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"Corporate Social Responsibility and Skepticism: an investigation of perceived CSR motives and the effect on consumer behavior."

A thesis submitted in partial fulfillment of the requirements for the master's degree in marketing & communication

BY

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CERTIFICATE OF DISSERTATION PREPARATION

The present thesis is submitted in partial fulfilment of the requirements for the postgraduate degree of the MSc in Marketing & Communication with International Orientation and will be made publicly accessible via the e-library of the programme and the AUEB Institutional Repository & Digital Library "PYXIDA".

I hereby also declare that the present thesis is a result of my own work and has not been submitted for any other undergraduate or postgraduate qualification in Greece or abroad. This thesis reflects my personal opinions on the subject. All sources have been cited properly, including online material.

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Executive Summary

Corporate social responsibility (CSR) today is a pervasive preoccupation of businesses worldwide. Not only is it a moral obligation, but also a business imperative, as well, since consumers reward socially responsible corporations in the sense of loyalty and purchase intention. Although pertinent literature over the years has highlighted the beneficial effects of CSR programs on a company's reputation and to consumers' behavior, recently there has been a shift in the individuals' attitudes towards CSR initiatives. There is a widespread concern that firms exploit the trend of social responsibility in order to increase their profits and mislead their customers into believing they care about social causes.

This paper contributes to CSR literature by trying to explain how CSR skepticism generates and its impact on consumer-related outcomes in the context of grocery retailers. Attribution theory provides the theoretical framework the study draws on as it suggests that consumers assign to companies egoistic-, values-, and strategic-driven motives and subsequently these motives affect the formation of attitudes. The paper also examines the notion of CSR authenticity and the influence of skepticism on purchase intention and retailer's equity.

With regards to the methodology, a quantitative approach was employed with the use of a questionnaire as the research instrument and a cause-related marketing example as the scenario. The results of the research showed that consumers are not familiarized with the concept of CSR and they hold a rather neutral to positive stance towards the large supermarket chains in Greece. Despite the findings not agreeing with those of previous research, the study consolidated the relation between the discussed terms and set the common ground for future studies.

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1. INTRODUCTION

1.1. Problem statement

A new reality is rising for societies around the world, placing Corporate Social Responsibility (CSR) at the center of public interest. Now more than ever, due to the social upheaval brought about by this unprecedented virus outbreak, CSR plays a crucial role. Companies that do not regard the human factor as a topmost priority, during crises like this, will find themselves under a lot of pressure. Corporations should reevaluate their mission, their vision, and their values by answering three basic questions: What is the reason for their existence? How do they influence the world around them and can they make it a better place? What do they need to do in order to fulfill their mission?

It is quite important to academics and marketers to understand the effects of CSR initiatives on consumers' attributions of CSR and therefore to recognize their attitudes and behaviors. Consumers support companies of which they have positive CSR perceptions. The results of surveys and studies over the last decade show that a striking percentage of consumers were willing to support companies regarded to be delivering on CSR. For example, (Du, Bhattacharya, & Sen, 2010) presented the results from a survey conducted in 2007, which showed that 87 % of the consumers in the United States of America would be willing to switch to another brand or product if it became evident that the company behind that brand would engage in genuine CSR campaigns. The same survey also showed that consumers would be willing to abandon a brand or product due to the company's negative CSR practices and even boycott such a company.

Although the benefits of CSR programs are apparent, various corporate scandals, ethical lapses, and anxiety for contemporary life have lead consumers to be distrustful of firms' reasons for engaging in CSR. Consumer skepticism of the business world is on the rise and there is a societal concern that firms often advertise false or incomplete information to mislead consumers and improve their image. Skepticism towards corporate giving or corporate performance can be seen in many forms. The

"green skepticism" or "window-dressing" is viewed as the consumers' tendency to doubt the environmental benefits or the environmental performance of a green product (Obermiller, Spangenberg, & MacLahlan, 2005). Companies are also accused of "pinkwashing", meaning that they provide funding for research to eliminate breast cancer while also selling products that are thought to contribute to breast cancer or "bluewashing" that is the partnership of a company or brand with the United Nations so as to present a humanitarian face.

Consumers perceive that a company is engaging in CSR simply to benefit financially, rather than out of actual concern for others. They become skeptical of a firm's CSR intentions when they doubt the motives for such initiatives, which in turn results in these customers being less likely to respond to its CSR program and subsequently try to "punish" the company by boycotting or spread negative information. This is particularly true when the CSR campaign involves a non-profit or charity, as in cause-related marketing or corporate philanthropy (Forehand & Grier, 2003).

Literature shows that people may care less about a company's CSR activities than about its motives (Ellen, Webb, & Mohr, 2006). The motives of a company as interpreted by consumers influence consumers' attitude towards the company as well as their intent to purchase the company's products or services (Becker-Olsen, Cudmore, & Hill, 2006). Consumers' or stakeholders' response to CSR is a result not of the CSR itself, but of their evaluation of this initiative in relation to the company (Becker-Olsen, Cudmore, & Hill, 2006). As stated by (Marin, Cuestas, & Roman, 2015) consumers' intentions and attitudes are influenced by the motives that consumers assign to a company's actions. Subsequently, those motives are explored in previous studies in order to investigate the corporate incentives to engage in CSR campaigns.

