoning through retrieving long- term memory; and lastly is making a behavioral response (Miller, 1956). Tian, Wang, and Yang (2011) posits that on the basis of information processing theory, CSR related information is processed by the consumer in four stages (a) consumer pay attention to the information regarding CSR initiatives made by the companies (b) he judges the degree of sincerity in CSR actions (c) he logically associates the information regarding CSR with a company's products or services (d) finally he shows a behavioral reaction for example purchasing a product. The above four steps resemble to six important constructs in the study of relationship between CSR and customers: awareness of consumers regarding CSR activities; consumers judgments of corporation sincerity on the basis of cause advertised by the company, i.e., through cause related marketing (CRM) as attribution of CSR, their logical association is followed by the trust; through brand

trust (BT) and brand attachment (BA); leads to the development of customer citizenship behavior (CCB); and repurchase intention (RI) influenced by CSR as a behavioral responses. Becker-Olsen et al. (2006); Marin et al. (2009) proposed that in the existing literature, CCB and RI remained the popular endogenous variables, and these are usually inclined by perceived level of the consumers' relatively than the enterprise objective level CSR actions. See Figure 1.1.

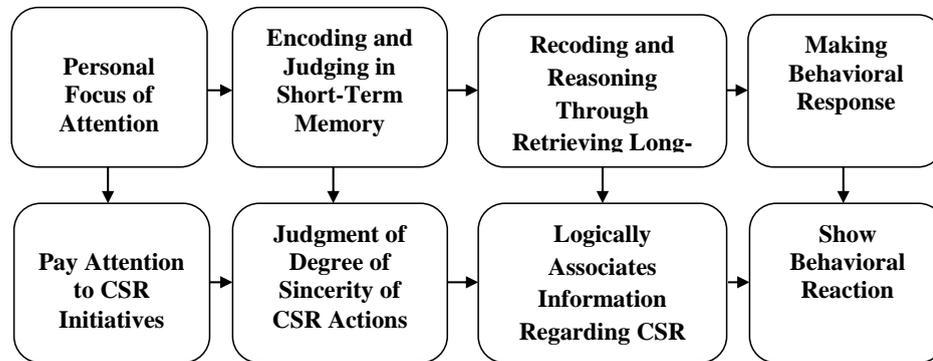


FIGURE 1.1: Information Processing Theory (IPT)

### 1.9.2 Stimulus Organism-Response (SOR) Theory

The Stimulus Organism-Response paradigm or M-R model proposed by Mehrabian and Russell (1974) becomes the foundation of the conceptual framework proposed in this study. This theory holds an environmental psychology approach that offers a mechanism of individuals internal states and behavioral responses triggered by exposure to a physical environment. The stimuli (S) component of the model refers to specific attributes located in the environment. A variation of stimuli depends on the information rate or load (e.g., the amount of novelty or complexity) associated with physical environments (Mehrabian, 1976).

Notably, abstract concepts for instance brand reputation or marketing tactics function as stimuli for individuals to interpret the consumption situation (Park & Lennon, 2009). These cues can be used for consumers understanding of the situation (e.g., shopping environment). As a result, such understanding influences the organism component (O) of the paradigm, individuals affective and cognitive states (Eroglu, Machleit, & Davis, 2001). The organism engenders responses

(R), by either an approach representing a desire to explore the environment or to communicate with others in the environment or an avoidance response such as a decision to return a product (Donovan & Rossiter, 1994; Eroglu et al., 2001; Mehrabian & Russell, 1974).

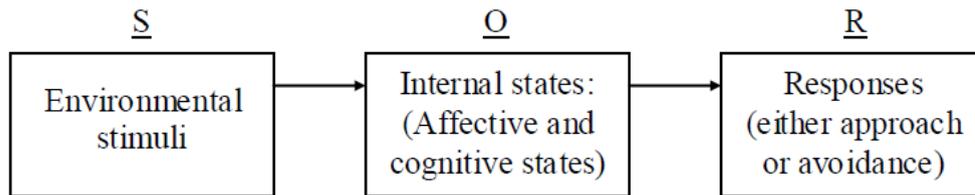


FIGURE 1.2: Stimulus Organism-Response Theory (SOR)

In communication and consumer behavior contexts, the stimulus organism response theory (S-O-R paradigm) can portray a mechanism of customer responses triggered by exposure to companies CSR initiatives. As an illustration, the cellular companies and banks consistent marketing campaigns about social responsibility investments (e.g., against low literacy rate or poverty alleviation or health issues) stimulate consumers favorable affective and cognitive states, which result in behavioral responses such as customer citizenship behavior and repurchase intention of the company and its services. Building upon the stimulus organism response paradigm, the current dissertation puts forth that the corporate social responsibility communication message (stimulus) stimulates the formation of consumers beliefs and attitudes toward the brand trust and brand attachment (organism), which further influences customer citizenship behavior and repurchase intention (response).

## 1.10 Arrangement of Thesis Structure

This dissertation has been arranged into five chapters.

Chapter one consisted of a discussion on the topic introduction, background of the research, motivation for the research, problem definition, perceived gaps, research questions and objectives. Subsequently, it presented the theoretical and practical

significance. Afterwards, the operational definitions of the study constructs were discussed in the dissertation. At the end of this chapter foundation theories for proposed framework of the study were discussed with relation constructs used in the study.

Chapter two is based on two parts, in the first part consists of discussion on literature review and an overview of perceived CSR, and customers responses' as an outcome behavior, historical background of CSR, dimensions of corporate social responsibility. Subsequently, it discusses the constructs used in the perceived model along with their background, antecedents, the relationship of these constructs to each other, gap identified in previous studies and recommendation made for the future research. Likewise, the second part of this chapter comprised of the conceptual framework on the basis of perceived model and the development of hypotheses at the end of each developmental relationship.

Chapter three consists of the current research methodology, design, population, sample size, sampling technique, measurement of constructs, scale adaptation, data collection method, common variance bias, and the statistical techniques with the help of which evaluation of the research hypotheses carried out in the study.

Chapter four comprises of techniques required to conduct data analyses of the research hypotheses and also presented the obtained results. It started with normality test, sample characteristics of the study, t-test, ANOVA, introduction of structural equation modeling. Subsequently, it portrayed the structural validity (factor loading and construct reliability) of all study constructs. Further, it carried out statistical analysis through composite reliability procedures, confirmation of structural model by using SEM, analyzed hypotheses by using numerous statistical tools i.e., multiple regression and bootstrapping at the end.

Chapter five of the study portrays hypothesis-wise outcome results correlated with past researches result, theoretical contribution, results implications for managers and policy maker. It moved towards limitations of the study and future recommendations. At the end of this chapter the references and appendices have been shared. The below mentioned Table 1.1 and Figure 1.3 presents the sequence of the dissertation.

TABLE 1.1: Arrangement of Thesis Structure

Chapter/Appendix	Title
Chapter 1	Introduction
Chapter 2	Literature Review
Chapter 3	Research Methodology
Chapter 4	Results and Analysis
Chapter 5	Discussion and Conclusion
References	
Appendices	

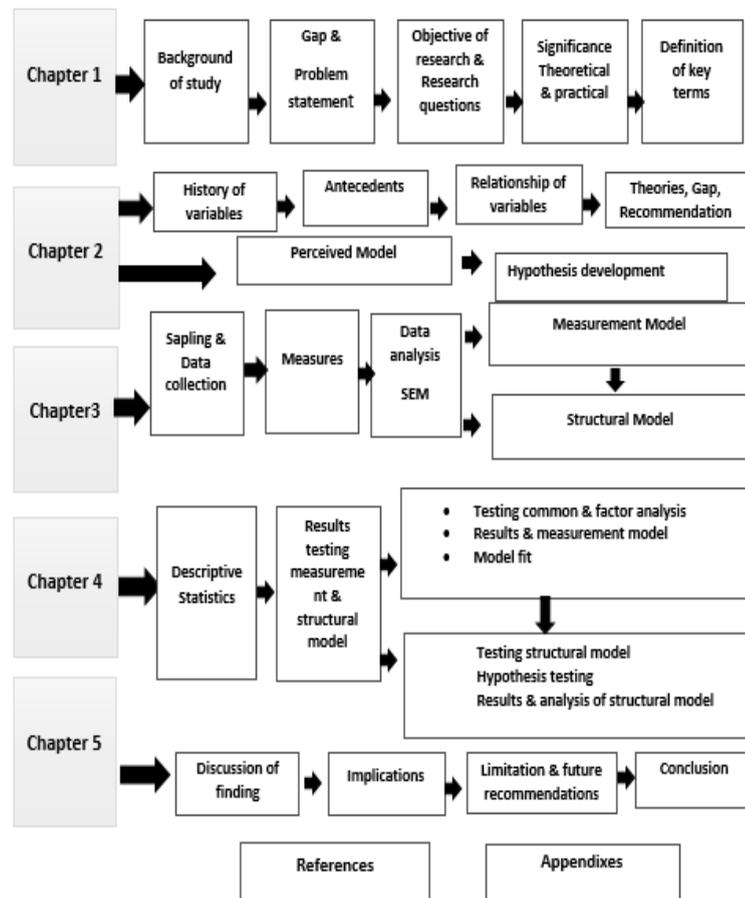


FIGURE 1.3: Study arrangement of Research

## 1.11 Summary of Chapter 1 Introduction

The beginning of first chapter included the setting of the central idea and theme of the study. An overview of perceived gaps of previous researches and the issues that included development of the constructs of CSR and customer responses were discussed during the middle part of this chapter. The trend of CSR during the last decade was discussed afterwards that strengthened the need to focus on consumer perception of CSR. In addition to this, problem statement was discussed keeping the previous research under consideration from which highly valuable perspectives were deduced such as internal and external influences of perceived CSR on consumer behavior through the elements of Information Processing theory and Stimulus Organism Response Theory.

Several linkages based on consumer perception, attitudes, behavior and intentions were highlighted additionally and research questions were outlined. Lastly, keeping in view the significant observations, this dissertation trailed significance of the study both of hypothetical and practical grounds. Afterwards, the operational definitions of constructs were discussed in the dissertation. The chapter was concluded with a figure containing an arrangement of thesis structure of the entire study as introduction, literature review, methodology, analysis and results, discussion and conclusion was portrayed.

# Chapter 2

## Literature Review

Chapter two of the thesis presents a discussion on the constructs taken in the dissertation. It also elaborates the historical background of exogenous constructs and their relationship in the context of consumer responses perspective. On the whole this chapter consists of two parts. First part portrays discussion of exogenous constructs, i.e., perceived corporate social responsibility dimensions (economic, legal, ethical and discretionary) and endogenous construct i.e., repurchase intention. It moves to mediating and moderating constructs. The mediating constructs consist of brand trust, brand attachment and customer citizenship behavior are related to key theoretical foundations and extracted from information processing theory and stimulus organism response theory. The moderating construct cause related marketing is taken to observe the strength of relationship of CSR dimensions on brand trust and brand attachment. The phenomenon of external corporate social responsibility is observed through several consumer perceptions, attitudes, behaviors and behavioral intentions.

In the middle, this part explains each construct through the origin, construct development, its antecedents, the interrelationship of the study constructs with other similar constructs and identification of research gaps in relation to previous researches. Towards the end of part one, it contains the relationship of constructs with each other and explains the theories encompassing CSR, gaps in the research work and gives recommendations. The part two of this chapter contains

the conceptual framework on the basis of a perceived model for the development of hypotheses and also develops hypotheses on the basis of literature review.

## **2.1 Introduction**

Porter and Kramer (as cited in Myrdal, 2017), suggested that when corporations support the right causes in the right manner they begin a motion of virtuous cycle indeed. In such regard the query arises, is this virtuous circle simply embraces a company bottom line or auxiliary marketing payback stand there? When corporations support the right causes by taking corporate social responsibility (CSR) initiatives they may take benefit of enhancing their trust which leads to positive customer responses. Moreover, the worthy cause marketed by the business corporations may also perform its essential role to strengthen the companys CSR and trust.

This part of the study covers a variety of national and international reviews that examine the topics concerning development of conception and composition of the notions corporate social responsibility dimensions (economic, legal, ethical and discretionary), brand trust, brand attachment, cause related marketing and customer responses (customer citizenship behavior and repurchase intention). At the outset, it elaborates the emergence of corporate social responsibility allied with different school of thoughts leading to discussion with reference to its various definitions, significant dimensions or ingredients and the ideal conditions for CSR implementation followed by a literature concerning the background of customer citizenship behavior, brand attachment and repurchase intention. The literature also exhibits the influence of CSR dimensions on brand trust and brand attachment leading to various customer responses. The effect of cause related to marketing on CSR dimensions, brand trust, and brand attachment is also taken into account. Secondly empirical evidences support the constructs covered. Thirdly, in this section researcher has discussed the relationship between CSR dimensions proposed by Carroll Archie (1991), (economic, legal, ethical, and discretionary) and customer

responses (customer citizenship behavior and repurchase intention). In the literature many of the aspects have been covered such as CSR and customer responses are examined, highlighting consumer attributions. Fourthly, linkages between CSR dimensions, BT and BA is examined, highlighting initiatives made by corporations and their effects on the brand. Fifthly, the role of BT and BA is examined between CSR dimensions and customer responses. Lastly, as a measurable moderating role of cause related marketing is examined.

The discussion regarding tools, procedures and multinational business ventures that enable to delineate the various dimensions of CSR is also included in this part of the research. The existing adopted or adapted CSR practices which are made by the business ventures in different regions and current efforts for improving corporate social responsibility initiatives are also reviewed in this chapter. This chapter also highlights the CSR trends in the context of customers. At the end, this part of the study formulates a set of research hypotheses in accordance with the direction of marketing research literature.

## **2.2 A Brief of Corporate Social Responsibility**

In the broader spectrum, the term CSR is associated with what the association among the international corporations, individual buyers and the government, CSR has specifically more ties with the association of the business entity and the local market in which CSR operates and exists hence it correlates business entity and its stakeholders (Louche & Idowu, 2017). Bloom and Gundlach (as cited in Baral, 2017) the term CSR is defined as "the moral duty of companies, groups and stakeholders-people, who may influence or be influenced by corporate practices and policies. Indeed, from more than 50 years the conception CSR has been discussed controversially and its number of facets argued to entirely found in the field (Rochester et al., 2016).

Garriga and Mele (as cited in Harjoto, Laksmana, & Lee, 2015), the listed theories of CSR are classified into the following four groups on the basis of ethics, society, politics or economy. Keeping in view the economic theory, the first and foremost

aim of the firms is to generate profit. The political theories explain the relationship with society and its role within the political arena. The integration theories emphasize that the firms existence, development and continuity are based on society. Lastly, ethical theories, elaborate CSR as an ethical duty. In his previous study, Fredericksz (2015) re-coded and classified the components of CSR. Human rights, health, charity, safety, active participation of community and protection were some of the corporate social responsibility components.

In the contemporary world competitive market, CSR demand is one of the main strategic concepts of the companies. CSR is taken as a tool in order to build a brand with the help of positive activities of brand promotion and marketing, for instance donation made by companies to the charitable purpose and event sponsorship program (Brunner & Langner, 2017).

### **2.2.1 Historical Background of Corporate Social Responsibility**

The term corporate social responsibility (CSR) originated from the USA in late 1800s (Hazarika, 2015); CSR was carried out by experiencing it in the form of charities and donations normally given to deprived members of the societies. During second half of the 19th and early decades of the 20th century, the contemporary corporate interface evidences with the needs of society arose in the shape of prominent philanthropic attempts made by the various well-known businessmen in the American history. In the interim, with the entrance of businesses into 1920s and 1930s, the essential notion of trustee management Amao (2011) not only appeared but also brought with it social, legal and political propositions for the corporations. This vital concept essentially widened the overall perception of the business ownership, control, consequent liability to incorporate managers and individual directors. Along with an addition to the emerging trend for the development of trustee management, the era of 1930s was also an evidence for the changing market trend from a *laissez-faire* approach in the direction of business, where the United

States government functioned for the most part in the lenient manner, in this aspect the government itself closely took the responsibility in regulating to do the business (Carroll & Buchholtz, 2012).

The foremost era of CSR can be marked out to dealing ethics with moderate and remove regulations, market circumstances in the United States in the 1950s (Walther et al., 2010). In this era, CSR emerged as a field of practice, with the help of Bowen (1953) book *Social Responsibilities of the Businessman* which initially outstretched the query of what businessmen can realistically be projected to believe responsible for (Jovanovich, 2016). Thus far, CSR related activities were largely of a philanthropic nature (MouraLeite & Padgett, 2011).

All through an era of the 1960's, CSR became largely an academic construct, besides an idea of some self-effacing corporate environmental programs (Mainwaring, 2011), in addition to conformity with legislation which is related to the occupational health and safety, workplace practices and the civil rights (Salvioni, Gennari, & Bosetti, 2016). To define CSR numerous efforts were taken Schmeltz (2017) and to find out its influence together on business and society (De Jong & van der Meer, 2017). The decade was illustrated by considerable changes in society environmental rights, consumers rights, civil rights and womens rights, which resulted in entirely dissimilar framework for businesses to find the way in (O'Brien & DhanarajanBrien, 2016).

In the 1970s, the notion of corporate citizenship was initiated, and the stakeholder management idea gradually also started to set in (Pallez, 2013). Disapproval of and cynicism towards, corporate social responsibility embarked to emerge, most remarkably encouraged by Milton Friedmans critical essay *The Social Responsibility of Business is to Increase its Profits* (1970), and it was greatly contested whether the business of firm is business, or if social responsibilities are also carried by the companies (Anyakudo, 2016). In the response of a liberalization in global trade, worldwide business and the advancement phases of international companies resulted as an outcome (Mahmood & Humphrey, 2013). During this era, the government of United States largely watched over the basic societal needs though business taken care of the economy. The public of United States came up

to build a heightened assessment to protect human rights mistreatment. One of the prominent examples of the public's efforts taken into account the corporate accountability is the Global Sullivan Principles, laid down by Reverend Leon Sullivan to move forward, the United States companies to take care of their stakeholders from South Africa in the same way as they are taking care of their United States based counterparts (Rudolph, 2011).

Friedman promoted that profitability in the societal order context is businesses principal responsibility and role (Masoud, 2017). Businesses are being asked to believe in the broader responsibilities of the society than the previous practices and to deliver a broader range of person values (Carroll & Buchholtz, 2012). Similarly Carroll and Buchholtz (2012), proposed that social issues should not be associated with business. This concept was also supported by the agency theory which reveals that CSR concept is not the indispensable utilization of the various corporate resources (Roeck & Maon, 2018). Together, according to Friedman environmental and social initiatives taken by the business at cost of earnings are tantamount to fraud (Berger, 2013). The concept of invisible hand proposed by the Adam Smiths, which hypothesized that the society drives what it needs through the market forces is the origin of this prejudiced thinking.

While, the Friedman views had also made softer the argument by specifying that the profitability of business should match with both of the pillars which includes the society's ethical norms and regional law, whereas strong economic views still emphasis on providing a platform for business and to stay aside from society's needs. By and large, Friedmans compelling arguments were accepted by the business community that (a) the businesses do not have the proficiency in concerns relating to society, (b) business involvement will dilute the performance and it also limits the worldwide competitiveness, and (c) businesses have in excess of power as they have and should not be occupied with the matters relating to the society (Carroll & Buchholtz, 2012; Carroll & Shabana, 2010).

The Carrolls (1979), most cited CSR definition was proposed near the end of this era, stated that the social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at

a given point in time. The definition of CSR proposed by Carroll is essential for corporate social responsibility oriented research and has also extensive influence on both researchers and practitioners.

During an era of the 1980's, corporate social responsibility theoretical oriented approach was enhanced by a trend of an empirical research (Baffoe, 2018), and novel different variant or arguments associated with corporate social responsibility like business ethics were introduced (Frynas & Yamahaki, 2016). As an alternative of determining the CSR contents, some scholars commenced to recognize CSR as a process instead of an outcome (Scherer, Rasche, Palazzo, & Spicer, 2016). This process oriented view of CSR brought greater sensitivity in the stakeholders direction. This was the time when globalization concept came to international socio-political and economic forums, and the United Nations contributed a lot in facilitating the protection to environmental issues and the social reforms as well. In reference to this the United Nations published its influential work in 1987, the work described maintainable progress as fulfilling the desires of current era without conceding the capacity of forthcoming generations to come across their own desires (Higham, 2014).

Thus, conceptualization made by Friedman was opposed by Freemans (Dasgupta, 2015), who came up with the connection between a business venture and the various groups prevailing in the society and he also hold up the belief that a business entity had a larger responsibility than profitability alone across the globe. Accordingly, an opinion of difference exists that exactly what corporate social responsibility is meant for and what efficacy CSR has produced. This is aligned to the concept of stakeholder management and stakeholder theory, mainly common-quoted example of Freemans (1984) contributing, Strategic Management, A Stakeholder Approach. As a result, stakeholder theory became strengthened, and businesses initiated to more quickly respond to the stakeholders (Weiyo, Martin, & Schouten, 2014). The relationship between corporate social responsibility and the stakeholder theory was decisively proven by (Wood, 1991), who came up with the fact that main function of the business had turned out to social view from a shareholder view.

In 1991 Carrolls proposed dominant model of CSR on the basis of her 1979 CSR definition. This CSR pyramid remains part of many researchers and practitioners. An essential premise of 1990's decade was the consideration of business case for CSR, not just in the academic research, however, too, in the trade society as pursuing to streamline and legitimizing the actions it had commenced and were ongoing (Carroll & Shabana, 2010). In the late 1990's as society turned out to be increasingly globalized, corporate social responsibility extensively talked about than earlier Ihlen, Bartlett, and May (2011), and till the time new millennium became nearer, the motives behind corporate social responsibility had turned out to be extensively accepted (Van Dijck, 2013). Corporate social responsibility was at the moment vigorously upheld with the help of government and an institutional based course of action and initiatives, for instance the United Nation Global Compact.

During early 2000s, under the umbrella of CSR discussion, the notion of sustainability became very popular (Carroll & Shabana, 2012). Corporate social responsibility was also observed as a vital component of a strategic resource and strategic management thinking (Van Dijck, 2013). Moreover, the emergence of social media and globalization have played a noteworthy role in creating and boosting up a global CSR platform and an avenue to larger communal exclaim institutions, who havent suitably focus on mitigating difference among high-minded vision statements, mission statements, intentions, values, and day to day practices at ground-level (Crane, Matten, and Spence, 2019) or are cause-washing doing the forged public endorsement of participation in a cause (Berger, 2013).

Yang (2018) argues that if business entities are under obligation or dedicated to fulfill social responsibility by themselves, these entities have the capability to curtail their costs and perk up their operational efficiency which are mandatory for long term sustainability of any business. Wu and Lin (2014) states that CSR has a large influence on the business growth and sustainability as a result of technological advancement and changing in the macro environment. According to Wu and Chen (2015), corporate social responsibility is positively taken by the consumer during

valuation of business and that has a positive influence in sequence on the current purchasing behavior and future purchase intention of the consumer's.

In new era, it was argued that, the pivotal point of the theories of corporate social responsibility and research stimulated towards performance orientation from an ethical orientation, observed by the substantial sum of support and research of the corporate social responsibility business case. As per Carroll and Shabana (2010); Chan (2013) the concern of business is rising in endorsing the so-called connection of responsibility with profitability, signifying that corporate social responsibility has become established as an essential role of performing business. Moreover, Millennial are considered as the most socially responsible consumers, whose buying behavior is directly influenced by socially responsible actions and they are demanding for such actions (Skordoulis & Ntanos, 2014). The fact about CSR is that it is a technique which is now used and implemented by many organizations and through this technique firms are communicating with the public indirectly about the firm's services and their product offering.

CSR has got considerable amount of attention in the South Asian countries context in general and specifically in Islamic Republic of Pakistan. There are various firms which are doing businesses, ranging from service-oriented and product-oriented marketing. Companies are now investing in almost all established societal community projects, including food, health, education, environment and roads, etc. The famous companies that are in strong favor of the initiative of "giving back to the society" are playing pivotal role in helping the societal issues. All renowned brands operating in Pakistan practice CSR in diversified ways. Most of these brands are investing in short-term CSR programs to gain short-term gain in form of increase in their profits however the multinational companies are investing in long-term CSR programs in lieu of country of their origin with the conception of paying back to the society. Therefore, the theme of CSR has been taken for the reason that it is current, so rich, ongoing and challenging in the context of the region of South Asia. This practice has been implemented only to promote a satisfactory opinion of the public (customers or clients) towards that firm which is giving CSR services (Armstrong, Adam, Denize, & Kotler, 2014).

### 2.2.2 Corporate Social Responsibility and Consumers

The change of consumers attitudes towards environmental, ethical, and social issues caused a business shift regarding these aspects. That evidence can be shown by a positive impact of CSR initiatives on consumer behavior (Lee, & Park, 2013). Another study indicated that 88% of the respondents preferred those companies products which are more accountable in terms of CSR (Hur, Kim, & Jang, 2016). In Europe, a comprehensive study was conducted in 2000 by opinion research international company that was a survey based study aimed to investigate the behavior of consumers with regards to CSR. More than 11000 consumers in twelve countries (Spain, Switzerland, Sweden, Portugal, Belgium, Denmark, France, Italy, Netherlands, Finland, Germany and Great Britain) were approached. The results indicated that 70% of consumers inclined to purchase from responsible companies (Savenkov, 2016).

Maignan and Ferrell (as cited in, Perez et al., 2013) conducted another study in the USA in which above 18 years old 2000 respondents (consumers) were selected. 64% of the respondents asserted that business firms should always use CSR activities and 85% were of the opinion that they would like to invest in companies that support what they claim. Corporate social responsibility is considered generally in most these studies, though these remained unable to propose the factors that recognize CSR from consumers perspective. Brown and Dacin (as cited in Homburg, Stierl, & Bornemann, 2013) conducted a very interesting study in the area of CSR, claiming that the adverse reputation of a company in CSR domain may lead to a negative assessment of consumers with regard to services and products. Some other previous conducted researches also argue that there is a positive relationship between company's CSR actions and consumers' attitudes toward a certain company's products (Grimmer & Bingham, 2013; Park, Lee, & Kim, 2014). Although, it is still unknown for whom, how and when particular CSR initiatives are taken (Christensen, Morsing, & Thyssen, 2013). Marketers need of the precise focus for an understanding causes the equivocal link between aggregate measures of a companys financial performance and companys CSR actions (Varadarajan, 2017).

In the articulation of the aforementioned studies, a further research instigated the impact of CSR on the response of definite stakeholders, i.e., workers and clientele (Valk, 2014; Imran, 2015; Friedman & Heinle, 2016; Wu, Lodorfos, Dean, & Gioulmpaxiotis, 2017). Of these, just four studies, to the preeminent of our awareness, have paid attention plainly in consumers response to CSR. In another study Sambala (2015) demonstrated that response of consumers to a retailers caused-based marketing attempts not simply varying with the kind of cause and the retailers specific function related to CSR, but are also reproduced in consumers ascription of possessing inspiration and that of the seller. Corporate ethics in lieu with optimistic association between consumers inclination for a specific companys product and their attitude towards the company ethical surpasses their anticipations (Schutte & Ciarlante, 2016).

Moreover, Malik (2015) concluded that the documentation of a companys CSR, as a replacement for giving information about the characteristics or taken as a whole value of its products, generates a broad circumstance for consumers assessment. By using mutually imaginary and existent companies, Malik, illustrates that the outcome of CSR on consumers inclination for a fresh product happens all the way through consumers largely assessment of the corporation itself.

In brief, earlier study advocates that pessimistic CSR links can have a negative effect on the whole product assessments, while optimistic CSR links can increase product assessments (Ioannou, Kassinis, & Papagiannakis, 2018). Though this cumulative optimistic association between a companies CSR documentation and consumers readiness to support the corporation represents a significant understanding of CSR, hence it entails potentially significant corporation and the consumer precise dissimilarities.

Sudbury and Kohlbacher (2016) found that a positive relationship exists between consumers purchasing inclinations and those companies which are observed by the consumers as ethically sound or possess their moral beliefs. In addition, direct relation between CSR initiatives, attitudes, customer satisfaction and their purchase retention was claimed in different studies by (Martinez & Bosque, 2013; He & Lai, 2014; Saeidi et al., 2015).

### 2.2.3 Corporate Social Responsibility and Consumer Responses

According to Signaling theory, CSR initiatives provide the signals to all stakeholders, which in turn creates a positive impact on the brand and closely associates the stakeholders to the brand Galbreath (as cited in Janssen, Sen, & Bhattacharya, 2015). Galbreath (2015) argued that firms pass two types of signals through their actions among them one is signaling action and the other one is symbolic signaling actions. Inside the substantive signaling actions company made resource commitments, however, in symbolic signaling actions firm made little or no resource commitments with the society. In this study, the author has taken CSR as independent variable and opted to look the consequences in form of consumer responses (customer citizenship behavior & repurchase intention).

The encouraging and motivating effects of being collectively responsible towards the society at large have well been considered by the CSR literature. A large number of researches conducted in different time frames which justifies a remarkable influence of CSR activities on numerous consumer associated conclusions for instance, consumer product responses (Korschun, Bhattacharya, & Swain, 2014), the brand metaphors and corporate (Martinez, Perez, & Del Bosque, 2014), consumer attitude toward the corporation and its products (Skarmas & Leonidou, 2013); purchase objective (Galan, Galera, & Singh, 2015); in addition to it the consumer recognition of the company (Plewa, Conduit, Quester, & Johnson, 2015). Furthermore, CSR has been recognized as an important instrument for development and uphold complimentary reputations in form of trust and to protect their interests at the instance of reckless behavior (Khan, 2013).

Encouraged from the benefits of such existing mentioned evidences, most of the business firms have started supporting CSR practices, for instance behaving in ethical manners, corporate philanthropy, cause related marketing (CRM), alternative support programs, and the corporate manufacturing activities with real financial strength (Hopkins, 2016; Lii, Wu, & Ding, 2013). Not astonishingly, this slant is also reflected in the inescapable faith around the business pioneers that an

investment in CSR initiatives is fundamental in today's national and additionally worldwide market place (World Economic Forum, 1999).

Irrespective of this the growing importance of CSR in the marketplace, few researcher have identified about something like those impacts about the CSR movement for customers (Scherer, Rasche, Palazzo, & Spicer, 2016). It may be uncertain to identify that at which time and way CSR initiative affects the consumer assessment (Choi & La, 2013). The research works of the present era have come up with the facts that CSR initiatives may have negative impact on the company in case the consumers become skeptical and perceives that the corporate real motive behind the CSR initiatives are simply which perk up its representation and to increase its product sales without making efforts for the consumers' wellbeing or CSR practices of the company may distract the businesses from the exact direction, for example its capability to yield quality oriented products (Oberseder, Schlegelmilch, & Murphy, 2013).

#### **2.2.4 Implications of Corporate Social Responsibility for Businesses**

Nejati and Ghasemi (2010) argue that in these days consumers are more worried regarding corporate behaviors and perceive the business entity good or bad on the basis of corporate ethical practice. The current research mainly examined consumer responses oriented performance and how corporate social initiatives performance has significant impact on it. The companies engaged in CSR results to value creation of their brand; moreover its cost is usually less when it is compared with value creation of brand through public affairs and advertising (Joshi & Gao, 2009). Several studies claimed a positive relation among the suitable corporate image, brand equity and usage of CSR based strategies, for example Acikdilli and Jahdi (2009) explained these confirmations allured companies to report their CSR practices in media to attain financial gain in the market. As mentioned earlier, an effect of CSR results in the satisfaction for consumers. Satisfied customers

pay more for services and products stay loyal and enhance word of mouth to the goodwill of the company (Homburg et al., 2005; Torres & Kline, 2013).

A large number of studies recommended that a company with consumers' high satisfaction level may generate high levels of cash flows (Kumar, Dalla Pozza, & Ganesh, 2013; Christopher, 2016; Kerzner & Kerzner, 2017). As a consequence of aforementioned discussion, CSR can create more moral capital, efficiency and spirit through which in stock market public goodwill can positively influence the stock value of companies (Savitz, 2013). CSR can also form a credibility and good reputation for the company that ensures the guarantee for shareholders' wealth and investment (Mandina, Maravire, & Masere, 2014). More importantly, after the rise in media coverage of CSR based issues, it is possible for companies to use their direct and vibrant approach to highlight CSR linked activities and to transform it to different stakeholders. The companies using CSR oriented activities are growing day by day ( Dahlsrud, 2008; Supanti, Butcher, & Fredline, 2015). This study recommends that CSR plays a vital role in consumer behavior related issues.

### **2.2.5 Stakeholders and Shareholders Relationships with Corporate Social Responsibility**

According to Hillman, Keim, and Luce (as cited in De Gooyert, Rouwette, Van Kranenburg, & Freeman, 2017) the stakeholder theory states the following characteristics first, the company has a significant relationship with stakeholders, second the associated outcomes and processes are based on interest, third, each interest of a legitimate stakeholder has value, fourth, the main emphasis is on managerial decision-making". Keeping in view the stakeholder theory, a firm must have to formulate such actions and strategies that perceived to be legitimate by its stakeholders (Wheelen, Hunger, Hoffman, & Bamford, 2017). This theory has two perspectives normative stakeholder theory and instrumental stakeholder theory. Normative refers to adhere CSR practices to earn economic objectives (Fu, Ye, & Law, 2014) however instrumental refers to adhere CSR as ethical responsibility towards stakeholders (Yin & Jamali, 2016).

While developing the company strategy, shareholder and stakeholder groups are major priority, particularly in the corporate world. Major stakeholder groups involve government, employees and the consumers. When an business firms chooses CSR themes, shareholders are being considered because they give the standards for social activities, hence firm also requires maintaining shareholders content with respect to the value-creation of company when they are attracting more consumers. For strengthening the research model imperative relationship among the CSR and both stakeholder and shareholders have been scanned.

#### **2.2.5.1 Stakeholders**

SierraGarcia, ZorioGrima, and GarciaBenau (2015) suggest that stakeholders are the fundamental factors with regards to CSR. Ferrell and Maignan (as cited in Wang, Dou, & Jia, 2016) in their study found that in CSR operational research can be practically conducted to evaluate the advantages of CSR in the relations of stakeholder. CSR can be explained more appropriately by the SME's approach of social capital with the help of stakeholder theory that examine a CSR approach with regard to large organizations. In large scale companies, the approach of CSR can embrace different consumers and individuals. Moreover, in large firm stakeholder's views have a great importance and which can influence on the decision related to CSR practices (Piercy & Lane, 2009). Likewise, Pivato et al. (2008), argues that in larger organizations, people included in higher authority are now taking CSR as essentially important.

According to Sen and Bhattacharya (2006) CSR influences stakeholders during brand purchasing and forming the overall relationships as well. They described that to promote stakeholder relationship employing CSR activities are essentials, like different individual stakeholders, employees and shareholders may have different relationships with the company. Communication with stakeholders increases their confidence on the company's actions so it is needed to inform stakeholders about the goals and organizational policy of the company (Gupta & Kumar, 2013). Dobeles, Westberg, Steel, and Flowers (2014) found stakeholders as a are very important to recognize in CSR implementation. Therefore, treating customer as one

of the very essential stakeholder of the business entity, companies must plan their CSR activities by considering customer preferences.

#### **2.2.5.2 Shareholders**

Benn, Edwards, and Williams (2014) states that shareholders are important for the organization because it may set and provide standards for social activities on it. Conversely, Arvidsson (2010) argues that paradigm has been shifted after corporate scandals from shareholder value to CSR efforts. So there is a way to strengthen the value of shareholder by the CSR initiatives, by providing protection and assurance for the companies when it is in bad times, which would promote loyalty and brand trust; it can be helpful to decrease the negative effect which is due to bad events (Godfrey et al., 2007).

According to Hsieh (2009) managers define the policies of any company so they should devise them by keeping in view the happiness of society by defining different corporate social responsibility initiatives, even at the stake of shareholders' interests in certain situations. This notion doesn't mean shareholder's are important benchmark against the CSR as referred, but it is included in certain organization just for leading societal responsibilities. Hatch and Godfrey (2007) came up with the fact that shareholder capitalism impacts negatively on an organization when recognized in relation to corporate financial performance. As an organizational strategy, shareholder capitalism, which is more emphasized on the making of economic goods which can subscribe to social welfare, but it has a negative impact on the relation of CSR and CSP (Hatch & Godfrey, 2007).

Those organizations which are involved in such types of activities they may effect on the purchase of shares and financial performance of that organization. Adam and Shavit (2008) suggest that new investments have aroused over time in the companies which recognize the social requirements and how to operate the best practice policies of the organization in the market. There is also manifested, those organizations which are socially responsible and have an accountability in the market, these can change positively the attitudes of investors by attaining a high ranking in social responsibility (Adam & Shavit, 2008). To improve image

in the market, ranking companies relating to a social responsibility can stimulate organizations to take part in CSR.

### **2.2.6 Negative about Corporate Social Responsibility**

From the business perspective, social responsibility is a deed of balancing among various business outcomes, for instance business is required to balance the economic performance, legal obligation, ethical and social performance, and along with this harmony must be accomplished among the different stakeholders. The conception of CSR proposes a twofold bottom line, i.e., to meet with the economic and non-economic standards. Indeed, the majority of companies set their multiple objectives, e.g., at Ben and Jerry's their employees are examined on the basis of both social and financial participation to serve the community.

With the passage of time trends have been changed and now the 21<sup>st</sup> century, the general public apprehends that the businesses create social problems as the outcome of their business strategies. Now a day's executives persistently meets the demands from diverse stakeholder clusters to set aside the resources for CSR initiatives. Similarly, anxiety comes from the aforementioned itemized constituencies, even together with a few stockholders and particularly the institutional stakeholders (Siegel & Mc-Williams, as cited in Schizer, 2017). Such pressure tactics include acknowledgment of the rights of employees at the place of work, non-discrimination in the recruitment process and inclusion of the provisions for health and safety; firing and promotion of the employees; thereby attaching pay to the performance; leave provisions in family-friendly way; an approach of zero-layoff; and the employee ownership of the business stock. The influence of consumer contain preservation price enlarges to restrain the rising costs, fabrication of safe and sound products and the higher sum of the consumer information. The society and environmental pressure techniques indicate that business' actions do not directly intimidate the well-being of the general public, but provide job opportunities, financial support to minority zones, and training for the hardcore unemployed, and to invest in dis-economies like as pollution prevention apparatus and contribute funds to the charitable organizations in the deserving regions.

The present trend shows that such kind of hindrance doesn't prevail to a large amount within the privately-owned business ventures, moreover, there exist no matter of profitable agency, where the administrator, as a trustworthy agent of his or her stockholders or employer, has a responsibility to take full advantage of profits for them. Those who are the owners of such businesses which are unincorporated answerable only to those which concerning their production concert; which is not a topic of corporate power in the market. Those types of businesses may define their assignment and objectives of their association as they wish.

The organizations have different views on the CSR and disagreement arises when some openly held companies assume that their socially responsible activities may limit their profits. Although organizations have the various types and everyone has a distinct perspective; such as not-for-profit, family based, intimately held and public organizations, but this study will take only the public and private organizations because the dispute over the CSR usually held in those organizations which are owned by the institutional investors and individual entities, in which ownership is detached from the management in terms of responsibility and control. Some manager's disparagement demands for CSR, because they believe that such type of clash of efforts with the objective of profit maximization is the definitive goal of shareholders, who are considered as dominant of all other stakeholders of the organization.

### **2.3 Dimensions of Corporate Social Responsibility**

Elkington (as reported in Savitz, 2013) introduced the 'triple bottom line' model that is considered as best models so far about the core of CSR. This model emphasizes on three core responsibilities of a company as environmental, economic and social. These responsibilities are indispensable to ensure social justice, environmental quality and economic prosperity (Graham & White, 2016). The other studies propose the notion that people do not evaluate the company's goods and

services only in terms of monetary success, but different non-monetary attributes are also considered by the consumers (Archie Carroll, 1991). In addition to aforementioned notion, Carroll has suggested four social responsibilities that a company should adopt in a balanced way. She proposed an operational definition based on four-part of CSR; hence she further elaborated that a set of four social responsibilities are required by the company to fulfill the criterion of good corporate citizens, these responsibilities include economic, legal, ethical, and philanthropic/discretionary aspects.

The other noticeable narrative in the recent literature about CSR practices, provides the link of stakeholders' engagement to perform a CSR activity. Freeman asserts that companies have an obligation to engage their shareholders to CSR related activities. According to him, shareholder involvement is an essential method for companies to achieve an external environment effectively (Fassin, De Colle, & Freeman, 2017). These four sources of CSR initiatives can be grouped into four different themes as stakeholder, environmental, economic and societal. Each theme is different from the other in terms of limitations of responsibility, definition and objective (Van der Byl & Slawinski, 2015).

Though, each theme has distinctive separate underlying principles. Concisely, the core idea of this social responsibility theme in relation to CSR is that it is the companies' responsibility to contribute to well being of societies, to achieve this goal they should plan such strategies which consider the effect of their practices on societies. Specifically, this principle needs companies to uphold human rights, production of products, ensure fair wages to labor, transparent trade policies, and collaborate with the communities and companys network (Shadung, 2014).

Likewise, the economic principle underlines that environmental and social value should not be compromised while producing the goods (Lorizio & Gurrieri, 2019). In lieu with this principle, companies should also focus on the well being of communities (Joyce & Paquin, 2016). The environmental principle, in short, emphasizes that the companies should adopt environment friendly approaches that could not harm the environment. Finally, the principle of the stakeholder approach to CSR

practice highlights that companies should take the responsibilities of their stakeholders' legitimate interests (Velamuri & Freeman, 2011).

A concept is perceived that business has several responsibilities to the society which are attached to it, from the last several decades, there is an insurgency how peoples view the association between business and society. The research adopts Carroll's (1991) CSR model that encompasses four major social responsibilities: economic, legal, ethical and philanthropic/discretionary. This model is still most widely accepted conceptualization of CSR to better assess consumer's expectations from business and basic platform for all CSR future studies (Montiel, 2008; Nabil & Nasery, 2014).

The model has been employed by a number of theorists namely (Wood, 1991; Swanson, 1999; Linnenluecke & Griffiths, 2013; Jankalova, & Jankal, 2017). Similarly, in the context of an empirical research, it is a most renowned model and is utilized by the numerous empirical researchers (Aupperle, Carroll, & Hatfield 1985; Mallott 1993; Clarkson 1995; Burton & Hegarty, 1999; Hsin-Feng Lin, 2014; Kim, Kwon, & Uysal, 2017).

### **2.3.1 Economic Corporate Social Responsibility**

For the last few decades since the inception of the industrial revolution, businesses have get more importance in the society because society has become more dependent on the business for producing of wants satisfying goods and services; providing the jobs to the worker; in discovering new resources, technological innovations, producing the investment capital which is essential for the growth of any economy, product diversification's; paying taxes for the public needs while availing investment opportunity across the society and to attain maximum profit (Drucker, 2017). If the firm has been practicing as same as mentioned above all of this by following the laws, it would be praised by the society and it would have a positive impact on the growth of the firms.

In eighteenth-century Adam Smith, in his well-known book *The Wealth of Nations*", explained a structure for modern business and how it is connected to the

society. He suggested that the capitalism, works to produce more terrific wealth as compared to any other monetary system, it also maximizes the opportunity toward permitting peoples' freedom about decision for employment, buying patterns, and speculations schedules, thus benefiting to all those which are great. Attempting with beat one's opposites, also striving to process exceptional employment to win the next sponsorship, whether done ethically; will conclusion previously, superior particular development and hence remarkable utilization of opportunities (Savitz, 2013). The main task of the manager is to take steps in the capacity of a trustee to a chief, owners or stockholders as their custodian to handle their business professionally.

The economic responsibility of the business is to make gainful for its major stakeholders of delivering quality oriented product at a reasonable cost because of clients (Vogel, 2014). Novak (1996) entirely outlined a group of seven major business monetary responsibilities. These responsibilities mainly are: (1) to gratify the consumers (2) to earn fair return on the funds from the investors, (3) to generate new capital avenues, to gather the non-profit institutions those are helpful to improve the well-being of the poor community, thereby increasing their wages setup, (4) to generate new earning avenues, (5) to beat jealousy while creating mobility in upward direction and providing people with the confidence that their financial conditions can get better, (6) to encourage modernization, and (7) to spread over the economic benefit of the people in order to avert the autocracy of the greater part. Thus, the entire set of responsibilities goes to the core ideology of economic corporate social responsibility. The societal desires in this domain have showed up on grasp adjusted over those compass from claiming quite a number of years.

### **2.3.2 Legal Corporate Social Responsibility**

Legal obligations involve acting in accordance with definite laws and working with the regulations which are defined for that. Legal responsibility as a dimension of corporate social responsibility has been in the field of management and it is considered as the essential responsibility (Thao et al., 2017). It is expected that the legal responsibility should be implemented in a continuous manner by the

companies operating in their respective regions. In case company breaches this responsibility, it becomes an issue for them. The outcomes are usually negative publicity or litigation with the regulatory bodies in their respective regions. In fact, numerous researchers have categorized legal and ethical responsibilities as a single variable in their CSR discussions, moreover both are entirely different from each other resulted by (Lantos, as cited in Davis et al., 2015). Maignan and Ferrell (as cited in Perez et al., 2013) the legal responsibility of the business entity includes: truthful disclosure of business performance, to ensure that entity products are meeting prescribed legal standards, to avoid discrimination when hiring and compensating the human resource, and to meet all environmental legal requirements. Legal duties refer to obey the law and the rules. Though, legislation and laws have imperfection to guarantee responsible actions by the business entity. The laws and legislation just provide a moral minimum to conduct a business; these are reactive (to tell what should not to be made) instead of proactive, (to tell what should to be made); and these are usually unwillingly followed (Thao et al., 2017). Laws adaptable business behavior is accepted in the society because society does not always believe in this concept business do only what is correct. But, the laws bear different limitations to guarantee accountable behavior: which are of incomplete scope; just exhibit a base or minimum moral values required for a business.

### **2.3.3 Ethical Corporate Social Responsibility**

Ethical duties coup over the restrictions of legal responsibilities. They involve being ethical, respecting the ethical rights of the community, doing that which is correct and keeping away from all those activities which are harmful or socially injured and also limiting the harms done by others (Kennedy et al., 2017). Ethical duties of any organization include the regulations or policies which are prohibited or expected by the society as a whole, though, such activities are not unavoidably classified by the law (Carroll & Buchholtz, 2014). Novak (2017) states that they devise their foundation of power from the religious belief, ethical background, humanitarian principles, values, and human rights commitments. In the present

era, practically the entire associates of the business organization have the same opinion, as a minimum in the 3<sup>rd</sup> set of “social responsibilities;” thereby calling it with the name of the ethical duties or ethical CSR.

Before the era of 1960’s, business ethics have not so important in the business community, but after the industrial revolution, it becomes the core apprehension of the business community. At the start of the decade of 1960’s fair concerns faced in the business were pointed out at an extraordinary scale. It was discriminatory realized that the exploitative practices could be established even in some of the most prominent business organizations, in the market insecure goods were launched, the business scheme was imposing a levy on the ordinary environment, the general public was not successive in uplifting those most inexpensively disadvantaged, corruption was happening to the worldwide scale and ethics were being negotiated in the quest of power and capital. Business was portrayed as an immorality by the liberal consumerist media, they extended that almost any business doings are ethically wrong. As a result, it was heard that consumer outcries against those businesses which are doing insensible and morally wrong business practices.

In the same way, since the decade of 1970’s, the general public expectations of the business ethics and moral principles have been mounting. Contrasting to the previous era, in order to morally validate the business organization, productivity alone was no more considered enough. It is also important to consider that how wealth cohort affects the non-economic attributes of the general public, for instance the well being of the customers, employees, and other stakeholders from the business community, along with the other outsider, which includes individuals and groups leads to the expected environment.

#### **2.3.4 Discretionary Corporate Social Responsibility**

The fourth dimension of CSR proposed by Carroll and Buchholtz (2014) is the discretionary or philanthropic duty of the business is to “giving back” money and time to the society at large in the form of intended service, deliberate relationship, and unpaid giving are the essence where the most of the argument over the

authenticity of the notion CSR lies. More than a period of the past four decades, businesses are not only judged by their monetary and moral deliverance, although their societal contribution matters a lot. When Henry Ford II was delivered in a speech at the Harvard Business School long ago in 1969, he acknowledged: The provisions of the agreement connecting the industry and the general public are shifting. Currently the society is being invited to give out an extended variety of individual values and also to recognize a commitment to the society members, who are not involved in any commercial transactions (Ragland et al., 2015).

