The Influence of Corporate Social Responsibility Initiatives on University Students’ Buying Behavior

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ABSTRACT

Existing literature shows that consumer loyalty; consumer attitude; product evaluation; and word-of-mouth are aspects that play an important role in consumers’ buying behavior and are likely to be influenced by companies’ CSR initiatives. The purpose of this thesis is to test whether companies’ CSR initiatives have impact on university students’ buying behavior with regard to these four aspects. Four hypotheses are formulated accordingly.

The quantitative research method is chosen to serve the research purpose. Data is collected through self-complemented questionnaire. Questionnaires have been sent to Karlstad University’s students who are the samples of this thesis.

The finding of this thesis shows that company’s CSR initiatives have significant influence on all four aspects. However, some indicators, which are suggested by the existing literatures as important, are not proved to play an important role on our respondents’ behavior of purchasing.

These indicators are resistance to switching to competitor to the aspect of consumer loyalty; product price to the aspect of product evaluation and shared information of employee behavior to the aspect of word-of-mouth. This means these indicators unlike what the existing literature claims are not relevant in the university students’ buying behavior.

Key words: Corporate social responsibility; consumer behavior; consumer loyalty; consumer attitude; product evaluation; word-of-mouth
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1. Introduction

1.1. Background

Nowadays in the highly globalized economic system, along with rapid development of the society, the change of social environment and the increasing consumer awareness, enterprises have been expected to take more social responsibility. Under increasing pressure companies have been showing good corporate responsibility in each country which they operate their business (Pinkston & Carroll, 1994 according to Morsing and Beckmann, 2006:165a). Nowadays, companies perform ethical, economic and legal obligations not only towards their shareholders but also for their customers, employees and other stakeholders and so on (Sen and Bhattacharya, 2001 according to Morsing and Beckmann, 2006: 165b). Many enterprises have shifted their positioning from pure profit-seeking economic entities to responsible citizens who have a strong sense of social responsibility. Corporate social responsibility has become an important concern of many companies. Since globalization has contributed to the increase number of multinational companies and their global supply chains, different national governments and intergovernmental bodies establish acceptable social norms of behavior in order to monitor these companies. It is important for a company to take corporate social responsibility in their business to deal with the problems about environment protection, sustainable development, human resources management and security (Industry Canada 2012). A company cannot just pursuit for profit at the cost of neglecting the issues of environmental contamination, community sustainable development, product quality and the employee welfare. Undertaking corporate social responsibility (CSR) has become a vital factor for a company to achieve the goal for sustainable management. Corporate social responsibility is also a very important component for a company to build enterprise competitiveness. CSR is changing the business rules gradually; many enterprise managers have realized that CSR is an absolutely necessary element in the company’s development. After the competition of price and quality, the competition of CSR initiatives is an important symbol in the new round of international competition. Some large enterprise and multinational
corporations start to include CSR promotion in their business strategies and regard relevant CSR strategies as important parts in their core business operations. They release CSR reports at regular intervals and establish the “corporate social responsibility” column on their company website to show their conditions of perform social responsibility to the public. These enable these companies to gain more competitiveness advantages in market competitions. It is thus clear that to be responsible for corporate social responsibility have become an important trend for companies’ future development. In the 21 century corporate social responsibility has been viewed as the entry ticket for companies to doing their business (Altman, 1998 according to Morsing and Beckmann, 2006: 165c).

Companies use different ways to show their corporate social responsibility practices which related to employee welfare, environment, community, charities and so on. Companies dedicating themselves into a serious of CSR practices because they believed that customers provide more support to the responsible companies. Obtaining customers’ support and having loyal customers are very important aspects for the operations of modern enterprises.

A company’s external environment is primarily composed of various stakeholders, and the consumers occupy an important position among these stakeholders. The consumers’ purchasing behavior may directly influence a company’s performance and development. The consumers’ behaviors and decisions have significant influence on a company’s profit, and they are very important indicators to evaluate a company’s management conditions. There are many methods can help a company to get consumer’ support and loyalty, one effective way is to establish good corporate prestige in the minds of consumers. The corporate prestige is important because it is an “effective weapon” to build a company’s sustainable competitive advantage and to build trust from stakeholders, especially for their consumers.

A company can improve their corporate prestige by fulfilling their corporate social responsibility. Because the CSR activities of a company can strengthen the company’s prestige, and promote consumers’ impression of the company,
increase the trust between the company and the consumers, and thus influence their purchasing behavior.

1.2. Research Problem

For a company, one of the most important challenges is to get trust and recognition from their consumers. Whether or not a responsible company could get more support is dependent on the customers’ decision. According to Brown and Dacin (1997), usually consumers’ evaluation of a company’s image and product is paralleled with the company’s corporate social responsibility. Some consumers concerning the CSR initiatives when they buy products, they view CSR as a referential factor for their purchase decision. Meanwhile, they resist the products made by the irresponsible company. When doing the research about corporate social responsibility, the consumer’s expectation and demand should also be concerned. At the present, most of the CSR literatures were discussed from the enterprise perspective, including the structure of CSR system, the ways a company undertakes CSR and its influence and so on. But few researches have been done from consumer’s perspective. Therefore, this paper tries to investigate the effect of companies’ CSR initiatives on consumer buying behavior from the consumers’ perspective.

Crowther and Rayman-Bacchus (2003) stated that there are several factors influencing the corporate social responsibility such as top manager, shareholder, government, civil society, consumer behavior and so on. They all play a role in the corporate social responsibility strategy, and thus they are all of interesting factors when doing research on corporate social responsibility initiatives. However it is almost impossible to address all the factors in detail in a single study. Therefore, we choose to focus on only one factor which is consumer behavior. Consumer behavior is defined as “how individuals or group buy, use and dispose of goods, services, ideas or satisfy their needs and wants” (Kotler et al, 2009: 224). Being one of the key processes in the model of corporate social responsibility initiatives, we are more interested in this factor’s influence on university students.
Consumer can be divided into different groups by different categories with each sub-group has its own specifications. In this thesis we will focus on the consumer group of university students for the consideration that they are receiving higher education, having more sense of the society’s sustainable development which is a big issue of concern and discussion topic within university campus. It is reasonable to believe that they are more sensible to the companies’ CSR initiatives.