1.2. Objectives of the study

The field of corporate social responsibility has attracted much academic attention over the years. However, the whole concept of CSR is so difficult to understand because it is broad and

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multidimensional. When companies engage in CSR they have to account for social, financial, environmental aspects and they have to take into consideration numerous implications. These implications along with the range of situations that can be manifested demand more exhaustive research.

Having thoroughly examined the widespread occurrence and importance of CSR, recently there has been a shift towards the various assumptions about the reasoning of corporations' engagement in CSR and, particularly what benefits they can actually acquire by adopting a humanitarian profile. For example, when a consumer observes that a firm is developing and launching socially responsible campaigns, he or she might explore several possibilities to locate the causality of the event. Are competitors doing the same thing, or is this firm leading the way? Is the firm's socially responsible behavior constrained in this niche area, or is the responsibility a common feature in the firm's overall approach? Is this a new strategic initiative for the firm, or is there a history behind it? By providing answers to these questions, the consumer can make intrinsic or extrinsic attributions of why a firm engages in CSR actions. Such causal explanations, in turn, influence the consumer's skepticism (Leonidou & Skarmeas, 2015). Therefore, the key antecedents of CSR attributions appear to be an essential area of research because they provide a better understanding of the psychological mechanisms underlying these impactful consumer judgments and provide guidance for organizations on how to respond to them.

In brief, this study draws from the principles of attribution theory in order to investigate the motives (i.e. egoistic-driven, values-driven and strategic driven) that have an impact on skeptical views of CSR. A Cause-Related Marketing scenario, that is a partnership between a supermarket and a non-profit organization, is employed to facilitate the recall in the mind of the consumer before responding to the questionnaire. Cause-related marketing is particularly appropriate for the examination of consumer skepticism because of its dual (cause-beneficial and cause-exploitative) nature (Skarmeas & Leonidou, 2013). The purpose is to contribute to the subject of CSR skepticism

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and shed light on its determinants and consequences. More specifically, the study intends to explore the following research questions:

1. Which are the company's motives that mostly affect consumer's assumptions?
2. Do these motives influence skepticism positively or negatively?
3. What is the role of authenticity in the formation of skeptical behaviors?
4. Does skepticism for corporate social responsibility actions affect purchase intention and equity?

If all these questions are to be answered then the customer's approach and assumptions about the CSR model can be examined. To sum up, skepticism is important in explaining consumer reluctance toward CSR messages. Furthermore, the role of consumer skepticism has emerged in the related, but distinct, the context of corporate social responsibility (CSR) (Forehand & Grier, 2003; Skarmeas & Leonidou, 2013). The results indicate that CSR practices are susceptible to the detrimental effect of skepticism and thus call for further theoretical and empirical studies on consumer skepticism, leading to a better understanding of not only positive but also negative consumer responses to marketing actions.

1.3. Context of the study

This paper revolves around an academic research carried out in the context of Post Graduate Degree. It is a quantitative one and its instrument is an on-line questionnaire. The setting of the research is Greece and specifically, Athens that is the researcher's place of residence and therefore the participants'. The time frame for the collection of data was set from in the middle of March until the end of April. The timing was particularly interesting since, at that period, Greece, among other countries had to resort to quarantine and lockdown due to the spread of corona-virus. What was also remarkable was that supermarkets and grocery stores showed significant sales growth making them

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the most profitable business of the period. Though this is coincidental, it puts the subject of the thesis into perspective and contributes to the controversial issue of CSR.

In order to narrow down the scope of the research, it centers around the retailing industry and more specifically on the supermarket sector. According to statista.com "the retail trade industry is responsible for the display and sale of new or used goods to consumers for personal or household consumption". The reason for choosing this particular domain is the challenges it faces both nationally and globally at any given time. Statista (Number of retail chains* in Greece in 2020, by sector) provides accurate data to portray the business landscape. In Greece, particularly, food ranked in second place in the total number of retail chains by sector, after fashion and clothing. In 2019, food retailing continued to be led by grocery retailing with the top five companies all operating in this channel. Actually, Sklavenitis remains on top, and also showed the strongest value share growth in 2019.

Many examples show the importance of ethical issues in consumer food and grocery shopping decisions. All major players engage in various CSR activities but the ones pointing to Cause-Related Marketing will be named as a point of reference because there should be an analogy between the scenario used in the survey and reality. Sklavenitis, Vassilopoulos, Lidl, Massoutis, MyMarket have all organized over the years campaigns in order to help the less privileged of society. Their schemes involve food donations or sums of money to major non-profit organizations like the Food Bank or Boroume whose mission is to reduce food waste, provide daily food to people in need and fight malnutrition. Of course, their efforts do not revolve only around food but also around different types of charities or social causes, the environment, ethical working conditions, etc.

