

A CROSS-NATIONAL INVESTIGATION ON THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY  
INITIATIVES ON CONSUMER TRUST AND EMOTIONAL ATTACHMENT

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**Abstract: A cross-national investigation on the effects of corporate social responsibility initiatives on consumer trust and emotional attachment**

This research examines the effects of Corporate Social Responsibility (CSR) initiatives on consumer trust and emotional attachment in a cross-cultural setting. A lab experiment was conducted in three countries (France, Thailand, and USA) and three types of social causes were considered (obesity, tsunami, and drug abuse). A 3 x 3 repeated measures Manova demonstrates that CSR initiatives have no main effect on consumer trust and emotional attachment. Their effects are strongly moderated both by the cultural differences (individualistic versus collectivistic culture) and by the type of cause (relatedness to the company's activities, consumers' support to the cause). While CSR actions are likely to strengthen customer relationships in Thailand, their impacts in the USA and even more in France are particularly weak, demonstrating that consumers are often skeptical in western countries. Theoretical and strategic implications for companies that engage in CSR worldwide are then specified.

Key words: Corporate Social Responsibility, Relationship Marketing, International Marketing

**Résumé: Une étude internationale des effets des actions en responsabilité sociale d'entreprise sur la confiance et l'attachement émotionnel des consommateurs**

Cette recherche examine, dans un contexte interculturel, les effets des actions en responsabilité sociale d'entreprise (RSE) sur la confiance et l'attachement émotionnel des consommateurs. Une expérimentation a été réalisée dans trois pays (France, Thaïlande et Etats-Unis) et trois types de causes sociales ont été considérés (obésité, tsunami, et abus de drogue). Une Manova avec mesures répétées (3 causes x 3 pays) démontre que les initiatives dans le domaine de la RSE n'ont pas d'effets principaux sur la confiance et l'attachement émotionnel des consommateurs. Leurs effets sont fortement modérés à la fois par les différences culturelles (individualiste / collectiviste) et par les types de causes soutenues (liées à l'activité de l'entreprise, adhésion des consommateurs à la cause). Alors que les actions en RSE sont susceptibles de renforcer les relations avec les clients en Thaïlande, leurs impacts aux Etats-Unis et surtout en France sont particulièrement faibles, ce qui démontre que les consommateurs occidentaux sont souvent sceptiques vis-à-vis de ces pratiques. Les implications théoriques et managériales pour les entreprises qui s'engagent dans le domaine de la RSE sur un plan mondial sont alors précisées.

Mots clés : Responsabilité Sociale D'entreprise, Marketing Relationnel, Marketing International

## INTRODUCTION

Corporate social responsibility (CSR), defined as the company's "status and activities with respect to its perceived societal obligations" (Brown and Dacin, 1997, p 68), has become a key issue in multinational corporations such as Coca Cola, Procter and Gamble, L'Oreal, Michelin, Packard Bell, Nokia, and many others. For example, Bill Gates, founder of Microsoft, has founded the largest charitable foundation in the world (BMGF) with the support of Warren Buffett. It strives to enhance healthcare and reduce extreme poverty worldwide with its endowment of approximately US \$33 billion. Such large companies are obliged to respect social, economic, environmental or human rights criteria to satisfy their different stakeholders worldwide (employees, shareholders, governments, customers, etc.). Different indexes, such as the Dow Jones Sustainability or the FTSE Indexes, assess whether companies are doing well (environment, Human Rights, etc.) and provide indices to investors worldwide, including asset owners, asset managers, investment banks, stock exchanges, brokers and consultants. Multinational corporations need also to do increasingly better to enhance positive opinions among their customers worldwide. The understanding of consumer reactions to CSR has then become a prerequisite to satisfy normative criteria and/or drive business results.

The literature on CSR is flourishing. As Bhattacharya and Sen (2004, p 10) argue, "the lure of greater consumer profits has contributed significantly in recent years to the strengthening of the business case for CSR activity, shifting the debate about CSR from "whether" to "how." Many studies in strategy, finance or marketing found that CSR actions do not always lead to improved performance. They have demonstrated that consumers are more likely to purchase from companies that engage in CSR actions, in areas which consumers deem appropriate and personally relevant (Brown and Dacin, 1997; Klein and Dawar, 2004; Sen and Bhattacharya, 2001; Lichtenstein et al., 2004; Sen, Bhattacharya, and Korschun, 2006). A high degree of fit or congruence between the company and its CSR cause improve CSR effectiveness (Madrigal, 2000; Becker-Olsen, Cudmore and Hill, 2006). The literature also shows that the donations which are based on corporate revenues are more likely to be seen as more opportunistic and may cause CSR to backfire, thus leading to consumer boycotts (Varadarajan and Menon, 1988; Sen and Bhattacharya 2001).

Many studies conducted in the US have examined the effects of CSR actions in a transactional perspective (product evaluation, purchase intentions, sales, and revenues). But now, the relational and international perspectives need also to be further developed.

First, CSR must go beyond the transactional benefits to the company (i.e., revenues and sales) and the longer-term relational benefits may be seen as the primary payback of CSR: satisfaction, identification, trust, loyalty, patronage behaviors, cross-selling opportunities, word of mouth, resilience to negative brand information in a product-liability crisis (Hoeffler and Keller, 2002; Battacharya and Sen, 2004; Klein and Dawar, 2004; Sen et al., 2006; Du, Bhattacharya, and Sen, 2007). Therefore, CSR initiatives have to be gauged according to their ability to strengthen customer relationships and not only to increase sales in the short run. Recently, Luo and Battacharya (2006) have considered that a firm's CSR helps build a satisfied customer base and that customer satisfaction partially mediates the financial returns of CSR. But, empirical studies which examine how CSR initiatives influence consumer trust and emotional attachment which are key direct antecedents to loyalty and advocacy behaviors are still lacking. Do CSR initiatives really reinforce customer relationships or do they create a boomerang effect – coming from skeptical consumers – which finally weakens the consumer – brand relationship?

Second, we need to shift the debate from “how” to “where” and to address the international issue of CSR initiatives. Managers need to determine to what extent they should localize or globalize their CSR initiatives worldwide (social causes x countries). Despite these big stakes, most empirical studies published in the marketing literature have been done in the USA among US consumers, and they are not necessarily representative of global consumers (Du, Bhattacharya and Sen, 2007). Relatively few cross-cultural studies examine the consumers' evaluations of CSR in general but do not investigate consumers' reactions to specific responsibility initiatives (see Maignan and Swaen, 2000, Maignan (2001) and Maignan and Ferrell (2003) for a comparison between France, USA and Germany). Are individualistic consumers more skeptical and suspicious about CSR initiatives and less influenced than collectivistic consumers? Are there any differences between the US and the European consumers' responses to various CSR initiatives? To what extent could we generalize the findings from US studies to the Asian or European countries?

This paper will adopt an international and relational perspective. We will examine the effects of CSR initiatives on consumer trust and emotional attachment in a cross-cultural study. We will

present the results of a 3 x 3 repeated measures Manova, with type of social cause (obesity, tsunami, and drug abuse) and country (France, Thailand and USA) as between-subject factors and time as a within-subject factor (trust and emotional attachment before and after exposure to CSR initiatives). We have also taken into account different covariates, such as frequency of consumption, brand familiarity, age and brand–social cause fit for each cause supported by the company. To compare relatively similar consumers, we have conducted an experiment among university students in the USA, France, and Thailand. We show that the CSR initiatives' effects on consumer trust and emotional attachment are strongly moderated by the cultural differences (Europe / Northern America / Asia).

