

What's in it for you?

Antecedents of perceived self-serving motives for CSR and how it affects skepticism and purchase intention.



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Abstract

By displaying corporate social responsibility (CSR), companies attempt to appear caring and socially responsible to the public, which can help them build positive brand associations and obtain a competitive advantage in the market. However, consumers are becoming more aware that companies sometimes engage in CSR solely for personal gain, making them more skeptical of the sincerity of charitable behavior. When a company seems to be only in it for itself, consumers can take on negative attitudes towards the company. What causes consumers to attribute self-serving motives to a CSR initiative remains obscure. This study aimed to contribute to the working knowledge on motivational attributions for CSR and the effects on consumer responses.

This study employed a 2x2 between-subjects experiment through an online questionnaire to determine the effect of reputational valence (positive vs. negative) and CSR-company fit (low vs. high) on the attribution of self-serving motives. Participants (N=225) were contacted through convenience sampling via various social media. The participants were randomly exposed to one of four fabricated news articles about the fictitious apparel company 'Loren'. Afterward, they answered questions related to their perceived company motives, skepticism, and purchase intention based on a 7-point Likert scale ranging from (1) completely disagree to (7) completely agree.

The results revealed that reputation and fit had an interaction effect on the attribution of self-serving motives. Consumers attribute the least amount of self-serving motives when a company with a positive reputation carries out a high-fit CSR initiative. Contrarily, when a company with a negative reputation engages in high-fit CSR, the most self-serving motives are attributed. Moreover, findings indicate that reputation has main effects on perceived self-serving motives, skepticism, and purchase intention. The results suggest that a negative reputation will cause consumers to attribute self-serving motives more often, be more skeptical, and have lower purchase intention. Additionally, a mediation analysis confirmed that consumers become more skeptical when they perceive self-serving motives, which in turn decreases their purchase intention.

Keywords: Corporate social responsibility, Reputation, CSR-Company-fit, Skepticism, Self-serving motives, Purchase intention.

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1. Introduction

In a society where everyone, companies included, always wants to look their best, people have become more skeptical about what is behind this seemingly perfect image. Corporate social responsibility (CSR) offers companies a way to portray themselves as caring and responsible. More and more companies have adopted CSR in recent years to boost their brand value (Brüggenwirth et al., 2020). This attention for CSR is not without reason, as more and more evidence has been found of positive effects on consumer behavior caused by CSR perceptions (Ramesh et al., 2018). However, simply engaging in CSR does not seem to bring optimal results. It has been argued that consumers tend to care less about what companies do to enhance society but rather care about why they choose to do so (Zasuwa, 2019). CSR initiatives that are perceived to have as their primary goal to enhance merely the company and its reputation, and not society, tend to be viewed more negatively (Elving, 2013). Even with extensive research available in the realm of CSR, it is still ambiguous what causes people to attribute different company motives to CSR initiatives and what the effects of perceived company motivation can be on consumer responses to CSR.

This research aims to shed light on possible antecedents of motivational attribution by investigating the effects of reputational valence, the CSR-company fit, and individual factors, such as ethical self-identity and attitude towards CSR. Accordingly, the possible effects of different perceived motivations for CSR on skepticism, consumer trust, purchase intention, and willingness-to-pay are examined. Previous research has already suggested that skepticism and perceived self-serving motives arise due to the CSR-company fit (CCF) not being congruent (Cha et al., 2016; García-Jiménez et al., 2017; Gupta & Pirsch, 2006; Rim et al., 2016; Rodgers, 2013). Others state that a previously unfavorable company reputation can be detrimental to the success of a CSR campaign. (Yoon et al., 2006). Several more found contradictory results (Austin & Gaither, 2017; Austin & Gaither, 2019; Shim & Yang, 2016; Singh & Misra, 2021; Webb & Mohr, 1998). Thus far, no conclusive results have been accepted in literature. A possible cause of these ambiguous results could be that hardly any researchers took individual factors of consumers into account while performing their research (Grimmer & Bingham, 2013; Sen & Bhattacharya, 2001). Arguably, consumers' ethical self-identity and their general attitude towards CSR could greatly affect how they perceive CSR campaigns. This

will be one of the first studies to include individual factors (i.e., ethical self-identity and attitude towards CSR) as possible antecedents to test this suspicion. The central question in this study is: *What are the dynamics of antecedents of perceived company motivation for CSR engagement on consumer responses to CSR?*

Previous research has shown that consumer responses to CSR can vary depending on their attributions of the motivation that brought the initiative into existence. A vast volume of studies has found CSR engagement to have an array of positive effects, such as increased purchase intention (Gatti et al., 2012; Hoang et al., 2020; Lee & Lee, 2015; Öberseder et al., 2011) and improved positive brand image (Bianchi et al., 2019; Ramesh et al., 2018). However, in practice, effectively achieving brand benefits of CSR engagement is complex. Consumers typically are not highly aware of what CSR is (Pomeroy & Dolnicar, 2009). When awareness of CSR activities increases, CSR appears to cause more positive attitudes and stronger purchase intentions (Lee & Shin, 2010). To build awareness of CSR activities, organizations tend to communicate said activities. However, public or promotional communication of an organization's CSR engagement can elicit skeptical responses from consumers. For example, Elving (2013) found that skepticism emerges when consumers believe that the company's CSR motivation serves merely self-interest. Others argue that actively communicating the benefits a corporation gains by engaging in CSR will lessen the skepticism because speculation is then no longer necessary (Webb & Mohr, 1998). When executed well, CSR engagement can increase consumer trust (Fatma et al., 2015), purchase intention (Öberseder et al., 2011), and willingness-to-pay (Al Jarrah & Emeagwali, 2017) without evoking skepticism.

By investigating possible antecedents of motivational attribution and its effect on various consumer responses, this study could provide valuable insights for companies wanting to improve their reputation and financial performance through CSR engagement. The insights could provide guidance when determining whether CSR engagement is a fitting strategic move for a company, taking into account the reputation and the perceived ethicality of potential customers. Additionally, when CSR engagement seems to be an appropriate move, the insights of this study could help companies decide whether a high or low-fit CSR initiative would be most effective.

Furthermore, by including individual factors into the research model, this study contributes to

the current body of literature on CSR. As mentioned, only a few studies have focused on the potential effects of individual factors on consumer responses to CSR (Grimmer & Bingham, 2013; Sen & Bhattacharya, 2001). No previous research has been conducted on the impact of ethical self-identity and attitude towards CSR on motivational attribution to the author's knowledge. By investigating these concepts, a gap in current literature could be filled.

2. Theoretical framework

CSR materializes when an organization engages in activities to advance the social agenda beyond what is required by law (Bardos et al., 2020; Siegel & Vitaliano, 2007). It stems from the belief that companies should understand the role of business ethics and its importance for long-term organizational performance, as was first mentioned by Bowen (1953). CSR is considered essential in achieving sustainable development for all organizations (Huang et al., 2019), as it can be used as a strategic tool to create added value for the organization (Green & Peloza, 2011; Ramesh et al., 2018), as well as obtain a competitive advantage in the market (Bardos et al., 2020; He & Lai, 2014; Türkel et al., 2016).

2.1 The effect of perceived company motives on consumer responses to CSR

When confronted with CSR information, consumers will make assumptions about a company's motive behind the CSR campaign (Zasuwa, 2019). Consumer's attributions of company motives for engaging in CSR play a critical role in CSR effectiveness (Ellen et al., 2006; Vlachos et al., 2009). Ellen et al. (2006) were some of the first to identify types of perceived company motives. Öberseder et al. (2011) later reinterpreted these types into two different categories: other-centered and self-centered. The other-centered attribution entails that a company engages in CSR because it is simply the right thing to do (Groza et al., 2011). This attribution is also referred to as a value-driven motive in other studies (Ellen et al., 2006; Vlachos et al., 2016). Other-centered CSR activities usually refer to proactive CSR initiatives characterized by the fact that a company engages in CSR activities without first being confronted with previous irresponsible behavior by consumers (Du et al., 2007; Groza et al., 2011). Engaging in proactive CSR has been proven to provoke significantly stronger positive effects on consumer responses, such as a stronger positive attitude towards the company (Groza et al., 2011; Lee et al., 2009; Wagner et al., 2009; Wongpitch et al., 2016), higher purchase intention (Ellen et al., 2006; Kim, 2017; Becker-Olsen et al., 2006), and strengthened loyalty (Pirsch et al., 2007) than reactive CSR initiatives.

A self-centered motive is attributed when consumers perceive CSR engagement of a company as a strategic move to increase sales or minimize the harm of negative publicized information

(Öberseder et al., 2011). Consumers are more likely to attribute a self-centered motive to a company when the company engages in reactive CSR. Reactive CSR entails that a company only starts engaging in CSR after being called out for irresponsible or unethical behavior to salvage their corporate reputation (Groza et al., 2011; Wagner et al., 2009). CSR initiatives that are seen as self-serving can negatively affect purchase intention because it raises consumer skepticism of the company's true intentions (Ellen et al., 2006; Skarmeas & Leonidou, 2013). When consumers perceive self-interested motivations, they often doubt the credibility of the pro-CSR messages of a company (Groza et al., 2011).

Some authors argue that these results occur due to consumers not necessarily being concerned with the actual initiative but with the underlying reason why the company undertakes the initiative (Yoon et al., 2006; Zasuwa, 2019). A CSR initiative that goes beyond complying with governmental policies and remedying a previous negative corporate reputation is likely to be acknowledged and appreciated more by consumers, resulting in more positive attitudes towards and higher willingness to purchase from the company (Kim, 2017). Another explanation for the decrease in purchase intention after self-serving motives are attributed can be found within the Persuasion Knowledge Model. The Persuasion Knowledge Model describes how individuals gain awareness of an attempt to persuade them and defend themselves against these persuasion attempts. A common strategy to prevent persuasion is to question the credibility of and increase skeptical feelings towards the persuader (Friestad & Wright, 1994). This notion is supported by research that suggests that consumers tend to avoid brands that have the potential to add undesired meaning to their lives (Banister & Hogg, 2004; Hogg et al., 2000; Lee et al., 2009), meaning that consumers refuse products from brands that do not fit their personal image, morals or identity. Based on this, it is expected that consumers' purchase intention and willingness-to-pay will be lower when consumers perceive a CSR initiative to be self-serving compared to when they perceive a CSR initiative to be other-serving. This expectation is stated in the following hypotheses.

H1: Purchase intention is lower when self-serving motives are perceived compared to when other-serving motives are perceived.

H2: Willingness-to-pay is lower when self-serving motives are perceived compared to when other-serving motives are perceived.

2.2 The effect of reputation valence on the attribution of company motives

When exposed to information on a company's CSR engagement, consumers use previous memories of relevant information to process the new information (Shim & Yang, 2016). Therefore, when communicating CSR activities, the prior corporate reputation can affect consumer responses to CSR (Bae & Cameron, 2006). Corporate reputations are formed by stakeholders' assessments of a company and its actions, which are then used to predict the future behavior of the company (Hur et al., 2014; Lin-Hi & Blumberg, 2016). Multiple studies found that CSR engagement significantly contributes to building a positive corporate reputation (Hur et al., 2014; Khojastehpour & Johns, 2014; Melo & Garrido-Morgado, 2012; Su et al., 2014), as it signals that the company cares about the needs of others (Bhattacharya et al., 2009). Socially responsible companies are also seen as more credible (Hur et al., 2014) and reliable (McWilliams & Siegel, 2001).

While multiple studies have been done on the effect of CSR on corporate reputation, considerably less research has been conducted on the impact of CSR reputation on consumer responses to CSR (Arli et al., 2017; Bae & Cameron, 2006; Bögel, 2019; Singh & Misra, 2021). Some scholars suggest that a prior negative CSR reputation can damage the evaluation of a CSR activity because consumers will be more likely to see the CSR activity as a means to remedy the negative reputation (Singh & Misra, 2021; Yoon et al., 2006). In turn, this could be harmful to the already negative reputation of the company (Bae & Cameron, 2006). However, this does not seem to be the case in all contexts since some scholars suggest that even stigmatized companies (such as tobacco and alcohol companies) can improve their reputations through CSR. CSR can still positively impact the reputations of these types of organizations because the expectations consumers have of the social responsibility of these types of companies are typically lower than for companies with a prior positive reputation (Arli et al., 2015; Arli et al., 2019). However, this does not take away that when a company has been publicly called out for irresponsible behavior before starting a CSR campaign, people could

view their engagement in CSR as hypocritical (Arli et al., 2017). Arguably, these findings indicate that it is more likely for consumers to attribute self-serving motives to CSR campaigns of a company when the company suffers from a negative reputation, while also attributing more other-serving motives to companies with positive reputations. This expectation will be tested with the following hypotheses.

H3: The attribution of self-serving motives is higher when a company has a prior negative CSR reputation compared to when a company has a prior positive CSR reputation.

H4: The attribution of other-serving motives is higher when a company has a prior positive CSR reputation compared to when a company has a prior negative CSR reputation.

2.3 The effect of CSR-company fit on the attribution of company motives

Previous research suggests that the fit between CSR activities and a company is a significant moderator of the effect of CSR engagement on consumer responses (Currás-Pérez et al., 2018; de Jong & Van der Meer, 2017; Moreno & Kang, 2020; Yoo & Lee, 2018). It is suggested that a high level of congruence between the company and the CSR activity at hand will increase the positive consumer responses (Currás-Pérez et al., 2018; de Jong & Van der Meer, 2017; Rivera et al., 2016). Additionally, scholars suggest that choosing to support a CSR activity that is congruent with the company's image will reduce skepticism (Moreno & Kang, 2020) and alleviate negative attitudes towards the company (Jin & Lee, 2019). When the CSR activity fits the core business of the company, the company is more likely to be seen as an expert in the issue (Gupta & Pirsch, 2006; Nan & Heo, 2007). Furthermore, if the CSR activity is in line with the company's core values, consumers will be less likely to assume that the CSR engagement is purely promotional (Becker-Olsen, 2006; García-De Los Salmones & Perez, 2018). Consequently, consumers will be less likely to attribute only self-serving motives. These findings can be supported by Congruity Theory, which states that people prefer harmony and continuity (Osgood & Tannenbaum, 1955). Thus, people enjoy the conformity between a company and its CSR efforts, which will discourage them from having critical thoughts about the motivation behind the activities (García-Jiménez et al., 2017).

Contrarily, when there is a low-fit between the CSR activity and the company's core business, consumers assign more selfish attributions to the company's motivation for engaging in CSR (Ellen et al., 2006; Yoo & Lee, 2018), which could trigger skeptical responses (Moreno & Kang, 2020). Consumers favor CSR activities that are socially motivated rather than stem from a selfish motivation (Barone, 2000). Accordingly, consumers are less satisfied with the company when the CSR initiatives contrast with the values of the brand (Rivera et al., 2016) and attribute self-serving motives more often.

H5: Perceived self-serving motives are higher when the CSR-company fit is low compared to when it is high.

H6: Perceived other-serving motives are lower when the CSR-company fit is high compared to when it is low.

2.4 The effect of personal factors on the attribution of company motives

Consumers vary in their responsiveness to CSR because it is affected by individual factors like self-identity and attitude towards CSR (Grimmer & Bingham, 2013). Their personal beliefs and ideas taint an individual's perceptions of the world around them (Marin et al., 2009). Thus, when looking at consumers' perceptions of CSR campaigns, it is necessary to consider individual factors. One of these factors is self-identity. Self-identity refers to how individuals view themselves (Armitage & Connor, 1999). It is a multifaceted concept, made up of various characteristics, relationships, and social roles (Trump, 2014). Self-identity is used to differentiate oneself from others while also complying with the norms of social groups. Purchasing behavior is one of the ways individuals can express themselves and build their identities because the brands they prefer say something about who they are (Aaker, 1997; Lee et al., 2009). CSR engagement can appeal to an individual's self-identity since CSR activities often elicit affective responses (Lafferty, 2007). When individuals identify with a specific CSR activity, they will often experience a sensation of empathy, making them more likely to support activities and companies congruent with their self-identity (Singh, 2016; Tajfel, 1982).