All the internal or external parties to which a corporation has a responsibility constitute the stakeholders. The most common stakeholders of an organization today are the government, society, competitors, employees, consumers, shareholders and suppliers. This paper focuses on the

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consumers' segment which is most times the target of CSR communications initiatives. In general, consumers applaud altruistic corporate behaviors that are beneficial for all of society in the long term rather than merely benefitting the organization itself, and they tend to reward those efforts (Marín, Cuestas, & Román, 2015). If CSR is properly communicated, it is more likely that companies will reap their rewards for being socially responsible.

Overall, grocery retailers should anticipate and prepare for developments concerning the ethical aspect of their business since it might affect their sustainability and survival.

1.4. Outline of the dissertation

The present dissertation will be structured as follows:

Chapter two presents an overview of the pertinent literature and examines prior research conducted in the field of Corporate Social Responsibility. The term is thoroughly defined and some of its forms are explored, with emphasis placed on Cause Related Marketing as it is the most appropriate for this study. In addition, the notions of skepticism, suspicion and authenticity are presented as well as the constructs of Corporate Perceived Hypocrisy and fit between a company and the cause it serves. In the same chapter, the theoretical framework of the thesis that draws from the attribution theory is analyzed along with the company's perceived motives. The hypotheses formulation and the conceptual model are also included.

Chapter three presents an analytical overview of the research process followed and a detailed description of the stages that constitute the methodology employed to test the thesis' hypotheses. There is a distinction between the different types of research and the reasons for opting for a quantitative one. The survey instrument that is the questionnaire is analyzed in-depth along with measures used for the operationalization of concepts. The processes of sampling and data collection are also examined.

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Chapter four focuses on the analysis of the findings and hypotheses testing. Descriptive statistics is employed to summarize the given data set and convey an idea of the market studied. Inferential statistics is employed to assess the relationship between the variables and statistical models test the hypotheses established. The analyses performed are: reliability, correlation and regression analysis.

Chapter five revolves around the discussion of the findings that occurred in the research and the implications of these in a theoretical and managerial context. The limitations and the difficulties encountered throughout the research are addressed and suggestions for future research are proposed.

2. LITERATURE REVIEW & RESEARCH MODEL

2.1. Introduction

This chapter presents an overview of the pertinent literature in order to provide a theoretical framework for the dissertation. Literature review sets the foundation for every study and helps link it with previous studies carried out in the same or similar fields. Furthermore, it broadens the scope of the research, strengthens the value of the findings that can now be compared with those of others. Except for the definitions of major terms and concepts used, the research hypotheses will be formulated.

2.2. Literature Review

2.2.1. Corporate Social Responsibility

A large number of existing studies in the broader literature have examined the concept of Corporate Social Responsibility. CSR is a company's commitment to improving societal, economic and environmental well-being through business practices (Sen & Bhattacharya, 2001), a company's obligation to maximize its positive effect and minimize its negative impact on society (Pride & Ferrell, 2006) and generally encompasses all those efforts that make a company a good corporate citizen. Recently, CSR has been rising as a higher priority for business and organizations alike that, except for researchers and members of the academia, major institutions such as the European Commission have attempted to formulate a definition; the Commission regards CSR as "the responsibility of enterprises for their impact on society" (Corporate Social Responsibility & Responsible Business Conduct). A company is considered socially responsible when it tries to incorporate into its business strategy social, environmental, ethical, consumer/human rights concerns and of course, abide by the law.

Broadly speaking, CSR can assume many expressions ranging from philanthropy, cause-related marketing, and environmental responsibility to humane employee treatment and fair trade (Ellen,

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Webb, & Mohr, 2006). In an attempt to illustrate the domains CSR initiatives touch upon, Sen & Bhattacharya (2001) identify numerous taxonomies such as community support (e.g. educational, art, health programs), diversity (e.g. sex-, race-, family-, disability-based initiatives), employee support (e.g. job security), environment (e.g. recycling, eco-friendly products, waste management). Despite their type, CSR efforts aim at presenting an image of a company that caters to the needs of the society that its own survival depends on. (Marín, Cuestas, & Román, 2015). These efforts are generally intended to demonstrate to consumers and other stakeholders that the company is a good member of society and cares about its customers (Zhang & Hanks, 2017).

There is a long list of benefits for a company's engagement to CSR that have already been thoroughly examined in the existing body of literature. Indicatively, participating in CSR activities allows the company to communicate with customers that it shares their values, further increase the level of consumer – company identification and solidify the company's reputation in their minds (Bhattacharya & Sen, 2003). Apart from the intangible benefits of consumer-company identification, reputation, corporate or brand evaluations, CSR programs have been proven to favorably contribute to a company's operating outcomes. Prior research has shown that CSR programs can result in increased customer loyalty and purchase intentions, higher revenues, positive word of mouth, willingness to pay a premium and resilience to negative information about the company (Du, Bhattacharya, & Sen, 2010). In addition to customers, other stakeholder groups also respond positively to effective CSR strategies. For example, Sen & Bhattacharya (2001) found that CSR initiatives lead to people seeking employment in a socially responsible company or investing in a company by purchasing stock.

