

The Nexus of Corporate Social Responsibility and Consumer Perception : Systematic Review of the Evidence

Swapna Shetty¹
Molly Sanjay Chaudhuri²
Ankitha Shetty³

Abstract

This paper aimed to facilitate researchers, academicians, and entrepreneurs to gain insights into the Asian consumer perspectives on corporate social responsibility (CSR) and its future research opportunities. The modus operandi for management review prescribed by Tranfield et al. (2003) was adopted for the present study. Since most research in this area originated from Western countries, it was pertinent to grasp the view of the consumers from the emerging economies in Asiatic countries. Further, PICO and PRISMA guidelines were considered for screening the research articles between 2010 and 2021 conducted in the Asian region. A total of 56 research papers were finalized for the study. It was found that the studies from the Asian region focused on empirical research, primarily conducted in BFSI and hospitality sectors. The orientation of people from the countries of the Asiatic region varied based on cultural and religious factors.

Keywords : corporate social responsibility, consumer behavior, Asia, systematic literature review

Paper Submission Date : May 15, 2021 ; Paper sent back for Revision : February 10, 2022 ; Paper Acceptance Date : May 5, 2022 ; Paper Published Online : July 15, 2022

Fierce competition in the marketplace has led organizations to adopt diverse strategies to sustain and survive. Apart from cost leadership, companies also adopt differentiation strategies such as corporate social responsibility (CSR) to gain a sustainable competitive advantage (Anuar & Mohamad, 2012; Saju & Rajan, 2014). Being an emerging concept, CSR has been of keen interest to business enterprises as well as academicians (Bhattacharya & Sen, 2004; Ramesh & Peswani, 2017).

The extent of CSR implementation by businesses is evident in the survey conducted by KPMG (2013). The report revealed that there has been an exuberant increase in social responsibility communication in the Asia-Pacific region, such that India has seen a growth of 53% since 2011, followed by China with 16%. However, in the case of academics, more studies were conducted in the Atlantic regions than on the Asian continent. Furthermore, Fatma and Rahman (2015) discovered that just 13% of publications came from the Asian region. As a result, the extent of CSR growth in the industry and relevant research in this area are at odds. This imbalance calls for an extensive study on CSR to bridge the gap between industry and academia. Hence, this research paper aims to take a new look at the CSR perception of consumers for this decade along with the theories applied.

¹ Assistant Professor, A.J. Institute of Management, Kottara Chowki, Mangalore - 575 006, Karnataka.
(Email : swapna.ashwat@gmail.com)

² Director, Manel Srinivas Nayak Institute of Management (MSNIM), Bondel, Mangalore - 575 008, Karnataka.
(Email : mollychaudhuri2019@gmail.com)

³ Assistant Professor (Corresponding Author), Department of Commerce, Manipal Academy of Higher Education (MAHE) Eshwar Nagar, Manipal - 567 104, Karnataka. (Email : ankithashetty2015@gmail.com)

DOI : <https://doi.org/10.17010/ijom/2022/v52/i7/170537>

Literature Review

There is a growing body of research in the literature looking at the relationship between corporate social responsibility and consumer outcomes (Lii & Lee 2012). This body of work may be divided into two categories. The first group includes research that looked at the impact of CSR on consumer behavior (Becker-Olsen et al., 2006), and the other looked at the impact of CSR combined with corporate ability on customer-related outcomes (Brown & Dacin, 1997).

Fatma et al. (2016) found that both corporate ability and CSR were able to spawn brand identification. The stronger the consumer's identification with the brand, the more likely they are to remain loyal to it. Customer-company identification also serves as an effective intermediary between CSR and behavioral outcomes such as satisfaction and loyalty (Fatma et al., 2018). In the studies of Lu et al. (2015), it was found that corporate ability directly influenced satisfaction; whereas CSR posed an indirect effect. Consumers evaluate companies based on their trustworthiness (Butt et al., 2019; Khan et al., 2015), which can also lead to word of mouth or recommendations (Kang & Sivadas, 2018). Trust in a brand or CSR activity can be attained only if the consumers are adequately aware and knowledgeable. Only CSR-practicing brands are more likely to generate such awareness (Srinaruewan et al., 2015), and the awareness can lead to a positive perception of CSR activities (Ajina et al., 2019), corporate evaluation, product association, purchase intention (Tian et al., 2011) and nurturing brand value (Nandan & Nandan, 2014).

Research Methodology

The guidelines laid down for the business management review by Tranfield et al. (2003) and adopted by Shetty and Basri (2018) were followed in the study. We considered the PICO tool for eligibility and screening and further applied Preferred Reporting Items for Systematic Reviews (PRISMA) guidelines, similar to the methodology adopted in the study by Shetty and Basri (2017). The present section comprises the inclusion criterion, identification of data, and search terms.

Inclusion / Exclusion Criteria

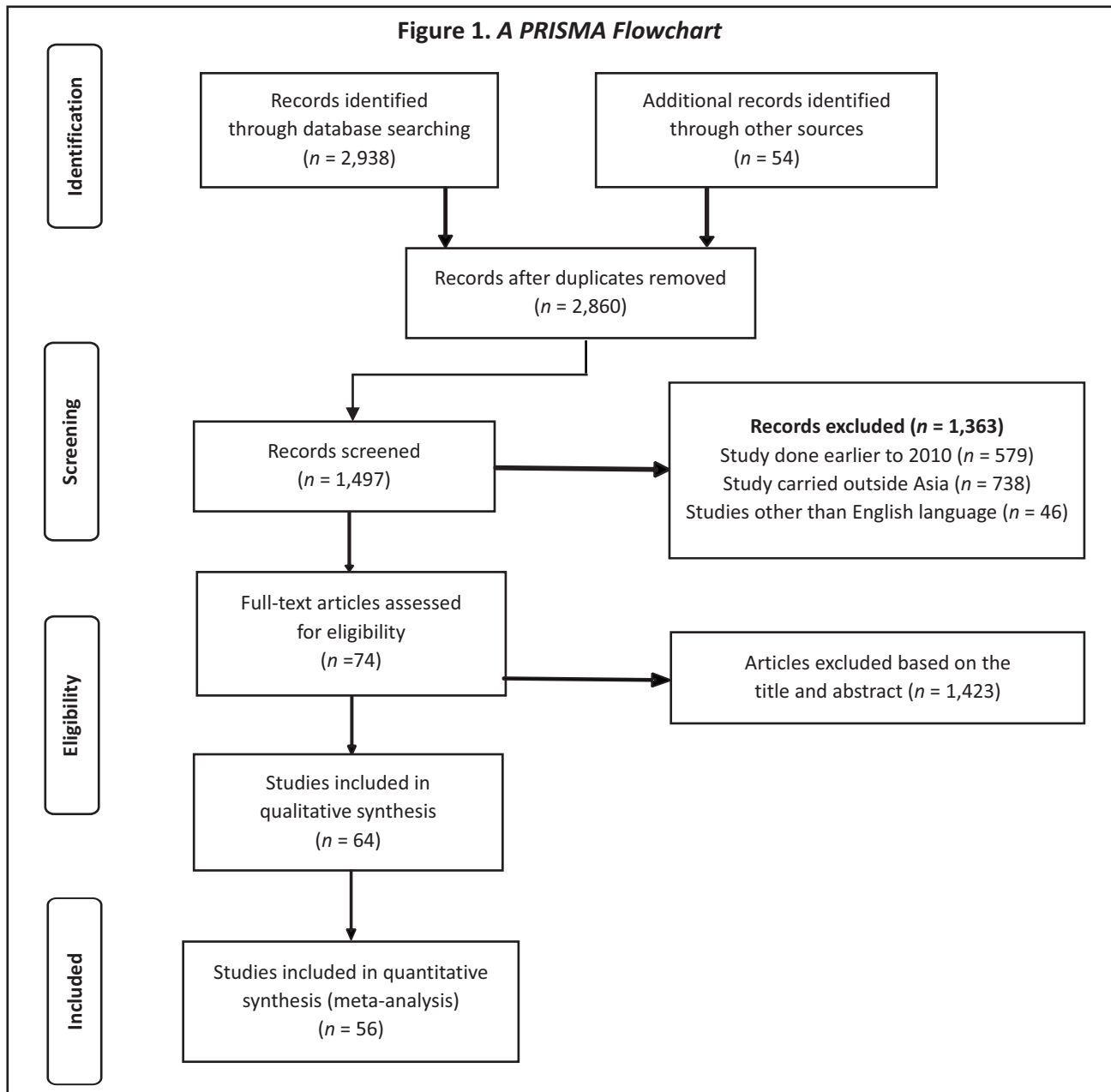
The present review focuses on the original study that involved consumer perception of CSR regarding a particular company or industry; an article was eligible for inclusion if it met the following requirements :

