

ตัวแบบความรับผิดชอบต่อสังคมของผู้บริโภค: ผลการปฏิสัมพันธ์ของความ
รับผิดชอบต่อสังคมของผู้บริโภคกับความรับผิดชอบต่อสังคมของบริษัท
ไปยังผลสัมฤทธิ์ทางการตลาดระยะยาว

CONSUMER SOCIAL RESPONSIBILITY MODEL: THE INTERACTION EFFECT
OF CNSR AND CSR ON LONG-TERM MARKETING PERFORMANCES

สมบัติ อารังสินถาวร¹

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อนำเสนอและทดสอบตัวแบบความรับผิดชอบต่อสังคมของผู้บริโภคด้วยการพิจารณาผลการปฏิสัมพันธ์ระหว่างความรับผิดชอบต่อสังคมของผู้บริโภคและความรับผิดชอบต่อสังคมของบริษัท ไปยังผลสัมฤทธิ์ทางการตลาดระยะยาว โดยเป็นงานวิจัยเชิงสำรวจที่ออกแบบโดยการสุ่มตัวอย่างจากกลุ่มผู้บริโภคที่รับรู้ว่าคุณเคยใช้หรือเคยซื้อสินค้าที่รับผิดชอบต่อสังคม โดยผู้ตอบแบบสอบถามต้องตอบคำถามว่า เคยซื้อสินค้าที่รับผิดชอบต่อสังคมมาจากบริษัทใด ซึ่งงานวิจัยนี้ได้ให้ความรู้ใหม่คือ การที่ผลงานวิจัยนี้แสดงให้เห็นว่า ตัวแบบความรับผิดชอบต่อสังคมของผู้บริโภคที่พิจารณาถึงผลการปฏิสัมพันธ์ของตัวแปรระดับบริษัท และผลกระทบของตัวแปรระดับบุคคลและตัวแปรระดับสังคมนั้นมีอยู่จริง โดยพบว่าผลการปฏิสัมพันธ์ระหว่างความรับผิดชอบต่อสังคมของผู้บริโภค และความรับผิดชอบต่อสังคมของบริษัทถูกสนับสนุนบางส่วน และเมื่อพิจารณาถึงตัวแปรอิสระอื่น ๆ จะพบว่า ตัวแปรแรงจูงใจเชิงเครื่องมือ และการรับรู้ของผู้บริโภคต่อบรรทัดฐานการรับผิดชอบต่อสังคมจะส่งผลกระทบต่อความรับผิดชอบต่อสังคมของผู้บริโภค ยกเว้นแรงจูงใจเชิงความสัมพันธ์ และแรงจูงใจเชิงศีลธรรม ที่ส่งผลกระทบต่อความรับผิดชอบต่อสังคมของผู้บริโภคเพียงบางส่วน สำหรับระเบียบวิธีวิจัยนั้นงานวิจัยนี้ใช้การสุ่มตัวอย่างอย่างง่ายเพื่อให้ได้มาซึ่งจำนวนตัวอย่างประมาณ 410 ตัวอย่าง สำหรับการวิเคราะห์ข้อมูลนั้น สมการโครงสร้างและสถิติพื้นฐาน ถูกนำมาทดสอบตัวแปรต่าง ๆ ของงานวิจัย สำหรับงานวิจัยในอนาคตนั้นงานวิจัยนั้น ควรนำเสนอถึงการทำการวิจัยในอุตสาหกรรมหนึ่งโดยเฉพาะหรือในชุมชนหนึ่งโดยเฉพาะ ยิ่งกว่านั้นควรจะทำการศึกษาเชิงคุณภาพเพื่อที่จะสร้างเครื่องมือวัดของตัวแปรความรับผิดชอบต่อสังคมของผู้บริโภคที่เหมาะสมกับบริบทของประเทศไทย

คำสำคัญ: แรงจูงใจเชิงศีลธรรม แรงจูงใจเชิงความสัมพันธ์ ความรับผิดชอบต่อสังคมของผู้บริโภค
ความรับผิดชอบต่อสังคมของบริษัท บรรทัดฐานการรับผิดชอบต่อสังคม

¹ ผู้ช่วยศาสตราจารย์ ดร. คณะการจัดการและการท่องเที่ยว มหาวิทยาลัยบูรพา 169 ถนนลงหาดบางแสน ต.แสนสุข อ.เมือง จ.ชลบุรี 20131 E-mail address: sombatt@buu.ac.th

Abstract

This study aims to propose and test the consumer social responsibility (CnSR) model with considering the interaction effect of CnSR and corporate social responsibility (CSR) to the long-term marketing performance. This research was survey research designed to collect data from consumers who perceived that they had been used or bought social responsibility products or brands. In the questionnaire, the respondents had to fill in which social responsibility brands or companies they had been bought. The originality of this research is that the findings of this study demonstrated that CnSR model with considering the interaction effects of variables in corporate level and the effects of CnSR antecedents in personal level and in societal level to CnSR is existed. That is, this research found that the interaction effect of CnSR and CSR were partially supported. Next, with considering to antecedents of CnSR, this study found that the consumer instrumental motivation and consumer perception in social responsibility norms affected to CnSR except that the consumer relational motivation and moral motivation partially affected to CnSR. For the research methodology, the nonprobability via convenient sampling was employed. At the end, about 410 samples were collected. In addition, the basic statistics and the structural equation model were employed to test the proposed model in data analysis. For limitation and future research, the future research should generalize into a specific industry and to specific community. In addition, to generate more beneficial CnSR measures in Thailand context, the qualitative research should be conducted.

Keywords: Consumer Moral Motivation, Consumer Relational Motivation, Consumer Social Responsibility (Cnsr), Corporate Social Responsibility (CSR), Social Responsibility Norms

Introduction

In marketing and business field, CSR in consumer's perspectives have been proposed and studied widely in different point of views (Sukserm & Takahashi, 2010; Vaaland, Heide, & Grønhaug, 2008), the company's orientation of CSR programs is for self-oriented point of view. That is, the companies implement social responsibility activities with expectation for gaining something back to them. Secondly, some other companies do the social responsibility programs with their altruism. That is, they want to do CSR programs to make the society in general better (Du, Bhattacharya, & Sen, 2007). From above points of view, to create the effectiveness of CSR programs, another point of view considers the social responsibility by consumers or CnSR should be the necessity for companies (Williams, 2005).