2.2.2. Cause-Related Marketing

As stated before, one of the forms that CSR can assume is that of Cause-Related Marketing (CRM) on the principles of which draws the scenario of this particular study that will be analyzed in detail in the Methodology section. CRM can be described as the promise made by a company to donate either a

certain amount of money or products to a non-profit organization/good cause when consumers purchase its products or use its services (Varadarajan & Menon, 1998). According to Belch & Belch (2018), it is a very popular technique of image building, in which companies link with charities as contributing sponsors. These types of initiatives may be considered as a form of partnership between the two interested parties that both benefit from the arrangement; the organization acquires the financial aid in order to fulfill its needs and the company improves its corporate performance by simultaneously supporting a worthy cause (Varadarajan & Menon, 1998). A successful CRM campaign may improve a company's reputation, boost sales, increase employees' involvement, enhance brand equity, increase consumer acceptance of price increases, generate favorable publicity, and even win over skeptical officials who may have an impact on the company (Belch & Belch, 2018). For all these reasons studies on CRM are managerially relevant. Indeed, studies have shown that association with a cause influences consumer's purchase intentions because they are more likely to buy from a sponsor and they are more likely to trust a socially responsible brand. There are many striking examples of renowned companies adopting a variety of schemes. Some of the expressions of CRM are making donations to a non-profit organization, encouraging employees to volunteer for a cause, donating materials or supplies, running public service announcements or even providing event refreshments (Belch & Belch, 2018).

However, not all cause-marketing is a guarantee of success. CRM is susceptible to criticism by consumers since it is actually a commercial agreement between business and charities whose only purpose is merely to market an image or a product for mutual interest rather than selflessly donating money or a number of products (Elving, 2013). For many, this is a promotional form of CSR and raises concerns with regards to the honesty of the incentive which is either cause-beneficial or cause-exploitative. A number of authors have recognized that CRM is one of the most controversial types of CSR because consumers doubt whether the firm acts out of altruism rather than out of its own interest and profiteering. Companies have gotten into trouble by misleading consumers about their

relationships or by supporting causes that had little financial returns. Overall, the audience is becoming more and more skeptical and is demanding more accountability from companies' CRM efforts (Belch & Belch, 2018).

One way to tackle this problem is through fit and reputation. Pirsch & Gupta (2006, p. 323) assert that " marketing managers should focus on the basics when developing a cause-related marketing campaign: build a general positive feeling toward their brand, pick a cause that makes sense to the consumer to be a partner in the alliance, and make sure that the consumer does not think that your company is exploiting the alliance through too much promotion".

Therefore, the skepticism generated towards CRM renders it so suitable for the investigation of CSR-induced attributions (Varadarajan & Menon, 1998).

2.2.3. Corporate Social Responsibility Skepticism

These past few years research in the field has shown that CSR has acquired some negative connotations in consumer behavior such as skepticism (Sen & Bhattacharya, 2001; Wagner, Lutz, & Weitz, 2009). Skepticism is the individual's attitude of doubting that particular claims or statements are true. The origin of the word comes from the Greek verb "skeptomai" which means to think, to examine and "skeptikos", at first, meant the inquirer, someone who was unsatisfied and still looking for truth. The term has been excessively used in philosophy since antiquity until today so as to denote those that challenged the existing knowledge and rejected the status quo. Nevertheless, this tendency to disbelieve and question is not only an intriguing subject that preoccupied philosophers for centuries but also a phenomenon that is in the center of interest in numerous disciplines, for instance, psychology, sociology, even politics. As far as business is concerned, skepticism is a consumer's characteristic leading them to mistrustful judgments about a company's advertising messages, promotions, public relations, environmental claims and, not unexpectedly, the topic of the present thesis, CSR and cause-related marketing initiatives.

Literature identifies two types of skepticism: pre-dispositional skepticism that is an individual trait and situational skepticism that is a temporary state (Forehand & Grier, 2003). Pre-dispositional skepticism is a personality trait signifying an ongoing or global state of disbelief across contexts (Obermiller, Spangenberg, & MacLahlan, 2005). In the first case, people tend to be skeptical without the stimulus of context, while in the second case people are affected by advertising or marketing claims. Hence, situational skepticism can be increased or decreased by changing the amount of information given to consumers (Forehand & Grier, 2003). For example, prior research has established that as customers' knowledge and understanding of the CSR campaign increase, situational skepticism can be reduced (Webb & Mohr, 1998). The main problem is how to provide additional information about a campaign so that customers can use it for their evaluations of CSR.