People have many different identities that make up the overall identity. Ethical self-identity can be seen as a smaller part of the self. People with a high ethical self-identity tend to engage more in ethical behaviors, such as ethical consumption. Ethical consumption can be defined as purchasing products that do not harm the environment or people while boycotting products that can have harmful effects (Carrington et al., 2010). There have been multiple studies on the impact of ethical self-identity on ethical consumption behavior, showing that consumers with a high ethical self-identity generally tend to have higher purchase intentions for ethical products and products of socially responsible companies (Chen, 2020; Sparks & Shepherd, 1992). However, when stepping away from behavioral intentions and only examining consumer perceptions of CSR, it is clear that this is a less popular research subject. In fact, as of today, no research has been conducted on the effect of ethical self-identity on attributions of company motivations for CSR engagement. To remedy this gap in the literature to some extent, this study will test whether there is a significant effect of consumers' perceived self-identity on their perceptions of company motivations for CSR campaigns.

From Social Identity Theory, we understand that people will go to great lengths to protect and strengthen their self-identity from threats and actively hold on to ideas that reinforce their social identity (Tajfel et al., 1979). Arguably, this could indicate that people with a high ethical self-identity will be more likely to attribute other-serving motivations to CSR campaigns as this fits their narrative of being ethically responsible. On the other hand, consumers with a low ethical self-identity generally have lower concerns about the harmful effects of their purchase behavior on the environment and other people. These consumers might be more likely to attribute self-serving motivations due to their default mindsets being more focused on personal pleasure than the condemning effects of unethical purchase behavior. This assumption will be tested with the following hypothesis.

H7: Perceived other-serving motives will be higher when ethical self-identity is high compared to when it is low.

The other individual factor addressed in this study is consumers' attitude towards CSR in general. Attitude can be defined as the evaluation of a concept, which can be favorable or unfavorable (Ajzen, 1991). The basis of attitudes is formed by the individual's past experiences or emotional reactions to the concept in question (Fazio, 2007). In this study, attitude towards CSR refers to the importance consumers place on the social responsibility of companies.

It has been argued that consumers are interested in the behavior of the companies they purchase from and find it essential that a company acts ethically (Page & Fearn, 2005). Corporate ethical behavior can create an added value for these consumers (Green & Peloza, 2011; Hartmann & Ibáñez, 2006). Although consumers do not find CSR as important as facets such as price and quality (Voorn et al., 2020), it offers an emotional and social value for consumers who are interested in CSR. They feel as if they contributed to a good cause by purchasing from a socially responsible company (Green & Peloza, 2011). Based on Congruity Theory, which states that individuals enjoy congruity in their opinions, judgments, and behaviors (Osgood & Tannenbaum, 1955), it can be argued that people with a positive attitude towards CSR will also be more inclined to have a positive attitude towards companies who practice CSR. Thus, people with a positive attitude toward CSR will be more likely to see the positive intent behind a CSR campaign and attribute other-serving motives. This will be tested with the following hypothesis.

H8: Perceived other-serving motives will be higher when a consumer's attitude towards CSR is more positive compared to when it is negative.

2.5 The mediating effect of skepticism on the relation between perceived self-serving motives and consumer responses.

It has been established that CSR activities sometimes elicit skeptical responses from consumers (Elving, 2013). Skepticism refers to "a person's tendency to doubt, disbelieve and question" (Skarmeas & Leonidou, 2013, p. 1832), and it causes people to become critical of the authenticity and sincerity of a company's CSR efforts (Ramasamy et al., 2020). While some scholars suggest that

people have become more skeptical in general (Türkel et al., 2016), Rim & Kim (2016) argue that CSR skepticism is unique because it is closely related to perceived company motives and not caused by a person's natural tendency to be cynical. Therefore, it can be minimized through communication tactics, and companies will still be able to reap the financial and social benefits of CSR engagement (Romani et al., 2016). It is suggested that a company should be transparent about their strategic and ethical motives for engaging in CSR (Shukla et al., 2019) while also giving convincing evidence that their CSR efforts are executed thoroughly and not just for show (Liu et al., 2014). García-Jiménez et al. (2017) mention that consumers typically become skeptical when they attribute selfish motivations to the company.

When consumers become aware that a company engages in CSR purely to achieve financial or promotional gains, skepticism is used as a defense mechanism against the persuasive attempt to create positive brand associations (Kim & Lee, 2009; Yoon et al., 2006). This proposition is supported by the Persuasion Knowledge Model, which states that once an individual recognizes a persuasion attempt, their coping skills will be triggered to defend themselves from being persuaded (Friestad & Wright, 1994). Du et al. (2010) suggest that CSR triggers skepticism due to the selfless nature of CSR being opposite of the profit-seeking nature of most companies. Therefore, consumer skepticism can weaken the positive effects of CSR (Ramasamy et al., 2020). In fact, other scholars have shown that communicating CSR engagement can backfire and cause more harm than gains, especially when a company already suffers from a negative reputation (Bianchi et al., 2019; Elving, 2013; Rim & Kim, 2016; Vanhamme & Grobben, 2009). Accordingly, it is expected that consumer skepticism will negatively affect the relationship between perceived self-serving motives and purchase intention. This is stated in the following hypothesis.

H9: Skepticism negatively mediates the effect of perceived self-centered motives on purchase intention.

2.6 The mediating effect of trust on the relation between perceived other-serving motives and consumer responses.

Engaging in CSR can enhance trust in consumers and strengthen the relationship between the company and consumers (Arnott et al., 2007; Fatmawati & Fauzan, 2021; Gilal et al., 2020; Khan & Fatma, 2019; Swaen & Chumpitaz, 2008) even if the company has a prior negative reputation (Bögel, 2019; Zasuwa, 2019). Committing to CSR fosters trust because it showcases a company's values (Fatma et al., 2015; Khan & Fatma, 2019), which can increase purchase intention since values allow consumers to make predictions about a company and its products, which decreases the risk of making a disappointing purchase (Voorn et al., 2020). Furthermore, Gilal et al. (2020) suggest that consumers can become emotionally attached to companies that practice CSR as they believe those companies share their personal values. Therefore, trust is an essential outcome of CSR that should not be underestimated (Stanaland et al., 2011). In support of this, multiple studies on the effects of CSR on consumer behavior have mentioned trust as a mediating variable that can enhance brand loyalty, brand preference, and purchase intention (Dang et al., 2020; Fatma et al., 2015; Hong & Rim, 2010; Khan & Fatma, 2019; Kim & Kim, 2016; Zasuwa, 2019). Based on these findings, it is expected that trust will positively mediate the relationship between perceived other-serving motives and purchase intention.

Gaining trust from consumers allows companies to acquire unique advantages over other competitors (Fatmawati & Fauzan, 2021). Previous research suggests that consumer trust can be developed by demonstrating and promoting a company's efforts to advance society (Dang et al., 2020; Gilal et al., 2020; Vlachos et al., 2009). However, to gain so-called social benevolence trust, it is also essential for a company to showcase its positive intentions for society. Park et al. (2014) defined social benevolence trust as "consumers' belief that a company is genuinely concerned with the preservation and enhancement of the welfare of society" (p. 297).

When consumers gain awareness about the promotional tone in CSR communication and the company's concerns about their reputation, trust can decrease (Kim, 2019). Trust can also be severely damaged when consumers are confronted with negative CSR information (Bögel, 2019), which happens when consumers discover that a company does not execute the CSR efforts as promoted through their communication (Tian et al., 2020). In this case, the integrity trust is damaged, which

refers to the "consumers' belief that a company demonstrates consistency between their values and behavior and adheres to the moral principle of fairness" (Park et al., 2014, p. 297). These findings suggest that a perceived promotional, and thus self-centered, motivation to engage in CSR will decrease consumer trust. In contrast, when companies convey a genuine willingness to advance society through their CSR efforts, it will enhance consumer trust. In turn, the increase in trust will increase purchase intention toward the company. Therefore, it is expected that trust will mediate the relation between perceived other-serving motives and purchase intention.

H10: Trust positively mediates the effect of perceived other-centered motives on purchase intention.

2.7 Research model

Figure 1 displays the research model. A list of the variables contained in the research model and their definitions within this research can be found in appendix A.

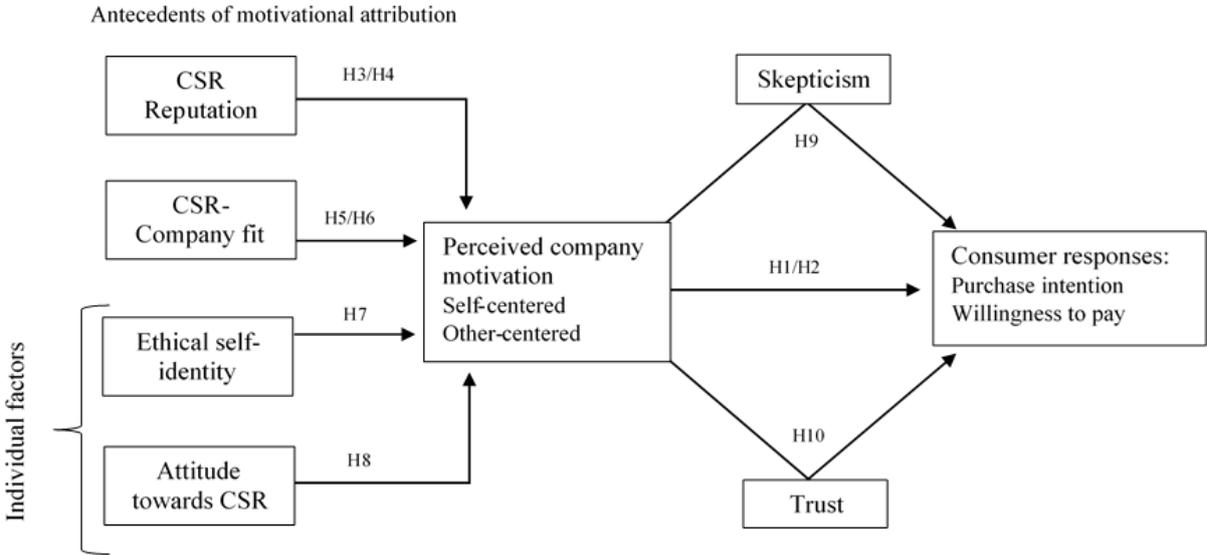


Figure 1. Research model

3. Methods

This study has employed a 2x2 experimental approach through an online questionnaire, in which the independent variables, the level CSR-company fit (high versus low) and the CSR reputation of a company (positive versus negative), were manipulated between subjects. The dependent variables consisted of perceived self-serving motives, perceived other-serving motives, skepticism, trust, purchase intention, and willingness-to-pay. The variables were measured with the means of a self-report questionnaire. The respondents answered statements with the use of a 7-point Likert scale ranging from (1) completely disagree to (7) completely agree.

The experimental part of this study was designed after the study of Vanhamme & Grobben (2009), who also conducted research in the Netherlands. Their study concerning long versus short CSR history confronted the participants with one of two press releases on a fictional company. The same method was followed for this study. However, here containing four stimuli materials instead of two.

3.2 Procedure

Before starting the questionnaire, the study was introduced, and the purpose was explained. The participants were informed that they could decide to stop participating at any moment throughout the questionnaire without repercussions. Furthermore, it was mentioned that the data gathered through the questionnaire would be handled anonymously and confidentially. The participants were given the opportunity to contact the researcher for any questions or concerns. Based on the explanation of the study, participants were asked to provide informed consent. After agreeing to participate in the study, the participants first encountered two filter questions. These filter questions ensured that only adult Dutch consumers participated in the questionnaire.

Afterward, the participants were randomly assigned to one of the four conditions. The possibility to move on to the following questions only occurred after 60 seconds, which encouraged participants to take a detailed look at the stimulus. After, two questions about the campaign were asked to ensure that the participants had taken in the given information. Whenever a participant did not

respond correctly to these reading check questions, the participant was asked again to read the press release.

Following, the participants were asked to respond to statements to measure the variables included in this research. As control variables, the participants were also asked to share some of their sociodemographic information. This study followed Geuens & Pelsmacker's (2017) proposed measurement procedure. After the manipulation, the dependent variables were first measured in reversed order, thus purchase intention and willingness to pay. These were followed by questions measuring the mediating variables; skepticism, trust, and perceived self-serving motives. The perceived CSR-company fit and perceived reputation valence were measured as manipulation check variables. These constructs were measured near the end of the questionnaire to avoid inducing the participants to take the CSR-company fit or reputation into account to a larger extent than they would naturally (Geuens & Pelsmacker, 2017). Following, the participants answered questions about their ethical self-identity and their attitude towards CSR. Lastly, as control variables, the participants were also asked to share some of their sociodemographic information. Participants were asked to share their age, gender, province, living area (i.e., city vs. town), highest achieved level of education, their current work situation, and whether their yearly income was above, below, or closely comparable to the average income in the Netherlands.

After answering the questions, the participants were debriefed and informed that the news article they read at the start of the questionnaire was fictional and purely developed for research purposes. Additionally, the participants received contact information for a second time, providing them a way to contact the researcher to express questions or concerns about the study or receive the results if they were interested.

3.3 Participants

A total of 263 people participated in the survey. Incomplete responses and responses from participants that were filtered out by the filter questions were deleted from the dataset. The filter questions ensured that all participants were above 18 years old and currently living in the Netherlands. After cleaning the dataset, a total sample of 225 applicable respondents was used for the data analysis.

The respondents were contacted through convenience sampling between May 10th, 2021, and May 24th, 2021. The participants were evenly divided over the four stimuli. Table 1 shows the exact distribution of participants between experimental groups and the participants' sociodemographic characteristics in the sample. Sociodemographic differences between groups are minor and represent the sociodemographic distribution of the full sample.

Of the total sample, 37.3 percent were male, and 62.7 percent were female. Roughly the same ratio can be seen in the different experimental groups. Most of the participants (76.0 percent) were students, which is most likely due to the questionnaire being distributed via various social media. The mean age of the participants is 27.2 ($SD = 10.5$). The mean age of the experimental groups ranges between 26.6 ($SD = 9.8$) and 27.7 ($SD = 11.8$), showing that the age groups were evenly divided among the experimental groups. Most of the participants (77.3 percent) received higher education (HBO, university, or masters) at some point in their lives. As far as living conditions, most participants reported living in an urban area (71.1 percent) rather than a rural area (28.9 percent.). Table 8 in appendix E displays the sociodemographic characteristics of the full sample.