## **2.4 Brand Trust**

In the academic literature, there are numerous definitions of brand trust; however, eventually the locus of all definitions is about relationships. Brand trust is defined by Delgado-Ballester (2003) as “assured expectations of reliability of brand and intentions in situations that may represent some risk to the consumer”. This definition provided by Delgado-Ballester (2003) is taken for this research work as it merges different features of brand trust whereas it gives importance to confidence and risk. After examining the literature Ramadan (2017) came up with a fact that the fundamental constituents of brand trust are confidence and risk.

In the real essence brand trust refers to the fiction that, while purchasing the products consumer should have confidence that the product will give good results if he/she compares it with competitor bad or worried product outcome. On the contrary, Lassoued and Hobbs (2015) illustrate brand trust as a relationship of consumers’ confidence and understanding. They also suggested that research on brand trust has not yet been conducted to a considerable level; moreover, many of the studies conducted comprise conceptual or theoretical perspective. The current research intends to combine the empirical based research in the realm of brand trust.

To attain positive results in the business-consumer relationships, trust is being utilized by the organizations (Pivato et al., 2008). Corporate social responsibility is able to helpful in identification of brand and values, traits (Perez-Curraset et

al., 2009). They summarize that trust has a significant relation between brand attractiveness and satisfying individual needs. By considering this claim, corporate social responsibility can be helpful to inspire feelings that strengthen the trust of the consumer and as a result it makes the brand eye-catching.

Ding (2018) presents a brand equity model based on consumers; this model affirms that the feelings of consumer about the brand are a major constituent in the building of brand which incorporates self-respect and social approval. Being a social response, brand trust explains social assent for self-respect and brand, implying to price coupled with the purchase of a trustworthy brand. The consumers feel loyalty towards a brand, furthermore; brand feelings also impact on resonance. Consequently, loyalty can assist a business to build a strong base of consumers, hence provide assistance to generate profit, thus the brand trust is an important component of loyalty building that also enhances consumer attachment to the brand.

Albert and Merunka (2013) argue to maintain long term relationship with consumers, trust is an integral variable. Chen and Phou (2013) state both loyalty and the brand commitment are affiliated to the consumer relationship that are produced by brand trust. At the organizational level, attaining brand loyalty is a vital goal for an organization. Vernuccio et al. (2015) draw an outline of product level controls which influences both brand effect and brand trust in their model of brand performance and brand loyalty. Product level controls incorporate both hedonic values and utilitarian to make CSR fit into these values in such a manner that consumers can utilize CSR as a source to judge the products. According to Elbedweihy et al. (2016) to provide a value based connection between the consumer and the firm there should be a right fit between a brand and CSR activity. This research will make out whether the investment made by a corporation in CSR domains will have a significant and positive effect on brand trust or not. The relationship is hypothesized on the basis of information processing theory and stimulus response theory. Moreover, in the marketing literature trust found to be a dimension of brand relationship and is treated as an customer attitude, which leads to behavior.

## 2.5 Brand Attachment

Thatch and Olsen (2016) claimed that strong brand attachment plays a primary role in brand building and it is a foundation of brand equity. When the attachment theory was extended to the consumers-brand relationship, it was found that attachments are developed on the basis of trust, dependability and consistency of response, the basic motive for the attachment to seek safety and security (Patwardhan & Balasubramanian, 2011). This explanation is only on an economic basis, however, consumer attachment theory by Cardinale et al. (2016) provide a more generic view of attachment, according to this theory, consumers may involve or attach with places, pets, human brands, service brand etc.

There are various definitions of brand attachment. Park et al. (2008) have come up with definition of brand attachment as “the strength of the cognitive and the emotional bond connecting the brand with the self”. These researchers have claimed that there are two elements of this definition (1) brand-self connection and (2) strength of connection to make a consumer agree to process brand related information. In brand-self connection consumer perceives a brand as part of his self. The second element of the definition is also referred as brand prominence by the authors. Brand prominence means consumers’ connection with the brand leads him towards positive thoughts and feelings of brand and such thoughts become part of one’s memory. However, According to Chun (2009) brand attachment has three elements (a) brand self connectedness (b) affection bind and (c) trust. According to him, brand-self connectedness means the degree of relevance between consumer and brand. Affection means the degree to which consumer is dependent or involved in the brand. Trust means the degree to which consumer believes in high quality and value promise of a brand. Another similar but not the same conceptualization of brand provided by (Fournier, 2014) emotional brand attachment is behind by three forces (a) self-brand connection (b) warm feelings (c) intense liking towards brand. In this study I have borrowed MacInnis, Park, and Priester (2008) definition; customers offer their cognitive resources to evaluate the brand related information. Brand’s CSR communication is taken as the primary stimulus for a consumer to evaluate a brand.

The borrowed definition of this study is related to brand-self connection and the degree to which consumer agrees to offer his cognitive resources to evaluate brand information. The researcher intends to take help from theory of social information processing, it posits that “individuals, as adaptive organisms, adapt attitudes, behavior, and beliefs to their social context” (Chen et al., 2013). According to information processing theory, information is the primary stimuli that interact with the consumer at his cognitive level and he/she starts feeling about the some object or activity and indulges into an emotional bond and consequently he adapts some behavior. Jin Ma and Lee (2014) convincingly reported that information regarding ethical action of firms contribute during the evaluation of a brand. Because, a socially responsible brand disseminates a silent message of friendship, care, trust and a fair value exchange to the consumer society. Intern consumer involves in bonding with the brand.

Developing emotional bonding among brands and consumers is a goal of companies because sturdy binding leads toward positive outcomes, like loyalty and accomplishing a price premium (Park et al., 2010; Malar et al., 2011). Grisaffe and Nguyen (2011) states that companies yield financial benefit when they are indulged in encouraging emotional connections among brands, consumers and incentive which compel consumers not to switch while repurchasing.

Characteristics of public interface include an impression of the other people. In contrast attachment to a product is an essential outcome of these interfaces. The psychology and marketing researches done in the past have concluded close interactions as a vital element of brand attachment. Consumer attachment with the brand is based on the impact that is based on essence resulted from public interaction attached to a brand (Karjaluo et al., 2016). Thus to be a witness and affective outcomes in the model satisfaction for the brand, attachment as a result of trust is also added in the brand. However, interactions have a relationship with the passage of time. Hence another consumer reaction has been analyzed in the research that reveals the interdependence in the form of attachment towards the brand. As long as the customer is satisfied as a result of brand trust, there will be an observable attachment (Rizwan et al., 2014). Moreover, this attachment

inclined towards a brand enables connection and specifies the brand an advance powerful outcome that how frequently that brand had been purchased in the past and how it will be purchased in the upcoming days. In service companies' brand plays a remarkable role due to the reason that strong brand increases the customer's trust pace for purchasing which is invisible (Rahimi, 2016).

Binninger (2008) recommended that in 1990's clients constancy is noticeable as a key notion adjacent to in relationship with lots of others that consists of assurance, liking, identification, belief and the association with our approach leading to brand. Belief of the client and fulfillment with a vendor reconcile the impact of belief in the brand and fulfillment on client intent to re-purchase (Fang et al., 2011). Belief of the client as an essential and obligatory construct in budding client association muscular and attain maintainable part in the market. Only a few sections associated with customers are attracted in store brands where as clients that are assure marked as faithful (Martenson, 2007). Munuera-Aleman and Delgado-Ballester (2005) affirmed belief linked from precedent practice becomes the element for present purchase and conditions the clients as faithful which additional intact the brand fairness. Esch (as cited in Labenz, 2019) describe operationally as brand affection is a long-lasting, assurance, bringing bond among the brand and the customer.

## 2.6 Customer Citizenship Behavior

The term customer citizenship behavior (CCB) denotes the constructive gestures of the customers that are appreciated by the firm, the individualistic role to influence the policies is not included (Gruen, as cited in Ariffin, 2014). These gestures by the consumer comprised of additional behavioral role, encompassing positive, deliberate, supportive and productive behavior towards the firm and the other customers (Shiu et al., 2009). For instance, in the reference group the customers may possibly split their positive experience and observation with the other customers, visit by more suitable outlets for shopping at their beloved store, deal with their workers in a pleasant mode, inform about service issues to the employees.

Likewise Hsu and Yen (2016), came up with the facts that corporations service to others, give suggestions for improvement in a corporation's service, assist product or service provider source, and help out other customers all through service delivery, all of these proceedings are advantageous to successful firm performance (Van Doorn et al., 2010).

As per research trends in the other fields, the researchers who deal with customer citizenship in the fields of (management, services, human resources and retailing) refers to various terminologies directly and indirectly under the umbrella of citizenship. The term customer citizenship behavior (CCB) has gained significant consideration from the academicians and practitioners as well, and still it is an attractive topic when we talk about conducting research in services (Groth, 2005; Rosenbaum & Massiah, 2007; Abu Hassan, Wan Jusoh, & Hamid, 2015).

In the context of service industries and open competition in the global economy, the era of globalization has induced the companies to make development on a continuous basis to sustain in the market. As a result of that in order to improve the competitiveness and remain alive in the market service companies have started to give more priority to their customers. To address this challenge the handsome amount of extant literature is focused on the organization and management of a customer as human resources (Groth, 2005; Hokororo, 2018). A few years ago, research on two independent fields has emerged. Customer citizenship behavior is the one of these streams. A series of research work studies make out the customer's positive function role and come up with a concept like "Customer Citizenship Behavior" (CCB). This behavior has been defined by Groth (2005) as "discretionary and voluntary behavior in which individual consumer does not expect or claim any reward, but higher service quality is offered. The examples of CCB include, making help of another customer or sharing some positive suggestions to organization providing services.

The existing literature exposes that a number of terms have been established to portray the term customer citizenship behavior, this includes volunteer and unrestricted behavior of customer (Lofquist & Lines, 2017). Hence the extant literature on CCB reveals that its features consist of unbounded, unrestricted,

voluntary comment or optional behavior, in recognition of high quality services of the organization.

## 2.7 Repurchase Intention

In this study, the researcher has emphasized on repurchase intention rather than studying the actual behavior of the consumers as response to stimulus based on stimulus organism response theory. The stimulus is considered a key motivation that is followed by organism and response. With respect to marketing areas customer retention is considered a hot issue in the service industry.

Consumer purchase behavior is elaborated in the application of purchase decision models (Wout & Sanfey, 2008). Other scholars shed light on repurchase intention in different ways; Fleischmann et al. (2015) and Bhattachar (as cited in Bello, 2017) underlined the logic of the ECT model, the model found satisfaction and confirmation as primary determinants of repurchase intention. Ngo and Pavelkova (2017) came up with the fact that repurchase intention is directly affected by switching barriers.

In previous literature, many antecedents of repurchase intention have been discussed, for example, repurchase intention towards a particular brand depends on factors like negative feelings towards competitive brands or negative information about other competitive brands (Laroche, Kim & Zhou, 1996). It can be argued that positive information or positive feelings towards a particular brand may predict repurchase intention of a consumer. Information is the stimuli that affect the attitudes of consumers in a positive or a negative way. Corporate social responsibility of a brand is the stimuli that positively affect consumer trust and which further affect repurchase intention of a consumer (Chang & Chen, 2012).

According to signaling theory, CSR give a positive signal about a brand to a society, which builds a positive impression of a brand and creates a close association between the brand and its customers. A socially responsible brand contributes positively in consumer evaluation of a brand. A socially responsible brand also

gives the impression of a “society oriented” entity and it works for social well-being. Such brand adopts the strategies and actions that contribute positively in objectives and values of society.

According to theory of reciprocity consumer restore positive thoughts and feelings for the brand. Theory of reciprocity suggests that people reward kind actions and punish unkind action (Price & Van Vugt, 2014). In this theory author has explained that intention towards a kind action or consequence of a kind action are perceived the same by the receiver. It can be argued that a consumer likely to reward a socially responsible brand in one way or the other. Hence it is understandable that consumer’s CSR perceptions lead to consumer repurchase intention.

The stimulus organism response theory provides the basic information and believe an individual formulate attention towards a particular object or an activity (stimulus) and this intention predict a specific behavior towards that object or that activity (organism) leads to consumers response i.e., repurchase intention (response). CSR perceptions about some particular brand are found important stimuli to create an intention in the mind of consumers (Valentine & Fleischman, 2008). Lin, Chen, Chiu, and Lee (2011) found that CSR has a significant, positive and indirect impact on repurchase intention.

Wang and Tsai (2014) identify repurchase intention as an indicator of the probability that a consumer will buy a product more than once: if the consumer expresses the higher repurchase intention, the possibility of a purchase will also be greater. Repurchase intention remains an important notion in marketing. The available literature carries a very minute division of the genuine studies which have examined the repurchase intention; however, the magnitude of literature is fairly large. Likewise, Mishra (2014) examines repurchase intention besides other measures of attitude are utilized for envisaging the ‘actual purchase behavior’. In addition, Hughes and Haworth (2013) place an extremely interesting and readable debate on the advantage of repurchase intentions in examining the efficiency and efficacy of automobile advertising. Habib and Aslam (2014) imply repurchase intentions as an important key factor for a new model of product. Mise et al. (2013) employ repurchase intentions in their famous study on soft drinks. Peard (2016) examines

repurchase intentions for anticipated or redesigned products in section markets. Nevertheless of the profound use data relating to repurchase intentions, little efforts have been made to create a strict mathematical model which ascertains the transitional links between CSR, brand trust and repurchase intention.

Ostrom and Bagozzi et al., (as cited in Khialani, 2019) observe repurchase intention as personal action propensity associated with the brand. Intentions are separate from attitudes. While attitudes are perceived as summary evaluation, intentions symbolize motivations of people in the sense of their conscious plan to put forth attempt to execute a behavior (Tsai & Bagozzi, 2014). Although, a brief description of repurchase intentions may be defined as: repurchase intentions are conscious plan of an individual to make an attempt to purchase a specific brand. Ajzen's and Fishbein (as cited in Petty, 2018) concluded attitudes affect behavior in the course of behavioral intentions. Their theory of "reasoned action" depicts the attitude toward behaviors instead of items. Previous studies have pointed out that the link between behavior and attitude toward an object is not clear at all times. In certain cases, behaviors are directly affected attitudes (Tsai & Bagozzi 2014). In this study, the researcher has tried to establish repurchase intention as an outcome of CSR.

## 2.8 Cause Related Marketing

The term "Cause Related Marketing" (CRM) is a communication tool for improving the customer affection and building status. Hence it is defined as "the way of implementing and devising the marketing deeds that are categorized by sharing with a precise quantity to a nominated non-profit making endeavor, and it causes customers to provide exchanges" (Mullen as cited in Koehler, 2019). Ceder and Johansson (2015) viewed CRM as first and foremost a good business, facilitating considerable returns to firms and non-profit organizations. Similarly, Bowie (2016) also claimed that CRM is a tactic of marketing that represents a mutually-rewarding partnership between business and social grounds, translating the corporate promise to accomplish in the society CRM is accepted by Alcheva

et al. (2009) as the greatest cost effective product approach in years, because it permits quantitative estimation of the financial achievement of a marketing movement.

Some other studies have engrossed moderating variables that influence the campaigns of CRM. Such moderating effects have been recognized for the congruence between the company and cause (Kuo & Rice, 2015).

## **2.9 Relationship between Corporate Social Responsibility and Customer Responses**

According to Falk and Fischbacher (as reported in Baig, 2016) reciprocity is response of consumer towards a kind or unkind action of an entity and additionally they indicated that reciprocity is a strong determinant of behavior. In this study, the author has formalized the indirect relationship of perceived CSR with behavioral intentions (customer citizenship behavior and repurchase intention). Shabana and Carroll (2010) affirmed that competitive advantage narrations proclaim that, by taking specific CSR activities, a firm may be capable to place muscular connections with its shareholders and retain it in the arrangement of mediocre ranks of customer fidelity and worker earnings. Moreover, CSR practices initiated by a business can construct a brawny relationship with shareholders and can provide assistance as revealed by customer faithfulness and low earnings. It can be inferred that when a company practice CSR, customers' repurchase would definitely increase. CSR is responsible for having an impact on consumer product responses explicitly or implicitly (Lavorata, 2011). By this definition, it can be said that CSR influences consumers' response to a product in an indirect manner.

A number of consumers find out about to make purchase decisions based on a company function in the public and its level of ecological accountability (Marin, Rubio, & Ruiz, 2009; Grayson & Hodges, 2017). The same as an outcome, the "green market" is equally actually and mounting (Xie, Bagozzi, & Gronhaug, 2015;

Kibert, 2016). Estimation in 2008, green consumers all-inclusive had a yearly buying influence of 500 billion US Dollars (Adnan et al., 2017). The United Kingdom Co-operative Bank's yearly Ethical Consumerism Report, published while 2000, for 2010 discovered that expenditure on green goods and services raised by 18% in excess of the preceding 02 years, in spite of the probable impact of the worldwide fiscal catastrophe on such spending (Bank of Co-operative, 2010). The account evaluates the United Kingdom moral market in all-purpose to be value 43.2 billion pound sterling in 2009 opposed to 36.5 billions pounds sterling two years earlier. The growth of the green market designates that lot of consumers have taken up a constructive approach towards ecological matters in addition to a keenness to integrate ecological information into their spending decisions (Peart & Vermillion, 2010; Alt Kecik, 2017).

Though, in excess of 80% of chance 500 corporations concentrate on CSR matter on their networking (Cheng, Ioannou, & Serafeim, 2014). Vizcarra (2015) evaluated the lessons that scrutinize the special effects of on monetary presentation and fulfilled that there is a puny but optimistic association. Likewise, one more stroke of research is paying attention on consumer response to CSR schemes, slightly than on monetary performance. Tingchi Liu et al. (2014) in their research established that CSR measures expected purchase intents, while Ulke and Schons (2016) set up that consumers' purchase intent were linked to whether the company's ethics verification surpassed their prospect. James (2014) established that CSR measures pretentious consumers' on the whole assessment of the corporation, which in turn pretentious their inclination for fresh products.

On the contrary, others have set up that CSR activities are not straightforwardly correlated to repurchase intentions (Zhao, 2014). In any case a couple of latest lessons Rhode (2017) have explained that the efficiency of CSR attempts differ with the professed inspiration of the CSR inventiveness and that hostile CSR performance can occasionally cultivate pessimistic awareness about the company's intent. In addition to this, CSR actions were set up to be not as much of effectual if they lead to trade-offs with product cost or performance and if none of the fine point of view exists in the message (Hemat & Yuksel, 2014), in case, if the CSR

scheme were dissimilar with the consumer's possessing ethics or nature (Moon et al., 2015). Though, there is a proof of provisional efficiency of CSR actions on repurchase intentions, there is also proof of an optimistic association between company representation and CSR behaviors. For instance, the Cone/Roper Cause Related Trends Report (1999) proposed that, ever since 1993, over 80% of consumer reviews revealed more positive images of firms which prop up reasons they take into account; furthermore, specified product and price uniformity, consumers account they would be ready to change brands to firms that prop up communal causes.

In brief, the efficiency of CSR behaviors can be assessed at three levels. The most part vital level, CSR behaviors can have optimistic effects on awareness of company image, sequentially could have an effect on purchase intent, eventually leading to purchase behavior. While action results are readily liable through sales statistics from the cash catalog, the special effects on awareness and results are not simple to enumerate. Yet when high-quality psychosomatic methods are used to enumerate the awareness and viewpoint connected with corporate characteristics, it is still a face to correctly take out the effects of CSR proceedings on purchase actions. This face has been acknowledged as well by public relations scholars, who have paid attention on both the touchable and insubstantial benefits of public relations practice (Wilkinson, 2018).

## **2.10 Relationship between Corporate Social Responsibility and Brand Trust**

Social responsibility brings forth many benefits to the enterprise, on one hand it reinforces the consumers' identification in relation to enterprise and on the other, it constructs a value system and a long term relationship between the enterprise and consumer (Hassan & Shamma, 2011; Alexander, Francis, Kyire, & Mohammed, 2014). Social contract theory has explained the relationship between the society and firm on the basis of morality in firm's actions and activities. Society may

have a good relationship with the firm who actions are perceived to be legitimate (Harrison, & Wicks, 2013). Donaldson and Dunfee (as reported in O'Rourke, 2017) that theory has two perspectives, macro-contract "to care for the society" and micro-contract "to care a particular aspect of society". The theoretical basis of this theory is the boundary between moral actions and non-moral ones. It can be argued that the firm which is moral in her actions is fulfilling the social contract. The omitted links between CSR as a single construct and brand trust was explored by Castaldo et al. (2009), he came up with a fact that when social or moral values are visible in a good or service, optimistic CSR relationships are assumed. In another study Castaldo et al. (2009) argued that consumers start developing trust in corporations with a good reputation that can bring the surety for their products. Nevertheless, as a result of different CSR activities and strategies each shareholder will build trust in a diverse way (Castaldo et al., 2009).

The association between customer faith and CSR is clarified by Carroll and Shabana (2010): "authenticity and refute opinions embrace CSR actions which might assist a company, reinforce its authenticity and repute by representing that it can convene the contending needs of its stakeholders". This account demonstrates that CSR can reinforce a company's authenticity, repute and show its aptitude to convene stakeholders' anticipations. In the company, the repute built by CSR can form stronger customer assurance; the view is also given by the Filho et al. (2010): "Social Responsibility Approaches (SRA) are associated with relative benefits, for instance appealing important workers in addition to increasing the corporation representation and standing". CSR will give a competitive benefit because it can provide a pleasant appearance to workers and will capable to advance companies' representation and repute, and the similar things occur with their clients.

The purpose of branding is to distinguish one product service or type with other similar type by using a design, symbol or name (Franzak et al., 2014). Branding can also be used for consumers to recognize a service type or product, it helps in making the launching of new products or services easier in the market, at the same time it plays a vital role in building the customer based brand value or equity, which can be attained by the company with the help of it. Furthermore,

when branding helps the consumer in identifying the product or services, at the same moment it becomes also helpful in developing brand trust (Pinar et al., 2014). Even though brand trust component of brand loyalty will be different and is based on the item and consumer, a foremost facet of loyalty is brand trust; during the purchasing, consumers have firm believe in the product and service. As per Silahtaroglu and Alayoglu (2016) found that among the other, the utmost challenges chief executive officers can deal with is the management of consumer loyalty regarding brand successful. One of the objectives of this research attempt to examine the strongest predictor of brand trust among the four external CSR initiatives made by the business firms in the regional context.

A CSR and brand related conclusion model was made by (Gurhan-Canli & Fries, 2010). The consumer characteristics such as personal judgment, CSR awareness programs and reputation are the variables affecting the branding effect (Gurhan-Canli & Fries, 2010). The branding effect would comprise of evaluation of the service or product, company and brand in that brand trust was taken into consideration. The fit between the CSR initiatives, the company and brand itself has an impact on the manner in which customers observe the CSR initiatives (Bolton & Mattila, 2015). In order to appeal to a diversify stakeholder, corporation should combine the investment in CSR initiatives and social reputation (Castaldo et al., 2009).

The findings of the study conducted by Burmann et al. (2017), consecutively depicts that enterprises meeting their financial obligation, deliver products and services to their customers at a fair price, in return this outcome generates customer trust to perform the basic responsibility of the enterprise. An enterprise enjoys a strong competitive edge while they have built their trust through fulfillment of economic responsibilities.

In a study conducted in Taiwan on the consumers of a chain of retail stores, it was found that consumer showed significant positive correlations between consumer brand trust and acquisition of CSR dimensions (economic responsibility and ethical responsibility) and, however, the study results exhibit insignificant

correlations between fulfillment of CSR dimensions (legal responsibility and discretionary responsibility) and consumer brand trust (Lin, Shwu-Ing & Wu, 2014). It was found that the business firms having more focus on philanthropic responsibility activities received added favorable brand attitude and the evaluation made by their consumers is more positive when it compared with the firms which are more inclined towards sponsorship and cause related marketing (Lee & Li, 2012).

In conclusion, by considering the contradiction found in the results of the previous studies in the established relationship between CSR facets (legal responsibility and discretionary responsibility) and consumer brand trust and to overcome the regional biases, the researcher has hypothesized the impact of perceived CSR four dimensions proposed by Carroll (1991) on brand trust on the basis of information processing theory. Tian, Wang and Yang (2011) posits that on the basis of information processing theory, CSR related information is processed by the consumer in four stages (a) consumer pay attention to the information regarding CSR initiatives made by the companies (b) he judges the degree of sincerity in CSR actions (c) he logically associates the information regarding CSR with a company's products or services (d) finally he shows a behavioral reaction for example purchasing a product. The theoretical basis of the proposed relationship relates the aforesaid third stage i.e, the consumer's logical associates CSR doings of the business firm through brand trust on CSR initiatives.

To examine influence of a business firms CSR activities in cellular and banking industries based on consumers perception on brand trust, four hypotheses were developed as below:

**H<sub>1</sub>:** The perception of consumers regarding fulfillment of economic responsibility of a company has a positive and significant effect on brand trust.

**H<sub>2</sub>:** The perception of consumers regarding fulfillment of legal responsibility of a company has a positive and significant effect on brand trust.

**H<sub>3</sub>:** The perception of consumers regarding fulfillment of the ethical responsibility of a company has a positive and significant effect on brand trust.

**H<sub>4</sub>:** The perception of consumers regarding fulfillment of the discretionary responsibility of a company has a positive and significant effect on brand trust.

## 2.11 Relationship between Corporate Social Responsibility and Brand Attachment

When we talk about the service industry, it becomes resulted that branding has played a vital role in appealing the consumer. It is helpful for consumers in identifying as well differentiating among the companies (Huang & Cai, 2015). Brand profitability and customer lifetime value are achieved through customer's attachment with the brand through his/her attitude and behavior (Belaid & Behi, 2011). Gaus, Jahn, and Kiessling (2012) found brand attachment as an association based notion which leads to an emotion-laden bond between a brand and a person. Park et al. (2010) came up with the fact that if the customer has a greater attachment to a service brand, then customer will also inclined to expect greater resources and efforts to establish brand relationship. In another study Lee, Jeon, and Yoon (2010), have drawn inferences that brand attachment is significantly affected by consumer affection.

According to Filippovits and Jokela (2015), the consumer attachment theory supports CSR as it is likely that consumer forms an attachment with the places, possessions, human brands, service brands, pets and other favorite objects. A number of studies have used the attachment theory in the examination of CSR (Vlachos & Vrechopoulos, 2012; Lin, 2010). CSR series is bound to be self-sufficient from companies' marketing point of reference in order that they don't plummet into a 'black campaign' of been used for supporting events.

Basdereff (2016) in his study named this social marketing", and expressed it in facets in their argument of community marketing capacity in structuring brand fairness. Marketing in the society can construct brand fairness as it can construct brand understanding, improving the brand representation, construct brand reliability, inducing brand outlook, create an understanding about brand community,

and elicit brand commitment. Rothman (2017) in his research has also discovered that marketing in society has an optimistic insinuation on conduct. This account is legitimate as societal marketing situations; social behaviors as a component of a promotion plan and are capable to sketch an optimistic reaction. Chattananon, Supparerkchaisaku, Trimetsoontorn, Lawley, and Leelayouthayothin (2007) prop up this idea of shaping: "Communal marketing can permit companies to distinguish from contenders by themselves generating an affecting link with customers". Marketing for society facilitates corporations to distinguish them from the contenders. This dissimilarity is optimistic as it props up marketing actions. Like the same point of view are articulated by Chatterton and Maxey (2009) "... utilization of CSR to handle corporate representation," denote that CSR plans to help corporate representation. Corporate representation can be created from ecological apprehensions of CSR plans. Though both the plans; marketing a CSR, must be alienated, both are commonly interrelated.

When sales rise, corporations have a better capability to deal out their possessions for promoting of the atmosphere or to backing CSR plans. So far the converse is evenly factual because CSR plans can possibly carry a constructive repute so that customers getting advertised goods better and it finally results in better sales. Therefore, keeping in view the regional biases on the basis of consumer attachment theory proposed by Park and MacInnis (2006), the researcher has hypothesized that perceived CSR dimensions have a significant and positive impact on brand attachment.

By considering the literary gap in the marketing literature and to overcome the regional biases, the researcher has hypothesized the impact of perceived CSR four dimensions proposed by Carroll (1991) on brand attachment on the basis of information processing theory. Tian, Wang and Yang (2011) posits that on the basis of information processing theory, CSR related information is processed by the consumer in four stages (a) consumer pay attention to the information regarding CSR initiatives made by the companies (b) he judges the degree of sincerity in CSR actions (c) he logically associates the information regarding CSR with a company's products or services (d) finally he shows a behavioral reaction for example

purchasing a product. The theoretical basis of the proposed relationship relates the aforesaid third stage i.e, the consumer's logical associates CSR doings of the business firm through attachment with brand in form of brand trust in response of CSR initiatives.

To examine influence of a business firms CSR activities in cellular and banking industries based on consumers perception on brand attachment, four hypotheses were developed as below:

- H<sub>5</sub>:** The perception of consumers regarding fulfillment of economic responsibility of a company has a positive and significant effect on brand attachment.
- H<sub>6</sub>:** The perception of consumers regarding fulfillment of legal responsibility of a company has a positive and significant effect on brand attachment.
- H<sub>7</sub>:** The perception of consumers regarding fulfillment of the ethical responsibility of a company has a positive and significant effect on brand attachment.
- H<sub>8</sub>:** The perception of consumers regarding fulfillment of the discretionary responsibility of a company has a positive and significant effect on brand attachment.

## **2.12 Relationship between Brand Trust and Customer Citizenship Behavior**

Brand trust positively affects customer citizenship behavior, due to the reason that BT involves a strategic procedure on the basis of competence of a party or an object, e.g., the brand provider to congregate its duties, i.e., corporate citizenship and on an evaluation of the costs vs. rewards of remaining in the relation (Ho, 2014; Erkmen & Hancer, 2015). According to Falk and Fischbacher (as cited in Viengkham, 2015) reciprocity is response of consumer towards a kind or unkind action of an entity and additionally they indicated that reciprocity is a strong determinant of behavior. Hur et al. (2014) argued that 'the expectation of ethical

justifiable behavior' can effectively encourage consumers' trust on brand. Whereas, firms participation in corporate customer citizenship campaigns is treated as an ethical justified behavior (Tsai et al., 2015), the strong perception of corporate citizenship activities by the consumers is probably resulted in strong trust in the direction of the brand of the corporations. As consumer trust of the brand's reliability, altruism and honesty are represented by brand trust (Albert & Merunka, 2013), principles of reliability upon that corporate citizenship is built (Kang & Hustvedt, 2014), honesty (Erkmen & Hancer, 2015) and altruism (Yadav, 2016) considerably affects the brand trust. Moreover, the customer citizenship behavior is strengthened by the consumers strongly believe in the brand.

Initially, extant literature on asymmetrical interchange and trust reveals brand communication and view of BT, primarily on the relationships between corporations and consumers (Gustafsson, 2005; Liu et al., 2018). Pearson (2016) argues that the brand owner appearing honest in the eyes of customers creates brand trust. Esch et al. (2006) came up with the fact that a brand relationship three dimensions (BT, BS, and BA) affect the consumer's existing and forthcoming purchase behavior. In this study based on the above grounds and on the basis of stimulus organism response theory proposed by (Mehrabian & Russell, 1974). The researcher has proposed a relationship between brand trust and customer citizenship behavior. The theoretical basis of the proposed relationship relates the second step of theory i.e., relation between organism and response. The brand trust (organism) leads to the development of customer citizenship behavior (response) influenced by CSR (stimulus). To examine influence of brand trust on customer citizenship behavior as a response of business firms CSR initiatives made by cellular companies and banks direct relationship was developed.

Hence it can be concluded that service brand trust may boost customer citizenship behavior. In lieu of above discussion; the researcher has proposed the following hypothesis:

**H<sub>9</sub>:** Brand trust has a positive and significant effect on the customer citizenship behavior.

## 2.13 Relationship between Brand Trust and Repurchase Intention

Major developments in the penetration of fortune brands in the various parts of the world over the passing years give rise to dig-out the relationship of consumer trust and other important factors. From repurchase intention point of view, the individual's willingness to develop trust in buying the product they have purchased are of great concerns and trust proved to be important mean to boost customers' values (Razak et al., 2014).

The important relation exists between consumer trust on brand and buying intention. The extant literature clearly depicts that trust views positively motivate customers' buying intention (Alexandrov, Babakus, & Lilly, 2013). Several studies have shown that customer trust has a remarkable impact on repurchase intention of the customers. The customer having a higher degree of trust on the brand leads to higher probability to have the intention of purchasing products of that particular brand. Customers, who had experienced the brand in the past, their trust impacts directly on customers' willingness to repurchase the products of the experienced brand. The research result of Kim and No (2015) showed a higher degree of customer belief prevails; the higher will be the percentage of real consumption.

Aligned with the positive effect of BT on CCB, the BT also positively effects repurchase intention, it is because trust helps to switch over high value associations (Matzler et al., 2008). The research work done by Valvi and West (2013) proved faith as a noteworthy component that influence the customer's objective to buy or repurchase the products from the alike online vendor. The research was done online, nevertheless in the situation the believers have a resemblance in essential outcomes purchase and re-purchase intention. Akbar and Parvez (2009) in their research re-highlighted this mark that wherever instantaneously pathway's in the context of the clients perceived service, customer truthfulness in belief and value, signifies that straight association exist between the service quality and the customer assurance in his/her faithfulness on product or service provider. Similarly,

the research work of Matzler et al. (2008) implied repurchase intention as an outcome of the brand which is a source of contentment, joyfulness, or friendliness for a consumer.

The earlier period researches literature is evident of the fact that trust is essential for customer relationship construction and consequently leading towards the purchase and repurchase intention (Bhattacharya & Sen 2012; Vlachos et al., 2009). Primarily, the consumer repurchase intention and behavior are enhanced when brand trust has lessened the insecurity (Horvath & Birgelen, 2015). Repurchase intention is the outcome of the brand trust, for the similar reasons existence of trust grows consumers' beliefs and the brand sellers, then don't rely on an opportunistic behavior (Akbari & Amini, 2014; Agag & El-Masry, 2017).

A numeral studies have come up with the similar fact that the higher the degree of consumer BT, the higher will be the degree of consumer purchase intention (Munuera-Aleman & Delgado-Ballester as cited in Chen & Tung, 2014). Nevertheless, very limited study has been found regarding the consumer trust faced by qualified customers for cellular and banking industry particularly in the context of Pakistan. Therefore, it can be summed up that the brand trust has a crucial role in repurchase intention of the customers; furthermore trusted customers will be more willing to purchase. Keeping in view the prior studies depicted the direct effect of consumer trust on buying intention; in this study the next hypothesis is proposed on the basis of stimulus organism response theory proposed by (Mehrabian & Russell, 1974). The researcher has proposed a relationship between brand trust and repurchase intention. The theoretical basis of the proposed relationship relates the second step of theory i.e., relation between organism and response. The brand trust (organism) leads to the development of repurchase intention (response) influenced by CSR initiatives (stimulus).

To examine influence of consumer's trust on repurchase intention as a response of business firms CSR initiatives made by cellular companies and banks, direct hypothesis was developed as below:

**H<sub>10</sub>:** Brand trust has a positive and significant effect on the Repurchase Intention.

## 2.14 Relationship between Brand Attachment and Customer Citizenship Behavior

Even though the extant literature has proved brand attachment existence, of the numeral studies few have empirically investigated whether in the service context brand attachment has its influence on customer attitude and behaviors (Park et al., 2014; Muehling et al., 2014). Strong brand attachment that ties the service brand by the person are linked with the commitment to customers' to maintain the relationship with the particular brand (MacInnis, Park, and Thomson, 2005), which consecutively affects customer citizenship behaviors (Bove, Pervan, Beatty, & Shiu, 2009; Yi & Gong, 2008). The term customer citizenship behavior is defined by Groth (2005); Bartikowski and Walsh (2011) as a deliberate and unrestricted behavior that are not necessary for the effective making or delivery of a service, although that profits an organization.

In case of a service brand, when consumer strongly attach thoughts and feelings, brand-self connection and brand reputation may apply an excessively solid impact on customers' attitudes and behaviors (Thomson et al., 2005). A number of studies have highlighted several outcomes of BA in the context of customers that includes customer in-role conducts for instance purchase intention, a price premium paying willingness and cooperation with the customer (Hyun & Han, 2015; Park et al., 2010), supposed worth as an important originator of customer behaviors (Li & Kambele 2012), the commitment of customers' to maintain the relationship with the particular brand (Thomson, MacInnis, & Park, 2005), but has scarcely addressed the issue that whether BA has an influence on CCB or not. Where citizenship behavior mentions to intended helpful behaviors act out towards a company, service provider, or the customers other than the required for core service delivery (Bove et al., 2009).

In his study Nguyen et al. (2014) found that in a service context customers may show signs of in-role and/or extra-role behaviors. For the reason that consumers attached with the brands, view brands as their part, they shows more willingness to use extensive resources and behavior to uphold the brand relationship (Park et al.,

2010). The findings of research made by Cheng, Luo, Yen, and Yang (2016) reveals the importance of perceived attached value and entail that brand managers should make stronger the customers' attachment of service brands in order to enhance CCB. The question of whether brand attachment influences customer extra-role behaviors, a deeper understanding of the influence of service brand attachment on customer citizenship behaviors is yet to be examined (Cheng et al., 2016).

Therefore, of the aforesaid studies, it can be depicted that the impact of service BA on CCB has warranted a deeper understanding. On the other hand, very limited research has been found the relationship between consumer attachment with the brand and CCB specifically for cellular and banking industries. The purpose of this study is to fill the gap by inspecting the relation between the BA and CCB on the basis of stimulus organism response theory proposed by (Mehrabian & Russell, 1974). The theoretical basis of the proposed relationship relates the second step of theory i.e., relation between organism and response. The brand attachment (organism) leads to the development of customer citizenship behavior (response) influenced by CSR (stimulus). To examine influence of brand attachment on customer citizenship behavior as a response of business firms CSR initiatives made by cellular companies and banks, direct relationship was developed. Hence it can be concluded that service brand attachment may boost customer citizenship behavior. In lieu of above discussion; the researcher has proposed the following hypothesis:

**H<sub>11</sub>:** Brand attachment has a positive and significant effect on the customer citizenship behavior.

## **2.15 Relationship between Brand Attachment and Repurchase Intention**

Among the others, the vital issue in context of marketing science is the understanding and predicting the response of the consumers toward brands. As per Theng So et al. (2013); Karjaluoto, Munnukka, and Kiuru (2016) brand attachment is a strong and lasting emotional bond that connects the buyer and the brand. The

conception was initially developed in an interpersonal relationship in research on possessions (Kleine et al., 1995). The notion is a qualitative dimension and is an outcome of abstract associations originated from brand equity. These abstract based association is represented on the basis of symbolic benefits and a sense of association with the brand, creating attachment. On connecting with functional associations it leads toward constitution of the brand image. In the context of the brands relational approach, attachment is in addition portrayed by the component passion/love and self-brand connections of the BRQ. Attachment with a brand is a type of exceptionally constructive attitude (Srivastava & Rai, 2018) and is also a better determinant of brand equity as compared to the attitude, for the reason that it better predicts behavior and intentions (Singh & Banerjee, 2018). Similar to trust, attachment positively influence the commitment and loyalty (Louis & Lombart, 2010; Molinillo et al., 2017). For a point of view of some authors, self-brand connections are a facet of brand attachment (Park et al., 2010; Huber, Meyer, & Schmid, 2015).

The concept of BA is not too old in the marketing studies, it is considered as a new angle in brand emotion factor. Well-built brand attachment is the base for establishing the top level businesses and the formation of the brand asset. The relation between BA levels and different behaviors enable to set a level. Although brand attachment exists in the present literature, a number of studies have resulted brand attachment, positive correlation with repurchase intention Huber et al. (2014). Out of several studies few have empirically investigated whether in the service context brand attachment has its influence on repurchase intention. For instance, the study conducted in the bicycle industry reveals that the brand attachment has a positive impact on buying intention of the bicycle consumers (Chuan-Sheng Hung et al., 2010). In addition, another study performed by Park et al. (2010); Wang et al. (2013), it was found that consumer BA generates an advanced buying frequency, which then generates higher brand loyalty.

The involvement of consumers in different ways indirectly leads to brand attachment and its consequences as a result. Kotsi et al. (2016) in their study came up with the fact that brand attachment is based upon the relation process, and

is a linkage to bond brands and emotions of the consumers. Brand attachment better depicts the specific behavior of the consumer at a higher level. In another study Pandza Bajš (2015) resulted that satisfaction or dissatisfaction experiences of consumers with a product or service are associated after purchasing it. The future behavior of the consumers is affected by this mental change. The more attached the consumers are with a particular product or service; they tend to make re-think about buying the products or service they offer (Dabija, 2018).

Mudanganyi (2017) came up with the fact that consumers believe on the brands is influenced by their referral attachments, which is an outcome of a public interface connected with the brand. Delgado-Ballester and Munuera-Aleman (2005); Pansari and Kumar (2017) found that consumers belief associated with the earlier period practice turn out to be the part of present obtain and term the customer as faithful, which results into the repeat purchases. How consumers make their purchases is a complex process, the consumers feeling after purchase is helpful for marketer in identifying intentions of consumers for future purchases. Brand attachment is helpful in making an interface and specifying brands strong results in its expansion, the frequency of goods or services purchased/consumed in the previous years and prediction of purchase for the next time. Brand satisfaction connection with faith is an additional benefit to testify normal and influencing results. Consumers believe in the brand is based on the community interaction related to the brand. Moreover, consumer experience with the product is essential for shaping the perception that could be helpful in buying intention for next purchase. Thus an integration of an extra-build has taken place that indicates the interdependence attachment to the particular branded goods or services. Investigating the response effects of an expansion on brand attachment as a result also seems very suitable.

Keeping in view the aforesaid discussion, it can be depicted that the influence of service brand attachment on repurchase intention has warranted a deeper understanding. In contrast, very limited research has been found the relationship between consumer attachment with the brand and repurchase intention particularly for cellular and banking industry. The rationale behind this study is to fill

the gap by inspecting the relation between the BA and repurchase intention on the basis of stimulus organism response theory proposed by (Mehrabian & Russell, 1974). The theoretical basis of the proposed relationship relates the second step of theory i.e., relation between organism and response. The brand attachment (organism) leads to the development of repurchase intention (response) influenced by CSR initiatives (stimulus). To examine influence of brand attachment on repurchase intention as a response of business firms CSR initiatives made by cellular companies and banks, direct relationship was developed.

Hence it can be concluded that service brand attachment may boost repurchase intention. In lieu of above discussion; the researcher has proposed the following hypothesis:

**H<sub>12</sub>:** Brand attachment has a positive and significant effect on the repurchase intention.

## **2.16 Relationship between Customer Citizenship Behavior and Repurchase Intention**

Recently, concentration has been given to the area of CCB. Customer citizenship behavior is a bundle of discretionary positive, constructive and helpful behaviors of costumers' that are beneficial to the organization as well as other customers (Bove, Pervan, Beatty, & Shiu, 2009; Anaza & Zhao, 2013). Although customers with CCB may not directly be rewarded by the organization, but it holds significance in the success of the organization as determined by (Yi, Gong, & Lee, 2013). Furthermore, Balaji (2014) found citizenship behavior is extra-role initiatives beyond the needs of the customer in most service encounters. Researches in the past have proved that CCB is directly related to customers' satisfaction, brand loyalty and brand equity. Hence, researchers have directed more efforts at understanding citizenship behavior and develop and implement strategies to effectively deal with such behaviors.

Voss and Kock (2013) examined in the research that the relationship value and quality are important for both customers and organization to start long-term relationships. The trade-off relationship offers better value and at the same time quality is delivered with deep customer commitment and loyalty to the organization. Moreover, these customers present a lesser chance to move to alternative partners and exhibit an increased chance to make stronger relationships with their firm (Liu, Guo, & Lee, 2011; Zhang, 2017). With such a relationship at stake, managers should emphasize at understanding the factors that have an impact on the customer-organization relationship. A thorough study of relationship marketing literature shows that a many integral research issues are still unaddressed. Specifically, it is still uncertain if customers present citizenship behavior in an exchange relationship. Is relationship value and quality both precursors of CCB? Prior studies reveal that customers perceived relationship value leads to better relationship quality, relationship strength, and CCB. Relationship quality, in results brings higher repurchase intention. Customers shape convictions with respect to the degree to which an organization offers some benefit in a trade relationship (Afonso, 2016). Such convictions cause customer conclusions about an organization's commitment to the relationship. A higher conviction creates a feeling of exchange and responsibility among the customers who not only indulge in desired behaviors that benefit organization, but also exude extra-role behavior in the direction of the firm. For instance, the link between value and CCB was empirically proven (Balaji, 2014). In an Australian based survey of customers of a research service organization, the researchers discovered, the customer not only repurchase but also recommend the product to others if they recognize value in the service offering. Similarly, in another B2B relationship based study, the authors found that relationship value has a pertinent impact on consumers' behavioral intention characterized by repurchase from the supplier and portraying positive word of mouth remarks for the supplier (Hutchinson, Wellington, Saad, & Cox, 2011). It is established that in B2B relationships this transactional way is stronger and with those customers who came back from other suppliers.

CCB is evaluated as a demonstration of value creation in the customer-organizational

relations. Considering the existing marketing literature suggestions that assume that value creation, in the long run, is transformed to the organization into consumer buying and repurchase behavior, as explained by the relationship between value-in use and value-in-exchange to evaluate the result of CCB upon repurchase intention (Grillo, Araujo, & Damacena, 2014).

Over the past decade, in the area of marketing, phenomena linked to the value of co-creation now hold notable emphasis on research agendas. Consequently, the development of a conceptual perspective on the relationship of the consumer with the service and the service provider has taken place, wherein it is understood that the value is generated in a cooperative process between consumer himself and the organization (Flores & Vasquez-Parraga, 2015). This perspective was especially leveraged through discussions around the Service Dominant Logic (SDL, the service-dominant logic English), developed from the work of Vargo (Maglio & Spohrer, 2013). Still recognizes, however, that empirical investigations focused on consumer behavior deal, predominantly, in the process of making decisions as the emphatic aspect of serving against freshness and neglect, so consumer as an active actor in the meeting and primarily responsible for success in the value co-creation (Yi et al., 2011; Yi & Gong, 2013). In other terms: as is assumed in the SDL, the organization does not perform an effective delivery of value to the consumer, but a value proposition to provide base the consumer so that he give the true value service (Gronroos & Voima, 2013); however, research efforts on behavior issues the consumer is still insufficient in terms the understanding of processes that establish and indicate the allocation of value for the consumer and, inherently, the co-creation of value. Since customers are honest, so there is a probability that they will make a purchase in the upcoming time and the intention to purchase is higher. The rationale is to examine the direct path relation between CCB and RI on the basis of information processing theory. Tian, Wang and Yang (2011) posits that on the basis of information processing theory, CSR related information is processed by the consumer in four stages (a) consumer pay attention to the information regarding CSR initiatives made by the companies (b) he judges the degree of sincerity in CSR actions (c) he logically associates the information regarding CSR

with a company's products or services (d) finally he shows a behavioral reaction for example purchasing a product. The theoretical basis of the proposed relationship relates the aforesaid fourth stage i.e, the consumer's show behavioral responses as outcomes of CSR doings.

To examine influence of a business firms CSR initiatives made by cellular companies and banks, the researcher has proposed the following hypothesis:

**H<sub>13</sub>:** Customer Citizenship Behavior has a positive and significant effect on the repurchase intention.

## 2.17 Mediating Effect of Brand Trust

The term brand trust is considered as a significant and preferred value in understanding consumer relationships with brand and as a result, achieving fruitful relationship marketing (Park et al., 2006; Konuk, 2018). When consumers have trust on a brand, they will not only form a relationship, but also have willingness to maintain it in the long term with the brand. For the reason that the relationship of trust-commitment is referred as the central role in relationship marketing (Albert & Merunka (2013), BT has been studied with respect to brand commitment and not to BA, whereas in the later stage it is perceived as a brand commitment expression. For instance, Shukla et al. (2016) and Pansari and Kumar (2017) observed the linkage between trust and commitment in the context of consumer products and reported positive outcomes. Nevertheless, Bidmon (2017) considered BT as an integral element in nurturing BA because consumers consider a brand as a source of resources delivery. Esch et al. (2006) the only study that studied the influence of BT on BA reporting a positive effect, stronger than BS. Subsequently, it is suggested that BT is proportional to BA. Trust arises as an important aspect in long-term attachment (Albert & Merunka, 2013). Fetscherin and Heinrich (2015) came up with the fact that among all attributes of brand relationship trust has a positive impact on attachment. BT is also treated as an antecedent to the quality of the relationship to the brand (Pentina et al., 2013).