For CnSR concept, it has been less studied but it is important to CSR. Comparing to CSR, the CnSR is proposed and defined in the same idea as CSR (Caruana & Chatzidakis, 2014). In addition, CnSR is the close related to CSR and affects to the society directly and indirectly through CSR. In the other words, without CnSR or with that consumer don't be responsible for society, the good or better society cannot be created by only CSR programs from corporate side. In conclusion, the effectiveness of CSR can be gained because of CnSR (Morrison & Bridwell, 2011).

Although some papers proposed that these two variables are related and have interaction effects (Manning, 2013), it was found that there is little paper studying about the interaction effect between CnSR and CSR empirically in long-term marketing performance context. Moreover, there is less paper studying about the model of CnSR proposing three

levels of antecedents, which are personal level, corporate level and societal level. As shown in Figure 1, the research objectives were following. Firstly, this paper conceptualized the model in explaining the interaction effects between CnSR and CSR in long-term marketing performance. Secondly, this paper proposed and measured the antecedents and consequences of CnSR. Lastly, this paper studied the effects of the three levels of antecedents to CnSR and the effects of CnSR to its consequences.

Literature Reviews

Consumer Social Responsibility (CnSR)

The definition of CnSR is diverse and inconclusive nowadays. There are several papers that mention and define it, but its definition needs to be discussed. Firstly, the CnSR was defined in personal ethical level. That is, it concerned about buying ethical products with ethical concerns (Caruana, 2007). Next, the moral concern was put into the concept of CnSR (Devinney, Auger, Eckhardt, & Birtchnell, 2006; Manning, 2013). Then, the concept and definition of CnSR were proposed with including instrumental, relational and moral concerns together with concerning about level of agents (Caruana & Chatzidakis, 2014). From the above mentioned definitions of CnSR, most of them were defined in behavioral consumer's point of view. But little paper concerns to define the CnSR in cognitive, affective and behavioral approach. Therefore, the CnSR was defined as the consumer's cognitive, affective and behavioral concerns to the economic, legal, ethical, and discretionary expectations of society.

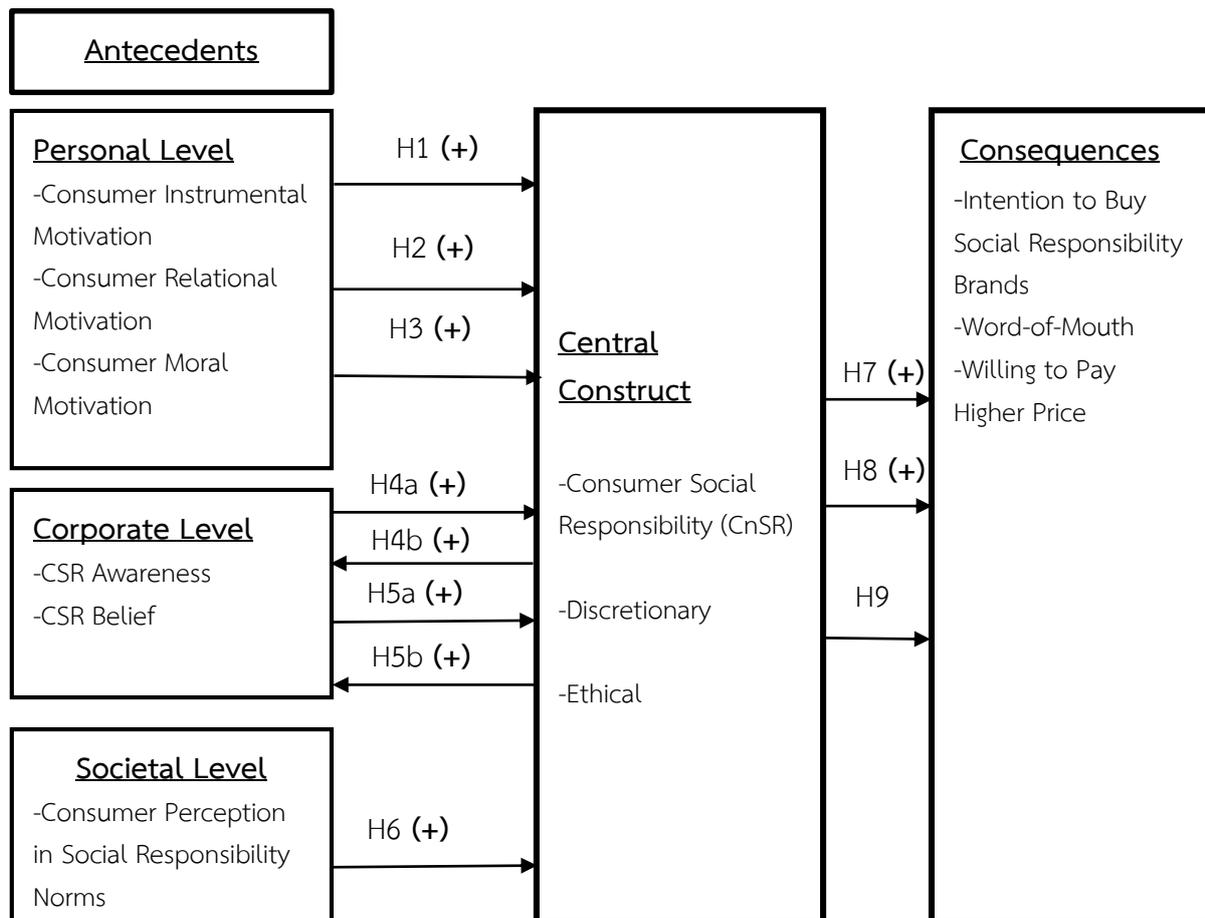


Figure 1 The conceptual framework of CnSR model

Consumer instrumental motivation

Consumer instrumental motivation was defined as consumer's drives or wishes to do the social responsibility activities with self-interest concerns (Aguilera, Rupp, Williams, & Ganapathi, 2007; Caruana & Chatzidakis, 2014; Scholder Ellen, Webb, & Mohr, 2006). However, there is little paper studying the effects of consumer instrumental motivation to the CnSR empirically. In the other word, consumers normally concern about self-interest things and pressure other persons to do something for them. Basing on their self-interest needs and wants, they have to give something to firms before they can get their self-interest things back to them. That is, they have to do social responsibility things also before they can get the social responsibility activities from firms (Miller & Kean, 1997). Therefore, from above evidences, they imply that when consumers contain high level of instrumental motivation, CnSR will be higher. Thus, hypothesis 1 was proposed as following.