Overall, skepticism arises when consumers think that a company is acting in self-interest rather than for the benefit of society. If a consumer thinks that a company is using CSR solely to improve its image and questions the motives of that company, he or she is likely to be skeptical. (Elving, 2013)

Skepticism is associated in the literature with the notions of cynicism and suspicion. Cynicism is manifested in the form of distrust in others whose actions are mainly based on egoistic and selfish motives. Specifically, cynicism may be considered as a personality trait that always exists regardless of time and context whereas skepticism is more situation-dependent. Cynical people might react with more skepticism in certain situations (Elving, 2013). Suspicion, on the other hand, is viewed as a state of mind according to which the individual believes that the motives of someone else's actions are deliberately hidden from them. People more often than not show suspicion if the real motives are not clear or if contradictory motives are involved. A company's promotion of its CSR activities frequently raises suspicion, especially when the activities entail donating money to a non-profit or a good cause. The purpose of making as much money as possible and the willingness to help society creates confusion in the mind of the consumer who is unsure about the underlying motives of a firm.

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These contrary motives are not easily linked in the cognitive process of an individual, so the real motives or aims of the company are not easy to unravel (Elving, 2013).

2.2.4. Authenticity

Authenticity, a virtue needed in every aspect of contemporary life, denotes the quality of being true, of being genuine. The concept of authenticity has been widely discussed in many disciplines ranging from philosophy and psychology to business and marketing. Across the literature, authenticity seems to be a rather complex term that borrows elements from other disciplines, making it a multi-dimensional construct. In the context of CSR, it is defined as "the perception of a company's CSR actions as a genuine and true expression of the company's beliefs and behavior toward the society that extend beyond legal requirements" (Alhouti, Johnson, & Holloway, Corporate social responsibility authenticity: Investigating its antecedents and outcomes, 2015, p. 1243). Authenticity is a significant antecedent to CSR skepticism as consumers and various stakeholders tend to trust corporations that genuinely pursue CSR activities (Beckman, Colwell, & Cunningham, 2009). It is important to note, however, that trust and authenticity are related but are distinct constructs. For example, regarding consumers' perceptions of CSR, trust refers to their willingness to be vulnerable due to positive expectations of an organization's CSR efforts. In contrast, authenticity refers to whether a firm's CSR efforts are genuine, meaning whether they are aligned to the company's values and whether they are compatible to societal norms and expectations. In other words, stakeholders are more likely to trust an organization's CSR efforts if they perceive them to be authentic (Beckman, Colwell, & Cunningham, 2009). Previous studies focus on two dimensions critical to perceptions of authenticity, distinctiveness and social connectedness. Distinctiveness refers to the idea of a company being true to itself and social connectedness to the idea of serving social expectations.

Research, however, has highlighted the element of subjectivity and contextuality that render it rather challenging to analyze. In other words, context can alter views on authenticity; consumers

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may react differently to CSR actions when there is a change in the context either, company or industry, since they perceive the genuineness of an action differently. Given the importance of authenticity for the success of CSR programs combined with its subjective and contextual nature, it is important to understand the dimensions of authenticity within the CSR domain. Yet, the existing literature has not provided an explicit conceptualization of consumer evaluations of CSR authenticity. Prior studies are mostly conceptual or qualitative in nature and largely explore authenticity based on employee perceptions (Beckman, Colwell, & Cunningham, 2009). A notable exception is a paper by Alhouti, Johnson, & Holloway (2015) that proposed a scale for CSR authenticity. Participants in the study considered a company's CSR programs as genuine when they tought that they were motivated by more than just the financial drive. The idea of "triple bottom line" is underlined to describe social enterprise business models that care for people, planet and profit and their CSR initiatives are perceived to be as genuine. However, when a company is not focused on a social or environmental cause, its CSR campaigns may be seen as inauthentic since customers believe that it is motivated by financial gain. Alhouti et al. (2015) argue that an individual's knowledge about the company is essential as consumers frequently need to rely on the company's history to determine whether it has a genuine interest in the cause.

2.2.5. Corporate Perceived Hypocrisy

CSR communications may have the opposite results to what was initially intended. Previous research shows that in some cases CSR visibility may harm a company's short-term or long-term prosperity. Janssen, Sen, & Bhattacharya (2015) claim that firms that have positioned themselves as socially responsible may face harsher critique than others that have not openly communicated their initiatives. There are several reasons for that. Firstly, such firms are under close scrutiny by the media, organizations and other stakeholders and secondly, the quality and the amount of information the audience receives. Wagner, Lutz, & Weitz (2009) examine the effects of the insufficient amount of information consumers receive with respect to CSR communications and how

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companies can mitigate these inconsistencies. They analyzed a key psychological mechanism through which incongruent CSR information affect consumers and they developed the construct of Corporate Perceived Hypocrisy. Having drawn from psychological research of individual hypocritical behavior, they defined Perceived Corporate Hypocrisy as the audience's belief that a company pretends to be something it is not. Namely, corporations may communicate their good behavior (promises) to their stakeholders, but when consumers find an incongruity between their claims and their actions, they risk being accused of hypocrisy. For example, consumers might obtain information about a corporation's CSR activities from company-owned sources (like the company's website, social media, PR reports, corporate advertising, etc.) and from other, independent sources (e.g. mass media, documentaries, consumer advocacy groups, etc.) that are contradictory to each other. Their findings reveal that perceived hypocrisy damages consumers' attitudes toward firms by negatively affecting CSR beliefs. CSR activities can improve a company's image only when consumers believe those activities have a sincere motive (Yoon, Gurhan-Canli, & Schwarz, 2006).