In case of service firms branding is particularly important, due to the reason that mass of service utilization is continuous, and strong brands enables to enhance the consumers' trust on intangible brand purchase and consumption (Roets, 2013). As a consequence, it is very important for service oriented firms to construct brand loyalty (So et al., 2013). Moreover, the intangibility and variability characteristics of services come up with higher risks to the service consumers; however well-built service brands have the capability of tumbling such types of risks and at the same time boosting consumers' self-confidence in service utilization.

The accomplishment of social responsibility activities does not only enhance the consumers' recognition with the business entity, but it also builds a lasting, durable association and value addition in order to connect the consumer and the company (Hassan & Shamma, 2011; Alexander & Mohammed, 2014). As far as CSR extant literature is concerned, mostly CSR communication regarding its social activities made by the companies was established in order to substantially activate cynicism and skepticism among the various stakeholders' (Pollach & Schlegelmilch, 2005) along with this for consumer perception confidence has recognized as a principal mediator (Groza et al., 2011). To the extent financial obligation is concerned; the business entity focuses on the maximization of the profit, on the other hand justifiable prices and quality oriented goods are the consumers major demand, corporations have to ensure weather these goals are being fulfilled (Blowfield & Murray, 2014). Similarly, Haider and Qayyum (2018) claimed the notion of trust implying that the various brands which have provided quality oriented products and services enjoyed the consumers' confidence.

The correlation of the BT constructed by the way of materializing the economic responsibilities provides a business entity with vigorous aggressive fringe. Maurya (2015) declared that the costumers are satisfied about accountable corporate brands that they will grasp the variety of "rules" embracing the absolute connection contract, delivering on demand of consumer only what is preferred by him and hold complete liability and responsibility for their actions that in turn enhance the consumer faith. If a consumer has satisfied in the fidelity of a supplier of services

or products, he/she will also consider that the supplier will also meet his obligations and duties as agreed earlier (Cofie, 2014). Thus, the consumers will display greater trust and they will have less doubt about the supplier's moral premise. Garip (2013) explored that the suggestions by the celebrities intend to be viewed in more reliable, specialized, and attractive manner; furthermore, they are also expected to inspire people at large scale to make a contribution. Therefore, an enterprise should thus not only formulate on escalating its brand perception, environmental fortification should also be considered, in order to augment the trust of consumers, socio-cultural interests may improve their corporate social responsibility reflection. Among the other management priorities, branding and brand management has become well-recognized and planned aims for many years for the companies (Chebat & Dolbec, 2013).

BT has been used as a mediating variable in a number of disciplines, including management (Yoganathan, 2015), social psychology (Blau, 2017), marketing (Fatma, Rahman, & Khan, 2015) and an accumulating evidence is shown in the service evaluation literature for the role of trust as a mediator in the link between satisfaction and loyalty (Kamboj et al., 2018). By considering this evidence with the current research, direct-effect hypothesis joining the perception of consumers, CSR to CCB, the researcher expects the role of BT as a mediator. Does the firm's engagement in CSR base campaigns are economically, legally, ethically and discretionary a justifiable behavior? The consumer may perhaps respond to this query by considering an attribution process in investigating whether the corporate social responsibility behavior has compassionate or profit-driven objectives. However, Zhang and Gu (2012) in their research proposed corporate social responsibility should be regarded as building moral capital, placing trust, a moral value constructs, as essential in digging-out the CSR performance. In order to comprehensively explain the system that interprets CSR-induced attributions into behavioral outcomes, trust has been introduced as a self-regulatory sub-process.

The customers are more likely to engage in customer citizenship behavior (Barnes et al., 2014; Nguyen et al., 2014; Xie et al., 2014). A Cha et al. (2016) proposed the corporate responsibility fulfillment has a definite impact on consumer perception

of corporate doings, which leads to positive consumer purchasing behavior and RI. Consumers who respond more positively to CSR activities are found to take more responsible purchase decisions leading to responsible disposal behavior (Mohr & Webb, 2011). However, the mechanism underlying the relationship between CSR doings and customer citizenship behavior is not clear. Would brand relationship (brand trust and brand attachment) play a significant role in their relationship? Moreover, the gap was also proposed as, brand relationship components only partially mediates the effect of behavioral brand experience on customer citizenship behavior, we suggest that other mediators may exist, future research may try to identify other potential mediators (Xie, Poon, & Zhang, 2017).

The four dimensions of CSR proposed by Carroll (1991), (economic, legal, ethical & discretionary) and (customer citizenship behavior). CSR four dimensions are postulated to have direct effect on customer citizenship behavior. Brand trust is expected to play a mediating role between the relationship of the four dimensions of CSR and customer citizenship behavior on the foundation of Stimulus Organism Response Theory. Brand trust is treated as organisms in the light of Stimulus Organism Response Theory. This study aims to address this research gap. Specifically, one of the research objectives is to investigate the mediating role of brand trust in the relationship between CSR four dimensions proposed by Carroll (1991) and customer citizenship behavior.

In the light of the above literature, BT may play a mediation role in linking the dimensions of perceived CSR and CCB. The results of this study intend to indicate strategic directions that managers can take regarding brand management on the basis of consumer trust in and attachment with the brand. The current study responded to relevant gaps in extant literature and supported the service BT relevance role as a mediator and customer extra-role behaviors i.e., CCB as an outcome. In this study, author hypothesized the relationship of CSR with CCB through an intermediational role of BT. Based on the aforementioned rationales about CSR, brand trust and customer citizenship behavior, four hypotheses were developed as below:

- H<sub>14</sub>:** Brand trust mediates between the perception of consumers for a company's fulfillment of its economic responsibility and the customer citizenship behavior.
- H<sub>15</sub>:** Brand trust mediates between the perception of consumers for a company's fulfillment of its legal responsibility and the customer citizenship behavior.
- H<sub>16</sub>:** Brand trust mediates between the perception of consumers for a company's fulfillment of its ethical responsibility and the customer citizenship behavior.
- H<sub>17</sub>:** Brand trust mediates between the perception of consumers for a company's fulfillment of its discretionary responsibility and the customer citizenship behavior.

## 2.18 Mediating Effect of Brand Attachment

The term brand attachment (BA) denotes “the strength of the cognitive and the affective bond connecting the brand with the self” in a symbolic manner (Park et al. as cited in Dennis et al., 2016). BA is suggested as one among the six dimensions applicable in a consumer based brand relationship (Rauschnabel et al., 2016). The importance of the BA as a key factor in consumer purchase behavior is validated by a number of traits related to the concept. Attachment displays the emotional relationship that is consistent, change resistant, influence thought process, and predict behavior (Petty & Krosnick, 2014). Persistence displays the extent to that a consumer is attached to an object and remains unchanged to move to alternatives over a period of time (Oliver, 2014). According to Keller et al. (2008) strong brand attachment leads to consumer reluctance to switch during brands bad times. Park et al. (2006) puts forward that BA is an additional characteristic than an attitudinal construct and holds important consumer behaviors connected with a commitment in a brand relationship. Hence, being attached to brand is an important attribute of a relationship between consumer and brand that leads to “automatic repossession of belief and mindset about the brand” (Park et al., 2006).

A handsome number of researches reveal the BA mediation role in assessment of CSR structure; for instance, managers ought to examine consumer attachment to the brand, which appears to be an essential sub process regulating the consequence of consumer acknowledgment on patronage and commendation intentions (Pavlos & Vlachos et al., 2009).

Habel et al. (2016) also proposed consumer attachment with a company as an intervening variable on the intentional effects of corporate social responsibility actions, whether these are good or bad. Consumer attachment with a brand is a valuable asset for a company and it can be used to produce fruitful results in form of company-consumer relationship or a successful business deal. Harnessing trust in a business to consumer relations influences the attractiveness of a company or brands probably it leads positively towards line extensions. To simply be a component of brand relationship, BA is unconventional notions and it might act as mediating force variables for consumers to allocate associations in the form of attributes, although brand attachment as mediators between the CSR facets and customer citizenship behavior needs to be further investigated in the developing economy context.

Strong BA that ties the service brand by the person are linked with the commitment to customers' to maintain the relationship with the particular brand (Park et al., 2013), which consecutively affects customer citizenship behaviors (Bove, Pervan, Beatty, & Shiu, 2009; Yi & Gong, 2008). Nevertheless, when we talk about customers attachment to a specific brand, particularly in the service industry, little academic attention has been paid (Park et al., 2010).

The customers are more likely to engage in customer citizenship behavior (Barnes et al., 2014; Nguyen et al., 2014; Xie et al., 2014; Yi & Gong, 2008). A Cha et al. (2016) proposed the corporate responsibility fulfillment has a definite impact on consumer perception of corporate doings, which leads to positive consumer purchasing behavior and RI. Consumers who respond more positively to CSR activities are found to take more responsible purchase decisions leading to responsible disposal behavior (Mohr & Webb, 2011). However, the mechanism underlying the relationship between CSR doings and customer citizenship behavior is not tapped.

Would brand relationship (brand trust and brand attachment) play a significant role in their relationship? Moreover, the gap was also proposed as, brand relationship components only partially mediates the effect of behavioral brand experience on customer citizenship behavior, we suggest that other mediators may exist, future research may try to identify other potential mediators (Xie, Poon, & Zhang, 2017).

The four dimensions of CSR proposed by Carroll (1991), (economic, legal, ethical & discretionary) and (customer citizenship behavior). CSR four dimensions are postulated to have direct effect on customer citizenship behavior. Brand attachment is expected to play a mediating role between the relationship of the four dimensions of CSR and customer citizenship behavior on the foundation of Stimulus Organism Response Theory. Brand attachment is treated as organisms in the light of Stimulus Organism Response Theory. This study aims to address this research gap. Specifically, one of the research objectives is to investigate the mediating role of brand attachment in the relationship between CSR four dimensions proposed by Carroll (1991) and customer citizenship behavior.

In the light of the above literature, BT may play a mediation role in linking the dimensions of perceived corporate social responsibility and customer citizenship behavior. The results of this study intend to indicate strategic directions that managers can take regarding brand management on the basis of consumer trust in and attachment with the brand. The current study responded to relevant gaps in extant literature and supported the service brand attachment relevance role as a mediator and customer extra-role behaviors i.e., customer citizenship behavior as an outcome. In this study, author hypothesized the relationship of corporate social responsibility with customer citizenship behavior through an inter-mediating role of BA. Based on the aforementioned rationales about CSR, brand trust and customer citizenship behavior, four hypotheses were developed as below:

**H<sub>18</sub>:** Brand attachment mediates between the perception of consumers for a company's fulfillment of its economic responsibility and the customer citizenship behavior.

**H<sub>19</sub>:** Brand attachment mediates between the perception of consumers for a company's fulfillment of its legal responsibility and the customer citizenship behavior.

**H<sub>20</sub>:** Brand attachment mediates between the perception of consumers for a company's fulfillment of its ethical responsibility and the customer citizenship behavior.

**H<sub>21</sub>:** Brand attachment mediates between the perception of consumers for a company's fulfillment of its discretionary responsibility and the customer citizenship behavior.

## 2.19 Mediating Effect of Customer Citizenship Behavior

In the context of management literature, a number of terms have been proposed to illustrate the customer citizenship behavior (CCB), that includes customer discretionary behavior (Chiu et al., 2015), customer voluntary performance (Balaji, 2014), organizational citizenship on the part of customers (Bolino et al., 2013), and co-production (Botti, Grimaldi, & Vesci, 2018). CCB is a set of positive, intended behaviors exhibited by the customer which are not necessary for the buying process, but are beneficial to the organization (Yi & Gong, 2013). Yi and Gong (2008) elaborates that CCB is a set of voluntary behaviors exhibited by the customer but not required of them. These discretionary behaviors are positive and helpful for the organization (Yi & Gong, 2008). While engaged in CCB, customers benefit the organization without any promise or indication of a reward, their positive attitude towards the organization is completely voluntary (Yi & Gong, 2008). Various forms of CCB have been proposed by in the service literature. Choi and Lotz (2018) argue that there are three dimensions of CCB: (i) customer's positive feedback about the organization which helps to improve its processes, (ii) helping other customers, and (iii) recommending the business to friends and family. Furthermore, customers who exhibit CCB, demonstrate ownership behavior;

they report possible mistakes of a firm in order to help them and they are more accepting of the organization's failure or shortcomings (Hassan, 2013).

Some research studies have studied the backgrounds and concerns of CCB. Chan et al. (2017) found that CCB is positively related to customer satisfaction, customer commitment, and apparent upkeep for customers. Similarly, Tsai et al. (2017) came to the conclusion that there is a strong positive correlation between CCB and customer loyalty. Zhu et al. (2016) also found customer satisfaction to be positively related to CCB and Merta (2016) found that CCB is a contributor of corporate reputation, mediated by trust, commitment and identification. Service companies often take customer suggestions for developing and delivering services. Thus, customers are now viewed as human resources of their companies (Kerzner & Kerzner, 2017). In the recent past, customer citizenship behavior has been focused on the managerial and marketing literature (Chiu, Kwag, & Bae, 2015). Like loyal employees, customers to show ownership towards a specific brand. Negoro (2016) suggests that "the main dissimilarity between service and manufacturing firms is that customers are often actually present when the service is provided, quite unlike manufacturing firms where customers are only rarely present during the production". Hence, customers and employees both are contributing to human resource of a service organization. Customers at times may perform instead of employees and may even replace them in a service organization (Dong, 2015). In their research Hong et al. (2013) proposed that service oriented organizations should view their customers on some aspects as a member of an organization or employee. Based on these studies, one may say that service customer may display citizenship behavior. Thus, conventional organizational citizenship behavior research can be applied to the customer domain. As a whole, the literature on CCB proposes that discretionary behavior, voluntary feedback, and helping the organization are the prominent features of customer citizenship behavior.

A number of researchers have substantially increased their work on CCB construct in past decade. In spite of this growth in research several issues remained unresolved, including the need to better understand the its antecedents and consequences (Cheng, Luo, Yen, & Yang, 2016; Mandl & Hogueve, 2019; Gong, &

Yi, 2019). The term CCB has gained significant consideration from the academicians and practitioners, however still it is an attractive topic when we talk about conducting research in services (Hassan, Jusoh, & Hamid, 2015, Crane & Matten, 2016). The previous research works have identified the relationship between the dimensions of brand relationship, the mechanism on which the relationship between the dimensions of brand relationship works remains untapped.

The two dimensions of brand relationship (brand trust and brand attachment) and repurchase intention. Brand trust and brand attachment are postulated to have direct effect on repurchase intention. Customer citizenship behavior is expected to play a mediating role between the relationship of two facets of brand relationship (brand trust and brand attachment) and repurchase intention on the foundation of Stimulus Organism Response Theory. Moreover, customer citizenship behavior is treated as organism in the light of Stimulus Organism Response Theory. The gap refers to meet another research objective of the study. bootstrapping methods were used for empirical data analyses. The intervening role of customer citizenship behavior between the two dimensions of brand relationship (brand trust and brand attachment) with its outcome (repurchase intention) has also been explored to give contribution into the marketing literature.

In the light of the literary gap in the literature, CCB may play a mediation role in linking the two dimensions of brand relationship, i.e., (brand trust and brand attachment). Therefore, of the others one purpose of this study was to fill up this gap by testing the relationship between the two dimensions of brand relationship and to elucidate the role of CCB. The results of this study intend to indicate strategic directions that managers can take regarding the intervening role of CCB between brand relationship two dimensions (brand trust and brand attachment) and repurchase intentions. Given the strong evidence in this area, it is hypothesized that CCB can arbitrate the relation between the perception of consumers for brand trust, and repurchase intention and the perception of consumers for brand attachment and repurchase intention.

**H<sub>22</sub>:** Customer citizenship behavior mediates between the perception of consumers for brand trust and repurchase intention.

**H<sub>23</sub>:** Customer citizenship behavior mediates between the perception of consumers for brand attachment and repurchase intention.

## 2.20 Moderating Role of CRM on CSR, Brand Trust and Brand Attachment

A CRM operation in the framework of CSR intends to achieve two goals: to prop up a social cause, and to enhance and strengthen the marketing performance (Christofi et al., 2013). Moosmayer and Fuljahn (2013) explain the companies' CRM campaign evaluation by consumers using attribution theory. They explain that the company's underlying motives to engage in CRM campaign are being evaluated by consumers. With respect to CRM efforts, there are either intrinsically or extrinsically motivated companies. An intrinsically motivated company considers CRM program to be self fulfilling. Companies having an extrinsic motivation to look for rewards from the environment. Extrinsic motives can lead to assessments of arrogance and selfishness, whereas intrinsic motives might be regarded as self-sacrificing. Customers often use phases of a CRM offer to make credits of a company's aims. Therefore, it can be imagined that companies with planned CRM operations are viewed as more intrinsically motivated than companies with tactical CRM programs. Nabil and Nasery (2014) claims that CRM programs that are intrinsically motivated are responding more positively.

Marketers need of the precise focus for an understanding causes the equivocal link between aggregate measures of a companys overall performance and companys CSR actions (Varadarajan, 2017). In another study Sambala (2015) demonstrated that response of consumers to a retailers caused-based marketing attempts not simply varying with the kind of cause and the retailers specific function related to CSR, but are also reproduced in consumers ascription of possessing inspiration and that of the seller (Schutte & Ciarlante, 2016). By and large CSR and CRM have a positive reaction to business (Keller, 2008; Lii et al., 2013; Perez & Rodriguez del Bosque, 2014). Empirical evidence is needed to describe the best-way to measure

corporate social responsibility dimensions and the attribution of corporate social responsibility in form of cause related marketing.

Customer attachment pertinently affects consumer approaches and conducts that nurture brand profitability and customer lifetime value (Belaid & Behi, 2011; Pournaris, 2018). Jahn, Gaus, and Kiessling (2012) indicated that BA is a relation based notion that reveals an emotion-laden connection concerning a person and a brand. Park et al. (2010) developed a BA measure that comprises of two critical components: brand-self connection and brand prominence. Brand-self connection is a bond that includes a rational and an expressive link between the brand and the self (Trudeau & Shobeiri, 2016). Brand prominence is the perceived memory approachability of a brand to a person (Park, Eisingerich & Park, 2013). Service brands are expected to be a valid, active relationship partner (Xie & Heung, 2012). Park et al. (2010) argues that customer is willing to maintain the brand relationship if his attachment to the brand is strong.

Branding is now a mainstream part of the service industry. It empowers the consumers to differentiate and identify between the companies. Gurhan-Canli and Fries (2010) defines branding end-products are affected by consumers' characteristics, like; awareness of brand and CSR programs, company characteristics and the personal judgment. In literature, there is no evidence of cause related marketing moderation influence on the dimensions of CSR and brand trust. In this survey based research, the researcher aims to fill this gap after subscribing empirical evidences that can enable to attach brand trust with corporate social responsibility, moreover the relation has been assumed.

As the popularity of CRM increases in emerging economies, it is important for marketers to understand factors influencing the responses of consumers towards CRM campaigns in these economies (Aggarwal & Singh, 2019). The hypotheses on the connection between attachment to the brand and trust were recommended both by (Chinomona, 2013; Becerra & Badrinarayanan, 2013). To discriminate attachment and trust Caza et al. (2015) discern that benevolence and integrity two extents of trust are closely related to attachment and more likely to affect this variable. Furthermore, currently hypothesized link between attachment and trust,

communicates to the conclusion of the mutual chain put forth by Duggal (2014) that presumes the subsistence of optimistic relations among the following these variables, perceived value, satisfaction perceived quality, attachment and trust respectively. One of the ways, how consumers consider companys CSR initiatives view is through attribution theory. The theory provides an intense approach to describe how people construct causal inferences regarding a companys behavior (Folkes, 1984). The term attribution is a cognitive process in which people indicate a cause or explain a certain event (Kelly 1973). This study has suggested CRM as attribution that can directly influence consumers perceptions, attitude and behavior.

Primarily, if the result of this study will correlate to the facts positively that suggests supporting for some worthy cause and marketing the same could be fruitful to a brand, then future business activities might be having a greater CSR concern. These issues may influence the social initiatives made by the corporation along with trust consumer has with that brand. However, the researcher supposes that this core effect might be toned-down by CRM. In this study, the researcher has hypothesized the influence of CRM on the relationship of dimensions of CSR with brand trust and brand attachment.

Scholar hypothesized the moderating effect of CRM between the dimensions of CSR proposed by Carroll (1991), brand trust and brand attachment. Extant literature has noticed a clear research gap and examined this relationship, although moderation is hypothesized on the strong theoretical basis of Information Processing Theory as a attribution, and proved empirically. Tian, Wang and Yang (2011) posits that on the basis of information processing theory, CSR related information is processed by the consumer in four stages (a) consumer pay attention to the information regarding CSR (b) he judge the degree of sincerity in CSR actions (c) he logically associate the information regarding CSR with a company's products or services (d) finally he shows a behavioral reaction for example purchasing a product. The theoretical basis of the proposed relationship relates the aforesaid second stage i.e, he judge the degree of sincerity in CSR actions of firm through cause promoted by the business firms. It would also be a narrative contribution

in marketing literature which will be helpful for marketers to understand the consumer behavior with relation to the role of cause related marketing in service oriented organizations. After reviewing the past literature and applying theoretical implications this study proposes CRM as a moderator in the relationship of four dimensions of CSR, brand trust and brand attachment, eight hypotheses were developed as below:

**H<sub>24</sub>:** Cause Related Marketing moderates the relationship between a companys fulfillment of its economic responsibility and brand trust in such a way that its strengthen the relationship.

**H<sub>25</sub>:** Cause Related Marketing moderates the relationship between a companys fulfillment of its legal responsibility and brand trust in such a way that its strengthen the relationship.

**H<sub>26</sub>:** Cause Related Marketing moderates the relationship between a companys fulfillment of its ethical responsibility and the brand trust in such a way that its strengthen the relationship.

**H<sub>27</sub>:** Cause Related Marketing moderates the relationship between a companys fulfillment of its discretionary responsibility and the brand trust in such a way that its strengthen the relationship.

**H<sub>28</sub>:** Cause Related Marketing moderates the relationship between a companys fulfillment of its economic responsibility and brand attachment in such a way that its strengthen the relationship.

**H<sub>29</sub>:** Cause Related Marketing moderates the relationship between a companys fulfillment of its legal responsibility and brand attachment in such a way that its strengthen the relationship.

**H<sub>30</sub>:** Cause Related Marketing moderates the relationship between a companys fulfillment of its ethical responsibility and the brand attachment in such a way that its strengthen the relationship.

**H<sub>31</sub>:** Cause Related Marketing moderates the relationship between a company's fulfillment of its discretionary responsibility and the brand attachment in such a way that it strengthens the relationship.

## 2.21 Conceptual Framework

In spite of the fact that firms are well aware of the standing of CSR and a number of scholars have carried out research in this area, as best of the researcher's knowledge, no study currently found that taken into consideration the four dimensions of CSR proposed by Carroll (1991), brand relationship, CRM as well as consumer purchasing behavior. The outcomes of the researches by Blackwell et al. (2006), Buil et al. (2013) and Roustasekehravani (2015) propose that a positive relation lies between brand relation and existing and forthcoming buying behavior of the consumers.

In this dissertation, the researcher, exogenous constructs comprised of the four CSR's domains as defined by Carroll 1991: economic responsibility, legal responsibility, ethical responsibility, and discretionary responsibility. The two dimensions of brand relationship, namely brand trust and brand attachment, and customer citizenship behavior as intervening constructs (Esch et al., 2006). Cause related marketing as moderator between CSR four dimensions and brand relations two dimensions. The dependent variable of this study is repurchase intention of consumers with regard to a certain service (Blackwell et al., 2006; Liu & Lee, 2016).

The conceptual framework is based on two theories. Information Processing Theory (Miller, 1956) and Stimulus Organism-Response paradigm or M-R model proposed by (Mehrabian & Russell, 1974).

Information Processing Theory posits that CSR related information is processed by the consumer in four stages (a) consumer pay attention to the information regarding CSR (b) he judges the degree of sincerity in CSR actions (c) he logically associates the information regarding CSR with a company's products or services (d) finally he shows a behavioral reaction for example purchasing a product.

The above steps correspond to six important variables in CSR-consumer relationship studies: consumers' awareness of CSR activities is based upon Carroll 1991 proposed CSR model, the CSR aspects include economic, legal, ethical and discretionary; consumers' judgement of company sincerity on the basis of cause advertised by the company, i.e., through cause related marketing (CRM), their logical association is followed by trust or attribution of CSR; through brand trust (BT) and brand attachment (BA); leads to the development of customer citizenship behavior (CCB, which further results in repurchase intention (RI) of the consumer influenced by CSR as a behavioral reaction. In the current literature, RI is the most popular dependent variables, and it is generally influenced by consumers' perceived level rather than the objective level of firm's CSR actions (Marin et al., 2009; Su, Swanson, & Chen, 2015). Figure 2.1 shows the theoretical model of this research. Specific hypotheses have developed in the literature review sections.

The Stimulus Organism-Response paradigm or M-R model proposed by Mehrabian and Russell (1974) also becomes the foundation of the conceptual framework proposed in this study. In communication and consumer behavior contexts, the stimulus organism response theory (S-O-R paradigm) can portray a mechanism of customer responses triggered by exposure to companies CSR initiatives. As an illustration, the cellular companies and banks consistent marketing campaigns about social responsibility investments (e.g., against low literacy rate or poverty alleviation or health issues) stimulate consumers favorable affective and cognitive states, which result in behavioral responses such as customer citizenship behavior and repurchase intention of the company and its services. Building upon the stimulus organism response paradigm, the current dissertation puts forth that the corporate social responsibility communication message (stimulus) stimulates the formation of consumers beliefs and attitudes toward the brand trust and brand attachment (organism), which further influences customer citizenship behavior and repurchase intention (response).

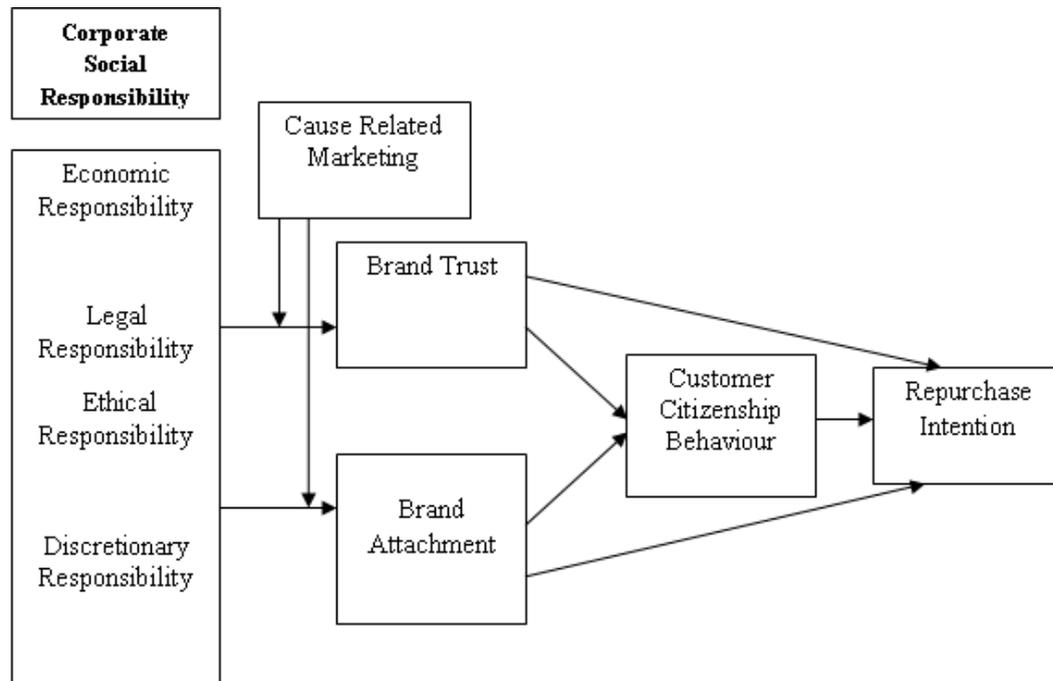


FIGURE 2.1: Conceptual Framework

## 2.22 Summary of Chapter 2 Literature review

There were two parts of the second chapter. The details of literature review of constructs used in the perceived model were covered in the first part of the chapter. The initial part of this chapter also discussed the key drivers of internal and external CSR and its outcome repurchase intention of the consumers. Afterwards, the details of constructs included in the study were observed as brand trust, brand attachment, customer citizenship behavior and cause related marketing. Subsequently, it discussed the linkages of constructs used in the perceived conceptual model along with their background, antecedents, the relationship of these constructs to each other, gap identified in previous studies and recommendation made for the future research.

The second part of the chapter described the framework of conceptual model based on dominant and established theories; the Information Processing Theory and Stimulus Organism Response Theory. In the conclusion, hypothesis development was discussed based on the literature review mentioned in the previous section of this dissertation.

# Chapter 3

## Methodology

The chapter three of the thesis discusses the methods and procedures used for testing the perceived conceptual model including unit of analysis, research design, population, sample size, sampling techniques, development of the research instrument, the definitions of the study constructs, their origin, the authors' names, and years, the number of items used for each construct, previous reliability, other studies used these constructs and measurements of scales, usage of these constructs, procedures for data collection and data analysis techniques used in the study. The major objective behind this chapter includes studying of tools needed for the measurement and structural model of perceived external corporate social responsibility dimensions, perceived cause related marketing, brand trust, brand attachment, customer citizenship behavior and repurchase intention.

The current study focuses two fold rationales, first is to examine the paths between perceived external corporate social responsibility of consumer and repurchase intention through indirect effects, second is to observe the moderating effect of cause related marketing between the relationships of dimensions perceived external corporate social responsibility for community with brand trust and brand attachment. Subsequently, this chapter also elaborates about the conduct of data collection method, non-response check, common method variance, pre-tests. The conclusion of this chapter includes a brief description about the statistical techniques with the help of which data analysis evaluation of the research hypotheses is carried and summary of the current chapter.

### **3.1 Introduction**

The current study adopted the design proposed by (Saunders et al., 2012). The Saunders Research onion defines the stages involved in the development of a research work. Furthermore, the onion layers provide more detailed description of the stages involved in research process. It provides an effective progression through which a research methodology can be designed. Its usefulness lies in its adaptability for almost any type of research methodology and can be used in a variety of contexts (Bryman, 2012). The design recommended that while using research onion one has to go from the outer layer to the inner layer. Saunders et al views research process as unwrapping of an onion layer by layer, for the inner layer to be seen the outer layer must be unwrapped first. For a goal to be achieved the right steps must be taken accordingly, this applies in research, cover one step first before proceeding to another. The Saunders research onion stages include: Research philosophy, research approach, research strategies, research Choice, research time horizon and analysis and data collection.

The study in hand, adopts the philosophy of positivism as the first layer proposed by Saunders Research onion. It comes up with research questions and hypotheses that can be examined and analyzed. Common knowledge of the people can be measured and explained using this research philosophy e.g., law of gravity. Instead of inherent differences among these philosophical practices, one philosophy is not found inherently better than the other, although researchers may favor one over the other (Podsakoff et al., 2012). The research philosophy is simply used to provide the justification for research methodology. The methodology should be informed by the nature of the phenomena being observed. In the second layer, the study uses deductive approach to develop the study hypotheses upon a pre-existing theories and then formulate the research approach to test it (Silverman, 2013). This approach is considered particularly because it suit to the positivist approach, which permits the formulation of hypotheses and the statistical testing of expected results to an accepted level of probability (Snieder & Larner, 2009). On the basis of this approach researcher has proposed conceptual framework in this research.

The third layer proposed by Saunders Research onion is research strategy. It describes the intent of researcher to carry out the work (Saunders et al., 2012). In the current study, the researcher has collected the data by using a survey method approach for the reason it enables the data analysis for large group on their attitudes, intentions and behavior (Mathiyazhagan & Nandan, 2010) and it also facilitates in observing the association among number of variables (Sproles, 1981). This strategy is linked with the deductive approach in this research. It is used as one of the finest and economical research strategy. It helps to collect rich and reliable data with the help of this method. Surveys is also used by considering quantitative research, and involve sampling a representative proportion of the population (Bell, Bryman & Harley, 2018). The survey strategy is also used to observe contributing constructs among different data. It allows the collection of vast data that is used to answer the research questions. The fourth layer of the research onion is refereed as a research choice. It helps to know whether it is fine to combine both quantitative and qualitative methodology or to use only one methodology. According to Saunders et al. (2012), there are three outlined choices in the research onion that includes the Mono, Mixed and Multi method research choice. The study uses mono method research choice to gather one type of information by using quantitative research method.

The next layer of the research onion is the time horizon. It describes the required time for the completion of the research study. Two types of time horizons are specified within the research onion: the cross sectional and the longitudinal (Bryman, 2012). The current study used cross sectional time horizon. This is used because investigation is concerned with the study of a particular phenomenon at a specific time. The sixth and last layer of the Saunders research onion is analysis and data collection. This is the innermost layer of Saunders research onion. The process used at this stage of the research contributes significantly to the study overall reliability and validity (Saunders et al., 2012). Data collection and analysis is dependent on the methodological approach used (Bryman, 2012). This layer explains how the data used in the research are collected and analysed. It also explains the source of data, the research design, the sample, the sample size,

sample ethics, sample limitations, the research reliability and validity. The data collected could be primary data or secondary data. Primary data is a direct data, it is obtained directly from the source or first hand. This research uses primary data collected through questionnaires as a research instrument. The quantitative research method was used to examine the study conceptual model on the basis of data collected from the sample respondents. As per Sekaran (2000) and Burns, Bush, and Sinha (2014) quantitative research is an appropriate method to measure the data in the terms of frequencies, mean and standard deviations, etc.

### 3.2 Research Methodology

The research methodology section includes a detailed discussion with reference to the methodology adopted for the current research. It begins with a discussion regarding unit of analysis, research design, population, sample size, sampling technique, measurement of scale, data collection, data analyzing methods and procedure would be elaborated. Figure 3.1 depicts the adopted methodological procedure taken by the researcher in this research work (Saunders et al., 2012).

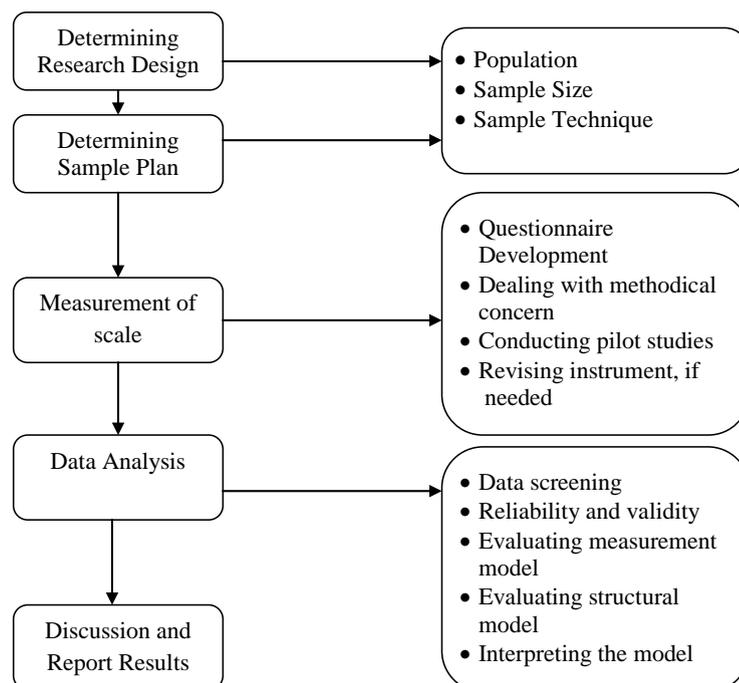


FIGURE 3.1: Flow Chart of Methodology Used

### **3.2.1 Unit of Analysis**

The first step in analyzing the data is defining the unit of analysis (Trochim, 2006). The unit of analysis is source in the form of person or object through which data is collected. It respond to the question of 'what' and 'who' is under consideration of research. It is whole unit under research consideration. Identifying unit of analysis in a business research may seem like an easy step, but sometimes it is overlooked. What a researcher call a given unit of analysis; an individual, a process or social artifact is meaningless. The meaningful is to provide clarification about what researcher unit of analysis is. While doing a research, the researcher must decide whether he is going to study managerial skills or managers, corporate sector or corporate executives. Conversely, he must be ready for drawing invalid conclusions. The unit of analysis of the current study is the consumers of four cellular companies (Mobilink, U-Fone, Telenor & Zong) and four banks (Habib Bank Limited, Muslim Commercial Bank, United Bank Limited & Allied Bank Limited) in twin cities of Pakistan: Islamabad and Rawalpindi.

### **3.2.2 Research Design**

In social sciences research, for measuring the respondents' perception, the most appropriate and reliable design is a research survey design. This design enables researchers to gather the information from a large group of the research population. The opinion is made about the whole population based on data collected from the sample population (McNabb, 2015). Moreover, scientific research methods are needed for the selection of the valid sample.

Rungtusanatham et al. (2003) proposed two types of research surveys that are descriptive and relational. When the study is conducted to measure the present state of affairs, descriptive surveys are used on the other hand, when there is a requirement to find out the empirical relationship between dependent and independent constructs relational surveys are considered more reliable.

The constructs used in the thesis are categorized as internal state constructs and these are measured all the way through respondent's verbal expressions (Zikmund,

2003). Hence, in the context of social sciences it is more suitable and frequent practice to bring together the respondent's views resting on attitudes and emotions with the help of self-administered questionnaire (Kline et al., 2000; Spector, 2006). In addition to these two other important reasons for using questionnaire: firstly the questionnaire supports to analyze the large sample used in studies based on attitudes and behavior (Bloch et al., 1994), secondly it also helps to investigate the relationship among assorted variables (Sproles, 1981). Therefore, all the variables used in the thesis were measured through a self-reporting questionnaire.

A research survey presents a "rapid, reasonably priced, proficient, and precise means of evaluating information with reference to the population" (Zikmund, 2003). On the other side, some other researchers have an opposing opinion regarding the effectiveness of questionnaires. For instance, a researcher observed that "Several drawbacks and harms can disrupt the survey" (Wiersma, 1991). Particularly, factors related to not providing an adequate time to fill out the questionnaire, improper designed questionnaire, useless sampling procedures, and scarce reporting of results/data put in misrepresenting survey results (Aleassa, 2009).

Therefore, in order to avoid the aforementioned shortcoming with relation to survey-research, the subsequent measures were taken for conducting data analysis of this study. A widespread literature review was conducted on the consumer attitudinal behavior towards the external corporate social responsibility initiatives made by the companies. The recognized constructs were positioned in the derived conceptual framework in line with the requirement of the theories used in the thesis. Merely, those constructs were taken, which previously had been validated by other researchers in the related context and well proven cron batch alpha. Keeping in view Pakistani culture the reliability and validity of these constructs were established on statistical grounds, subsequently CFA was conducted. In order to remove ambiguity and to ensuring that the questionnaire is understandable to the respondents in its true context, a pretest was carried out. Lastly, an additional pretest was carried out to test social biases of the instrument (Aleassa, 2009).

Keeping in view the aforementioned designs, the survey design for the core objectives of the insight study was used as the researcher intends to examine the relationship between perceived external corporate social responsibility dimensions (economic, legal, ethical, discretionary), brand trust (BT), brand attachment (BA), cause related marketing (CRM), customer citizenship behavior (CCB), and repurchase intention (RI) in the consumer perspective.

### **3.2.2.1 Population**

In the thesis a cross-sectional relational survey was utilized. This requires collection of sample from the population whose results can be generalized (Zikmund, 2003). For this thesis longitudinal based survey was inappropriate as the intention behind the study is not to dig out the variation in the constructs impact, rather to examine the correlation of constructs in today's cellular companies and the banks operating in Pakistan (Saunders et al., 2012). During the last decade, Creswell (2003) and Neuman (2006) distinguished that quantitative technique has conflicting goals and it requires diverse standards for adequate sample size and instruments for data collection. The purpose behind the current study is to get a thorough portrayal and consideration of how domestic corporate service segment and multinational organizations are busy in doing CSR related activities for the community in the foremost cities of Pakistan and also to dig out the outcomes of companies' efforts in the context of relational and instrumental benefits.

The researcher sets consumers of service industry operating in Pakistan as a population for this study. As the extent of the population is too large, so the researcher has narrowed down the industry into cellular companies and banks operating in Pakistan. The cellular companies and banks were selected among the other service industry organizations operating in Pakistan due to the fact that these were found to have superior contribution in terms of external CSR activities for the public at large (Ali et al., 2010). In Pakistan, these sectors engage in CSR actions for the last few decades. The other reason for selecting the service industry is the exclusive characteristics of services. A variety of multinational and local service sector organizations remained suitable for the sample size. Customers of both

public and private organizations from cellular and banking sectors have made up the population of the study.

Therefore, the dissertation requires individual respondents who have consumed the services of the cellular companies and banks engaged in investing on corporate social responsibility grounds for the public at large. Unfortunately, there is no provision of such sample frame which can be considered. Therefore, it is evident that the research respondents should be drawn as of the defined population. The data were planned through the survey method by distributing a questionnaire among the consumers, i.e., male and female consumers of four cellular companies (Mobilink, U-Fone, Telenor & Zong) and four banks (Habib Bank Limited, Muslim Commercial Bank, United Bank Limited & Allied Bank Limited) in twin cities of Pakistan: Islamabad and Rawalpindi, due to the real facts that almost all companies and banks are operating from the capital of Pakistan and most of their CSR initiatives campaigns starts from these twin cities, therefore the consumers in the selected region have more information about such initiatives made by their liked brands. In addition to this, people living in Islamabad belong to all major cities of Pakistan and by the virtue of capital these people have higher education turnover and CSR exposure, so they can represent the sample population much better as compared to other cities of Pakistan. On the basis of information received from a private platform named corporate social responsibility Pakistan and in addition to survey carried out by the author on CSR related activities confirmed to choose cellular companies and banks for the survey of the impact of external corporate social responsibility on consumer responses.

### **3.2.2.2 Sample Size**

As a result of a survey based on self-reported questionnaire, the conclusion regarding the sample survey has been made on the supposition that the population characteristics would be considered same as the respondents have reported in the questionnaire. As a whole McKeown and Thomas (2013) came up with the fact that in case of larger sample size the “additional information exists and, consequently, the more self-reliance could be articulated to portray the research model

on the basis of expression of the population progression". Suitable sample size is essential for any research due to the reason that sample size inappropriateness makes it complicated to make out noteworthy interaction and relationships. For instance, if a research sample size is excessively large, as a result smallest effects would be magnified which enabled them statistically significant. Contrary to that, if a sample size is too small, it would remain unable to identify the bigger effects and make the results insignificant on statistical grounds (Murphy, Myors, & Wolach, 2014).

Hedges and Olkin (2014) found that on the strength of the statistical importance effect of sample, two different studies on an identical research model with dissimilar sizes of the sample may possibly provide totally dissimilar results. Hence, the sample size of the research ought to not too small that possibly identify only larger effects. Correspondingly, the sample size should not out to be too large that it portrays less essential factors as statistically significant. In order to determine an appropriate sample size, there is variation in opinions (Kline, 2005; De-Vaus, 2013). A number of researchers have proposed various guidelines for identifying the least sample size. On the basis of numerous hundred research studies Tull and Hawkins (1987), concluded that for a countrywide researches the sample size remained between the ranges of 1000-2500, moreover, they also identified that for regional studies, the suitable sample size was as low as 200 and high as 1000 respondents.

For factorial designed studies, generally a sample of 30 respondents per cell is advised, although, 15 and 80 respondents as a sample against for every cell are suggested for such categories of studies (Hair et al., 2006; Fowler Jr, 2013). If a research study is founded on SEM, then the range of sample size should be minimum of 100-200 respondents (Kline, 2005). Moreover, Schumacker and Lomax (2004) have yet recommended 10-20 subjects against each item.

On account of suggestions made by Schumacker (2004), as mentioned above, to calculate the least sample size for this thesis 10 cases against each item was used, which come up to 650 (65 items x 10 cases). Moreover, as per recommended by Hair et al. (2007) to evade the data non-normality in case of this thesis, a larger sample

size was collected, i.e., a sample size of 800 which is greater than the minimum required sample size as discussed in the aforementioned section was collected from the twin cities (Rawalpindi & Islamabad) of Pakistan on a convenience sampling method. Out of 800 distributed questionnaires the researcher found 688 correct in all aspects and 112 questionnaire were discarded being incomplete. The response rate of questionnaires remained 86% percent.

### **3.2.2.3 Sampling Technique**

Broadly speaking, there are two main categories of sample drawing techniques. The first one is termed as a probability, and the second is referred to as a non-probability sampling techniques. The probability sampling technique includes a random selection of samples of the defined population, in contrast, non-probability sampling technique depicts methods that do not consider prospect selection procedures, however as an alternative, relying on the researcher's opinion/judgment or else the convenience of the sampling procedures (Greenfield, 2002; Malhotra, 2009). In general, probability sampling techniques has given more importance when by and large generalizability is vital for the research study. Nevertheless, as per Saunders et al. (2009) for a probability sampling technique, a condition of listing all of the elements in a sample frame is not possible in case consumer oriented countrywide research study.

With the aim of analyzing the hypotheses constituted in the dissertation, by rights, the sample of the research should be selected on a random basis. Conversely, with an inadequate way into the defined population and scarce resources in accomplishing random sampling based research, the author has used alternate research method by using non-probability sampling. In a research of this magnitude all of the probability sampling techniques including simple random, stratified random, systematic, cluster and multi-cluster technique have not been feasible.

To address the non-probability sampling related issue, some measures were adopted as follow: a) to undertake a normal population distribution and increase consistent insights with the help of the data, the chief study sample essentially large enough (Dierckx & Tinson, 2013); the central limit theorem has supported this

narrative, which claims that an enlarged size of sample permits the sample mean distribution of a sample selected randomly for reaching at a normal distribution (Malhotra, 2009); and b) A statistical software AMOS 23 by using (Smart PLS 3.0) permits and considers non-random for of data. Maintaining accuracy and exactitude of the sample is essential in the research (Berg et al., 2012; Dierckx, 2013; Morris, 2014).

Keeping in view the aforementioned discussion, for this research study, convenience sampling method was considered to obtain the highest level understanding of consumers who recognizes the external perceived CSR activities made by the companies, have affected by these CSR measures taken by the companies for various stakeholders and could be reached easily. The major universities having English as their medium of instruction (National University of Modern Languages, COMSATS University Islamabad, Bahria University, National Defense University, & Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Fatima Jinnah Women University and Capital University of Science and Technology) were focused to get valid responses from students and faculty members who are customers of major cellular or banking sector companies operating in Pakistan. The native language of the respondents was Urdu, however the medium of their education was English. The survey was conducted with the help of a questionnaire developed in the English as a mode of language keeping in view the respondents were well versed in English. Additionally the reliability and validity of the instruments/measures were categorically established through the advance statistical procedures including Cronbach Alpha and CFA, eliminating the need for translation of questionnaire.

In order to meet respondents, the researcher approached the head of departments of aforesaid universities to allow the researcher for the collection of data from the students and faculty members. After getting approval from the respective head of departments with a condition of maintaining ethical standards in the course of data collection, the researcher visited classrooms and faculty offices, introduced himself in front of respondents and briefed them regarding the objectives of the research in broader perspective. Then, self-administered questionnaires were distributed among the present respondents.

A questionnaire consisted of preamble in the beginning explaining the research purpose. The questionnaire consisted of 65 items. There were nine research constructs dividing the questionnaire in seven sections including Economic responsibility, Legal responsibility, Ethical responsibility, Discretionary responsibility, Brand trust, Brand attachment, Customer citizenship behavior, Cause related marketing, and repurchase intention, and demographic information i.e., gender, age, educational attainment, selection of company among the eight given, and experience with the selected company.