1.3. Purpose and Research Question
Existing literature shows that Company’s corporate social responsibility (CSR) initiatives have effect on consumer buying behavior through four aspects: consumer loyalty (Oliver 1999; Bhattacharya and Sen, 2004), consumer attitude (Folkes and Kamins, 1999; Becker-Olsen et al., 2006), product evaluation (Brown and Dacin, 1997; Sen and Bhattacharya, 2001), and word-of-mouth (Herr et al, 1991; Carrigan and Attalla, 2001; Bhattacharya and Sen, 2004). As a group of consumers, it is reasonable to assume that company’s CSR initiatives have influence on University Students’ buying behavior in these four aspects too.

The purpose of this thesis is to test: Whether companies’ CSR initiatives have impact on university students’ buying behavior with regard to these four aspects.

The research question is: Is there a positive relationship between company’s corporate social responsibility initiatives and university students’ buying behavior.

In order to answer the research question, a survey study is designed. A self-complemented questionnaire is sent to a carefully selected sample in Karlstad University in Sweden.

1.4. Definition of CSR
By now corporate social responsibility has been defined in many ways. In this thesis Corporate social responsibility has been defined as “a company’s commitment to minimizing or eliminating any harmful effects and maximizing its long-run beneficial impact on society” (Harris et al, 2001: 47).
1.5. Structure of Research

This thesis consists of five major parts including introduction, theoretical framework, methodology, result and analysis, and conclusion. The first part is introduction which includes an overview of background, problem statement, research question, purpose, structure. The second part is theoretical framework. Articles from previous research are reviewed and findings are summarized. The basic concepts, the corporate social responsibility initiatives as well as its four aspects, attitude, loyalty, product evaluation, and word-of-mouth will be discussed. The third part is methodology contains research method, sampling and data collection, questionnaire design, data description and basic data description. The fourth part is the result and analysis. This section is going to analyze data which is collected from questionnaires. The final part is conclusion, limitations and further research. This part will summarize previous findings from the analysis parts and also will discuss limitations of this thesis.
2. Theoretical Framework

2.1. Corporate Social Responsibility and Consumer Behavior

Existing literature shows the influence of corporate social responsibility on consumer buying behavior. Previous studies have proved that companies can get benefits from conducting corporate social responsibility, CSR can influence consumer’s behavior in many aspects such as purchase intent (Mohr and Webb, 2005 according to Morsing and Beckmann, 2006: 192d); product evaluations; brand recommendations and product select (Brown and Dacin 1997; Drumwright, 1994 and Sen and Bhattacharya, 2001 according to Morsing and Beckmann, 2006:192e). Morsing and Beckmann (2006) also argued that the corporate social responsibility influence not only on consumers’ purchasing decisions but also on consumers’ evaluation of new products.

Since consumer attitude, loyalty, product evaluation, word-of-mouth are main aspects that play a role in the consumer’s buying process (Schiffman and Kanuk, 2007); and company’s corporate social responsibility initiatives have been proved to have effect on the same four aspects of consumer loyalty (Oliver 1999; Bhattacharya and Sen, 2004), consumer attitude (Folkes and Kamins,1999; Becker-Olsen et al.,2006), product evaluation (Brown and Dacin, 1997; Sen and Bhattacharya, 2001), and word-of-mouth (Herr et al, 1991; Carrigan and Attalla, 2001; Bhattacharya and Sen, 2004). Therefore it is reasonable to believe that consumer buying behavior has been affected by company’s CSR initiatives.

Existing literature have also shown that CSR initiatives have strong influence on consumer purchasing behavior. Creyer and Ross (1997) stated that CSR initiatives plays an important role in consumer purchase decisions; Similarly Boulstridge and Carrigan (2000) proved that corporate socially responsible behavior could directly influence on consumers’ purchasing behavior; and Carrigan and Attalla (2001) showed that there is a positive relationship between CSR initiatives and consumer behavior.
2.2. CSR Initiatives and Four Aspects of Consumer Behavior

2.2.1. Consumer Loyalty

Consumer loyalty is defined as “a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future” (Oliver, 1999:34). This indicates loyalty consumers prefer a company to other companies, and they will keep on re-purchasing from this company in the future. In this situation consumer’s loyalty can be a repeated purchasing behavior. Consumer’s repeated purchasing behavior could be a top target for each company. Therefore to attract consumer to do repeated purchasing behavior become one of the most important challenges for every company. However, Pirsch et al (2007) stated that company’ CSR initiatives could be an extremely helpful method to achieving it. Bhattacharya and Sen (2004) pointed that if a consumer purchasing a company’s product it means that the consumer has convinced of and identify with the company’s CSR performance. For example, some animal protectors tend to buy The Body Shop’s products because The Body Shop promises that they have never tested products on animals.

Existing literature has shown that consumer loyalty have been influenced strongly by company’s corporate social responsibility initiatives (Oliver 1999). Meanwhile there is a positive relationship between company’s corporate social responsibility initiatives and consumer’ loyalty (Bhattacharya and Sen, 2004). It may suggest that if a company’s CSR initiatives are adequate, consumers will purchase other company’s products or brands. Then the consumer’s loyalty is low. However, if a company pay more attention to CSR performance, then consumers are more likely to become loyal to the company. As a group of consumers, it is reasonable to assume that this could happen on university students’ buying behavior. If the company’s performance on CSR is good, then university students may re-purchase the company’s products or bands in the future. As mentioned before, the following hypothesis is proposed:

**H1: There is a positive relationship between company’s CSR initiatives and university students’ loyalty towards their products.**
2.2.2. Consumer Attitude

Peter et al (1999:133) defined attitude as “a person’s favorable or unfavorable feelings toward an object”. Previous literature has provided useful contribution on consumer attitude with regard to its relation to the company’s CSR initiatives. Meanwhile, more and more studies have shown that a company which promotes CSR initiatives can lead consumers hold a positive attitude to this company. Lafferty and Goldsmith (1999) conducted an experiment, they controlled spokesperson and corporate credibility by using advertisement and newspaper; the result showed that corporate credibility had significant influence on consumer buying decision and consumer attitude to a brand, while a company’s contributions to environmental protection and charity can reflect a positive corporate credibility. Some marketing research found that consumers usually patronize the company which takes CSR actively. For instance, Becker-Olsen et al (2006) argued that CRS-based promotion should not be perceived as the reason to a negative incident of the past or the motivation of increasing profit if it tends to be the success. Folkes and Kamins (1999) mentioned that there is a relationship between CSR initiatives and consumer attitude. Consumer attitudes can be influenced by a company’s ethical behavior, and consumer attitude can influence the consumer estimate of the company and its product. A company’s ethical behavior can be viewed as an important factor which influences consumer buying decision. When a product’s attribute is excellent, consumers appear to be more willing to choices an ethically behaving company than chose an unethically behaving company (Folkes and Kamins, 1999). Consumers are able to compare the ethical behavior of different companies, while take the moral evaluation to help them perform purchasing decision, as Folkes and Kamins (1999) argued CSR will help companies to distinguish their products from competitors through creating a superior consumer attitude towards a particular quality product. As a group of consumers, it is reasonable to assume that this could happen on university students’ buying behavior. If a company performs good CSR, then university students show positive attitude toward the company’s products or bands. As mentioned before, the following hypothesis is proposed:
H2: There is a positive relationship between company’s CSR initiatives and university students’ attitude towards their products.