Table 1. Sample differences between experimental groups

		CSR-company fit			
		Low fit		High fit	
		Negative reputation	Positive reputation	Negative reputation	Positive reputation
N (% of total)		55 (24.4)	56 (24.9)	61 (27.1)	53 (23.6)
Mean age (SD)		26.6 (9.8)	27.7 (11.8)	27.2 (10.4)	27.4 (10.4)
Gender (% of group)	Male	22 (40.0)	20 (35.7)	18 (29.5)	24 (45.3)
	Female	33 (60.0)	36 (64.3)	43 (70.5)	29 (54.7)
Province (% of group)	Groningen	1 (1.8)	0	3 (4.9)	0
	Friesland	0	1 (1.8)	2 (3.3)	0
	Drenthe	0	0	1 (1.6)	0
	Overijssel	8 (14.5)	15 (26.8)	27 (27.9)	12 (22.6)
	Flevoland	2 (3.6)	3 (5.4)	2 (3.3)	5 (9.4)
	Gelderland	0	4 (7.1)	3 (4.9)	5 (9.4)
	Utrecht	8 (14.5)	3 (5.4)	7 (11.5)	7 (13.2)
	Noord-Holland	15 (27.3)	10 (17.9)	13 (21.3)	14 (26.4)
	Zuid-Holland	12 (21.8)	7 (12.5)	6 (9.8)	7 (13.2)
	Zeeland	0	0	0	0
	Brabant	5 (9.1)	9 (16.1)	5 (8.2)	3 (5.7)
	Limburg	0	4 (7.1)	2 (3.3)	0
	Education (% of group)	Low (Elementary school, high school, MBO)	14 (25.5)	13 (23.2)	13 (21.3)
High (HBO, university, master, PHD)		41 (74.5)	43 (76.8)	48 (78.7)	42 (79.2)
Working situation (% of group)	Student	46 (83.6)	40 (71.4)	46 (75.4)	39 (73.6)
	Parttime	2 (3.6)	3 (5.4)	6 (9.8)	3 (5.7)
	Full-time	5 (9.1)	7 (12.5)	7 (11.5)	10 (18.9)
	Self-employed	1 (1.8)	4 (7.1)	1 (1.6)	1 (1.9)
	Unemployed	0	0	0	0
	Retired	1 (1.8)	2 (3.6)	0	0
Living area (% of group)	Town	20 (36.4)	14 (25.0)	20 (32.8)	11 (20.8)
	City	35 (63.6)	42 (75.0)	41 (67.2)	42 (79.2)

3.4 Apparatus

The questionnaire was designed using the Qualtrics survey tool. This survey software made it possible to ensure a high level of anonymity and confidentiality, giving the participants fewer incentives to provide socially desirable answers (Wouters et al., 2014). As mentioned, the questionnaire was conducted in Dutch and consisted of mostly matrix questions for the variable measurements, followed by multiple-choice questions on sociodemographic information. The complete questionnaire can be found in appendix B. The questionnaire was distributed via an anonymous hyperlink, which was shared on various social media.

The stimuli used in this study were four fictional news articles. In the high-fit condition, participants were exposed to a press release of the fictitious apparel company 'Loren', which advocates donating clothing to the army of salvation to be divided among families living in poverty. In the low-fit condition, the same apparel company donated a portion of its profit to clean-up actions in parks and nature reserves. In the positive reputation condition, it was explicitly mentioned that the company has been making positive ethical changes throughout recent years. Inversely, in the negative reputation condition, an example of previous socially irresponsible behavior by the company was given. After being exposed to one of the stimuli, two questions about the campaign were asked to ensure that participants absorbed the provided information.

A fictitious company was used to prevent potentially confounding effects of previous experiences with the company on the data (Geuens & Pelsmacker, 2017). All articles contained a title, a subtitle, an image, a body text of approximately 200 words, an author, and a publication date. The author and date were the same for all news articles. The images differed to be congruent with the topic of the article. These were derived from a copyright-free stock image website. The first paragraph shortly described the apparel company 'Loren' and its core business. This text was the same for all press releases. The company 'Loren' was modeled after well-known apparel company 'C&A', which offers apparel for people of all ages and sizes.

The following paragraph described a new CSR activity of the company. In the high-fit condition, the CSR activity entailed donating clothing to the army of salvation, which was later divided the clothing among families living in poverty. In the low-fit condition, 'Loren' gifted part of

the profit of their spring collection to local charities dedicated to keeping local parks and nature reserves litter-free. No information was given on the amount of money or clothing donated in either of the articles. In the last paragraph, the current CSR reputation of the company was insinuated (positive vs. negative). In the positive reputation condition, the prior CSR activities of the company were highlighted. Oppositely, in the negative reputation condition, previous socially irresponsible behavior of the company was mentioned. Examples of the stimuli' structure and layout are given in figures 2 and 3 on the next page, which display stimuli 1 and 4. An overview of the stimuli plus the English translation of the fictional news articles can be found in appendix C.

The CSR activities in the stimuli were intentionally focused on local CSR actions rather than CSR actions with an international scope since individuals tend to respond differently to local versus global CSR activities. Rahman & Norman (2015) found that CSR aimed at advancing the local community will result in more positive attitudes, purchase intention, and willingness-to-pay when compared with CSR aimed at the global community. Also, consumers tend to prefer and have higher purchase intention and willingness-to-pay for products from a national brand with CSR activities (Ferreira & Ribeiro, 2017). So, to keep consistency between the stimuli, no mention was made on the national or international nature of the fictional company, and all stimuli focused on supporting and advancing local communities.

At the end of the survey, participants answered three questions about their perception of the realism of the articles. The answers were measured on a seven-point Likert scale (1=completely disagree to 7=completely agree), with a Cronbach's Alpha of 0.75. The mean for the perceived realism of the stimuli was 5.41 (SD = 0.93), indicating that the stimuli believably described realistic events. The realism of the stimuli is crucial because it ensures that follow-up questions give a more accurate prediction of consumer behavior (Morales et al., 2017).

KLEDINGBEDRIJF LOREN SCHENKT KLEDING AAN GEZINNEN IN ARMOEDE



GEZINNEN IN ARMOEDE ONTVANGEN PAKKET VOL NIEUWE KLEDING

DOOR: MAARTEN DE JONG, JOURNALIST

Het familiebedrijf Loren maakt al sinds 1980 toegankelijke kwaliteitsmode voor jong en oud. Sinds de start van het bedrijf is het doorgroeid met het doel om kleding te produceren voor mensen in alle maten, vormen en leeftijden. Het bedrijf zet zich elke dag in om op innovatieve wijze en met volledige toewijding voor klanten kleding te ontwikkelen die betaalbaar is voor iedereen.

Sinds afgelopen maand is Loren een samenwerking aangegaan met het Leger des Heils om mensen die onder de armoedegrens leven te voorzien van nieuwe kleding. Loren doneert een grote hoeveelheid kleding aan het Leger des Heils, die het Leger des Heils verdeelt onder gezinnen die het niet al te breed hebben. Zo krijgen gezinnen die normaalgesproken enkel tweedehands kleding ontvangen ook eens de kans om een volledige nieuwe kledingset uit te kiezen. De gezinnen komen op afspraak langs bij de lokale vestiging van het Leger des Heils om hun nieuwe kleding uit te zoeken.

Dit is niet de eerste keer dat Loren zich inzet om zwakkere groepen in de samenleving te ondersteunen. De afgelopen 5 jaar heeft het kledingbedrijf er een punt van gemaakt om regelmatig kleding te doneren aan stichtingen die gezinnen in armoede helpen.

Figure 2. Stimulus 1: Positive reputation, high-fit

KLEDINGBEDRIJF LOREN ZET ZICH IN VOOR EEN SCHONER NEDERLAND



NEDERLANDSE PARKEN EN NATUUR- GEBIEDEN KRIJGEN OPRUIMBEURT

DOOR: MAARTEN DE JONG, JOURNALIST

Het familiebedrijf Loren maakt al sinds 1980 toegankelijke kwaliteitsmode voor jong en oud. Sinds de start van het bedrijf is het doorgroeid met het doel om kleding te produceren voor mensen in alle maten, vormen en leeftijden. Het bedrijf zet zich elke dag in om op innovatieve wijze en met volledige toewijding voor klanten kleding te ontwikkelen die betaalbaar is voor iedereen.

Sinds afgelopen maand zet Loren zich in om Nederland een beetje schoner te maken. Het kledingbedrijf doneert namelijk een deel van de opbrengst van de verkoop van de nieuwe lentecollectie aan lokale stichtingen die opruimacties organiseren in parken en natuurgebieden. Hiermee kunnen de stichtingen materialen kopen voor vrijwilligers, zoals veiligheidshandschoenen en afvalgrijpers. Zo draagt kledingbedrijf Loren een steentje bij om Nederland zwerfafval vrij te maken.

Dit initiatief komt niet uit het niks, Loren is namelijk recentelijk beschuldigd van het vervuilen van grond door een lokale natuurstichting. Het kledingbedrijf voert gevaarlijke vloeistoffen, die vrijkomen bij het kleuren van kleding, af via leidingen onder de grond. Via deze leidingen zouden de vloeistoffen vanaf de fabriek naar een opslagplaats gaan, zodat ze later kunnen worden gezuiverd. Deze buizen bleken niet goed onderhouden te zijn, waardoor er een lek is ontstaan en de gevaarlijke stoffen in de grond terecht zijn gekomen.

Figure 3. Stimulus 4: Negative reputation, low-fit

3.5 Measurements

Whenever possible, existing scales were used to measure the variables. The items were translated to Dutch via the translation-back-translation method. The clarity of the questions on the constructs was tested in a pre-test among 10 participants. When necessary, the questions were adjusted to improve comprehensibility. The participants answered the items based on a seven-point Likert scale ranging from 1 = completely disagree to 7 = completely agree. The questionnaire items in English can be found in appendix D. After sufficient data was collected, a principal factor analysis was performed to determine the validity of the developed scales. The rotated component matrix, derived from the principal factor analysis, is displayed in table 10 in appendix E. Not all scales were deemed sufficiently reliable to include in the analysis, as is discussed below.

3.5.1 Perceived reputation valence

To determine whether the manipulation of reputation worked, the *perceived reputation valence* was measured. To measure perceived reputation valence, four items were derived from scales of Berens et al. (2005) and Lichtenstein et al. (2004). The pre-test showed that it was necessary to adjust the items to more clearly implicate that participants should answer the questions based on their assumptions of Loren's previous behavior. Therefore, the items focused on longer-term commitments, for example, "Loren consistently supports good causes" and "Loren has a reputation for continuously giving back to society". The Cronbach's Alpha of this scale is 0.91.

3.5.2 Perceived CSR-company fit

To confirm that the manipulation of the CSR-company fit worked, the *perceived CSR-company fit* was measured using four items based on research of Pérez & del Bosque (2015). The items were adapted to fit the context of this study, resulting in items such as; "I think the CSR initiative is in line with Loren's goals" and "I think there is a logical fit between the initiative and Loren's day-to-day work". The items measured whether the participants that the CSR initiative was in line with the company's business practices. The Cronbach's Alpha of this scale is 0.86.

3.5.3 Self-identity as an ethical consumer

To measure the independent variable *self-identity* as an ethical consumer, four items based on previous research of Sparks & Shepherd (1992) were used. The items focused on whether the participants view themselves as ethical consumers. Additionally, two reversed items were fabricated to make the scale more well-rounded; "I do not think of myself as someone who cares about the effects of companies on the environment" and "I do not think of myself as someone who worries about the ethical practices of companies". Reverse coding was applied to these items before the factor analysis was conducted. The factor analysis showed that only three of the six items correlated enough to form a reliable scale; "I think of myself as an ethical consumer", "I would describe myself as someone who prefers socially responsible companies", and "Purchasing products from a socially responsible reflects who I am". The scale of these three items received a Cronbach's Alpha of 0.81.

Unfortunately, an error was made in the research procedure. Self-identity was measured last in the questionnaire, making it impossible to include it as a predicting variable. The participant's perception of their self-identity could have been influenced by the stimulus or previous questions about the dependent variables. Therefore, there is no longer a use for this construct in the research model. The descriptive statistics of this variable will still be mentioned as it may provide additional insight into the sample characteristics. Still, inferential statistics could no longer be applied to this variable.

3.5.4 Attitude towards CSR

To measure participants' *attitude towards CSR*, five items were created for this study. When this study was performed, no previously developed and validated scale was found to measure consumers' attitudes towards CSR. The fabricated items were focused on measuring how important the participants find it that a company engages in CSR. Resulting in items such as "I find it important that companies act in a manner that is consistent with the ethical norm" and "I believe all companies should behave in a socially responsible manner". This scale was validated with a Cronbach's Alpha of 0.84. However, similar to the measurement of self-identity, the participants' attitude towards CSR was

measured near the end of the questionnaire. Therefore, any inferential results derived from analysis with this variable are unreliable due to potential confounding effects of previous questions or experimental stimuli. Due to this, it is not reasonable to include *attitude towards CSR* as a predicting variable, and it should therefore be removed from the research model. Just like self-identity, the descriptive statistics of the construct attitude will still be mentioned as it may provide additional insight into the sample characteristics.

3.5.5 Perceived self-serving motives

To measure *perceived self-serving motives*, four items from Skarmeas & Leonidou (2013) were adapted. Perceived self-serving motives is a dependent variable as it is presumed to be affected by reputation and CSR-company fit. However, it is also assumed to affect skepticism, purchase intention, and willingness-to-pay. The items measure whether the participants believe that the company engages in CSR for personal gains, such as improved reputation or enhanced financial performance. This resulted in items such as "I think that Loren is taking advantage of social causes to improve their reputation" and "I believe that Loren hopes to increase its profit by showing its CSR efforts". The Cronbach's Alpha of this scale is 0.84.

3.5.6 Perceived other-serving motives

The construct *perceived other-serving motives* was also measured with four items from Skarmeas & Leonidou (2013). Identical to perceived self-serving motives, the attribution of other-serving motives is also expected to be affected by reputation and CSR-company fit. Furthermore, perceived other-serving motives were expected to affect trust, purchase intention, and willingness-to-pay. The items measure the belief of the participants that Loren engages in CSR to help society, resulting in items such as "I am convinced that Loren has a long-term interest in society" and "I believe that Loren is trying to give back something to society". Sadly, the factor analysis showed that the four items did not form a reliable scale. Therefore, this construct can no longer be used for hypothesis testing in this study.

3.5.7 Skepticism

Skepticism is both a dependent and a mediating variable in this study. To measure *skepticism*, five items were used that were developed by Skarmeas & Leonidou (2013), who researched the effect of CSR skepticism on consumer responses to CSR communication. The items measure whether the participants believe that Loren acts socially responsible outside of the public eye. Three items were reversed statements: "I believe that Loren genuinely tries to improve the welfare of society", "I think that Loren also behaves in a socially responsible manner behind closed doors", and "I am convinced that I can trust this CSR campaign by Loren". Reversed coding was applied to these items before the factor analysis was conducted. Additionally, two items directly measured skepticism: "It is uncertain that Loren is concerned with improving the well-being of society", and "It is questionable that Loren acts in a socially responsible way outside of this campaign". The factor analysis showed that the five items form a reliable scale with a Cronbach's Alpha of 0.87.

3.5.8 Trust

Similar to skepticism, *trust* is also a mediating variable in the research model. Trust was measured with four items derived and adapted from Guenzi et al. (2009), such as "I am convinced that Loren has society's best interest in mind" and "I trust that Loren keeps its promises". The items measured whether the participants think that Loren is truthful about its CSR claims. After performing the factor analysis, it became clear that the items measuring trust heavily correlated with the items measuring skepticism (in the opposite direction). This is not surprising as trust is essentially the opposite of skepticism. Because there was no reliable scale for perceived other-serving motives, it was most sensible to exclude the construct "trust" from the research model. Without an accurate measurement of the construct "other-serving motives" it becomes impossible to analyze the predicted mediating effect of trust on the relation between perceived other-serving motives and purchase intention and willingness-to-pay. Therefore, the construct "trust" could no longer be used for any hypothesis testing.

3.5.9 Purchase intention

To measure the dependent variable purchase intention, three items were used. These items are based on previous research by Zhang & Richard (1999). Based on the pre-test results, it was determined that the items should be adapted for the context of this study. Participants of the pre-test reported finding it difficult to answer questions about their purchase intention due to them not knowing whether the products appeal to them. Therefore, this condition was included in the items, resulting in the items; "It is highly likely that I would buy products from Loren if I like them", "If I like the products, it is highly likely that I will buy products from Loren", and "I am sure I would shop at Loren if the products appeal to me". The Cronbach's Alpha of this scale is .91.