Respondents were initially explained and educated about the study background for recording the response they were asked to recall their buying behaviors and intentions while shopping these products. The respondents were asked to record their response regarding eight constructs on 5-point Likert scale anchored from 1 (strongly disagree) to 5 (strongly agree) and one construct (brand attachment) from 1 (never) to 5 (always).

### **3.3 Measurement of Constructs**

The research constructs utilized in the current study conceptual framework have already been considered by some other researchers in their studies having their known reliabilities. The authors in the past had used various rating scales. In the current study, scales for measuring eight study constructs have been adapted to the five-point Likert scale anchored 1=Strongly disagree to 5=Strongly agree. Moreover, the ninth construct of the study, i.e., brand attachment was measured through five point scale anchored 1=Never to 5=Always. In case of odd scales, the respondent's have opportunity to share his/her neutral opinion about the subject matter. Furthermore, in case of even scales research respondents, regardless of having no or impartial opinion are necessary to provide positive or negative opinions (Intelligent Measurement, 2007).

As it is a relational study, therefore the survey questionnaire including seven sections based on a nominal scale for descriptive analysis and five point scale

for measuring consumer responses regarding study constructs on the basis of respondents past experiences. Section one has captured respondent's perceptions about corporate social responsibility initiatives made by the cellular companies and banks operating in Pakistan i.e., economic responsibility, legal responsibility, ethical responsibility and discretionary responsibility. Section two and three have captured respondents' perceptions about their trust in and attachment to the cellular companies and banks. Section four has measured respondents' perceptions about cause related marketing activities made by the cellular companies and banks. The items of section five and six have measured the consumer perception regarding their citizenship behavior and repurchase intention of cellular companies and banks respectively. Respondents, responses of these six sections have been captured through five point scale anchored at 1=Strongly disagree to 5=Strongly Agree and 1=Never to 5=Always. Questions regarding demographics have been included in section seven. These include information regarding respondents gender, age in years, educational attainment, selection of one cellular company or the bank among the given eight, experience of the respondent with the selected company.

In order to make the items more authentic and understandable, the questionnaire has been pre-tested and consequently adapted. The data collected from the instrument remained helpful in the identification of external corporate social responsibility themes, clearing up the relation exist between external perceived corporate social responsibility dimensions and consumer responses, dug out the role of moderator on the relationship of corporate social responsibility four dimensions and endogenous constructs and also identified mediating effect between the exogenous and endogenous constructs by using structural equation modeling (SEM). Instruments mentioned in table 3.1 were used for measuring the exogenous and endogenous variables considered in the study and it remained helpful in finding the relationship between these constructs used in the study. A construct used summary contains the name of the constructs, sources, and the number of items used in each construct for measuring responses of the respondents. All the constructs used in this study were taken from already used studies that depicts

that the reliabilities of the used constructs have already established by other researcher moreover the reliabilities were ascertained in this study again through confirmatory factor analysis of all constructs.

TABLE 3.1: Constructs Used

Constructs/Variable	Instrument author	No. of items
Economic CSR	Shwu-Ing Wu and Hsin-Feng Lin (2014)	06
Legal CSR	Shwu-Ing Wu and Hsin-Feng Lin (2014)	05
Ethical CSR	Shwu-Ing Wu and Hsin-Feng Lin (2014)	05
Discretionary CSR	Shwu-Ing Wu and Hsin-Feng Lin (2014)	04
Brand Trust	Elena Delgado-Ballester (2003)	08
Brand Attachment	Park et. al. (2010)	10
Customer Citizen-ship Behavior	Yi and Gong (2013)	13
Repurchase Intention	Araujo, Damacena, and Grillo (2014)	03
Cause Related Marketing	Adapted from Aaker and Keller (1992)	11

A five point scale has been adopted for empirical investigation; whereas a questionnaire confirmatory factor analysis has also been conducted in the study. The comprehensive questionnaire has tested on a randomly selected sample of 100 respondents which were identified on the basis of convenience sampling method other than the actual study respondents; thereby making suitable modifications and changes and after pre-testing, the questionnaire was sent for data collection. Table 3.1 presented the summary of the scales used in the thesis; the number items used for measuring each scale, sources of scales used in the study, subsequent section describes the details about each scale definition, its origin, established reliability and acceptance of scales by the other researchers in similar nature of the studies.

### 3.4 Economic Corporate Social Responsibility Scale

The studies conducted by Archie Carroll cited in Bowen (2013) and some other researchers as well state that someone not judge the business only on the monetary success but also consider many other non monetary attributes. Archie Carroll has recognized four responsibilities for the company to accept in order to become a socially responsible entity in a balanced manner. Carroll (1979) also suggested a well-liked CSR four-part definition; she affirmed that corporations are the set of four responsibilities or the four dimensions which are required to fulfill to become a good corporate citizen, i.e., economic responsibility, legal responsibility, ethical responsibility and discretionary responsibility.

The economic responsibility principle emphasizes company effectiveness in the production of goods exclusive of compromise on social and environmental oriented values (Sarvaiya & Wu, 2014). The economic responsibility of the business is to make gainful for its major stakeholders of delivering quality oriented product at a reasonable cost because of clients. Hahn (2013) entirely outlined a set of seven core business economic responsibilities. The entire set of responsibilities goes to the core ideology of economic based corporate social responsibility on the basis of attitude, whereas attitude refers to pre-learned behavior in the direction of an object.

Economic corporate social responsibility construct has been utilized by other scholars in a similar context of this thesis (Wu & Lin, 2014). The construct scale was comprised of six items, all having the term “7-Eleven,” which was replaced with the “selected company”. The economic CSR construct has also a psychological propensity for appraising an entity favorable or unfavorable attitude (Eagly & Chaiken, 1995). The said measurement scale is known to be a well established, reliable and valid scale as the reliability of the construct Cronbachs alpha value was reported 0.85. It comprised of the seven point scale that was transformed into five points Likert scale. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumer’s

overall attitude towards CSR oriented products was based on the average score of the six economic CSR items. High mean value portrays consumers very strong and affirmative attitude while low mean value portrays the consumer's weak positive attitude towards CSR oriented products offered by the cellular companies and banks operating in Pakistan.

### **3.4.1 Legal Corporate Social Responsibility Scale**

Legal obligations involve acting in accordance with definite laws and working with the regulations which are defined for that. Laws adaptable business behavior is accepted in the society because society does not always believe in this concept business do only what is correct. But, most of the laws have different limitations to guarantee accountable behavior: laws are of incomplete extent; just exhibit a base or minimum moral values required for a business. Likewise, economic CSR, legal CSR construct has also been utilized by other scholars in a similar context of this thesis (Wu & Lin, 2014). The construct scale was comprised of five items, all having the term "7-Eleven," which was replaced with the "selected company". The legal CSR construct has also a psychological propensity for appraising an entity favorable or unfavorable attitude (Eagly & Chaiken, 1995). The reliability of the construct was reported 0.91. It comprised of seven point scale that was transformed into five points Likert scale. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumer's overall attitude towards CSR oriented products was based on the average score of the five legal CSR items. High mean value portrays consumers very strong and affirmative attitude while low mean value portrays consumers weak positive attitude towards CSR oriented products offered by the cellular companies and banks operating in Pakistan.

### **3.4.2 Ethical Corporate Social Responsibility Scale**

Ethical duties coup over the restrictions of legal responsibilities. They involve being ethical, doing that which is correct, just and fair, respecting the peoples'

moral rights; and keeping away from all those activities which are harmful or socially injured and also limiting the harms caused by others (Smith & Miller, 1993). Ethical duties of any organization include the regulations, practices or decisions, which are moreover desired or not allowed by the members of the society, though, which are not unavoidably codified through law (Archie Carroll, 2001).

In the present era, practically the entire associates of the business organization have the same opinion, as a minimum in the 3<sup>rd</sup> set of “social responsibilities;” thereby calling it with the name of the ethical duties or ethical CSR. Ethical CSR constructs as a third set of “social responsibilities” has also been utilized by other scholars in a similar context of this thesis (Wu & Lin, 2014). The construct scale was comprised of five items, all having the term “7-Eleven,” which was replaced with the “selected company”. The ethical CSR construct has also a psychological propensity for appraising an entity favorable or unfavorable attitude (Eagly & Chaiken, 1995). The reliability of the construct was reported 0.88. It comprised of seven point scale, that was transformed into five points Likert scale. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumer’s overall attitude towards CSR oriented products was based on the average score of the five ethical CSR items. High mean value portrays consumers very strong and affirmative attitude while low mean value portrays consumers weak positive attitude towards CSR oriented products offered by the cellular companies and banks operating in Pakistan.

### **3.4.3 Discretionary Corporate Social Responsibility Scale**

The fourth dimensions of CSR proposed by the Carroll is the discretionary or philanthropic duty of the business is to “giving back” money and time to the society at large in the form of intended service, deliberate relationship, and unpaid giving are the essence where the most of the argument over the authenticity of the notion CSR lies. The society is being invited to give out an extended variety of individual values and also to recognize a commitment to the society members, who are not involved in any commercial transactions (Chewning et al., 1990).

Being a fourth set of “social responsibilities”, discretionary CSR construct has also been utilized by other scholars in a similar context of this thesis (Wu & Lin, 2014). The construct scale was comprised of four items, all having the term “7-Eleven,” which was replaced with the “selected company”. The discretionary CSR construct has also a psychological propensity for appraising an entity favorable or unfavorable attitude (Eagly & Chaiken, 1993). The reliability of the construct was reported 0.92. It also comprised of the seven point scale that was transformed into five points Likert scale. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumer’s overall attitude towards CSR oriented products was based on the average score of the four discretionary CSR items. High mean value portrays consumers very strong and affirmative attitude while low mean value portrays the consumer’s weak positive attitude towards CSR oriented products offered by the cellular companies and banks operating in Pakistan.

#### **3.4.4 Brand Trust Scale**

Brand trust is defined by Delgado-Ballester (2003) as “certain expectations of a brand’s trustworthiness and purposes in the situations which may signify a little risk to the consumer”. To attain positive results in the business-consumer relationships, trust is being utilized by the organizations (Pivato et al., 2008). Corporate social responsibility is able to helpful in identification of influence of brand identity, covering objectives, traits and values (Perez - Curraset et al., 2009). They summarize that trust has a significant relation between brand attractiveness and satisfying individual needs. By considering this claim, corporate social responsibility can be helpful to inspire feelings that strengthen the trust of the consumer and as a result it makes the brand eye-catching.

For this thesis, brand trust scales developed by Elena Delgado-Ballester (2003) are used for measuring the responses on consumer trust of external CSR initiatives made by the cellular companies and banks operating in Pakistan. Various scales have been developed by the scholars for measuring responses for consumer trust, for instance, six-item scale was proposed by (Morgan & Hunt, 1994). Trust

four items were developed and used by (Sirdeshmukh et al., 2002). Similarly for measuring brand trust towards CSR initiated companies, different items were used by various scholars. For instance, brand trust as a construct has been utilized by other scholars in a similar context of this thesis (Caceres & Paparoidamis 2007; Lassoued & Hobbs, 2015; Li, Xu, Li, & Zhou, 2015; Tong, Su, & Xu, 2017; Romano, Risitano, & Quintano, 2018 etc.). The construct scale was comprised of eight items. The entire set of responsibilities goes to the core ideology of trust on the brand is based on the attitude, whereas attitude refers to pre-learned behavior in the direction of an object. The reliability of the construct was reported 0.84. It comprised of five points Likert scale. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumer's overall attitude towards CSR oriented products was based on the average score of the eight brand trust items. High mean value portrays consumers very strong and affirmative attitude while low mean value portrays the consumer's weak positive attitude towards CSR oriented products offered by the cellular companies and banks operating in Pakistan.

### **3.4.5 Brand Attachment Scale**

Park, MacInnis, and Priester (2008) have come up with brand attachment definition as "it is the strength of the cognitive and the emotional connection linking the brand with the person". These researchers have claimed that there are two elements of this definition (1) brand-self connection and (2) strength of connection to make a consumer agree to process brand related information. In brand-self connection consumer perceives a brand as part of his/her self. The second element of the definition is also referred as brand prominence by the authors. Brand prominence means consumers' connection with the brand leads him towards positive thoughts and feelings of brand and such thoughts become part of one's memory. When the attachment theory was extended to the consumers-brand relationship, it was found that attachments are developed on the basis of trust, dependability and consistency of response, the basic motive for the attachment to seek safety and security (Patwardhan & Balasubramanian, 2011).

Brand attachment scales developed and established by Park et al. (2010) are used for measuring the consumer attachment of CSR initiatives made by the cellular companies and banks operating in Pakistan for this particular study. The various definitions and concepts regarding brand attachment focused the emotional and affective character of brand trust construct (Chaudhuri & Holbrook, 2001; Cristau, 2003; Thomson et al., 2005). A majority of the scholars have relied only on this dimension in the measurement and operationalization of the construct (Chaudhuri & Holbrook 2001; Lacoeyuilhe 2000b; Thomson et al., 2005). Lacoeyuilhe (2000) proposed a one-dimensional measurement model comprised of the five-item scale conveying a single construct. Thomson et al. (2005) developed a measurement model based on three factors unfolding brand attachment in the context of three emotional constituents i.e., passion, affection, and connection. In their study Park et al. (2010) proposed the thought that the brand attachment construct cover up effective and cognitive characteristics of the consumer-brand bond, however, they distinguished that “although perceptive in its depiction, the brand self connection is integrally emotional encompassing myriad and possible complex approaches regarding the brand”.

Park et al. (2010) developed measurement has been utilized by other scholars in a similar context of this thesis (Morhart, Malar, Guevremont, Girardin, & Grohmann, 2015; Van Meter, Grisaffe, & Chonko, 2015; Pedeliento, Andreini, Bergamaschi, & Salo, 2016 etc.). The construct scale was comprised of ten items. The entire set of responsibilities goes to the core ideology of attachment with the brand is based on the attitude, whereas attitude refers to pre-learned behavior in the direction of an object. The said measurement scale is known to be a well established, reliable and valid scale as the reliability of the construct Cronbachs alpha value was reported 0.90. It comprised of five point scale anchored from “Never to Always”. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumer’s overall attitude towards CSR oriented products was based on the average score of the ten brand attachment items. High mean value portrays consumers very strong and affirmative attitude while low mean value portrays the consumer’s weak

positive attitude towards CSR oriented products offered by the cellular companies and banks operating in Pakistan.

### **3.4.6 Customer Citizenship Behavior Scale**

The term customer citizenship behavior (CCB) is defined by Gruen (1995) as “supportive, productive gestures shown by customers which are esteemed or respected by the company, however not associated directly to enforceable or clear requirements of the individual’s role”. The said actions by the consumer comprised of additional behavioral role, encompassing positive, deliberate, supportive and productive behavior towards the company and the other customers (Shiu et al., 2009).

The term customer citizenship behaviors are defined by Bartikowski and Walsh (2011) as a volunteer and discretionary behavior which are not necessary for the fruitful production or provision of a service, although that gives advantage to the company overall services.

Customer citizenship behavior scales developed and established by Yi and Gong (2013) are used for measuring the CCB as a result of CSR initiatives made by the cellular companies and banks operating in Pakistan. Customer citizenship behavior as a construct has been utilized by other scholars in a similar context of this thesis (Revilla-Camacho, Vega-Vzquez, & Cossio-Silva, 2015; Hsiao, Lee, & Chen, 2015; Navarro, Llinares, & Garzon, 2016; Choi & Lotz, 2016 etc.). The construct scale was comprised of thirteen items. The entire set of responsibilities goes to the core ideology of trust on the brand is based on the attitude, whereas attitude refers to pre-learned behavior in the direction of an object. The said measurement scale is also known to be a well established, reliable and valid scale as the reliability of the construct Cronbachs alpha value was reported 0.88. It comprised of five points Likert scale. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumer citizenship behavior towards CSR oriented products was worked out on the basis of the average score of the thirteen customer citizenship behavior items.

High mean value portrays consumers very strong and affirmative behavior while a low mean value portrays consumers weak positive behavior towards CSR oriented products offered by the cellular companies and banks operating in Pakistan.

### **3.4.7 Repurchase Intention Scale**

The term repurchase intention (RI) is defined by Lacey and Morgan (2007) as the “person’s judgment regarding purchasing again a chosen service from the same company, by considering his or her recent state and prospective circumstances.

Repurchase intention scales developed by Grillo, Araujo, and Damacena (2014) are used for measuring the consumer repurchase intention as an outcome of CSR initiatives made by the cellular companies and banks operating in Pakistan. Repurchase intention as a construct has been utilized by other scholars in a similar context of this thesis (Revilla-Camacho, Vega-Vazquez, & Cossio-Silva, 2015; Ercsey, 2016 etc.). The construct scale was comprised of three items. The entire set of responsibilities goes to the core ideology of intention of purchasing the brand is based on pre-learned behavior resulted from the consumer attitude. The reliability of the construct was reported 0.85. It comprised of five points Likert scale. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumers repurchase intention towards CSR oriented products was based on the average score of the three repurchase intention items. High mean value portrays consumer’s very strong and affirmative intention while a low mean value portrays consumer’s weak positive intention towards CSR oriented products offered by the cellular companies and banks operating in Pakistan.

### **3.4.8 Cause Related Marketing Scale**

As Jahdi (2014) explains cause related marketing (CRM): “activities which charities and businesses or causes make a partnership with one another to market the image or service for the benefit of all parties”. Mullen (1997) enlightens about CRM as “the procedure of formalizing and implementing the marketing activities

which are considered by causative a specific amount to a dedicated nonprofit effort, thus, in return, becomes a source to engage customers in revenue, provision of exchanges”. In the context of CSR, CRM is defined as “a specific marketing action that guarantees a customer that the business will contribute a part of its profit on every sale to a noble cause”. Cause related marketing scales adapted from Keller and Aaker (1992) are used for measuring the consumer intensity to perceive cause affect between the relationship of CSR dimensions, brand trust and brand attachment. Cause related marketing as a construct has been utilized by other scholars in a similar context of this thesis (Van den Brink, dekerken-Schroder, & Pauwels, 2006; Sheikh & Beise-Zee, 2011 etc.).

The construct scale was comprised of eleven items. The entire set of responsibilities goes to the core ideology of consumer perception regarding the cause identified by the cellular companies and banks operating in Pakistan in relation to BT and BA. Construct’s reliability of the items was reported 0.98. It comprised of five points Likert scale. Five is the highest level of agreement, whereas one refers to a high level of disagreement on the scale from the respondents. The consumer intensity towards the cause identified and marketed by the cellular companies and the banks was based on the average score of the eleven cause related marketing items. High mean value portrays consumers very strong and affirmative perception regarding the cause marketed while a low mean value portrays consumer’s weak positive perception with reference to CSR campaigns offered by the cellular companies and banks operating in Pakistan.

### **3.5 Data Collection Method**

The data were collected with the help of self administered comprehensive questionnaire through convenience based survey. The immense advantage of using the questionnaire as a tool for survey is that it has a capacity for measuring the respondents sample perception, attitude and reaction (Bowling, 2014). The medium of instruction the questionnaire was English for all respondents. Self administered survey approach refers to such method in which a surveyor briefly introduces the

aims of the research to the willing respondents and collects the data. By considering the scope of the study, due to the geographical scattering and large population constraints, it was not possible to study all of the organizations, for that reason companies engaged in external CSR initiatives have been selected from the service industry through convenience sampling technique. Therefore, among the population a representative sample has been selected.

The respondents of the thesis included the students and faculty members of Universities, hence were English literate, being the English as medium of instruction, students and faculty who are customers of major cellular companies or banks operating in Pakistan. The participants were familiar with external CSR initiatives made by the major cellular companies or banks operating in Pakistan. The previous experiences of the respondents enabled them to come up with reliable and valid responses. Keeping in view the research ethics their confidentiality was ensured and data were reported in the aggregate.

Self administered surveyor visited universities in the twin cities (Islamabad and Rawalpindi). The surveyor mainly approached the university going respondents as they were fulfilling the criteria completely. The foremost benefit of this technique was that respondents in university had the break time and therefore they had enough leisure time to fill the questionnaire without haste. As discussed earlier, that question is designed for the respondents who were at-least graduate, had a bank account or had been customers of any cellular company, therefore universities were preferred to collect the accurate data. Individual respondents/participant, i.e., customers of the aforementioned service organizations were selected by using a convenience sampling as a base. A total of 800 survey instruments were distributed to customers of two service provider sectors, i.e., cellular companies and the banking sector. The major universities having English as their medium of instruction (National University of Modern Languages, COMSATS University Islamabad, Bahria University, National Defense University, & Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Fatima Jinnah Women University and Capital University of Science and Technology) were focused to get valid responses

from students and faculty members who are customers of major cellular or banking sector companies operating in Pakistan. The participation of the customers for providing their responses in the context of only one cellular company or bank in the total population was ensured.

### **3.6 Non-Response Check**

In general, the main problems faced by the self administered survey are delays and non response that can harm the generalizability of the research. On the statistical grounds, if there is a slight variation in the subject matter between the responses and non-responses groups, in such case non-response is less likely to affect the generalizability of the quantitative research. The common technique applied to measure the effect of non-response, in which responses of later respondents are compared with the earlier study respondents. In their study Lindner and Wingenbach (2002) proposed that, notion as a background of this procedure is that the later respondents responses would have an alike tendency as compared to the non-responding subjects. In this study, the said technique was not applied as a researcher has personally collected the data from respondents.

In a study conducted by Connors and Elliot (1994), the response rate of the respondents was noted 87%; respondents were grouped as early or late respondents. The two groups responses were compared to the Likert scale questions by using t-tests. In the current study, the response rate remained 86%, and No differences were found between the responses of early and late respondents so the results are generalizable to the target population (Smith & Miller, 1983).

### **3.7 Common Method Variance**

Common method variance can be defined as “the overlap between two variables in variance which is attributable to the instrument used for the measurement, instead of underlying constructs relationship” (Avolio et al., 1991). Therefore, between the two constructs this can be resulted in one way relationship as deflated or inflated

(Aleassa, 2009). Thus a research work conducted by Spector (2006) comprised of ten studies based on self-reporting inferred that such kind of presumption based on common variance is exaggerated. Likewise, other researchers named Crampton and Wagner (1994) and Spector (1987) also concluded overstated phenomenon of common variance.

Moreover, the common method variance has been a problem while dealing with self-reporting surveys, so, as a remedial measure various statistical and procedural methods have been suggested (Podsakoff et al., 2003). As all data are self-reported in the current study and collected through the same questionnaire during the same period of time with cross-sectional research design, common method variance is attributable to the measurement method rather than the constructs of interest. This may cause systematic measurement errors and further bias the estimates of the true relationship among the constructs. Furthermore, this may either inflate or deflate observed values of the constructs, leading to Type-I and Type-II errors (Lee & Podsakoff, 2003; Spector, 1994). If a common method variance is minimum among the variables, the CFA measurement model will show better fitness over theoretical models (Mossholder, Bennett, Kemery, & Wesolowski, 1998). Hence, this may have a substantial impact of common variance in the study results.

In order to minimize the responses aforesaid bias, the common method variance, anonymity was ensured. Second, the respondents were clearly assured that no right or wrong answer exists. Third, in the questionnaires many reverse questions were added. Fourth, already validated and reliable constructs of the earlier studies were used. Fifth, reducing vagueness and the use of different pre-tests of the construct items (Aleassa, 2009).

Additionally Harman's one-factor test and confirmatory factor analysis, post hoc statistical tests, were conducted to test the presence of common method effect. Moreover, all 09 factors were loaded on one factor to examine the fit of the confirmatory factor analysis model. As a result, a single factor is extracting 18.487 of total variance, since it is far less than 50%, so we can conclude that there is no threat of common method bias.

TABLE 3.2: Single Herman Factor Test

<b>Total Variance Explained</b>						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.821	19.724	19.724	12.017	18.487	18.487
2	3.530	5.430	25.154			
3	2.184	3.360	28.514			
4	2.092	3.219	31.733			
5	1.626	2.501	34.235			
6	1.482	2.281	36.515			
7	1.432	2.203	38.718			

### 3.8 Pretests

In large scale research, pre-testing is recommended to conduct for the target population before administering the final questionnaire in order to save time as well as money. A pretest is aimed at the rectification and identification of possible problems present in research instruments, questionnaire or scale (Zikmund, 2003). In the current study, two pre-tests were carried out prior to administering the final questionnaire. The respondents of the pre-testing were the students and faculty members of the National University of Modern Languages and COMSATS University of Islamabad of the twin-city of Pakistan; those respondents were not the part of the main study.

#### 3.8.1 Pre-test One

In pre-test one a survey was carried out. To conduct the survey, the questionnaires were filled from 100 students and faculty members of the National University of Modern Languages and COMSATS University of Islamabad of the twin-city of Pakistan. The respondents were using the services of banks or cellular companies. Those respondents were not the part of the main study. The reliability of questionnaire was tested through Cronbachs alpha. Reliability of the instrument was not less than .70. On the basis of reliability test and results of research article the questionnaire was adapted and finalized for the survey.

### 3.8.2 Pre-Test Two

The biasness of social desirability may affect the results to a great extent, in case; if the questionnaire contains the questions about repurchase intention of consumers of CSR oriented products. Hence, in this pretest, two groups of respondents were formed of the National University of Modern Languages and COMSATS Universities of Islamabad of the twin-city of Pakistan, each group contained twenty five students. In the questionnaire, five questions on personal data and five related to repurchase intention were asked. Though, the respondents of group-one were requested to reveal their identity, on the other hand, members of the group-two was requested to remain anonymous and similarly not to expose their identity. The main objective of this pre-test was to determine if there is a significance difference between the both groups. In order to calculate the significant difference lied between the two groups, independent t-test was applied. The results confirmed that there was no significant difference between the two groups ( $t = 0.494$ ,  $p50=0.507 < .05$ ). So, it can be inferred that social desirability could not affect the responses of respondents on the intention to repurchase intention.

## 3.9 Data Analysis

The current study has mainly two core objectives. First is to determine the causal relationships of consumer perception of external CSR towards repurchase intention and antecedents within a hypothesized structural model. The second objective aimed to establish the relevancy of the antecedents with respect to Pakistan's context on consumer attitudes towards brand trust and brand attachment. To achieve the aforementioned objectives, two different analysis methods were used. The first analysis was the application of Structural Equation Modeling (SEM) determining to test the model fit for assessing the causal relationships of endogenous and exogenous constructs while the second method employed was the regression analyses to determine that which of the CSR dimensions is more significant in terms of explaining the attitude of the consumer towards brand trust and brand attachment. Moreover, for conducting descriptive analysis of the profile of the

respondents, descriptive analysis of study variables, correlation analysis, common method variance (CMV) and structural equation modeling (SEM) were used. For the data analysis, statistical softwares like analysis of moment structures (AMOS) version 23 and statistical package for the social sciences (SPSS) version 19 were used. The highlights of techniques and measures used for data analysis are given below moreover further details and modalities are described in the chapter four of the current study.

### **3.10 Data Analysis Techniques/Measuring Model**

To analyze data researcher has applied various statistical tools in a systematic manner. The analysis of data was carried out initially through evaluating the internal consistency, and reliability. In the next phase hypotheses were tested by using SEM. Moreover AMOS 23.0 has been used as a base statistical software for completion of the data analysis. Data have been analyzed through the following procedure:

- The received and completely filled questionnaires were sorted out to classify the incomplete or inappropriate questionnaires.
- The coding of each item of the questionnaire was made.
- The coded information was entered into AMOS/SPSS.
- ANOVA technique was used to explore the relationship between the demographic variables and CSR dimensions (economic responsibility, legal responsibility, ethical responsibility and discretionary responsibility), brand trust, brand attachment, customer citizenship behavior, cause related marketing, and repurchase intention.
- Correlation analysis was employed to identify the associations between the independent and set of explanatory variables.

- The multiple regression method was employed to examine the predictions of customer citizenship behavior, brand attachment and purchase intention by different explanatory variables.
- The structural equations model was built through regressing CSR dimensions (economic responsibility, legal responsibility, ethical responsibility and discretionary responsibility), brand trust, brand attachment, cause related marketing on customer citizenship behavior, and repurchase intention as endogenous construct.

The results of the study were discussed with special reference to the dimensions of CSR that particularly appeals the customer in the regional context.

### **3.11 Summary of Chapter 3 Research Methodology**

This chapter discussed procedures used and applied in the research methodology of the study in hand, which includes sampling techniques and data collection procedure. The definitions of the study constructs, their origin, the authors' names, and years, the number of items used for each construct, previous reliability, other studies used these constructs and measurements of scales were explained in the next part of this chapter. Then, the techniques used for data analysis and hypothesis testing were highlighted. Subsequently, this chapter elaborated the pre-tests conducted and a brief description about the measurement of the scales, including non-response checks, common variance bias that needed to be taken into account for conducting this research. The conclusion of this chapter included a brief description about the statistical techniques with the help of which data analysis evaluation of the research hypotheses was carried out and summary of the current chapter.

# Chapter 4

## Analysis and Results

Chapter four of the study presents the analysis of the quantitative data collected through a questionnaire on the basis of conceptual frame of reference for the study. The chapter starts with the analysis of the demographic profile of the consumers as respondents are presented. In the next section empirical analysis of the proposed conceptual model by using Structural Equation Modeling (SEM) by means of AMOS 23.0 as base software. The conclusion of this chapter includes an analysis of consumers perception of a companys corporate social responsibility (CSR) initiatives and their responses as an outcome in cellular companies and banks.

### 4.1 Introduction to Analysis and Interpretation

The section starts at the analysis of selected demographic influence on the consumer responses. For examining differences in the perception of the consumer's with reference to company's external CSR initiatives and their responses as an outcome in the banking and cellular industry across selected demographic variables, the researcher used t-test and one way ANOVA for testing hypotheses. It moves on highlighting the psychometric checks, followed by hypotheses testing and testing of conceptual model by using the structural modeling technique of SEM. The empirical validation of the extended corporate social responsibility model was carried out by using Structural Equation Modeling (SEM). The hypotheses one to thirty

one were tested all the way through the structural equation modeling by means of AMOS 23. Furthermore, to investigate the influence of selected demographic study variables on the perception of the consumer's with reference to company's external CSR activities and their responses as an outcome in the banking and cellular industry multiple regression analysis was carried out. An introduction to Structural Equation Modeling including its basic concepts are briefly described in the following section.

## 4.2 Normality of Data

Normality of the data is tested via the examination of kurtosis and skewness statistics. These both tells about the shape and distribution of data. For normality, there is a requirement of mesokurtic and near zero skewness in the data. The below table 4.1 clearly indicate that kurtosis and skweness values are within the required ranges, which infers that the requirement of normality is met.

TABLE 4.1: Normality of Data

	EcoR	LegR	EthicR	DiscR	BT	BA	CRM	CCB	RPI
Std. Deviation	1.37	1.69	3.45	2.98	1.33	0.28	1.36	1.78	2.48
Skewness	-0.89	-0.61	-0.65	-0.22	-0.42	-0.13	-0.25	-0.54	-0.66
SE_Skew	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09
Kurtosis	0.83	0.39	0.55	-0.04	-0.01	-0.44	0.26	0.33	0.36
SE_Kur	0.19	0.19	0.19	0.19	0.19	0.19	0.19	0.19	0.19

## 4.3 Demographic Description of the Respondents

In the study demographic variables were analyzed, even though it is not a principal objective of the research. The curiosity was to test any significant differences in the customer perception of corporate social responsibility initiatives taken by the service oriented companies and also to dig out, whether they had any influence on the behavior of the customers. The demographic profile of the respondents is briefly described in this section. The demographic characteristics of the respondents are presented in table 4.2. The total respondents of the study were 688,

including 57 percent men and remaining 43 percent women. The age group of 20-30 years consisted of 87.2 percent, followed by 11.1 percent in the age group 31-40 years and rest of 1.7 percent in the age group of 41 years and above. A total of 36.2 percent having 1-3 years of experience as a customer with their selected organization, followed by 34.4 percentage in the 4-5 years and 29.4 percent in the experience group of greater than 5 years. The majority (61.0 percent) had a bachelor's or equivalent degree, trailed by 22.4 percent having their master's degrees. An additional 16.6 percent were MS/Mphil or above degrees. Out of the total respondents, 52.9 percent were the customer of cellular companies and 47.1 percent of the banks.

TABLE 4.2: Demographic Profile of the Respondents

<b>Demographic profile</b>	<b>Frequency(f)</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	392	57
Female	296	43
Total	688	100
<b>Age (in years)</b>		
20 - 30 years	600	87.2
31 - 40 years	76	11.1
41 years and above	12	1.7
Total	688	100
<b>Education</b>		
Bachelor	420	61
Master	154	22.4
MS/Mphil or above	114	16.6
Total	688	100
<b>Attachment with the selected company in years</b>		
1 - 3 years	249	36.2
4 - 5 years	237	34.4
Greater than 5 years	202	29.4

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Total	688	100
<b>Cellular companies customers</b>		
Mobilink	103	28.3
Ufone	129	35.4
Telenor	76	20.9
Zong	49	13.5
Others	7	1.9
Total	364	100
<b>Banks customers</b>		
Habib bank limited	139	42.9
Muslim commercial bank	36	11.1
United bank limited	62	19.1
Allied bank limited	69	21.3
Others	18	5.6
Total	324	100

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#### 4.4 Demographic Differences in Adoption

In order to identify whether there is any discrepancy of the cellular and banking customer usage among the consumer perception of Corporate Social Responsibility initiatives taken by the companies to use their services by different groups in the context of gender, age, education, and experience. For testing gender and industry differences t-test was conducted. Moreover, one way ANOVA were employed to identify the differences in the remaining demographic, i.e., age, education and experience. The notion of variance is at the heart of ANOVA. The basic method is to originate population variance of two different estimates from the data, then to calculate a statistic with the help of the ratio of these two estimates i.e., within groups and between groups variance. The F-ratio indicates the ratio of within-groups to between-groups variance. The significant results of F-value suggests that the mean score of the population is probably not equal. If the scores in each group have homogenous variances is determined with the help of Levene's

test. The necessary assumptions required for ANOVA were met before conducted the test. The two major assumptions for ANOVA were population normality and homogeneity of variance.

#### 4.4.1 Independent Samples t-test for Gender Differences

In order to identify whether there is any significant difference in consumer perception of CSR initiatives taken by the companies to use their services for men and women, t-test was used.

TABLE 4.3: Mean, Standard Deviation, and t-value for Men and Women on Study Variables (N=688)

Variables	Men		Women		t	p	95%CI		Cohens
	(n=392)		(n=296)				LL	UL	
	M	SD	M	SD					
<b>ECONRES</b>	21.4	4.6	21.6	4.1	-0.65		-0.9	0.44	0.05
<b>LEGRES</b>	17.9	3.9	18.3	3.4	-1.35	0.2	-0.9	0.17	0.1
<b>ETHICRES</b>	17.6	3.7	18.4	3.1	-3.32	0	-1.4	-0.4	0.25
<b>DISCRES</b>	13	3.1	13.6	2.8	-2.28	0	-1	-0.1	0.18
<b>BT</b>	27.1	5.6	28	4.9	-2.11	0	-1.7	-0.1	0.16
<b>BA</b>	30.9	8.4	31.6	8	-1.16	0.2	-1.1	0.51	0.09
<b>CRM</b>	37.1	6.4	38.6	6.2	-3.07	0	-2.5	-0.5	0.24
<b>CCB</b>	45.4	8.1	47	7.3	-2.78	0	-2.8	-0.5	0.21
<b>REPINTE</b>	10.3	2.6	10.8	2.3	-2.41	0	-0.8	-0.1	0.19

*Note: ECONRES= Economic Responsibility; LEGRES= Legal Responsibility; ETHICRES= Ethical Responsibility; DISCRES=Discretionary Responsibility; BT= Brand Trust; BA= Brand Attachment; CRM= Cause Related Marketing; CCB= Customer Citizenship Behavior; REPINTE= Repurchase Intention; CI= Confidence Interval; LL= Lower Limit; UL=Upper Limit.*

Table 4.3 presents the gender differences between study constructs. Of the nine constructs used in the study, six constructs, i.e., ethical responsibility, discretionary responsibility, brand trust, cause related marketing, customer citizenship behavior and repurchase intention show the significant gender differences. Women rated significantly higher on ethical responsibility with (Mean difference = 0.87) as compared to men. The next significant difference of gender found in the discretionary responsibility. Women responded 0.52 units higher as compared to men. The significant difference of gender trends followed in the brand trust. Women as compared to men have responded more with the (Mean difference = 0.86) as compared to men. The significant differences of gender also found in the construct cause related marketing. Women stood higher with the (Mean difference = 1.49) as compared to men.

The next significant difference of gender found in the customer citizenship behavior, women as compared to men have responded more with the Mean of 47.03 and SD of 7.25. Whereas the males have a Mean of 45.37 with SD 8.10. The last significant difference of gender found in the repurchase intention, women as compared to men have responded more with the Mean of 10.76 and SD of 2.30. Whereas the males have a Mean of 10.30 with SD 2.60. Cohen's *d* was estimated to measure the effect size of difference which showed that the differences between men and women ranged low to medium.

#### **4.4.2 Independent Samples t-test for Industry Differences**

In order to identify whether there is any significant difference in consumer perception of Corporate Social Responsibility initiatives taken by the companies to use their services for cellular companies and banks operating in this region, t-test was used. The test helps in distinguishing the two services industries (i.e. cellular companies and banks) based on their means in accordance with the responses of the respondents on their actual experiences. The responses were taken with the help of self administered questionnaire through survey method. the normality of data was ensured by applying normality tests.

TABLE 4.4: Mean, Standard Deviation, and t-value for Cellular and Banking industry on Study Variables (N=688)

Variables	Cellular		Banking		t	p	95%CI		Cohens
	(n=364)		(n=324)				LL	UL	
	M	SD	M	SD					
ECONRES	21.85	4.42	21.13	4.27	2.15	.03	-.88	.44	.05
LEGRES	18.42	3.66	17.60	3.68	2.90	.00	-.94	.17	.10
ETHICRES	18.20	3.43	17.64	3.45	2.12	.03	-1.39	-.36	.25
DISCRES	13.07	2.95	13.46	3.10	-1.73	.08	-.97	-.07	.18
BT	27.72	5.51	27.27	5.11	1.09	.27	-1.67	-.06	.16
BA	30.59	8.63	31.88	7.81	-2.04	.04	-1.10	.51	.09
CRM	37.55	6.45	37.99	6.25	-0.90	.36	-2.45	-.54	.24
CCB	46.80	8.12	45.27	7.32	2.58	.01	-2.83	-.49	.21
REPINTEN	10.53	2.55	10.46	2.41	0.35	.72	-.83	-.08	.19

*Note: ECONRES= Economic Responsibility; LEGRES= Legal Responsibility; ETHICRES= Ethical Responsibility; DISCRES=Discretionary Responsibility; BT= Brand Trust; BA= Brand Attachment; CRM= Cause Related Marketing; CCB= Customer Citizenship Behavior; REPINTEN= Repurchase Intention; CI= Confidence Interval; LL= Lower Limit; UL=Upper Limit.*

Table 4.4 presents the industry differences between study constructs. Of the nine constructs, five constructs, i.e., economic responsibility, legal responsibility, ethical responsibility, brand attachment and CCB show the significant industry differences. Respondents of cellular industry rated significantly higher on economic responsibility (Mean difference = 0.72) as compared to the banking industry. The next significant difference of industry found in the legal responsibility. Cellular industry, consumers have responded 0.82 units higher as compared to the banking industry. The significant difference of industry trends followed in the ethical

responsibility, cellular industry as compared to banking industry responded more with the (Mean difference = 0.56). The significant difference of Industry also found in the brand attachment. Respondents of banking industry stood higher with the (Mean difference = 1.29) as compared to the cellular industry. The last significant difference of industry found in the CCB, respondents of cellular industry as compared to banking industry responded more with the Mean of 1.53.

#### 4.4.3 One Way ANOVA-Age

In order to identify whether there is any significant difference in consumer perception of CSR initiatives taken by the firms to use their services across the age groups in relation to all study variables one-way ANOVA was used. The results are described in the table 4.5 given below.

TABLE 4.5: Difference in of the Study Variables across Categories of Age (N=688)

Variables	20-30 year old (n=600)		31-40 year old (n=76)		41 and above (n=12)		F(2,686)	p	2
	M	SD	M	SD	M	SD			
<b>ECONRES</b>	21.46	4.45	21.99	3.59	21.25	4.61	0.519	0.6	0
<b>LEGRES</b>	17.94	3.72	18.67	3.45	18.5	3.29	1.4	0.25	0
<b>ETHICRES</b>	17.9	3.53	18.2	2.81	18	3.3	0.247	0.78	0
<b>DISCRES</b>	13.17	2.99	14.03	2.66	12.5	3.37	3.29	0.04	0.01
<b>Brand Trust</b>	27.37	5.31	28.72	5.3	26.33	5.79	2.46	0.09	0.01
<b>Brand Attac</b>	31.01	8.21	32.16	8.77	35.25	7.01	2.13	0.12	0.01
<b>CRM</b>	37.46	6.27	40.49	6.2	35.58	7.83	8.55	0	0.02
<b>CCB</b>	45.86	7.87	48.05	7.1	44.92	5.95	2.83	0.06	0.01
<b>REPINTEN</b>	10.43	2.49	11.12	2.45	10.33	2.19	2.66	0.07	0.01

Note: ECONRES= Economic Responsibility; LEGRES= Legal Responsibility; ETHICRES= Ethical Responsibility; DISCRES=Discretionary Responsibility; BT= Brand Trust; BA= Brand Attachment; CRM= Cause Related Marketing; CCB= Customer Citizenship Behavior; REPINTEN= Repurchase Intention; M= Mean, SD= Standard Deviation.

Table 4.5 portrays the significant difference in discretionary responsibility ( $p < .05$ ) and cause related marketing ( $p < .01$ ). For the remaining seven constructs of the study non-significant results were observed. The ANOVA is meant for the provision of information regarding the existence of differences across the categories in the context of aforementioned nine study constructs. However, it remains unable to provide exact information that which group differs in what way. Hence, to come up with a clearer picture and to identify which of the groups was significantly differs from each other; post-hoc analysis was also carried out in the study. The Boneferoni post-hoc test was used for a better control of type-1 error for multiple comparisons (Field, 2009). For the construct with significant differences across age groups eta square showed that differences lies within the lower range of effect size.

TABLE 4.6: Post Hoc Analysis of Study Variables across categories of Age

Variable	Groups		MD (I-J)	S.E	95% CI	
	I	J			LL	UL
<b>discre</b>	20-30	31-40	-.86947*	0.36126	-1.7365	-0.0025
<b>CRM</b>	31-40	20-30	3.02851*	0.76561	1.1911	4.8659
		41 and above	4.90351*	1.95327	0.2159	9.5911

Post-hoc results as reported in the table 4.6 indicate that for discretionary responsibility significant difference found between two groups, those who lies under the age group of 20-30 years and 31-40 years. The mean differences indicate that the respondents with the category of 31-40 years of age showed more discretionary responsibility (Mean difference= 0.87,  $p < .05$ ) As compared to respondents with 20-30 years of age. The Mean results show that the social responsibilities performed by the cellular and the banking industry on the basis of consumer discretionary grounds, most appeals the group having 31-40 years age bracket.

The post-hoc results also indicate that for cause related marketing significant difference of age group 31-40 years exist with two other groups, those who lies under the age group of 20-30 years and 41 and above. The mean differences indicate that the respondents with the category of 31-40 years of age showed more cause related

marketing (Mean difference= 3.02,  $p < .05$ ) as compared to respondents with 20-30 years of age. Similarly, mean differences indicate respondents with the category of 31-40 years of age showed more cause related marketing (Mean difference= 4.90,  $p < .05$ ) as compared to respondents with 20-30 years of age.

#### 4.4.4 One Way ANOVA- Qualification

In order to identify whether there is any significant difference in consumer perception of corporate social responsibility initiatives taken by the companies to use their services across the qualification in relation to all study constructs one-way ANOVA was used. The results are described in the Table 4.8 given below.

TABLE 4.7: Difference in of the Study Variables across Cargories of Qualification (N=688)

Variables	Bachelor (n=420)		Master (n=154)		MS/Mphil and Above (n=114)		F(2,686)	p	2
	M	SD	M	SD	M	SD			
<b>ECONRES</b>	21.59	4.32	20.82	4.32	22.14	4.49	3.22	.04	0.01
<b>LEGRES</b>	18.11	3.65	17.72	3.79	18.17	3.72	0.727	0.48	0
<b>ETHICRES</b>	18.13	3.5	17.67	3.37	17.61	3.33	1.62	0.2	0
<b>DISCRES</b>	13.27	2.99	13.04	3.02	13.47	2.88	0.965	0.5	0
<b>Brand Trust</b>	27.55	5.34	27.28	5.28	27.65	5.4	0.196	0.82	0
<b>Brand Attac</b>	30.97	8.27	31.73	8.26	31.31	8.37	0.486	0.615	0
<b>CRM</b>	37.54	6.27	37.78	6.35	38.52	6.67	1.05	0.35	0
<b>CCB</b>	46.08	7.81	45.73	8.01	46.6	7.39	0.408	0.66	0
<b>REPINTEN</b>	10.53	2.5	10.23	2.69	10.75	2.08	1.566	0.21	0

Note: ECONRES= Economic Responsibility; LEGRES= Legal Responsibility; ETHICRES= Ethical Responsibility; DISCRES=Discretionary Responsibility; BT= Brand Trust; BA= Brand Attachment; CRM= Cause Related Marketing; CCB= Customer Citizenship Behavior; REPINTEN= Repurchase Intention; M= Mean, SD= Standard Deviation.

Table 4.7 portrays the significant difference in economic responsibility ( $p < .05$ ). For the remaining eight constructs of the study non-significant results were observed. Likewise the age, to come-up with a clearer picture and to identify which of the groups was significantly differs from each other; Games-Howell proposed post-hoc analysis was also carried out for analyzing group differences in the context of the qualification.

TABLE 4.8: Post Hoc Analysis of Study Variables across categories of Qualification

Variables	Groups		Mean Difference		95% CI	
	i	j	(i-j)	SE	LL	UL
ECORES	MS/Mphil and Above	Master	1.32*	0.5	0.03	2.61

Note: ECONRES= Economic Responsibility; M= Mean, SE= Standard Error; CI= Confidence Interval; LL= Lower Limit; UL=Upper Limit.

Post-hoc results indicate that for economic responsibility significant difference found between two groups, those who have attained MS/Mphil or above and Master. The mean differences indicate that the respondents with the category of MS/Mphil or above level of education showed more economic responsibility (Mean difference= 1.32,  $p < .05$ ) as compared to respondents with Mater level of education. The Mean results show that the economic responsibility activities performed by the cellular and the banking industry, most appeals the group having higher education i.e., MS/Mphil and above.

#### 4.4.5 One Way ANOVA-Attachment with the Selected Company

In order to identify whether there is any significant difference in consumer perception of corporate social responsibility initiatives taken by the companies to use their services across the consumer attachment with the selected company in relation to all study constructs one-way ANOVA was used. The results are described in the Table 4.35 given below.

TABLE 4.9: Difference in of the Study Variables across Cargories of Attachment with the selected Company (N=688)

Variables	1-3 year (n=249)		4-5 year (n=237)		Greater than 5 years (n=202)		F(2,686)	p
	M	SD	M	SD	M	SD		
	ECONRES	21.01	4.49	21.75	4.29	21.87		
LEGRES	17.81	3.74	17.96	3.6	18.4	3.72	1.52	0.22
ETHICRES	17.85	3.53	17.82	3.52	18.17	3.27	0.673	0.51
DISCRES	13.17	3.15	13.12	2.86	13.52	2.89	1.15	0.32
Brand Trust	26.95	5.26	27.95	5.37	27.67	5.33	2.25	0.11
Brand Attac	30.44	8.07	31.45	8.19	31.84	8.58	1.76	0.17
CRM	37.53	6.3	37.93	6.24	37.84	6.56	0.266	0.77
CCB	45.23	7.73	46.49	7.83	46.65	7.74	2.34	0.09
REPINTEN	10.38	2.41	10.48	2.59	10.67	2.45	0.765	0.47

Note: M= Mean, SD= Standard Deviation; LL= Lower Limit; UL=Upper Limit.