- ↪ Intervention (object of the study) : Consumers or customers
- ↪ Outcome : Behavioral outcomes
- ↪ Type of the study : Longitudinal/cross-sectional study
- ↪ Publication : Academic journals
- ↪ Geographical location : Asian continent (based on the M49 standard of United Nations publication, which includes Central Asia, Eastern Asia, South-eastern Asia, Southern Asia, and Western Asia)
- ↪ Time frame : 2010 – 2021
- ↪ Language : English

Further, the study excludes editorials, letters, grey literature, comparative studies, general studies without any reference to an industry or company, and studies considering students as sample units. The phases used in the study are described in detail below.

Sources and Search Procedure

In the first stage, we decided to consider Elsevier, Emerald, Springer Link, Taylor & Francis, and Wiley for the study, meeting the inclusion criteria mentioned above. Subsequently, in the second stage, we used the following search string to search the articles in the abstract, title, and keywords: corporate social respons* OR (CSR) AND (consumer OR customer OR buy* behavior) AND (intention). During the screening stage, criteria of time (2010–2021), area (Asia), and language (English) were applied. As a final point, we considered 56 research articles (Figure 1). A data extraction sheet was maintained in Microsoft Excel as per the protocol set by Tranfield et al. (2003) to reduce human error.



Analysis and Results

The data extraction sheet was used to classify and analyze the data based on the dimensions such as evolution, journals, frequency, affiliated countries, methodology, industry studies, and applied theories.

Evolution of Research from 2010 – 2021

Table 1 depicts the evolution of research articles from 2010 – 2021. About 46% of the articles published are from the East Asian region, and only 7% are from West Asia. Articles about how people think about CSR started getting prominence from 2014 onwards. The year 2018 has the most studies, accounting for 16% of the total. We can also observe that there has been erratic movement in the count of studies taken up in recent years, and there is no trend observed.

Distribution of Articles by Journal

Overall, we identified 56 articles for the study. Articles reviewed were published in 31 different academic journals, of which the highest number of articles was found in the *Asia Pacific Journal of Marketing and Logistics*, making up 9%, followed by *Social Responsibility Journal* with 7%. A representation of the same is given in Table 2.

Table 1. Year and Region-Wise Distribution of Research Papers

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
East Asia	1	1	0	1	3	3	2	6	4	2	3	0	26
South Asia	0	1	1	0	0	3	5	0	3	1	4	1	19
South East Asia	2	1	0	0	0	1	0	0	2	0	0	1	7
West Asia	0	0	0	0	0	0	1	1	0	1	1	0	4
Total	3	3	1	1	3	7	8	7	9	4	8	2	56

Table 2. Journal Wise Publications

Publisher	Journal	Number of Articles	Percentage of all Articles	Rank	Literature
Emerald	<i>Asia Pacific Journal of Marketing and Logistics</i>	5	9%	1	Ajina et al. (2019) ; Liu et al. (2020) ; Fatma et al. (2018) ; Srinaruewan et al. (2015) ; Chomvilailuk & Butcher (2010)
Emerald	<i>Social Responsibility Journal</i>	4	7%	2	Butt et al. (2019) ; Isa et al. (2020) ; Lee et al. (2017) ; Engizek & Yasin (2017)
Emerald	<i>International Journal of Bank Marketing</i>	3	5%	3	Mostafa & ElSahn (2016) ; Jose et al. (2015) ; Khan et al. (2015)
Emerald	<i>Journal of Product & Brand Management</i>	3	5%	3	Pratihari & Uzma (2018) ; Fatma et al. (2016b) ; Fatma et al. (2020)
Emerald	<i>International Journal of Contemporary Hospitality Management</i>	3	5 %	3	Su et al. (2015) ; Tingchi Liu et al. (2014) ; Xu (2014)
Emerald	<i>Journal of Services Marketing</i>	3	5 %	3	Huang et al. (2017) ; Tingchi Liu et al. (2014) ; Mandhachitara & Poolthong (2011)