#### THE EFFECTS OF CSR INITIATIVES ON CUSTOMER RELATIONSHIPS

The relationship marketing literature emphasizes the respective roles of trust, i.e. the company's perceived reliability, altruism and honesty (Hess, 1995), and emotional attachment, i.e. consumers' passion, affection and connection to the company (Thomson, MacInnis and Park, 2005)<sup>2</sup>. We will hereafter examine how CSR initiatives may affect those two antecedents of loyalty and advocacy behaviors.

##### *The effects of CSR initiatives on the company's perceived reliability*

First, the relationship marketing literature considers that reliability is a key component of trust (Morgan and Hunt, 1994; Singh and Sirdesmukh, 2000; Sirdesmukh, Singh and Sabol, 2002). Consumers may rely on the company's products and services, because of its expertise, competence, reputation and ability to deliver on its promises in the long run. The CSR literature does not deal with the issue of brand reliability but focuses on the consumers' opinion concerning corporate ability (CA), (i.e. beliefs regarding a firm's expertise in producing and delivering products/services) which is a relatively close construct. Different roles have been attributed to CA beliefs. On the one hand, most research considers that CA and CSR beliefs (a company's perceived social responsibility) are independent and exert distinct influences on corporations and product evaluations (Brown and Dacin, 1997; Berens, Van Riel and Van Bruggen, 2005 and 2007; Biehal and Sheinin, 2007). On the other hand, Luo and Battacharya (2006) suggest that a

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<sup>2</sup> We acknowledge however that other conceptualizations and operationalizations of trust and emotional attachment exist (one, two, and three dimensions). The trust measurement scale developed by Hess (1995) underlines three relevant dimensions to understand how consumers perceive CSR initiatives (altruism, honesty, reliability). And the work of Thomson, MacInnis and Park (2005) has received a strong support, especially in France (RAM).

firm's corporate abilities moderate the relationship between CSR and market value. They show that returns on CSR can be both positive and negative depending on the levels of a firm's corporate abilities. The positive financial returns linked to CSR are amplified in firms with higher product quality, internal corporate abilities and innovativeness.

Luo and Battacharya (2006, p 4) note that "they do not investigate whether CSR directly affects or is related to innovativeness and product quality (i.e., corporate ability-related constructs) given the conflicting literature ..." but "it is possible that a firm's innovation is CSR oriented (e.g., environmentally responsible packaging), and CSR initiatives may affect product-quality perceptions". Brown and Dacin (1997, p 68) explain that CSR beliefs do not directly affect product evaluations because CSR associations are often unrelated to the company's abilities to produce goods and services. But other researchers consider that CSR influences judgments of specific product attributes when CSR activities are related to the corporation's activities (Madrigal, 2000). Therefore, we might think that CSR initiatives may have an impact on the company's perceived expertise and abilities when the cause is related to the company's core activities.

#### *The effects of CSR initiatives on the company's perceived altruism*

Altruism is also a key component of trust (Hess, 1995). It refers to the perception that the brand has the consumer's best interests at heart. As a result, it shares meanings with benevolence (Singh and Sirdesmukh, 2000; Gurviez and Korchia, 2002). Sirdesmukh, Singh and Sabol (2002) consider that consumers evaluate company benevolence, i.e. the underlying motivation to place consumer interests ahead of their own self-interest. Consumers assess not only the provider's ability to deliver on its promises but also its willingness to avoid doing anything that might be detrimental to its customers even though it is contrary to their own self interests (Ganesan and Hess, 1997). As such, it is inversely related to the provider's opportunistic behavior.

Altruism is a key construct in the ethical foundation of CSR and companies that engage in CSR activities aim to demonstrate their voluntary contribution to society, stakeholders and/or general welfare, even though their investments are uncompensated or costly (Windsor, 2006). However, the CSR literature shows that companies which contribute to different causes (health, environment, etc.) are not necessarily perceived as altruistic organizations. Consumers make inferences concerning the true motives of the company behind the CSR activities. They attribute motives to corporations engaged in CSR initiatives which could be intrinsic (fulfilling societal

obligations, benefitting the community or the cause) and/or extrinsic (developing the brand's own welfare, sales and profits or corporate image) (Batson, 1998; Ellen, Webb, and Mohr, 2006; Webb and Mohr, 1998). These inferences on the intent of the companies moderate the effects of CSR activities (Maignan and Ferrell, 2004; Sen, Bhattacharya and Korschun, 2006). For instance, corporate donations which are contingent on revenue (e.g. Cause Related Marketing; Varadarajan and Menon, 1988), have encountered criticism since this is often perceived as an opportunity of business development for companies. Then, consumers tend to consider that it reflects opportunism rather than altruism and philanthropy (Scholder, Webb and Mohr, 1998; Olsen et al., 2003; Endacott, 2004). Dean (2003) found this adverse effect of conditional donations only for companies with strong reputations. On the other hand, unconditional donations are perceived as less manipulative and misleading with disguised selling purposes. In situations of unconditional donations, consumers are more likely to make more charitable attributions regarding the company's motivations (Du, Bhattacharya, and Sen, 2007). Nevertheless, Battacharya and Sen (2004, p 11) note that consumers remain particularly skeptical “when companies with a negative reputation are involved in causes closely related to their business (e.g., Philip Morris’s recent campaign of “talk to your kids about not smoking”)”.

#### *The effects of CSR initiatives on the company’s perceived honesty*

Honesty is the third facet of consumer trust. Consumers assess whether the CSR initiative is an egotistical, self-centered or profit motivated strategy (perceived altruism), and also if there is a discrepancy between stated objectives and the firm’s actions (perceived honesty) such as claiming that they want to fulfil societal obligations although they are solely motivated by the brand's own welfare, sales, profits and corporate image. This dimension of Honesty refers to the trustworthiness and believability of the company and depends on the perception that the company provides true and accurate information to its customers (Hess, 1995; Goldsmith, Lafferty and Newell, 2000). As such, it is one of the two key components of corporate credibility, along with corporate expertise (similar to corporate ability or reliability) (Fombrun, 1996; Hoeffler and Keller, 2002; Erdem and Swait, 2004; Lafferty, 2007). Swaen and Vanhamme (2004) have demonstrated that CSR activities enhance the company’s perceived integrity and credibility. But the literature also underlines that individuals are often skeptical about CSR initiatives. Consumers can doubt the veracity of marketing communication and may not believe in the company’s claims and promises.

For Forehand and Grier (2003, p 350), “consumer skepticism toward a firm is driven not simply by beliefs that the firm’s motives are self-serving but rather by the perception that the firm is being deceptive about its true motives”. To inhibit the development of skepticism, marketers are thus recommended to select a cause which goes with the brand image. The brand/cause fit originates from multiple sources, such as serving a similar consumer base or sharing similar values (Xiaoli and Kwangjun, 2007). The less the brand and the cause fit, the less influence the CSR initiatives will have on attitude change and consumer trust. Becker-Olsen, Cudmore, and Hill (2006) demonstrate that a high fit, matching or congruence between the firm and the cause is likely to increase corporate trustworthiness and credibility. Findings are the same in the context of sponsoring activities (Rifon et al., 2004). Marketers should therefore select domains that consumers think appropriate (environment, health research, etc.) and which are also supported by consumers (Bhattacharya and Sen, 2001). Thus, the literature suggests that consumer skepticism about the company’s claims is likely to be superior when the cause does not fit the brand (different consumer base and values). Otherwise, consumers will distrust or disbelieve marketers’ actions, such as advertising claims and public relations efforts. In the long run, it will strongly diminish corporate credibility and marketing communication effectiveness.