3.5.10 Willingness-to-pay

Willingness-to-pay was measured to determine whether participants perceive sufficient added value (caused by the CSR campaign) to make them willing to pay higher prices for products of a socially responsible company. To measure willingness-to-pay, items that were previously used by Lee et al. (2010) were adapted to fit the context of this study. Three items were used to measure the construct: "I would be willing to pay more for products to reward Loren for its involvement in CSR", "I would be willing to pay more for products produced by a company like Loren", and "I would agree to pay a higher price for products if those products are made by a company like Loren". The pre-test did not detect any problems with the comprehensiveness of these items. Unfortunately, the factor analysis showed that the items correlated heavily with the items measuring purchase intention, making it impossible to differentiate the two scales. It was decided to remove willingness-to-pay from the research model as it was not critical for most hypothesis testing in contrast to purchase intention.

For an overview of all the items used to measure the variables still included in the research model, see table 2 on the next page.

Table 2. Constructs, items, and reliability

Constructs	Items	N	α
Perceived CSR-company fit	I think the CSR initiative is in line with Loren's goals.	4	.86
	I think that it makes sense that Loren carries out this initiative.		
	I think this initiative is in line with Loren's work.		
	I think there is a logical fit between the initiative and Loren's day-to-day work.		
Perceived reputation valence	I believe Loren consistently supports good causes.	4	.91
	I think that Loren is committed to using a portion of its profits to help society over time.		
	I think that Loren has a reputation for continuously giving back to society.		
	I believe that Loren has a reputation for being socially responsible.		
Self-identity	I think of myself as an ethical consumer.	3	.81
	I would describe myself as someone who prefers socially responsible companies.		
	Purchasing products from a socially responsible company reflects who I am as a consumer.		
Attitude	I find it important that companies act in a manner that is consistent with ethical norm.	5	.84
	I think that companies have a moral obligation to give back to society.		
	I believe that all companies should behave in a socially responsible manner.		
	I find it highly important that companies do not take advantage of others while practicing their business.		
	I find it highly important that companies do not harm the environment while practicing their business.		
Perceived self-serving motives	I think that Loren is trying to capitalize on the growing social movement.	4	.84
	I think that Loren is taking advantage of social causes to improve its reputation.		
	I believe that Loren hopes to increase its profit by showing its CSR efforts.		
	I suspect that Loren is trying to benefit from the increased awareness of social problems financially.		
Skepticism	(Reversed) I believe that Loren tries to improve the welfare of society.	5	.87
	(Reversed) I think Loren also behaves in a socially responsible manner behind closed doors.		
	(Reversed) I am convinced that I can trust this CSR campaign by Loren.		
	It is uncertain that Loren is concerned with improving the well-being of society.		
	It is questionable that Loren acts in a socially responsible way outside of this campaign.		
Purchase intention	It is highly likely that I would buy products from Loren if I like them.	3	.91
	If I like the products, it is highly probable that I will buy products from Loren.		
	I am sure I would shop at Loren if the products appeal to me.		

3.6 Adjustment research model

As discussed in the measurements sections, various constructs were not sufficiently reliable to include in further analysis. These constructs had to be removed from the research model. Due to the adjustment of the research model, some hypotheses had to be removed. Hypothesis 2, concerning the effect of perceived company motives on willingness-to-pay, could not be tested as the construct "willingness-to-pay" had to be removed from the research model. Likewise, hypotheses 4, 6, and 9 could no longer be tested because the construct "perceived others-serving motives" was not measured with a reliable scale. Additionally, hypotheses 7 and 8 can no longer be used for analysis because "self-identity" and "attitude" were not accurately measured. These constructs should have been measured at the start of the questionnaire to prevent any confounding effects of the stimuli or questions on other constructs. Lastly, hypothesis 1 had to be adjusted because the comparison between self-serving and other-serving motives could no longer be made. However, the effect of perceived self-serving motives on purchase intention could still be investigated. Table 3 provides an overview of the adjustments applied to the hypotheses.

Table 3. Adjustment of hypotheses.

Original	Changes
H1: Purchase intention is lower when self-serving motives are perceived compared to when other-serving motives are perceived.	Adjusted: H1: The perception of self-serving motives for CSR engagement negatively affects purchase intention.
H2: Willingness to pay is lower when self-centered motives are perceived compared to when other-centered motives are perceived.	Removed
H3: Perceived self-serving motives is higher when a company has a prior negative CSR reputation compared to when a company has a prior positive CSR reputation.	No changes.
H4: The attribution of other-serving motives is higher when a company has a prior positive CSR reputation compared to when a company has a prior negative CSR reputation.	Removed
H5: Perceived self-serving motives is higher when the CSR-company fit is low compared to when it is high.	No changes.
H6: Perceived other-serving motives is lower when the CSR-company fit is high compared to when it is low.	Removed
H7: Perceived other-serving motives will be higher when ethical self-identity is high compared to when it is low.	Removed
H8: Perceived other-serving motives will be higher when attitude towards CSR is strong compared to when it is weak.	Removed
H9: Skepticism negatively mediates the effect of perceived self-centered motives on purchase intention.	No changes.
H10: Trust positively mediates the effect of perceived other-centered motives on purchase intention	Removed

Figure 4 displays the adjusted research model. The adjusted research model contains four hypotheses that are tested in this study.

- H1: The perception of self-serving motives for CSR engagement negatively affects purchase intention.
- H2: Perceived self-serving motives is higher when a company has a prior negative CSR reputation compared to when a company has a prior positive CSR reputation.
- H3: Perceived self-serving motives is higher when the CSR-company fit is low compared to when it is high.
- H4: Skepticism negatively mediates the effect of perceived self-centered motives on purchase intention.

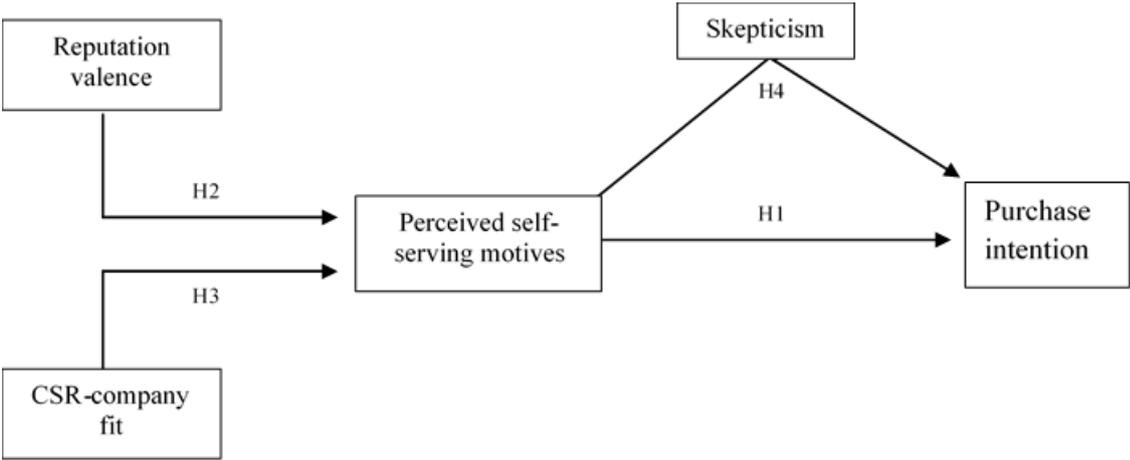


Figure 4. Adjusted research model

3.7 Manipulation check

To determine if the manipulations worked, two independent sample t-tests were performed. The results showed that the manipulation was significant for both reputational valence, $t(223) = -10.523$, $p < .001$, and CSR-company fit, $t(223) = -3.461$, $p = .001$. Table 4 shows the descriptive statistics of the measured perceived reputation and perceived CSR-Company fit. Even though the statistical test determined that the manipulations were significant, it is important to mention that the respondents were not very firm in their perception of the reputation or the CSR-company fit. The differences between the perceived reputational valence and perceived CSR-company fit were not very vast between the different conditions. The full results of the independent sample t-tests can be found in tables 11 and 12 in appendix E.

Table 4. Descriptive statistics manipulation check

Reputation			Perceived reputation	Perceived CSR-company fit
Negative	Low fit	Mean	3,3545	3,9636
		N	55	55
		Std. Deviation	1,13722	1,10598
	High fit	Mean	3,4467	4,5451
		N	61	61
		Std. Deviation	1,24006	1,10822
	Total	Mean	3,4030	4,2694
		N	116	116
		Std. Deviation	1,18815	1,14025
Positive	Low fit	Mean	4,7857	4,7054
		N	56	56
		Std. Deviation	0,91754	1,18620
	High fit	Mean	5,0519	5,2453
		N	53	53
		Std. Deviation	0,96247	0,98850
	Total	Mean	4,9151	4,9679
		N	109	109
		Std. Deviation	0,94478	1,12273
Total	Low fit	Mean	4,0766	4,3378
		N	111	111
		Std. Deviation	1,25399	1,20116
	High fit	Mean	4,1930	4,8706
		N	114	114
		Std. Deviation	1,37456	1,10671
	Total	Mean	4,1356	4,6078
		N	225	225
		Std. Deviation	1,31482	1,18222

All scales were measured on a 7-point Likert scale (1 = Completely disagree / 7 = Completely agree)

4. Results

To analyze the collected data, first, a manipulation check was performed using two independent sample t-tests. Next, the questionnaire items were transformed into numeric scale variables ranging from 1 (completely disagree) to 7 (completely agree). A MANOVA analysis was conducted to determine the main and interaction effects of the independent variables (reputation, CSR-company fit). Lastly, a PROCESS mediation analysis was performed to determine the possible mediation effect of skepticism on purchase intention. The results of the analysis are discussed further in this section.

4.1 Descriptive statistics

The dependent variables in this study were measured with the use of a 7-point Likert scale. For each construct, 3 to 6 questionnaire items were developed. A complete list of the questionnaire items per scale can be found in appendix D. After conducting the factor analysis, the items were combined into one variable per construct, which provided a scale variable of the means of the answers to all items. Table 5 shows the descriptive statistics of the dependent variables for the different manipulations. The results did not yield any extraordinarily high nor extremely low means, indicating that people do not necessarily have very strong opinions on these constructs. However, by looking at the mean values, it is clear that skepticism is lower for companies with a positive reputation valence ($M = 3.19$, $SD = 0.91$) than for companies with a negative reputation ($M = 4.53$, $SD = 1.10$). In addition, the mean purchase intention is higher for companies with a positive reputation ($M = 5.39$, $SD = 1.02$). An interesting result is that the purchase intention for companies with a negative reputation is still above the middle point of the scale ($M = 4.85$, $SD = 1.19$). Furthermore, companies with a negative reputation score higher on perceived self-serving motives ($M = 5.13$, $SD = 0.99$) than companies with a positive reputation ($M = 4.51$, $SD = 1.14$), although not by a great extent, indicating that people will attribute self-serving motives regardless of the reputation. However, a negative reputation still gives more incentive to attribute self-serving motives.

Table 5. Descriptive statistics – dependent variables.

Reputation			Purchase intention	Skepticism	Self-serving motives
Negative	Low fit	Mean	4,7515	4,6582	4,9364
		N	55	55	55
		Std. Deviation	1,08339	0,96890	1,05981
	High fit	Mean	4,9454	4,4066	5,3033
		N	61	61	61
		Std. Deviation	1,27393	1,20552	0,89572
	Total	Mean	4,8534	4,5259	5,1293
		N	116	116	116
		Std. Deviation	1,18631	1,10226	0,98989
Positive	Low fit	Mean	5,5179	3,3643	4,7857
		N	56	56	56
		Std. Deviation	0,82614	0,95278	1,08128
	High fit	Mean	5,2642	3,0038	4,2170
		N	53	53	53
		Std. Deviation	1,17735	0,84261	1,14148
	Total	Mean	5,3945	3,1890	4,5092
		N	109	109	109
		Std. Deviation	1,01548	0,91483	1,14207
Total	Low fit	Mean	5,1381	4,0054	4,8604
		N	111	111	111
		Std. Deviation	1,03228	1,15631	1,06850
	High fit	Mean	5,0936	3,7544	4,7982
		N	114	114	114
		Std. Deviation	1,23495	1,26184	1,14968
	Total	Mean	5,1156	3,8782	4,8289
		N	225	225	225
		Std. Deviation	1,13716	1,21476	1,10833

All scales were measured on a 7-point Likert scale (1 = Completely disagree / 7 = Completely agree)

To provide additional insight into the results of this specific sample, attitude towards CSR and ethical self-identity were also measured in the questionnaire. Table 6 shows the descriptive statistics of these variables. The respondents had strong positive attitudes towards CSR ($M = 5.82$, $SD = 0.84$), indicating that they are concerned with the (absence of) CSR practices of companies. Furthermore, the respondents did not report very high or very low scores when answering questions about whether they see themselves as ethical consumers ($M = 4.53$, $SD = 1.14$), indicating that ethicality is often not one of their primary considerations when making purchase decisions.

Table 6. Descriptive statistics Attitude and Self-identity

Variable	Mean	Std. Deviation	N
Attitude towards CSR	5,8222	0,83754	225
Self-identity as ethical consumer	4,5333	1,13652	225

All scales were measured on a 7-point Likert scale (1 = Completely disagree / 7 = Completely agree)

4.2 Main effects of reputation valence and CSR-company fit

To determine the direct effects and interaction effects, a MANOVA analysis was conducted on the influence of two independent variables (reputational valence, CSR-company fit) on the reported perceived self-serving motives, skepticism, and purchase intention. Reputational valence included two levels (positive CSR reputation, negative CSR reputation), and CSR-company fit also consisted of two levels (high-fit, low-fit). The results showed reputational valence to have a statistically significant main effect on purchase intention, $F(1, 221) = 13.50$, $p < .001$, showing a significantly higher purchase intention for companies with a positive reputation ($M = 5.39$, $SD = 1.14$) than for companies with a negative reputational valence ($M = 4.85$, $SD = 1.19$). Reputational valence also has a significant effect on the attribution of self-serving motives, $F(1, 221) = 100.30$, $p < .001$, implying that a negative reputational valence will result in higher perceived self-serving motives for CSR-engagement ($M = 5.13$, $SD = 0.99$) than positive reputational valence ($M = 4.51$, $SD = 1.14$). Additionally, reputational valence had a significant effect on reported skepticism, $F(1, 221) = 19.69$, $p < .001$, illustrating that a negative reputation will inspire more skepticism ($M = 4.52$, $SD = 1.10$) than a positive reputation ($M = 3.19$, $SD = 0.91$). The results also showed a main effect on CSR-company fit on skepticism, $F(1, 221) = 5.17$, $p = .024$, with low-fit scenario correlating with a higher level of skepticism ($M = 4.01$, $SD = 1.16$) than a high-fit scenario ($M = 3.75$, $SD = 1.26$). Figure 5 provides a visualization of the variance between groups.