H1: Consumer instrumental motivation has a positive impact on the CnSR.

Consumer relational motivation

Consumer relational motivation was defined as consumer's needs or drives to satisfy her own group's expectation pressuring the consumers to behave social responsibility as members of the group (Aguilera et al., 2007). In addition, basing on this definition of consumer relational motivation, it normally contains social norms, the importance of groups, cultural frames and group identity. These expectation, frames, regulations, norms and identities guide consumers to commit in CSR (Aguilera et al., 2007; Caruana & Chatzidakis, 2014). Therefore, from above evidences, they implies that when consumer contains high relational motivation to do social responsibility activities basing on social or group's expectation, the consumer will think, feel and intend to behave the social responsibility activities. Therefore, hypothesis 3 was proposed as following.

H2: Consumer relational motivation has a positive impact on the CnSR.

Consumer moral motivation

Basing on the meaning of moral motivation, it was referred that consumers need to do the right things altruistically and don't expect to get something back (Colle & Werhane, 2008; Graafland & Van de Ven, 2006; Malti & Buchmann, 2010). It implied that these consumers have altruistic identity and are people who have high level of empathy. Therefore, they have the tendency to behave the social responsibility activities (Hardy, 2006). Therefore, from above evidences, they could be concluded that when the consumer moral motivation are high, the consumer tend to behave social responsibility. Thus, the hypothesis 3 was proposed following.

H3: Consumer moral motivation has a positive impact on the CnSR.

Corporate social responsibility awareness (CSR awareness)

Basing on the meaning of CSR, CSR awareness was defined as consumer's perception to CSR activities, which a firm implemented (Dacin & Brown, 1997; Sen & Bhattacharya, 2001).

Corporate social responsibility belief (CSR Belief)

The definition of CSR belief was defined as the consumer's knowledge in what a company/brand is socially responsible. There is little paper exploring and investigating the interaction effects between CSR and CnSR empirically. However, there was a paper proposing conceptually the interaction effect of CSR and CnSR (Karna, Hansen, & Juslin, 2003). Therefore, it implies that the relationships between CSR belief as well as CSR awareness and CnSR are existed. Thus, the following hypotheses were proposed following.

H4a: CSR awareness has a positive effect on CnSR.

H4b: CnSR has a positive effect on CSR awareness.

H5a: CSR belief has a positive effect on CnSR.

H5b: CnSR has a positive effect on CSR belief.

Social responsibility (SR) norms

The consumer perception in social responsibility norms was defined as that consumers perceive the shared expectation in a society within an industry, which guide consumers to do the appropriate behaviors and guide consumers helping other people who depending on them (Burchell, Rettie, & Patel, 2013). As the definition of social responsibility norms, consumers who live in the society will follow the social responsibility norms. Otherwise; they will have to be pressured out of the society (Burchell et al., 2013). Therefore, from the above evidences, the hypothesis 6 was proposed following.

H6: Consumer perception of social responsibility norms has the positive effect on CnSR.

Intention to buy social responsibility brand

Intention to buy social responsible brand was defined as the likelihood that consumer would buy a social responsible brands by basing on their needs and the information they have gained (Gerbing & Anderson, 1988).

Word-of-mouth (WOM)

Word-of-mouth was defined as the consumer to consumer communication about social responsible products or brands with the all types of informal communication by consumers about corporate social responsible products or brand (Arya, 2010; Khare, Labrecque, & Asare, 2011) .

Willing to pay higher price

Willing to pay higher price for the social responsibility products or services was defined as the degree that consumers intend to pay for higher price acceptably when they buy social responsibility products or services (Essoussi & Linton, 2010; Gupta, 2015).

From above definitions and literature reviews, there is little paper studying the effects of CnSR on consumer's long-term marketing performance. However, from the past researches, they were found that some papers studied the related constructs, which have the effects on consumer's long-term relationship performance. Social conscious consumers

normally are motivated to buy ethically augmented products (Caruana, 2007; Caruana & Chatzidakis, 2014). In addition, consumers purchase products and services by considering the corporation's CSR initiatives (Rahim, Jalaludin, & Tajuddin, 2011). Furthermore, the perceived CSR has the effects on perceived corporate reputation, consumer trust and consumer loyalty. Therefore, basing on the above evidences, the following hypotheses were proposed.

H7: CnSR has the positive effect on consumer's intention to buy a social responsible brand.

H8: CnSR has the positive effect on consumer's positive word-of-mouth.

H9: CnSR has the positive effect on consumer's willing to pay higher price.

Research Methodology

Research design and industry selection

The research was the survey research. The objective of this survey research was to collect quantitative data, which can be generalized to main population and to test the framework with structural equation model. For the industry of this study, any industries, which implement the social responsible activities in Thailand, were selected.

Sampling method and samples

Non-probability sampling via convenient sampling was employed in this study. Four hundred samples were collected with personal interviews method. The undergraduate Thai students were recruited as the interviewer. Then, they were trained about the data collection method. Before interviewing the targeted respondents, a screen question was asked by interviewer. This question was "Did you buy or use products and services from any social responsible company?" Moreover, in the questionnaire, the respondents had to fill in the company or brands, which they bought or used products or services.

Measures and Data Analysis

As shown in the Table 1, the measurement items of all the constructs were adapted and derived from the existing scales and new scales. The model contained ten constructs. They were CSR awareness, CSR Belief, CnSR, consumer instrumental motivations, consumer relational motivations, consumer moral motivation, consumer perception in social responsibility norms, willing to pay higher price, words-of-mouth and intention to buy social responsibility brand. For the data analysis, descriptive statistics and structural equation model by AMOS programming were used to test the proposed model.