Corporate Perceived Hypocrisy has serious implications on the company's reputation and on consumer's overall attitude towards the company. Except for consumers, however, this type of deceptive behavior undermines the other stakeholders' trust, as well. The belief that a company has failed to deliver on its promises threatens the relationship with investors who helped establish the company and with employees who help sustain it (Wagner, Lutz, & Weitz, 2009). In order to overcome the obstacle of corporate perceived hypocrisy they emphasized on the impact of major communication campaigns. Wagner, Lutz, & Weitz (2009) maintained that reactive communication is more efficient in minimizing the effects of corporate perceived hypocrisy in comparison to proactive communication. In the former, the company's statement follows the socially irresponsible behavior while in the latter, the company actively positions itself as engaging and the statement about CSR precedes its observed contradictory behavior. However, the risk of a proactive communication strategy can be mitigated by increasing the obscurity of the statements (that precede any company

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behavior). Furthermore, they found that regardless of the type of communication strategy, or the order in which the company presents information to consumers, information inconsistency ultimately leads to perceptions of corporate hypocrisy. In conclusion, corporate perceived hypocrisy affects both consumers' overall CSR beliefs and their outlook toward the firm and serves as a mediator of CSR information on these two interrelated dependent constructs (Weiner & Peter, 2009).

2.2.6. Cause Fit Communication

There are numerous factors determining the effectiveness of CSR initiatives. Pertinent literature has examined the notion of fit between the company and its initiatives. Fit is defined as the link between CSR and a firm's product, image, positioning and target audience. According to Du, Bhattacharya, & Sen (2010) fit is perceived as the congruence between a company's scope of activity and social issue chosen to support. High congruence has a positive impact on consumer attitude towards a brand or company because CSR activity is viewed as suitable. When consumers realize there is a good fit between expectations, knowledge, actions and a company's CSR domain, they demonstrate higher credibility and low risk of skepticism. Congruence is, generally, regarded as more positive than a lack of congruence. The inconsistency of information leads to more critical evaluations about the company and its motives (Elving, 2013).

Nevertheless, may increase skepticism around a company because it enhances its external, profit-driven motives (Forehand & Grier, 2003). Namely, when a company is connected to the CSR activity it represents, it is more likely to get financial returns. There is the exception of socially stigmatized industries supporting social issues directly related to their products or business model, such as a tobacco company supporting cancer-battling campaigns. In cases as this, the research shows that a high fit increases attributions of egoistic motives by the firm, while low fit CSR campaigns increase attributions to public-serving / society serving motives by the firm (Du, Bhattacharya, & Sen, 2010). Yoon, Gurhan-Canli, & Schwarz (2006) examined the negative effect of fit on attitude, similarly to

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Forehand & Grier (2003) who found that companies that were supporting a CSR action that is closely related (fit) to the company, led to a focus on the profit-making of the company by supporting this particular CSR domain. Although mixed results are presented in the literature, it is clear that fit between a company and its CSR domain influences the motives that are attributed to the company, and therefore also influences the level of skepticism about these motives (Elving, 2013).

Another aspect affecting CSR skepticism is the content of the message and the medium/ channel used to transmit the CSR information (Du, Bhattacharya, & Sen, 2010). What is really important for companies is consistently communicating the importance of the social issue they chose to support, as well as the reasons / motives of engagement in CSR and the impact of their efforts (e.g. the number of people having been supported through a specific CSR activity). With regards to the channels, the information coming from independent sources (e.g. credible mass media) or even company's employees (in the form of positive Word of Mouth or engagement in voluntary social work) can definitely enhance the positive perceptions of the audience. On the other hand, the use of media directly controlled by the company (e.g. company generated reports, company website and social media presence, corporate advertising) have been proven to raise suspicion and increase skepticism.

2.3. Research Model

2.3.1. Attribution Theory

The theoretical framework of this paper is based upon a widely researched concept of Social Psychology, attribution theory. Attribution is regarded as the mental process in which people employ their perception, judgment, and thinking to indicate a cause or explain a certain event (Kelley, 1973). People attribute cause to the events around them because of their intrinsic curiosity to understand their surroundings and explain the world, both to themselves and to other people (Jones & Davis, 1956).

Lin-Hi & Blumberg (2018) stipulate that a basic principle of attribution is that people act like ‘‘intuitive psychologists’’and try to understand the causes for every behavior that they observe by making two basic types of attributions: external and internal. In the case of external attributions, the causes of the observed actions are assigned to factors outside the subject’s control, for instance, other people. At the other end of the spectrum, internal attributions, the causes of the observed actions are assigned to the subject’s intentions and motives.