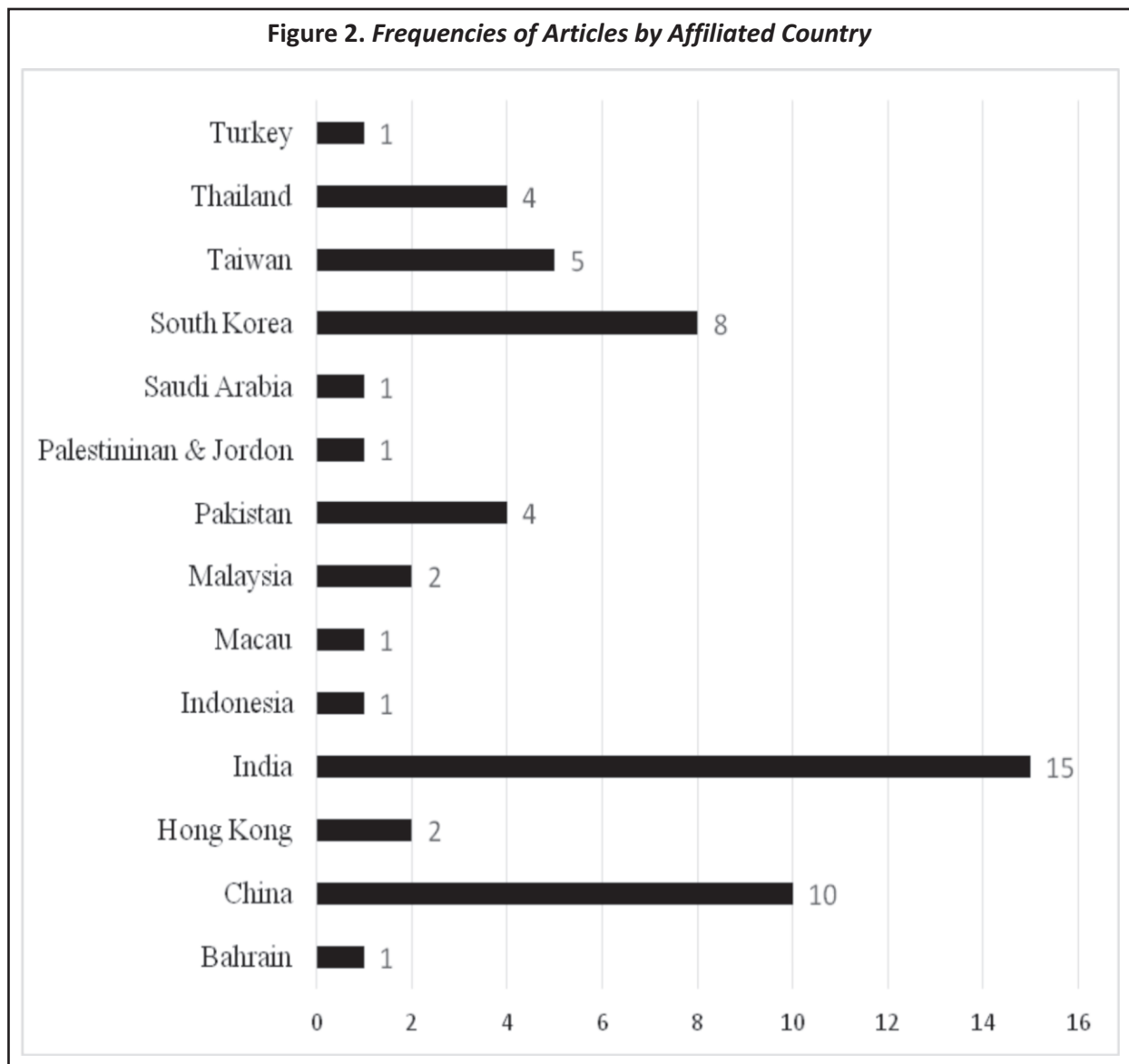
Elsevier	<i>Journal of Retailing and Consumer Services</i>	3	5%	3	Park (2019) ; Su et al. (2017) ; Muflih (2021)
Wiley	<i>Corporate Social Responsibility and Environmental Management</i>	2	4%	4	Ramesh et al. (2019) ; Hur & Kim (2017)
Elsevier	<i>International Journal of Hospitality Management</i>	2	4%	4	Kim et al. (2017) ; Kucukusta et al. (2013)
Springer Link	<i>Journal of Business Ethics</i>	2	4%	4	He & Li (2011) ; Tian et al. (2011)
Emerald	<i>Journal of Consumer Marketing</i>	2	4%	4	Wan et al. (2016) ; Sheikh & Beise-Zee (2011)
Emerald	<i>Journal of Fashion Marketing and Management</i>	2	4%	4	Lee & Lee (2018) ; Gupta & Hodges (2012)
Emerald	<i>International Journal of Organizational Analysis</i>	2	4%	4	Alawamleh & Giacaman (2021) ; Fatma et al. (2020)
Elsevier	<i>Journal of Hospitality and Tourism Management</i>	2	4%	4	Fatma et al. (2016b) ; Lee et al. (2020)
Elsevier	<i>Sustainable Production and Consumption</i>	2	4%	4	Goyal & Chanda (2017) ; Islam et al. (2021)
Taylor and Francis	<i>Asia Pacific Journal of Tourism Research</i>	1	2%	5	Chubchuwong (2019)
Elsevier	<i>Australasian Marketing Journal</i>	1	2%	5	Lee & Lee (2015)
Emerald	<i>Benchmarking</i>	1	2%	5	Paluri & Mehra (2018)
Springer Link	<i>Decision</i>	1	2%	5	Fatma et al. (2015)
Emerald	<i>European Business Review</i>	1	2%	5	Fatma et al. (2016a)
Emerald	<i>International Journal of Housing Markets and Analysis</i>	1	2%	5	Hong Sharon Yam & Stanley Mcgreal (2010)
Emerald	<i>International Journal of Retail & Distribution Management</i>	1	2%	5	Dang et al. (2020)
Springer Link	<i>Journal of Brand Management</i>	1	2%	5	Hur et al. (2020)
Elsevier	<i>Journal of Business Research</i>	1	2%	5	Park et al. (2017)
Taylor and Francis	<i>Journal of China Tourism Research</i>	1	2%	5	Su et al. (2018)
Taylor and Francis	<i>Journal of Travel & Tourism Marketing</i>	1	2%	5	Han et al. (2019)
Emerald	<i>Nankai Business Review International</i>	1	2%	5	Lu et al. (2015)
Taylor and Francis	<i>Total Quality Management & Business Excellence</i>	1	2%	5	Wang (2020)
Elsevier	<i>Transport Policy</i>	1	2%	5	Chang & Yeh (2017)
Emerald	<i>Society and Business Review</i>	1	2%	5	Sen Gupta & Wadera (2021)
Emerald	<i>Marketing Intelligence & Planning</i>	1	2%	5	Shankar & Yadav (2021)

Frequencies of Articles by Affiliated Country

Maximum research in this area is undertaken by India (27%) in the South Asian region, followed by China (18%) in the East Asian region. There are also notable studies from Taiwan and Thailand (16%), South Korea (14%), Pakistan (7%), Malaysia (4%), and Hong Kong (4%), as shown in Figure 2.

Type of Research Methodology Applied

All the articles were classified based on the study conducted, which resulted in 49 research papers adopting the survey-based questionnaire method. Three studies adopted the mixed research method (qualitative and



quantitative), two adopted the qualitative and experimental methods, respectively, and one was longitudinal. The survey-based questionnaire method's sample size ranged from 100 – 1,022. A very small number of studies applied the experiment method, the interview method, and the mixed approach. Most of the empirical studies adopted a convenience sampling technique. SEM was used as a statistical analysis tool in 66% of the studies, along with tools like hierarchical regression analysis, Bayesian networks, and ANOVA.

Type of Industries Studied

Sixteen studies were done in the banking, financial services, and insurance (BFSI) sector. Twelve studies were conducted in the hospitality industry, including lodging and transportation; four studies were conducted in telecommunication ; and three studies were conducted in the food service industry. There are limited studies conducted in the airline, fashion, fast-moving consumer goods (FMCG), gaming, housing, retail, home appliances, cycling, and clothing sectors.

Theories Adopted

On reviewing the selected studies, it was observed that divergent theoretical frameworks were used in the study of consumer perception of CSR; 31% of the studies included in the review applied either stakeholder theory or social identity theory. Only a minuscule percentage of studies adopted other theories such as social exchange theory, signaling theory, stimulus – organism – response theory, cultural dimension theory, means and end chain theory, the theory of altruism, the theory of reasoned action, the theory of planned behavior, moral foundation theory, and the H-V theory of ethics.