Table 1 Descriptive Value, Validity and Reliability, Multicollinearity Indices

Construct	Descriptive Value							Factor Loading	VIF
	Mean	S.D.	Skewness	ZSkewness	Kurtosis	ZKurtosis	Range		
CENTRAL CONSTRUCT									
α = 0.882									
Consumer Social Responsibility (Discretionary) (7 items) adapted from Öberseder et al. (2014) and Turker (2009)									
1. I participate in activities which aim to protect and improve the quality of the natural environment	4.04	1.379	-0.096	-0.793	-0.395	-1.632	1-7	0.811	2.662
2. I make investment to create a better life for future generation	4.29	1.327	-0.140	-1.157	-0.237	-0.979	1-7	0.794	2.997
3. I do something to minimize its negative impact on the natural environment	4.64	1.252	-0.114	-0.942	-0.233	-0.963	1-7	0.620	2.393
4. I do something to target sustainable growth which considers future generation	4.51	1.269	-0.152	-1.256	-0.330	-1.363	1-7	0.740	3.058
5. I support the campaigns and projects that promote the well-being of society	4.48	1.339	-0.142	-1.173	-0.223	-0.921	1-7	0.795	3.871
6. I participate in voluntarily activities	4.76	1.317	-0.170	-1.405	-0.223	-0.921	1-7	0.641	3.090
7. I contribute something to solve societal problems	4.77	1.289	-0.060	-0.495	-0.619	-2.558	1-7	0.500	3.782
α = 0.903									
Consumer Social Responsibility (Ethical) (8 items) adapted from Öberseder et al. (2014); Turker (2009)									
1. I am fair with other people	5.18	1.255	-0.332	-2.744	-0.580	-2.397	1-7	0.735	3.804
2. I respect other people	5.42	1.226	-0.417	-3.447	-0.404	-1.669	1-7	0.765	2.311

Table 1 Descriptive Value, Validity and Reliability, Multicollinearity Indices (Con.)

Construct	Descriptive Value							Factor Loading	VIF
	Mean	S.D.	Skewness	ZSkewness	Kurtosi	ZKurtosis	Range		
3. I always pay taxes on a regular and continuing basis	5.25	1.347	-0.463	-3.827	-0.338	-1.397	1-7	0.731	3.048
4. I comply with legal regulations completely and	5.16	1.333	-0.354	-2.926	-0.499	-2.062	1-7	0.772	2.096
5. I buy products and services from my local	4.92	1.311	-0.105	-0.867	-0.546	-2.256	1-7	0.647	2.984
6. I respect local values, customs and culture of my	5.24	1.283	-0.318	-2.628	-0.608	-2.512	1-7	0.776	3.324
7. I am honest and opened with my local community	5.21	1.287	-0.404	-3.339	-0.343	-1.417	1-7	0.776	2.414
8. I make donations to social facilities	4.97	1.386	-0.645	-5.331	0.222	0.917	1-7	0.509	3.239
Corporate Social Responsibility Awareness(CSR awareness)(4 Items) adapted from Wu and Ho (2014)	$\alpha = 0.875$								
1. I heard this company implementing corporate social responsibility	4.76	1.259	-0.110	-0.909	-0.332	-1.372	1-7	0.751	2.767
2.This company is what I first thought of when anybody talks about corporate social responsibility	4.43	1.276	-0.117	-0.967	-0.055	-0.227	1-7	0.843	3.175
3. This company is very famous in corporate social responsibility	4.57	1.263	-0.239	-1.975	0.117	0.483	1-7	0.867	3.658
4. Most people know this company about its corporate social responsibility	4.43	1.292	-0.233	-1.926	-0.105	-0.433	1-7	0.797	3.343
Corporate Social Responsibility Belief (CSR Belief) (4 Items) adapted from Du et al. (2007); Sen and Bhattacharya, (2001)	$\alpha = 0.841$								
1. I believe that this company is a socially responsible company	4.71	1.143	-0.022	-0.181	-0.180	-0.744	1-7	0.778	2.778

Table 1 Descriptive Value, Validity and Reliability, Multicollinearity Indices (Con.)

Construct	Descriptive Value						Factor Loading	VIF	
	Mean	S.D.	Skewness	ZSkewness	Kurtosis	ZKurtosis			Range
2. This company has made a real difference through its socially responsible actions	4.54	1.210	-0.247	-2.042	-0.195	-0.806	1-7	0.776	2.694
3. This company engages in socially responsible behaviors	4.59	1.130	-0.097	-0.802	-0.208	-0.859	1-7	0.802	3.215
4. I believe that this company produces good quality and socially responsible products	4.91	1.168	-0.206	-1.703	-0.287	-1.186	1-7	0.722	2.050
ANTECEDENTS									
Instrumental Motivation (4 items) adapted from Miller and Kean (1997) and new items created from Aguilera et al. (2007) and Caruana and Chatzidakis (2014)	α = 0.849								
1. I enjoy giving to others with my expectation to gain something such as good luck, low threats to life	4.61	1.429	-0.260	-2.149	-0.266	-1.099	1-7	0.747	2.061
2. I consume and buy social responsible products because I concerns about myself benefits.	4.64	1.312	-0.413	-3.414	-0.017	-0.070	1-7	0.815	3.070
3. I buy and consume environmentally friendly products because of my perceived health benefits	4.81	1.257	-0.070	-0.578	-0.581	-2.401	1-7	0.727	3.165
4. I am driven to do the social responsibility activities with my self-interest.	4.68	1.281	-0.092	-0.760	-0.337	-1.392	1-7	0.681	3.055
Relational Motivation (4 items) adapted from Miller and Kean (1997)	α = 0.914								
1. I am motivated to buy products to make other people like me	3.94	1.475	-0.280	-2.314	-0.360	-1.488	1-7	0.867	4.041

Table 1 Descriptive Value, Validity and Reliability, Multicollinearity Indices (Con.)