2.2.3. Product Evaluation

Product evaluation has been defined as “consumers’ judgment and choices among alternatives based on marketer provided cues and on other sources of information about product characteristics” (Cordell, 1997 according to Lee J.K. and Lee W.N., 2009:142). According to Folkes and Kamins (1999:245), “a consumer has certain associations with a firm and evaluates the firm accordingly”. Positive CSR associations make consumers take a positive evaluation to the company, and the positive CSR associations also have taken a positive effect on consumers’ response to the company’s product and service; in contrast, a negative associations cause negative influence on consumers’ evaluation to the company and its product(Brown and Dacin, 1997). This implies that the positive CSR can enhance the company’s product evaluation, but negative CSR will harm the company’s product evaluation. If a company provides consumers positive CSR information to consumers, as a response the consumers will react positively to the company (Brown and Dacin, 1997). Sen and Bhattacharya (2001) mentioned that CSR initiatives have significant influence on consumers’ product evaluation, if a consumer highly supports a company’s CSR activities, he or she usually believe that this company which actively commit to CSR practices will be able to produce decent products. As a group of consumers, it is reasonable to assume that this situation could happen on university students. As mentioned before, the following hypothesis is proposed:

H3: There is a positive relationship between company’s CSR initiatives and university students’ product evaluation towards their products.

2.2.4. Word-of-Mouth (WOM)

Word-of-mouth has been defined as “informal communications between private parties concerning evaluations of goods and services” and WOM has two perspectives which are negative and positive (Anderson 1998:6). Both two perspectives reflect a response to a company’s performance from consumer’s
view. For example: if the company’s performance meets or exceed consumer expects, then consumer could share their positive purchasing experience to others; while if the company’s performance does not good enough to meet consumer’s expects, they also would like to communicate their negative purchasing experience to someone else. Hence, WOM plays a vital role in consumer buying decision and product evaluation (Herr et al, 1991). Furthermore, Bhattacharya and Sen (2004) pointed out WOM also can be a foundation for helping CRS’ impact, since the weakness of CSR initiatives is lack of consumers’ awareness, companies should improve CSR commitment by various methods.

Previous studies show that WOM have been influenced by company’s corporate social responsibility initiatives and there is a positive relationship between WOM and CSR initiatives (Bhattacharya and Sen 2004). Indicating that if a company perform a better CSR, then consumers would like to pay more money on the company’s products; meanwhile the consumer recommends as well the company’s products or brands to their friend. Even though some consumers who themselves did not consider a company’s CSR initiatives during purchase decision, they still recommend their friend to purchase socially responsible company’s products or brands (Bhattacharya and Sen 2004). As a group of consumers, it is reasonable to assume that this situation could happen on university students too. Most university student would like share their purchasing experiences to their friends. As mentioned before, the following hypothesis is proposed:

**H4: There is a positive relationship between company’s CSR initiatives and university students’ word-of-mouth towards their products.**

2.3. Overall Model

![Figure 1: structural model of the hypotheses](image)

Consumer buying behavior

- H1: Consumer loyalty
- H2: Consumer attitude
- H3: Product evaluation
- H4: Word-of-mouth
This hypothetic model is based on the existing theories that have mentioned before. According to this model CSR initiatives are supposed to have positive impact on consumer buying behavior aspects of consumer loyalty, consumer attitude, product evaluation and word of mouth respectively. This will be tested and analyzed in the next parts of this thesis.
3. Methodology

3.1. Research Method

Generally, there are two types of research methods which are commonly used in business studies. They are quantitative research and qualitative research. Qualitative research is good at answering the research question of ‘why’ or ‘how’. Quantitative research, on the other hand, is good at testing hypotheses. It emphasizes quantification in the collection and analysis of data, in which strength is placed on the testing of theories. This is exactly the research strategy this thesis follows.

The quantitative research uses quantified data analysis for explaining research and solving problems. Data from the quantitative research is based on variables and numbers (Bryman & Bell, 2007). The data can easily be transferred into results. This research is established based on questions and basic concepts, and it is used for large-scale studies. The quantitative research is widely used in the deductive approach of the theories and hypotheses (Bryman & Bell, 2007).

Our thesis aims to test the formulated hypotheses. It is deductive research in nature. Quantitative research is suitable for the research purpose. Thus, quantitative research will be used in this thesis.

Different methods have their own characteristics. Therefore, selecting a suitable method plays an important role in investigations. According to the research aim questionnaires have been chosen as the data collection method.

3.2. Sampling and Data Collection

In order to investigate CSR initiatives’ influence on buying behavior of university students, we choose students from Karlstad University of Sweden as our sample. It is based on several reasons: firstly, this university is one of the important Swedish universities. Secondly, it is located in West part of Sweden and is the only university in that area. And the students come from all over the country and even different parts of the world. Thirdly, since the university pays more attention to sustainability efforts such as making environment-friendly purchases and
journeys; reducing paper consumption; offers a good equality on students and so on (Karlstad University 2012a); and “academic institution committed to sustainability not only help students understand the roots of environmental degradation and motivated them to seek environmentally sustainable practices but also teaching the roots of today’s injustices in full integration with modeling justice and humaneness (Clugston and Calder, 2002).” Therefore, it is reasonable to believe that Karlstad University students could pay more attention to companies’ CSR initiatives when they purchase products.