Consumer behavior draws on the principles of attribution to explain how individuals make causal inferences about a company’s behavior (Folkes, 1984). Attribution theory is particularly appropriate for examining consumer skepticism because it can interpret consumers’ views concerning the reasons that a firm may take a more responsible approach to its business, how they assign these motives to the firm’s actions, and how this cognitive process influences consumers’ subsequent responses (Ellen, Mohr, & Webb, 2000). This construct is particularly useful to describe the notion of CSR skepticism as consumers seem particularly interested in justifying the reasons why firms engage in CSR practices and show little confidence in corporate efforts to appear “as good corporate citizens” (Ellen, Webb, & Mohr, 2006).

2.3.2. CSR Perceived Motives

Researchers have adopted over the years different methodologies to classify CSR motives. For example, Forehand & Grier (2003) categorized CSR motives as public-serving and firm-serving, while Graafland & Van de Ven’s (2006) approach included strategic motives and moral motives. Similarly, Becker-Olsen, Cudmore, & Hill (2006) categories describe profit motivated and socially motivated motives. Furthermore, prior studies indicated that consumers assign to companies two primary types of motives: firm-serving motives that focus on benefiting the company itself and public-serving motives that focus on benefiting people outside the company. Given the fact that, firm-serving

motives reveal an individualistic character and public-serving motives an altruistic one, it is naturally expected that consumers favor the latter (Becker-Olsen, Cudmore, & Hill, 2006).

Bearing in mind that consumers' attributions are more complex than traditionally viewed, recent literature in the field has added upon the previous sorting and identified two types of CSR-induced motivations: intrinsic and extrinsic. Intrinsic (or selfless) motives have the ultimate goal of doing good and fulfilling social obligations, while extrinsic (or self-interested) motives have the ultimate goal of increasing the actor's own welfare (Vlachos, Epitropaki, Panagopoulos, & Rapp, 2013). In other words, intrinsic motives imply a selfless, caring, and benevolent behavior and prove the firm's moral, ethical, and environmental ideals and standards (Ellen, Webb, & Mohr, 2006; Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009) leading consumers to adopt a positive stance towards the company. On the other hand, extrinsic attributions denote that a company's behavior aims at profiteering and serving its own interests creating distrust for consumers who adopt a negative stance towards the company. (Ellen, Webb, & Mohr, 2006; Vlachos, Epitropaki, Panagopoulos, & Rapp, 2013).

For the purposes of the present paper, the four-type-classification is employed: egoistic-driven motives, strategic-driven motives, stakeholder-driven motives and values-driven motives. Briefly, egoistic motives relate to exploiting the cause rather than helping it, strategic motives support reaching business goals (e.g., increased market share, creating positive impressions) while benefiting the cause, stakeholder-driven motives relate to supporting social causes solely because of pressure from stakeholders, and values-driven motives related to benevolence-motivated giving. These motives are also divided into two groups in terms of their effect on consumers' purchase intentions (Ellen, Webb, & Mohr, 2006). The values-driven and strategic-driven ones carry a positive connotation as they are perceived as other-centered while the egoistic and stakeholder-driven ones are rather negative since they are perceived as self-centered.

Combining the previous taxonomies, it is evident that internal attributions lead consumers to consider the intrinsic, honest motives of the company's CSR activities, while external attributions lead to external, self-serving motives like improving the company's reputation or relieving the pressure exerted by stakeholders (Forehand & Grier, 2003). When consumers make an external attribution for the motives of a company and perceive them as profit-driven, they are skeptical about the company's motives, or the sincerity of those motives, for initiating the CSR activity (Elving, 2013). The underlying premise is that, consumers are prone to accepting attributions of values-driven motives because they consider firms to be acting with sincere and benevolent intentions (Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009). According to Marin et al. (2015) consumers believe that firms design CSR actions because they care and tend to view CSR activities as deriving from a company's moral behavior. Values-driven motives affect consumers' recommendation intention, that is, word of mouth, thus being sufficient motivation for consumers to speak positively of a company.

2.3.3. Research Hypotheses

Egoistic-driven motives reflect all the beliefs that the company takes advantage of a social cause instead of supporting it (Ellen, Webb, & Mohr, 2006; Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009). When egoistic attributions are ascribed to companies, this means that consumers perceive its CSR campaigns as a way to mislead them into a false ethical image. In this case, people regard such motivations as manipulative and not accommodating to the cause. On the contrary, they believe that the company tries to capitalize on the social cause exhibiting an opportunistic and profiteering image. Therefore, consumers are likely to question the retailer's CSR engagement if they think it originates from an egocentric perspective (Skarmeas & Leonidou, 2013).

H1. Egoistic-driven motives relate positively to CSR skepticism

Value-driven motives reflect all the beliefs that the company engages in CSR actions solely because of its moral, ethical and societal ideas and standards (Ellen, Webb, & Mohr, 2006). In that event, consumers feel that the retailer acts out of character and shows a genuine interest in the society by trying to give something back. Values-driven attributions designate a selfless, kind, and considerate demeanor that is aligned with the philosophy of the firm to do good and fulfill its obligations to society (Becker-Olsen, Cudmore, & Hill, 2006). This underlying set of values conveys transparency, provides authenticity, and develops perceptions of greater sincerity in the eyes of consumers (Weiner & Peter, 2009). Thus, under these circumstances, consumers are likely to unquestionably accept the retailers' social participation.