Table 4.9 portrays that no significant difference was found in the all nine constructs of the study. No post-hoc analysis were carried out for experience.

Likewise the age, to come-up with a clearer picture and to identify which of the groups was significantly differs from each other, Games-Howell proposed post-hoc analysis was also carried out for analyzing group differences in the context of the qualification.

TABLE 4.10: Post Hoc Analysis of Study Variables across categories of Qualification

Variables	Groups		Mean Difference		95% CI	
	i	j	(i-j)	SE	LL	UL
ECORES	Master	MS/Mphil and Above	1.32*	0.54	0.03	2.61

Note: M= Mean, SD= Standard Deviation; LL= Lower Limit; UL=Upper Limit

Post-hoc results indicates that for economic responsibility significant difference found between two groups, those who have attained Master qualification and those whom qualifications is MS/Mphil or Above. The mean differences indicate that the one who comes under the category of MS/Mphil or Above show more economic responsibility as compared to the other two groups of the respondents. The Mean results show that the economic responsibility activities performed by the cellular and the banking industry, most appeals the group having qualification MS/Mphil and Above, then comes the second highest score of Bachelor group and a low score of Master category respondents.

## **4.5 An Introduction to Structural Equation Modeling (SEM)**

The expression SEM is a multivariate technique that is used to estimate a series of interrelated dependence relations at the same course of time. The SEM portrays that the causal procedure in the study is denoted by a chain of structural equations i.e., regression. Furthermore, these equations can be modeled in the form of pictures that enable an understandable conceptualization of the study. To determine the extent of consistency of theoretically hypothesized model with data, statistically, we can test in a synchronized analysis of the whole scheme of constructs used in the study. In case goodness-of-fit is sufficient, then the model argues for the plausibility of hypothesized relationships among the constructs. The below mentioned are a few of the SEM's fundamental concepts along with some terms used in the analysis of the study.

### **4.5.1 Latent and Observed Variables**

On the context of a measurement instrument, the classification of constructs is based on latent constructs and observed constructs. The observation of latent constructs cannot be carried out directly. Operationally, these constructs falls under the category of behavioral believe to symbolize it. On the other hand the

scores that can be measured is referred to as an observed construct. The observed constructs also act as an indicator of the original or core construct that they supposed to symbolize. Therefore, a single latent variable consists of three or four different statements, i.e., observed constructs to make its representation.

### **4.5.2 Exogenous and Endogenous Latent Variables**

The term exogenous latent constructs is identical of the term independent construct. The change in the model's other latent constructs values are caused by exogenous latent construct. Conversely, the endogenous latent construct is identical of the dependent construct and this construct is influenced or affected by the model's exogenous constructs through direct or indirect path.

### **4.5.3 The Factor Analysis Model**

To examine the relationship between sets of latent and observed constructs, the factor analysis is considered as the best and oldest recognized statistical procedures among the others. However, by using the factor analysis procedure, the research scholars dig-outs the co-variances among the observed constructs set which enables the researcher to compile information about underlying latent constructs. The factor analysis has two basic types: First one is Exploratory Factor Analysis (EFA) and the second is Confirmatory Factor Analysis (CFA). The factor analysis model, whether it is EFA or CFA, is exclusively based on how and upto which degree, the observed constructs are associated with their core latent construct or latent factors. Explicitly, the factor analysis model relates to the degree to which the observed constructs are produced by the core latent factors and hence the regression paths strength from the latent to the observed constructs is of key interest. The situation in which the linkages between observed and latent constructs is not known, EFA is conducted.

Thus, when the formulation of questionnaire's items is done, an exploratory factor analysis will be carried out to identify the degree to that item's measurements relates to the latent constructs. On the contrary, confirmatory factor analysis is

used in the situation when a researcher hypothesize relationship between the observed constructs and the underlying core construct “a priori” based on already defined theoretical knowledge or empirical research or a combination of both of these and afterwards conduct test the defined hypothesized configuration on statistical grounds. For the reason that the CFA model emphasizes entirely on the relationship between the factors and their measured constructs in the boundaries of SEM framework, hence, it signifies what is termed as a measurement model in factor analysis. The current study is based on “a priori” model, therefore, merely CFA was used to analyze the results on the basis of data collected through questionnaires.

#### **4.5.4 The Process of Statistical Modeling**

The theoretical model in the current study is grounded on external corporate social responsibility activities influence on repurchase intention of the consumer through indirect mediation effects of Brand Trust, Brand Attachment and Customer Citizenship Behavior. The model also includes the moderation variable Cause Related Marketing effect on the relationship between Corporate Social Responsibility dimensions with Brand Trust and Brand Attachment. In the first stage, the research model was detailed and its plausibility was tested by using the data consisted of all of the observed constructs configured on the research model.

The main task of the researcher in this model testing process is the identification of goodness-of-fit between the sample data and the hypothesized model. In order to test the strength of fitness of the observed data on restricted structure, the structure hypothesized model was imposed on the sample data. Since it is extremely implausible that a perfect model fit will be existent between the hypothesized model and observed data, therefore a differential model will exist between two which is referred as the ‘residual’. As per Joreskog (1993), for testing Structural Equation Models the general strategic framework could be model generating, strictly confirmatory and alternative models. The researcher adopted the strictly confirmatory scenario for this study. This helps testing the proposed model as specified in the previous chapter.

### 4.5.5 Structural Equation Modeling Assumptions and Requirements

Likewise, other model's assumptions, Structural Equation Modeling (SEM) has also some assumptions, its major assumptions are described below:

1. The entire four measurement levels, i.e., Nominal, Interval, Ordinal and Ratio scales could be utilized in the analysis process.
2. Any of the variance covariance or correlation data matrix resulted from a set of observed or measured variables could be utilized. However, preference is given to covariance matrix. Alternatively, when,

$S = \Sigma$ , then hypothesized model is fit in the given data, where

$S$  = Empirical/observed/ covariance matrix/sample variance

$\Sigma$  = Model implied variance/covariance matrix

Structural Equation Modeling (SEM) dealt with the data in the variance-covariance matrix as revealed in the following Table 4.11.

TABLE 4.11: Variance and Covariance Matrix of SEM

	<b>x1</b>	<b>x2</b>	<b>y</b>
<b>x1</b>	Var (x1)		
<b>x2</b>	Cov (x1, x2)	Var (x2)	
<b>y</b>	Cov (x1, y)	Cov (x2, y)	Var (y)

1. When correlation matrix is utilized, the below mentioned correlation coefficients are analyzed:
  - (a) Product moment correlation is calculated while both of the variables are based on an interval scale.

- (b) Phi-coefficient is calculated while both of the variables are based on a nominal scale.
  - (c) The tetra choric coefficient is calculated while both of the variables are dichotomous in nature.
  - (d) Polychoric coefficient is calculated while both of the variables are based on an ordinal scale.
  - (e) The point-biserial coefficient is calculated when one of the variables is based on an interval scale and the other is dichotomous in nature.
  - (f) The poly-serial coefficient is calculated when one of the variables is based on an ordinal and the other is on the interval scales.
2. The number of latent variables is smaller than the measured variables.
  3. The normal distribution of data is ensured. At this point, usually by evaluating the Skewness and Kurtosis of each variable, univariate normality checks are made. If data results in non-normality, the researcher has to identify the outliers and data transformation. In order to check multivariate normality of all study constructs taken together, tests like Mardia-Statistic could be utilized (Bentler & Hu, 1995).
  4. The other normality tests that can be adopted include Satorra-Bentler tests, Satorra and Bentler (1990) or using the item parcels, i.e., sub-scales in the main scale and transforming the non-normal constructs (West, Finch & Curran, 1995).
  5. One of the other assumptions of SEM is the existence of linear relationship among the study indicators of the measured constructs. If relationship found non-linear, one Kenny -Judd model can be used (Kenny & Judd, 1984).
  6. Although the issue of ample size has not been reached by consensus, the requirement of sample size is large in the case. Various authors have proposed different sample sizes for the analysis. Moreover, the majority of authors have consensus over it that sample having less than 150 respondents may lead to unreliable estimates.

7. The stochastic relationship exists between the exogenous latent and endogenous latent constructs. The fact established that the overall variation in the endogenous construct is not accounted for only due to the exogenous latent construct (Kunnan, 1998).

#### 4.5.6 Basic Composition of Structural Equation Modeling

As referred earlier in the current study that Structural Equation Modeling (SEM) consists of two models: First is the structural model and the second one is the measurement model. The structural model explains the relationship among the unobserved constructs. Hence, it identifies the process through which a specific latent construct directly or indirectly effect, i.e., cause varying results of certain other model's latent constructs. Consequently, as a result, structural model deals with the association of constructs with each other and it is used for testing the hypotheses.

In contrast, the measurement model explains the relationship between the observed and unobserved constructs. It presents the linkage between the measuring instrument scores, i.e., observed construct indicators and underlying core constructs which are intended to measure. Therefore the measurement model signifies the CFA, in which it digs-out the arrangement through which each measure loads over a certain factor. The measurement model is dependent on concentrating the validation of the model and it does not give an explanation of the relationship between the constructs of the study. It identifies the working mechanism of measured constructs together to represent constructs and it is used for reliability and validation checks. Otherwise stated, Confirmatory Factor Analysis (CFA) is an approach or method of testing the accuracy of the measured constructs in representing a particular construct.

The rationale of Confirmatory Factor Analysis is two fold:

1. It gives confirmation of hypothesized factor structure.
2. In the measurement model it is used as a validity procedure.

In the current study, data were analyzed by using Bentler and Hu (1999) defined criteria, in which the estimation of the structural model in CFA takes place. Prior to model fit evaluation, it is essential to portray the analysis of the instrument's psychometric properties by using the structural model in CFA. The same is carried out in the next section by presenting the reliability and validation checks of the instrument.

#### **4.5.7 Structural Model Validation: Psychometric Checks**

In order to validate the structural model of this study a CFA was carried out by researcher by using statistical software AMOS 23. On the whole, CFA is commonly considered by the social sciences researchers for measuring their hypotheses and questionnaire items used in survey understanding to give support to its constructs utilized in the research hypothesis. The principal objective behind conducting CFA is the testing of data fitness along with its validation in terms of the psychometric characteristics aligned in the direction of the hypothesis of the study construct model. CFA requires various statistical tests to make sure model fitness. To test the model fitness through CFA, there are some common criteria, namely Parsimonious chi-square goodness-of-fit (CMIN/DF), comparative fit index (CFI), goodness-of-fit index (GFI), Tucker-Lewis coefficient (TLI), Bollen's relative and incremental fit indices (RFI & IFI), the adjusted goodness-of-fit index (AGFI), and absolute fit the root-mean-square error of approximation (RMSEA). It usually lies in the range of 0 and 1, nevertheless is not restricted to this range.

The validity of the structural model is established on the basis the standard levels of GFI in the study structural model and by finding particular confirmation of the construct validity. The term validity is referred as the degree to which methods for data collection correctly measure what the researcher were intended to measures Saunders and Thornhill (2003). The below mentioned are the reliability and validity checks used by the researcher to satisfy the validity procedure:

1. Structural validity
2. Nomological validity

### 3. Composite Reliability

#### 4.5.7.1 Model Evaluation Criteria: Goodness of Fit

In Structural Equation Modeling (SEM), sample data is described by hypothesizing data that “fits” according to the primary objectives. The model fit is normally derived from several standpoints and usually depends on some sort of criteria that is assessed to ensure model fit in different viewpoints.

The Goodness of Fit (GoF), that is an essential part of model fitting, is derived from sample data and hypothesized model; specifically represents that how a particular model imitates pragmatic covariance milieu among the indicator items. Besides GoF, researchers are struggling hard for the refinement and development of novel measures which should reveal different aspects of the models to determine their ability in terms of data representation. Continuation in these exploring studies reveals different and unique GoF measures which are helpful for the purpose; and further divided into three main groups, namely; absolute, parsimony and incremental fit measures independently.

There are different statistics for all GoF measures with respect to independence model (in which correlations among all variables is zero) and saturated model as well as in restricted models (in which correlation among constructs is restricted). Depending on these statistics relevant to GoF measures, the values of the derived hypothesized models lie in between the mentioned values; so as to helpful in estimating the specific model, then to do it comparison of reality theory for assessing the estimated covariance. Whenever, the theory is found to be perfect, it indicates the equal values or factors associated with observed and estimated covariance.

Whenever any of the GoF measures is computed through mathematical comparison of observed and estimated metrics, if the resultant values are found to be closer to each other, it indicates better performance of model factors, said to be fit. In the consequent section, there is a detailed description of various GoF indicators, which are used in evaluating the model fitness using Structured Equation Modeling (SEM).

#### 4.5.7.2 Chi Square ( $\chi^2$ ) Goodness of Fit

In CFA, Chi-Square that is one of the GoF metric used by the researchers for assessing the correspondence between empirical data and theoretical specification. While, the null hypothesis of SEM describe equality of observed sample and estimated covariance metrics to show perfect fit of the specified model. The value of Chi-Square increases by means of differences found in result of making comparisons of mentioned metrics. The probability which is described as p-value is normally associated with parametric statistical tests; furthermore, chi-square can be applied to assess the probability of equality of observed sample and SEM estimated covariance.

While finding GoF test, chi-square test is only applied to find differences among different metrics in SEM, and is mathematically denoted by the under given equation; where N represents the overall size of the sample.

$\chi^2 = (N-1) (\text{Observed sample covariance matrix} - \text{SEM Estimated sample covariance matrix.})$

Or

$$\chi^2 = (N-1) (S - \sum_k)$$

Where  $\chi^2$  = likelihood ratio of chi-square test. While in these computations, SEM will generate values for the sake of minimizing the difference between an SCM (S) and SEM-ECM ( $\Sigma_k$ ). In just-identified model, generally there is no degree of freedom so as to have 0 values which specifies perfect fit values generated by the model. The Chi-square value is inversely proportional an over identified model fit i.e. it becomes poorer. Consequently, chi-square is known as “badness-of-fit” index as it has an inverse relationship with model’s correspondence.

#### 4.5.7.3 Degrees of Freedom (df)

In order to represent estimated mathematical model parameters, degree of freedom is used to identify the available information. The following formula indicates computation of degree of freedom in SEM:

$$df = \frac{1}{2} [(p)(p + 1)] - k$$

Where,  $p$  = Total number of observed values

$k$  = Number of estimated parameters

It's like multi-variant method, but using this method, we can derive the results size of the covariance matrix, that is obtained as a result of the model numeral indicators.

#### 4.5.7.4 Goodness-of-fit Index (GFI & AGFI)

The authors of the study Joreskog and Sorbom (1981) introduced goodness-of-fit index (GFI) which is alike to Squared Multiple Correlation ( $R^2$ ), In lieu of having difference with the matrix proportion of EV. In this case, when  $GFI = 1$ , it represents the perfect model fit while if  $GFI > 0.90$ , shows good-fit whereas; closed value to ZERO shows poor-fit.

Similarly, other related parameter Adjusted Goodness-of-fit (AGFI) was also introduced by (Joreskog & Sorbom, 1981), that is meant for correcting the downward values of the GFI which are based on the complexity of the model. The main difference between AGFI and GFI is of adjustment of the number of df in a stated model. Both AGFI and GFI can also be divided as absolute indices while the other parameter Parsimony goodness of fit (PGFI) was introduced by Mulaik et al. (1989) which is meant for correcting the value of GFI by a factor representing the complexity of the model. But however, PGFI is sensitive to the size of the specified model.

#### 4.5.7.5 Comparative Fit Index (CFI)

The Comparative Fit Index is a refined version of NFI and represents an incremental fit index, introduced by (Bentler & Bonnet, 1980; Bentler, 1990; Hu & Bentler, 1999). The higher values in the range of 0 to 1 shows better estimates, i.e. 0.90 represents well fit as a CFI consists of multiple characteristic namely; relativity, completeness, insensitivity to model complexity, and usability. Moreover, revised

cutoff value, i.e. 0.95 was also suggested in the study conducted by (Hu & Bentler, 1999).

#### **4.5.7.6 Tucker Lewis Index (TLI)**

The Tucker Lewis Index (TLI) was presented in the study (Tucker & Lewis, 1973) which was similar to NFI but having variability of linking the normed chi-square values of the null and identified model so as to compute complexity of the model (Hu & Bentler, 1999). TFI values, when obtained in higher degrees of the model represents a better fit as compared to model with lower values.

#### **4.5.7.7 Root Mean Square Error of Approximation (RMSEA)**

The Root Mean Square Error approximation (RMSEA) was presented by (Steiger & Lind, 1980) to estimate the corrected tendency of GoF in order to make the rejection of models having larger sample size or observed values so as to justify the model that fits in population. In this case, lower value of RMSEA shows better fit whereas  $<0.05$  or  $<0.06$  values were suggested in earlier studies (Browne & Cudeck, 1993; Hu & Bentler, 1999).

## **4.6 Structural Validity**

Structural validity is established when the strong correlation found between each measurement item with its assumed theoretical construct. Otherwise stated the items as the indicators of the construct variable should share a great proportion of variance in common. Its value range lies between 0-1. For reflective indicators, as per Andy Field (2013) in his book 'Discovering statistics using IBMSPSS Statistics', a construct with the factor loading value beyond 0.3 is recognized practically as a significant construct. Thus, this study undertakes this criteria for conducting structural validity of all the constructs. Furthermore, this study conducts confirmatory factor analysis of the nine constructs independently in order to ensure their validity for testing of study structural model.

### 4.6.1 Factor Loading of Corporate Social Responsibility

The factor loading helps to express the relationship of each variable to the underlying factor. The first order factor loading of each item representing corporate social responsibility as an independent variable has done in the study. For each factor loading convergent validity was verified through the t-statistic. The output of each factor loading of corporate social responsibility is depicted in Figure 4.1.

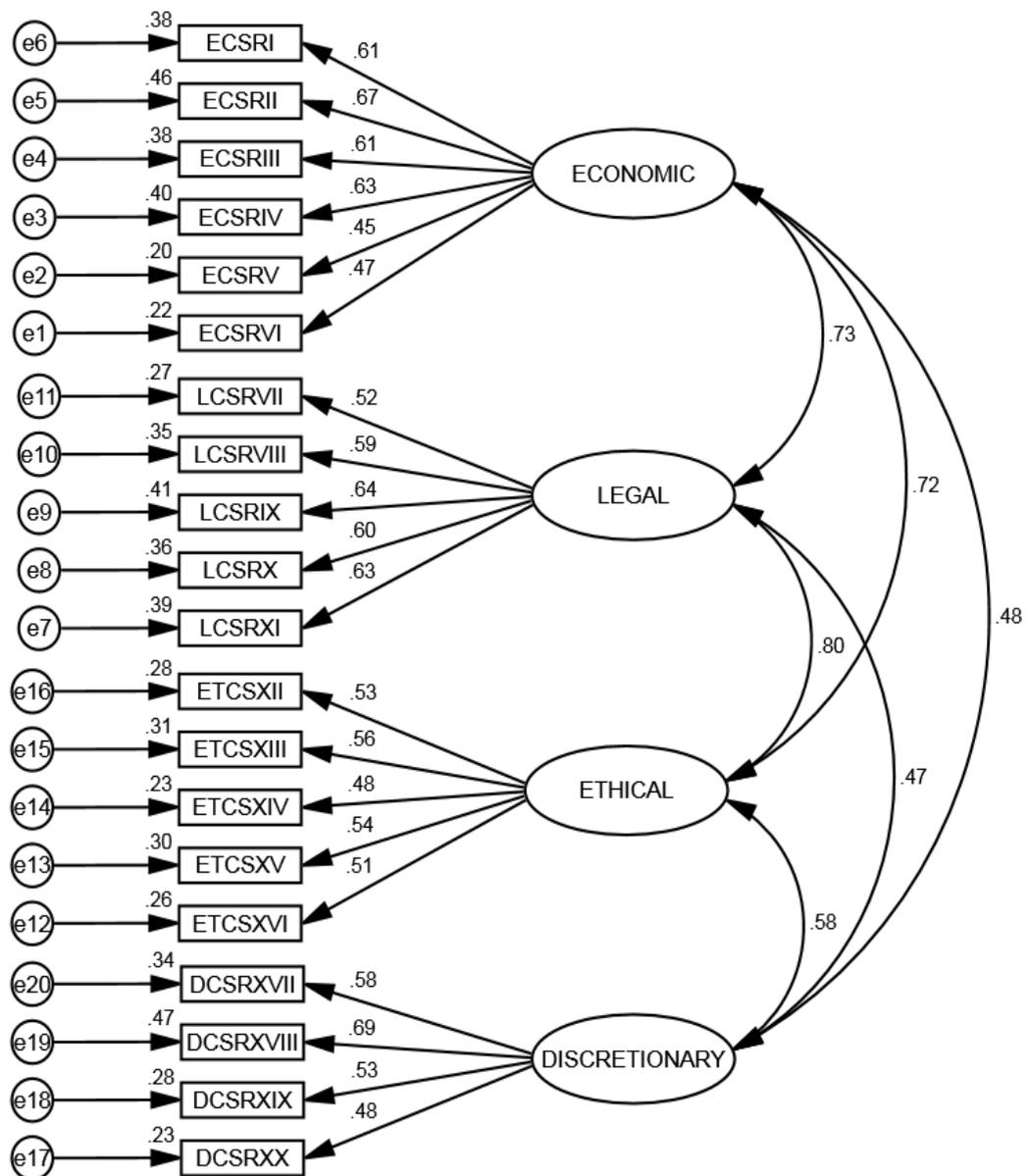


FIGURE 4.1: Confirmatory Factor Analysis for Corporate Social Responsibility (N=688)

TABLE 4.12: Factor Loadings of Corporate Social Responsibility (N=688)

S. No.	Items Statements	Standard Estimate/- Factor Loadings (=0.3)	Decision
I think that <i>the selected company</i> ;			
01	Can stimulate economic activities in the country	.61	Included
02	Provides advantages to consumers	.67	Included
03	Has a higher operational efficiency	.61	Included
04	Provides great value services	.63	Included
05	Offers reasonably priced	.45	Included
06	Can stimulate the local markets	.47	Included
07	Abides by legal regulations	.52	Included
08	Abides by all transaction laws and regulations	.59	Included
09	Meets all required regulations	.64	Included
10	Meets all its legal obligations	.60	Included
11	Complies with the regulations of our country	.63	Included
12	Meets the expectations of society	.53	Included
13	Respects the moral standards of our society	.56	Included
14	Will handle defective services to the satisfaction of consumers	.48	Included
15	Is trustworthy and reliable	.54	Included
16	Abides by its commercial ethical standards	.51	Included

17	Meets the expectations of society in the field of philanthropic (charitable) activities	.58	Included
18	Organizes or sponsors philanthropic (charitable) activities	.69	Included
19	Staff participates in philanthropic (charitable) activities on a voluntary basis	.53	Included
20	Participates in public welfare activities	.48	Included

Table 4.12 portrays the standardized estimates and inclusion or exclusion of twenty items of the four dimensions of corporate social responsibility in its CFA. For twenty items of the four dimensions of corporate social responsibility have their factor loading's higher than 0.3, therefore following the standard proposed by Field (2013), all these items were considered in the research questionnaire for conducting final survey and are also found practically significant.

TABLE 4.13: Model fitness index for Corporate Social Responsibility (N=688)

Model	$\chi^2(df)$	GFI	CFI	TLI	IFI	RMSEA	P-Value
<b>Default</b>	371.85(164)	0.950	0.930	0.920	0.930	0.0430	0.978

Table 4.13 represents the value structure of confirmatory factor analysis of the independent construct corporate social responsibility. The Chi-square/df value is 371.85 (164) which indicates the goodness of fit of the variable model. The values of different criteria of model fitness such as Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), are 0.950, 0.930, 0.920, 0.930, 0.0430 respectively. P-value of RMSEA is 0.978 which shows that the error is non-significant in the model. Therefore model was accepted for structural path analysis.

## 4.6.2 Construct Reliability of Corporate Social Responsibility

Another way to measure constructs validity is the construct reliabilities. Construct reliabilities cannot be computed in AMOS. Hence, MS Excel was used to calculate the construct reliabilities with the help of below mentioned formula:

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n \delta_i)}$$

Where  $\lambda_i$  is representing the factor loadings. The error variances are represented by  $\delta_i$  ( $\delta_i = 1 - \text{Item Reliability}$ ). A value of 0.7 or above is considered as a good reliability for a construct. Moreover, reliability range of 0.6 to 0.7 may be considered acceptable on condition that the remaining indicators construct validity of the study model's found good.

TABLE 4.14: Construct Reliability of Economic Responsibility (N=688)

Sr.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1-$ Item Reliability
	I think that the selected company:			
1	Can stimulate economic activities in the country	0.61	0.372	0.628
2	Provides advantages to consumers	0.67	0.449	0.551
3	Has a higher operational efficiency	0.61	0.372	0.628
4	Provides great value services	0.63	0.397	0.603
5	Offers reasonably priced	0.45	0.203	0.798
6	Can stimulate the local markets	0.47	0.221	0.779
		$\sum \lambda_1 = 3.44$		$\sum \delta_1 = 3.987$
<b>CR of Eco. Responsibility</b> = $(\sum \lambda_1)^2 / (\sum \lambda_1)^2 + \sum \delta_1 = 11.83 / (11.83 + 3.987)$ <b>Construct Reliability of Eco-Responsibility</b> = 0.748				

TABLE 4.15: Construct Reliability of Legal Responsibility (N=688)

S.No.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1-$ Item Reliability
01	Abides by legal regulations	.52	0.270	0.730
02	Abides by all transaction laws and regulations	.59	0.348	0.652
03	Meets all required regulations	.64	0.410	0.590
04	Meets all its legal obligations	.60	0.360	0.640
05	Complies with the regulations of our country	.63	0.397	0.603
		$\sum \lambda_1 = \mathbf{2.98}$		$\sum \delta_1 = \mathbf{3.215}$
<b>CR of Legal Responsibility =</b>		$(\sum \lambda_1)^2 / (\sum \lambda_1)^2 + \sum \delta_1 = 8.88 / (8.88 + 3.215)$		
<b>Construct Reliability of Legal Responsibility</b>		$= 8.88 / 12.10$		
		$= 0.734$		

TABLE 4.16: Construct Reliability of Ethical Responsibility (N=688)

S.No.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1-$ Item Reliability
01	Meets the expectations of society	.53	0.281	0.719
02	Respects the moral standards of our society	.56	0.314	0.686
03	Will handle defective services to the satisfaction of consumers	.48	0.230	0.770
04	Is trustworthy and reliable	.54	0.292	0.708
05	Abides by its commercial ethical standards	.51	0.260	0.740
		$\sum \lambda_1 = \mathbf{2.62}$		$\sum \delta_1 = \mathbf{3.623}$
<b>CR of Ethical Responsibility =</b>		$(\sum \lambda_1)^2 / (\sum \lambda_1)^2 + \sum \delta_1 = 6.86 / (6.86 + 3.623)$		
<b>Construct Reliability of Ethical Responsibility</b>		$= 6.86 / 10.49$		
		$= 0.655$		

TABLE 4.17: Construct Reliability of Discretionary Responsibility (N=688)

S.No.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1$ - Item Reliability
01	Meets the expectations of society in the field of philanthropic (charitable) activities	.58	0.336	0.664
02	Organizes or sponsors philanthropic (charitable) activities	.69	0.476	0.524
03	Staff participates in philanthropic (charitable) activities on a voluntary basis	.53	0.281	0.719
04	Participates in public welfare activities	.48	0.230	0.770
		$\sum \lambda_1 = 2.28$		$\sum \delta_1 = 2.676$
<b>CR of Discretionary Responsibility =</b>		$(\sum \lambda_1)^2 / (\sum \lambda_1)^2 + \sum \delta_1 = 5.20 / (5.20 + 2.676)$		
<b>Construct Reliability of Discretionary Responsibility</b>		$= 5.20 / 7.87$		
		$= 0.660$		

### 4.6.3 Factor Loading of Brand Trust as a Mediator

The first order factor loading of each item representing brand trust as a mediator construct between the four dimensions of corporate social responsibility and customer citizenship behavior has been applied in the study. For each factor loading convergent validity was verified through the t-statistic. Eight items of brand trust were loaded to confirm the factor loading as per criteria proposed by Andy Field (2013). The output of each factor loading of brand trust in terms of their items' coefficients, residuals and co-variances added are depicted in figure 4.2.

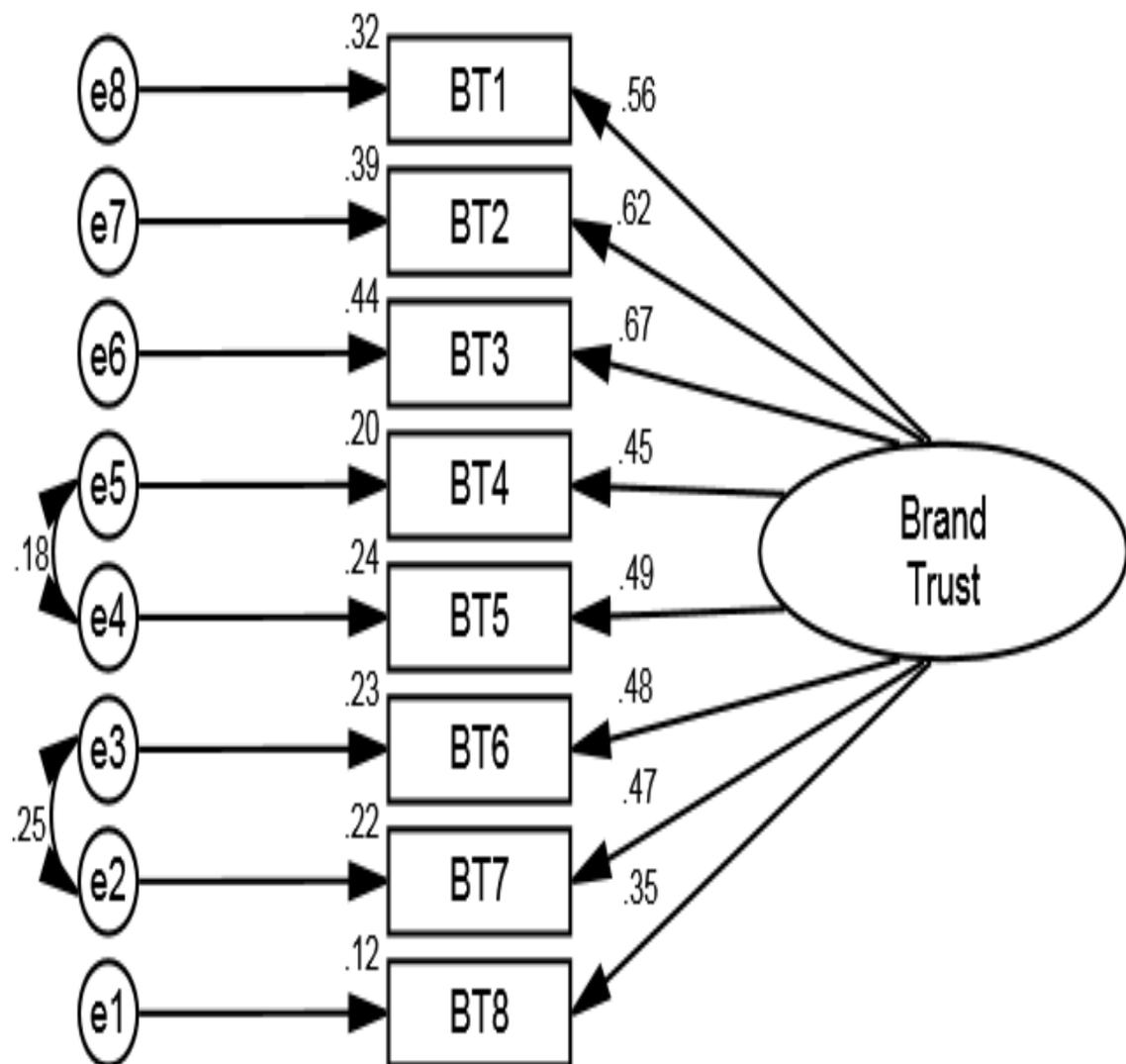


FIGURE 4.2: Confirmatory Factor Analysis for Brand Trust (N=688)

TABLE 4.18: Factor Loadings of Brand Trust (N=688)

S.No.	Items Statements	Standard Estimate/Factor Loadings (=0.3)	Decision
01	With <i>the selected company</i> I obtain what I look for in a service	.56	Included
02	<i>The selected company</i> is always on my consumption expectations level	.62	Included
03	<i>The selected company</i> gives me confidence and certainty in the consumption of a service	.67	Included
04	<i>The selected company</i> never disappoints me	.45	Included
05	<i>The selected company</i> would be honest and sincere in its explanations	.49	Included
06	I could rely on <i>the selected company</i>	.48	Included
07	<i>The selected company</i> would make any effort to make me be satisfied	.47	Included
08	<i>The selected company</i> would repay me in some way for the problem with the service	.35	Included

Table 4.18 portrays the standardized estimates and inclusion or exclusion of eight items of the construct BT in its CFA. For eight items of BT have their factor loadings found higher than 0.3, therefore all these items were considered in the research questionnaire.

TABLE 4.19: Model fitness index for Brand Trust (N=688)

Model	$\chi^2(df)$	GFI	CFI	TLI	IFI	RMSEA	P-Close	$\Delta \chi^2(df)$
Default	105.40(20)	0.961	0.908	0.871	0.908	0.079	0.016	-
M1	50.832(18)	0.981	0.964	0.945	0.965	0.052	0.412	54.568(2)

Table 4.19 depicts the value structure of CFA of mediator construct BT in two different models, i.e., default model and M1 model. In default model the Chi-square/df value remained 105.40 (20) which indicates the goodness of fit of the variable model. The values of different criteria of model fitness, such as Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), remained 0.961, 0.908, 0.871, 0.908, 0.079 respectively. P-close value of RMSEA is 0.016 which was not in the acceptable range and shows that the error is significant in the model. The values of TLI and RMSEA did not qualify the minimum criteria of acceptable limit in the default model.

Hence, in model M1, two error co-variances were added between e2-e3 and e4-e5. In M1 the Delta Chi-square/df value becomes 54.568 (2) which is significant at  $p < 0.001$  showing that M1 is significantly improved over default model. The values of M1 including GFI, CFI, TLI, IFI and RMSEA became 0.981, 0.964, 0.945, 0.965 and 0.052 respectively. P-close value of RMSEA for M1 becomes 0.412 which shows that the error is non-significant in the model.

#### 4.6.4 Construct Reliability of Brand Trust

Construct reliabilities of brand trust items were computed with the similar formula used for computing construct reliabilities of independent construct corporate social responsibility.

TABLE 4.20: Construct Reliability of Brand Trust (N=688)

S.No.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1-$ Item Reliability
01	With <i>the selected company</i> I obtain what I look for in a service	.56	0.314	0.686
02	<i>The selected company</i> is always on my consumption expectations level	.62	0.384	0.616
03	<i>The selected company</i> gives me confidence and certainty in the consumption of a service	.67	0.449	0.551
04	<i>The selected company</i> never disappoints me	.45	0.2023	0.798
05	<i>The selected company</i> would be honest and sincere in its explanations	.49	0.240	0.760
06	I could rely on <i>the selected company</i>	.48	0.230	0.770
07	<i>The selected company</i> would make any effort to make me be satisfied	.47	0.221	0.779
08	<i>The selected company</i> would repay me in some way for the problem with the service	.35	0.123	0.878
		$\sum \lambda_1 = 4.08$		$\sum \delta_1 = 5.837$
<b>CR of Brand Trust =</b>		$(\sum \lambda_1)^2 / (\sum \lambda_1)^2 + \sum \delta_1 = 16.728 / (16.728 + 5.837)$		
<b>Construct Reliability of Brand Trust</b>		$= 16.728 / 22.565$		
		$= 0.741$		

#### 4.6.5 Factor Loading of Brand Attachment as a Mediator

The first order factor loading of each item representing brand attachment as a mediator construct between the four dimensions of corporate social responsibility and customer citizenship behavior has done in the study. For each factor loading convergent validity was verified through the t-statistic. Ten items of brand attachment were loaded to confirm the factor loading as per criteria proposed by Andy Field (2013). The output of each factor loading of brand attachment in terms of their items' coefficients, residuals and co-variance added are depicted in the Figure 4.3.

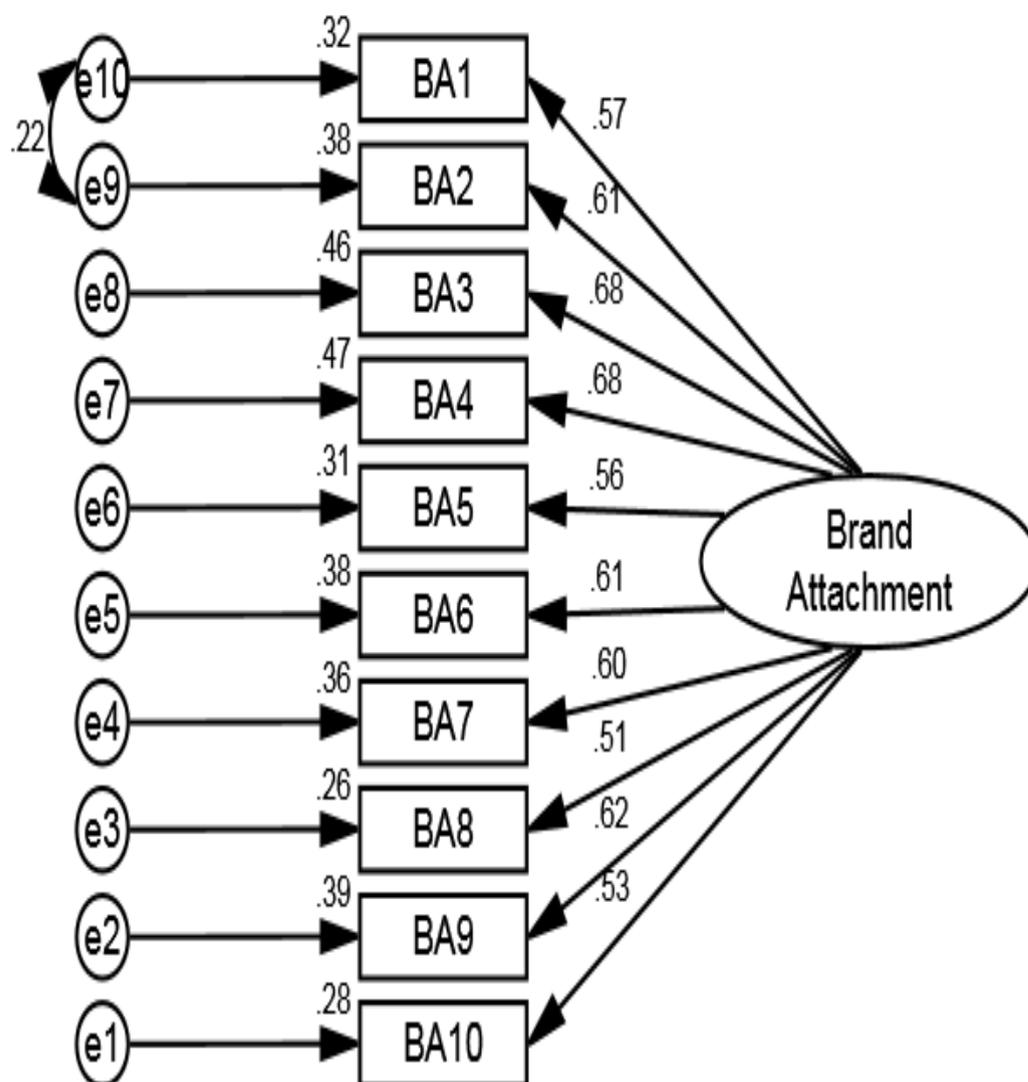


FIGURE 4.3: Confirmatory Factor Analysis for Brand Attachment (N=688)

TABLE 4.21: Factor Loadings of Brand Attachment (N=688)

S.No.	Items Statements	Standard Estimate/Factor Loadings (=0.3)	Decision
01	<i>The selected company</i> part of you and who you are	.57	Included
02	You feel personally connected to <i>the selected company</i>	.61	Included
03	You feel emotionally bonded to <i>the selected company</i>	.68	Included
04	<i>The selected company</i> is part of you	.68	Included
05	<i>The selected company</i> says something to other people about who you are	.56	Included
06	Your thoughts and feelings toward <i>the selected company</i> often automatically, coming to mind seemingly on your own	.61	Included
07	Your thoughts and feelings toward <i>the selected company</i> come to your mind naturally and instantly	.60	Included
08	Your thoughts and feelings toward <i>the selected company</i> come to mind so naturally and instantly that you don't have much control over them	.51	Included
09	<i>The selected company</i> automatically evokes many good thoughts about the past, present, and future	.62	Included
10	You have many thoughts about <i>the selected company</i>	.53	Included

Table 4.21 portrays the standardized estimates and inclusion or exclusion of ten items of brand attachment in its CFA. For ten items of brand attachment have their factor loading's higher than 0.3, therefore all these items were considered in the research questionnaire for conducting final survey and are also found practically significant.

TABLE 4.22: Model fitness index for Brand Attachment (N=688)

Model	$\chi^2(df)$	GFI	CFI	TLI	IFI	RMSEA	P-Close	$\Delta \chi^2(df)$
Default	142.30(35)	0.956	0.944	0.928	0.944	0.067	0.008	-
M1	115.53(34)	0.966	0.957	0.943	0.958	0.059	0.097	26.77(1)

Table 4.22 depicts the value structure of CFA of Mediator construct Brand Attachment in two different models, i.e., default model and M1 model. In default model the Chi-square/df value is 142.30 (35) which indicates the goodness of fit of variable model. The values of different criteria of model fitness for instance Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), are 0.956, 0.944, 0.928, 0.944, 0.067 respectively. P-close value of RMSEA is 0.008 which is not in the acceptable range and shows that the error is significant in the model. The value of RMSEA is not in acceptable limit in the default model.

Hence, in model M1, one error covariance was added between e9-e10. In M1 Delta Chi-square/df value is 26.77 (1) which is significant at  $p < 0.001$  showing that M1 is significantly improved over default model. The values of M1 including Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), became 0.966, 0.957, 0.943, 0.958, 0.059 respectively. P-close value of RMSEA is 0.097 which reveals that the error is non-significant in the model.

#### 4.6.6 Construct Reliability of Brand Attachment

Construct reliabilities of brand attachment items were computed with the similar formula used for computing construct reliabilities of brand trust.

TABLE 4.23: Construct Reliability of Brand Trust (N=688)

S.No.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1-$ Item Reliability
01	<i>The selected company</i> part of you and who you are	.57	0.325	0.675
02	You feel personally connected to <i>the selected company</i>	.61	0.372	0.628
03	You feel emotionally bonded to <i>the selected company</i>	.68	0.462	0.538
04	<i>The selected company</i> is part of you	.68	0.462	0.538
05	<i>The selected company</i> says something to other people about who you are	.56	0.314	0.686
06	Your thoughts and feelings toward <i>the selected company</i> often automatically, coming to mind seemingly on your own	.61	0.372	0.628
07	Your thoughts and feelings toward <i>the selected company</i> come to your mind naturally and instantly	.60	0.360	0.640
08	Your thoughts and feelings toward <i>the selected company</i> come to mind so naturally and instantly that you don't have much control over them	.51	0.260	0.740
09	<i>The selected company</i> automatically evokes many good thoughts about the past, present, and future	.62	0.384	0.616
10	You have many thoughts about <i>the selected company</i>	.53	0.281	0.719
		$\sum \lambda_1 = 5.97$		$\sum \delta_1 = 6.407$
<b>CR of Brand Attachment =</b>		$(\sum \lambda_1)^2 / (\sum \lambda_1)^2 + \sum \delta_1 = 35.65 / (35.65 + 6.407)$		
<b>Construct Reliability of Brand Attachment</b>		= 35.65/42.084		
		= 0.848		

#### 4.6.7 Factor Loading of Cause Related Marketing

The first order factor loading of each item representing cause related marketing as a moderator construct has done in the study. For each factor loading convergent validity was verified through the t-statistic. Eleven items of cause related marketing were loaded to confirm the factor loading as per criteria proposed by Andy Field (2013). The output of each factor loading of cause related marketing in terms of their items' coefficients, residuals and co-variances added are depicted in the Figure 4.4.

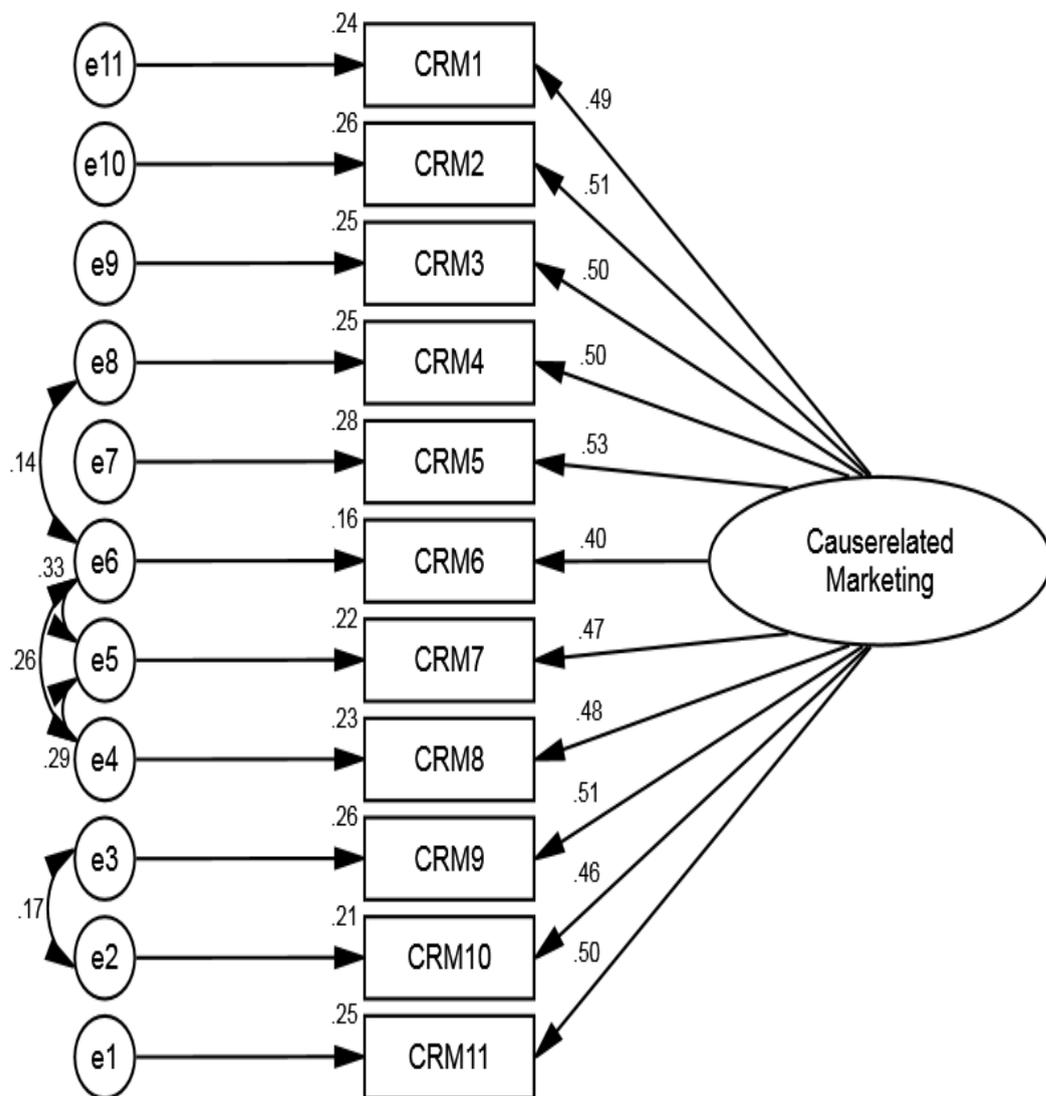


FIGURE 4.4: Confirmatory Factor Analysis of Cause Related Marketing (N=688)

TABLE 4.24: Factor Loadings of Cause Related Marketing (N=688)

S.No.	Items Statements	Standard Estimate/- Factor Loadings ( $=\leq 0.3$ )	Decision
01	The type of social cause that is supported by <i>the selected company</i> is very much in line with its core business	.49	Included
02	Taking into account core business, it is very logical for <i>the selected company</i> to support this type of social cause	.51	Included
03	Supporting this social cause is very appropriate as it “fits” very well with <i>the selected company’s</i> core business	.50	Included
04	The duration of <i>the selected company</i> Corporate Social Responsibility (CSR) campaign is long	.50	Included
05	<i>The selected company</i> CSR campaign can be considered a long-term campaign	.53	Included
06	<i>The selected company</i> invests a large amount of resources (e.g. time, money, expertise) in the CSR campaign	.40	Included

07	A lot of resources (e.g. Time, money, expertise) are invested in the CSR campaign by <i>the selected company</i>	.47	Included
08	The amount of resources (e.g. time, money, expertise) that <i>the selected company</i> invests in the CSR campaign is high	.48	Included
09	<i>The selected company</i> senior management seems to find it important what kind of social cause the company supports	.51	Included
10	<i>The selected company</i> senior management seems to be interested in the kind of social cause the company supports	.46	Included
11	For <i>the selected company</i> senior management it seems to mean a lot what social cause the company supports	.50	Included

Table 4.24 portrays the standardized estimates and inclusion or exclusion of eleven items of cause related marketing in its CFA. Eleven items of cause related marketing have their factor loadings higher than 0.3, therefore all these items were considered in the research questionnaire for conducting final survey and are also found practically significant.