#### *The effect of CSR initiatives on emotional attachment*

The literature emphasizes the impact of CSR on Consumer – Company identification (Bhattacharya and Sen, 2003; Lichtenstein et al., 2004; Sen and Bhattacharya, 2001; Sen et al., 2006; Du, Bhattacharya, and Sen, 2007). But no empirical study explicitly addresses the issue of the consumer’s emotional attachment to the brand, which is a related but different concept. According with Thomson, MacInnis and Park (2005), attachment is defined as “an emotion-laden target-specific bond between a person and a specific object”. Thomson, MacInnis and Park (2005, p 78) have identified a set of items to measure this construct and found three principal components: connection (feelings of being joined with the brand), passion (intense and aroused positive feelings toward a brand) and affection (warm-feelings toward a brand).

The CSR literature has focused mainly on the “connection component”, considering that CSR initiatives are likely to create a substantial overlap between consumer perceptions of themselves (self-definition, social identity) and their perceptions of the company (Lichtenstein, Drumwright and Braig 2004). For example, Battacharya and Sen (2003 and 2004) examine the consumer-company identification and demonstrate that consumers identify with companies when they are

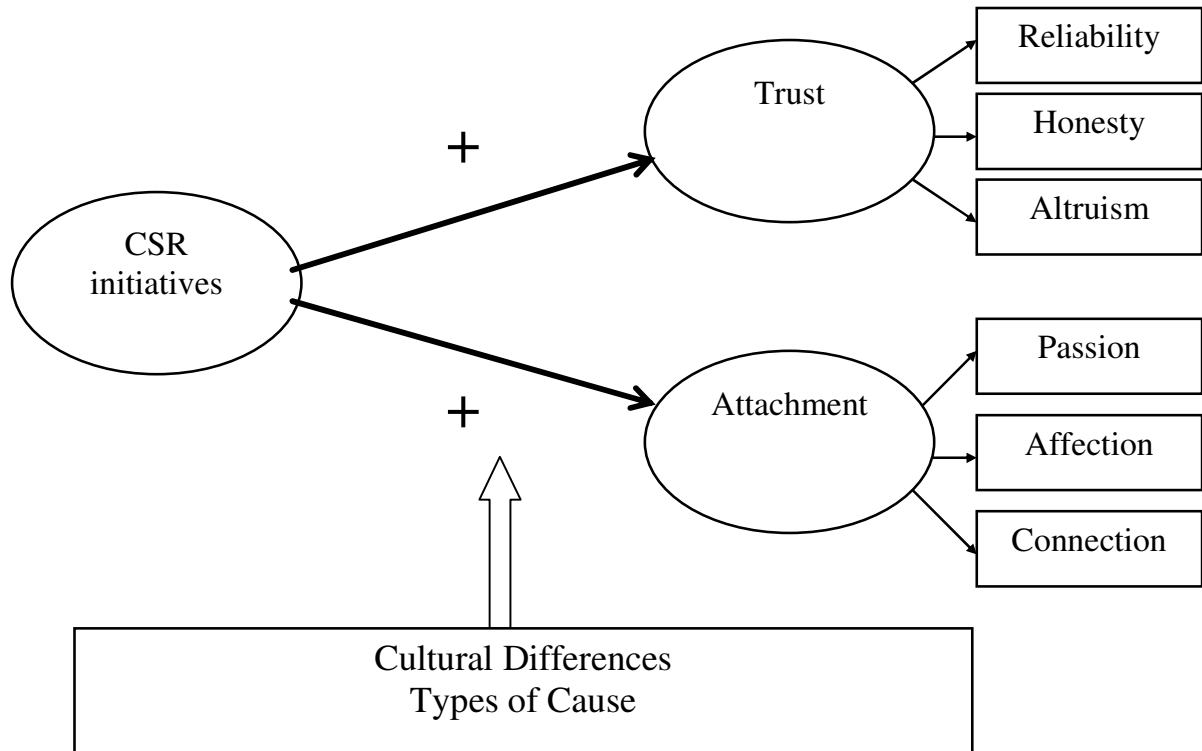
strong supporters of the companies' CSR initiatives. For Battacharya and Sen (2004), "if you keep supporting what your customers believe in, they keep coming back". Thus, selecting the cause which is personally relevant to consumers appears as a key determinant of CSR initiatives' effectiveness.

#### MODEL AND HYPOTHESES DEVELOPMENT: THE MODERATING ROLES OF CAUSES AND COUNTRIES

Below we elaborate a model and specific hypotheses (figure 1). We focus solely on a specific type of donations - unconditional donations- since they are more likely to affect customer relationships than conditional donations (cause related marketing). In this research, we suggest that the respective effects of CSR initiatives on trust and emotional attachment depend on the type of social cause defended by the company (related versus unrelated to the company's activities, low versus high consumer support, low versus high fit with the brand image) and on the culture of the consumers (collectivistic - high context versus individualistic - low context cultures). In other words, we make the following general hypothesis:

H1<sub>a,b</sub>: CSR initiatives have no main effect on a) consumer trust and b) emotional attachment. Those effects are significantly moderated by the type of cause and/or by the cultural differences.

Figure 1: The effects of CSR initiatives on consumer trust and emotional attachment across causes and countries



*Consumer responses to CSR initiatives in individualistic and collectivistic cultures*

Most research on consumer responses to CSR initiatives concerns US consumers, although companies often operate worldwide. A few international studies have examined how managers view CSR in many countries and have made comparisons among the CSR practices worldwide (Hartman, Rubin and Dhanda, 2007; Berger, Cunningham, and Drumwright, 2007; Golob and Bartlett, 2007; Maignan and Ferrell, 1999 and 2001; Maignan, Ferrell, Tomas, and Hult, 1999). But from the consumer’s point of view, empirical studies are scarce. For a notable exception, Maignan (2001) and Maignan and Ferrell (2003) have examined the meaning and importance of corporate responsibility for consumers in France, Germany and the USA. However, we still lack cross-cultural research which investigates consumer reactions to specific responsibility initiatives and which compare individualistic countries, such as France and the USA, and collectivistic countries, such as Thailand (Maignan, 2001; Maignan and Ferrell, 2003).

The individualism / collectivism dimension is a key criterion to distinguish and compare cultures (Hofstede, 1980; Hofstede and Hofstede, 2004). In individualistic cultures, such as the USA or France, people are autonomous, independent from their in-groups, value their personal goals over the goals of their in-groups, and their behaviors are based on their own attitudes rather than on social norms. In collectivistic cultures, such as China or Thailand, people are interdependent within their in-groups, value the goals of their in-groups and behave according to norms of their in-groups (Hofstede, 1980). Among the most important characteristics of people in collectivist cultures relative to those in individualist cultures is the emphasis on context rather than on content (Hall, 1976). In the USA, people rely more on an explicit and formal communication style, whereas in Asian countries, communication is more non-verbal and implicit, and is based on friendship and trust. We suggest that consumers from collectivistic cultures will be more favourable to corporate initiatives which contribute to the society and its general welfare. Moreover, the context of CSR (a company's contribution to a cause) may matter more than its content (a company's hidden agenda, type and size of contribution, etc.) in high context cultures. In collectivistic countries, consumers may have a greater tendency to attribute goodwill to companies that engage in CSR activities and may exhibit less skepticism. On the contrary, in low context or individualistic cultures (USA for instance), formal and explicit CSR commitments from companies may be required. Otherwise, consumers may become suspicious. Moreover, in France and the USA, consumers are more used to seeing CSR initiatives, often from companies with a bad reputation, and they sometimes disbelieve the companies' claims and sincerity (Thiery, 2005).