Conceptual Perspectives

As reported by a report in *The CSR Story* (2017), South Asian countries have better CSR commitment than Western Asia. But it fails to reach the CSR performance of European nations, as the latter is more powerful and demanding. Similar results were also seen in the report of KPMG (2005).

South Asia Perspectives

Significant research from South Asian countries has been identified from India, followed by Pakistan, Iran, and Bangladesh. Research work is not found in Sri Lanka, Afghanistan, Bhutan, Nepal, and the Maldives. Research in these regions mainly adopted the quantitative technique, and only two research methods adopted the qualitative method.

When it comes to studies on CSR and consumer actual buying behavior in India, there is a dearth of studies concerning consumers' purchase intention, loyalty, and actual buying behavior (Singh & Malla, 2017), even though the customer-oriented dimensions are receiving attention in CSR Disclosure (Behal & Gupta, 2022). Traditionally, consumers based their purchase decisions on price and quality, and most recently, CSR has been added to this league (Gupta & Hodges, 2012). The studies of Laheri (2020) also highlighted that there exist complexities in Indian consumers' buying behavior and, in particular, to green products. Since Indian consumers process CSR information reflexively , therefore, they fail to memorize the explicit information. Therefore, this lapse fails to impact consumers' attitudes even when they show concern for CSR initiatives (Paluri & Mehra, 2018). Studies indicate that the timely availability of CSR information and companies' efforts in educating consumers about their CSR activities (Ramesh et al., 2019) can make consumers include CSR in decision making

(Pradhan, 2018; Singh & Verma, 2016), and this is more obvious in case of millennial's as their use of the internet is immense (Shetty et al., 2021).

Studies in Pakistan identified that consumers' awareness of CSR, trust in the company and its social initiatives, and perceived CSR could play a pivotal role in influencing consumers' purchase intention (Butt, 2016). While it's not just the purchase intention, even loyalty can be enhanced through CSR perception (Khan et al., 2015). However, a contradicting result was found in the study of cellular services, which stated that there was no relationship between CSR awareness and purchase intention (Ali et al., 2010). Furthermore, a growing trend in Pakistan is that companies add a religious element to CSR to attract religious customers. Even the Pew Research Center's report (2008) acknowledged that Pakistan is a religion-oriented society. Still, this religious factor didn't make people more likely to buy in the context of CSR (Butt et al., 2019).

South-East Asia Perspective

From the Southeast Asian countries, the most significant contributors to CSR research among prospective consumers are Thailand and Malaysia. Simultaneously, no studies were found from Indonesia, the Philippines, Cambodia, Vietnam, Laos, East Timor, Myanmar, Singapore, and Brunei. A study conducted by the Master Card Ethical Shopping Survey (2015) stated that about 70% of the consumers from emerging economies such as Indonesia, Malaysia, or Thailand preferred the products of socially responsible brands.

Since the tsunami that hit Phuket in 2004, Thailand has seen better and more responsible initiatives by companies towards society, including rebuilding homes and schools and sponsoring the homeless and needy. More likely, CSR contribution in Thailand is seen as a “duty” (Urip, 2010). A study conducted by Wongpitch et al. (2016) on Thai consumers affirmed that when consumers are aware of the company and feel that the company's CSR motive is altruistic, they tend to have a positive attitude towards the brand, which thereby impacts their purchase intention. While satisfaction with CSR activities can also impact attachment towards the company or destination, as seen in the study of tourism, it can further lead to loyalty (Chubchuwong, 2019).

Malaysian consumers' demographic variables such as age, gender, and educational qualification did not differ in the understanding of CSR, and all perceived that CSR was important for societal development (Yeo et al., 2018). Though all consumers expected the companies to be responsible in their social actions, only the premium consumers or high net worth individuals were willing to pay the extra price for CSR features (Hong Sharon Yam & Stanley Mcgreal, 2010). Malaysian consumers' CSR awareness positively impacted purchase intention but only when they felt that the social causes adopted by the company were relevant and essential to them (Isa et al., 2020).

East Asia Perspectives

China was the major contributor in the East Asian region, followed by South Korea, Taiwan, Hong Kong, and Macau. In contrast, we could not trace the academic work in this area from Japan, Mongolia, and North Korea.

Consumers in China tag companies practicing philanthropic activities such as contributing toward an important cause as companies with a good CSR image. For instance, consumers recollected the company “Wong Lo Kat” for its colossal contribution during the Sichuan earthquake in 2008 (Xu, 2014). Additionally, when consumers deem a cause worthy and pertinent, they also check on the company's efforts to promote the cause. Once consumers regard the company and the cause as being well-matched, they believe that the company fulfills its social responsibility, regardless of the consumer's involvement in the cause (Lu et al., 2015).

Studies from South Korea revealed that cultural characteristics played a vital role in the consumers' perception of CSR (Hur & Kim, 2017). Studies on airlines in South Korea stated that consumers want the companies to be more responsible for the environmental aspects, which can improve the company's overall brand image

(Han et al., 2019). While similar results were observed in the study in the gaming industry too, which affirmed that CSR strategies are essential to improve the corporate image, but when the products or services are harmful, as in the case of the gambling industry, then publicizing the CSR practices might adversely affect the brand image as consumers become suspicious (Kim et al., 2017).

Considering the studies done in Taiwan, CSR poses a more significant influence on CCI in the long run than service quality, strengthening the relationship between the company and the consumers (Huang et al., 2017). CSR further can positively impact satisfaction, brand loyalty (Chang & Yeh, 2017; He & Li, 2011), and purchase intention (Wang, 2020).

West Asia Perspectives

There were relatively few studies in the region of West Asia. We could identify one study each from Turkey, Saudi Arabia, and Bahrain.

The Muslim consumers of Islamic predominant countries check for the compliance of *Shari'ah* and Islamic principles to identify a company's ethical and philanthropic activities. Hence, it becomes essential for companies to include a *Shari'ah* committee or department to oversee the CSR activities of the company. There is a need for congruence between CSR policies and Islamic principles, which would be different for non-Muslim customers (Mostafa & ElSahn, 2016). The way people think about CSR has a significant impact on how many people know about CSR, but this doesn't make people more loyal (Ajina et al., 2019).

Implications

Theoretical Implications

The study of consumer perception of CSR cannot hinge on only one theory. Hence, researchers must include cultural and regional aspects in their study if the study is conducted in the Asian region. This research also highlights the existence of a significant difference in the type of CSR research conducted in different Asian countries. Religion is one of the critical antecedents causing this disparity in CSR understanding. Throughout history, religion has played a pivotal role in influencing humankind by affecting an individual's belief system (Rokeach, 1969). Asia is the hub of major religions, and the impact cannot be undermined in studying consumer perception of CSR. As a result, future research should consider the religious aspect as a mediator when studying multi-religious nations.