Construct	Descriptive Value							Factor Loading	VIF
	Mean	S.D.	Skewness	ZSkewness	Kurtosis	ZKurtosis	Range		
2. Sometimes I buy things that I secretly hope will impress other people	3.86	1.479	-0.276	-2.281	-0.548	-2.265	1-7	0.908	5.404
3. I think others make judgments about me as a person by kinds of products and brands I use	3.98	1.473	-0.254	-2.099	-0.415	-1.715	1-7	0.896	4.005
4. I am driven to do activities because of social expectation	3.93	1.497	-0.187	-1.545	-0.507	-2.095	1-7	0.852	3.149
Moral Motivation (5 Items) adapted from Miller and Kean (1997) and new items created from Caruana and Chatzidakis (2014)	α = 0.896								
1. I feel a moral obligation to help when I can	4.95	1.320	-0.107	-0.884	-0.733	-3.029	1-7	0.766	3.360
2. I am guided by my conscience to do the right things	5.24	1.263	-0.334	-2.761	-0.531	-2.194	1-7	0.792	3.760
3. I am motivated by my true inner feelings, attitudes and beliefs to do social responsibility activities	5.07	1.266	-0.261	-2.157	-0.335	-1.384	1-7	0.821	3.661
4. I buy and consume social responsibility products altruistically	4.93	1.235	-0.064	-0.529	-0.540	-2.231	1-7	0.684	2.882
5. I do or give something to any other people with my altruistic feeling and attitude and I don't want to gain something back from my giving.	4.97	1.256	-0.091	-0.752	-0.627	-2.591	1-7	0.629	3.355
Social Responsibility(SR) Norms (5 Items) new items created from Campo et al. (2003); Caruana (2007); Johar (2005); McGarry Wolf et al. (2012)	α = 0.906								

Table 1 Descriptive Value, Validity and Reliability, Multicollinearity Indices (Con.)

Construct	Descriptive Value							Factor Loading	VIF
	Mean	S.D.	Skewness	ZSkewness	Kurtosis	ZKurtosis	Range		
1. I believe that my society expect any people in my society to behave social responsibility	5.12	1.305	-0.346	-2.860	-0.059	-0.243	1-7	0.720	2.832
2. Many people in my society think that buying and using social responsibility products is the good behavior	5.00	1.210	-0.302	-2.496	-0.301	-1.244	1-7	0.730	2.591
3. I think that altruistic concerns are the important way for everybody in my society to do	5.04	1.282	-0.244	-2.017	-0.646	-2.670	1-7	0.830	3.200
4. I think that the behavior in helping other people I depend on them is the expectation my society	5.09	1.276	-0.168	-1.388	-0.679	-2.806	1-7	0.773	3.733
5. In my society, social responsibility behavior is the important expectation guiding everybody to do	5.14	1.299	-0.246	-2.033	-0.452	-1.868	1-7	0.798	3.783
CONSEQUENCES									
Word of Mouth (5 items) adapted from Price and Arnould (1999); Romani et al. (2013); Zeithaml et al. (1996).									
1. I intend to say positive things about this company to other people.	4.39	1.233	-0.056	-0.462	-0.241	-0.996	1-7	0.751	2.617
2. I intend to recommend this company to other people.	4.38	1.374	-0.262	-2.165	-0.330	-1.363	1-7	0.836	3.402
3. I usually tell others that this company is good.	4.47	1.265	-0.145	-1.198	-0.294	-1.215	1-7	0.837	3.905
4. I recommend this company to people looking for offerings that the company provides.	4.52	1.295	-0.239	-1.975	-0.253	-1.045	1-7	0.797	3.566
5. I intend to mention favorable things about the company with other people.	4.40	1.293	-0.151	-1.248	-0.255	-1.053	1-7	0.744	3.285

Table 1 Descriptive Value, Validity and Reliability, Multicollinearity Indices (Con.)

Construct	Descriptive Value							Factor Loading	VIF
	Mean	S.D.	Skewness	ZSkewness	Kurtosis	ZKurtosis	Range		
Willing to Pay Higher Price (4 Items) adapted from Thamrongsinthaworn, (2008)	α = 0.896								
1. I will stay with this company, although the price of this company's products is increased	4.32	1.352	-0.236	-1.950	-0.334	-1.380	1-7	0.698	2.865
2. I accept the higher price of this company's products or services than the price of other irresponsibility companies.	4.16	1.358	-0.099	-0.818	-0.104	-0.429	1-7	0.846	3.395
3. I intend to buy this company's products or services in higher price than buying from other irresponsibility companies.	4.12	1.387	-0.100	-0.826	-0.180	-0.743	1-7	0.844	3.993
4. It is not the difficulties to buy this company's products or services in higher price than buying from other irresponsibility companies.	4.16	1.412	-0.125	-1.033	-0.333	-1.376	1-7	0.838	3.070
Intention to Buy Social Responsibility Brand (3 Items) adapted from Garbarino and Johnson (1999)	α = 0.890								
1. I plan to buy a social responsible brand in the future.	4.65	1.167	-0.224	-1.851	-0.04	-0.165	1-7	0.864	3.682
2. I plan to be a dedicated person to consume social responsible brand.	4.70	1.234	-0.164	-1.355	-0.300	-1.239	1-7	0.883	4.145
3. I would consider donating my time and money to buy social responsible brand.	4.69	1.294	0.236	-1.950	-0.179	-0.739	1-7	0.853	3.081

Research Findings

Respondent Profiles and Descriptive Data

As shown in Table 2, sixty percent of the respondents were female. About eighty-five percent had the age below 40 years old. Around sixty-five percent of the respondents had the education level in bachelor degree. In addition, most of respondents had income less than 30,000 baht per month.