H2<sub>a,b</sub>: CSR initiatives will have more effect on a) consumer trust and b) emotional attachment in collectivistic countries than in individualistic countries.

#### *Consumer responses to CSR initiatives in Europe and the USA*

We also suggest that differences exist between US and French consumers. For Triandis (1995), individualism in France is different from individualism in the USA. For Triandis and Sue (2002), French culture tends to emphasize equality (horizontality) whereas the United States culture tends to emphasize hierarchy (verticality). Horizontal individualistic people desire to be unique and to do their own thing whereas vertical individualistic people not only want to do their own thing but also strive to be the very best. For Maignan (2001), French and Germans are more communitarian than Americans. Maignan and Ferrell (2003) show that consumers establish differences between

corporate responsibilities, especially between economic duties and other social responsibilities (ethical, legal, and philanthropic). US consumers highly value corporate economic responsibilities, i.e. making profit and delivering goods and services desirable for the society, whereas French and German consumers allocate more importance to philanthropic responsibilities (betterment of society). Thus, we might think that in Europe, to inhibit consumer skepticism, companies should avoid defending a cause which is not purely philanthropic and which can be related to economic benefits, such as brand image improvement, revenues, etc. French consumers are often skeptical and infer extrinsic motives to the company (lower perceived altruism) and may perceive a discrepancy between what the company claims (general welfare for the stakeholders) and what it actually does (price increases, pollution, factory closings, etc.) is lower perceived honesty. From a study conducted in the UK and in Spain, Singh, de los Salmones Sanchez and del Bosque (2007) also show that company-specific communication on CSR has a weak impact of on consumers' perception in Europe. Supporting a cause unrelated to the company's core activities is less likely to be perceived as opportunistic from the consumer's point of view. The company will be less suspected of being profit-motivated. On the other hand, in the USA, consumers put corporate economic responsibilities first. US consumers are often less reluctant to support a CSR action which is not purely philanthropic and which has also an economic purpose (brand image, improvement of products and services, etc). For instance, Becker-Olsen, Cudmore and Hill (2006) found in the USA that when the firm is viewed as profit-motivated, there is no reduction in perceived corporate credibility. We then elaborate the following hypothesis:

H3<sub>a,b</sub>: CSR initiatives related to the company's core activities will have more positive effects on a) consumer trust and b) emotional attachment in the USA than in France.

#### *The moderating role of consumer support for the cause*

Consumer support for the cause has been described as a moderator of the link between CSR information and company evaluation (Sen and Battacharya, 2001). CSR initiatives have more positive effect on the consumer-company congruence when the cause is strongly supported by consumers. The congruence theory suggests that individuals become more attached to the brand when they feel a high degree of proximity between the brand image, i.e. network of associations held in memory, and their self-concept. The development of secondary associations (health research, environment, etc.) is likely to enhance an identification process when consumers

support the same cause as the company (Hoeffler and Keller, 2002; Du, Battacharya and Sen, 2007). Endacott (2004) suggest that “globally, consumers expect businesses to support "good causes"; and the causes consumers wish to see supported appear to be influenced by country specific factors”. We also suggest that consumers will be more influenced by CSR initiatives when the cause is highly relevant to them. For example, consumers who identify with the populations hit by natural catastrophes (tsunami, hurricane, earthquake, etc.) because of geographical proximity and religious and language similarity, will be more influenced by companies’ CSR activities in this domain.

H4: CSR initiatives will have more positive effects on emotional attachment in countries where the cause is more personally relevant to consumers.

#### *The role of the fit between the cause and the brand image*

The literature suggests that the brand-cause fit moderates the effectiveness of CSR but it has found contrasting results: the brand-cause fit may have no effect (Berens, Van Riel and Van Bruggen, 2005; Lafferty, 2007) or a positive effect, depending on the product class (Pracejus and Olsen, 2002), on the company’s inferred motives for CSR (Becker-Olsen, Cudmore, and Hill, 2006) or on brand consciousness (Xiaoli and Kwangjun, 2007). However, we might think that a low brand - cause fit diminishes the effects of CSR initiatives on consumer trust and emotional attachment. First, a low fit tends to decrease the credibility of the CSR initiative. Thus, consumers will be more reluctant to believe in or rely on the company’s altruism and honesty. Second, consumers’ emotional attachment implies an identification process and relies on strong, favourable and unique associations with the brand. As consumers perceive a low association between the cause and the current brand image, they are likely to be less affected by CSR initiatives. We therefore elaborate the following hypothesis:

H5<sub>a,b</sub>: CSR initiatives with higher brand-cause fit will have more positive effects on a) consumer trust and b) emotional attachment.

## METHODOLOGY

The study is designed as a 3 x 3 repeated measures Manova with type of cause (drug abuse, obesity, and tsunami) and country (France, Thailand, USA) as between-subject factors and time (before and after exposure to the brand’s unconditional donation) as a within-subject factor. Trust

and emotional attachment were measured before and after respondents' exposure to a CSR initiative from the company.

#### *Design of the study*

We defined an experimental design to examine the effects of three instances of unconditional donations on consumer trust and emotional attachment across three countries.

First, we conducted the same experiment in a collectivistic country with a high context culture (Thailand in Asia) and two individualistic countries with low context cultures (France in Europe and USA in America). Maignan (2001) has also found differences between European countries (Germany and France) and the USA concerning consumer evaluations of CSR.

Second, to ensure sample equivalence (age, level of study) and for convenience reasons (international scope of the study), we selected university students at a bachelor or master degree level in the three countries. 806 questionnaires were collected in 2005: 249 French (one business school in France), 241 American (Colorado University at Denver) and 316 Thai (Chulalongkorn University – Bangkok). 52 incomplete questionnaires were removed from the study.

Third, to obtain a realistic measurement of consumer trust and emotional attachment, we decided to use a real brand with rich meanings rather than a fictitious brand with no real meanings for consumers. We selected a product category (soft drinks) which is relevant to university students, since they are frequent consumers of these products in the three countries. We also selected a brand (Coca Cola) which develops its activities worldwide and has high brand awareness and a strong global brand image. Consumers in more than 200 countries consume its beverages at a rate exceeding 1.4 billion servings each day. The Coca Cola company is strongly involved in CSR initiatives and “gauges its performance and consistently gathers global data” on its CSR activities (The Coca Cola Company - Corporate Social Responsibility Review, 2006). The use of a real global brand has led us to control the degree of brand familiarity and of frequency of consumption, which could strongly differ worldwide. The use of a single brand allows us to compare the effects of CSR initiatives of the same company across different cultures and types of cause.

Fourth, we elaborated three press releases which explain that Coca Cola has decided to make an unconditional donation to a cause. The respondents were then exposed to one of the three causes presented below.