TABLE 4.25: Model fitness index of Cause Related Marketing (N=688)

Model	$\chi^2(df)$	GFI	CFI	TLI	IFI	RMSEA	P-Close	$\Delta \chi^2(df)$
Default	264.55(44)	0.921	0.840	0.799	0.841	0.085	0.000	-
M1	129.711(39)	0.967	0.934	0.907	0.935	0.058	0.105	134.839(5)

Table 4.25 depicts the value structure of CFA of Moderator construct Cause Related Marketing in two different models, i.e., default model and M1 model. In default model the Chi-square/df value is 264.550 (44) which indicates the GFI of variable model. The values of different criteria of model fitness for instance Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), are 0.921, 0.840, 0.799, 0.841, 0.085 respectively. P-close value of RMSEA is 0.000 which is not in the acceptable range and shows that the error is significant in the model. The values of GFI, CFI, TLI IFI and RMSEA were also not in acceptable range in the default model.

Hence, in model M1, five error co-variances were added between e2-e3, e4-e5, e5-e6, e4-e6 and e6-e8. In M1 the Delta Chi-square/df value is 134.839 (5) which is significant at  $p < 0.001$  showing that M1 is significantly improved over default model. The values of M1 including Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), became 0.967, 0.934, 0.907, 0.935, 0.058 respectively. P-close value of RMSEA for M1 becomes 0.105 which shows that the error becomes non-significant in the model.

#### 4.6.8 Construct Reliability of Cause Related Marketing

Construct reliabilities of Cause Related Marketing items were computed with the similar formula used for computing construct reliabilities of brand trust. Construct reliabilities cannot be computed in AMOS. Hence, MS Excel was used to calculate the construct reliabilities with the help of below mentioned formula:

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n \delta_i)}$$

TABLE 4.26: Construct Reliability of Cause Related Marketing (N=688)

S.No.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1-$ Item Reliability
01	The type of social cause that is supported by <i>the selected company</i> is very much in line with its core business	.49	0.240	0.760
02	Taking into account core business, it is very logical for <i>the selected company</i> to support this type of social cause	.51	0.260	0.740
03	Supporting this social cause is very appropriate as it “fits” very well with <i>the selected company’s</i> core business	.50	0.250	0.750
04	The duration of <i>the selected company</i> Corporate Social Responsibility (CSR) campaign is long	.50	0.250	0.750
05	<i>The selected company</i> CSR campaign can be considered a long-term campaign	.53	0.281	0.719
06	<i>The selected company</i> invests a large amount of resources (e.g. time, money, expertise) in the CSR campaign	.40	0.160	0.840
07	A lot of resources (e.g. Time, money, expertise) are invested in the CSR campaign by <i>the selected company</i>	.47	0.221	0.779

08	The amount of resources (e.g. time, money, expertise) that <i>the selected company</i> invests in the CSR campaign is high	.48	0.230	0.770
09	<i>The selected company</i> senior management seems to find it important what kind of social cause the company supports	.51	0.260	0.740
10	<i>The selected company</i> senior management seems to be interested in the kind of social cause the company supports	.46	0.212	0.788
11	For <i>the selected company</i> senior management it seems to mean a lot what social cause the company supports	.50	0.250	0.750

$$\sum \lambda_1 = 4.85$$

$$\sum \delta_1 = 8.386$$

---

**CR of Cause Related Marketing =**

$$(\sum \lambda_1) / (\sum \lambda_1) + \sum \delta_1 = 23.523 / 23.523 + 8.386$$

**Construct Reliability of Cause Related Marketing**

$$= 23.523 / 31.908$$

$$= 0.737$$


---

#### 4.6.9 Factor Loading of Customer Citizenship Behavior

The first order factor loading of each item representing customer citizenship behavior as a mediator construct has done in the study. For each factor loading construct validity was verified through the t-statistic. Thirteen items of customer citizenship behavior were loaded to confirm the factor loading as per criteria proposed by Andy Field (2013). The output of each factor loading of customer citizenship behavior in terms of their items' coefficients, residuals and co-variances added are depicted in the Figure 4.5.

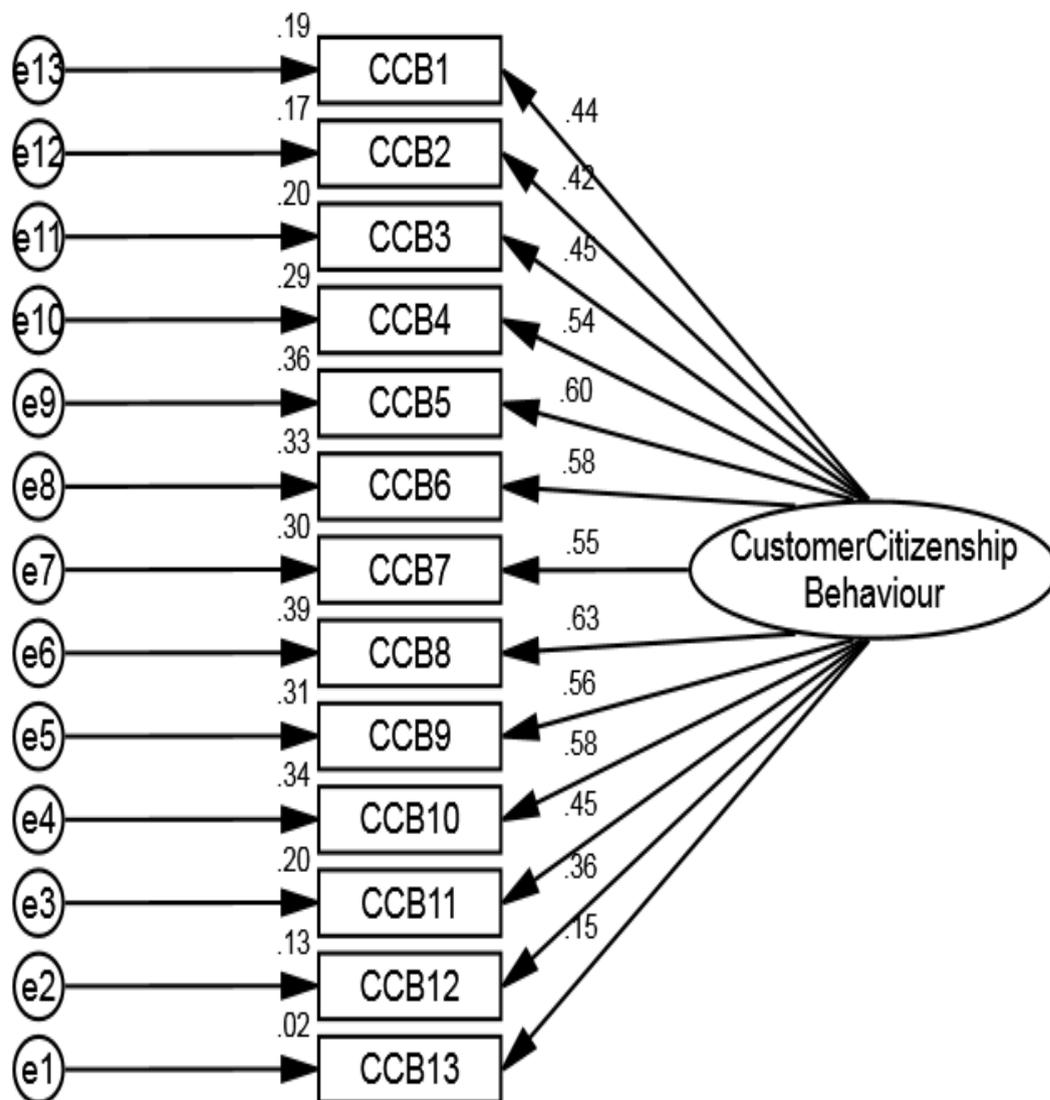


FIGURE 4.5: Confirmatory Factor Analysis of Customer Citizenship Behavior based on thirteen items (N=688)

TABLE 4.27: Factor Loadings of Cause Related Marketing (N=688)

S.No.	Items Statements	Standard Estimate/- Factor Loadings (=≤0.3)	Decision
01	If I have an idea to improve the service of <i>the selected company</i> I talk to their customer representative	.44	Included
02	para melhorar o servioWhen I find the service representative good I praise for <i>the selected company</i>	.42	Included
03	When I have a problem with the service of <i>the selected company</i> I talk to their customer representative	.45	Included
04	I say good things about <i>the selected company</i> to others	.54	Included
05	I recommend <i>the selected company</i> for other people	.60	Included
06	I encourage my friends and relatives to use the services of this company	.58	Included
07	I help other customers of <i>the selected company</i> who need help	.55	Included
08	I help other customers of <i>the selected company</i> if they seem to have a problem	.63	Included
09	restaurante para outras pessoas.I teach other customers of <i>the selected company</i> correctly about the services	.56	Included
10	I give advice outros clientes.to other customers of <i>the selected company</i>	.58	Included

11	If I had to wait more time than I normally, I hope to receive the service, I would be willing to wait <i>the selected company</i>	.45	Included
12	If the service representative of <i>the selected company</i> made a mistake durante a, while performing the service, I do not lose patience	.36	Included
13	If the service of <i>the selected company</i> was not realized, performed as expected, I would not complain	.15	Excluded

Table 4.27 portrays the standardized estimates and inclusion or exclusion of thirteen items of customer citizenship behavior in its CFA. For eleven items of customer citizenship behavior have their factor loadings higher than 0.3, therefore all these items were considered in the research questionnaire for conducting final survey and are also found practically significant.

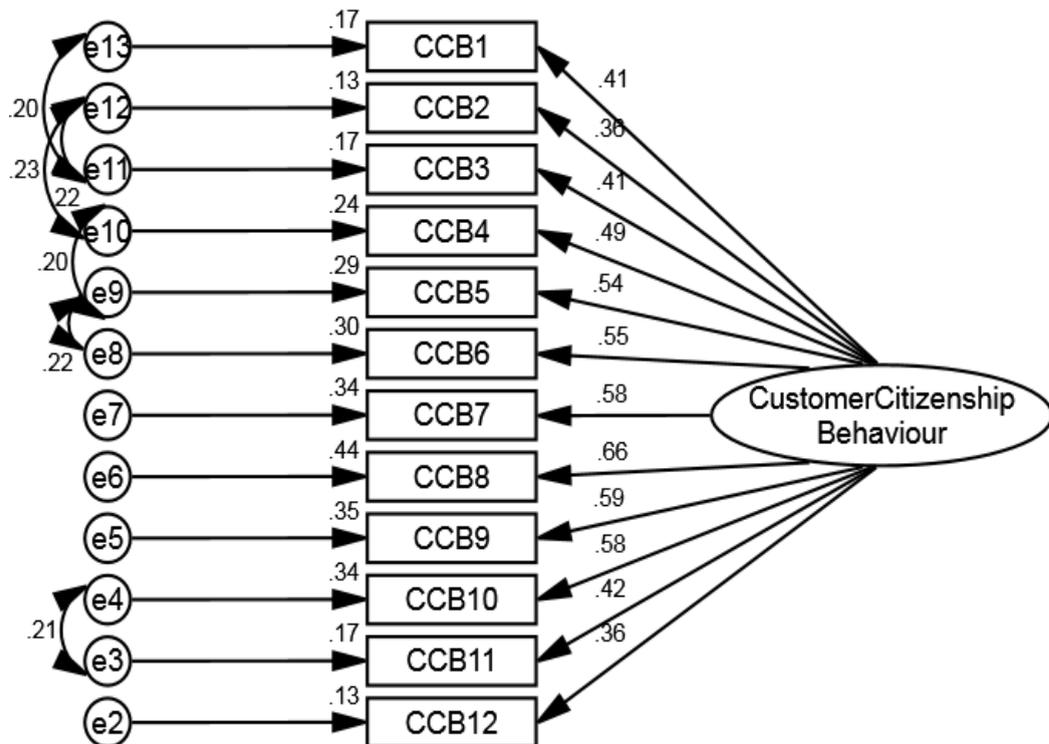


FIGURE 4.6: Confirmatory Factor Analysis of Customer Citizenship Behavior based on twelve items. (N=688)

Moreover, one item having factor loading less than 0.3 was excluded from the construct. The possible reason behind low factor loading of the item no. 13 is the presence of the word not twice in the itemized statement, this double negation leads to confusions in comprehending the statement for respondents. After excluding the item no. 13, revised model fit indices were estimated on the basis of the remaining twelve items from the construct.

TABLE 4.28: Factor Loadings of Customer Citizenship Behavior based on twelve items (N=688)

S.No.	Items Statements	Standard Estimate/- Factor Loadings ( $=\leq 0.3$ )	Decision
01	If I have an idea to improve the service of <i>the selected company</i> I talk to their customer representative	.41	Included
02	When I find the service representative good I praise for <i>the selected company</i>	.36	Included
03	When I have a problem with the service of <i>the selected company</i> I talk to their customer representative	.41	Included
04	I say good things about <i>the selected company</i> to others	.49	Included
05	I recommend <i>the selected company</i> for other people	.54	Included
06	I encourage my friends and relatives to use the services of this company	.55	Included
07	I help other customers of <i>the selected company</i> who need help	.58	Included

08	I help other customers of <i>the selected company</i> if they seem to have a problem	.66	Included
09	I teach other customers of <i>the selected company</i> correctly about the services	.59	Included
10	I give advice to other customers of <i>the selected company</i>	.58	Included
11	If I had to wait more time than I normally I hope to receive the service, I would be willing to wait <i>the selected company</i>	.42	Included
12	If the service representative of <i>the selected company</i> made a mistake while performing the service, I do not lose patience	.36	Included

Table 4.28 depicts the standardized estimates and including of twelve items of customer citizenship behavior in its Confirmatory Factor Analysis. All the twelve items of customer citizenship behavior have their factor loadings higher than 0.3, therefore all these items were considered in the research questionnaire for conducting final survey and are also found practically significant.

TABLE 4.29: Model fitness index for Customer Citizenship Behavior (N=688)

Model	$\chi^2(df)$	GFI	CFI	TLI	IFI	RMSEA	P-Close	$\Delta\chi^2(df)$
Default	392.186(65)	0.916	0.816	0.780	0.818	0.086	0.00	-
M1	310.882(54)	0.928	0.849	0.815	0.850	0.083	0.00	81.304(11)
M2	136.400(48)	0.969	0.948	0.929	0.949	0.052	0.371	174.44(6)

Table 4.29 depicts the value structure of CFA of mediator construct Customer Citizenship Behavior in three different models, i.e., default model, M1 and M2

model. In default model having thirteen items, the Chi-square/df value is 392.19 (65) indicates the goodness of fit of the study variable model. The other values of different criteria of model fitness such as Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), are 0.916, 0.816, 0.780, 0.818, 0.086 respectively. P-close value of RMSEA is 0.000 which shows that the error is significant in the model.

In M1 model having twelve items, the Delta Chi-square/df value is 81.304 (11) which is significant at  $p < 0.001$  showing that M1 is significantly improved over default model. The values of M1 including GFI, CFI, TLI, IFI, RMSEA, became 0.928, 0.849, 0.815, 0.850, 0.083 respectively. P-close value of RMSEA is 0.000 which shows that the error is still significant in the model. Once gain the values of GFI, CFI, TLI IFI and RMSEA were not in acceptable ranges in M1.

In M2, six error co-variances were added between e3-e4, e8-e9, e9-e10, e10-e12, e11-e12, and e11-e13. In M2 the Delta Chi-square/df value is 174.44 (6) which is significant at  $p < 0.001$  showing that M2 is significantly improved over M1. The values of M2 including GFI, CFI, TLI, IFI, RMSEA, became 0.969, 0.948, 0.929, 0.949, 0.052 respectively. P-close value of RMSEA for M2 becomes 0.371 which shows that the error becomes non-significant in the model.

#### 4.6.10 Construct Reliability of Customer Citizenship Behavior

Construct reliabilities of customer citizenship behavior items were computed with the similar formula used for computing construct reliabilities of CRM. Construct reliabilities cannot be computed in AMOS. Hence, MS Excel was used to calculate the construct reliabilities with the help of below mentioned formula:

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n \delta_i)}$$

TABLE 4.30: Construct Reliability of Customer Citizenship Behavior (N=688)

S.No.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1-$ Item Reliability
01	If I have an idea to improve the service of <i>the selected company</i> I talk to their customer representative	.41	0.168	0.832
02	When I find the service representative good I praise for <i>the selected company</i>	.36	0.130	0.870
03	When I have a problem with the service of <i>the selected company</i> I talk to their customer representative	.41	0.168	0.832
04	I say good things about <i>the selected company</i> to others	.49	0.240	0.760
05	I recommend <i>the selected company</i> for other people	.54	0.292	0.708
06	I encourage my friends and relatives to use the services of this company	.55	0.303	0.698
07	I help other customers of <i>the selected company</i> who need help	.58	0.336	0.664
08	I help other customers of <i>the selected company</i> if they parecem ter algum problema.seem to have a problem	.66	0.436	0.564
09	I teach other customers of <i>the selected company</i> correctly about the services	.59	0.348	0.652

10	I give advice to other customers of <i>the selected company</i>	.58	0.336	0.664
11	I had to wait more than I normally, I hope to receive the service, I would be willing to wait <i>the selected company</i>	.42	0.176	0.824
12	If the service representative of <i>the selected company</i> while performing the service, I do not lose patience	.36	0.130	0.870

$$\sum \lambda_1 = 5.46$$

$$\sum \delta_1 = 8.938$$

---

**CR of Customer Citizenship Behavior =**

$$(\sum \lambda_1) / (\sum \lambda_1) + \sum \delta_1 = 29.812 / 29.812 + 8.938$$

**Construct Reliability of Customer Citizenship Behavior**

$$= 29.812 / 38.749$$

$$= 0.769$$


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#### 4.6.11 Factor Loading of Repurchase Intention

The first order factor loading of each item representing Repurchase Intention as a dependent construct has done in the study. For each factor loading constructs validity was verified through the t-statistic. The output of each factor loading of Repurchase Intention is depicted in Figure 4.7.

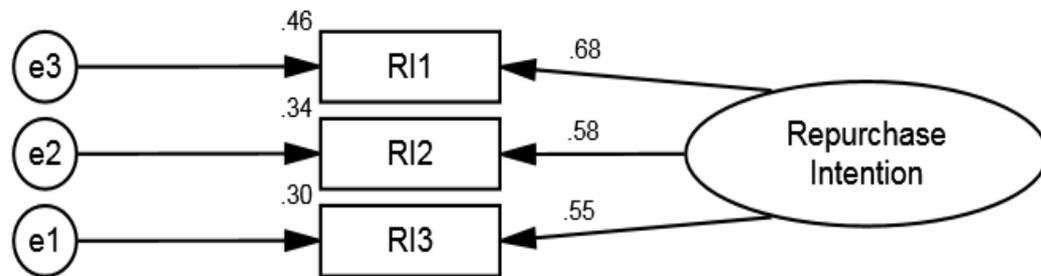


FIGURE 4.7: Confirmatory Factor Analysis of Repurchase Intention(N=688)

TABLE 4.31: Factor Loadings of Repurchase Intention (N=688)

S.No.	Items Statements	Standard Estimate/Factor Loadings (=0.3)	Decision
01	I plan to reuse <i>the selected company</i> in the future	.68	Included
02	I plan to reuse <i>the selected company</i> more often	.58	Included
03	I intend to increase the value of meu consumo neste restaurantemy consumption in <i>the selected company</i>	.55	Included

Table 4.31 portrays the standardized estimates and inclusion or exclusion of three items of repurchase intention in its Confirmatory Factor Analysis. Three items of repurchase intention have their factor loadings higher than 0.3, therefore all these items were considered in the research questionnaire for conducting final survey and are also found practically significant. In SEM latent construct with three indicators becomes a saturated model with zero degree of freedom, hence the model fit indices cannot be computed for such model.

#### 4.6.12 Construct Reliability of Repurchase Intention

Construct reliabilities of Repurchase Intention items were computed with the similar formula used for computing construct reliabilities of brand trust.

TABLE 4.32: Construct Reliability of Repurchase Intention (N=688)

S.No.	Items Statements	Factor Loadings ( $\lambda$ )	True Variance ( $R^2$ )	$\delta=1-$ Item Reliability
01	I plan to reuse <i>the selected company</i> in the future	.68	0.462	0.538
02	I plan to reuse <i>the selected company</i> more often	.58	0.336	0.664
03	I intend to increase the value of consumption in <i>the selected company</i>	.55	0.303	0.698
		$\sum \lambda_1 = 1.810$		$\sum \delta_1 = 1.899$
<b>CR of Repurchase Intention =</b>		$(\sum \lambda_1)^2 / (\sum \lambda_1)^2 + \sum \delta_1 = 3.28 / (3.28 + 1.899)$		
<b>Construct Reliability of Repurchase Intention</b>		$= 3.28 / 5.17$		
		$= 0.633$		

Following the criteria of Hu and Bentler (1999), Structural validity of the nine constructs was estimated by using CFA. For the current study all nine constructs the entire items found high loadings, with majority higher than 0.50 as a result structural validity was demonstrated. The study in hand satisfied the criteria of Hu and Bentler (1999), therefore the structural validity of all nine constructs was established.

## 4.7 Composite Reliability

Construct validity requires a score reliability. The term reliability is referred to as the extent to that measurements are error free, and consequently give up constant results. Reproducibility and consistency are the alternative terms used for reliability. Carmines and Zeller (1979) defined reliability, as the measure, procedure, or instrument that give up the alike results on repetitive attempts. It is also helpful in assessing the degree of consistency among numerous measurements of variables (Hair, Anderson, Black, & Tatham, 1998).

The operational definition of the term reliability refers to the scale's internal consistency that assesses the degree of homogeneity of the items. In support of reflective measures, all the items used in the study are viewed in terms of parallel measures to capture the alike construct of interest. Hence, for evaluation, the standard approach in which the loading of all paths from factor to measures is predicted strong i.e., = 0.70 is used. The composite reliability helps in estimating the overall reliability of a set of items loaded on a latent construct. The range value lies between 0 and 1. Reliability values = 0.70 represent good reliability. The value between 0.60-0.70 is also good enough if remaining construct's validity indicators found good (Hair et al., 2010).

The overall reliability of all factors was checked by estimating the composite reliability. According to (Fornell & Larcker, 1981), the composite reliability with value of 0.6 or greater should be considered good reliability. The following formula has been used in the current study to calculate the composite reliability.

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n \delta_i)}$$

Where the sign  $\lambda$  symbolizes the standardized factor loadings and indicating the measurement error. The composite reliabilities of all factors in the study were estimated by using this formula. All constructs having their composite values greater than 0.60 reveals acceptable internal consistency. The composite reliabilities of all study variables are portrayed in table 4.33.

TABLE 4.33: Composite Reliability of Constructs

<b>Construct</b>	<b>Composite Reliability</b>
Economic Responsibility	0.748
Legal Responsibility	0.734
Ethical Responsibility	0.655
Discretionary Responsibility	0.663
Brand Trust	0.741
Brand Attachment	0.848
Cause Related Marketing	0.737
Customer Citizenship Behavior	0.769
Repurchase Intention	0.633

Malhotra and Dash (2011) argue that Average Variance Extracted is often too strict, and reliability can be established through "Composite Reliability" alone.

TABLE 4.34: Inter Construct Correlation Matrix

	1	2	3	4	5	6	7	8	9
1. <b>ECONRES</b>	-								
2. <b>LEGRES</b>	0.543**	-							
3. <b>ETHICRES</b>	0.513**	0.550**	-						
4. <b>DISCRES</b>	0.347**	0.333**	0.399**	-					
5. <b>BT</b>	0.586**	0.460**	0.559**	0.374**	-				
6. <b>BA</b>	0.255**	0.218**	0.292**	0.290**	0.381**	-			
7. <b>CRM</b>	0.441**	0.446**	0.451**	0.429**	0.552**	0.389**	-		
8. <b>CCB</b>	0.467**	0.445**	0.474**	0.344**	0.591**	0.390**	0.586**	-	
9. <b>REPINTEN</b>	0.348**	0.277**	0.326**	0.284**	0.454**	0.350**	0.415**	0.481**	-

\*\* Correlation is significant at the 0.01 level (2-Tailed)

Table 4.34 depicted the correlation analysis. The degree of association among the study constructs is presented by correlation analysis. Both the correlation coefficient and direction are reported in the results.

Econres having a significant and positive relationship with value of legres ( $r = .543, p < 0.000$ ), ethicres ( $r = .513, p < 0.000$ ), discred ( $r = .347, p < 0.000$ ), BT ( $r = .586, p < 0.000$ ), BA ( $r = .255, p < 0.000$ ), CRM ( $r = .441, p < 0.000$ ), CCB ( $r = .467, p < 0.000$ ) and RI ( $r = .348, p < 0.000$ ).

Legres having a significant and positive relationship with value of ethicres ( $r = .550, p < 0.000$ ), discred ( $r = .333, p < 0.000$ ), BT ( $r = .460, p < 0.000$ ), BA ( $r = .218, p < 0.000$ ), CRM ( $r = .446, p < 0.000$ ), CCB ( $r = .445, p < 0.000$ ) and RI ( $r = .277, p < 0.000$ ).

Ethicres having a significant and positive relationship with the value of discred ( $r = .399, p < 0.000$ ), BT ( $r = .559, p < 0.000$ ), BA ( $r = .292, p < 0.000$ ), CRM ( $r = .451, p < 0.000$ ), CCB ( $r = .474, p < 0.000$ ) and RI ( $r = .326, p < 0.000$ ).

Discred having a significant and positive relationship with the value of BT ( $r = .374, p < 0.000$ ), BA ( $r = .290, p < 0.000$ ), CRM ( $r = .429, p < 0.000$ ), CCB ( $r = .344, p < 0.000$ ) and RI ( $r = .284, p < 0.000$ ).

BT has a significant positive relationship with the value of a BA ( $r = .381, p < 0.000$ ), CRM ( $r = .552, p < 0.000$ ), CCB ( $r = .591, p < 0.000$ ) and RI ( $r = .454, p < 0.000$ ).

BA has a significant positive relationship with the value of CRM ( $r = .389, p < 0.000$ ), CCB ( $r = .390, p < 0.000$ ) and RI ( $r = .350, p < 0.000$ ).

CRM has a significant positive relationship with the value of CCB ( $r = .586, p < 0.000$ ) and RI ( $r = .415, p < 0.000$ ).

CCB has a significant positive relationship with the value of RI ( $r = .481, p < 0.000$ ).

All the results of correlation analysis are found within acceptable ranges and also are observed statistically significant as per criterion suggested by Pearson Correlation Matrix.

## 4.8 Confirming the Structural Model Using SEM

Once the measurement instrument validation found satisfactory, the evaluation of model fit results of the structural for verifying hypothesized structure was carried through SEM by using AMOS 23.

### 4.8.1 Type of Model

The current study hypothesized model is recursive, i.e., uni-directional in nature. These types of models are the mainly straightforward, having two basic features, i.e., the model all causal effects are unidirectional and have un-correlated disturbances.

### 4.8.2 The Structural Model Path Diagram

The formulation of hypotheses of the structural model is shown in figure 4.8. Here it is necessary to have an understanding of the structural model path diagram before moving on to the analysis of the structural model. SEM is in fact the graphical alike of its mathematical representation having a set of equations relating to endogenous construct to their exogenous constructs.

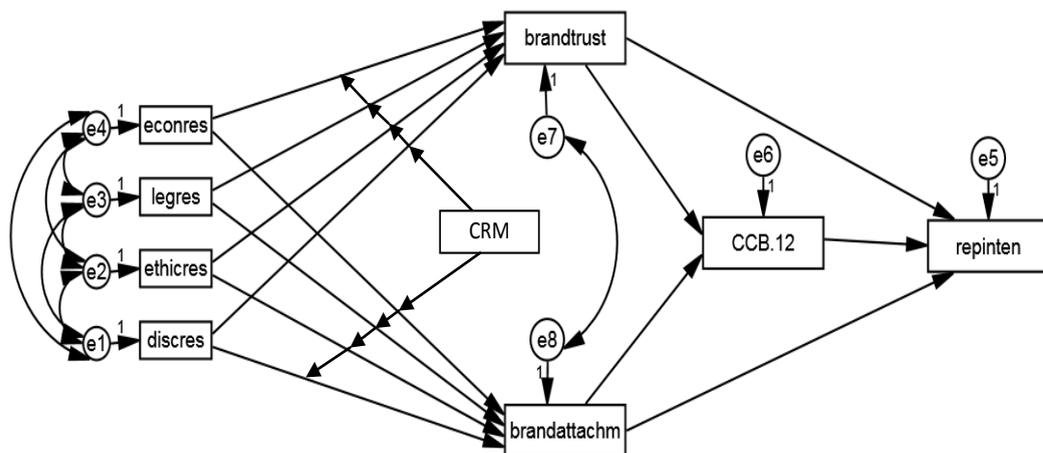


FIGURE 4.8: Default Structural Model

While going through the review of the model depicted in figure 4.8, one can see that there are nine study constructs. The model includes four predictors (econres,

legres, ethicres, and discre), three mediators (BT, BA and CCB), one dependent (RI) constructs. This model is further assessed for moderation by CRM. Error terms associated with exogenous constructs (e1-e4) represent measurement errors, whereas error terms associated with endogenous constructs (Mediators and Dependent) represent residual (r1) error variance.

In the path diagram certain symbols are utilized to represent hypothesized processes connecting the whole system of the study constructs. Particularly, unidirectional arrows stands for structural regression coefficients, hence point out the influence of one construct on another. For instance, in figure 4.9, one-way arrow ending towards brand trust (endogenous factor), entails that the Ecores (exogenous factor) causes BT.

Eight unidirectional arrows pointing toward two endogenous factors BT and BA, implies that the exogenous factors (econres, legres, ethicres, and discre) cause BT and BA. Four unidirectional arrows pointing toward two endogenous factors CCB (Customer Citizenship Behavior) and RI (Repurchase Intention), implies that the endogenous factors BT and BA further cause CCB. A one-way arrow ending at the endogenous factor RI implies that the endogenous factor CCB causes RI. Moreover, these portrayed path coefficients signify the extent of estimated change in observed constructs as a result of every change in the interrelated endogenous construct.

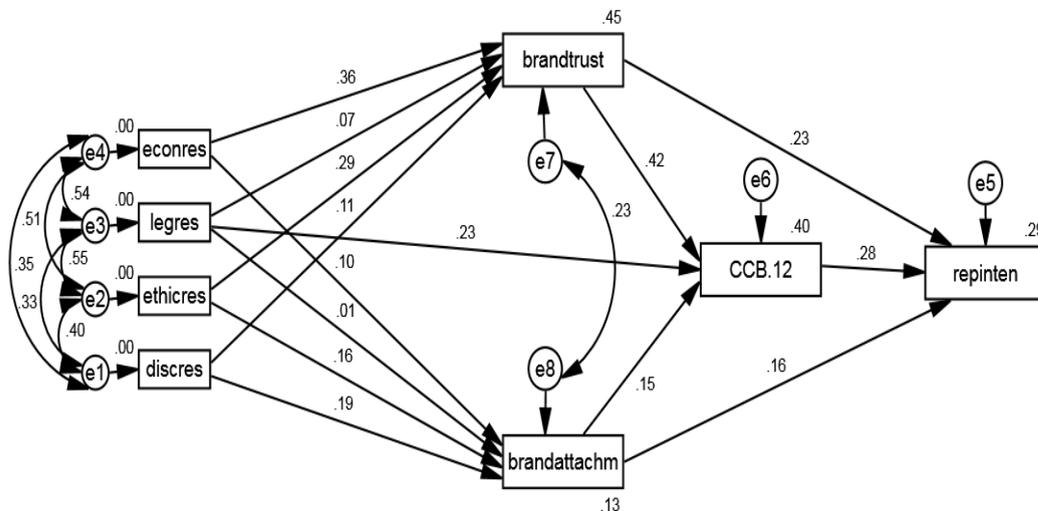


FIGURE 4.9: M1 Structural Model

## 4.9 Structural Model with Mediation- Hypotheses Testing

In the next step of the study Structural Equation Modeling was carried on the structural model through bootstrapping. It was done with the help AMOS 23 in order to examine the formulated hypotheses portrayed in table 4.35.

During the examination full SEM is taken under consideration, along with this the hypotheses under testing relate to the pattern of causal structure connecting numerous constructs that put up with the construct of repurchase intention.

While going through the review of the path model estimated through Structural Equation Modeling, it can be seen that repurchase intention is influenced by the mediators brand trust, brand attachment and customer citizenship behavior which are further influenced by all four dimensions of CSR. Customer citizenship behavior is influenced by brand trust and brand attachment. Econres, legres, ethicres and discre are hypothesized to influence brand trust and brand attachment. CRM is hypothesized to influence the effects of the dimensions of CSR i.e., econres, legres, ethicres and discre on mediators (brand trust and brand attachment). All these paths reflect finding in the literature review and the model shown in figure 4.9 only represents the structural part of the SEM.

TABLE 4.35: Structural Relationships Through Mediation

Parameter		Estimate	Lower	Upper	P
brandtrust	← econres	0.441	0.346	0.55	0.003
brandtrust	← legres	0.095	-0.023	0.213	0.104
brandtrust	← ethicres	0.453	0.337	0.583	0.002
brandtrust	← discre	0.197	0.079	0.316	0.004
brandattachm	← econres	0.195	0.021	0.394	0.033
brandattachm	← legres	0.029	-0.184	0.216	0.909
brandattachm	← ethicres	0.376	0.12	0.609	0.005
brandattachm	← discre	0.52	0.287	0.717	0.006
CCB.12	← brandtrust	0.729	0.631	0.847	0.002
CCB.12	← brandattachm	0.149	0.089	0.21	0.004
repinten	← CCB.12	0.091	0.066	0.125	0.003
repinten	← brandtrust	0.108	0.057	0.148	0.007
repinten	← brandattachm	0.048	0.027	0.072	0.003

### 4.9.1 Assessing Structural Model Fitness

The method for establishing the validity of the study structural model adopted broader guidelines taken for the individual SEM model. A new SEM estimated covariance matrix is computed. Table 4.37 depicts select fit indices of the study structural model.

TABLE 4.36: Fit Indices of the Structural Model (N=688)

Model	$\chi^2(df)$	GFI	CFI	TLI	IFI	RMSEA	P-Close	$\Delta \chi^2(df)$
Default	71.918(8)	0.976	0.965	0.878	0.965	0.086	0.000	
M1	24.831(7)	0.991	0.990	0.961	0.990	0.036	0.214	47.087(1)

Default: Theoretical meditational model

M1: Inclusion of direct effect from legal responsibility to CCB

Table 4.36 depicts that the model fit indices of structural model in two models, i.e., default model, and M1 model. In default model, the Chi-square/df value is 71.918 (8) which shows the goodness of fit of theoretical model. GFI obtained is 0.976. The other values of different criteria of model fitness such as Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), are 0.965, 0.878, 0.965 respectively. RMSEA is 0.086, and P-close value of RMSEA is 0.000 which shows that the error is significant in the structural model. Along with this value of TLI is also not in the acceptable range.

In M1, a new path was added between predictor construct legres (Legal Responsibility) and endogenous construct CCB (Customer Citizenship Behavior). The Delta Chi-square/df value is 47.087 (1) which is significant at  $p < 0.001$  showing that M1 is significantly improved over the default model. In M1 the model fit indices provide a reasonable model fit for the structural model. The values of M1 including GFI, Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), became 0.991, 0.990, 0.961, 0.990, 0.036 respectively. P-close value of RMSEA

for M1 becomes 0.214 which shows that the error becomes non-significant in the structural model. Therefore, the researcher concluded that the proposed research model fits the data reasonably.

#### 4.9.2 Testing Structural Relationships Through Mediation

The aforementioned data depict that the hypothesized research model demonstrate good fit with observed data. For nomological validity the greater interest is of the structural model path estimation and the value of variance explained in each dependent construct. Out of thirteen direct hypothesized paths, eleven were found significant at a p value  $<0.05$ , hence supported. Out of ten hypotheses for indirect paths, eight were found significant at a p value  $<0.05$ , thus supported. The standardized regression weights of the output and the result of the hypothesis testing, providing support for hypotheses H1 to H23 are depicted in Table 4.37.

TABLE 4.37: AMOS Output Extract: Standardized Regression Estimates and p-value of the Hypotheses Tested

S.No.	Hypotheses	Path Coefficients value, p-value	Supported / not Supported
H 1	<i>The perception of consumers regarding fulfillment of economic responsibility of a company has a positive and significant effect on brand trust.</i>	0.361, 0.004	Supported
H 2	The perception of consumers regarding fulfillment of legal responsibility of a company has a positive and significant effect on brand trust.	0.066, 0.106	Not-Supported
H 3	The perception of consumers regarding fulfillment of the ethical responsibility of a company has a positive and significant effect on brand trust.	0.293, 0.004	Supported

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H 4	The perception of consumers regarding fulfillment of the discretionary responsibility of a company has a positive and significant effect on brand trust.	0.110, 0.004	Supported
H 5	<i>The perception of consumers regarding fulfillment of economic responsibility of a company has a positive and significant effect on brand attachment.</i>	0.103, 0.031	Supported
H 6	<i>The perception of consumers regarding fulfillment of legal responsibility of a company has a positive and significant effect on brand attachment.</i>	0.013, 0.933	Not-Supported
H 7	<i>The perception of consumers regarding fulfillment of the ethical responsibility of a company has a positive and significant effect on brand attachment.</i>	0.157, 0.005	Supported
H 8	<i>The perception of consumers regarding fulfillment of the discretionary responsibility of a company has a positive and significant effect on brand attachment.</i>	0.187, 0.006	Supported
H 9	<i>Brand trust has a positive and significant effect on the customer citizenship behavior.</i>	0.417, 0.004	Supported
H 10	<i>Brand trust has a positive and significant effect on the customer repurchase intention.</i>	0.232, 0.006	Supported

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H 11	<i>Brand attachment has a positive and significant effect on on the customer citizenship behavior.</i>	0.154, 0.004	Supported
H 12	<i>Brand attachment has a positive and significant effect on the customer repurchase intention.</i>	0.161, 0.003	Supported
H 13	<i>Customer Citizenship Behavior has a positive and significant effect on the repurchase intention.</i>	0.276, 0.003	Supported
H 14	<i>Brand trust mediates between the perception of consumers for a companys fulfillment of its economic responsibility and the customer citizenship behavior.</i>	0.167, 0.003	Supported
H 15	<i>Brand trust mediates between the perception of consumers for a companys fulfillment of its legal responsibility and the customer citizenship behavior.</i>	0.030, 0.111	Not-Supported
H 16	<i>Brand trust mediates between the perception of consumers for a companys fulfillment of its ethical responsibility and the customer citizenship behavior.</i>	0.146, 0.003	Supported
H 17	<i>Brand trust mediates between the perception of consumers for a companys fulfillment of its discretionary responsibility and the customer citizenship behavior.</i>	0.075, 0.002	Supported

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H 18	<i>Brand attachment mediates between the perception of consumers for a companys fulfillment of its economic responsibility and the customer citizenship behavior.</i>	0.028, 0.023	Supported
H 19	<i>Brand attachment mediates between the perception of consumers for a companys fulfillment of its legal responsibility and the customer citizenship behavior.</i>	0.004, 0.885	Not-Supported
H 20	<i>Brand attachment mediates between the perception of consumers for a companys fulfillment of its ethical responsibility and the customer citizenship behavior.</i>	0.043, 0.004	Supported
H 21	<i>Brand attachment mediates between the perception of consumers for a companys fulfillment of its discretionary responsibility and the customer citizenship behavior.</i>	0.052, 0.003	Supported
H 22	<i>Customer citizenship behavior mediates between the perception of consumers for brand trust and repurchase intention.</i>	0.042, 0.002	Supported
H 23	<i>Customer citizenship behavior mediates between the perception of consumers for brand attachment and repurchase intention.</i>	0.078, 0.002	Supported

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The SEM model testing showed that out of the total twenty three hypotheses, nineteen are accepted, while the remaining four are rejected. The hypothesis

from H1 to H4 involve the four dimensions of CSR (econres, legres, ethicres, and disres) direct effect on brand trust. Brand trust of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of economic responsibility ( $\beta=0.36$ ,  $p=0.00$ ). Brand trust of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of ethical responsibility ( $\beta=0.29$ ,  $p=0.00$ ). Brand trust of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of discretionary responsibility ( $\beta=0.11$ ,  $p=0.00$ ). However brand trust of consumers to purchase the company product is not significantly predicted by consumer perception regarding fulfillment of legal responsibility ( $\beta=0.07$ ,  $p=0.10$ ).

The hypotheses from H5 to H9 involves the four dimensions of CSR (econres, legres, ethicres, and disres) direct effect on brand attachment. Brand attachment of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of economic responsibility ( $\beta=0.10$ ,  $p=0.03$ ). Brand attachment of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of ethical responsibility ( $\beta=0.16$ ,  $p=0.00$ ). Brand attachment of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of discretionary responsibility ( $\beta=0.19$ ,  $p=0.00$ ). However brand attachment of consumers to purchase the company product is not significantly predicted by consumer perception regarding fulfillment of legal responsibility ( $\beta=0.01$ ,  $p=0.093$ ).

The hypotheses H9 and H10 involve the direct influence of BT on CCB and RI. BT significantly influences CCB ( $\beta=0.42$ ,  $p=0.00$ ). Brand trust significantly influences repurchase intention ( $\beta=0.23$ ,  $p=0.00$ ). The hypotheses H11 and H12 involve the direct influence of brand attachment on CCB and repurchase intention. Brand attachment influences CCB ( $\beta=0.15$ ,  $p=0.00$ ). Brand attachment influences repurchase intention ( $\beta=0.16$ ,  $p=0.00$ ). The hypothesis H13 depicts the influence of customer citizenship behavior on repurchase intention ( $\beta=0.28$ ,  $p=0.00$ ).

The hypotheses from H14 to H17 involves brand trust as a mediator, which mediates the link of CSR (econres, legres, ethicres, and disres) and CCB. Economic

responsibility indirectly affects customer citizenship behavior through brand trust ( $\beta$ -indirect=0.17,  $p=0.01$ ). There is no indirect effect of legal responsibility on customer citizenship behavior through brand trust ( $\beta$ -indirect=0.03,  $p=0.11$ ). Ethical responsibility indirectly affects customer citizenship behavior through brand trust ( $\beta$ -indirect=0.15,  $p=0.00$ ). Discretionary responsibility indirectly affects customer citizenship behavior through brand trust ( $\beta$ -indirect=0.08,  $p=0.00$ ).

The hypotheses from H18 to H21 involves brand attachment as a mediator, which mediates the interlinking of CSR (econres, legres, ethicres, and disres) and customer citizenship behavior. Economic responsibility indirectly affects customer citizenship behavior through brand attachment ( $\beta$ -indirect=0.03,  $p=0.01$ ). There is no indirect effect of legal responsibility on customer citizenship behavior through brand attachment ( $\beta$ -indirect=0.00,  $p=0.86$ ). Ethical responsibility indirectly affects customer citizenship behavior through brand attachment ( $\beta$ -indirect=0.04,  $p=0.00$ ). Discretionary responsibility indirectly affects customer citizenship behavior through brand attachment ( $\beta$ -indirect=0.05,  $p=0.00$ ).

The hypotheses H22 and H23 involve customer citizenship behavior as a mediator, which mediates the effect of brand trust and brand attachment on repurchase intention. Brand trust indirectly effects repurchase intention through customer citizenship behavior ( $\beta$ -indirect=0.04,  $p=0.00$ ). Brand attachment indirectly effects repurchase intention through customer citizenship behavior ( $\beta$ -indirect=0.08,  $p=0.00$ ).

### 4.9.3 Moderation of CRM on Structural Path Model

The formulation of moderation hypotheses of the structural model is shown in Figure 4.10(Low) and 4.11(High).

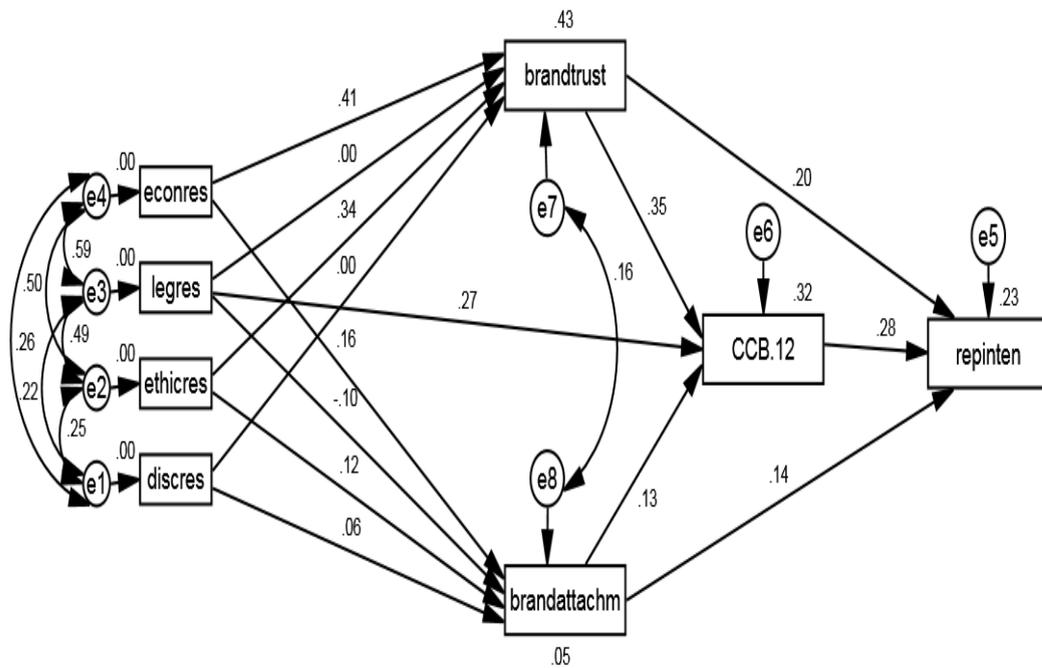


FIGURE 4.10: Path model at low levels of moderator (CRM)

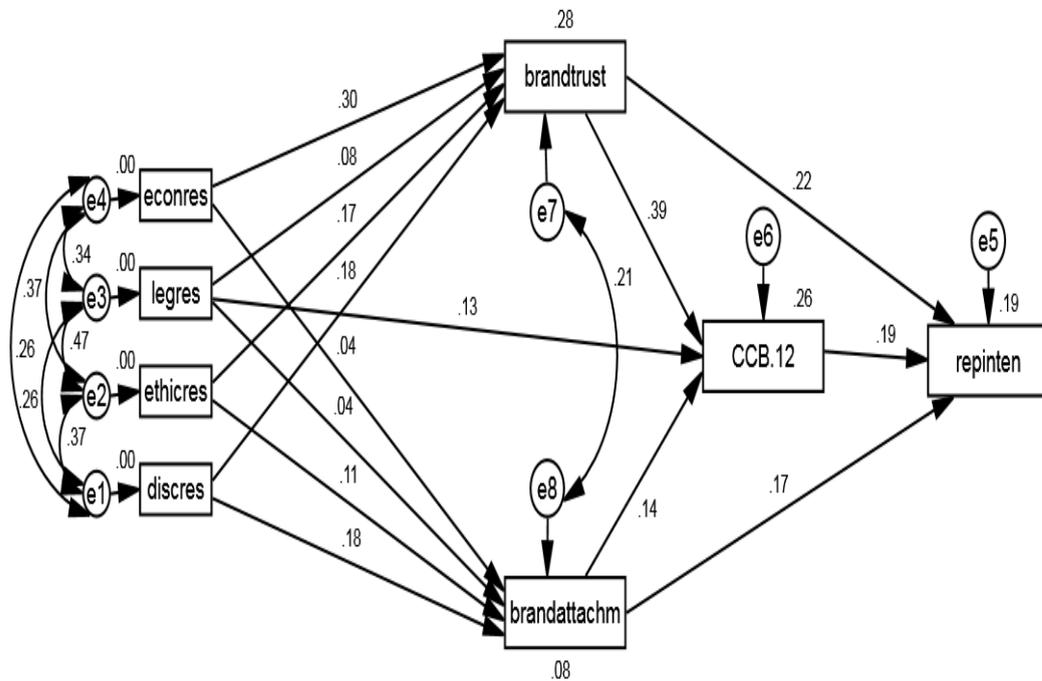


FIGURE 4.11: Path model at high levels of moderator (CRM)

#### 4.9.4 Moderation of CRM on Structural Path Model-Hypotheses Testing

In the next step of the study, model M2 was estimated with 500 bootstrap samples to estimate confidence intervals at 95% CI and a p-value of direct effects. Structural Equation Modeling was carried for testing moderation hypotheses of the structural path model. It was also done with the help AMOS 23 in order to examine the formulated hypotheses shown in figure 4.10.