Table 2 Respondent Profiles

The Characteristics of Respondents	Social responsibility respondents	
	Frequency	Valid Percent
Gender		
* Male	154	38.10
* Female	250	61.90
Age		
* 21 years or less	97	24.00
* 21-30 years	186	46.00
* 31-40 years	64	15.80
* 41-50 years	30	7.40
* 51-60 years	23	5.70
* Above 60 years	24	1.00
Education		
* Lower than Bachelor's degree	115	28.60
* Bachelor's degree	264	65.70
* Master's degree	22	5.50
* Doctoral degree	1	0.2
Income		
* 10,000 Baht or less	147	36.60
* 10,001-20,000 Baht	130	32.3
* 20,001-30,000 Baht	71	17.70
* 30,001-40,000 Baht	19	4.70
* 40,001-50,000 Baht	11	2.70
* Higher than 50,000 Baht	24	6.00

Normality test and multicollinearity test

In testing normality of all measures, skewness and kurtosis values were employed. As shown in Table 1, the skewness values are ranging from -0.645 to 0.236 and the kurtosis values are ranging from -0.733 to -0.017. Most of Zskewness values and Zkurtosis are in the critical value (+/- 2.58) at 0.01 significant level (Hair, Black, Babin & Anderson 2010). Thus, most of the measures were distributed normally though some measures were not. In testing the multicollinearity of all the measures, VIF values were employed. As shown in Table1, the VIF

values of nearly all the measures are less than 5.00, which is the critical value (Studenmund, 2001). Only one item of the measures shows the VIF value at 5.404.

Validity and reliability analysis of measures

In assessing the validity of measures, both exploratory factor analysis and confirmatory factor analysis were done. All the measurement items were factor analyzed by using principal component analysis with varimax rotations. Considering to all the factor loadings of all the measured items, most of factor loading of all measurement items are highly ranging from 0.500 to 0.908 as shown in Table 1. Basing on (Hair, Anderson, Tatham, & Black, 1995), they mentioned that the acceptable conventional criterion of factor loadings is above 0.5. Therefore, all constructs in the model were valid. After validity analysis, the reliability testing was conducted with the Cronbach's alpha method. It was concluded that all constructs in the model are reliable. That is, as shown in Table 1, the reliability indices of all constructs in the model are above 0.7 (Nunnally, 1959). Therefore, all constructs were reliable.

From validity and reliability testing, a construct, CnSR, was separated into two constructs. The first construct was the CnSR (Ethical) and the next one was CnSR (Discretionary). The CnSR (Ethical) was defined as consumer's cognitive, affective and behavioral concerns to do activities as society expectations of business, while CnSR (Discretionary) was defined as consumer's cognitive, affective and behavioral concerns to do activities purely voluntarily (Carroll, 1979).

Measurement model and structural model evaluation and hypothesis testing

For the measurement model and overall model evaluation, the key results of fit indices presented the acceptable goodness of fit. The fit indices of the measurement model showed the following values ($\chi^2/d.f.=2.406$, IFI=0.886, CFI=0.885, NFI=0.819, GFI=0.772, TLI=0.876, RFI=0.804, AGFI=0.744 and RMSEA=0.059). That is, the $\chi^2/d.f.$ is in the desirable values ranging 2 to 1 or 3 to 1 (Carmines & Mclver, 1981). IFI, CFI, NFI, GFI, TLI, RFI and AGFI are close to 1 indicating a reasonable good fit (Arbuckle & Wothke, 1999). In addition, RMSEA is below the acceptable range of 0.1 (Browne, Cudeck, Bollen & Long, 1993). In addition, the fit indices of the overall structural model testing shows the following values ($\chi^2/d.f.=2.589$, IFI=0.868, CFI=0.867, NFI=0.801, GFI=0.754, TLI=0.859, RFI=0.789, AGFI=0.729 and RMSEA=0.062). Most of values were in the acceptable values of the goodness of fit.