However, by now there are about 12,500 students in Karlstad University (Karlstad University 2012b). It is hard to do a strict random sampling in such a large population. Hence, for the convenience of the research, we decide to use snowball sampling. According to Castillo (2009) snowball sampling is defined as “a non-probability sampling technique that is used by researchers to identify potential subjects in studies where subjects are hard to locate (Castillo 2009 according to experiment resources.com).” It means by using this type of sampling technique researchers can get their subject from the existing respondents. Then these respondents will send the subject to others with the similar trait, thereby expanding the sampling. In this situation, the researchers can get more respondents. In this thesis, the questionnaire will be distributed online. Initially, we will send the link of a website to our friends who study in Karlstad University. And then our friends send the link to their friends in the same way. Finally, by using this method H questionnaires have been sent. The process for sending questionnaires is showed as following:

A  B  C

The authors sending 22 friends sending 196 friends sending 261 friends

F  E 261 + 196 = 457 D 261 friends

22 + 457 = 479

The process has six steps. Step A: we send questionnaire to 22 of our friends. Step B: these friends send questionnaire to their friends altogether 196 questionnaires
are sent. Step C: 196 friends send questionnaire to their friends altogether 261 questionnaires are sent. Step D: 196 friends report the number of the questionnaires that they sent to the friends mentioned in step B. Step E: 22 friends calculate 457 questionnaires have been sent and then they report the number to us. Step F: we totally calculate 479 questionnaires distributed for the study.

3.3. Questionnaire Design

Figure 2: Four Aspects and Their Indicators

Only closed questions were used in the questionnaire. The respondents answered the questions by selecting from a 7 point Likert Scale, where 1= strongly agree 7= strongly disagree) for their answers.

The questionnaire consists of 18 questions and is divided into 7 parts, which is show in the appendix. Part one includes background information of participants. This section includes 1 question, which is designed to determine whether respondents belong to the Karlstad University students. The questions in Part 3 to part 7 are designed on the base of figure 2 which shows every aspect’s indicator.

Part 2 consists of 1 question (question 2) which is related to corporate social responsibility initiatives. Part 3 includes 4 questions (questions 3-6) which are related to the four aspects: consumer loyalty, consumer attitude, product evaluation and word-of-mouth.
According to Uncles and Laurents (1997) there are three indicators related to the understanding of consumer loyalty: first willingness to repurchase; second resistance to switching to competitor that is superior to preferred shop and third willingness to recommend preferred shop to friends and relatives. Part 4 consists of 3 questions (questions 7-9) which measures consumer loyalty by using these three indicators.

Solomon (2009) identifies three indicators of consumer attitude which are affective (“the feeling an individual has regarding an object”); behavioral (“the represents the emotion or opinion about a product or service”); and cognitive (“an individual’s belief or knowledge about attitude object”). Thus, part 5 includes 3 questions (questions 10-12) which are related to these indicators of consumer attitude.

Raju (1977) identifies three indicators of product evaluation which includes product familiarity, brand name, and price. Therefore, part 6 includes 3 questions (questions 13-15) which are related to these indicators of product evaluation.

According to Sundaram et al (1998) there are three indicators related to the understanding of word of mouth: shared information of product performance, shared information of response to problems and shared information of employee behavior (such as employee dressing and the way of employee’s spoke). Hence, part 7 includes 3 questions (questions 16-18) which are related to these indicators of WOM

3.3.1. Basic Data Description

After a period of collection, 500 questionnaires have been stent, 479 questionnaires were completed and returned, indicating a respond rate of 95.8%. There is no strict criterion of the acceptable respond rate. However in social research a respond rate between 15% and 20% is regard to be acceptable (Denscombe 2004). This means the respond rate of this thesis is relevant to analysis. According to the aim of this research, the responses are trimmed. Those respondents that are not drop in Karlsatd University fulltime students are taken away. Thus, there are 441 questionnaires are left for analysis. The background
information of the 479 respondents is shown in table 1. It includes the frequency of these respondents’ education background.

Table 1: Frequency of respondents classified by education background.

<table>
<thead>
<tr>
<th>Question 1: Are you a Karlstad University fulltime student?</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>441</td>
<td>92.1</td>
</tr>
<tr>
<td>No</td>
<td>38</td>
<td>7.9</td>
</tr>
</tbody>
</table>

3.4. Validity and Reliability

3.4.1. Validity of the Questionnaire

The main types of validity concerning questionnaires are content validity, criterion validity and construct validity (Pallant, 2006).

Content validity refers to “the adequacy with which a measure or scale has sampled from the intended universe or domain of content (Pallant, 2006:7).” In this research, we focus on the University students and our sample is Karlstad University students. Therefore, our questionnaire has sampled from the intended domain of content.

Criterion validity, as Pallant (2006:7) claims, refers to “the relationship between scale scores and some specifies, measurable criterion.” Since this research focuses on Karlstad University students and even though Karlstad University has international students, most of students are Swedish. The questions are designed into English and Swedish. The consideration is that not all the respondents have good knowledge of English; using their mother tongue will largely reduce the possible misunderstanding and ensure the accuracy of the information collected from the questionnaire.

Construct validity can be explored by “investigating its relationship with other constructs, both related and unrelated (Pallant 2006: 7).” All the hypotheses have been built on established theories and the questionnaire’s questions have also been
designed based on theories. This indicates that the questionnaire has good construct validity.

3.4.2. Reliability

Reliability refers to the consistency of the measurement chosen for a certain research. One common way to estimate the reliability is internal consistency. Reliability coefficient is used to measure the internal consistency of the scales. One of the most commonly used indicators of internal consistency is Cronbach’s alpha coefficient. In general, the coefficient range is between 0 and 1. A good level of a coefficient is higher than 0.8, indicating that the scale measures the same way each time it is under the same condition with the same subjects. The more the reliability coefficient is closer to 1, the higher the internal consistent is higher between aspects and indicators. This research reliability of results has been estimated through a computer program Statistical Package for Social Sciences (SPSS). According to Bryman and Bell (2007), the scales are believed to be reliable when Cronbach’s alpha coefficients are larger than 0.8. And the results are shown in table 2.

Table 2: Reliability Statistics

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Loyalty</td>
<td>0.907</td>
</tr>
<tr>
<td>Consumer Attitude</td>
<td>0.879</td>
</tr>
<tr>
<td>Product Evaluation</td>
<td>0.828</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>0.876</td>
</tr>
</tbody>
</table>

According to table 2, all the cronbach’s alpha value is higher than 0.8. Meaning that the indicators of hypotheses are in good internal consistent.
4. Results and Analysis

4.1. Statistical Package for the Social Sciences (SPSS)

SPSS has been chosen to analyze the data. Because SPSS is one of the most popular software used in social science research. Second, according to Collier (2009) SPSS for completing analysis for a one-off small dissertation, that appraisal is most certainly correct. Third, SPSS is very common used to test quantitative research; build structural equation model and do regression analysis. Therefore, we choose this software to analyze data.