- We distinguished a cause (fight against obesity) which is related to the company's activities from two other causes which are unrelated to its products (fight against drug abuse, financial support to local populations hit by a tsunami). The risk of donating to a cause related to the company's activities is to be seen as self-serving or profit motivated strategy (market penetration, sales and revenues, brand image). Moreover, consumers may perceive a discrepancy between Coca Cola's stated objectives (fight against obesity) and the firm's actions (selling sugar products to young consumers).
- We also distinguished a cause which has received strong support from millions of people worldwide (tsunami) from a cause which has lower support from populations (drug abuse). On the one hand, the tsunami, a disaster which is attributed to nature and populations affected by this "misfortune", deserves strong support. Billions of dollars have been donated by individuals, companies and governments worldwide to help the victims of the Southeast Asian tsunami which occurred on December 26, 2004 (one year before the study began). Thailand is particularly concerned by this cause (1939 deaths). On the other hand, the fight against drug abuse has a lower support from populations, since most individuals may think that it is not the most important social issue today or that it can be attributed only to the individuals who have "made the choice to consume drugs".
- In our study, at the beginning of the questionnaire, we also had controlled the degree of fit between the cause and the brand image. Contrary to previous research (Lafferty, 2007; Pracejus and Olsen, 2002; Becker-Olsen, Cudmore, and Hill, 2006; Xiaoli and Kwangjun, 2007), the degree of fit was not manipulated in this study, considering that it is better estimated at an individual level. Consumers often have heterogeneous perceptions concerning the brand-cause fit worldwide. A list of 15 causes was considered and the respondents indicated on a seven-point scale the extent to which they think each of these donations fits with Coca Cola's image. Three items concern the causes we manipulate in this study: tsunamis, obesity, and drug abuse. We use those items to test some of our hypotheses concerning the moderating effect of brand-cause fit.

Fifth, we removed 22 questionnaires from respondents who declared to not know Coca Cola (products, advertising, etc.). Finally we kept 732 completed questionnaires. Given the discrepancy of Coca Cola's consumption and familiarity across the three countries, we also include these variables as covariates in our model.

*Table 1: Design of the study: 3 Countries X 3 Causes*

		Country			Total
		France	Thailand	USA	
Causes	Drug abuse	83	107	74	264
	Obesity	64	101	46	211
	Tsunami	84	99	74	257
Total		231	307	194	732

*Measurement scale development and psychometric qualities*

Douglas and Craig (1983) provide an overview of equivalence levels that need to be addressed in cross-cultural research: conceptual equivalence, functional equivalence, translation equivalence, measure equivalence, sample equivalence, and data collection equivalence. Since the measurement scales were developed in a U.S. context, these equivalence issues need to be addressed in the current study. We test the same model (same constructs) on relatively similar samples (university students) with the same data collection process (lab experiment).

We then ensure measurement scale equivalence across the three countries (Malhotra, Agarwal, and Peterson 1996). The measurement scales are borrowed from the US literature on trust (Hess, 1995) and emotional attachment (Thomson, MacInnis and Park, 2005) (see the items in Appendix 1). In the case of France and Thailand, the US questionnaire was first translated into the local language using back-translation (translation equivalence). Then, the translated questionnaire was pre-tested with a small sample of respondents in France and Thailand. As a consequence of interviews with the respondents, the questionnaire was revised to strengthen the similarity of the constructs. We also ensured configural equivalence among the countries and through time.

According to Hess (1995), trust was conceptualized and operationalized throughout its three key dimensions: reliability, honesty and altruism. The respondents had to indicate on seven-point Likert scales to what extent they agreed or disagreed with different statements concerning Coca Cola’s honesty, altruism and reliability. The 11 items developed by Hess (1995) were mixed in the questionnaire and tested in the three countries. From an exploratory factor analysis, we ensure that reliability, honesty and altruism are distinct facets of trust. However, we found that the three constructs share a high percentage of variance and lack of discriminant validity.

Therefore, we develop a macro-concept of trust, which relates strongly to the three dimensions (loadings  $>0.70$ ). The second order model fits the data well (CFI, TLI and IFI  $> 0.99$ , RMSEA = 0.049) (see appendix 1).

According to Thomson, MacInnis and Park (2005), emotional attachment was conceptualized and operationalized throughout its three key dimensions: passion, affection and connection. The respondents had to indicate to what extent different words and aspects described their feelings toward the Coca Cola brand. The 10 items developed by Thomson, MacInnis and Park (2005) were mixed in the questionnaire and tested in the three countries. The respondents were unable to distinguish the three facets. Contrary to Thomson, MacInnis and Park (2005), we do not elaborate a second-order construct since only one dimension is extracted from the factor analysis. The one-dimensional model fits the data quite well (CFI, TLI and IFI  $> 0.97$ , RMSEA  $< 0.08$ ) (see appendix 1).

The psychometric qualities are presented in Table 2. The two constructs exhibited good convergent validity. The lambda coefficients (equivalent to the notion of saturation in factor analysis) were all above 0.70 and are highly significant. The reliability coefficients of the composite factors ranged between 0.88 and 0.94 (percentage of the variance shared by all items measuring a given factor). The mean variance indicators, which assess the portion of true variance extracted from the questions measuring a construct with respect to the margin of error (Fornell and Larcker, 1981), were all above 0.55 (Table 4), which is still within the satisfactory range. We also demonstrate good discriminant validity. The correlation between trust and emotional attachment is moderately high ( $r = 0.51$  before exposure and  $r = 0.46$  after exposure to CSR initiatives). When we compare the mean variance indicators obtained (shared variance indexes) with the squares of the inter-construct correlations, we can see that the constructs share a higher amount of variance with their own measures than with the other construct. Very similar results were found before and after exposure to CSR initiatives, demonstrating a considerable stability in the reliability coefficients and variance coefficients obtained (Table 2).

Table 2: Psychometric qualities of the constructs of trust and emotional attachment

	Reliability (Rhô)	Average Variance Extracted	Root AVE
BEFORE EXPOSURE			
Emotional Attachment	0,92	0,55	0,74
Trust	0,88	0,72	0,85
AFTER EXPOSURE			
Emotional Attachment	0,94	0,62	0,79
Trust	0,89	0,73	0,86

#### RESULTS OF A 3 X 3 REPEATED MEASURES MANOVA

The study is designed as a 3 x 3 repeated measures Manova, with type of social cause and country as between-subject factors and time (before and after exposure) as a within-subject factor. The first order construct of emotional attachment represents a mean score obtained from the 10 items developed by Thomson, MacInnis and Park (2005). The second order construct of trust is a mean score obtained from its three key dimensions (honesty, altruism and reliability) which were also the mean scores obtained from their respective items (see Appendix 1). To isolate the main effects of countries and causes, we also take into account different covariates, such as brand familiarity, the frequency of consumption (higher in the French sample), and respondents' age (older students in the US sample).

We have also estimated the degree of fit between the brand and each cause considered in this study (brand fit - drug abuse, brand fit - tsunami, brand fit - obesity). We observe significant differences of fit between the three countries, i.e. the three causes have more fit with Coca Cola's image in Thailand than in other countries. Among the 15 causes considered, the fight of Coca Cola against obesity has the lowest fit (mean = 3.52), the highest variance (std. deviation = 2.34) and the lowest difference with the other countries ( $F=17.6$ ,  $P<0.01$ ). This demonstrates that it is difficult to determine *a priori* if a cause has low or high fit with a brand. Contrary to most studies on the brand – cause fit, we suggest that it is better estimated at an individual level with different measurement scales (see Appendix 2).

The final results are presented in Tables 3 and 4. This research shows that CSR initiatives have no main effect on consumer trust ( $F=0.92$ ,  $P>0.05$ ) and emotional attachment ( $F=0.35$ ,  $P>0.05$ ). Our general hypothesis  $H1_{a,b}$  is then supported: The effectiveness of CSR initiative is strongly dependent on the type of cause and/or on the cultural differences (countries).