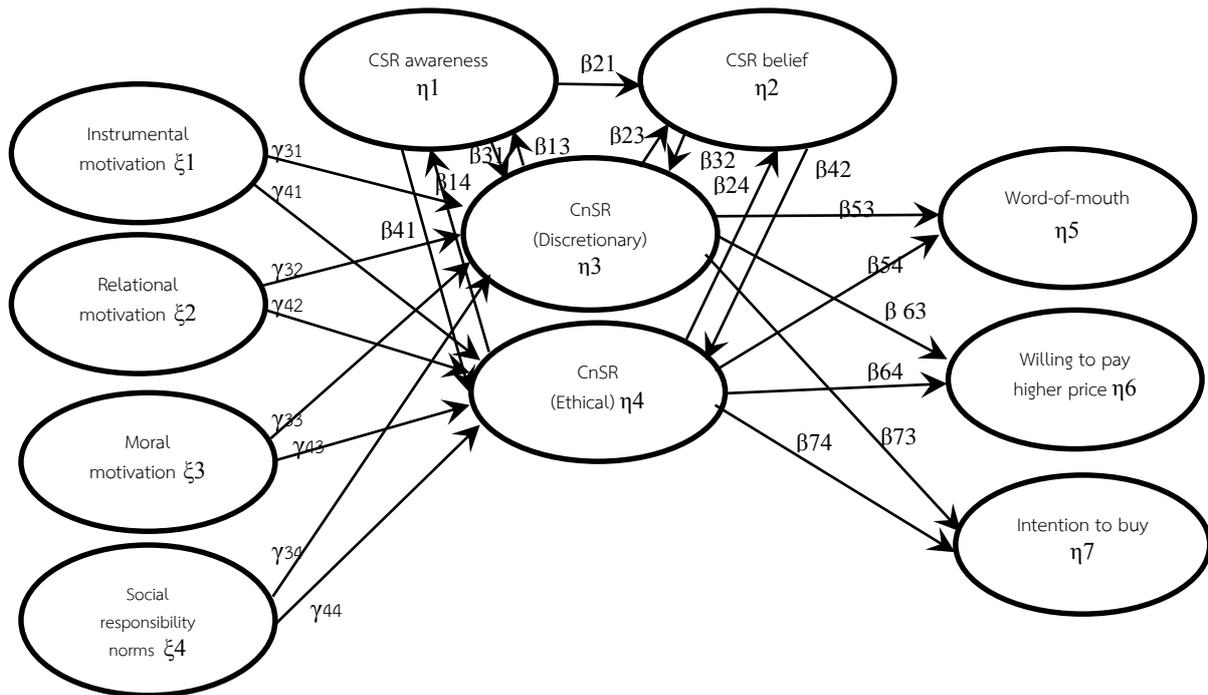


Figure 2 The regression weights of CnSR model

For the hypothesis testing, the results in column 3 and column 4 of Table 3 and in Figure 2 showed that the consumer instrumental motivation positively affected to CnSR (Discretionary) (γ_{31} , $p = 0.00$) and the consumer instrumental motivation positively affected to CnSR (Ethical) (γ_{41} , $p = 0.00$). Therefore, hypothesis 1 was supported. Then, the consumer relational motivation positively affected to CnSR (Discretionary) (γ_{32} , $p = 0.00$) but negatively affected to CnSR (Ethical) (γ_{42} , $p = 0.032$). Thus, the hypothesis 2 was partially supported. Moreover, the impact of consumer moral motivation to CnSR (Ethical) was significant (γ_{43} , $p = 0.00$), but the impact of consumer moral motivation to CnSR (Discretionary) was not significant (γ_{33} , $p = 0.08$). Therefore, hypothesis 3 was partially supported. In addition, CSR awareness positively affected to CnSR (Ethical) significantly (β_{41} , $p = 0.01$), but negatively affected to CnSR (Discretionary) significantly (β_{31} , $p = 0.00$). Thus, hypothesis 4a was partially supported. Then, by considering to the effect of CnSR (Discretionary) to CSR awareness (β_{13} , $p = 0.00$), its effect was significant. However, the effect of CnSR (Ethical) to CSR awareness (β_{14} , $p = 0.059$) was not significant. Therefore, hypothesis 4b was partially supported. CSR belief positively affected to CnSR (Discretionary) significantly (β_{32} , $p = 0.006$) but negatively affected to CnSR (Ethical) significantly (β_{42} , $p = 0.008$). Thus, hypothesis 5a was partially supported. Then, the effect of CnSR (Ethical) to CSR belief was significant (β_{24} , $p = 0.00$), but the effect of CnSR (Discretionary) to CSR belief (β_{23} , $p = 0.193$) was not significant. Therefore, hypothesis 5b was partially supported. In addition, the effects of consumer perception in social responsibility norms to CnSR (Discretionary) (γ_{34} , $p = 0.00$) and to CnSR (Ethical) (γ_{44} , $p = 0.007$) were significant. Hypothesis 6 was supported. Furthermore, both CnSR

(Discretionary) and CnSR (Ethical) had the positive significant effect to intention to buy social responsibility brand ($\beta 73$, $p = 0.000$; $\beta 74$, $p = 0.02$). Thus hypothesis 7 was supported. In addition, the effect of CnSR (Discretionary) to willing to pay higher price was positively significant ($\beta 63$, $p = 0.000$) but the effect of CnSR (Ethical) to willing to pay higher price was negatively significant ($\beta 64$, $p = 0.011$). Therefore, the hypothesis 9 was partially supported. Lastly, the effect of CnSR (Discretionary) to word-of-mouth was positive significant ($\beta 53$, $p = 0.00$) but the effect of CnSR (Ethical) to word-of-mouth was not significant ($\beta 54$, $p = 0.101$). Therefore, hypothesis 8 was partially supported.

Direct Causal Effect, Indirect Causal Effect and Total Causal Effect

The total causal effects of endogenous variables, word-of-mouth, willing to pay higher price and intention to buy social responsibility brand, were calculated as shown in Table 4. For example, for calculating the total causal effect of CnSR (Ethical) to word-of-mouth, it was calculated from direct causal effect ($\beta 53=0$) plus with indirect causal effect ($(\beta 24 * \beta 32 * \beta 53) = 0.281$).

Conclusion and Discussion

In the research findings, four insignificant effects were found. The first relationship is the relationship between moral motivations to CnSR (Discretionary). A potential explanation for this research result might be explained as following. Normally, in Thailand moral consumers beware to firm's CnSR (Discretionary) such as donation to school or temple, because they perceive that these companies do these activities for creating good company image only (Du, 2015). Thus, these moral consumers beware to do their social responsibility (Discretionary) also. With this evidence, the effect of consumer moral motivation to CnSR (Discretionary) should not be significant.

Table 3 Summary of overall model

Relationship		Estimate	p-value
The effects of antecedents to central constructs			
Antecedents	Central constructs		
Consumer instrumental motivation	CnSR(Discretionary) ($\gamma 31$)	0.270	0.000***
Consumer relational motivation	CnSR(Discretionary) ($\gamma 32$)	0.236	0.000***
Consumer moral motivation	CnSR(Discretionary) ($\gamma 33$)	0.133	0.08 (n.s.)
Social responsibility (SR) norms	CnSR(Discretionary) ($\gamma 34$)	0.232	0.000***
Consumer instrumental motivation	CnSR (Ethical) ($\gamma 41$)	0.241	0.000***
Consumer relational motivation	CnSR (Ethical) ($\gamma 42$)	-0.069	0.032**
Consumer moral motivation	CnSR(Ethical) ($\gamma 43$)	0.342	0.000***
Social responsibility (SR) norms	CnSR(Ethical) ($\gamma 44$)	0.143	0.007**
The effects among central constructs			
Central constructs	Central constructs	Estimate	p-value
CSR Belief	CnSR (Ethical) ($\beta 42$)	-0.479	0.008**
CSR Belief	CnSR (Discretionary) ($\beta 32$)	0.631	0.006**
CSR Awareness	CnSR (Ethical) ($\beta 41$)	0.358	0.001***

Table 3 Summary of overall model (Con.)