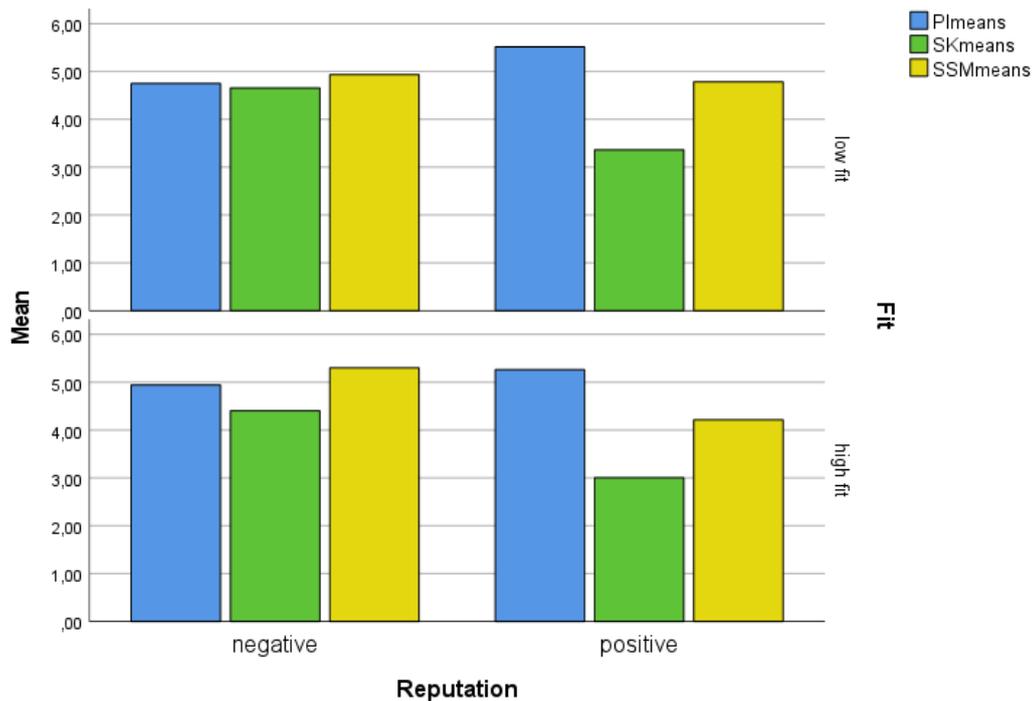


Figure 5. Means dependent variables per group.

4.3 The interaction effect of reputation*CSR-company fit on perceived self-serving motives

The interaction effect was significant for perceived self-serving motives, $F(1, 221) = 11.23$, $p = 0.001$. A visualization of the interaction effect can be found in figure 6. The interaction effect shows that a high-fit will cause high levels of perceived self-serving motives when the reputational valence is negative ($M = 5,3033$, $SD = 0,89572$). Contrarily, when the reputation valence is positive, a high CSR-company fit will result in lower levels of perceived self-serving motives ($M = 4,2170$, $SD = 1,14148$). When a company with a negative reputation uses a low-fit CSR campaign, the perceived self-serving motives will still be lower ($M = 4,9364$, $SD = 1,05981$) than when the company would use a high-fit CSR campaign. On the other hand, even when a company has a positive reputation, the use of a low-fit CSR campaign will still cause higher levels of perceived self-serving motives. The full results can be found in table 13 in appendix E (p. 91).

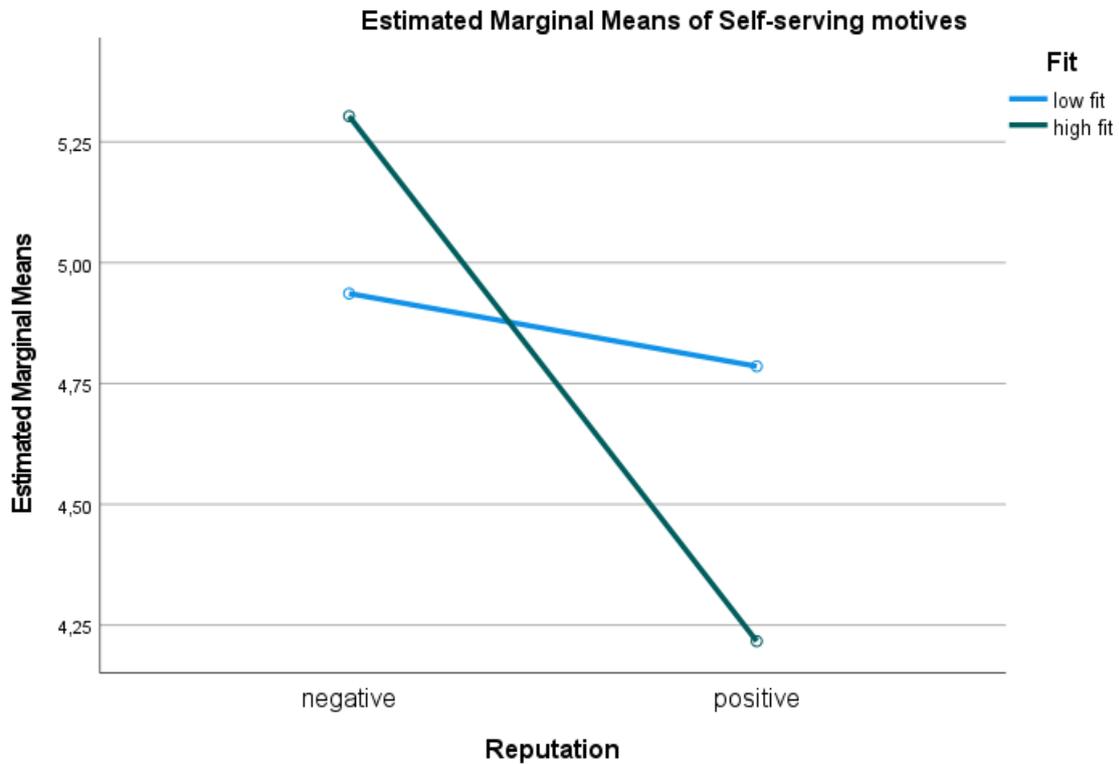


Figure 6. Interaction effect Reputation*Fit on Self-serving motives

4.4 The mediating effect of skepticism

A PROCESS mediation analysis was conducted to assess each component of the proposed mediation model. First, no proof was found that perceived self-serving motives was positively associated with purchase intention ($B = .08$, $t(2, 222) = 1.19$, $p < .24$). A significant positive relation was found between self-serving motives and skepticism ($B = .52$, $t(1, 223) = 8.24$, $p < .001$). Additionally, a negative relation was found between skepticism and purchase intention ($B = -.35$, $t(1, 223) = -5.18$, $p < .001$). Because both the a-path and b-path were significant, mediation analysis was tested using the bootstrapping method with bias-corrected confidence estimates. In the present study, the 95% confidence interval of the indirect effects was obtained with 5000 bootstrap resamples. Results of the mediation analysis confirmed the mediating role of skepticism in the relation between perceived self-

serving motives and purchase intention ($B = -.19$, $CI = -.28$ to $-.09$). Figure 7 displays the results. The full results of the PROCESS mediation analysis are displayed in table 14 in appendix E (p. 91).

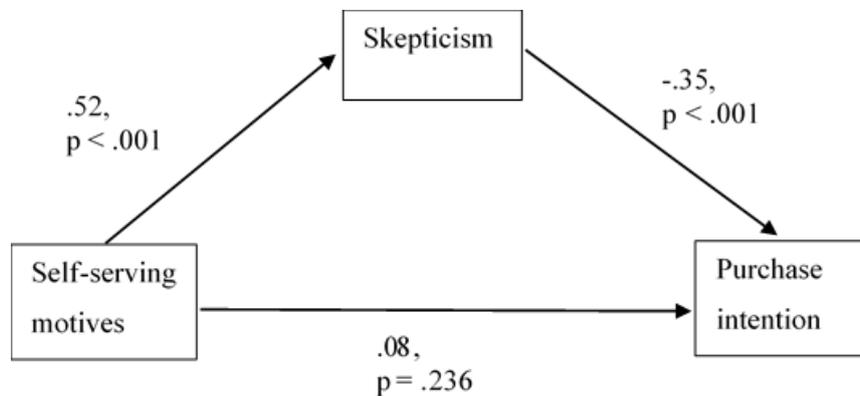


Figure 7. Indirect effect of perceived Self-Serving Motives on Purchase Intention through Skepticism

4.5 Hypothesis testing

Based on the results of the analyses, some of the hypotheses could be rejected, while others were failed to be rejected. Table 7 on the next page displays the outcomes of the hypothesis testing. First, a perceived self-centered motivation was not proven to negatively affect purchase intention (H1). However, the results did show an indirect effect of perceived self-centered motives on purchase intention, as the relation was negatively mediated by skepticism (H4). When consumers perceived the motivation to be self-serving, they were also more skeptical and, in turn, reported a lower purchase intention. When examining possible antecedents of motivational attribution, it was found that reputational valence did have a main effect on the attribution of self-serving motives (H3), while CSR-company fit did not (H2). However, the results did show an interaction effect between reputation and fit on perceived self-serving motives. The interaction effect entailed that a high-fitting CSR campaign only works if it is implemented by a company with a positive reputation. If this high-fit CSR campaign is implemented by a company with a negative reputation, it will only result in people thinking that the motivation is self-serving.

Table 7. Conclusion hypotheses

Hypothesis	Conclusion
H1: Perceived self-centered motives for CSR engagement negatively affects purchase intention.	Rejected
H2: Perceived self-serving motives is higher when a company has a prior negative CSR reputation compared to when a company has a prior positive CSR reputation.	Failed to reject
H3: Perceived self-serving motives is higher when the CSR-company fit is low compared to when it is high.	Failed to reject.
H4: Skepticism negatively mediates the effect of perceived self-centered motives on purchase intention.	Failed to reject.

5. Discussion

This study aimed to examine the dynamics surrounding the attribution of company motives for CSR engagement. More specifically, the effect of prior CSR reputation and CSR-company fit on the attribution of self-serving motives was tested. Consequently, the effects on consumer skepticism and purchase intention were examined. Here the results will be discussed elaborately. After, the theoretical and practical implications are discussed. Following the limitations are considered, and future research recommendations are given.

5.1 General discussion

The main focus of this study was on uncovering the reasons for people to assume a company has a self-serving motive for engaging in CSR. The key finding in this study is the interaction effect of reputation and fit on perceived self-serving motives. The results show that perceived self-serving motives will always be lower for a company with a positive reputation. This is in conformance with previous research that suggested that socially responsible companies are seen as more credible (Hur et al., 2014) and reliable (McWilliams & Siegel, 2001). Similar results have also been found in previous research by Elving et al. (2013), who stated that consumers would likely not think about the company's motives when a company has a prior positive reputation, resulting in them not considering self-serving motives.

The interaction effect shows perceived self-serving motives will be at the absolute lowest when a company with a positive reputation carries out a high-fit initiative. For example, when a restaurant known to give away leftover food to people in poverty starts preparing meals at a local homeless shelter, it is highly unlikely that people will assume this act of kindness has a hidden agenda. A possible explanation for this result is that when a company appears to care about its business practices and then decides to carry out a CSR initiative that fits with their business, consumers will be more likely to believe that the company truly cares about the CSR initiative at hand (Garcia-De Los Salmones & Perez, 2018; Schmeltz, 2017). Consumers are more likely to believe a CSR campaign genuinely focuses on the needs of others when it aligns with the company's core values (Moreno & Kang, 2020). By creating this sense of congruity, consumers are discouraged from taking on a

skeptical standpoint towards the presumed motives behind the CSR activity (de Jong & Van der Meer, 2017; Moreno & Kang, 2020). Additionally, when a CSR activity is highly relevant to the company, the company is often seen as an expert on the topic (Gupta & Pirsch, 2006; Nan & Heo, 2007) and adequately equipped to deal with the issue at hand (Hoeffler & Keller, 2002). Therefore, a high-fit CSR initiative makes consumers more inclined to believe the CSR effort is benevolent and thus purely concerned with the well-being of others.

According to the interaction effect, engaging in a low-fit CSR initiative tends to result in higher levels of perceived self-serving motives. However, if a company has a negative CSR reputation, it seems to still be more beneficial for it to carry out a low-fit CSR initiative. Similar interaction effects have also been found in previous research. Aksak et al. (2016) found that consumers are more skeptical when a company with a damaged reputation carries out a high-fit CSR initiative. Others have also stated that a positive reputation combined with a high-fit initiative will yield the most favorable results, while a negative reputation combined with a high-fit initiative is more likely to cause skeptical responses (Shim & Yang, 2016; Sen & Bhattacharya, 2001; Yoon et al., 2006).

When a company has been previously reprimanded for socially irresponsible behavior, and the new CSR initiative is related to the behavior they have been criticized for, consumers could reasonably assume that the main objective of the newfound CSR initiative is damage control and that this is the only reason the CSR initiative may even exist. This is also the case for companies in stigmatized industries (tobacco, alcohol), as found by Austin & Gaither (2019); consumers react more skeptically to closely related societal issues, especially if the company has a hand in creating the problems (Kim & Lee, 2012). In this case, consumers tend to deem companies responsible for solving the problems they have created in the first place (Darmon et al., 2008; Morsing et al., 2008). Furthermore, this aligns with the findings of various previous studies that state that consumers have less favorable attitudes towards reactive CSR, which refers to engagement in CSR after being called out for irresponsible behavior (Becker-Olsen et al., 2006; Groza et al., 2011). When there is no notable connection between the new CSR activity and the previous allegations of irresponsibility, the two are less connected and more likely to be considered independently (Webb & Mohr, 1998). Therefore, it

appears to be more productive for a company with a negative CSR reputation to engage in CSR activities that have no relation to previous irresponsible behavior.

It is essential to keep in mind that regardless of the exact design of a CSR campaign, consumers will always attribute some self-serving motives to CSR engagement. The general public has become sufficiently well-informed, making them more aware of companies' fundamental need to keep a positive reputation (Chung & Lee, 2019). This does not mean that consumers never see the charitable aspect of CSR. Most consumers will attribute a combination of both self-serving and other-serving motives when asked to evaluate the motivation behind a CSR campaign (Ellen et al., 2006).

The results also showed that reputation has a main effect on the attribution of self-serving motives apart from the interaction effect. This means that consumers will be more likely to think a company's CSR engagement is self-serving when the company has a negative reputation due to previous irresponsible behavior. Accordingly, consumers will be less likely to purchase from a company with a negative reputation and view their CSR activities more skeptically because the negative reputation builds no foundation for trust (Arli et al., 2019). The fact that reputation has a significant effect on skepticism is also supported by previous research. A negative reputation forms a frame of reference for the evaluation of new CSR activities (Brown & Dacin, 1997; Bae & Cameron, 2006), making consumers more skeptical of organizations' intentions. In a sense, a negative reputation may function as a cue for consumers to be more guarded, since there may be no reason to believe that any positive action of the company is focused on anything other than the goal to improve their reputation or financial performance (Groza et al., 2011). When a company has a reputation for socially responsible behavior, there is no previous knowledge that indicates that consumers should be guarded of the selfish intent of the company, thus leading to less skeptical perceptions (Elving, 2013).

It was posed in the literature that CSR can cause positive effects on purchase intention only when consumers are concerned with CSR (Devinney et al., 2006; Öberseder et al., 2011). The results showed that the participants tend to care about whether companies behave socially responsible, even though they would not necessarily describe themselves as ethical consumers. The findings did show that reputation has significant effects on skepticism and purchase intention. A possible explanation of this result is that people do not necessarily care for particular socially responsible behavior, as long as

there is no irresponsible behavior (Bhattacharya and Sen 2004; Sweetin et al., 2013). In other words, when they are aware of irresponsible behavior, people will be more skeptical of the company and far less inclined to purchase from the company. Previous research has also shown that irresponsible behavior has a greater impact on purchase intention than responsible behavior (Bhattacharya & Sen 2004). This is also supported by the findings of Sweetin et al. (2013), who state that people are willing to punish companies for irresponsible behavior and also found that purchase intention is significantly lower for 'irresponsible' companies. Therefore, it seems that preventing irresponsible behavior is more important for fostering positive purchase intentions than showcasing socially desired behavior, as has also been suggested by Lin-Hi & Müller (2013) and Sulphrey (2017).