Managerial Implications

Lack of awareness and knowledge of CSR has been the major drawback in most developing and underdeveloped South Asian countries. Companies must strategically plan their CSR activities considering economic conditions, demographics, and cultural aspects. Studies also state that the cause adopted by the companies to discharge CSR also significantly influences consumers' behavioral intentions. The relevance, importance, and worth of the cause make the consumer pay attention to the company, further leading to its evaluation of whether the company displayed expertise in promoting the cause. In the South East and East Asian regions, it appears that consumers assess the company's motives only when they feel the cause is genuine and the efforts are honest. Therefore, consumers are well informed and can distinguish between CSR-practicing and non-practicing companies. Therefore, companies operating in these regions should strategically plan to communicate their CSR initiatives. Countries in the West Asian regions are more religious-oriented (Mostafa & ElSahn, 2016) and prefer to observe

Shari'ah and Islamic principles in their CSR practices. Multi-national companies established in these regions need to understand these cultural differences and adopt the nation's cultural and religious principles. CSR increases customer satisfaction, which could further translate into repurchase intention and word of mouth. Hence, it becomes crucial for the managers to devise a reputation management plan to encash CSR benefits. To be successful, CSR initiatives must be effectively communicated to their stakeholders (Paluri & Mehra, 2018; Su et al., 2015), and the studies of Majeed and Sriram (2019) also highlighted that CSR medium of advertising is the third-best advertising strategy followed by the traditional print media and contemporary social media.

Conclusion

This qualitative review makes a significant contribution by outlining the research pattern of consumer perception of CSR for 10 years (2010–2019) in the Asian regions. This paper provides an overview of the research frequency based on the years and regions. Most studies are conducted in India, followed by China. Quantitative research methods dominated the research space, of which 83% of the research adopted a survey-based questionnaire method. Research in this area peaked in the year 2018. The most influential journal in this area is the *Asia Pacific Journal of Marketing and Logistics* followed by the *International Journal of Bank Marketing* and *Social Responsibility Journal*. The findings of this literature review demonstrate the need for research into the FMCG sector as the most prominent research industry in this area is only BFSI. Longitudinal and qualitative studies are required to develop a solid and comprehensive conceptual framework lacking in this study area.

Limitations of the Study and the Way Forward

Nevertheless, the study is not exempt from these limitations. Firstly, the research papers were chosen from the selected database and may fail to provide a comprehensive picture. Secondly, only papers available with full text were considered. Thirdly, only the papers with English as the language were considered. The papers written in other languages were overlooked. Hence, there could be bias in selecting the research papers.

CSR is an old and mature concept in Western countries, but it is still new and growing in the Asian continent, so the constructs and models developed in Western countries cannot be generalized to other countries (Jamali & Karam, 2018 ; Jamali & Mirshak, 2007). Further, the research conducted in the Western context cannot be replicated in Asian countries as CSR is culture-oriented, and most of the studies conducted are country-specific. Similar differences are also noted within the country as consumers vary in their consumption patterns (Liu et al., 2020). So, researchers need to do multi-group analysis based on different demographic factors.

Considering the consumer perception of CSR in the Asian continent, primary research is empirical, while conceptual and qualitative research is still taking baby steps. There is a need for longitudinal studies in this area to signify the dynamics of CSR perception over time (Hur & Kim, 2017). Primary studies were conducted in BFSI and the hospitality industry, while the remaining sectors were not given prominence. While it is undoubtedly essential to focus on sectors that use CSR as a marketing tool, as in the FMCG sector in the Asian market, the FMCG sector capitalizes on CSR to boost sales, but the studies connected to this industry are very meager. So, even though there is applicability, it doesn't know what people think about CSR in the FMCG market.

In the prior decade, most research in this area was carried out in an artificial setting or with hypothetical companies. Hence, it hindered the understanding of consumer awareness (Fatma & Rahman, 2015) since fictitious situations or companies provided little information, and hence it could not be easily generalized to actual companies (Chéron, 2010). Though this scenario of conducting CSR research in hypothetical settings has recently changed to natural settings or companies, there is still a gap in consumer awareness of CSR (Maignan et al., 1999; Paluri & Mehra, 2018) and its eventual impact on the purchase decision. While this disparity arose due to the

researchers' prior presumptions, the respondents were aware of CSR. Thus, it is recommended to gauge the awareness level of consumers before proceeding with a detailed study.

Authors' Contribution

Dr. Ankitha Shetty conceived the idea. Swapna Shetty identified the need and then developed the architecture for the review paper. She also extracted research papers with high repute, filtered them based on keywords, and generated concepts and codes relevant to the study design. Dr. Molly Sanjay Chaudhuri and Dr. Ankitha Shetty verified the process and supervised the study.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgement

The authors received no financial support for the research, authorship, and/or for the publication of this article.

References

- Ajina, A. S., Japutra, A., Nguyen, B., Syed Alwi, S. F., & Al-Hajla, A. H. (2019). The importance of CSR initiatives in building customer support and loyalty : Evidence from Saudi Arabia. *Asia Pacific Journal of Marketing and Logistics*, 31(3), 691–713. <https://doi.org/10.1108/APJML-11-2017-0284>
- Alawamleh, M., & Giacaman, S. (2021). Corporate social responsibility impacts on Palestinian and Jordanian consumer purchasing. *International Journal of Organizational Analysis*, 29(4), 891–919. <https://doi.org/10.1108/IJOA-03-2020-2109>
- Ali, I., Rehman, K. U., Yilmaz, A. K., Nazir, S., & Ali, J. F. (2010). Effects of corporate social responsibility on consumer retention in cellular industry in Pakistan. *African Journal of Business Management*, 4(4), 475–485. <https://doi.org/10.5897/AJBM.9000245>
- Anuar, M. M., & Mohamad, O. (2012). Consumer response to cause-related marketing: A case of Malaysia. *Journal of Asian Business Strategy*, 2(4), 71–76. <https://archive.aessweb.com/index.php/5006/article/view/4024>
- Becker-Olsen, K. L., Cudmore, B. A. & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of Business Research*, 59(1), 46–53. <https://doi.org/10.1016/j.jbusres.2005.01.001>
- Behal, V., & Gupta, M. (2022). Reporting of corporate social responsibility practices: An evidence from Indian BSE-listed companies. *Prabandhan: Indian Journal of Management*, 15(3), 42–58. <https://doi.org/10.17010/pijom/2022/v15i3/165633>
- Bhattacharya, C. B., & Sen, S. (2004). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47(1), 9–24. <https://doi.org/10.2307/41166284>