Relationship			
The effects among central constructs			
CSR Awareness	CnSR (Discretionary)(β_{31})	-0.640	0.000***
CSR Awareness	CSR Belief (β_{21})	0.416	0.000***
CnSR (Ethical)	CSR Awareness (β_{14})	-0.349	0.059 (n.s.)
CnSR (Ethical)	CSR Belief (β_{24})	0.451	0.000***
CnSR (Discretionary)	CSR Belief (β_{23})	-0.118	0.193 (n.s.)
CnSR (Discretionary)	CSR Awareness(β_{13})	1.286	0.000***
The effects of central constructs to consequences			
Central constructs	Consequences	Estimate	p-value
CnSR (Discretionary)	Word-of-mouth (β_{53})	0.987	0.000***
CnSR (Discretionary)	Willing to pay higher price (β_{63})	1.128	0.000***
CnSR (Discretionary)	Intention to buy responsibility brand	0.673	0.000***
CnSR (Ethical)	Word-of-mouth (β_{54})	-0.138	0.101(n.s.)
CnSR (Ethical)	Willing to pay higher price (β_{64})	-0.259	0.011**
CnSR (Ethical)	Intention to buy responsibility brand	0.201	0.020**
Square multiple correlations (R^2)			
R^2 of CnSR (Ethical) = 0.578	R^2 of instrument motivation_3 = 0.640	R^2 of moral motivation_4 = 0.510	
R^2 of CnSR (Discretionary) = 0.335	R^2 of instrument motivation_4 = 0.611	R^2 of moral motivation_5 = 0.579	
R^2 of CSR Belief = 0.692	R^2 of relational motivation_1 = 0.580	R^2 of SR norms_1=0.609	
R^2 of CSR Awareness = 0.190	R^2 of relational motivation_2 = 0.719	R^2 of SR norms_2=0.566	
R^2 of Intention to buy = 0.387	R^2 of relational motivation_3 = 0.844	R^2 of SR norms_3=0.695	
R^2 of Willing to pay = 0.407	R^2 of relational motivation_4 = 0.732	R^2 of SR norms_4=0.708	
R^2 of Word of mouth = 0.457	R^2 of moral motivation_1 = 0.678	R^2 of SR norms_5=0.720	
R^2 of instrument motivation_1 = 0.458	R^2 of moral motivation_2 = 0.732		
R^2 of instrument motivation_2 = 0.631	R^2 of moral motivation_3 = 0.685		
** 0.05 Significant *** 0.01 Significant n.s. (Not significant)			

Table 4 Summary of Direct Causal Effect, Indirect Causal Effect and Total Causal Effect

Causal Effect			
Dependent Variables (Word-of-Mouth)			
Causal Variables	Direct Effect	Indirect Effect	Total Effect
CnSR(Discretionary)	0.987	0	0.980
CnSR (Ethical)	-	0.281	0.281
CSR Belief	-	0.623	0.623
CSR Awareness	-	(-0.351)	(-0.351)
Consumer instrumental motivation	-	0.364	0.364
Consumer relational motivation	-	0.318	0.318
Consumer moral motivation	-	0.179	0.179
Social responsibility norms	-	0.313	0.313

Table 4 Summary of Direct Causal Effect, Indirect Causal Effect and Total Causal Effect (Con.)

Causal Effect			
Dependent Variables (Willing to Pay Higher Price)			
Causal Variables	Direct Effect	Indirect Effect	Total Effect
CnSR(Discretionary)	0.128	-	0.128
CnSR (Ethical)	(-0.259)	0.321	0.07
CSR Belief	-	0.836	0.836
CSR Awareness	-	(-0.539)	(-0.539)
Consumer instrumental motivation	-	0.321	0.321
Consumer relational motivation	-	0.504	0.504
Consumer moral motivation	-	0.100	0.100
Social responsibility norms	-	0.293	0.293
Dependent Variables (Intention to Buy Social Responsible Brands)			
Central constructs	Direct Effect	Indirect Effect	Total Effect
CnSR(Discretionary)	0.673	-	0.673
CnSR (Ethical)	0.201	0.192	0.400
CSR Belief	-	0.328	0.328
CSR Awareness	-	(-0.132)	(-0.132)
Consumer instrumental motivation	-	0.322	0.322
Consumer relational motivation	-	0.276	0.276
Consumer moral motivation	-	0.203	0.203
Social responsibility norms	-	0.263	0.263

Next, the effect of CnSR (Discretionary) to the CSR belief is not significant also. A potential explanation for this research result was that consumers may think that CSR (Discretionary) is not caused by altruistic belief. They do the businesses because they want to create good image for their firm (Du, 2015). Therefore, consumers who believe in social responsibility (Discretionary) should wonder the CSR activities by firm in current business practices. That is, CnSR (Discretionary) should not influence to CSR belief.

Then, from the research finding, it was the insignificant effect of CnSR (Ethical) to the CSR awareness. A potential explanation for this research finding is following. From the past research, they found that CSR awareness has the effect to firm's CSR only. In addition, there is no reciprocity effect (Du et al., 2007). Thus, the insignificant effect of CnSR (Ethical) to the CSR awareness should be existed. Lastly, it was also found the insignificant effect of CnSR (Ethical) to word-of-mouth. A potential explanation of this insignificant can be discussed following. That is, consumers normally recommend the social responsibility products to other people basing on the identification between company and their own characteristics (Sen & Bhattacharya, 2001). Therefore, for this insignificant result, it could be that the identification of consumers and company is not matched.

Theoretical contribution

With the gaps proposed, these research findings extended the knowledge in two different points. Firstly, the interaction effects between CSR and CnSR were existed partially. Next, this paper found the simpler model mentioning three levels of antecedents including personal level, corporate level and societal level, influencing to CnSR.

Managerial implication

Basing on the results of the partially interaction effect between CnSR and CSR, firms should do the social responsibility programs such as community supporting programs and other CSR programs to induce the CnSR. Moreover, basing on the significant effects of relational motivation, moral motivation and norms of social responsibility, firms should do some programs to generate relational motivation such as helping activities in flood problem in community in where the company is locating. Firms should do some activities such as firm's supports in meditation programs to generate consumer moral motivation. To create the norms of social responsibility, firms can do some programs such as supporting activities to promote the good examples of CSR or social responsibility in society.

Limitation and future research direction

The research was comprised of several limitations. Firstly, because this research was not concentrated on specific industry, to generate the understanding of the model, the testing the model for specific industry is more valuable. Secondly, this research was studied for general society. The study related to community level can generate new ideas in studying the interaction effects of CnSR and CSR. Lastly, because this research generated the measurement items of CnSR from literatures, the measures of CnSR generated by qualitative study are more beneficial for Thailand context.

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