It should be mentioned that purchase intention was not drastically different between groups with the same level of reputation (positive or negative), building on the notion that consumers are tolerant of strategic motives behind CSR (Skarmeas & Leonidou, 2013). This is supported by the results of this study, as perceived self-serving motives did not seem to affect purchase intention directly. This result can be explained by the suggestion that CSR perception is not one of the main predictors of purchase intention. Attributes like price and expected quality are evidently more dominant antecedents of purchase intention (Kim, 2017; Voorn et al., 2020). However, this does not mean that there is no indirect effect of attributed self-serving motives on purchase intention.

The mediation analysis showed that the relation between perceived self-serving motives and purchase intention is mediated by skepticism. This result was to be expected because skepticism of a company's CSR engagement can translate to skepticism of the company overall. When a company is viewed as untrustworthy in one aspect, consumers are more likely to assume they could also be untrustworthy in other aspects (Darke & Ritchie, 2007). Thus, when consumers are skeptical of the company, they are likely to also be suspicious, for instance, about the claimed quality of products or services. This result is also in line with previous findings, which found that perceived self-serving motives will increase skepticism and, in turn, decrease purchase intention (Ellen et al., 2006; Skarmeas & Leonidou, 2013).

5.2 Theoretical implications

This study contributes to the understanding of the dynamics of perceived company motives for CSR engagement. The findings add value to the working body of literature on CSR by supporting some studies while also providing a complementary view on the attribution of company motives for CSR engagement through the newfound interaction effect. The interaction effect showed that in some scenarios, a lower fit CSR campaign would result in more positive attitudes towards the company than a higher fit CSR campaign, and vice versa. This finding supports previous research that found that high-fit CSR campaigns are best put to use by companies with an already positive reputation (Elving, 2013). Therefore, the findings of this study contradict other studies that claim a high-fit CSR campaign tends to be the better choice in every scenario (Cha et al., 2016; Currás-Pérez et al., 2018; Gupta & Pirsch, 2006; Jin & Lee, 2019; Rivera et al., 2016). This study determined that highly related activities to a company's core business will be more favorable unless the CSR activity at hand reminds consumers of previous socially irresponsible behavior. Consequently, the findings support studies that state that consumers prefer proactive CSR compared to reactive CSR (Groza et al., 2011; Kim, 2017), as the participants reported less skepticism and self-serving motives to CSR engagement that was not preceded by irresponsible behavior.

Furthermore, the findings confirm statements of previous researchers advocating that CSR is not simply a quick fix for a bad reputation, as a prior negative reputation will cause consumers to react more cynical to CSR communication (Arlı et al., 2019; Bae & Cameron, 2006). Companies that are seen as irresponsible will have to tread carefully when engaging in CSR to avoid receiving backlash from critical consumers (Sohn & Lariscy, 2015). The findings of this study support previous research that stated that a bad reputation will trigger consumers to be more skeptical of companies' intentions and attribute self-serving motives more often (Austin & Gaither, 2019; Elving, 2013).

5.3 Practical implications

In practice, companies could use the findings of this study to draw inferences on what type of CSR activity would be most beneficial for their reputation and financial performance. Companies with negative CSR reputations need to be careful when attempting to gain positive effects through new

CSR campaigns. The negative reputation seems to cause consumers to take on a cynical standpoint towards the company, resulting in less favorable attitudes. It appears that the most profitable strategy for a company with a negative CSR reputation is to choose a CSR campaign that has no relation to the previous irresponsible behavior. This way, it is less likely for negative associations derived from previous immoral behavior to come to mind and trigger consumers to become skeptical (Lin-Hi & Blumberg, 2016).

For companies with a positive reputation, it is most beneficial to choose a high-fit CSR campaign. Then the initiative is likely to be viewed as a genuine attempt to improve society (Elving, 2013). However, there is no way to escape the perception of self-serving motives as it is simply the truth that no CSR campaign is created solely for the gain of others. Companies have become aware that CSR is a valuable marketing tool for enhanced reputation and financial performance. However, consumers know this as well and see straight through companies that pretend that no self-serving motives exist (Chung & Lee, 2019). Therefore, this study joins the standpoint of various other studies that claim that honesty is the best policy (Arli et al., 2019; Forehand & Grier, 2003; Kim, 2014; Shukla et al., 2019). Transparency and disclosure of self-interest will show consumers that CSR is not used as a cunning attempt to persuade them but to show good intentions and desired company image (Forehand & Grier, 2003).

If companies still want to display their other-serving motives more thoroughly, it would be necessary to take a longer-term approach to CSR. A longer commitment expresses a genuine interest in advancing society (Ellen et al., 2006; Pirsch et al., 2007). Companies with a long-term positive CSR reputation have built up enough goodwill to display their CSR activities without consumers suspecting that the activity is just a quick way to boost reputation (Shim & Yang, 2016; Vanhamme & Grobden, 2009). By building trust over time, consumers will become more attached to a company or brand, offering a tremendous competitive advantage (Gilal et al., 2020). However, it is crucial to keep in mind that the developed trust can just as quickly plummet when consumers are confronted with negative CSR information on the company (Bögel, 2019). The negative effect of a CSR scandal can sometimes be even stronger for companies with a prior positive CSR reputation (Sohn & Lariscy,

2015), cementing the fact that maintaining a positive CSR reputation is a long-term commitment that needs constant attention (Su et al., 2014).

5.4 Limitations and future research

Several factors need to be considered in evaluating the findings of this study. First, this study employed a between-subject experimental design. Compared with within-subjects experiments, between-subjects experiments are less sensitive, making it less likely to discover differences between groups (Field & Hole, 2002). Therefore, relations that were deemed insignificant by this study could become significant when tested with a within-participants experiment. For future, similar research, it would be recommendable to apply a within-subject design in which participants are confronted with multiple conditions. In this manner, it will be easier to pick up on differences between conditions.

Second, the majority of participants of this study consisted of adolescents with an above-average education. This is by no means an accurate representation of the Dutch population. The findings might be vastly different when compared to groups with different characteristics. Furthermore, most respondents reported having a below-average income, which could explain why the differences in purchase intention for the different conditions were not more extreme. In future research, it is advisable to maintain an even distribution of income levels among participants to test if income affects the sensitivity of purchase intention to perceived company motivations for CSR.

Third, initially it was intended to study ethical self-identity and attitude towards CSR as possible antecedents of perceived company motives. Previous research had already shown that consumers' responsiveness to CSR could differ due to personal factors (Grimmer & Bingham, 2013). Sen & Bhattacharya (2001) also argued that individual-specific factors, such as CSR support, CSR-related beliefs, and consumer-company congruence are key moderators of consumers' responsiveness to CSR. This led to the proposition that ethical self-identity and attitudes towards CSR could possibly affect the way consumers consider CSR activities. It was expected that participants with a high level on one or both of these constructs would have stronger responses in both directions. This means that consumers with a high ethical self-identity or a strong positive attitude towards CSR were expected to have stronger positive responses to CSR initiatives of companies that previously showed to be

concerned with CSR. At the same time, they were also expected to be more skeptical and perceive more self-serving motives of companies that behaved irresponsibly in the past. To test this hypothesis, the constructs were included in the research design. However, due to an error, these constructs were measured last in the questionnaire, which made the measurement of these constructs as antecedents invalid. If this study were to be redone, the constructs ethical self-identity and attitude towards CSR should be measured at the beginning of the questionnaire, before the participants were exposed to the stimuli or other questions.

Based on the results of this study, some future research suggestions can be formed. For once, the results imply that irresponsible behavior is far more influential than responsible behavior, having a detrimental effect on purchase intention and skepticism. Similar results have also been found in multiple other studies (Kucuk, 2010). Therefore, it is likely more fruitful to look into effective ways for companies to control the damage when irresponsible behavior is publicized. While there have been several studies on crisis control for backlash for socially irresponsible behavior (Holladay, 2015; Kang et al., 2015; Kotchen & Moon, 2012; Strike et al., 2006; Sun & Ding, 2020), a longitudinal study in which companies that received backlash for irresponsible behavior carry out a new CSR initiative after differing periods of time, could yield meaningful results. Previous research has shown that some irresponsible behaviors are simply collectively forgotten (Foster et al., 2016; Mena et al., 2016). A longitudinal study, as mentioned, could indicate how long it would take for the memory of previous irresponsible behavior of a company to dissipate so that a new CSR initiative is no longer regarded with a predisposed skeptical attitude. Companies could use the results to determine the optimal time frame to launch a CSR initiative after an irresponsibility scandal.

Additionally, it would be worthwhile to research the effect of an individual's ethicality on their perception of CSR. This could partly explain the findings of ambiguous results of previous research on perceived company motivation for CSR. Perceptions of CSR have already been shown to differ between countries (Maignan, 2001) and living areas (Huang et al., 2019) due to different cultures and governmental policies (Khan & Sukhotu, 2020; Tian & Slocum, 2016). Focusing on the ethicality of different social groups could provide an additional, valuable understanding of how the effects of CSR differ between people.

6. Conclusion

This study aimed to answer the following research question: What are the dynamics of antecedents of perceived company motivation for CSR engagement on purchase intention? Based on the current body of literature on this topic, ten hypotheses were developed. These were tested using a between-subject experiment in which the reputational valence (positive versus negative) and CSR-company fit (high versus low) were manipulated. The dependent variables, perceived self-serving motives, perceived other-serving motives, skepticism, trust, purchase intention, willingness-to-pay, were measured through an online self-report questionnaire. The constructs perceived self-serving motives, skepticism, and purchase intention were eligible for analysis. The data were analyzed with independent sample t-tests, a MANOVA analysis, and a PROCESS mediation analysis.

The results show that when a company executes a CSR campaign that is perceived as self-serving by consumers, it does not directly decrease the purchase intention toward the company. However, when consumers attribute self-serving motives to the actions of a company, they will take on a more skeptical attitude toward the company. These skeptical attitudes do translate into a decreased purchase intention, most likely because this skepticism flows through in the evaluation of other aspects of the company, like the claimed quality of products. Therefore, it is most strategic for companies to prevent the attribution of self-serving motives. Companies can partly control the attribution of self-serving motives by choosing a suitable CSR activity. A CSR campaign that is closely connected to a company's core business is most beneficial when a company has a prior positive CSR reputation. However, when a company has been reprimanded for irresponsible business practices in the past, it will be best to choose a CSR activity that does not closely relate to the core business as a closely related campaign may remind consumers of previous irresponsible behavior.

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List of appendices

Appendix A. Variable names and definitions.

Appendix B. Questionnaire.

Appendix C. Questionnaire items – English.

Appendix D. Overview stimuli.

Appendix E. Additional tables.

Appendix A. Variable names and definitions

<i>CSR-company fit.</i>	The amount of perceived congruence between a CSR activity and a company's core business (Sen & Bhattacharya, 2001).
<i>CSR reputation.</i>	The perception of consistent socially responsible behavior by a company in the past or lack thereof (Hur et al., 2014).
<i>Self-identity as an ethical consumer.</i>	The self-reported degree to which ethical considerations play a role in purchasing processes.
<i>Attitude towards CSR.</i>	The degree to which consumers evaluate CSR as an essential business practice (Ajzen, 1991).
<i>Self-serving motive.</i>	The perception that a company uses CSR engagement as a strategic move to increase sales or minimize the harm of negative publicized information (Ellen et al., 2006; Öberseder et al., 2011).
<i>Other-serving motive.</i>	The perception that a company aims to help others or improve the overall situation through CSR (Ellen et al., 2006; Groza et al., 2011).
<i>Skepticism.</i>	The degree to which people doubt, disbelieve or question a company's CSR actions or CSR communication (Skarmeas & Leonidou, 2013).
<i>Trust.</i>	"Consumers' belief that a company is genuinely concerned with the preservation and enhancement of the welfare of society." (Park et al., 2014, p. 297)
<i>Willingness-to-pay.</i>	Consumers' willingness to pay a larger amount for products or services produced by companies perceived as socially responsible (Green & Peloza, 2011).
<i>Purchase intention.</i>	The strength of a consumer's intention to purchase a specific product or products of a specific company (Voorn et al., 2020).

Appendix B. Questionnaire.

Welkom!

Dank voor uw interesse in mijn onderzoek. Mijn naam is Karlijn Radema en in het kader van mijn master Communication Science aan de Universiteit van Twente doe ik onderzoek naar wat mensen denken van bedrijven die maatschappelijke initiatieven ondernemen.

U zal straks een kort persbericht te zien krijgen over een maatschappelijk initiatief van een bedrijf. Lees deze alstublieft goed door. De vragen in deze enquête gaan namelijk over uw ideeën en meningen over het bedrijf en het initiatief. Denk er niet te lang over na. Er zijn geen goede of foute antwoorden.

De vragenlijst duurt ongeveer 10 minuten. Alle gegevens worden anoniem verwerkt en worden alleen voor dit onderzoek gebruikt. U kunt te allen tijde stoppen met de vragenlijst, zonder hiervoor een reden op te geven. Wanneer u stopt voordat u de enquête heeft afgerond, zullen uw antwoorden worden verwijderd.

Heeft uw vragen of opmerkingen over deze enquête? U kunt mij bereiken via k.radema@student.utwente.nl

Alvast bedankt voor uw deelname!

Ik ga hierbij akkoord met deelname aan dit onderzoek.

- Ja
- Nee

Skip To: End of Survey If Ik ga hierbij akkoord met deelname aan dit onderzoek. = Nee

Page Break -----

Bent u 18 jaar of ouder?

- Ja
- Nee

Skip To: End of Survey If Bent u 18 jaar of ouder? = Nee

Page Break -----

Woont u op dit moment in Nederland?

- Ja

- Nee

Skip To: End of Survey If Woont u op dit moment in Nederland? = Nee

Page Break -----

Hieronder ziet u een persbericht, lees dit persbericht alstublieft goed door. De rest van de vragen gaan over uw mening over de informatie in het persbericht.

One of the stimuli is shown

Delay showing submit button: Display "submit" after 60 seconds

Page Break -----

Gebaseerd op het persbericht dat u net heeft gelezen, welke van de volgende activiteiten onderneemt kledingbedrijf Loren?

- Loren verbetert de werkomstandigheden van katoenplukkers.
- Loren schenkt nieuwe kleding aan families die in armoede leven.
- Loren zet zich in om lokale parken en natuurgebieden schoon te houden.
- Loren heeft een kledinglijn ontwikkeld die volledig wordt gemaakt van gerecyclede oude kleding.

Display answers in a random order.

Gebaseerd op het persbericht dat u heeft gelezen, heeft Loren zich in het verleden maatschappelijk verantwoord gedragen?

- Loren heeft zich in het verleden WEL maatschappelijk verantwoord gedragen.
- Loren heeft zich in het verleden NIET maatschappelijk verantwoord gedragen.

Display answers in a random order.

If the questions are not answered correctly, the stimulus is shown again.

Page Break -----

Beantwoord de onderstaande vragen over uw bereidheid om voor producten van maatschappelijk verantwoorde bedrijven zoals Loren te betalen.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Ik zou ermee instemmen om meer te besteden aan producten wanneer deze gemaakt worden door een bedrijf zoals Loren. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou bereid zijn om een hogere prijs te betalen voor producten van een bedrijf zoals Loren. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou bereid zijn meer te betalen voor producten van Loren om het bedrijf te belonen voor het maatschappelijk verantwoord ondernemen. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display answers in a random order.