*Table 3: Results of the 3 x 3 repeated measures Manova*

	TRUST	F	Sig.	EMOTIONAL ATTACHMENT	F	Sig.
Between subjects	Country	73,116	,000	Country	2,324	,099
	Type Of Cause	1,471	,230	Type Of Cause	,745	,475
	Country X Type Of Cause	1,988	,095	Country X Type Of Cause	3,377	,010
	Frequency Of Consumption	16,505	,000	Frequency Of Consumption	56,428	,000
	Brand Familiarity	7,521	,006	Brand Familiarity	5,500	,019
	Age	,768	,381	Age	,684	,408
	Brand Fit - Drug Abuse	4,521	,034	Brand Fit - Drug Abuse	4,164	,042
	Brand Fit - Tsunamis	7,802	,005	Brand Fit - Tsunamis	7,072	,008
	Brand Fit - Obesity	6,641	,010	Brand Fit - Obesity	,379	,538
Within subjects	Trust	,923	,337	Emotional Attachment	,353	,553
	Trust X Country	5,503	,004	Emotional Attachment X Country	4,080	,017
	Trust X Type Of Cause	2,352	,096	Emotional Attachment X Type Of Cause	5,466	,004
	Trust X Country X Type Of Cause	1,929	,104	Emotional Attachment X Country X Type Of Cause	1,321	,261
	Trust X Frequency Of Consumption	,006	,936	Emotional Attachment X Frequency Of Consumption	,260	,610
	Trust X Brand Familiarity	,896	,344	Emotional Attachment X Brand Familiarity	1,712	,191
	Trust X Age	,781	,377	Emotional Attachment X Age	,001	,972
	Trust X Brand Fit - Drug Abuse	2,402	,122	Emotional Attachment X Brand Fit - Drug Abuse	,125	,724
	Trust X Brand Fit - Tsunamis	8,142	,004	Emotional Attachment X Brand Fit - Tsunamis	9,819	,002
	Trust X Brand Fit - Obesity	6,104	,014	Emotional Attachment X Brand Fit - Obesity	,062	,803

*Table 4: Paired sample t test*

COUNTRY	TYPE OF CAUSE	TRUST			EMOTIONAL ATTACHMENT		
		Paired Differences (time 2 minus time 1)	t	Sig (2 tailed)	Paired Differences (time 2 minus time 1)	t	Sig (2 tailed)
France	Drug Abuse	-,10417	-1,253	,214	,23746	2,678	,009
	Obesity	-,08781	-,710	,481	-,15537	-1,636	,107
	Tsunami	-,11376	-1,705	,092	,01477	,213	,832
Thailand	Drug Abuse	,12513	1,838	,069	,52523	5,491	,000
	Obesity	,21177	2,393	,019	,23960	2,578	,011
	Tsunami	,36700	4,859	,000	,52121	5,182	,000
USA	Drug Abuse	-,11186	-1,323	,190	,21321	2,290	,025
	Obesity	,19203	2,090	,042	,05217	,549	,586
	Tsunami	-,13213	-1,287	,202	,34775	3,068	,003

*The effects of CSR initiatives on consumer trust*

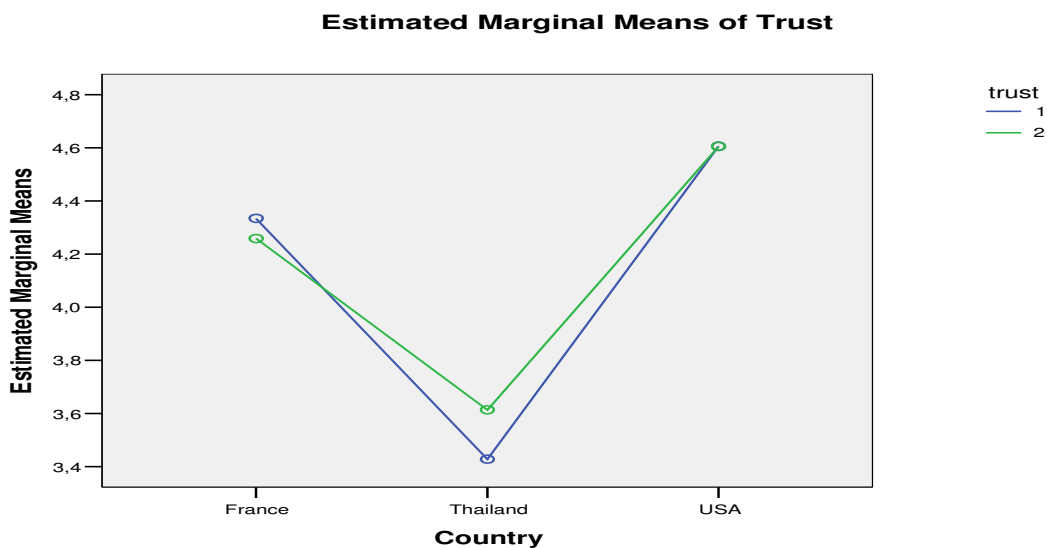
The influence of CSR initiatives on consumer trust depend mainly on the country (F=5.50, P<0.01). In Figure 2 (marginal means), we observe that CSR initiatives have a positive effect in Thailand whereas there is no significant main effect in France or the USA. In high context cultures, consumers tend to believe in the company’s goodwill and pay less attention to the motives of the company that engaged in CSR (sales, revenues, image, etc.). The hypothesis H2<sub>a</sub> is thus supported. The strongest impact concerns tsunamis (t = 4.85, P<0.01), which is a cause highly relevant to them (see paired sample t test in table 4). They do not imagine a potential cynical strategy of market penetration in this particular situation (t =1.83, P>0.05).

On the other hand, French and Americans are more skeptical and suspicious concerning the firm’s motivations and their confidence in the company is not affected by a single donation to a cause. There is only one exception in the USA, where the brand association with the fight against obesity has a positive impact on trust. US consumers tend to believe that a company may economically succeed in selling sugar products while striving to limit the potential negative

consequences this practice has on public health. As Brown and Dacin (1997) suggest, in North America, companies may gain trust by supporting causes which are related to their core activities. We do not see the same phenomenon in France, where no CSR initiative can enhance consumer trust. From pairwise comparisons among the estimated marginal means, we also observe that the three countries are significantly different from each other ( $P < 0.05$  for each pair of means). The hypothesis H2<sub>a</sub> is thus supported.

Before consumer exposure to CSR initiatives, consumer trust was higher in France and the USA than in Thailand ( $F = 73.11$ ,  $P < 0.01$ ). The company's engagement in a CSR initiative seems to be mainly beneficial when its credibility is low, a result which tends to confirm Dean's findings (2003): He shows that firms with a strong reputation have little to gain from a single donation whereas those with a bad reputation can increase their favor with consumers.

Figure2: The moderating role of country on the CSR initiative - consumer trust link



The influence of CSR initiatives may also depend on the brand-cause fit. The literature has found contrasting results concerning the role of brand-cause fit (Berens, Van Riel and Van Bruggen, 2005; Lafferty, 2007; Pracejus and Olsen, 2002; Becker-Olsen, Cudmore, and Hill, 2006; Xiaoli and Kwangjun, 2007). We find also contrasting results: The CSR initiative has a positive effect on trust when consumers perceive a high congruence between brand image (Coca Cola) and two causes: “support to local populations hit by a tsunami” ( $F = 8.14$ ,  $P < 0.01$ ) and “fight against obesity” ( $F = 6.10$ ,  $P < 0.05$ ). But the perceived fit of the brand with “fight against drug abuse” has

no influence. In other words, the brand–cause fit enhances the effectiveness of CSR initiatives when it represents a favorable association for consumers (Bloom et al., 2006). When consumers do not support a cause, the brand–cause fit has no significant impact on trust. Thus, the hypothesis H5<sub>a</sub> is rejected.