- Brown, T. J., & Dacin, P. A. (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing*, 61(1), 68–84. <https://doi.org/10.2307/1252190>
- Butt, I. (2016). Corporate social responsibility and consumer buying behavior in emerging market: A mixed method study. *International Journal of Business and Management*, 11(7), 211–222. <https://doi.org/10.5539/ijbm.v11n7p211>
- Butt, I., Mukerji, B., & Uddin, M. H. (2019). The effect of corporate social responsibility in the environment of high religiosity: An empirical study of young consumers. *Social Responsibility Journal*, 15(3), 333–346. <https://doi.org/10.1108/SRJ-11-2016-0190>
- Chang, Y.-H., & Yeh, C.-H. (2017). Corporate social responsibility and customer loyalty in intercity bus services. *Transport Policy*, 59, 38–45. <https://doi.org/10.1016/j.tranpol.2017.07.001>
- Chéron, E. (2010). Perception of cause-related marketing : Preliminary comparison of Western and Japanese consumers. *Sophia International Review*, 32, 1–17.
- Chomvilailuk, R., & Butcher, K. (2010). Enhancing brand preference through corporate social responsibility initiatives in the Thai banking sector. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 397–418. <https://doi.org/10.1108/13555851011062296>
- Chubchuwong, M. (2019). The impact of CSR satisfaction on destination loyalty: A study of MICE travelers in Thailand. *Asia Pacific Journal of Tourism Research*, 24(2), 168–179. <https://doi.org/10.1080/10941665.2018.1556711>
- Dang, V. T., Nguyen, N., & Wang, J. (2020). Consumers' perceptions and responses towards online retailers' CSR. *International Journal of Retail & Distribution Management*, 48(12), 1277–1299. <https://doi.org/10.1108/IJRDM-10-2019-0339>
- Engizek, N., & Yasin, B. (2017). How CSR and overall service quality lead to affective commitment: Mediating role of company reputation. *Social Responsibility Journal*, 13(1), 111–125. <https://doi.org/10.1108/SRJ-09-2015-0135>
- Fatma, M., Rahman, Z., & Khan, I. (2015). The role of CSR as a determinant of consumer responses in financial sector. *Decision*, 42(4), 393–401. <https://doi.org/10.1007/s40622-015-0108-y>
- Fatma, M., & Rahman, Z. (2015). Consumer perspective on CSR literature review and future research agenda. *Management Research Review*, 38(2), 195–216. <https://doi.org/10.1108/MRR-09-2013-0223>
- Fatma, M., Khan, I., & Rahman, Z. (2016a). The effect of CSR on consumer behavioral responses after service failure and recovery. *European Business Review*, 28(5), 583–599. <https://doi.org/10.1108/EBR-11-2015-0134>
- Fatma, M., Khan, I., & Rahman, Z. (2016b). How does corporate association influence consumer brand loyalty? Mediating role of brand identification. *Journal of Product & Brand Management*, 25(7), 629–641. <https://doi.org/10.1108/JPBM-07-2015-0932>
- Fatma, M., Rahman, Z., & Khan, I. (2016). Measuring consumer perception of CSR in tourism industry: Scale development and validation. *Journal of Hospitality and Tourism Management*, 27, 39–48. <https://doi.org/10.1016/j.jhtm.2016.03.002>
- Fatma, M., Khan, I., & Rahman, Z. (2018). CSR and consumer behavioral responses: The role of customer-company identification. *Asia Pacific Journal of Marketing and Logistics*, 30(2), 460–477. <https://doi.org/10.1108/APJML-01-2017-0017>

- Fatma, M., Ruiz, A. P., Khan, I., & Rahman, Z. (2020). The effect of CSR engagement on eWOM on social media. *International Journal of Organizational Analysis*, 28(4), 941 – 956. <https://doi.org/10.1108/IJOA-10-2019-1895>
- Goyal, P., & Chanda, U. (2017). A Bayesian network model on the association between CSR, perceived service quality and customer loyalty in Indian banking industry. *Sustainable Production and Consumption*, 10, 50–65. <https://doi.org/10.1016/j.spc.2016.12.001>
- Gupta, M., & Hodges, N. (2012). Corporate social responsibility in the apparel industry : An exploration of Indian consumers' perceptions and expectations. *Journal of Fashion Marketing and Management*, 16(2), 216–233. <https://doi.org/10.1108/13612021211222833>
- Han, H., Yu, J., & Kim, W. (2019). Environmental corporate social responsibility and the strategy to boost the airline's image and customer loyalty intentions. *Journal of Travel & Tourism Marketing*, 36(3), 371 – 383. <https://doi.org/10.1080/10548408.2018.1557580>
- He, H., & Li, Y. (2011). CSR and service brand: The mediating effect of brand identification and moderating effect of service quality. *Journal of Business Ethics*, 100, 673 – 688. <https://doi.org/10.1007/s10551-010-0703-y>
- Hong Sharon Yam, L., & Stanley Mcgreal, W. (2010). House-buyers' expectations with relation to corporate social responsibility for Malaysian housing. *International Journal of Housing Markets and Analysis*, 3(2), 132–145. <https://doi.org/10.1108/17538271011049759>
- Huang, M.-H., Cheng, Z.-H., & Chen, I.-C. (2017). The importance of CSR in forming customer–company identification and long-term loyalty. *Journal of Services Marketing*, 31(1), 63–72. <https://doi.org/10.1108/JSM-01-2016-0046>
- Hur, W.-M., & Kim, Y. (2017). How does culture improve consumer engagement in CSR initiatives ? The mediating role of motivational attributions. *Corporate Social Responsibility and Environmental Management*, 24(6), 620 – 633. <https://doi.org/10.1002/csr.1432>
- Hur, W.-M., Moon, T.-W., & Kim, H. (2020). When does customer CSR perception lead to customer extra-role behaviors? The roles of customer spirituality and emotional brand attachment. *Journal of Brand Management*, 27, 421 – 437. <https://doi.org/10.1057/s41262-020-00190-x>
- Isa, S. M., Chin, P. N., & Liew, I. (2020). Exploring the role of corporate social responsibility skepticism in ethical purchase intention. *Social Responsibility Journal*, 16(2), 291 – 307. <https://doi.org/10.1108/SRJ-01-2018-0003>
- Islam, T., Islam, R., Pitafi, A. H., Xiaobei, L., Rehmani, M., Irfan, M., & Mubarak, M. S. (2021). The impact of corporate social responsibility on customer loyalty : The mediating role of corporate reputation, customer satisfaction, and trust. *Sustainable Production and Consumption*, 25, 123–135. <https://doi.org/10.1016/j.spc.2020.07.019>
- Jamali, D., & Karam, C. (2018). Corporate social responsibility in developing countries as an emerging field of study. *International Journal of Management Reviews*, 20(1), 32 – 61. <https://doi.org/10.1111/ijmr.12112>
- Jamali, D., & Mirshak, R. (2007). Corporate social responsibility (CSR): Theory and practice in a developing country context. *Journal of Business Ethics*, 72, 243 – 262. <https://doi.org/10.1007/s10551-006-9168-4>