Page Break -----

Geef via de onderstaande vragen aan of uw producten van kledingbedrijf Loren zou kopen.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Het is zeer waarschijnlijk dat ik producten van Loren zou kopen wanneer ik deze mooi vind. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indien de producten mij aanspreken, is de kans groot dat ik een aankoop zou doen bij Loren. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik weet zeker dat ik zou winkelen bij Loren als de producten in de winkel mij aanspreken. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display answers in a random order.

Page Break -----

Beantwoord de onderstaande vragen over uw mening over de betrouwbaarheid van het initiatief.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Ik geloof dat Loren oprecht het welzijn van de samenleving probeert te verbeteren. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Loren achter gesloten deuren ook op een maatschappelijk verantwoorde manier opereert. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben ervan overtuigd dat dit maatschappelijke initiatief van Loren te vertrouwen is. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het is onzeker of Loren zich echt zorgen maakt over het verbeteren van het welzijn van de samenleving. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het is twijfelachtig dat Loren buiten deze campagne om ook op een maatschappelijk verantwoorde manier handelt. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display answers in a random order.

Page Break -----

Beantwoord de volgende vragen over uw mening over de betrouwbaarheid van het kledingbedrijf Loren.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Ik ben ervan overtuigd dat Loren het belang van de samenleving voor ogen heeft. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Loren te vertrouwen is. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geloof dat Loren betrouwbaar is. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vertrouw erop dat Loren beloftes nakomt. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display answers in a random order.

Page Break -----

Beantwoord de volgende vragen over wat uw gedachten zijn over de motivatie van Loren om dit initiatief te ondernemen.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Ik denk dat Loren probeert te profiteren van de groeiende sociale beweging (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Loren sociale doelen gebruikt om hun te verbeteren. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geloof dat Loren hoopt om de winst te verhogen door sociale initiatieven te tonen. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vermoed dat Loren financieel probeert te profiteren van het toegenomen bewustzijn over sociale problemen die heersen in de maatschappij. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben ervan overtuigd dat Loren langdurig betrokken is bij de maatschappij. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geloof dat Loren probeert iets terug te geven aan de samenleving. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Loren zich moreel verplicht voelt om de samenleving te helpen. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Loren de belangen van anderen probeert te behartigen met dit initiatief. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display questions in a random order.

Page Break -----

Beantwoord de volgende vragen over uw mening of het initiatief goed bij Loren past.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Ik denk dat het maatschappelijke initiatief aansluit bij de doelen van Loren. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het logisch dat Loren dit initiatief uitvoert. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat het uitvoeren van dit initiatief past bij de bedrijfsactiviteiten van Loren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind dat er een logisch verband is tussen het initiatief en de dagelijkse werkzaamheden van Loren. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display questions in a random order.

Page Break -----

Beantwoord de volgende vragen over wat u verwacht van de reputatie van kledingbedrijf Loren.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Ik geloof dat Loren consistent goede doelen en/of initiatieven steunt. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Loren een deel van zijn winst inzet om de samenleving in de loop van de tijd te helpen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Loren de reputatie heeft voortdurend iets terug te doen voor de samenleving. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geloof dat Loren de reputatie heeft om sociaal verantwoordelijk te zijn. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display questions in a random order.

Page Break -----

De volgende vragen gaan over of u zichzelf als ethische consument ziet. (Self-identity)

Wat is een ethische consument? Ethische consumenten houden bij het maken van aankoopbeslissingen rekening met duurzame criteria, zoals de gevolgen voor het milieu en of de arbeiders die producten maken voldoende betaald krijgen.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Ik zie mezelf als iemand die bezorgd is over ethische kwesties. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik beschouw mezelf als een ethische consument. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou mezelf omschrijven als iemand die voorkeur geeft aan maatschappelijk verantwoorde bedrijven. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Producten kopen van een maatschappelijk verantwoord bedrijf weerspiegelt wie ik ben als consument. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zie mezelf NIET als iemand die geeft om de effecten die bedrijven kunnen hebben op het milieu. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zie mezelf NIET als iemand die zich zorgen maakt over de ethische praktijken van bedrijven. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display questions in a random order.

De volgende vragen gaan over hoe belangrijk u maatschappelijk verantwoord ondernemen vindt.
(attitude)

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Ik vind het belangrijk dat bedrijven handelen op een manier die overeenkomt met ethische normen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat bedrijven een morele plicht hebben om iets terug te doen voor de samenleving. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind dat alle bedrijven zich maatschappelijk verantwoord moeten gedragen. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het belangrijk dat bedrijven geen misbruik maken van mensen bij het uitoefenen van hun bedrijfsactiviteiten. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het belangrijk dat bedrijven geen schade toebrengen aan het milieu bij het uitoefenen van hun bedrijfsactiviteiten. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display questions in a random order.

Wat is uw leeftijd? Schrijf alleen getallen, bijvoorbeeld 30.

Woont u op dit moment in Nederland?

- Man
- Vrouw
- Anders

Wat is uw hoogst behaalde opleidingsniveau?

- Basisschool
- VMBO
- HAVO
- VWO/Gymnasium
- MBO
- HBO
- WO
- PHD

In welke provincie woont u?

- Groningen
- Friesland
- Drenthe
- Overijssel
- Flevoland
- Gelderland
- Utrecht
- Noord-Holland
- Zuid-Holland
- Zeeland
- Brabant
- Limburg

Woont u in een stad of in een dorp?

- Stad
- Dorp

Wat is uw huidige werksituatie?

- Student
- Vast dienstverband
- Parttime dienstverband
- Zelfstandig ondernemer
- Werkloos
- Gepensioneerd
- Anders

Geef aan in welke categorie uw huidige jaarinkomen valt.

- Onder € 34.000
- Tussen € 34.000 en € 38.000
- Boven € 38.000
- Zeg ik liever niet.

Page Break -----

Aan het begin van deze enquête heeft u een persbericht gelezen. Geen aan hoe realistisch u dit persbericht vond.

	Helemaal mee oneens (1)	Oneens (2)	Deels mee oneens (3)	Niet mee eens, maar ook niet oneens (4)	Deels mee eens (5)	Eens (6)	Helemaal mee eens (7)
Het persbericht ziet er echt uit. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De informatie in het persbericht is realistisch. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De activiteiten beschreven in het persbericht zouden in het echte leven kunnen gebeuren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break -----

Bedankt voor uw deelname aan deze enquête! Uw antwoorden zijn opgeslagen.

Aan het begin van deze enquête heeft u een persbericht gelezen. Dit persbericht is geproduceerd voor onderzoeksdoeleinden. Het genoemde bedrijf en de activiteiten beschreven in het persbericht zijn dus niet echt.

Heeft u vragen over het onderzoek of bent u benieuwd naar de resultaten? Dan kunt u contact met mij opnemen via k.radema@student.utwente.nl.

Appendix C. Overview stimuli.

8 APRIL 2021

KLEDINGBEDRIJF LOREN SCHENKT KLEDING AAN GEZINNEN IN ARMOEDE



GEZINNEN IN ARMOEDE ONTVANGEN PAKKET VOL NIEUWE KLEDING

DOOR: MAARTEN DE JONG, JOURNALIST

Het familiebedrijf Loren maakt al sinds 1980 toegankelijke kwaliteitsmode voor jong en oud. Sinds de start van het bedrijf is het doorgegroeid met het doel om kleding te produceren voor mensen in alle maten, vormen en leeftijden. Het bedrijf zet zich elke dag in om op innovatieve wijze en met volledige toewijding voor klanten kleding te ontwikkelen die betaalbaar is voor iedereen.

Sinds afgelopen maand is Loren een samenwerking aangegaan met het Leger des Heils om mensen die onder de armoedegrens leven te voorzien van nieuwe kleding. Loren doneert een grote hoeveelheid kleding aan het Leger des Heils, die het Leger des Heils verdeelt onder gezinnen die het niet al te breed hebben. Zo krijgen gezinnen die normaalgesproken enkel tweedehands kleding ontvangen ook eens de kans om een volledige nieuwe kledingset uit te kiezen. De gezinnen komen op afspraak langs bij de lokale vestiging van het Leger des Heils om hun nieuwe kleding uit te zoeken.

Dit is niet de eerste keer dat Loren zich inzet om zwakkere groepen in de samenleving te ondersteunen. De afgelopen 5 jaar heeft het kledingbedrijf er een punt van gemaakt om regelmatig kleding te doneren aan stichtingen die gezinnen in armoede helpen.

Figure 8. Stimulus 1: Positive reputation, high-fit.

Translation stimuli 1.

(Positive reputation, high-fit)

Clothing company Loren donates clothes to families in poverty

Families in poverty receive brand new clothes

The Loren family business has been making accessible, quality fashion for all generations since 1980. Since its origination, the company has grown with the goal of producing clothing for people of all sizes, shapes, and ages. The company is committed to making affordable clothing in innovative manners.

Since last month Loren has entered into a partnership with the Salvation Army to provide people living below the poverty line with new clothing. Loren donates a large amount of clothing to the Salvation Army, which is then distributed to families with financial problems. By doing this, families who normally only receive second-hand clothing also get the chance to choose a completely new clothing set. The families get appointments at their local branch of the Salvation Army to pick out their new clothes.

This is not the first time Loren has committed to supporting weaker groups in society. For the past 5 years, the clothing company has been regularly donating clothing to foundations that help families living in poverty.

KLEDINGBEDRIJF LOREN SCHENKT KLEDING AAN GEZINNEN IN ARMOEDE



GEZINNEN IN ARMOEDE ONTVANGEN PAKKET VOL NIEUWE KLEDING

DOOR: MAARTEN DE JONG, JOURNALIST

Het familiebedrijf Loren maakt al sinds 1980 toegankelijke kwaliteitsmode voor jong en oud. Sinds de start van het bedrijf is het doorgroeid met het doel om kleding te produceren voor mensen in alle maten, vormen en leeftijden. Het bedrijf zet zich elke dag in om op innovatieve wijze en met volledige toewijding voor klanten kleding te ontwikkelen die betaalbaar is voor iedereen.

Sinds afgelopen maand is Loren een samenwerking aangegaan met het Leger des Heils om mensen die onder de armoedegrens leven te voorzien van nieuwe kleding. Loren doneert een grote hoeveelheid kleding aan het Leger des Heils, die het Leger des Heils verdeelt onder gezinnen die het niet al te breed hebben. Zo krijgen gezinnen die normaalgesproken enkel tweedehands kleding ontvangen ook eens de kans om een volledige nieuwe kledingset uit te kiezen. De gezinnen komen op afspraak langs bij de lokale vestiging van het Leger des Heils om hun nieuwe kleding uit te zoeken.

Dit initiatief is ontstaan nadat Loren ervan is beschuldigd kleding te vernietigen wanneer het uit het assortiment gaat, zodat dit niet uit de prullenbakken kan worden gehaald. De kleding werd in stukken geknipt voordat het werd weggegooid, waardoor het niet meer gedragen kon worden door mensen die het uit de vuilniscontainers haalden.

Figure 9. Stimulus 2: Negative reputation, high-fit.

Translation stimuli 2.

(Negative reputation, high-fit)

Clothing company Loren donates clothes to families in poverty

Families in poverty receive brand new clothes

The Loren family business has been making accessible, quality fashion for all generations since 1980. Since its origination, the company has grown with the goal of producing clothing for people of all sizes, shapes, and ages. The company is committed to making affordable clothing in innovative manners.

Since last month Loren has entered into a partnership with the Salvation Army to provide people living below the poverty line with new clothing. Loren donates a large amount of clothing to the Salvation Army, which is then distributed to families with financial problems. By doing this, families who normally only receive second-hand clothing also get the chance to choose a completely new clothing set. The families get appointments at their local branch of the Salvation Army to pick out their new clothes.

This initiative came about after Loren was accused of destroying clothing that would no longer be sold in store. The clothing was cut into pieces before being thrown away. The company did this to prevent people from taking clothes out of the dumpsters. By doing this, Loren wasted resources that some people desperately need. This caused a lot of criticism towards the company in the news a few weeks ago.

KLEDINGBEDRIJF LOREN ZET ZICH IN VOOR EEN SCHONER NEDERLAND



NEDERLANDSE PARKEN EN NATUUR- GEBIEDEN KRIJGEN OPRUIMBEURT

DOOR: MAARTEN DE JONG, JOURNALIST

Het familiebedrijf Loren maakt al sinds 1980 toegankelijke kwaliteitsmode voor jong en oud. Sinds de start van het bedrijf is het doorgegroeid met het doel om kleding te produceren voor mensen in alle maten, vormen en leeftijden. Het bedrijf zet zich elke dag in om op innovatieve wijze en met volledige toewijding voor klanten kleding te ontwikkelen die betaalbaar is voor iedereen.

Sinds afgelopen maand zet Loren zich in om Nederland een beetje schoner te maken. Het kledingbedrijf doneert namelijk een deel van de opbrengst van de verkoop van de nieuwe lentecollectie aan lokale stichtingen die opruimacties organiseren in parken en natuurgebieden. Hiermee kunnen de stichtingen materialen kopen voor vrijwilligers, zoals veiligheidshandschoenen en afvalgreepers. Zo draagt kledingbedrijf Loren een steentje bij om Nederland zwerfafval vrij te maken.

In de afgelopen jaren heeft Loren al stappen genomen om de productie van kleding duurzamer te maken en minder afvalstoffen te produceren in het proces. Met dit initiatief probeert het kledingbedrijf ervoor te zorgen dat er minder afval in de natuur terecht komt.

Figure 10. Stimulus 3: Positive reputation, low-fit.

Translation stimuli 3.

(Positive reputation, low-fit)

Clothing company Loren makes the Netherlands cleaner

Dutch parks and nature reserves are being cleaned up

The Loren family business has been making accessible, quality fashion for all generations since 1980. Since its origination, the company has grown with the goal of producing clothing for people of all sizes, shapes, and ages. The company is committed to making affordable clothing in innovative manners.

Since last month, Loren has been committed to making the Netherlands a little cleaner. The clothing company donates part of the proceeds from the sale of the new spring collection to local foundations that organize clean-up campaigns in parks and nature reserves. This allows the foundations to purchase materials for volunteers, such as safety gloves and waste grabs. This way, clothing company Loren contributes to making the Netherlands litter-free.

In recent years, Loren has already taken steps to make clothing production more sustainable and produce less waste in the process, thus reducing the burden on the environment. With this new initiative, the clothing company is trying to ensure that less waste ends up in nature.

KLEDINGBEDRIJF LOREN ZET ZICH IN VOOR EEN SCHONER NEDERLAND



NEDERLANDSE PARKEN EN NATUUR- GEBIEDEN KRIJGEN OPRUIMBEURT

DOOR: MAARTEN DE JONG, JOURNALIST

Het familiebedrijf Loren maakt al sinds 1980 toegankelijke kwaliteitsmode voor jong en oud. Sinds de start van het bedrijf is het doorgegroeid met het doel om kleding te produceren voor mensen in alle maten, vormen en leeftijden. Het bedrijf zet zich elke dag in om op innovatieve wijze en met volledige toewijding voor klanten kleding te ontwikkelen die betaalbaar is voor iedereen.

Sinds afgelopen maand zet Loren zich in om Nederland een beetje schoner te maken. Het kledingbedrijf doneert namelijk een deel van de opbrengst van de verkoop van de nieuwe lentecollectie aan lokale stichtingen die opruimacties organiseren in parken en natuurgebieden. Hiermee kunnen de stichtingen materialen kopen voor vrijwilligers, zoals veiligheidshandschoenen en afvalgrijpers. Zo draagt kledingbedrijf Loren een steentje bij om Nederland zwerfafval vrij te maken.