4.2. Regression Analysis

Regression analysis “is a statistical technique that attempts to explain movements in the dependent variable, as a function of movements in a set of independent variable (or variables), through the quantification of equation” (Studenmund, 2006: 6). Usually this quantification of equation can set a type of regression model which is single-equation linear regression model.

Single-equation linear regression model is the simplest model which shows relationship between a dependent variable and only one independent variable. For example Y=B+AX this equation states that Y is the dependent variable; X is the independent variable; B is the constant. Y will change when X increases by one unit; and Y also will change when X decrease by one unit. Furthermore if A is positive then there is a positive relationship between the dependent variable (Y) and independent variable (X); if A is negative then there is a negative relationship between the dependent variable (Y) and independent variable (X). In this research single-equation linear regression model is used to test our hypotheses if they are supported. For example, the aim of this research is to test if company’s CSR initiatives have impact on the four aspects of consumer buying behavior respectively. The null hypothesis is that the answers that support the statement are the same as the answers that are against them. Initially, we assume that all the null hypotheses are true. Then we set a single-equation linear regression model of all aspects: Y=B+AX. If A is positive and X’s p-value is smaller than 0.05 (this will be described as following paragraph), then this result lead us to support null
hypothesis, then we can get the conclusion that the answers that agree with a certain statement are significantly more than answer that disagree with the statements.

4.3. Statistical Significance

4.3.1. P-value

Since “\textit{t-test is the test that usually use to test hypotheses about individual regression slope coefficients}” (Studenmund, 2006:121). Meaning that t-test can help us to know about each aspect’s significance. One of the most commonly used parameter to measure the significance is p-value. In general if p-value is lower than 0.05 at 95% confidential internal (95% CI), then there is a significant relationship between the dependent and the independent variables (Studenmund, 2006:129).

4.3.2. Z-value

The Z-value is used as a main indicator to illustrate the distributions of the answers. Because “\textit{Z-valued is appropriate for large random samples selected from general population which with few limitations on the probability distribution of the underlying population}” (McClave et al, 1998:869).” Meaning that Z-value can help us to know about the probability of pretention university students from a large random samples. Moreover, the Z-value can lead us to judge whether company’s CSR initiatives have significant influence on each indicator or not. Z-value is calculated by formula:

$$Z = \frac{P_{\text{obs}} - 0.5}{\sqrt{0.5 \times 0.5 / n^*}}$$

where

$P_{\text{obs}} = Y / n^*$

$Y$= in each question, the sum of total answers that choose 1, 2, 3

$n^*$= in each question, the sum of total answers that choose 1,2,3,5,6,7

Rejection region $z < 1.64$ meaning that if the value of $z$ is in the rejection region, we can conclude company’s CSR initiatives have not significant influence on indicator.
The Z-value of results has been calculated through a computer program Minitab in order to improve the accuracy of the results. 9 indicators’ Z-values are >1.64. And 3 indicators’ Z-value is <1.64. The results are shown in table 4; 8 and 10.

4.4. Median and Skewness Value

4.4.1. Median

We also adopt median and skewness value of the answers in order to examine the distribution pattern. In statistics, median is defined as “the middle number when the measurements are arranged in ascending or descending order (McClave et al, 1998:55).” Meaning that median is the number which 50% respondents of the answers drop to the side that is less than that and the other 50% drop to the side that is large than the median value. For example, median value of Y1.2 (in table 3) is 3.00. It means that 50% respondents have chosen degree 3 or less on the Likert scale. Degrees less than or equal 3 indicates that the respondents positively agree with the statements. Hence, Y1.2 can be regarded as being supported. Hence, for this thesis smaller median numbers indicate that the statements get more support from the respondents. For instance, median value of Y1.2 is 3.00 and median value of Y1.1 is 4.00 (in table 3). Indicating Y1.2 get more support than Y1.1.

4.4.2. Skewness Value

According to Pallant (2006), skewness is a measure of the degree of asymmetry of a distribution. Skewness value can be a positive or negative value. In general, when the skewness value is positive, it means that the answers have a left-skewed distribution pattern. The greater skewness value the higher degree of left-skewed. When skewness value is negative, it means that the answers have a right-skewed distribution pattern. The smaller skewness value the higher degree of right-skewed (Marques de Sa 2007:64). When skewness value is negative, it means that the answers have a right-skewed distribution pattern. The smaller skewness value the higher degree of right-skewed (Marques de Sa 2007:64). For example, Y3.2 and Y3.3 (in table 8), skewness value of Y3.3 is -0.016 which is negative, meaning that the answers of Y3.3 shows a right-skewed distribution pattern. Skewness value
of $Y_{3.2}$ is 0.568 which is positive. It means that $Y_{3.2}$ shows a left-skewed distribution pattern.

4.5. The Model Fit of the Hypotheses

4.5.1. Model Fit of Hypothesis One: There is a positive relationship between company’s CSR initiatives and university students’ loyalty towards their products.

Table 3: Model fit of CSR→ consumer loyalty

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>$Y_1$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent variable</td>
<td>$X$</td>
</tr>
<tr>
<td>Coefficients</td>
<td>0.401</td>
</tr>
<tr>
<td>Constant</td>
<td>2.522</td>
</tr>
<tr>
<td>P-value &lt;0.05</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 3 states that consumer loyalty is dependent variable ($Y_1$) and company’s CSR initiatives ($X$) is independent variable.

According to table 3 a single-equation linear regression model has been set: $Y_1=2.522+0.401X$. Since the coefficient of the dependent variable $X$ is positive and the p-value is lower than 0.05; therefore hypothesis 1 is statistically supported, that is to say there is a positive relationship between company’s CSR initiatives and university students’ loyalty toward their products.

- The fitness of variable consumer loyalty and its indicators

Table 4: The value of (Median, Skewness value and Z-value) variable consumer loyalty’s indicators.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Willingness to repurchase ($Y_{1.1}$)</th>
<th>Resistance to switching to competitor ($Y_{1.2}$)</th>
<th>Willingness to recommend ($Y_{1.3}$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>4.00</td>
<td>3.00</td>
<td>3.00</td>
</tr>
<tr>
<td>Skewness value</td>
<td>0.359</td>
<td>0.223</td>
<td>0.343</td>
</tr>
<tr>
<td>Z-value</td>
<td>4.074</td>
<td><strong>0.869</strong></td>
<td>5.264</td>
</tr>
</tbody>
</table>

Table 4 states that the median values of $Y_{1.2}$ and $Y_{1.3}$ are 3.00. It means that 50% of respondents select 3 or less on the Likert scale. Furthermore, it also indicates that the large parts of the answers are drop in the evaluations of agreeing with the statement. The median value of $Y_{1.1}$ is 4.00. It means that 50% of respondents
select 4 or less on the neutrality Likert scale. Furthermore, it also indicates that the large parts of the answers support the statement.