- Jose, S., Khare, N., & Buchanan, F. R. (2015). Serving the poor : Captive market CSR and repurchase intention. *International Journal of Bank Marketing*, 33(3), 316 – 329. <https://doi.org/10.1108/IJBM-07-2014-0102>
- Kang, B., & Sivadas, E. (2018). Corporate social responsibility and word - of - mouth intentions. *Indian Journal of Marketing*, 48(4), 7–20. <https://doi.org/10.17010/IJOM/2018/V48/I4/122622>
- Khan, Z., Ferguson, D., & Pérez, A. (2015). Customer responses to CSR in the Pakistani banking industry. *International Journal of Bank Marketing*, 33(4), 471 – 493. <https://doi.org/10.1108/IJBM-07-2014-0097>
- Kim, J. (Sunny), Song, H. J., Lee, C.-K., & Lee, J. Y. (2017). The impact of four CSR dimensions on a gaming company's image and customers' revisit intentions. *International Journal of Hospitality Management*, 61, 73 – 81. <https://doi.org/10.1016/j.ijhm.2016.11.005>
- KPMG. (2005). *KPMG international survey of corporate responsibility reporting 2005. KPMG global sustainability services.*
http://www.theiafm.org/publications/243_International_Survey_Corporate_Responsibility_2005.pdf
- K P M G . (2 0 1 3) . *The KPMG survey of corporate responsibility reporting.*
<https://home.kpmg.com/be/en/home/insights/2013/12/kpmg-survey-corporate-responsibility-reporting-2013.html>
- Kucukusta, D., Mak, A., & Chan, X. (2013). Corporate social responsibility practices in four and five-star hotels: Perspectives from Hong Kong visitors. *International Journal of Hospitality Management*, 34, 19 – 30. <https://doi.org/10.1016/j.ijhm.2013.01.010>
- Laheri, V. K. (2020). Moderating effect of facilitators and barriers for purchase of green products in India. *Indian Journal of Marketing*, 50(3), 7–21. <https://doi.org/10.17010/ijom/2020/v50/i3/151026>
- Lee, C.-Y., Chang, W.-C., & Lee, H.-C. (2017). An investigation of the effects of corporate social responsibility on corporate reputation and customer loyalty – Evidence from the Taiwan non-life insurance industry. *Social Responsibility Journal*, 13(2), 355 – 369. <https://doi.org/10.1108/SRJ-01-2016-0006>
- Lee, J., & Lee, Y. (2015). The interactions of CSR, self-congruity and purchase intention among Chinese consumers. *Australasian Marketing Journal*, 23(1), 19 – 26. <https://doi.org/10.1016/j.ausmj.2015.01.003>
- Lee, J., & Lee, Y. (2018). Effects of multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image. *Journal of Fashion Marketing and Management*, 22(3), 387 – 403. <https://doi.org/10.1108/JFMM-08-2017-0087>
- Lee, S., Han, H., Radic, A., & Tariq, B. (2020). Corporate social responsibility (CSR) as a customer satisfaction and retention strategy in the chain restaurant sector. *Journal of Hospitality and Tourism Management*, 45, 348 – 358. <https://doi.org/10.1016/j.jhtm.2020.09.002>
- Lii, Y.-S., & Lee, M. (2012). Doing right leads to doing well: When the type of CSR and reputation interact to affect consumer evaluations of the firm. *Journal of Business Ethics*, 105, 69–81. <https://doi.org/10.1007/s10551-011-0948-0>
- Liu, M. T., Liu, Y., Mo, Z., Zhao, Z., & Zhu, Z. (2020). How CSR influences customer behavioural loyalty in the Chinese hotel industry. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 1–22. <https://doi.org/10.1108/APJML-04-2018-0160>

- Lu, T., Wei, X., & Li, K. (2015). Consumer responses to corporate social responsibility programs: The influence of company-cause fit and consumer involvement. *Nankai Business Review International*, 6(4), 364–380. <https://doi.org/10.1108/NBRI-03-2014-0021>
- Maignan, I., Ferrell, O. C., & Hult, G. T. M. (1999). Corporate citizenship: Cultural antecedents and business benefits. *Journal of the Academy of Marketing Science*, 27, Article 455. <https://doi.org/10.1177/0092070399274005>
- Majeed, R. A., & Sriram, K. V. (2019). Determining the best advertising medium for a footwear company: A case study. *Indian Journal of Marketing*, 49(5), 21–32. <https://doi.org/10.17010/ijom/2019/v49/i5/144022>
- Mandhachitara, R., & Poolthong, Y. (2011). A model of customer loyalty and corporate social responsibility. *Journal of Services Marketing*, 25(2), 122–133. <https://doi.org/10.1108/08876041111119840>
- Master Card. (2015). *Emerging markets more likely to shop ethically than developed markets* (Press Release). <http://news.mstr.cd/1MwUBv6>
- Mostafa, R. B., & ElSahn, F. (2016). Exploring the mechanism of consumer responses to CSR activities of Islamic banks: The mediating role of Islamic ethics fit. *International Journal of Bank Marketing*, 34(6), 940–962. <https://doi.org/10.1108/IJBM-11-2015-0179>
- Muflih, M. (2021). The link between corporate social responsibility and customer loyalty: Empirical evidence from the Islamic banking industry. *Journal of Retailing and Consumer Services*, 61, Article 102558. <https://doi.org/10.1016/j.jretconser.2021.102558>
- Nandan, S., & Nandan, M. (2014). Aligning core brand values (CBV) and corporate social responsibility (CSR) to enhance corporate brand equity (CBE): A non - monetary approach. *Indian Journal of Marketing*, 44(8), 21–31. <https://doi.org/10.17010/ijom/2014/v44/i8/80126>
- Paluri, R. A., & Mehra, S. (2018). Influence of bank's corporate social responsibility (CSR) initiatives on consumer attitude and satisfaction in India. *Benchmarking: An International Journal*, 25(5), 1429–1446. <https://doi.org/10.1108/BIJ-01-2017-0010>
- Park, E. (2019). Corporate social responsibility as a determinant of corporate reputation in the airline industry. *Journal of Retailing and Consumer Services*, 47, 215–221. <https://doi.org/10.1016/j.jretconser.2018.11.013>
- Park, E., Kim, K. J., & Kwon, S. J. (2017). Corporate social responsibility as a determinant of consumer loyalty : An examination of ethical standard, satisfaction, and trust. *Journal of Business Research*, 76, 8–13. <https://doi.org/10.1016/j.jbusres.2017.02.017>
- Pew Research Center. (2008). *Unfavorable views of Jews and Muslims on the increase in Europe*. <https://www.pewresearch.org/global/2008/09/17/unfavorable-views-of-jews-and-muslims-on-the-increase-in-europe/>
- Pradhan, S. (2018). Role of CSR in the consumer decision making process - The case of India. *Social Responsibility Journal*, 14(1), 138–158. <https://doi.org/10.1108/SRJ-06-2016-0109>
- Pratihari, S. K., & Uzma, S. H. (2018). CSR and corporate branding effect on brand loyalty: A study on Indian banking industry. *Journal of Product & Brand Management*, 27(1), 57–78. <https://doi.org/10.1108/JBPM-05-2016-1194>