Dit initiatief komt niet uit het niks, Loren is namelijk recentelijk beschuldigd van het vervuilen van grond door een lokale natuurstichting. Het kledingbedrijf voert gevaarlijke vloeistoffen, die vrijkomen bij het kleuren van kleding, af via leidingen onder de grond. Via deze leidingen zouden de vloeistoffen vanaf de fabriek naar een opslagplaats gaan, zodat ze later kunnen worden gezuiverd. Deze buizen bleken niet goed onderhouden te zijn, waardoor er een lek is ontstaan en de gevaarlijke stoffen in de grond terecht zijn gekomen.

Figure 11. Stimulus 4: Negative reputation, low-fit.

Translation stimuli 4.

(Negative reputation, low-fit)

Clothing company Loren makes the Netherlands cleaner

Dutch parks and nature reserves are being cleaned up

The Loren family business has been making accessible, quality fashion for all generations since 1980. Since its origination, the company has grown with the goal of producing clothing for people of all sizes, shapes, and ages. The company is committed to making affordable clothing in innovative manners.

Since last month, Loren has been committed to making the Netherlands a little cleaner. The clothing company donates part of the proceeds from the sale of the new spring collection to local foundations that organize clean-up campaigns in parks and nature reserves. This allows the foundations to purchase materials for volunteers, such as safety gloves and waste grabs. This way, clothing company Loren contributes to making the Netherlands litter-free.

This initiative does not come out of the blue because Loren was recently accused of polluting land by a local nature foundation. The clothing company drains dangerous liquids, which are released when clothes are dyed, through pipes underground. Via these pipes, the liquids would go from the factory to a storage place to be purified later. It turned out that these pipes were not properly maintained, which resulted in a leak, and the hazardous substances ended up in the ground.

Appendix D. Questionnaire items - English.

Table 8. Questionnaire items - English

Variable	Variable name	Item	References
Filter Questions	FQ1	Are you 18 years old or older? <ul style="list-style-type: none"> • Yes. • No. 	
	FQ2	Are you currently living in the Netherlands? <ul style="list-style-type: none"> • Yes. • No. 	
Participant Reading Check	PRC1	Based on the article you've just read, which of the following activities has apparel company Loren committed to? Loren... <ul style="list-style-type: none"> • Is actively trying to improve work conditions for cotton farmers. • Helps families living in poverty by donating clothing. • Is committed to keeping local parks and nature reserves clean. • Works on decreasing pollution by developing a completely sustainable clothing line. 	
	RC2	Based on the article you've just read, did Loren behave socially responsible in the past? <ul style="list-style-type: none"> • Loren behaved socially responsible in the past. • Loren did NOT behave socially responsible in the past. 	
Willingness to pay	WTP1	I would be willing to pay more for products to reward Loren for its involvement in CSR.	Adapted from Lee et al. (2010)
	WTP2	I would be willing to pay more for products produced by a company like Loren.	
	WTP3	I would agree to pay a higher price for products if those products are made by a company like Loren.	
Purchase intention	PI1	It is highly likely that I would buy products from Loren.	Based on Zhang & Richard (1999)
	PI2	It is highly probable that I would buy products from Loren.	
	PI3	I'm sure I would buy products from Loren.	
Skepticism	SK1R	I believe that Loren tries to improve the welfare of society	Adapted from Skarmas & Leonidou (2013)
	SK2R	I think Loren operates in a socially responsible manner.	
	SK3R	I am convinced that the CSR campaign carried out by Loren is credible.	
	SK5	It is uncertain that Loren is concerned about improving the well-being of society.	
	SK6	It is questionable that Loren acts in a socially responsible way outside of this campaign.	
Trust	TR1	I am convinced that Loren has society's best interest in mind.	Based on Guenzi et al. (2009)
	TR2	I think that Loren can be trusted.	
	TR3	I believe that Loren is reliable.	
	TR4	I trust that Loren keeps its promises.	

Table 8. Questionnaire items – English (continued)

Self-serving motivation	SSM1	I think that Loren is trying to capitalize on the growing social movement.	Based on Skarmeas & Leonidou (2013)
	SSM2	I think that Loren is taking advantage of social causes to improve its reputation.	
	SSM3	I believe that Loren hopes to increase its profit by showing its CSR efforts.	
	SSM4	I suspect that Loren is trying to benefit from the increased awareness of social problems financially.	
Other-serving motivation	OSM1	I am convinced that Loren has a long-term interest in society.	Based on Skarmeas & Leonidou (2013)
	OSM2	I believe that Loren is trying to give back something to society.	
	OSM3	I think that Loren feels morally obligated to help society.	
	OSM4	I think Loren is genuinely concerned about the interests of others in this CSR campaign.	
CSR-company fit	CCF1	I think the CSR initiative is in line with Loren's goals.	Based on Pérez & del Bosque (2015)
	CCF2	I think that it makes sense that Loren carries out this initiative.	
	CCF3	I think this initiative is in line with Loren's work.	
	CCF4	I think there is a logical fit between the initiative and Loren's day-to-day work.	
CSR Reputation	RP1	Loren consistently supports good causes.	Adapted from Berens et al. (2005) and Lichtenstein et al. (2004)
	RP2	Loren is committed to using a portion of its profits to help society over time.	
	RP3	Loren has a reputation for continuously giving back to society.	
	RP4	Loren has a reputation for being socially responsible.	
Self-identity	SI1	I think of myself as someone who is concerned about ethical issues.	Based on Sparks and Shepherd (1992)
	SI2	I think of myself as an ethical consumer.	
	SI3	I would describe myself as someone who prefers socially responsible companies.	
	SI4	Purchasing products from a socially responsible company reflects who I am.	
	SI5R	I do not think of myself as someone who cares about the effects of companies on the environment.	
	SI6R	I do not think of myself as someone who worries about the ethical practices of companies.	
Attitude	AT1	I find it important that companies act in a manner that is consistent with ethical norm.	
	AT2	I think that companies have a moral obligation to give back to society.	
	AT3	I believe that all companies should behave in a socially responsible manner.	
	AT4	I find it highly important that companies do not take advantage of others while practicing their business.	
	AT5	I find it highly important that companies do not harm the environment while practicing their business.	
Age	AGE	What is your age? (Please state only the numbers, for example, 30.)	
Gender	GEN	What is your gender? <ul style="list-style-type: none"> • Female • Male • Other 	

Table 8. Questionnaire items – English (continued)

Education	EDU	What is your highest achieved level of education? <ul style="list-style-type: none"> • Elementary school • VMBO • HAVO • VWO/Gymnasium • MBO • HBO • WO • PHD
Province	PRO	In which province do you currently live? <ul style="list-style-type: none"> • Groningen • Friesland • Drenthe • Overijssel • Flevoland • Gelderland • Utrecht • Noord-Holland • Zuid-Holland • Zeeland • Brabant • Limburg
Living area	LA	Do you live in a city or a village? <ul style="list-style-type: none"> • City • Village
Work situation	WS	What is your current working situation? <ul style="list-style-type: none"> • Student • Full-time employment • Part-time employment • Entrepreneur • Unemployed • Retired • Other
Yearly Income	INC	Please state in which category your current yearly income falls. <ul style="list-style-type: none"> • Below € 34.000 • Between € 34.000 and € 38.000 • Above € 38.000 • I would rather not say.
Realism check	RC1 RC2 RC3	This article seems real. The information in this article is realistic. The activities described in the article could happen in real life.

(R) indicates reverse coding.

Appendix E. Additional tables.

Table 9. Sample characteristics.

Demographic characteristics		Frequency	Percent
Gender	Male	84	37.3
	Female	141	62.7
Age	Between 18 and 30 years old	192	85.3
	Between 31 and 50 years old	17	7.6
	51 years old and above	51	7.1
Province	Groningen	4	1.8
	Friesland	3	1.3
	Drenthe	1	0.4
	Overijssel	52	23.1
	Flevoland	12	5.3
	Gelderland	16	7.1
	Utrecht	25	11.1
	Noord-Holland	52	23.1
	Zuid-Holland	32	14.2
	Zeeland	0	0
	Brabant	22	9.8
Limburg	6	2.7	
Education	Low (Elementary school, high school, MBO)	51	22.7
	High (HBO, university, masters, Ph.D.)	174	77.3
Working situation	Student	171	76.0
	Part-time	14	6.2
	Full-time	29	12.9
	Self-employed	7	3.1
	Unemployed	0	0
	Retired	3	1.3
	Other	1	0.4
Living area	Town	65	28.9
	City	160	71.1
Total		255	

Table 10. Factor analysis – Rotated component matrix

Constructs	Items	Factors						
		Purchase intention	Skepticism	Self-serving motives	Company-CSR fit	Reputation	Ethical self-identity	Attitude towards CSR
Purchase intention. Cronbach's alpha: .905	It is highly likely that I would buy products from Loren if I like them.	0.88						
	If I like the products, it is highly probable that I will buy products from Loren.	0.92						
	I am sure I would shop at Loren if the products appeal to me.	0.88						
Skepticism. Cronbach's alpha: .871	(Reversed) I believe that Loren genuinely tries to improve the welfare of society.		0.81					
	(Reversed) I think that Loren also behaves in a socially responsible manner behind closed doors.		0.79					
	(Reversed) I am convinced that I can trust this CSR campaign by Loren.		0.79					
	It is uncertain that Loren is concerned with improving the well-being of society.		0.70					
	It is questionable that Loren acts in a socially responsible way outside of this campaign.		0.77					
Self-serving motives. Cronbach's alpha: .838	I think that Loren is trying to capitalize on the growing social movement.			0.81				
	I think that Loren is taking advantage of social causes to improve its reputation.			0.72				
	I believe that Loren hopes to increase its profit by showing its CSR efforts.			0.84				
	I suspect that Loren is trying to benefit from the increased awareness of social problems financially.			0.75				

Table 10. Factor analysis - Rotated component matrix (continued)

Company- CSR fit. Cronbach's alpha: .864	I think that this CSR initiative is in line with Loren's goals.	0.71
	I think that it makes sense that Loren carries out this initiative.	0.79
	I think this initiative is in line with Loren's work.	0.77
	I think there is a logical fit between the initiative and Loren's day-to-day work.	0.85
Reputation Cronbach's alpha: .909	Loren consistently supports good causes.	0.87
	Loren is committed to using a portion of its profits to help society over time.	0.81
	Loren has a reputation for continuously giving back to society.	0.87
	Loren has a reputation for being socially responsible.	0.82
Ethical self- identity. Cronbach's alpha: .813	I think of myself as an ethical consumer.	0.79
	I would describe myself as someone who prefers socially responsible companies.	0.83
	Purchasing products from a socially responsible company reflects who I am.	0.81
Attitude towards CSR. Cronbach's alpha: .842	I find it important that companies act in a manner that is consistent with ethical norm.	0.79
	I think that companies have a moral obligation to give back to society.	0.71
	I believe that all companies should behave in a socially responsible manner.	0.79
	I find it highly important that companies do not take advantage of others while practicing their business.	0.75
	I find it highly important that companies do not harm the environment while practicing their business.	0.77

Table 11. Independent sample t-test Reputation.

		Reputation	N	Mean	Std. Deviation	Std. Error Mean				
		Negative	116	3.4030	1.18815	0.11032				
		Positive	109	4.9151	0.94478	0.09049				
		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval Difference		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Reputation	Equal variances assumed	7.185	.008	-10.523	223	.000	-.1.51212	.14369	-1.79529	-1.22895
	Equal variances not assumed			-10.598	217.144	.000	-.1.51212	.14269	-1.79335	-1.23090

Table 12. Independent sample t-test CSR-Company fit.

		Reputation	N	Mean	Std. Deviation	Std. Error Mean				
		Negative	111	4.3378	1.20116	0.11401				
		Positive	114	4.8706	1.10671	0.10365				
		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval Difference		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CSR-Company fit	Equal variances assumed	.417	.519	-3.461	223	.001	-.53278	.15392	-.83609	-.22946
	Equal variances not assumed			-3.458	220.410	.001	-.53278	.15408	-.83644	-.22911

Table 13. MANOVA Tests of Between-Subjects Effects

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Purchase intention	19,290 ^a	3	6,430	5,256	0,002
	Skepticism	105,804 ^b	3	35,268	34,681	0,000
	Self-serving motives	34,312 ^c	3	11,437	10,495	0,000
Intercept	Purchase intention	5881,943	1	5881,943	4807,845	0,000
	Skepticism	3340,395	1	3340,395	3284,821	0,000
	Self-serving motives	5193,070	1	5193,070	4765,077	0,000
Reputation	Purchase intention	16,515	1	16,515	13,499	0,000
	Skepticism	101,992	1	101,992	100,295	0,000
	Self-serving motives	21,459	1	21,459	19,690	0,000
Fit	Purchase intention	0,050	1	0,050	0,041	0,840
	Skepticism	5,255	1	5,255	5,168	0,024
	Self-serving motives	0,571	1	0,571	0,524	0,470
Reputation * Fit	Purchase intention	2,809	1	2,809	2,296	0,131
	Skepticism	0,166	1	0,166	0,164	0,686
	Self-serving motives	12,278	1	12,278	11,266	0,001
Error	Purchase intention	270,373	221	1,223		
	Skepticism	224,739	221	1,017		
	Self-serving motives	240,850	221	1,090		
Total	Purchase intention	6177,667	225			
	Skepticism	3714,680	225			
	Self-serving motives	5521,750	225			
Corrected Total	Purchase intention	289,662	224			
	Skepticism	330,543	224			
	Self-serving motives	275,162	224			

a. R Squared = ,067 (Adjusted R Squared = ,054)

b. R Squared = ,320 (Adjusted R Squared = ,311)

c. R Squared = ,125 (Adjusted R Squared = ,113)

Table 14. PROCESS mediation analysis

Model: 4
Y: Purchase intention
X: Self-serving motives
M: Skepticism

Sample. Size: 225

OUTCOME VARIABLE: Skepticism

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4832	.2334	1.1362	67.9091	1	223	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.3211	.3183	4.1500	.0000	.6938	1.9484
Self-serving motives	.5295	.0643	8.2407	.0000	.4029	.6526

Table 14. PROCESS mediation analysis (continued)

OUTCOME VARIABLE: Purchase intention

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.3403	.1158	1.1537	14.5365	2	222	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	6.0461	.3329	18.1604	.0000	5.3900	6.7022
Self-serving motives	.0880	.0740	1.1895	.2355	-.0578	.2337
Skepticism	-.3495	.0675	-5.1792	.0000	-.4825	-.2165

Total Effect Model

OUTCOME VARIABLE: purchase intention

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.0946	.0090	1.2873	2.0153	1.0000	223	
	coeff	se	t	p	LLCI	ULCI
constant	5.5844	.3388	16.4811	.0000	4.9167	6.2522
Self-serving motives	-.0971	.0684	-1.4196	.1571	-.2319	.0377

Total, Direct, and Indirect Effects of X on Y

Total effect of X on Y							
Effect	se	t	p	LLCI	ULCI	c_ps	c_ps
-.0971	.0684	-1.4196	.1571	-.2319	.0377	-.0854	-.0946
Direct effect of X on Y							
Effect	se	t	p	LLCI	ULCI	c_ps	c_ps
.0880	.0740	1.1895	.2355	-.0578	.2337	.0774	.0857
Indirect effect (s) of X on Y:							
	Effect	BootSE	BootLLCI	BootULCI			
Skepticism	-.1851	.0464	-.2807	-.0994			
Partially standardized indirect effect(s) of X on Y:							
	Effect	BootSE	BootLLCI	BootULCI			
Skepticism	-.1627	.0371	-.2378	-.0917			
Completely standardized indirect effect(s) of X on Y:							
	Effect	BootSE	BootLLCI	BootULCI			
	-.1804	.0429	-.2668	-.0991			

Level of confidence for all confidence intervals in output: 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals: 5000