All the indicators’ skewness values are positive; it means that the answers cluster to the side that agrees with the statements.

Two indicators’ Z-value are higher than 1.64. These two statements are statistically supported; indicating that in university students market company’s CSR initiatives have significant influence on the indicators of willingness to repurchase and willingness to recommend. However, the Z-value of Y1,2 is less than 1.64; meaning that the statement is not statistically significant. This implies that when addressing the influence of company’s CSR initiatives on consumer loyalty, resistance to switch to competitor is not a significant indicator to variable consumer loyalty.

The possible reason can be that most university students belong to the lower income group. Their income may not be enough to satisfy their desire for buying goods. Comparing to company’s CSR activities, company’s promotions could be a more powerful element to influence university students buying behavior. That is to say university students may not prepare to pay twice or more than twice the prices to buy a company’s product just because the company has a good performance on CSR initiatives. When university students select product from different companies they may have many elements to be considered such as the product’s price; quality; functions; and so on. If a company has a very good performance on CSR initiatives; however the company’s product is not as good as its competitors; then university students would like to buy the competitor’s product.

Generally speaking, there is a positive relationship between university students’ consumer loyalty and company’s CSR initiatives especially on the indicators of willingness to repurchase and willingness to recommend. If company has good performance on CSR initiatives, then university students would like to repurchase towards their products and also would like to recommend the company’s products to others.
4.5.2. Model Fit of Hypothesis Two: There is a positive relationship between company’s CSR initiatives and university students’ attitude towards their products.

Table 5: Model fit of CSR → consumer attitude

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Y₂</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent variable</td>
<td>X</td>
</tr>
<tr>
<td>Coefficients</td>
<td>0.477</td>
</tr>
<tr>
<td>Constant</td>
<td>2.143</td>
</tr>
<tr>
<td>P-value &lt;0.05</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 5 states that consumer loyalty (Y₂) is dependent variable and company’s CSR initiatives is independent variable (X).

According to table 5 a single-equation linear regression model has been set: Y₂=2.143+0.477X. Since the coefficient of the dependent variable X is positive and the p-value is lower than 0.05; therefore hypothesis 2 is statistically supported, that is to say there is a positive relationship between company’s CSR initiatives and university students’ attitude toward their products.

- The fitness of variable consumer attitude and its indicators

Table 6: The value of (Median, Skewness value and Z-value) variable consumer attitude’s indicators.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Affective (Y₂,₁)</th>
<th>Behavior (Y₂,₂)</th>
<th>Cognitive (Y₂,₃)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
</tr>
<tr>
<td>Skewness value</td>
<td>0.608</td>
<td>0.787</td>
<td>0.514</td>
</tr>
<tr>
<td>Z-value</td>
<td>9.538</td>
<td>8.444</td>
<td>9.154</td>
</tr>
</tbody>
</table>

Table 6 shows that the median value of all indicators is 3.00. It means that 50% of the respondents select 3 or less on the Likert scale. Furthermore, it also indicates that the large parts of the answers drop in the evaluations of agreeing with the statement.

All three indicators’ Skewness value is positive; it means that the answers cluster to the side that agrees with the statements.

Three indicators’ Z-value are higher than 1.64. These statements are statistically supported.
Generally speaking, all three indicators of consumer attitude are statistically supported. This gives us confidence to claim that company’s CSR strategy is one of important considerations which lead university students hold positive attitude towards the company’s products.

4.5.3. Model Fit of Hypothesis Three: There is a positive relationship between company’s CSR initiatives and university students’ product evaluation towards their products.

Table 7: Model fit of CSR → product evaluation

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Y_3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent variable</td>
<td>X</td>
</tr>
<tr>
<td>Coefficients</td>
<td>0.589</td>
</tr>
<tr>
<td>Constant</td>
<td>1.722</td>
</tr>
<tr>
<td>P-value &lt;0.05</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 7 states that product evaluation (Y_3) is dependent variable and company’s CSR initiatives is dependent variable (X).

According to table 7 a single-equation linear regression model has been set: Y_3=1.722+0.589X. Since the coefficient of the dependent variable X is positive and the p-value is lower than 0.05; therefore hypothesis 3 is statistically supported, that is to say there is a positive relationship between company’s CSR initiatives and university students’ product evaluation toward their products.

- The fitness of variable product evaluation and its indicators.

Table 8: The value of (Median, Skewness value, Z-value) variable product evaluation’s indicators.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Product familiarity (Y_{3.1})</th>
<th>Brand evaluation (Y_{3.2})</th>
<th>Product Price (Y_{3.3})</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>4.00</td>
<td>3.00</td>
<td>4.00</td>
</tr>
<tr>
<td>Skewness value</td>
<td>0.449</td>
<td>0.568</td>
<td>-0.016</td>
</tr>
<tr>
<td>Z-value</td>
<td>3.847</td>
<td>6.704</td>
<td>0.904</td>
</tr>
</tbody>
</table>

Table 8 states that the median value of Y_{3.2} is 3.00. It means that 50% of respondents select 3 or less on the Likert scale. Furthermore, it also indicates that the large parts of the answers are drop in the evaluation of agreeing with the
The median values of $Y_{3.1}$ and $Y_{3.3}$ are 4.00. It means that 50% of respondents select 4 or less on the neutrality Likert scale. Furthermore, it also indicates that the large parts of the answers support the statement.

Two indicators’ Skewness values are positive; it means that the answers cluster to the side that agrees with the statements. However, skewness value of $Y_{3.3}$ is negative, it means that the answer cluster to the side that disagree with the statement.

Two indicators’ Z-value are higher than 1.64. These two statements are statistically supported; indicating that in university students market company’s CSR initiatives have significant influence on product familiarity and brand evaluation. However, the Z-value of $Y_{3.3}$ is less than 1.64; meaning that the statement is not statistically significant. This implies that when addressing the influence of company’s CSR initiatives on product evaluation, product price is not a significant indicator to variable product evaluation.

The possible reasons are similar with $Y_{1.2}$ (resistance to switching to competitor). Although university students appreciate company’s CSR initiative, it does not mean they will accept higher price for the better CSR performance. As mention before university students could belong to lower income group; therefore we consider that most university students may pay more attention to other elements to evaluate products such as product functions; quality; and so on.