#### *The effects of CSR initiative on consumers' emotional attachment*

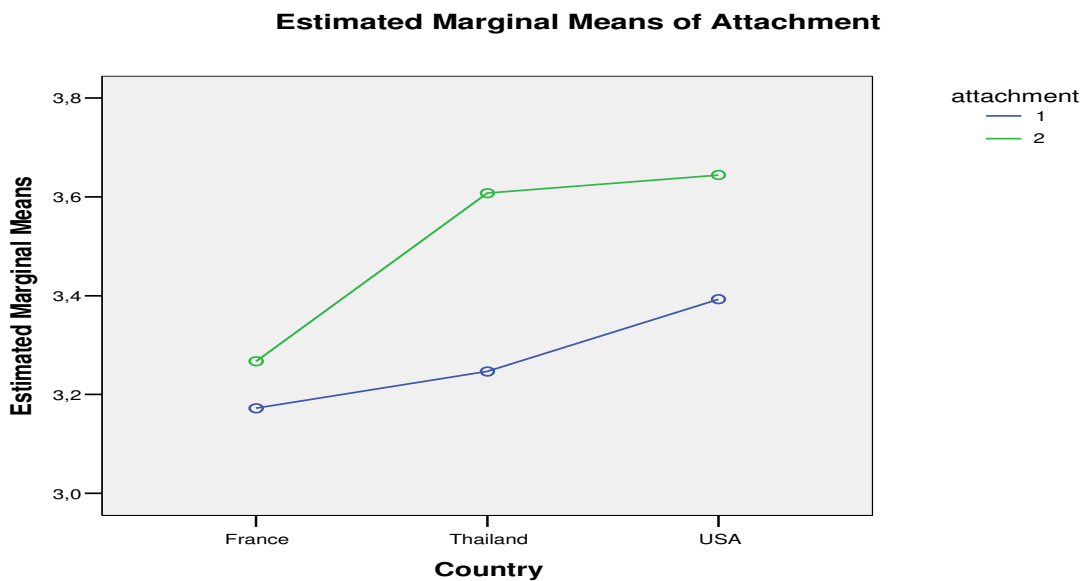
CSR initiatives have no main effect on emotional attachment which depends on both the type of cause ( $F= 5.46$ ,  $P<0.01$ ) and the country ( $F= 4.08$ ,  $P<0.05$ ). In Figure 4, we note that CSR initiative has a stronger effect on emotional attachment in collectivistic - high context cultures (Thailand) than in individualistic - low context cultures (France and USA). The hypothesis H2<sub>b</sub> is supported. In Table 4, we observe that the three CSR initiatives reinforce consumers' emotional attachment in Thailand. They feel more passion, connection and affection with the brand after exposure to CSR initiatives. Thus, CSR initiatives reinforce customer relationships (i.e. emotional attachment in the three situations and consumer trust in two situations). A notable exception concerns the fight against drug abuse.

Conversely, French consumers are the less affected by CSR initiatives: they exhibit a strong skepticism towards the company's CSR initiatives. Trust is never affected and emotional attachment is enhanced only if the brand is associated with the fight against drug abuse ( $t=2.67$ ,  $P<0.01$ ). They may think that this CSR strategy has less potential to benefit the company in comparison with the two other causes: First, the populations hit by the tsunami in December 2004 have garnered strong support from millions of people worldwide. Some French consumers may think that this company aims to “benefit” from this disaster and to reinforce its brand image and increase its market penetration (opportunism). Second, the “fight against obesity” may also be viewed as a cynical strategy and consumers perceive a discrepancy between stated objectives (fight against obesity) and a firm's actions (selling sugary soft drinks to young consumers).

US consumers become more attached with the brand when the cause is independent from the company's core activities (tsunami and drug abuse). This contrasts with the case of trust (altruism, honesty and reliability) which was enhanced when the cause was more related to the company's products (obesity) ( $t = 2.09$ ,  $P<0.05$ ). Therefore, this study suggests that, to build trust in the USA, the CSR initiative has to be associated with the firm's core activities. But to reinforce consumer attachment, the firm has to be associated with causes which are unrelated to its activities. US consumers may see it more as a charitable and less profit-motivated strategy. Given

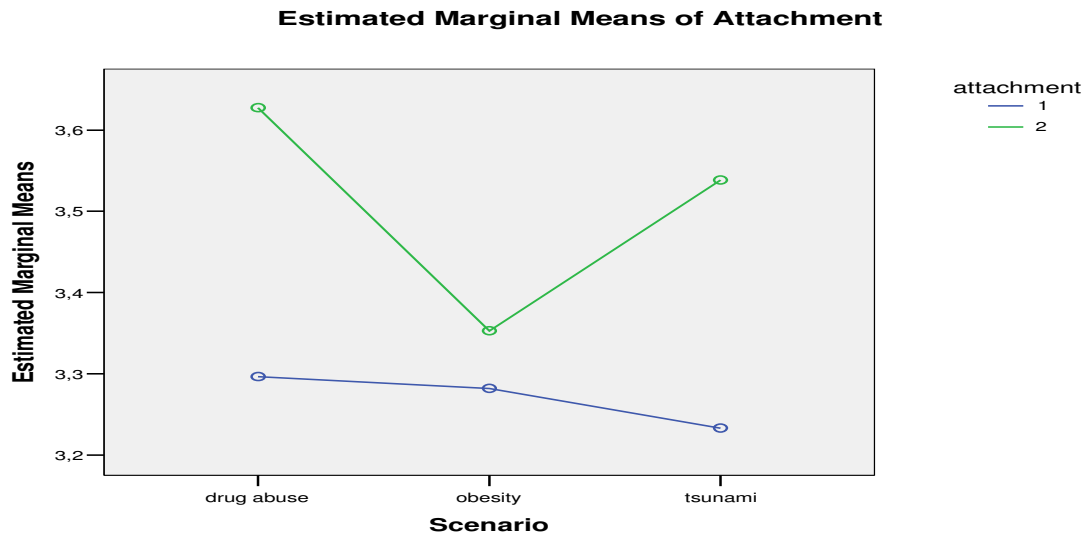
that “fight against obesity” has no effect on emotional attachment in France and the USA, the hypothesis H3<sub>b</sub> is rejected.

Figure 3: The moderating effect of country on the CSR initiative –Attachment link



In Figure 4, we can see that CSR initiative has a stronger effect on emotional attachment when the brand is associated with a cause which is not related to the company’s core activities: drug abuse or tsunami. In Table 4, a positive effect is obtained when the brand is associated with drug abuse in the three countries, with tsunami in the USA and Thailand and with obesity only in Thailand. Furthermore, Thai consumers are influenced more by the CSR initiative when it concerns tsunamis, a cause which is highly relevant to them. Hypothesis H4 is thus supported.

Figure 4: The moderating effect of type of cause on the CSR initiative –Attachment link



Finally, the fit between the brand and tsunamis has a positive influence ( $F= 9.81, P<0.01$ ). When consumers think that Coca Cola’s image is congruent with the support to local populations hit by a tsunami, they feel more affection, passion and connection with the brand. This donation is unrelated to the company’s core activities (contrary to “obesity”) and is seen by consumers as a favorable association (contrary to “drug abuse”). The brand–cause fit has no effect in the two other situations. Hypothesis H5b is thus rejected. When there is a strong and favorable association between the brand and the cause, the CSR initiative has the potential to strengthen customer relationships (i.e. trust and/or emotional attachment). On the contrary, when there is a low fit with a cause which is supported by individuals, the CSR initiative may weaken customer relationships. In other words, companies not only have to select a cause supported by consumers but also to make sure that they are legitimate defenders of this cause.