- Ramesh, G., & Peswani, S. (2017). An analytical study of corporate social responsibility spending by companies based on government of India's CSR mandate. *Prabandhan: Indian Journal of Management*, 10(3), 35–52. <https://doi.org/10.17010/pijom/2017/v10i3/111425>
- Ramesh, K., Saha, R., Goswami, S., Sekar, & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, 26(2), 377–387. <https://doi.org/10.1002/csr.1689>
- Rokeach, M. (1969). Part I. Value systems in religion. *Review of Religious Research*, 11(1), 3–23. <https://doi.org/10.2307/3510550>
- Saju, B., & Rajan, K. R. (2014). Impact of corporate social responsibility on customer loyalty and the mediating role of affective identification. *Indian Journal of Marketing*, 44(9), 7–19. <https://doi.org/10.17010/ijom/2014/v44/i9/80119>
- Sen Gupta, S., & Wadera, D. (2021). Impact of cause-affinity and CSR fit on consumer purchase intention. *Society and Business Review*, 16(1), 26–50. <https://doi.org/10.1108/SBR-01-2020-0012>
- Shankar, A., & Yadav, R. (2021). Understanding the impact of CSR domain on brand relationship quality. *Marketing Intelligence & Planning*, 39(4), 559–573. <https://doi.org/10.1108/MIP-10-2020-0442>
- Sheikh, S., & Beise - Zee, R. (2011). Corporate social responsibility or cause-related marketing? The role of cause specificity of CSR. *Journal of Consumer Marketing*, 28(1), 27–39. <https://doi.org/10.1108/07363761111101921>
- Shetty, A., & Basri, S. (2017). Sales behavioral intentions of distribution channels in the insurance industry: A systematic review. *Indian Journal of Marketing*, 47(12), 19–35. <https://doi.org/10.17010/ijom/2017/v47/i12/119899>
- Shetty, A., & Basri, S. (2018). Relationship orientation in banking and insurance services – A review of the evidence. *Journal of Indian Business Research*, 10(3), 237–255. <https://doi.org/10.1108/JIBR-10-2017-0176>
- Shetty, S., Chaudhuri, M., & Shetty, A. (2021). The influence of cause-related marketing on millennials' purchase intentions: Evidence of CSR from an emerging economy. *Gadjah Mada International Journal of Business*, 23(2), 137–154. <https://doi.org/10.22146/gamaijb.55069>
- Singh, A., & Verma, P. (2016). Consumer psychology towards corporate social initiatives: An empirical investigation. *Prabandhan: Indian Journal of Management*, 9(3), 32–42. <https://doi.org/10.17010/pijom/2016/v9i3/89179>
- Singh, R., & Malla, S. S. (2017). Does corporate social responsibility matter in buying behaviour? — A study of Indian consumers. *Global Business Review*, 18(3), 781–794. <https://doi.org/10.1177/0972150917692206>
- South Asia sluggish on CSR: ILO study. (2017, October 13). *The CSR Journal*. <https://thecsrjournal.in/south-asia-sluggish-csr-ilo-study/>
- Srinaruewan, P., Binney, W., & Higgins, C. (2015). Consumer reactions to corporate social responsibility (CSR) in Thailand: The moderating effect of competitive positioning. *Asia Pacific Journal of Marketing and Logistics*, 27(4), 628–652. <https://doi.org/10.1108/APJML-10-2014-0151>
- Su, L., Pan, Y., & Chen, X. (2017). Corporate social responsibility: Findings from the Chinese hospitality industry. *Journal of Retailing and Consumer Services*, 34, 240–247. <https://doi.org/10.1016/j.jretconser.2016.10.013>

- Su, L., Swanson, S. R., & Chen, X. (2015). Social responsibility and reputation influences on the intentions of Chinese Huitang Village tourists : Mediating effects of satisfaction with lodging providers. *International Journal of Contemporary Hospitality Management*, 27(8), 1750–1771. <https://doi.org/10.1108/IJCHM-06-2014-0305>
- Su, L., Swanson, S. R., & Hsu, M. (2018). Tourists' social responsibility perceptions of an urban destination in China: The mediating role of consumption emotions. *Journal of China Tourism Research*, 14(3), 310 – 333. <https://doi.org/10.1080/19388160.2018.1490679>
- Tian, Z., Wang, R., & Yang, W. (2011). Consumer responses to corporate social responsibility (CSR) in China. *Journal of Business Ethics*, 101, 197–212. <https://doi.org/10.1007/s10551-010-0716-6>
- Tingchi Liu, M., Anthony Wong, I., Rongwei, C., & Tseng, T.-H. (2014). Do perceived CSR initiatives enhance customer preference and loyalty in casinos? *International Journal of Contemporary Hospitality Management*, 26(7), 1024–1045. <https://doi.org/10.1108/IJCHM-05-2013-0222>
- Tingchi Liu, M., Anthony Wong, I., Shi, G., Chu, R., & Brock, J. L. (2014). The impact of corporate social responsibility (CSR) performance and perceived brand quality on customer-based brand preference. *Journal of Services Marketing*, 28(3), 181–194. <https://doi.org/10.1108/JSM-09-2012-0171>
- Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a methodology for developing evidence-informed management knowledge by means of systematic review. *British Journal of Management*, 14(3), 207–222. <https://doi.org/10.1111/1467-8551.00375>
- Urip, S. (2010). *CSR strategies: Corporate social responsibility for a competitive edge in emerging markets*. John Wiley & Sons.
- Wan, L. C., Poon, P. S., & Yu, C. (2016). Consumer reactions to corporate social responsibility brands: The role of face concern. *Journal of Consumer Marketing*, 33(1), 52–60. <https://doi.org/10.1108/JCM-03-2013-0493>
- Wang, C. - C. (2020). Corporate social responsibility on customer behaviour: The mediating role of corporate image and customer satisfaction. *Total Quality Management & Business Excellence*, 31(7 – 8), 742–760. <https://doi.org/10.1080/14783363.2018.1444985>
- Wongpitch, S., Minakan, N., Powpaka, S., & Laohavichien, T. (2016). Effect of corporate social responsibility motives on purchase intention model: An extension. *Kasetsart Journal of Social Sciences*, 37(1), 30–37. <https://doi.org/10.1016/j.kjss.2016.01.010>
- Xu, Y. (2014). Understanding CSR from the perspective of Chinese diners: The case of McDonald's. *International Journal of Contemporary Hospitality Management*, 26(6), 1002–1020. <https://doi.org/10.1108/IJCHM-01-2013-0051>
- Yeo, A. C.-M., Lee, S. X.-M., & Carter, S. (2018). The influence of an organisation's adopted corporate social responsibility constructs on consumers' intended buying behaviour : A Malaysian perspective. *Social Responsibility Journal*, 14(3), 448–468. <https://doi.org/10.1108/SRJ-05-2016-0082>

About the Authors

Swapna Shetty is an Assistant Professor at A. J. Institute of Management. She earned her master's degree in management in 2014 from Mangalore University. Her research interests include corporate social responsibility and sustainability.

Dr. Molly S. Chaudhuri is the Director of Manel Srinivas Nayak Institute of Management. She earned her PhD in the subject area of knowledge management in 2015 from Mangalore University. Her research interests include knowledge management, consumer behavior, and corporate social responsibility.

Dr. Ankitha Shetty is an Assistant Professor at the Department of Commerce, Manipal Academy of Higher Education. She earned her PhD in the area of financial services marketing in 2019 from the Manipal Academy of Higher Education. She has published her research articles in reputed journals like *International Journal of Bank Marketing*, *Journal of Indian Business Research*, *Global Business Review*, and *Indian Journal of Marketing*. Her areas of interest are customer relationship management, insurance marketing, and corporate social responsibility.