As a university student, regarding our own experience, we would like to concern product price rather than CSR actives when we make purchasing decisions. Because most of CSR activities (such as environmental protection and reduce energy consumption) only provide potential benefits to consumers, which hardly benefit consumers directly. However, price is one of the most perceivable and concerning elements to consumers, which will straightly connect consumer’s evaluation of product values. Thus, we believe that company’s CSR initiatives could not have a significant influence on the indicator of product price.
4.5.4. Model Fit of Hypothesis Four: There is a positive relationship between company’s CSR initiatives and university students’ word-of-mouth towards their products.

Table 9: Model fit of CSR word-of-mouth

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Y_4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent variable</td>
<td>X</td>
</tr>
<tr>
<td>Coefficients</td>
<td>0.532</td>
</tr>
<tr>
<td>Constant</td>
<td>2.002</td>
</tr>
<tr>
<td>P-value &lt;0.05</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 9 states that word-of-mouth (Y_4) is dependent variable and company’s CSR initiatives is independent variable (X).

According to table 9 a single-equation linear regression model has been set: Y=2.002+0.532X_4. Since the coefficient of the dependent variable X is positive and the p-value is lower than 0.05; therefore hypothesis 4 is statistically supported, that is to say there is a positive relationship between company’s CSR initiatives and university students’ word-of-mouth toward their products.

- The fitness of variable word-of-mouth and its indicators

Table 10: The value of (Median, Skewness value, Z-value) variable word of mouth’s indicators.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Share information of product performance (Y_{4.1})</th>
<th>Share information of response to problems (Y_{4.2})</th>
<th>Share information of employee behavior (Y_{4.3})</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>3.00</td>
<td>3.00</td>
<td>4.00</td>
</tr>
<tr>
<td>Skewness value</td>
<td>0.417</td>
<td>0.556</td>
<td>0.084</td>
</tr>
<tr>
<td>Z-value</td>
<td>7.965</td>
<td>6.940</td>
<td><strong>1.044</strong></td>
</tr>
</tbody>
</table>

Table 10 refers to the median values of Y_{4.1} and Y_{4.2} is 3.00. It means that 50% of respondents select 3 or less on the Likert scale. Furthermore, it also indicates that the large parts of the answers are drop in the evaluations of agreeing with the statement. The median value of Y_{4.3} is 4.00. It means that 50% of respondents select 4 or less on the neutrality Likert scale. Furthermore, it also indicates that the large parts of the answers support with the statement.
All three indicators’ Skewness value is positive; it means that the answers cluster to the side that agrees with the statements.

Two indicators’ Z-value are higher than 1.64. These two statements are statistically supported; indicating that in university students market company’s CSR initiatives have significant influence on product familiarity and brand evaluation. However, the Z-value of Y_{4.3} is less than 1.64; meaning that the statement is not statistically significant. This implies that when addressing the influence of company’s CSR initiatives on word of mouth, shared information of employ employee behavior is not a significant indicator to variable word of mouth.

From our own experience as university students, on one hand we consider that employee behavior in CSR initiatives are follow company requirements or rules. Each company has its rules and institutions which refer to its CSR initiatives. Employees do their job based on these rules and institutions. Although employee behavior very well in CSR initiatives, university students may consider that company has perform a good CSR initiatives but not the employee. One the other hand since some students hardly pay a close attention on company’s CSR activity and lack the awareness of CSR, it’s hard for them to connect good employee behavior to the company CRS initiatives. When people saw employees’ ethical behaviors, they will consider that as individual behavior but not company CSR standard. So, although students acknowledge some companies CSR activities, the employee behavior has low correlation of reflecting company CSR performance.
5. Conclusion, Limitations and Future Research

5.1. Conclusion

The purpose of this thesis is to test whether companies’ CSR initiatives have impact on university students’ buying behavior with regard to these four aspects:

The hypotheses that are formulated around this purpose are tested.

Generally, the structure model based on the hypotheses is statistically supported. The results show that company’s CSR initiatives have positive impact on university students’ loyalty, attitude, product evaluation, and word-of-mouth. Nevertheless, unlike the existing literature suggests, several indicators are not proved to be significant to their respective aspects when it comes to the influence of CSR initiatives. These indicators are: resistance to switching to competitor, product price, and share information of employee behavior. From our findings, we would like to claim that CSR is an indispensable element for companies to operate their business in university student market. Companies had better to ensure their product quality (or service) at the same time try best to fulfill social responsibility. On the other hand, a company could not only rely on its CSR strategy to defeat competitors.

5.2. Limitations

This research has some limitations: firstly, this research only focuses on Karlstad University students. Thus, the results may not be generalized to other university students. Secondly, this research only focuses on university students market. Different ranges of education may have different perceptions on company’s CSR initiatives again the result of this study may not be generalized to consumers belongs to other education levels. Thirdly, in order to have the valid result of the quantitative research, the sample should be larger than the current sampling. Even though the study gets the clear results of the relationship between company’s CSR initiatives and consumer buying behavior, this study has a limited time to be conducted. Therefore, there are only 441 questionnaires to be collected.
5.3. Further research

This study finds that three indicators to consumer loyalty, product evaluation and word-of-mouth respectively are not significant influenced by company’s CSR initiatives in university students market. From the quantitative data, the reasons for this cannot be specified. Thus, it is interesting to further explore the reasons by employ qualitative follow-up. Moreover, it may also be interesting to study similar research which focuses on different education levels of consumers.
6. Reference


33
Sustainability and University Life, Walter Leal Filho (1999). Published by Peter Lang]


7. Appendix

Questionnaires in English

This research undertakes as a part of graduate thesis project of Accounting and Finance program at Karlstad University. This questionnaire aims to investigate the influence of company's corporate social responsibility initiatives influence on consumer buying behavior. Your response is of great value for our research. Thank you for your cooperation!

Supervisor: Sveinung Jorgensen (Sveinung. Jorgensen@hil.no)

Authors: Damiao Xu (xudamiao@yahoo.com.cn)

Duo Yang (yangduo1988@163.com)

Before start, please note for Corporate Social Responsibility (CSR) initiatives we mean all the activities of a certain company on protecting environmental (e.g.: low-carbon operation; reduce energy consumption); contributing communities (e.g.: sponsor a charity fund; caring about the children without proper education); maintaining economical sustainability (e.g. provide fair trued; guarantee stakeholders’ benefits).