#### CONCLUSIONS AND MANAGERIAL IMPLICATIONS

This paper is an attempt to examine the effects of CSR initiatives on consumer trust and emotional attachment in a cross-cultural setting. It tends to moderate previous findings from the CSR literature. Two key contributions can be underlined.

First, this research emphasizes the effects of CSR initiatives on key relational mediators (trust and emotional attachment), which have often been neglected in the CSR literature, although they

are key antecedents of loyalty and advocacy behaviors. It demonstrates that companies may reinforce customer relationships only if they carefully define their CSR strategy (which cause? which country?). We do not find any adverse effect of CSR initiatives, even though the company selects a cause unsupported by the consumers and related to its core activities (products, services, etc.). Consumers seem to value more the “act of giving without any explicit counterparts” (unconditional support for non-profit organizations) than the type of cause which is defended by the company (which cause is selected by the firm?). This was true in the three countries we considered in this study (France, Thailand, and USA). While there is no boomerang effect, companies may also have no relational payback from their investment in CSR activities if they do not select the right cause and/or the right country. It does not matter if they solely want to fulfil their societal obligations by giving back a part of their revenues to society. But it matters if they are also motivated by the brand's own welfare and want to take this opportunity to get closer to their customers. To achieve this objective, they often need to confront consumer skepticism concerning CSR activities, especially in Europe and North America (Webb and Mohr, 1998; Swaen 2004; Szykman 2004).

Second, this research underlines that consumer responses to CSR initiatives strongly differ from one country to the next. In comparing two low context cultures (France and USA) with a high context culture (Thailand), this study does not pretend to address all the international issues of CSR. However, it is one of the rare attempts to compare the effects of CSR initiatives on consumers’ responses in different countries (Maignan, 2001). It suggests that there are significant differences between individualistic countries, such as France and USA, and collectivistic countries, such as Thailand. Thai consumers are much less suspicious and skeptical concerning CSR initiatives than the Americans and the French. While Asia is becoming a top priority for global companies, brands have the potential to significantly defend their competitive position in those countries if they develop appropriate CSR initiatives. For example, Coca Cola which is less developed in Thailand than in France and the USA (lower brand familiarity, consumption, trust and attachment) has the possibility to increase its reputation and its customers’ emotional attachment by implementing this strategy (see Figure 4). To succeed, global companies should select the cause which is the most supported by its targets (natural disaster, environment, health research, etc.) and which fits its brand image.

## LIMITATIONS AND FUTURE RESEARCH

This research suffers from different limitations and brings up many questions for future research on consumer responses to CSR initiatives.

First, we used an experimental design to estimate the causality between CSR initiatives and consumer trust and emotional attachment. Du, Battacharya and Sen (2007) suggest that research on relational processes (loyalty, advocacy, etc) “needs future experimental studies that control for confounds and alternative explanations”. In our experiment, the two key relational constructs are therefore measured just before and then just after respondents’ exposure to CSR initiatives. However, this situation differs from real life situations, where consumers can be repeatedly exposed to the same stimulus (Internet, TV, newspaper, etc.) and where trust and emotional attachment often evolve in the long run. A longitudinal design with repeated consumer exposure to the same message will be necessary to improve the external validity of our research. Furthermore, we have just considered the effects of unconditional donations to causes and our results do not apply to conditional donations (cause related marketing). Future research should then examine how conditional donations based on company revenues may influence the consumers in France, Asia, Africa, South America, etc.

Second, we use a convenience sample composed of university students in order to have comparable groups. We also include their age, frequency of consumption and brand familiarity as covariates in the analysis to better isolate the effects of CSR initiatives in different countries. Nevertheless, future research needs to be conducted among more heterogeneous samples of consumers. We still need empirical studies which compare consumers from several countries (China, Brazil, Russia, etc.), from different social classes, from different age groups, etc. and which examine other product categories and other brands (service companies for example).

Third, cross-cultural research is still needed to better understand how CSR may affect consumers worldwide. In particular, it will be important to compare the consumers’ responses to CSR initiatives in different European countries (Northern, Eastern, Southern European cultures) (Usunier, 2000; Maignan and Swaen, 2000; Reynaud and al, 2007). Furthermore, cross cultural research is a difficult task since it is not always possible – as in this study – to control the cultural diversity within the same country and to measure the consumers’ culture at an individual level. Cross-cultural research uses the country as a proxy of culture but it points to limitations in the studies. Future research will be useful to consider culture at an individual level – instead of a

country or region level - so that we could make a link between personal values, religion, ethics, etc. and consumer responses to CSR initiatives. Other cultural dimensions – apart from the individualism / collectivism dimension – may also be considered to better capture the consumers' culture and explain why they respond to CSR initiatives in a different way.

Finally, consumer responses to CSR initiatives are very complex and the literature has already identified several success factors: relevance of the cause (fit), product quality, general beliefs concerning CSR, consumer support for the cause, etc. We have tried to control many factors in our experiment: causes related or unrelated to the company's activities, causes more or less supported by consumers, low or high brand–cause fit, frequency of consumption, brand familiarity, and age. We then conclude that companies should pay attention to cultural differences when they develop their CSR strategy. Nevertheless, other factors may exist that have to be discovered in the future to obtain a more complete picture of the effects of CSR initiatives on customer relationships.

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## APPENDIXES

### A1

**Table 1: Trust dimensions before and after exposure to CSR initiatives**

	Before exposure			After exposure		
	1	2	3	1	2	3
<b>Reliability</b>						
If I bought another soft drink from Coca Cola I feel like I would know what to expect.	,892			,896		
I feel I know what to expect from my Coca Cola.	,617			,768		
<b>Honesty</b>						
If Coca Cola makes a claim or promise about its product, it's probably true.		,910		,956		
Most of what Coca Cola says about its soft drink is true.		,719		,783		
<b>Altruism</b>						
There are no limits to how far Coca Cola will go to solve a problem its consumers might have with its products.			- ,904			,927
Coca Cola will do whatever it takes to make me happy.			- ,710			,669
Coca Cola is genuinely committed to my satisfaction.			- ,639			,762

**Table 2: Emotional attachment before and after exposure to CSR initiatives**

	Before exposure	After exposure
Attached	,842	,854
Bonded	,824	,871
Captivated	,817	,808
Passionate	,813	,818
Connected	,772	,847
Delighted	,766	,762
Affectionate	,745	,826
Friendly	,727	,800
Loved	,719	,796
Peaceful	,693	,778

**A2**

**Table 1: The brand – cause fit: significant differences across the countries**

	Tsunamis (F=65.8, P<0.01)				Obesity (F=17.6, P<0.01)				Drug Abuse (F=75.4, P<0.01)			
	France	Thailand	USA	Total	France	Thailand	USA	Total	France	Thailand	USA	Total
N	226	306	194	726	230	307	194	731	230	307	194	731
Mean	3,57	4,83	3,34	4,04	3,40	4,06	2,82	3,52	3,47	5,07	3,57	4,17
Std. Deviation	1,840	1,472	1,478	1,734	2,523	2,264	2,026	2,342	1,960	1,601	1,475	1,856