During the examination full SEM is taken under consideration, along with this the hypotheses under testing relate to the pattern of causal structure connecting numerous variables that put up with the construct of repurchase intention.

While going through the review of Structural Equation Modeling path model for moderation, it can be seen that the linkages between the four dimensions of CSR (econres, legres, ethicres, and disres) and BT is affected by CRM. Moreover, CRM also affects the relationship between the four dimensions of CSR (econres, legres, ethicres, and disres) and brand attachment. All these paths reflect finding in the literature review and the model shown in Figures 4.10 and 4.11 only represents the structural part of the SEM.

TABLE 4.38: Direct effect of Cause Related Marketing as Moderator (N=688)

Models	$\chi^2(df)$	GFI	CFI	TLI	IFI	RMESA	P-Close
M1	24.831(7)	0.991	0.990	0.961	0.990	0.036	0.214
M2	30.141(14)	0.989	0.987	0.949	0.988	0.041	0.747

M 1: Theoretical meditational model

M 2: Inclusion of moderator (CRM) in M 1

Table 4.38 depicts that the model fit indices for extension of final mediational model M 1 into M 2 by the inclusion of moderator CRM. In M 1, the Chi-square/df

value is 24.831 (7) which show the goodness of fit of the theoretical model. Goodness of Fit index (GFI) obtained is 0.991. The other values of different criteria of model fitness such as Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), are 0.990, 0.961, 0.990 respectively. RMSEA is 0.036, and P-close value of RMSEA is 0.214 which shows that the error is non-significant in the structural model.

In M2, eight moderation paths were added (as presented in Figure 4.10 between four predictors constructs (econres, legres, ethicres, and disres) and endogenous constructs brand trust and brand attachment. The moderation analysis of AMOS figures can be conducted either regressing interaction terms on dependent constructs or by using moderator as grouping constructs. The use of grouping method not only test for moderating relationship, it also provides a comprehensive model-fit index for any discrepancy in the theoretical model across low and high values of moderator, hence this approach was used to test moderating paths. The Chi-square/df value is 30.141 (14). In M2 the model fit indices provide a reasonable model fit for the moderation structural model. The values of M2 including Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), became 0.989, 0.987, 0.949, 0.988, 0.041 respectively. P-close value of RMSEA for M2 becomes 0.747 which shows that the error is non-significant in the moderation structural model. Therefore, the researcher concluded that the proposed moderation research model fits the data reasonably.

#### **4.9.5 Testing Moderation Structural Relationships**

The aforementioned data depict that the hypothesized moderation research model demonstrate good fit with observed data. For nomological validity the greater interest is of the moderation structural model path estimation and the value of variance explained in each dependent variable. Out of eight hypothesized paths two were found significant at a p value  $<0.05$ , hence supported. The remaining six paths found insignificant, hence rejected. The standardized regression output

weights and the hypotheses testing results, providing support for hypotheses H24 to H31 are depicted in Table 4.39.

TABLE 4.39: Comparisons of sample slopes at high and low values of Cause Related Marketing

S.No.	Hypotheses	z-statistics, p-value for path coefficients	Supported not Sup- ported
H 24	<i>Cause Related Marketing moderates the relationship between a companys fulfillment of its economic responsibility and brand trust.</i>	-1.879, 0.05	Not-Supported
H 25	<i>Cause Related Marketing moderates the relationship between a companys fulfillment of its legal responsibility and brand trust.</i>	1.161, 0.05	Not-Supported
H 26	<i>Cause Related Marketing moderates the relationship between a companys fulfillment of its ethical responsibility and the brand trust.</i>	2.318, $\hat{p}$ 0.01	Supported
H 27	<i>Cause Related Marketing moderates the relationship between a companys fulfillment of its discretionary responsibility and the brand trust.</i>	2.428, $\hat{p}$ 0.01	Supported

H 28	<i>Cause Related Marketing moderates the relationship between a companys fulfillment of its economic responsibility and brand attachment.</i>	-1.008, 0.05	Not-Supported
H 29	<i>Cause Related Marketing moderates the relationship between a companys fulfillment of its legal responsibility and brand attachment.</i>	1.419, 0.05	Not-Supported
H30	<i>Cause Related Marketing moderates the relationship between a companys fulfillment of its ethical responsibility and the brand attachment.</i>	0.292, 0.05	Not-Supported
H31	<i>Cause Related Marketing moderates the relationship between a companys fulfillment of its discretionary responsibility and the brand attachment.</i>	1.590, 0.05	Not-Supported

The hypotheses from H24 to H31 involve Cause Related Marketing (CRM) as a moderator, which moderates the effects of CSR (econres, legres, ethicres, and disres) on BT and BA. As presented in Table 4.39, the moderator CRM has no influence on the effect of economic responsibility and brand trust ( $z=-1.558$ ,  $p>0.05$ ). The relationship between economic responsibility and brand trust is significantly positive at both low ( $\beta=0.485$ ,  $p=0.00$ ) and high ( $\beta=0.350$ ,  $p=0.00$ ) levels of cause related marketing. The moderator CRM has no influence on the effect of legal responsibility and brand trust ( $z=1.161$ ,  $p>0.05$ ). The relationship between legal responsibility and brand trust is non-significant at both low ( $\beta=-0.005$ ,  $p=0.95$ ) and high ( $\beta=0.117$ ,  $p=0.11$ ) levels of cause related marketing.

The moderator CRM has the significant moderating influence on the effect of ethical responsibility and brand trust ( $z=-2.318$ ,  $p<0.01$ ). The relationship between ethical responsibility and brand trust is significantly positive at both low ( $\beta=0.518$ ,  $p=0.00$ ) and high ( $\beta=0.259$ ,  $p=0.00$ ) levels of moderator, but the relationship between ethical responsibility and brand trust is higher with lower values of the moderator. The moderator CRM has the significant moderating influence on the effect of discretionary responsibility and brand trust ( $z= 2.428$ ,  $p<0.01$ ). The relationship between discretionary responsibility and brand trust is non-significant and negative at the lower ( $\beta=-0.009$ ,  $p=0.92$ ) and significantly positive at high ( $\beta=0.269$ ,  $p=0.00$ ) levels of moderator, hence the relationship between discretionary responsibility and brand trust is higher in high values of the moderator.

The moderator cause related marketing has no influence on the effect of economic responsibility and brand attachment ( $z=-1.008$ ,  $p>0.05$ ). Although the relationship between economic responsibility and brand attachment is significantly positive at low ( $\beta=0.260$ ,  $p=0.02$ ) and non-significant at high ( $\beta=0.090$ ,  $p=0.46$ ) levels of CRM suggesting potential moderation which was not confirmed in the study sample. The future studies may take this moderating effect into account. The moderator CRM has no influence on the effect of legal responsibility and brand attachment ( $z=1.419$ ,  $p>0.05$ ). The relationship between legal responsibility and brand attachment is non-significant and negative at the lower ( $\beta=-0.186$ ,  $p=0.17$ ) and positive but non-significant at high ( $\beta=0.103$ ,  $p=0.49$ ) levels of moderator.

The moderator CRM has no influence on the effect of ethical responsibility and brand attachment ( $z=0.292$ ,  $p>0.05$ ). The relationship between ethical responsibility and brand attachment is positive but non-significant at both low ( $\beta=0.256$ ,  $p=0.06$ ) and high ( $\beta=0.320$ ,  $p=0.06$ ) levels of moderator. The moderator CRM has no influence on the effect of discretionary responsibility and brand attachment ( $z=1.590$ ,  $p>0.05$ ). Although the relationship between discretionary responsibility and brand attachment is positive but non-significant at lower ( $\beta=0.175$ ,  $p=0.27$ ) and significantly positive at high ( $\beta=0.527$ ,  $p=0.00$ ) levels of moderator.

## 4.10 Summary of Chapter 4 ‘Analysis and Results’

The initial part of this chapter presented the demographic profile of the consumers as respondents collected data on the basis of conceptual frame of reference of the study. Then, the measurement model was analyzed through common factor analysis and confirmatory factor analysis for each construct. The analysis containing the outcomes and results of the CFA were meant, standard deviation, square multiple correlations, factor loadings and reliability of variables was discussed. After getting the satisfactory results as per Statistical standard rules for the measurement model, the analysis of structural model was discussed. The conclusion of this chapter included an analysis of consumers perception of a companys external corporate social responsibility (CSR) initiatives and their responses as an outcome in the banking and cellular industry operating in Pakistan.

# Chapter 5

## Discussion and Conclusion

The objective behind chapter 5 is to highlight the findings and explain the logic driven interpretations of the study results along with some possible reasons for the examined findings. In addition to focusing on the findings based discussion of the well established paths for the relationship of perceived external corporate social responsibility with repurchase intention through meditation effects of brand trust, brand attachment and customer citizenship behavior and moderation role of cause related marketing on the relationship of corporate social responsibility four dimensions and brand relationship two dimensions (brand trust and brand attachment).

In a broader spectrum, the chapter 5 consists of three parts. The first part highlights the detailed overview and explanations of the study findings in the light of underpinning theories, following overall model findings, logically drawn from the extant literature review and it also provides with the opinion on study findings about thirty one proposed hypotheses in light of underpinning theories, results interpretation, and comparison of each path finding with existing researches.

The second part of the chapter deals with the discussion on theoretical contribution in the light of research gap followed by managerial implication and implications for the policy makers of this region. The last part of this chapter discusses the limitations of the study, its recommendation for the future research and conclusion. The chapter concludes with its summary at the end.

## 5.1 Overview of the Study and Findings

The overall aim of the research was to empirically examine the linkage among perception of consumers' external corporate social responsibility dimensions, cause related marketing, brand relationship and consumer responses. The research work is predominantly concerned with examining consumer perception of external corporate social responsibility initiatives made by the business firms to attain repurchase intention of the customer through indirect effects of mediators brand trust, brand attachment and citizenship behavior. Moreover, the moderating role of cause related marketing on the relationship between dimensions of CSR with brand trust and brand attachment is one the other important objectives of the study. A number of studies have examined the study variables in various ways, though the proposed conceptual model relationship has yet to be empirically tested.

The major role of the present research, however, is the examination of the nature of the relationship between perceived external CSR dimensions, CRM, brand relationship and consumer responses. The empirical data suggest that CSR initiatives made by the cellular companies and banks do have an impact on consumer repurchase intention, that impact is mediated through consumer trust, attachment and citizenship behavior. Explicitly, unless the feelings of trust and attachment, the consumer has for the brand, there may not be an ultimate impact on citizenship behavior and repurchase intention. This implies that while a brand can bring together more consumers by investing itself with economic, ethical and discretionary responsibilities, it is the consumer direct assessment of the brand cause towards the society at large that influences citizenship behavior and repurchase intention. These results authenticates the proposed three-way relationship among corporate social responsibility initiatives, brand relationship and consumer responses on basis of stimulus organism response theory. Through consumer oriented corporate social responsibility causes society at large and consumers alike can benefit from the ethical brands and the firms.

By considering the problems identified in the problem definition, this has been examined that there happens to be a positive association between perception of

consumer of CSR dimensions and their responses to external CSR initiatives. The relationship remained same with the majority of the previous studies. The results also suggest that the relationship dimensions of CSR (economic, legal, ethical and discretionary) and consumer responses in form of repurchase intention is not direct phenomenon, rather brand trust, brand attachment and customer citizenship behavior could play a reconciling role in connecting them. Even though the studies carried out in the past have examined the relationship between CSR and consumer responses, moreover, the mechanism on the basis of which the relationship exists between CSR and consumer responses remained untapped.

Consequently, the rationale of the study under consideration was to fill in the gap by investigating the relationship between corporate social responsibility dimensions and consumer responses and to simplify the involvement of CRM. The findings of the current study portrayed planned directions that managers can opt regarding perception of consumer of CSR dimensions, BT, BA, CCB and RI build on theoretical basis of Information Processing and Stimulus Organism Response theories.

Keeping in view the results of the path model estimation through Structural Equation Modeling, it can be seen that the consumer perception of brand trust and brand attachment are influenced by the three dimensions of external CSR (economic, ethical and discretionary), nevertheless, legal responsibility found unproductive in influencing BT and BA in the regional context. While talking about mediation relationship, the study results found that brand trust and brand attachment may play a mediating involvement in linking three dimensions of external CSR (economic, ethical and discretionary), and CCB.

The variables BT and BA have direct and positive influence on customer citizenship behavior and repurchase intention. Furthermore, repurchase intention is influenced by the mediators BT, BA and CCB.

Cause related marketing as a moderating influence the effects of the two dimensions of corporate social responsibility, i.e., ethical responsibility and discretionary responsibility for mediator BT.

### 5.1.1 Overall Model

There are nine study constructs in the model presented in figure 4.8. The model includes four predictors (economic responsibility, legal responsibility, ethical responsibility, and discretionary responsibility), three mediators (BT, BA and CCB) and one dependent (RI) construct. This model is further assessed for moderation by Cause Related Marketing (CRM). The model is proposed on the basis of two underpinning theories including Information Processing Theory and Stimulus Organism Response Theory. On the basis Stimulus Organism Response (SOR) Theory as a underpinning theory, four predictors are treated as stimulus, two mediators represent organism while customer responses based construct are treated as a response.

As a first step of SOR theory, it was also found that, of the four CSR dimensions, economic responsibility was the strongest predictor of attitude towards BT, followed by ethical and discretionary responsibility. The weakest predictor found was legal responsibility; it was rejected at the SEM stage. Discretionary responsibility had a positive and significant effect on consumer attitude towards brand trust. This leads to research question 1: Which of the CSR dimensions would be more pertinent in elaborating consumer attitudes towards BT?

Similarly, of the four CSR dimensions, discretionary responsibility was the strongest predictor of attitude towards BA, followed by ethical and economic responsibility. The weakest predictor found was again legal responsibility; it was not accepted at the SEM stage. Yet, other dimensions of CSR i.e., economic, ethical, and discretionary responsibility had a positive and significant effect on consumer attitude towards BA. This leads to research question 1: Which of the CSR dimensions would be more pertinent in explaining consumer attitudes towards BA?

It was also found that in the research region, of the two brand relationship dimensions, brand trust (organism) was the strongest predictor of explaining effect towards the customer citizenship behavior (response), when it is compared with brand attachment. The result trends remained similar when the relationship of the two brand relationship dimensions, i.e., BT and BA (organisms) were regressed on repurchase intention (response). However, in both of the cases a positive and

significant effect on consumer behavior towards customer citizenship behavior and repurchase intention was found. This pertains to research question 2: Which of the brand relationship dimensions (brand trust and brand attachment) would be more relevant in explaining consumer behavior towards the customer citizenship behavior and repurchase intention?

To respond to question 3 of the current research, that is: do BT and BA intervene between the facets of CSR and CCB? The mediational involvement of brand trust and brand attachment between perceived external CSR initiatives and customer citizenship behavior was tested through eight hypotheses. The findings of the relationships reveal that consumer awareness of CSR as an originator to corporate BT and BA, that facilitates the relationship between consumer view of CSR (economic responsibility, ethical responsibility and discretionary responsibility) and CCB. However, the consumer perception of CSR i.e., legal responsibility as an originator to corporate BT and BA, does not mediate the association between the consumer view of CSR and CCB. The result supported mediation relationship of brand relation dimensions as organism in the light of SOR as under pinning theory.

The role of CCB as a mediator in the association between consumer attitude toward brand relationship (brand trust and brand attachment) and repurchase intention was also tested. It was found that CCB may have a determining role in the association between consumer attitude toward brand relationship (brand trust and brand attachment) and repurchase intention. The customer citizenship behavior ultimately leads to repurchase intentions. This pertains to research question 4: Does the CCB intervenes between the dimensions of brand relationship (BT and BA) and repurchase intention?

In order to examine the Moderating effects of CRM on the relationship between the dimensions of the CSR, BT and BA, regression analysis were used. The findings strongly support the fact that particular cues, namely perceived cause related marketing influence perceived corporate social responsibility dimensions (ethical responsibility and discretionary responsibility) which in turn impacts perceptions of brand trust. Moreover, no moderator exists in the cause related marketing relationship with brand attachment. This pertains to research question 5: Does

cause related marketing effect's the relationship between facets of the corporate social responsibility, brand trust and brand attachment? The result supported moderation relationship of CRM on dimensions of CSR and brand relationship in the light of IPT as under pinning theory. The relationship relates to second step of IPT i.e., the consumer logically associate the sincerity of cause promoted.

Corporate social responsibility is an international phenomenon, it has some good economic, ethical, discretionary consequences for the society at large both in the research region and in the rest of the world. In order to attain customer citizenship behavior and repurchase intention through brand relationship, it is necessary for the brands to invest under the umbrella of external corporate social responsibility for the right causes. This is possible by developing a deep understanding of the constructs that influence consumer attitude towards external corporate social responsibility actions. Based on the Information Processing Theory and the Stimulus Organism Response Theory, a new conceptual framework on CSR dimensions was proposed with five additional variables, namely brand trust, brand attachment, customer citizenship behavior, repurchase intention and cause related marketing. By considering Pakistan as an Eastern and Islamic country, for customer its moral and ethics related values are essential for brand managers. Moreover, the proposed conceptual framework consists of brand relationship factors, i.e., BT and BA. It is also inclusive of two customer responses factors comprising of customer citizenship behavior and repurchase intention.

The model was found to be relevant in understanding relationship of consumer view of external CSR initiatives made by the brand leading consumer attitude towards brand trust and brand attachment and behavior towards citizenship and repurchase intention.

In M1 a sound model fit for the structural model was provided by the model fit indices. The values of M1 including Goodness of fit index (GFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), Incremental fit indices (IFI), Root mean square error of approximation (RMSEA), became 0.991, 0.990, 0.961, 0.990, 0.036 respectively. P-close value of RMSEA for M1 becomes 0.214 which shows

that the error becomes non-significant in the structural model. It is concluded that the suggested research model fits the data.

By and large overall, the confirmatory factor analysis (CFA) results depict that the overall model is a good fit (Refer to Figure 4.9). These findings provide respond to the primal research question: “*How do perceived external CSR initiatives influence consumer responses?*” Selecting Pakistan for testifying this relationship was a good choice, as most of the service oriented brands operated in the country are investing if corporate social responsibility initiatives and its culture is still growing. Moreover, the study with such relationship has not been conducted before in Pakistan. Additionally, the local companies are still reluctant to invest in corporate social responsibility initiatives, and if the similar trends continued, the multinational operating in Pakistan would harvest the benefit of their initiatives. The model provides an excellent new view of the research issue.

As per literature on CSR and consumer responses, thirty one hypotheses were formulated. Out of thirteen direct hypothesized paths, eleven were found significant at a p value  $<0.05$ , hence supported, moreover, two were rejected. Out of ten hypotheses for indirect paths, eight were found significant at a p value  $<0.05$ , hence supported, however, the remaining two hypotheses were rejected. Out of eight hypotheses for moderation paths, two were found significant at a p value  $<0.05$ , hence supported while the remaining six hypotheses were not accepted. The outcomes of each hypothesis and its relation with the previous studies are explained in the following sections.

### **5.1.2 Hypothesis 1: Economic Responsibility and Brand Trust**

The hypothesis that the perception of consumers regarding fulfillment of the economic responsibility of a company has a positive and significant result on brand trust was accepted ( $\beta=0.36$ ,  $p=0.00$ ). It reveals that brand trust of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of economic responsibility. Refer to Table 4.26 for AMOS output extract.

Of the four corporate social responsibility dimensions, economic responsibility was the strongest predictor of attitude towards brand trust. This relates to research question 1: Which of the CSR dimensions would be more pertinent in explaining consumer attitudes towards brand trust?

The aforesaid relationship findings are consistent with the earlier studies, e.g., in a study conducted in Taiwan on consumers of a chain of retail stores, it was found that consumer show important positive correlations between completion of economic responsibility and consumer BT (Wu & Lin, 2014). Similarly, a corporate social responsibility and brand related conclusion model was made by (Fries & Gurhan-Canli 2010).

Moreover, in another study performed by Esch et al.(2006), the results also authenticates the current research results, which consecutively depicts that enterprises meeting their economic responsibility, provide their customers fair priced products and services and as a result generate consumer trust to perform the basic responsibility of the enterprise. An enterprise enjoys a strong competitive edge while they have built their trust through fulfillment of economic responsibilities. The established relation results in the new regional context, reveal that there is consistency in the literature results while considering the relationship between perceived economic responsibility and brand trust.

### **5.1.3 Hypothesis 2: Legal Responsibility and Brand Trust**

The hypothesis that the perception of consumers regarding fulfillment of the legal responsibility of a company has a positive and important outcome on BT was rejected, due to the fact that the relationship between these constructs was positive but found insignificant ( $\beta=0.07$ ,  $p=0.07$ ). It reveals that brand trust of consumers to purchase the company product is not predicted by consumer perception regarding fulfillment of legal responsibility. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four dimensions of corporate social responsibility, the most weakest and insignificant factor in the case of attitude towards brand trust was legal responsibility. This leads to question 1 of the

research: Which of the CSR dimensions would be more pertinent in explaining consumer attitudes towards brand trust?

The aforementioned relationship findings are consistent with the earlier study, i.e., in a study conducted in Taiwan on consumers of a chain of retail stores, it was found that the consumer does not display important positive relationship between fulfillment of legal responsibility and consumer brand trust (Wu & Lin, 2014).

The hypothesis of negative relationship was based on the presumption that legal responsibility is consistent with the fulfillment of enterprise regulatory body obligatory requirements in order to operate in that particular region. In case of Pakistan, Securities and Exchange Commission of Pakistan is the regulating the enterprises operating in this region. The body has devised a list of societal problems to be selected and addressed by the enterprises working in the boundaries of the country. The consumers of the cellular and banking industry probably not had a favorable attitude towards legal responsibility due to the fact that they do not consider it as in the true spirit of helping the society; hence the enterprises should report their legal spending for corporate social responsibility in an attractive manner. Moreover, the hypothesis results are consistent with the literature results.

#### **5.1.4 Hypothesis 3: Ethical Responsibility and Brand Trust**

The hypothesis that the perception of consumers regarding fulfillment of the ethical responsibility of a company has a positive and significant outcome on brand trust was accepted ( $\beta=0.29$ ,  $p=0.00$ ). It reveals that brand trust of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of ethical responsibility. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, ethical responsibility was the second strongest predictor of attitude towards the brand trust. This leads to question 1 of the research: Which of the CSR dimensions would be more pertinent in explaining consumer attitudes towards brand trust?

The aforementioned relationship findings are consistent with the earlier studies, e.g., in a study conducted in Taiwan on consumers of a chain of retail stores, it was found that consumers show important positive correlations between completion of ethical responsibility and consumer BT (Wu & Lin, 2014). Similarly, Castaldo et al. (2009) found the omitted links between corporate social responsibility and brand trust, he came up with a fact that when a product or service shows ethical or social values, positive CSR associations are expected.

Chaudhuri and Holbrook (2001) performed another study and found that consumers trust the enterprise whose corporate behavior is based on moral obligations. An enterprise gains a strong competitive edge through the projection of behaviors based on moral obligations and trust built on the consumers. Research work done by Hosmer (1995) revealed that consumers' trust on brand can be effectively encouraged based on 'the expectation of ethical justifiable behavior'. The above results show that the literature has consistency in the regional context as far as the relationship between ethical responsibility and brand trust is considered.

### **5.1.5 Hypothesis 4: Discretionary Responsibility and Brand Trust**

The hypothesis that the perception of consumers regarding fulfillment of the discretionary responsibility of a company has a positive and significant outcome on brand trust was accepted ( $\beta=0.11$ ,  $p=0.00$ ). It reveals that brand trust of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of discretionary responsibility. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, discretionary responsibility was the third strongest predictor of attitude towards the brand trust. This relates to question 1 of the research: Which of the CSR dimensions would be more pertinent in explaining consumer attitudes towards brand trust?

The aforementioned established relationship findings are consistent with the results of the study conducted by Lii and Lee (2012), it was found that the firms

having more focus on Philanthropic responsibility activities received added favorable brand attitude and the evaluation made by their consumers is more positive when it compared with the firms which are more inclined towards sponsorship and cause related marketing.

However, the findings are inconsistent with the earlier study, i.e., in a study conducted in Taiwan on consumers of a chain of retail stores, it was found that consumer exhibit positive, but insignificant relationship between completion of ethical responsibility and consumer BT (Wu & Lin, 2014). Therefore the findings of this relationship are contradictory to the referred study and literature as well.

The possible reason behind the contradictory results is, in the case of Islamic Republic of Pakistan, the consumers have strong religious values consistent to promote philanthropic activities in the society which helps in the formation of a favorable attitude towards discretionary responsibility as compared to Taiwan based customers. This finding helps in establishing the argument that consumers of cellular and banking industry in Islamic Republic of Pakistan have a favorable attitude towards fulfillment of discretionary responsibility and consumer brand trust. Hence the enterprises operating in the Islamic Republic of Pakistan should invest in the discretionary head of corporate social responsibility in order to build their customer trust on the brand and to catch a strong competitive edge.

### **5.1.6 Hypothesis 5: Economic Responsibility and Brand Attachment**

The hypothesis that the perception of consumers regarding fulfillment of economic responsibility of a company has a positive and significant outcome on brand attachment was accepted ( $\beta=0.10$ ,  $p=0.03$ ). It reveals that brand attachment of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of economic responsibility. Refer to Table 4.26 for AMOS output extract. Of the four corporate social responsibility dimensions, economic responsibility was the third strongest predictor of attitude towards brand attachment. This leads to question 1 of the research: Which of the CSR dimensions

would be more pertinent in explaining consumer attitudes towards brand attachment?

The aforesaid relationship findings are consistent with the earlier studies, e.g., in a study conducted in Taiwan on consumers of a chain of retail stores, it was found that consumer show important positive correlations between completion of economic responsibility and consumer brand relationship (Wu & Lin, 2014). Although, it was discussed earlier in the study that brand attachment is one of facets of brand relationship. Therefore, it may be argued that in the regional context, the consumers of the cellular and banking industry probably have favorable attitude towards economic responsibility as far as consumer perceived brand attachment is concerned.

Moreover, in another study performed by Fries and Gurhan (2009), the results also authenticates the current research results, which consecutively depicts that enterprises meeting their economic responsibility, provide their customers realistic price products and services and as a result generate consumer attachment to the brand in order to perform the basic responsibility of the enterprise. An enterprise enjoys a strong competitive edge while they have established consumer attachment through fulfillment of economic responsibilities. The established relation results in the new regional context, reveal that there is consistency in the literature results while considering the relationship between perceived economic responsibility and brand attachment.

### **5.1.7 Hypothesis 6: Legal Responsibility and Brand Attachment**

The hypothesis that the perception of consumers regarding fulfillment of the legal responsibility of a company has a positive and significant outcome on brand attachment was rejected, due to the fact that the relationship between these constructs was positive but found insignificant ( $\beta=0.01$ ,  $p=0.93$ ). It reveals that brand attachment of consumers to purchase the company product is not predicted

by consumer perception regarding fulfillment of legal responsibility. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four dimensions of corporate social responsibility, the most weakest and insignificant factor in the case of attitude towards brand attachment was legal responsibility. This leads to question 1 of the research: Which of the CSR dimensions would be more pertinent in explaining consumer attitudes towards brand attachment?

The aforementioned relationship findings are consistent with the earlier study, i.e., in a study conducted in Taiwan on consumers of a chain of retail stores, it was found that the consumer does not display important positive relationship between fulfillment of legal responsibility and consumer brand relationship (Wu & Lin, 2014). Whereas brand attachment is a component of brand relationship. Therefore, it may be argued that in the regional context, the consumers of the cellular and banking industry probably have an unfavorable attitude towards legal responsibility in the context of consumer brand attachment. This is possibly due to the fact that they do not consider it as in the true spirit of helping the society. Therefore, in order to get their customer attached to them, it is suggested that the enterprises operating in this region should spend their CSR funds beyond legal obligations i.e., in ethical and discretionary heads of external CSR initiatives. Moreover, thesis findings of this hypothesis verifies the current decade theories of CSR practiced in the developed world.

### **5.1.8 Hypothesis 7: Ethical Responsibility and Brand Attachment**

The hypothesis that the perception of consumers regarding fulfillment of the ethical responsibility of a company has a positive and significant outcome on brand attachment was accepted ( $\beta=0.16$ ,  $p=0.00$ ). It reveals that brand attachment of consumers to purchase the company product is predicted by consumer perception regarding fulfillment of ethical responsibility. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate

social responsibility dimensions, ethical responsibility was the second strongest predictor of attitude towards the brand attachment. This leads to question 1 of the research: Which of the CSR dimensions would be more pertinent in describing consumer attitudes towards brand attachment?

The findings of this hypothesis are consistent with the earlier study, i.e., in a study conducted by Carroll and Ahuvia (2006), it was found that deliberation for choosing incentives included identification of firm right behaviors that could probably produce positive levels of ethical judgments and inclined towards the consumer attachment with the brand.

In addition, another study performed by Liu, Wang, and Wu (2010), depicts that understanding individual decisions via self explanatory circumstances is a recognized means in ethics, furthermore, it foretells that consequence of affiliation and the negativity of bad conduct will outspread to buying intention. The aim of this research was to test how the behavior of the firm and attachment effects the purchase intentions, ethical judgment and emotional uncertainty. Field survey used two actual and real explanations of real firm behavior. As expected, buying intention was strongly affected by attachment. The relationship of attachment strongly affects the buying behavior high under situations of high attachment and mediocre unethical behavior, lower under conditions of low attachment and mediocre unethical behavior, and lowermost under conditions of extremely unethical behavior for both high attachment and low attachment. The above results show that the literature has consistency in the regional context as far as the relationship between ethical responsibility and brand attachment is considered.

### **5.1.9 Hypothesis 8: Discretionary Responsibility and Brand Attachment**

The hypothesis that the perception of consumers regarding fulfillment of the discretionary responsibility of a company has a positive and important impact on brand attachment was accepted ( $\beta=0.19$ ,  $p=0.01$ ). It reveals that brand attachment of consumers to purchase the company product is predicted by consumer perception

regarding fulfillment of discretionary responsibility. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, discretionary responsibility was the strongest predictor of attitude towards the brand attachment. This leads to question 1 of the research: Which of the CSR dimensions would be more pertinent in explaining consumer attitudes towards BA?

The aforementioned relationship findings are consistent with the earlier studies, e.g., Lafferty and Goldsmith (2005) revealed a firm coalition with an NGO augmented consumer attitudes in the direction of the brand attachment, regardless of the fact that the cause was well-known or not. Similarly, Sen et al. (2015) reveals that the consumers who are well aware of the real corporate philanthropy/discretionary initiative made by the firm has added constructive attitudes to, and strong identification with the firm, higher purchase of that brand and intent to invest and also has a great intent to seek out employment with the firm as compared with those having unconscious about any CSR initiative. CSR initiatives provides customers by means of the perception of being worth by the firms, for instance being implicit and respected. Therefore, as per expectations, when this thesis hypothesis results are correlated with the previous studies results, the researcher has found that the literature has consistency in the regional context as far as the relationship between discretionary responsibility and brand attachment is concerned.

### **5.1.10 Hypothesis 9: Brand Trust and Customer Citizenship Behavior**

The hypothesis that brand trust has a positive and important impact on the customer citizenship behavior was accepted ( $\beta=0.42$ ,  $p=0.00$ ). It reveals that the customer citizenship behavior of consumers to purchase the company product is predicted by the brand trust. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the two brand relationship antecedents (BA and BT), BT was the strongest predictor of customer behavior towards the customer citizenship behavior. This relates to research question 2: Which of

the brand relationship dimensions (brand trust and brand attachment) would be more relevant in explaining consumer behavior towards the customer citizenship behavior?

The aforementioned relationship results are similar to the earlier studies, e.g., the higher the level of consumer BT, the higher will be the level of consumer citizenship behavior (Munuera-Aleman & Delgado-Ballester, 2001). Esch et al. (2006) came up with the fact that a brand relationship three dimensions (BT, BS and BA) affect the consumer's existing and forthcoming purchase behavior.

The research work done by Chaudhuri and Holbrook (2001) suggested that primarily, the consumer behavior and purchase intention are enhanced when brand trust has lessened the insecurity, verifies the above relationship results. The findings of the relationship suggest that in case of service industry when customers show their willingness to build trust in buying the services of banks and cellular companies, they are of great concerns as it proved to have influence on customer citizenship behaviors. The relationship participates to the extant literature by representing that in case of banks and cellular companies in the regional context, brand trust directly effects CCB. The study also stretched the theoretical based foundations of the factors BT and CCB in the extant consumer behavior literature by relating it in a service provider context. Moreover, the results also provide mathematical proof that BT has significant and positive correlation with CCB. The results will empower brand managers to take strategic directions concerning brand management and CCB. As expected, the above results show that the literature has consistency in the regional context as far as the relation between BT and CCB is concerned.

#### **5.1.11 Hypothesis 10: Brand Trust and Repurchase Intention**

The hypothesis that brand trust has a positive and significant impact on the customer repurchase intention was accepted ( $\beta=0.23$ ,  $p=0.01$ ). It reveals that the repurchase intention of consumers to purchase the company product is predicted

by brand trust. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that BT has a positive and important impact on the customer repurchase intention. Moreover, of the two brand relationship antecedents (BT and BA), BT was the strongest predictor of customer behavior towards the repurchase intention. This relates to research question 2: Which of the brand relationship dimensions (brand trust and brand attachment) would be more relevant in explaining consumer behavior towards the repurchase intention?

The aforementioned relationship findings verifies the earlier study results, e.g., the higher the level of consumer BT, the higher will be the level of consumer buying behavior (Munuera-Aleman & Delgado-Ballester, 2005). Matzler et al. (2008) signals that aligned with the positive effect of BT on BA, the brand trust also positively effects repurchase intention; it is because trust helps to switch over high value associations.

In addition, another study performed by McCole and Palmer (2001) proposed that customer trust is the prerequisite for repurchasing. Repurchase intention is built on trust relationship through fulfillment of moral obligation. In other research work by West and Valvi (2013) infers faith as a noteworthy component that influence the customer's intention to purchase or repurchase the products from the alike online vendor. The research work was done online, nevertheless in the situation the believers have a resemblance in essential outcomes purchase and re-purchase intention.

The findings of the relationship suggest that in case of service industry when customers show their willingness to build trust in buying the services of banks and cellular companies, they are of great concerns as it proved to have influence on repurchase intention. The relationship participates to the extant literature by representing that in case of banks and cellular companies in the regional context, brand trust directly effects customer repurchase intention. The study also stretched the theoretical based foundations of the factors BT and RI in the extant consumer behavior literature by relating it in a service provider context. Moreover, the results also provide empirical proof that BT has significant and positive correlation with RI. The results will empower brand managers to take strategic

directions concerning brand management and RI. Furthermore, the hypothesis results show that the literature has consistency in the regional context as far as the relation between BT and RI is concerned.

### **5.1.12 Hypothesis 11: Brand Attachment and Customer Citizenship Behavior**

The hypothesis that brand attachment has a positive and significant impact on the customer citizenship behavior was accepted ( $\beta=0.15$ ,  $p=0.00$ ). It reveals that the customer citizenship behavior of consumers to purchase the company product is predicted by the brand attachment. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the two brand relationship antecedents (BT and BA), BA was the weaker predictor of customer behavior towards the CCB in the regional background of the study. This relates to research question 2: Which of the brand relationship dimensions (brand trust and brand attachment) would be more relevant in explaining consumer behavior towards the customer citizenship behavior?

The above relationship findings are consistent with the earlier studies, e.g., Thomson, MacInnis and Park (2005) strong brand attachment that ties the service brand by the person are linked with the obligation of customers' to maintain the relation with the particular brand which consecutively impacts CCB (Bove, Pervan, Beatty, & Shiu, 2009; Yi & Gong, 2008). Esch et al. (2006) came up with the fact that a brand relationship three dimensions (BT, BS and BA) affect the consumer's existing and forthcoming purchase behavior. This hypothesis was also authenticated in the inferences drawn in (Huber, Vollhardt, Matthes & Vogels, 2010) thesis. The study pointed out that consumers buy products or consume services only if they experience satisfaction and attachment with the brand which determines future buying behavior of the consumers.

The findings of the relationship suggest that in case of service brand if the consumers are attached emotionally, they have a tendency to have a supplementary favorable judgment of overall benefits of the brands as well as a total valuation of

the service. This positive service oriented brand evaluation consequently identifies CCB associated with the company. The relationship participates in the existing literature by representing that in case of services brand (cellular and banking industry), BA effects directly on CCB. The study also stretched the theoretical based foundations of the factors BA and CCB in the extant literature of consumer behavior by applying it in a service provider context. Moreover, the findings also give empirical evidence that BA has significant and positive correlation with CCB. The results also verify the regional context consistency as far as the relationship between BA and CCB is considered. The results entails that managers have the power to take strategic directions regarding brand management and CCB.

### **5.1.13 Hypothesis 12: Brand Attachment and Repurchase Intention**

The hypothesis that brand attachment has a positive and significant effect on the customer repurchase intention was accepted ( $\beta=0.16$ ,  $p=0.00$ ). It reveals that the repurchase intention of consumers to purchase the company product is predicted by brand attachment. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that BA has a positive and significant impact on the customer repurchase intention. Furthermore, of the two brand relationship antecedents (BT and BA), BA is weaker as compared to brand trust of customer behavior towards the repurchase intention. This relates to research question 2: Which of the brand relationship dimensions (brand trust and brand attachment) would be more relevant in explaining consumer behavior towards the repurchase intention?

The aforementioned relationship findings verify the study conducted in the bicycle industry reveals that the brand attachment has a positive impact on repurchase intention of the bicycle consumers (Chuan-Sheng Hung et al., 2010). In addition the thesis given by Kim and Villegas (2009) infers that brand attachment has a positive result on the repurchase behavior of costumers. This result also verifies the earlier studies, e.g., Esch et al. (2006) came up with the fact that a brand

relationship three dimensions (BT, BS and BA) make an impact on the consumer's existing and forthcoming purchase behavior. Wu and Lin (2014) in their study inferred that when consumers get affiliated with a certain brand, their buying behavior increases.

Furthermore, other studies performed by Park and Prester (2007); Park et al. (2010), it was found that consumer brand attachment generates a higher purchase frequency, which in turn leads to higher brand loyalty. The findings of the relationship suggest that in case of service industry when customers show their attachment in buying the services of banks and cellular companies, they are of great concerns as it proved to have influence on repurchase intention. The relationship participates to the extant literature by representing that in case of banks and cellular companies in the regional context, brand attachment directly effects customer repurchase intention. The study also stretched the theoretical based foundations of the factors BA and RI in the extant consumer behavior literature by relating it in a service provider context. Moreover, the results also provide empirical proof that BA has significant and positive correlation with RI. The results will empower brand managers to take strategic directions concerning brand management and RI. The aforementioned discussion shows that, in the regional context, the literature has consistently as far as the relationship between brand attachment and repurchase intention is concerned.

#### **5.1.14 Hypothesis 13: Customer Citizenship Behavior and Repurchase Intention**

The hypothesis that customer citizenship behavior has a positive and significant effect on the repurchase intention was accepted ( $\beta=0.28$ ,  $p=0.00$ ). It reveals that the repurchase intention of consumers to purchase the company product is predicted by customer citizenship behavior. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that customer citizenship behavior has a positive and significant effect on the customer repurchase intention.

The findings show that customer citizenship behavior as a whole influence the repurchase intention was constant with the findings of the extant studies; for instance, in a survey oriented study on Australian customers of service based research and development organization, the authors came up with the fact that if the customers perceive value in a service offering of an organization, they are willing repurchase and at the same time would recommend to others (Olaru, Purchase, & Peterson, 2008).

Similarly, in another B2B relationship based study, the authors found that relationship value has a pertinent impact on consumers' behavioral intention characterized by repurchase from the supplier and portraying positive word of mouth remarks for the supplier (Hutchinson, Wellington, Saad, & Cox, 2011). It is therefore established that this transactional way is stronger in B2B relationships and with customers who switched from other suppliers. Hence, the findings of this thesis that customer citizenship behavior as a significant impact on the repurchase intention of the cellular and banking industry consumer's are consistent with the results found in the extant literature.

#### **5.1.15 Hypothesis 14: Brand Trust as a Mediator between Economic Responsibility and Customer Citizenship Behavior**

The hypothesis that brand trust intervenes between the opinion of consumers for a company adhering to its economic responsibility and the customer citizenship behavior was accepted ( $\beta=0.17$ ,  $p=0.00$ ). It reveals that brand trust of the customer to purchase the company's product play a mediating role in linking consumer perception regarding fulfillment economic responsibility and customer citizenship behaviors. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, economic responsibility was the strongest predictor of brand trust in order to attain customer citizenship behavior. This pertains to research question 3: Does

brand trust intervenes between the facets of CSR (economic responsibility) and customer citizenship behavior?

The above relationship results are similar to the previous studies, e.g., the trust may intervene the relation between CSR and financial performance of an organization (Vlachos et al., 2009).

A handsome number of researches reveal the brand trust mediation role in assessment of corporate social responsibility structure; for instance, managers ought to examine consumer trust on the brand, which appears to be an essential sub process regulating the consequence of consumer acknowledgment on support and commendation intents (Pavlos A. Vlachos et al., 2008). Ellen et al. (2006) also proposed consumer trust on a company as an intervening variable on the intentional effects of corporate social responsibility actions, whether these are good or bad.

The correlation of the brand trust constructed by the way of materializing the economic responsibilities provides a business entity with vigorous aggressive fringe. Fournier (1998) declared that the costumers are satisfied about accountable corporate brands that they will grasp the variety of “rules” embracing the absolute connection contract, delivering on demand of consumer only what is preferred by him and hold complete liability and responsibility for their actions that in turn enhance the consumer faith.

The findings of the relationship suggest that in case of service brand when customers built trust on a certain brand on the basis their perception of economic responsibility, they have a propensity to have a supplementary advantageous verdict of total economic benefits of that brand as well as an overall assessment of the utility. This positive service oriented BT consequently identifies CCB linked with the company. The relation participates in the existing literature by representing that in case of services brand (cellular and banking industry), brand trust as an intervening role between the relationship of consumer economic responsibility and customer citizenship behavior. The study also stretched the theoretical based fundamentals of the variable brand trust as a mediator between the relationship

of economic responsibility and customer citizenship behavior in the existing consumer behavior literature by applying it in a service provider situation. Moreover, the results also provide empirical evidence that BT as a mediational role between the relationship of economic responsibility and customer citizenship behavior. The findings also verify the regional context consistency as far as the brand trust mediational role is concerned. The results entails that managers are in power to take strategic directions regarding brand management in the context of economic responsibility influence of CCB through brand trust.

### **5.1.16 Hypothesis 15: Brand Trust as a Mediator between Legal Responsibility and Customer Citizenship Behavior**

The hypothesis that brand trust intermediates between the opinion of consumers for the fulfillment of legal responsibility by a company and the customer citizenship behavior was rejected due to the fact that the relationship between these constructs was positive but found insignificant ( $\beta=0.03$ ,  $p=0.11$ ). It reveals that brand trust of the customer to purchase the company's product does not play a mediating role in linking consumer perception regarding fulfillment legal responsibility and customer citizenship behavior. Hence, the hypothesis was rejected. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, legal responsibility was the weakest and insignificant predictor of brand trust in order to attain customer citizenship behaviors. This pertains to research question 3: Does brand trust intervenes between the facets of CSR (legal responsibility) and customer citizenship behavior?

The aforesaid relationship findings are constant with the earlier survey study conducted by Wu and Lin (2014) in Taiwan based consumers of a chain of retail stores. It was found that the consumer does not display important positive relationships between fulfillment of legal responsibility and consumer BT. As no relationship exists between the direct relationship of legal responsibility and consumer brand

trust, it leads to no intervening role of brand trust as a mediator between Legal Responsibility and CCB.

The hypothesis of negative relation was based on the presumption that legal responsibility is consistent with the fulfillment of enterprise regulatory body obligatory requirements in order to operate in that particular region. In case of Pakistan, Securities and Exchange Commission of Pakistan is the regulating the enterprises operating in this region. The body has devised a list of societal problems to be selected and addressed by the enterprises working in the boundaries of the country. The consumers of the cellular and banking industry probably not had a favorable attitude towards legal responsibility due to the fact that they do not consider it as in the true spirit of helping the society; hence the enterprises should report their legal spending for corporate social responsibility in an attractive manner. Moreover, the hypothesis results are consistent with the literature results. The results of the study also supports the latest CSR theories being practiced in the western world.

#### **5.1.17 Hypothesis 16: Brand Trust as a Mediator between Ethical Responsibility and Customer Citizenship Behavior**

The hypothesis that brand trust intermediates between the opinion of consumers for the fulfillment of ethical responsibility and the customer citizenship behavior was accepted ( $\beta=0.15$ ,  $p=0.00$ ). It reveals that brand trust of the customer to purchase the company's product play a mediating role in linking consumer perception regarding fulfillment ethical responsibility and customer citizenship behavior. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, ethical responsibility was the second strongest predictor of brand trust in order to attain customer citizenship behaviors. This pertains to research question 3: Does brand trust intervenes between the facets of CSR and customer citizenship behavior?

The above relationship results are similar to the earlier studies, e.g., Panagiotis Avramidis et al. (2008) in their study came up with the mediating role of brand trust in evaluation frameworks of corporate social responsibility; furthermore managers should examine consumer trust, which appears to be the essential sub-process in regulating the consumer attributions effect on benefaction and commendation intentions.

### **5.1.18 Hypothesis 17: Brand Trust as a Mediator between Discretionary Responsibility and Customer Citizenship Behavior**

The hypothesis that brand trust intermediates between the opinion of consumers for the fulfillment of its discretionary responsibility and the customer citizenship behavior was accepted ( $\beta=0.08$ ,  $p=0.00$ ). It reveals that brand trust of the customer to purchase the company's product play a mediating role in linking consumer perception regarding fulfillment discretionary responsibility and customer citizenship behavior. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, ethical responsibility was the third strongest predictor of brand trust in order to attain customer citizenship behaviors. This pertains to research question 3: Does brand trust intervenes between the facets of CSR and customer citizenship behavior?

The aforementioned relationship results are similar to the earlier studies, e.g., Ellen et al. (2006) came up with the fact that consumer trust of a company as an intervening variable on the intentional effects of corporate social responsibility actions, whether these are good or bad.