Part 1: Background information

| 1: Are you a Karlstad University fulltime student? | Yes | No |

For answering the following question, please identify a company that you think is good in CSR initiatives, and you are its consumer. This company can either be a physical products producer or service provider. The word ‘product’ below means the offering that this company provides, thus can be either physical products or service. Please answer the questions with respect to the company (and its CSR initiatives) you have chosen.

Part 2: Please score the CSR

| Strongly agree |
| performance towards the company. | Strongly disagree
|---------------------------------|-----------------------
| 2. This is a socially responsible company. | ☐ ☐ ☐ ☐ ☐ ☐ ☐ |

### Part 3: Please score the questions towards your relationship with the company.

<table>
<thead>
<tr>
<th>Question</th>
<th>Score 1</th>
<th>Score 2</th>
<th>Score 3</th>
<th>Score 4</th>
<th>Score 5</th>
<th>Score 6</th>
<th>Score 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. The company’s CSR initiatives is one of the reasons leading to my loyalty to the company’s products.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. I am willing to purchase this company’s product because of their CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. I give a positive evaluation to the company’s product because of their CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. I have a positive word-of-mouth on the company because of their CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Part 4: Please score your loyalty towards the company.

<table>
<thead>
<tr>
<th>Question</th>
<th>Score 1</th>
<th>Score 2</th>
<th>Score 3</th>
<th>Score 4</th>
<th>Score 5</th>
<th>Score 6</th>
<th>Score 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. The company’s CSR initiatives make me keep on purchasing this company’s product in future.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Even if the other company offers attractive products and promotions, I will continue to buy this company’s products because of their CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. I will recommend the company’s products or services to my relatives or friends because the company’s CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Part 5: Please score your attitude toward the company.

<table>
<thead>
<tr>
<th>Question</th>
<th>Score 1</th>
<th>Score 2</th>
<th>Score 3</th>
<th>Score 4</th>
<th>Score 5</th>
<th>Score 6</th>
<th>Score 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. The company has a very good image in my mind because of their CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Comparing its competitors I prefer to use this company’s products because of their CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. There is a solid base to my belief that this company is good in fulfilling its CSR.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Part 6: Please score your product evaluation toward the company.

<table>
<thead>
<tr>
<th>13. I am familiar with the company’s products because of their CSR initiatives.</th>
<th>☐ ☐ ☐ ☐ ☐ ☐ ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>14. I give a positive evaluation to the company’s brand because of their CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
</tr>
<tr>
<td>15. I give a positive evaluation to the company’s product price because of their CSR initiatives.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
</tr>
</tbody>
</table>

### Part 7: Please score your Word-of-mouth toward the company.

<table>
<thead>
<tr>
<th>16. Since the company’s product is closely linked to its CSR initiatives I would like to share this information to my friends.</th>
<th>☐ ☐ ☐ ☐ ☐ ☐ ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>17. Since the company does very well in responding CSR related problems I would like to share this information to my friends.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
</tr>
<tr>
<td>18. Since the company’s employee behave very well in CSR initiatives I would like to share this information to my friends.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
</tr>
</tbody>
</table>

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**Questionnaires in Swedish**

Denna undersökning genomförs som en del av examensarbetet Accounting and Finance program vid KarlstadsUniversitet. Detta frågeformulär syftar till att undersöka påverkan av företagets samhällsansvars initiativa på konsumenternas köpbeteende. Dinna svar är mycket värdefulla för vår undersökning. Tack för ditt samarbete!

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Innan du börjar, notera att med företagets samhällsansvars initiativmenar vi alla aktiviteter hos ett företag som syftar till att skydda miljön (t.ex.: minskade koldioxidutsläpp; reducerad energiförbrukning); samhällsbidragande insatser (t.ex.: bidrag till välgörenhet; insatser för barn och unga); bibehålla en hållbar ekonomi (e.g. ge en rättvis handel; garantera intressenter förmåner).

**Part 1: Bakgrundsinformation**

| 1. Fulltime Studerar du vi Karlstads universitet? | Ja | Nej |


**Part 2: Vänligen markera till vilken grad du tycker detta företag tar sitt samhällsansvar.**

<table>
<thead>
<tr>
<th>Stämmer mycket bra</th>
<th>Stämmer inte alls</th>
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<td>1</td>
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2. Detta är ett social ansvarstagande företag.

**Part 3: Vänligen besvara frågorna med avseende på din relation till företaget.**

| 3. Företagets engagemang i frågor rörande samhällsansvar är en av anledningarna till min lojalitet till företaget och dess produkter. |
|.isFilePresent|

4. Jag är villig att köpa in detta företags produkter på grund av hur bra det tar sitt samhällsansvar.

5. Jag ger företagets produkter ett bra betyg på grund av hur företaget tar sitt samhällsansvar.

6. Jag har en positiv komplimang om företaget på grund av sina CSR initiativ.
### Part 4: Vänligen poäng din lojalitet mot företaget.

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<tr>
<td>7.</td>
<td>Företagets CSR-initiativ gör mig hålla på att köpa den här företagets produkt i framtiden.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
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<td>8.</td>
<td>Även om det andra företaget erbjuder ett attraktivt produkter och kampanjer, kommer jag ändå att köpa företagets produkter på grund av deras CSR-initiativ. <em>(Yuen, 2007:48).</em></td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
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<td>9.</td>
<td>Jag kommer rekommendera företagets varor och tjänster till min släkt eller mina vänner på grund av företagets CSR-initiativ.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
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### Part 5: Vänligen poäng din inställning till företaget.

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<tr>
<td>10.</td>
<td>Företaget har en väldigt god image för mig på grund av deras CSR-initiativ.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
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<td>12.</td>
<td>Det finns en solid bas i min tro om att denna företag är bra i att fullfölja sin CSR.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
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### Part 6: Vänligen poäng din produkt utvärdering mot företaget.

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<td>14.</td>
<td>Jag ger en positive utvärdering av företagets varumärke på grund av deras CSR-initiativ.</td>
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<td>15.</td>
<td>Jag ger en positive utvärdering av företagets produktprisättning på grund av deras CSR-initiativ.</td>
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### Part 7: Vänligen poäng Word-of-mouth mot företaget.

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17. Då företaget gör väldigt bra i att svara och agera på CSR-relaterade problem skulle jag dela med mig denna information till mina vänner.

18. Då företagets anställda uppför sig väldigt bra i CSR-initiativer skulle jag dela med mig denna information till mina vänner.