A handsome number of researches reveal the brand trust mediation role in assessment of corporate social responsibility structure; for instance, managers ought to examine consumer trust on the brand, which appears to be an essential sub process regulating the consequence of consumer acknowledgment on patronage and

commendation intentions (Pavlos A. Vlachos et al., 2008). Therefore, by considering the application of social contract theory, it is argued that brand trust as an intervening construct may play a vital role in paying back the companies investing under the umbrella of discretionary CSR initiative.

### **5.1.19 Hypothesis 18: Brand Attachment as a Mediator between Economic Responsibility and Customer Citizenship Behavior**

The hypothesis that brand attachment intermediates between the opinion of consumers for the fulfillment of its economic responsibility and the customer citizenship behavior was accepted ( $\beta=0.03$ ,  $p=0.02$ ). It reveals that brand attachment of the customer to purchase the company's product play a mediating role in linking consumer perception regarding fulfillment economic responsibility and customer citizenship behaviors. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, economic responsibility was the third strongest predictor of brand attachment in order to attain customer citizenship behaviors. This pertains to research question 3: Does brand attachment intervenes between the facets of CSR and customer citizenship behavior?

The above relationship findings are consistent with the earlier studies, e.g., strong brand attachment that ties the service brand by the person are linked with the commitment of customers' to maintain the relationship with the particular brand (Thomson, MacInnis, & Park, 2005), which consecutively affects customer citizenship behavior (Bove, Pervan, Beatty, & Shiu, 2009; Yi & Gong, 2008).

In another study, Park et al. (2006) reveals that BA is beyond an attitudinal construct and refers to a high degree of consumer behaviors connected with assurance to affiliation. Consequently, brand attachment can be referred as trait of the association between a consumer and a brand that leads to repeated repossession of feelings and mindset with reference to the brand (Park et al., 2006). Therefore, by taking consumer attachment theory into considering, it is argued that brand

attachment as an intervening construct may play a vital role in paying back the companies investing under the umbrella of economic CSR initiatives.

### **5.1.20 Hypothesis 19: Brand Attachment as a Mediator between Legal Responsibility and Customer Citizenship Behavior**

The hypothesis that brand attachment intermediates between the opinion of consumers for the fulfillment of its legal responsibility and the customer citizenship behavior was rejected due to the fact that the relationship between these constructs was positive but found insignificant ( $\beta=0.00$ ,  $p=0.88$ ). It reveals that brand attachment of the customer to purchase the company's product does not play a mediating role in linking consumer perception regarding fulfillment legal responsibility and customer citizenship behaviors. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, legal responsibility was the weakest and insignificant predictor of brand trust in order to attain customer citizenship behavior. This pertains to research question 3: Does brand attachment intervenes between the facets of CSR and customer citizenship behavior?

The aforesaid relationship findings are constant with the earlier survey study conducted by Wu and Lin (2014) in Taiwan based consumers of a chain of retail stores, it was found that the consumer does not display important positive relations between fulfillment of legal responsibility and consumer brand relationship. As no relationship exists between the direct relationship of legal responsibility and consumer brand attachment, it leads to no intervening role of brand attachment as a mediator between legal responsibility and customer citizenship behavior. The consumers of the cellular and banking industry probably not had a favorable attitude towards legal responsibility due to the fact that they do not consider it as in the true spirit of helping the society; hence the enterprises should report their legal spending for corporate social responsibility in an attractive manner. Moreover, the hypothesis results are consistent with the literature results.

From the aforementioned discussion and by considering consumer attachment theory into account, it is argued that brand attachment as an intervening construct may not become beneficiary for the companies in paying back their investments under the umbrella of only legal CSR initiatives. It may have a negative impact on the minds of the consumers, which leads to a negative association with the brand. Therefore, companies must think beyond the scope of legal obligations and should invest in CSR ethical and discretionary head as these found to be the stronger among the other CSR facets in the context of attachment of customer with the brand.

### **5.1.21 Hypothesis 20: Brand Attachment as a Mediator between Ethical Responsibility and Customer Citizenship Behavior**

The hypothesis that brand attachment intermediates between the opinion of consumers for the fulfillment of its ethical responsibility and the customer citizenship behavior was accepted ( $\beta=0.04$ ,  $p=0.00$ ). It reveals that brand attachment of the customer to purchase the company's product play a mediating role in linking consumer perception regarding fulfillment ethical responsibility and customer citizenship behavior. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility dimensions, ethical responsibility was the second strongest predictor of brand attachment in order to attain customer citizenship behavior. This pertains to research question 3: Does brand attachment intervenes between the facets of CSR and customer citizenship behavior?

Sen and Bhattacharya (2001) studied the relation between corporate social responsibility and consumers, concluded that corporate social responsibility initiatives affects the consumers in both direct and indirect mean, i.e., all the way through company assessment and purchase intention, moreover at the same time there is variation in the effects.

From the aforesaid facts and by considering consumer attachment theory into account, it is argued that brand attachment as an intervening construct becomes fruitful for the cellular companies and banks in paying back their investments under the umbrella of an ethical corporate social responsibility initiative by developing customer citizenship behavior towards the brand. Therefore, companies must consider their corporate social responsibility initiative on ethical grounds to get the maximum economic and image building benefits out of their corporate social responsibility actions.

The findings of the relationship suggest that in case of service brand when customers built attachment to a certain brand on the basis their perception of ethical responsibility, they have a propensity to have a supplementary advantageous verdict of total economic and moral benefits of that brand as well as an overall assessment of the utility. This positive service oriented brand attachment consequently identifies customer citizenship behavior linked with the company. The relation participates in the existing literature by representing that in case of services brand (cellular and banking industry), brand attachment as an intervening role between the relationship of consumer ethical responsibility and customer citizenship behavior.

The study also stretched the theoretical based fundamentals of the variable brand attachment as a mediator between the relationship of ethical responsibility and customer citizenship behavior in the existing consumer behavior literature by applying it in a service provider situation. Moreover, the results also provide empirical evidence that brand attachment as a mediational role between the relationship of ethical responsibility and customer citizenship behavior.

The findings also verify the regional context consistency as far as the brand attachment mediational role is concerned. The results entails that managers are in power to take strategic directions regarding brand management in the context of ethical responsibility influence of customer citizenship behavior through brand attachment. This will be helpful for gaining positive behavior of the consumer towards repurchase intention, generally in the service sector and more specifically in cellular companies and banks context.

### 5.1.22 Hypothesis 21: Brand Attachment as a Mediator between Discretionary Responsibility and Customer Citizenship Behavior

The hypothesis that brand attachment intermediates between the opinion of consumers for the fulfillment of its discretionary responsibility and the customer citizenship behavior was accepted ( $\beta=0.05$ ,  $p=0.00$ ). It reveals that brand attachment of the customer to purchase the company's product play a mediating role in linking consumer perception regarding fulfillment discretionary responsibility and customer citizenship behavior. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the four corporate social responsibility antecedents, ethical responsibility was the strongest predictor of brand attachment in order to attain customer citizenship behaviors. This pertains to research question 3: Does brand attachment intervenes between the facets of CSR and customer citizenship behavior?

The above relationship findings are consistent with the earlier studies, e.g., strong brand attachment that ties the service brand by the person are linked with the commitment of customers' to maintain the relationship with the particular brand (Thomson, MacInnis, & Park, 2005), which consecutively affects customer citizenship behavior (Bove, Pervan, Beatty, & Shiu, 2009; Yi & Gong, 2008).

In another study, Park et al. (2006) reveals that brand attachment is beyond an attitudinal construct and refers to a high degree of consumer behaviors connected with assurance to affiliation. Consequently, brand attachment can be referred as trait of the association between a consumer and a brand that leads to "repeated repossession of feelings and mindset with reference to the brand" (Park et al., 2006). Therefore, by taking consumer attachment theory into considering, it is argued that brand attachment as an intervening construct may play a vital role in paying back the companies investing under the umbrella of discretionary CSR initiatives and customer citizenship behavior. The findings of the relationship suggest that in case of service brand when customers built attachment to a certain brand on the basis their perception of discretionary responsibility, they

have a propensity to have a supplementary advantageous verdict of total economic and moral benefits of that brand as well as an overall assessment of the utility. This positive service oriented brand attachment consequently identifies customer citizenship behavior linked with the company.

The relation participates in the existing literature by representing that in case of services brand (cellular and banking industry), brand attachment as an intervening role between the relationship of consumer discretionary responsibility and customer citizenship behavior. The study also stretched the theoretical based fundamentals of the variable brand attachment as a mediator between the relationship of discretionary responsibility and customer citizenship behavior in the existing consumer behavior literature by applying it in a service provider situation. Moreover, the results also provide empirical evidence that brand attachment as a mediational role between the relationship of discretionary responsibility and customer citizenship behavior. The findings also verify the regional context consistency as far as the brand attachment mediational role is concerned. The results entails that managers are in power to take strategic directions regarding brand management in the context of discretionary responsibility influence of CCB through brand attachment.

### **5.1.23 Hypothesis 22: Customer Citizenship Behavior as a Mediator between Brand Trust and Repurchase Intention**

The hypothesis that customer citizenship behavior mediates between the perception of consumers for brand trust and repurchase intention was accepted ( $\beta=0.04$ ,  $p=0.00$ ). It reveals that the customer citizenship behavior of the customer to purchase the company's product play an intermediating part in connecting consumer perception of brand trust and repurchase intention. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the two brand relationship antecedents, brand trust was the second strongest predictor of customer citizenship behavior in order to attain repurchase intention. This pertains

to research question 4: Does customer citizenship behavior intervenes between the facets of brand relationship and repurchase intention?

As per researcher best of knowledge, the mediating role of customer citizenship behavior between the brand trust and repurchase intention is first time studied as no evidence of such relationship found in the extant literature. Therefore, by considering the application of the Theory of Reasoned Action as proposed by (Fishbein & Ajzen, 1975) that perception leads to attitude and attitude leads to intentions, hence, it can be argued that customer citizenship behavior as an intervening construct may act as an intervening construct between brand trust and repurchase intention.

The findings of the relationship suggest that in case of positive service brand when customers built trust on a certain brand, it leads to positive customer citizenship behavior linked with the company and as a result both have positive influence on repurchase intention of the customer. Consequently, this relationship may play a vital role in paying back the companies investing under the umbrella of CSR initiative to attain repurchase intention. The relationship established in the current study has made value addition in the academic literature by representing that in case of services brand (cellular and banking industry), customer citizenship behavior may act as an mediator between the relationship of brand trust and repurchase intention.

The study also stretched the theoretical based fundamentals of the variable customer citizenship behavior as a mediator between the relationship of brand trust and repurchase intention in the existing consumer behavior literature by applying it in a service provider situation. Moreover, the results also provide empirical evidence that customer citizenship behavior as a mediational role between the relationship of brand trust and repurchase intention. The findings of the relationship also explored the existence of customer citizenship behavior as a mediator in the regional context. The results entails that managers are in power to take strategic directions regarding brand management in the context of brand trust influence on repurchase intention through CCB.

### 5.1.24 Hypothesis 23: Customer Citizenship Behavior as a Mediator between Brand Attachment and Repurchase Intention

The hypothesis that customer citizenship behavior mediates between the perception of consumers for brand attachment and repurchase intention was accepted ( $\beta=0.08$ ,  $p=0.00$ ). It reveals that the customer citizenship behavior of the customer to purchase the company's product play an intermediating part in connecting consumer perception of BA and repurchase intention. Refer to Table 4.26 for AMOS output extract. The figure 4.9 of the final model depicts that, of the two brand relationship antecedents, brand attachment was the strongest predictor of customer citizenship behavior in order to attain repurchase intention. This pertains to research question 4: Does customer citizenship behaviors intervenes between the facets of brand relationship and repurchase intention?

As per researcher best of knowledge, the mediating role of customer citizenship behavior between the brand attachment and repurchase intention is first time studied as no evidence of such relationship found in the current literature. Therefore, by considering the application of the Theory of Reasoned Action as proposed by (Fishbein & Ajzen, 1975) that perception leads to attitude and attitude leads to intentions, hence, it is argued that customer citizenship behavior as an intervening construct may act as an intervening construct between brand attachment and repurchase intention.

The findings of the relationship suggest that in case of positive service brand when customers built attachment to a certain brand, it leads to positive customer citizenship behavior linked with the company and as a result both have positive influence on repurchase intention of the customer. Consequently, this relationship may play a vital role in paying back the companies investing under the umbrella of CSR initiative to attain repurchase intention. The relationship established in the current study has made value addition in the academic literature by representing that in case of services brand (cellular and banking industry), customer citizenship behavior may act as an mediator between the relationship of brand

attachment and repurchase intention. The study also stretched the theoretical based fundamentals of the variable customer citizenship behavior as a mediator between the relationship of brand attachment and repurchase intention in the existing consumer behavior literature by applying it in a service provider situation. Moreover, the results also provide empirical evidence that customer citizenship behavior as a mediational role between the relationship of brand attachment and repurchase intention. The findings of the relationship also explored the existence of customer citizenship behavior as a mediator in the regional context. The results entails that managers are in power to take strategic directions regarding brand management in the context of brand attachment influence on repurchase intention through CCB.

### **5.1.25 Hypothesis 24: Cause Related Marketing as a Moderator between Economic Responsibility and Brand Trust**

The hypothesis that cause related marketing moderates the relationship between a company's fulfilling of its economic responsibility and brand trust was rejected ( $z = -1.558, p = 0.05$ ). The relationship between economic responsibility and brand trust is significantly positive at both low and high levels of cause related marketing. Hence, the moderator CRM has no influence on the effect of economic responsibility and brand trust. This pertains to research question 5: Does cause related marketing affect's the relationship between the facets of CSR and BT?

As per researcher knowledge, the moderating effect of CRM is first time studied in the context of facets of CSR and BT.

Cause related marketing is well-thought-out by many to have a major role to play in the complete CSR package (Van den brink et al., 2009). Moreover, the results also provide empirical evidence that in terms of this path cause related marketing has no moderational role on the relationship of economic responsibility and brand trust.

### **5.1.26 Hypothesis 25: Cause Related Marketing as a Moderator between Legal Responsibility and Brand Trust**

The hypothesis that cause related marketing moderates the relationship between a company's fulfilling of its legal responsibility and brand trust was rejected ( $z=1.161$ ,  $p=0.05$ ). The relationship between legal responsibility and brand trust is non-significant at both low and high levels of cause related marketing. Hence, the moderator CRM has no influence on the effect of legal responsibility and brand trust. This pertains to research question 5: Does cause related marketing affect the relationship between the facets of the CSR and BT?

As per researcher best of knowledge, the moderating effect of CRM is first time studied in the context of relationship between the CSR dimension (legal responsibility) and brand trust as no evidence of such relationship found in the current literature. Hence, on the basis of empirical evidences it can be argued that the moderator CRM has no influence on the effect of legal responsibility and brand trust in the regional context. It is recommended that this moderating effect shall be explored in future studies in any other region of the research on similar topic.

### **5.1.27 Hypothesis 26: Cause Related Marketing as a Moderator between Ethical Responsibility and Brand Trust**

The hypothesis that cause related marketing moderates the relationship between a company's fulfilling of its ethical responsibility and brand trust was accepted ( $z=-2.318$ ,  $p<0.01$ ). The relationship between ethical responsibility and brand trust is significantly positive at both low and high levels of cause related marketing, but the relationship between ethical responsibility and brand trust is higher with lower values of the moderator. Hence, the moderator CRM has negative influence on the effect of ethical responsibility and brand trust. This pertains to research question 5: Does cause related marketing affect the relationship between the facets of the CSR and BT?

As per researcher knowledge, the moderating effect of CRM is first time studied in the context of dimensions of corporate social responsibility and brand trust.

One major past research came up with the fact that without an appropriate and relevant strategic fit, time and effort invested in CRM might prove futile (Khosro Jahdi, 2015). By and large CSR and CRM have a positive reaction to business (Keller, 2008; Nan, & Heo, 2007; Perez-Curras et al., 2009; Pivato et al., 2008).

### **5.1.28 Hypothesis 27: Cause Related Marketing as a Moderator between Discretionary Responsibility and Brand Trust**

The hypothesis that cause related marketing moderates the relationship between a company's fulfillment of its discretionary responsibility and brand trust was accepted ( $z = 2.428$ ,  $p < 0.01$ ). The relationship between discretionary responsibility and brand trust is non-significant and negative at lower and significantly positive at high levels of moderator, that's why the relationship between discretionary responsibility and brand trust is higher in high values of the moderator. Therefore the moderator CRM has the significant moderating influence on the effect of discretionary responsibility and brand trust. This pertains to research question 5: Does cause related marketing affect's the relation between the dimensions of the CSR and BT?

As per researcher best of knowledge, the moderating effect of CRM is first time studied in the context of relationship between the CSR dimension (discretionary responsibility) and brand trust as no evidence of such relationship found in the current literature. Hence, on the basis of empirical evidences it can be argued that the moderator CRM has positive influence on the effect of discretionary responsibility and brand trust in the regional context. The relationship results are also supported by one major past research came up with the fact that without an appropriate and relevant "strategic fit", time and effort invested in CRM might prove futile (Khosro Jahdi, 2015). In addition the authors of other studies also

found by and large CSR and CRM have a positive reaction to business (Keller, 2008; Nan, & Heo, 2007; Perez-Curras, 2009; Pivato et al., 2008).

The findings of the relationship suggest that in case of positive service brand cause related marketing has a positive and significant moderating influence on the effect of discretionary responsibility and brand trust. This CRM role as moderator may play a vital role in paying back the companies investing under the umbrella of discretionary CSR initiatives to attain customer brand trust which ultimately leads to customer repurchase intention. The relationship established in the current study has made valuable addition in the academic literature by representing that in case of services brand (cellular and banking industry), cause related marketing may act as a moderator on the relationship of discretionary responsibility and brand trust. The study also stretched the theoretical based fundamentals of the variable cause related marketing as a moderator on the relationship of discretionary responsibility and brand trust in the existing consumer behavior literature by applying it in a service provider situation. Moreover, the results also provide empirical evidence that cause related marketing as a moderation role on the relationship of discretionary responsibility and brand trust. The findings of the relationship also explored the existence of cause related marketing as a moderation in the regional context. The results entails that managers are in power to take strategic directions regarding brand management in the context of discretionary CSR on brand trust through influence of cause related marketing as a moderator.

### **5.1.29 Hypothesis 28: Cause Related Marketing as a Moderator between Economic Responsibility and Brand Attachment**

The hypothesis that cause related marketing moderates the relationship between a company's fulfilling of its economic responsibility and brand attachment was rejected ( $z=-1.01$ ,  $p>0.05$ ). The relation between economic responsibility and brand attachment is significant at low level of moderator and non-significant at a high level of moderator, yet a non-significant z-value for comparison of sample slopes

suggested unstable change in the relationship between economic responsibility and brand attachment at different level of cause related marketing. This pertains to research question 5: Does cause related marketing affect's the relationship between the facets of the CSR and BA?

As per researcher best of knowledge, the moderating effect of CRM is first time studied in the context of relationship between the CSR dimension (economic responsibility) and brand attachment as no evidence of such relationship found in the current literature. Hence, on the basis of empirical evidences it can be argued that the moderator CRM has no influence on the effect of economic responsibility and brand attachment in the regional context. Moreover, the contradiction in sample score and z-statistic suggest potential moderation which was not confirmed in the study sample. It is recommended that this moderating effect shall be explored in future studies.

### **5.1.30 Hypothesis 29: Cause Related Marketing as a Moderator between Legal Responsibility and Brand Attachment**

The hypothesis that cause related marketing moderates the relationship between a company's fulfilling of its legal responsibility and brand attachment was rejected ( $z=1.42$ ,  $p>0.05$ ). The relationship between legal responsibility and brand attachment is non-significant and negative at the lower ( $\beta=-0.186$ ,  $p=0.17$ ) and positive but non-significant at high ( $\beta=0.103$ ,  $p=0.49$ ) levels of moderator. This pertains to research question 5: Does cause related marketing affect's the relationship between the facets of the CSR and BA?

As per researcher best of knowledge, the moderating effect of CRM is first time studied in the context of relationship between the CSR dimension (legal responsibility) and brand attachment as no evidence of such relationship found in the current literature. The results suggest potential moderation which was not confirmed in the study sample. It is recommended that this moderating effect shall be explored in future studies in any other region of the research on similar topic.

### **5.1.31 Hypothesis 30: Cause Related Marketing as a Moderator between Ethical Responsibility and Brand Attachment**

The hypothesis that cause related marketing moderates the relationship between a company's fulfilling of its ethical responsibility and brand attachment was rejected ( $z=0.292$ ,  $p>0.05$ ). The relationship between ethical responsibility and brand attachment is non-significant at both low and high levels of moderator. This pertains to research question 5: Does cause related marketing affect's the relationship between the dimensions of the corporate social responsibility and brand attachment?

As per researcher best of knowledge, the moderating effect of CRM is first time studied in the context of relationship between the CSR dimension (ethical responsibility) and brand attachment as no evidence of such relationship found in the current literature. The results suggest potential moderation which was not confirmed in the study sample. It is recommended that this moderating effect shall be explored in future studies in any other region of the research on similar topic.

### **5.1.32 Hypothesis 31: Cause Related Marketing as a Moderator between Discretionary Responsibility and Brand Attachment**

The hypothesis that cause related marketing moderates the relationship between a company's fulfillment of its discretionary responsibility and brand attachment was rejected ( $z=1.590$ ,  $p>0.05$ ). Although the relationship between discretionary responsibility and brand attachment is non-significant at lower and significantly positive for high levels of moderator suggesting potential role of moderator yet a non-significant z-value for comparison of sample slopes suggested unstable change in the relationship between discretionary responsibility and brand attachment at different level of cause related marketing. This pertains to research question 5: Does cause related marketing affect's the relationship between the facets of the CSR and BA?

As per researcher best of knowledge, the moderating effect of CRM is first time studied in the context of relationship between the CSR dimension (economic responsibility) and brand attachment as no evidence of such relationship found in the current literature. Moreover, the contradiction in sample slope and z-statistic suggest potential moderation which was not confirmed in the study sample. It is recommended that this moderating effect shall be explored in future studies in any other region of the research on similar topic.

Refer to Table 4.28 for Comparison of sample slopes at high and low values of cause related marketing output extract. The figure 4.9 of the final model depicts that, of the two brand relationship antecedents, brand attachment was the strongest predictor of customer citizenship behavior in order to attain repurchase intention.

## 5.2 Theoretical Contribution

Tian, Wang and Yang (2011) posits that on the basis of Information Processing Theory, CSR related information is processed by the consumer in four stages (a) consumer pay attention to the information regarding CSR initiatives (b) he judges the degree of sincerity in CSR actions (c) he logically associates the information regarding CSR with a company's products or services (d) finally he shows a behavioral reaction for example purchasing a product. Tian, Wang and Yang (2011) proposed steps by corresponding to six important variables in CSR-consumer relationship studies: consumers' awareness of CSR activities; their judgments of company sincerity on the basis of cause advertised by the company, i.e. through cause related marketing (CRM), their logical association is followed by the trust or attribution of CSR; through brand trust (BT) and brand attachment (BA); leads to the development of customer citizenship behavior (CCB); and repurchase intention (RI) influenced by CSR as a behavioral reaction.

In the context of theory, first time this thesis has contributed a model on the basis of Information Processing Theory and Stimulus Organism Response Theory with six behavioral, social and moral related variables i.e., four dimensions of corporate

social responsibility (economic, legal, ethical, discretionary), cause related marketing, brand trust, brand attachment, customer citizenship behavior and repurchase intention have been effectively extended in the domain of service industry (banking and cellular) products offered in Pakistani market. The inclusion of these six variables in the research model has successfully developed an enhanced understanding of consumer attitudes and behavioral traits and also identified new avenues for improving it. The results of the study significantly differ from the prior study's conclusions found in the extant literature, though it opened an avenue in this field. Manstead (2000) has advised inclusion of moral and ethical related issues where conflict between personal and social gain exists. Ajzen (2011) has concluded that the theory predictability varies across different cultures and countries, hence the outcomes based on Western culture and developed countries, possibly will not be generalized in the context of Asian developing countries.

The current dissertation has empirically tested this innovative model in Pakistan that validated the predictability of the Information Processing Theory and Stimulus Organism Response Theory in a new culture and socioeconomic environment. Regardless of the fact that corporate social responsibility trends are more practiced in Asian countries, a large amount of their search work has been carried out in developed countries and only a few in Asian developing countries. Still the scope of those researches is limited to Asian countries, for instance, China, Thailand, Singapore, and Taiwan, with no or sparse research in the developing Asian Countries. Hence, the current study has empirically tested a model based on theory for getting the understanding of consumer attitude towards brand trust and brand attachment and their behaviors towards customer citizenship and repurchase intention for Asian countries in general, and specifically for Pakistan where the corporate social responsibility trends are high.

The most of the constructs used in this study are already tested in the USA culture and Asian developed economies. Keeping in view the huge cultural divergence, all the items used in these constructs might not be valid in this region of the world. In consequence, by empirically testing the researcher has not only found constructs that are applicable in Pakistan, however, has also identified those that are of major

importance and as compared to least in order to get understanding of consumer CSR oriented attitude towards BT and BA and their behaviors towards customer citizenship and repurchase intention of cellular and banking products.

In this thesis, the empirical testing of new model enabled development of new measures. The newly derived measures will be helpful for managers and policy makers in understanding and controlling the consumer CSR oriented attitude towards BT and BA and their behaviors towards customer citizenship and repurchase intention. For instance, the study stretched the theoretical based fundamentals of the variable "customer citizenship behavior" as a mediator between the relationship of (brand trust & brand attachment) and repurchase intention in the existing consumer behavior literature by applying it in a service provider situation. Moreover, the results also provide empirical evidence that customer citizenship behavior as a mediational role between the relationship of (brand trust & brand attachment) and repurchase intention. The findings of the relationship also explored the existence of customer citizenship behavior as a mediator in the regional context. The results entails that managers and policy makers are in power to take strategic directions regarding brand management in the context of (brand trust & brand attachment) influence on repurchase intention through CCB. This would be valid in Pakistan and can also be generalized to customers with similar characteristics in the rest of the world.

The study also enriched the extant literature by examining theoretical based fundamentals of the variable 'cause related marketing' as a moderator on the relationship of (ethical & discretionary responsibility) and brand trust in the existing consumer behavior literature by applying it in a service provider situation. Moreover, the results also provide empirical evidence that cause related marketing as a moderation role on the relationship of (ethical & discretionary responsibility) and brand trust. The findings of the relationship also explored the existence of cause related marketing as a moderation in the regional context. The results entails that managers are in power to take strategic directions regarding brand management in the context of (ethical & discretionary responsibility) on brand trust through

influence of cause related marketing as a moderator. This would be valid in Pakistan and can also be generalized to customers with similar characteristics in the rest of the world.

An additional important input to the extant literature is that this study has come up with a deliberate attempt to dig out the comparative importance of the social, moral and behavior related factors as a whole in order to predict consumer CSR oriented attitude towards BT and BA and their behaviors towards customer citizenship and repurchase intention, which is an exceptional phenomenon in the extant literature. Likewise, inside each of these three factors, this research attempt has also found the comparative importance of the dimensions of CSR for predicting customer citizenship behavior and repurchase intention. Becker-Olsen et al. (2006) and Marin et al. (2009) found CCB and RI are the most prevalent dependent variables, and these are generally affected by consumers' observed level rather than the objective level of firm's CSR actions.

### **5.3 Managerial Implication**

The research results reveal that external CSR economic, ethical and discretionary responsibilities have favorable attitudes towards brand trust and brand attachment which further affects customer citizenship behavior and repurchase intention of buying the services of banking and cellular industry in the context of cellular companies and banks operating in Pakistan. Moreover, CRM as a moderator has the significant moderating influence on the effect of (ethical & discretionary responsibility) and Brand Trust.

Of the four, three dimensions of CSR (economic, ethical and discretionary) are helpful for the companies in building consumer trust and attachment with the brand, whereas brand trust and brand attachment found mediators between three dimensions of CSR (economic, ethical and discretionary) and customer citizenship behavior. Furthermore, customer citizenship behavior found mediator between two dimensions of brand relationship (brand trust and brand attachment) and repurchase intention. As a result, CCB leads toward repurchase intention.

Therefore, keeping in view the developed relationships in this study, it is necessary for the brand managers of cellular companies and banks operating in Pakistan to attain consumer trust and their attachment to the brand by developing business strategies which would appeal to the consumer on the basis of economic, ethical and discretionary benefit under the umbrella of CSR. The companies by investing in the economic, ethical and discretionary CSR causes may attain the consumer trust which is prerequisite for developing customer citizenship behavior towards a brand and also helpful for attaining consumer repurchase intention.

Another long term strategy for companies could be to invest in any well established cause of the society on CSR discretionary grounds, which would increase the trust of consumers towards the brand. This strategy of promoting desired cause of the society will also enables citizenship behavior with the brand that leads to customer repurchase intention in a positive manner. Another gain of cause oriented marketing strategy is that due to spending of companies targeted cause, the relationship between customer and brand becomes strengthen which pay the company in the form of repurchase intention.

The proposed strategy is helpful, if it is implanted by the strategy makers of cellular companies and banks in the developing countries specifically in the context of consumer of Pakistan. Moreover, the results could also generalize to the countries having similar socioeconomic and cultural traits and values. Corporate social responsibility as a whole has a strong impact on the consumer attitude towards products of cellular companies and banks. In this dissertation, BT and BA were found to have a relationship with the attitude towards three dimensions of CSR (economic, ethical and discretionary). Furthermore, the consumers trust on and attachment to the brand give shape to citizenship behavior which ultimately leads to repurchase intention. The current findings not only helpful to get further insight to the service providers of cellular companies and banks in targeting their consumer but would also helpful for identifying remedial action to establish social causes of the society.

The identification of consumers positive attitude towards the right corporate social responsibility initiatives is a real challenge for service provider of cellular companies

and banks. Thus, service providers should focus on identifying the right social causes in the context of the nature of their services which would make it easier for them in appealing their consumers. This CSR oriented strategy would shrink the difference of opinion of genuine consumer as they would feel that they are paying for the services which are working for the right causes of the society. The strategy maker could further augment this strategy by various campaigns that exclusively dig out the finer points for identifying the right causes of the society in the context of their consumers and society at large. One of the other spill over advantages of this strategy would be addressing the genuine problems of the society under the umbrella of corporate social responsibility. In addition to this focus could also be given to thought provoking established cause related advertisements which could visibly and exclusively communicate to the society regarding the cause for which company is working for. Furthermore, the caused related advertisement could also enhance the relationship between ethical and discretionary social responsibility and the brand trust as a successful marketing strategy.

## **5.4 Implication for Policy Makers**

The result of the thesis came up with the fact that the consumer has a positive attitude and behavior towards corporate social responsibility initiatives taken by the corporations in three dimensions of CSR (economic, ethical, and discretionary). The possible reasons behind this positive attitude and behavior are economic, social, moral and cultural values prevailing in the research region. Keeping in view the research context, in order to promote corporate social responsibility initiatives oriented culture in both local and multinational companies operating in Pakistan, the policy makers should suggest the cellular companies and banks to invest in CSR head beyond the scope of legal obligations i.e, in CSR (economic, ethical, and discretionary) initiatives, this will enables the brands to appeal more customer for getting economic benefit and building their brand image as an outcome. The policy makers "SECP" in the context of Pakistan has identified some areas for the companies to select in order to make their investments in CSR heads,

it is recommended that policy makers should identify some established cause prevailing in the society.

In addition to this the policy makers including (government and non-governmental organization, should promote Public Private Partnerships (PPP) on CSR for the public at large. Public Private Partnerships enabled successful corporate social responsibility initiatives in the western world and can prove fruitful to Pakistan and countries with similar socioeconomic environment as well. Public private initiatives are considered as a program through which government provides funding and operate it through a partnership between one or more companies operating in a private capacity with the aim to stimulate economic growth and social development under the umbrella of corporate social responsibility. A number of governments are switching to private sector organizations to provide services which were rendered by the public sector and were considered under the domain of social responsibility of the government sector. The emergence of a well-built private sector and liberalization of the economy becoming progressively clearer that all stakeholders, including the government, corporate sector, civil society, development agencies and NGO,s has need for working together in order to address the rigorous social and environmental related challenges faced by Pakistan, the government has its limits to accomplish on its own resources. Therefore, Public Private Partnership initiatives are an optimal solution due to the fact that the combined knowledge and relevant experiences could favorable to both the private and government sector. The government needed infusion of investment in the form of capital and skilled manpower to start newer CSR initiatives as well as to run on hand more efficiently, at the same time corporate sector needs necessary backing from the government and hence, credibility to become a part of the social developmental program. In the context of Pakistan some successful examples of PPP,s include adoption of public health care facilities by corporations, the government of Punjab hired private agencies for health care facilities in different regions of the Punjab under the umbrella of PPP. Similarly, Securities and Exchange Commission of Pakistan SECP has made mandatory for the corporations to invest in some well-established social cause and the identification of causes is displayed on

its website for all stakeholders.

Multinational corporations operating in the various regions of the world are also in search of PPPs as a remarkable opportunity to support CSR initiatives in that particular region. One of a good examples is Nestle Pakistan, which is collaborating with the Pakistan government and other partners to work on nutrition, water and rural development by expanding access for social welfare and for that Nestle is going with key focus areas for creating shared value. Similarly, Habib Bank Limited being a larger financial institution of the country played a pivotal role in committing responsible environment, social and governance practices, during fiscal year 2016 HBL donated rupees 380 million, both to HBL foundation and for deserving causes of the society directly. The bank contributes 1% of its annual profit to the HBL foundation in its endeavor to promote a more egalitarian society. These initiatives have successfully resulted in benefiting both corporations and society at large. The benefit to the society is apparent, while the outcome for companies has been in the form of strong brand image which they have shaped in their customers' minds and prospective investors, collectively domestic as well as international.

In the context of aforementioned grounds, the policy makers should organize programs and seminars on PPP,s of CSR on electronic media, in educational institutions and other forums for the general public. These types of programs would become helpful in creating awareness about the positive effects of CSR initiatives by the companies on the society and also help in changing consumer attitudes towards the companies engaged in CSR initiatives in a true sense. As the development of these policies is carried out, the attention should be given to long term planning and on the consumers having stronger attitudes toward CSR initiatives made by the companies. Keeping in view the aforementioned context, in addition to governmental agencies, advertising agencies, social marketing groups and educational groups have to actively participate in creating awareness on the positive side of CSR initiatives made by the companies on society, culture and economy. In February 2016, Pakistan being the first country in the world has passed bill from national assembly for adopting the agenda of Social Development Goals for

2030 as vision of Pakistan, it depicts the importance of CSR as an indispensable requirement for sustainable development of the country.

## **5.5 Limitation of the Study and Recommendation for Future Research**

The findings of the research reported are just a small piece of the puzzle that is the multifaceted relationship among companies having CSR investment, brands, and consumers. Future research attempt should be made to develop auxiliary insight into these overall constructed relationships. This dissertation has a numerous limitations and opening for future researchers. At the outset the thesis has mainly focused on the consumer while other important stakeholders like internal customers and governmental agencies were not taken under the consideration. While in future research works, the external validity of results could be improved by replicating the results by investigating internal customer and other important stakeholders as well.

The Carroll CSR model was studied in the dissertation while other renowned CSR model that continues to shape the conceptualization of CSR given by the field and Wood, building on Wartick and Cochran's CSP model, integrated much of the previous theoretical developments were ignored, therefore future study should consider some other models of CSR with different dimensions when those are compared with the Carroll CSRs model. Since literature reveals that consumer attitudes towards CSR initiatives vary from one country to another, therefore a comparison based study of two or more countries could bring auxiliary insight in understanding consumer attitude towards brand trust and attachment which further brings citizenship behavior and repurchase intention as an outcome. Similarly the study model might be used to make comparison of cellular companies with each other and with the other industries engaged in CSR initiatives as well.

The dissertation has considered consumer attitude towards CSR initiatives in the context of cellular companies and banking industry only. The findings show that

CSR initiatives made by the companies have significant and positive relationship with brand trust and brand attachment which further leads to citizenship behavior and repurchase intention on the consumer. Therefore, it is necessary for the brand managers of cellular companies and banks to incorporate external CSR initiatives in their marketing strategies to attain consumer brand trust, brand attachment and repurchase intention. The study is focused on cellular companies and banks operating in Pakistan, which are engaged in diversified range of CSR activities. Thus future research could include more than one service categories like health and hospitality to validate the generalizability of finding of this dissertation. The type of the current research is quantitative, for the reason the close ended questionnaire was administered to get responses from the consumers. In addition to the advantage of unbiasedness in tabulation and analysis of the data, it has a limitation that the opinion of the respondent's is restricted to the extent what the researcher has inquired for. On the other hand, in case of a qualitative nature of research, respondents input may possibly be beyond the visualized scope of work. Hence, in this context the future research could be a blend of both quantitative and qualitative research.

The inferences drawn from this research are vital for the practitioners of multinational and local services companies working in the boundaries of Pakistan. On the whole, the research work accomplished that CSR initiatives made by the companies have significant and positive relationship with brand trust and brand attachment which further leads to citizenship behavior and repurchase intention.

## **5.6 Conclusion**

The overall focus of the study was to empirically examine the linkage among perception of consumers' external corporate social responsibility dimensions, cause related marketing, brand relationship and consumer reactions. The research work is predominantly concerned with exploring consumer perception of external corporate social responsibility initiatives made by the firms to attain repurchase intention of the customer through indirect effects of mediators brand trust, attachment

and citizenship behavior. Moreover, the moderating role of cause related marketing on the relationship between the dimensions of CSR with brand trust and brand attachment is one the other important objectives of the study. It was predicted with the help of the literature review that perception of consumer CSR initiatives and their reaction as an outcome was an untapped area in the context of developing economies (Carroll & Shabana, 2010). In this context the more focus was given to the western world. As per researcher best of knowledge, no work has been carried out to explore consumers on a macro level in relation to perceived external CSR and repurchase intention in Pakistan yet.

With every passing day, the organizations operating in Pakistan are facing aggressive competition and in order cope up these challenges the corporate leaders required more competencies. The CSR is becoming a strategic tool in favor of the organization to meet up the competitive advantage in the market (Tschopp & Huefner, 2015). CSR can take advantage of consumers positive behavior towards the brand as a foundation for competition. Companies which do not engage in CSR oriented activities will frequently become left over due to high global competition, markets without having any boundaries, and at the same time multinational organization with comprehensive CSR activities propagate stronger (Brown TJ, Dacin PA, 2016). As a result, organizations are more concerned about their social image. Additionally, throughout the preceding decade, a substantial progress in the CSR studies has been observed (Glavas, 2016).

Aguinis and Glavas (2012) found that during the last decade CSR remained a focus of more than half of peer reviewed journals. Consequently, the upcoming phase of corporate social responsibility, i.e., 2000 to 2050 would consider sustainability CSR (Frederick, 2016). Theoretically, a number of researchers have addressed the relationship of CSR and consumer purchasing intention in the context of the Western world, moreover, a limited studies have been conducted in the context of emerging markets, specifically in Pakistan. In spite of the fact customer are backbone for any enterprise. Additionally, the customers as stakeholders have recognized their importance to the organizations, however misuse of the planet and other resources is high and corporate social responsibility appears to be a window

ressing particularly in developing economies like Pakistan. As a result, on the basis of SDGs 2030 to make improvement in the level of CSR in organizations operating in Pakistan, in February 2016, Pakistan is the first country in the world has passed a bill for adopting the agenda of Social Development Goals for 2030 as vision of Pakistan, it depicts the importance of CSR as an indispensable requirement for sustainable development. Thus, the researcher of the current study has recognized the need of time and felt crucial to examine the impact of perception of consumer external CSR on repurchase intention.

The attractiveness of the current study is that it has explored the links between the perceived external CSR and repurchase intention of the consumer through the lens of Information Processing Theory and the Theory of Reasoned Action and has shed the light on the effects of external CSR on customer behavior. Similarly, as per researcher best of knowledge, no work has been carried out to explore consumers on a macro level in relation to perceived external CSR and repurchase intention in Pakistan yet. This current study is the pioneer of the studies in the field of macro CSR (the consumers) and their perception, attitude and behavior on repurchase intention in Pakistan.

Overall findings suggest that the consumer perception of brand trust and brand attachment are influenced by the three facets of external CSR (economic, ethical and discretionary), nevertheless, legal responsibility found unproductive in influencing BT and BA in the regional context. While talking about mediation relationship, the study results found that brand trust and brand attachment may play a mediating involvement in linking three facets of external CSR (economic, ethical and discretionary), and CCB. The variables BT and BA have direct and positive influence on customer citizenship behavior and repurchase intention. Furthermore, repurchase intention is influenced by the mediators BT, BA and CCB. Cause related marketing as a moderating influence the effects of the two facets of corporate social responsibility, i.e., ethical responsibility and discretionary responsibility for mediator BT. Hence, it is essential for service organization and their top management to be aware, conscious and watchful for reformation of brand strategies for incorporating CSR.

## **5.7 Summary of Chapter 5 ‘Discussion and Conclusion’**

The chapter five of the study comprised of an overview of the study findings as discussions, followed by current study overall model findings, subsequently the discussion was made according to the thirty one hypothesis discussed in the previous chapters of the study. The middle section of the chapter discussed the theoretical contribution followed by managerial implication and implication for policy makers, i.e, how consumer perception of external corporate social responsibility initiatives made by the firms to attain repurchase intention works through indirect effects of mediators brand trust, attachment and citizenship behavior. Likewise, the moderating role of cause related marketing on the relationship between the dimensions of CSR with brand trust and brand attachment is one the other important objectives of the study. The last section of the chapter discussed the limitations of the study and future research followed by the conclusion helpful for managers in understanding numerous outcomes of CSR on the consumers perception, attitude, and behavior.

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# Appendix

## APPENDIX A

### Questionnaire

I am research scholar at Faculty of Management Sciences, Capital University of Science and Technology, Islamabad. Currently I am working on my research thesis in partial fulfillment of the requirements for the degree of Doctor of Philosophy in Management Sciences. The questionnaire aimed to know your opinion regarding Corporate Social Responsibility, Customer Related Marketing and Branding. The purpose of the research is purely academic and information provided would be kept confidential, analyzed on a group basis and will not be shared anywhere.

You are requested to provide true and honest information according to the best of your knowledge. Please respond to all questions. Thank you in anticipation.

Yours Sincerely,

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**Part-1****Gender:**

1. Male=                       2. Female=

**Age in years:**

20-30=               31-40=               41 and above=

**Educational Attainment:**

Bachelor=               Masters=               MS/M. Phil and Above=

**Please select only one of the companies from which you are availing the services.**

Mobilink=     Habib Bank Limited=

Ufone=     Muslim Commercial Bank=

Telenor=     United Bank Limited=

Zong=     Allied Bank Limited=

**Any other Organization (please write Name) \_\_\_\_\_**

**Since when you are availing the services of the Selected Company in years:**

1-3=               4-5=               >5=

**Part-2**

Keeping in mind the selected company, respond to the given statements by encircling appropriate number according to the given rating scale.

1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

1. I think that the selected company;					
Economic Responsibility	1	2	3	4	5
i. Can stimulate economic activities in the country					
ii. Provides advantages to consumers	1	2	3	4	5
iii. Has a higher operational efficiency	1	2	3	4	5
iv. Provides great value services	1	2	3	4	5
v. Offers reasonably priced	1	2	3	4	5
vi. Can stimulate the local markets	1	2	3	4	5
Legal Responsibility	1	2	3	4	5
vii. Abides by legal regulations					
viii. Abides by all transaction laws and regulations	1	2	3	4	5
ix. Meets all required regulations	1	2	3	4	5
x. Meets all its legal obligations	1	2	3	4	5
xi. Complies with the regulations of our country	1	2	3	4	5
Ethical Responsibility	1	2	3	4	5
xii. Meets the expectations of society					
xiii. Respects the moral standards of our society	1	2	3	4	5
xiv. Will handle defective services to the satisfaction of consumers	1	2	3	4	5
xv. Is trustworthy and reliable	1	2	3	4	5
xvi. Abides by its commercial ethical standards	1	2	3	4	5
Discretionary Responsibility	1	2	3	4	5
xvii. Meets the expectations of society in the field of philanthropic (charitable) activities					
xviii. Organizes or sponsors philanthropic (charitable) activities	1	2	3	4	5

xix. Staff participates in philanthropic (charitable) activities on a voluntary basis	1	2	3	4	5
xx. Participates in public welfare activities	1	2	3	4	5
Brand Trust	1	2	3	4	5
2. With the selected company I obtain what I look for in a service					
3. The selected company is always on my consumption expectations level	1	2	3	4	5
4. The selected company gives me confidence and certainty in the consumption of a service	1	2	3	4	5
5. The selected company never disappoints me	1	2	3	4	5
6. The selected company would be honest and sincere in its explanations	1	2	3	4	5
7. I could rely on the selected company	1	2	3	4	5
8. The selected company would make any effort to make me be satisfied	1	2	3	4	5
9. The selected company would repay me in some way for the problem with the service	1	2	3	4	5
Cause Related Marketing 10. The type of social cause that is supported by the selected company is very much in line with its core business	1	2	3	4	5
11. Taking into account core business, it is very logical for the selected company to support this type of social cause	1	2	3	4	5
12. Supporting this social cause is very appropriate as it fits very well with the selected companys core business	1	2	3	4	5
13. The duration of the selected company Corporate Social Responsibility (CSR) campaign is long	1	2	3	4	5
14. The selected company CSR campaign can be considered a long-term campaign	1	2	3	4	5

15. The selected company invests a large amount of resources (e.g. time, money, expertise) in the CSR campaign	1	2	3	4	5
16. A lot of resources (e.g. Time, money, expertise) are invested in the CSR campaign by the selected company	1	2	3	4	5
17. The amount of resources (e.g. time, money, expertise) that the selected company invests in the CSR campaign is high	1	2	3	4	5
18. The selected company senior management seems to find it important what kind of social cause the company supports	1	2	3	4	5
19. The selected company senior management seems to be interested in the kind of social cause the company supports	1	2	3	4	5
20. For the selected company senior management it seems to mean a lot what social cause the company supports	1	2	3	4	5
Customer Citizenship Behavior	1	2	3	4	5
21. If I have an idea to improve the service of the selected company I talk to their customer representative	1	2	3	4	5
22. I find the service representative good I praise for the selected company	1	2	3	4	5
23. When I have a problem with the service of the selected company I talk to their customer representative	1	2	3	4	5
24. I say good things about the selected company to others	1	2	3	4	5
25. I recommend the selected company for other people	1	2	3	4	5
26. I encourage my friends and relatives to use the services of this company	1	2	3	4	5
27. I help other customers of the selected company who need help	1	2	3	4	5
28. I help other customers of the selected company if they seem to have a problem	1	2	3	4	5
29. I teach other customers of the selected company correctly about the services	1	2	3	4	5

30. I give advice to other customers of the selected company	1	2	3	4	5
31. I had to wait more than I normally, I hope to receive the service, I would be willing to wait the selected company	1	2	3	4	5
32. If the service representative of the selected company made a mistake, while performing the service, I do not lose patience	1	2	3	4	5
33. If the service of the selected company was, performed as expected, I would not complain	1	2	3	4	5
Repurchase Intention	1	2	3	4	5
34. I plan to reuse to the selected company in the future					
35. I plan to reuse to the selected company more often	1	2	3	4	5
36. I intend to increase the value of consumption in the selected company	1	2	3	4	5

Keeping in mind the selected company, respond to the given statements by encircling appropriate number according to the given rating scale.

1=Never, 2= Rarely, 3= Sometimes, 4= Very Often, 5= Always

Brand Attachment	1	2	3	4	5
37. The selected company part of you and who you are					
38. You feel personally connected to the selected company	1	2	3	4	5
39. You feel emotionally bonded to the selected company	1	2	3	4	5
40. The selected company is part of you	1	2	3	4	5
41. The selected company says something to other people about who you are	1	2	3	4	5
42. Your thoughts and feelings toward the selected company often automatically, coming to mind seemingly on your own	1	2	3	4	5
43. Your thoughts and feelings toward the selected company come to your mind naturally and instantly	1	2	3	4	5
44. Your thoughts and feelings toward the selected company come to mind so naturally and instantly that you dont have much control over them	1	2	3	4	5

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45. The selected company automatically evokes many good thoughts about the past, present, and future	1	2	3	4	5
46. You have many thoughts about the selected company	1	2	3	4	5

**Thank you for your precious time.**