H2. Values-driven motives relate negatively to CSR skepticism

Strategic-driven motives reflect the beliefs that the company assigns to CSR initiatives in order to fulfill its business goals. Namely, a firm's ultimate goal is survival by increasing its revenue. In order to achieve that, it has to maintain a good reputation that will help retain or increase its customers. If this reputation is enhanced by undertaking social activities, it is significantly beneficial for the company. However, strategic-driven attributions create confusion in the mind of the consumer; on the one hand, they perceive them as completely justifiable since a firm needs to be economically viable (Ellen, Webb, & Mohr, 2006). On the other hand, social giving deriving from the necessity of making profit shows an economic rather than moral motivation (Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009). Generally, the problem is that a company decides to support a social cause not because doing so is the right thing to do, but because "doing so is just business" (Skarmeas & Leonidou, 2013). Consequently, consumers are likely to doubt CSR activities when they assign to them profit-making causes.

H3. Strategic-driven motives relate positively to CSR skepticism

CSR authenticity expresses the degree to which consumers find that a company's CSR initiatives are actually destined to help society rather than its own benefits. According to Alhouti, Johnson, & Holloway (2015) consumer assessments of CSR activities usually come form their perception of whether or not firm's CSR motives are genuine. When various stakeholders observe the element of aythenticity, CSR activities are properly evaluated (Beckman, Colwell, & Cunningham, 2009). Aythenticity can gain the support of hostile stakeholders while the lack of it leads to distrust and negative images of a company (Beckman, Colwell, & Cunningham, 2009). It was also shown that CSR authenticity positively affects employees' perceptions of a firm concerning employee morale, dedication, loyalty, pride, and organizational homogenity (Bhattacharya & Sen, 2003). In this regard, Alhouti, Johnson, & Holloway (2015) conclude that it is not just enough for a firm to behave in a socially responsible manner, but its CSR activities need to be credible if a firm expects to reap rewards.

H4. CSR authenticity relates negatively to CSR skepticism

The term brand equity encompasses "the intangible asset of added value or goodwill that results from the favorable image, impressions of differentiation, and/or the strength of consumer attachment of a company name, brand name, or trademark" (Belch & Belch, 2018). Namely, retailer equity describes the strength of a retailer's name, so that the consumer opts for one instead of another even if they both have the same level of offering. Yoo, Donthu, & Lee (2000) argue that the store name is linked with the store's perceived quality; different retailers offer different quality. In relation to social causes, CSR practices create a general framework for consumers' evaluations of the company, rather than explicitly giving information about the quality of its products (Sen & Bhattacharya, 2001).

Findings of previous research show, that consumers not only care about their consumption experience but also take into account the company's attitude towards the wider community, thus finding it easier to identify themselves with the brand's CSR initiatives (Bhattacharya & Sen, 2003). Furthermore, consumers find the identity of a company more attractive and trustworthy when it is similar to their own set of beliefs and preferences. As a result, people can easily identify with a company committed to "doing good" and include it in their consideration set as a socially responsible one. However, CSR skepticism has raised questions concerning the genuine social consciousness of companies and whether they are actually ethical or not. Such feelings of doubt undermine the relationship between the consumer and the company and reduce the value of the retailer's name in the consumer's mind (Cho, 2006). Therefore, consumer's skepticism towards a firm's CSR engagement may lead to weak retailer equity.

H5. CSR skepticism relates negatively to retailer equity

Purchase intention is translated into the probability that a consumer will buy a product or a service from a specific firm. Intention is seen as the drive that stimulates consumers' buying behaviors. Although intentions are not always accurate predictors of future behavior, consumers tend to follow their purchase intentions (Chandon, Morwitz, & Reinartz, 2005). Hence, this construct is extremely valuable to business as it enables researchers to forecast consumers purchasing patterns and various stakeholders to build the strategy for their firms. With regards to a company's engagement in CSR, it is claimed that the level of skepticism about the motives can be an indicator of the success of a CSR campaign (Elving, 2013). CSR activities have a positive influence on the attitude towards a company if the motives are attributed as sincere (Forehand & Grier, 2003; Becker-Olsen, Cudmore, & Hill, 2006). However, negative effect was found when there was much skepticism, which also has an effect on consumer purchase intentions (Becker-Olsen, Cudmore, & Hill, 2006; Ellen, Webb, & Mohr, 2006). If

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consumers think that a company initiates CSR activities solely for profit-making reasons, their probability to purchase from a particular retailer will be lower.

H6. CSR skepticism relates negatively to purchase intention

Table 1

Hypotheses Summary	
H_1	Egoistic-driven motives relate positively to CSR skepticism
H_2	Values-driven motives relate negatively to CSR skepticism
H_3	Strategic-driven motives relate positively to CSR skepticism
H_4	CSR authenticity relates negatively to CSR skepticism
H_5	CSR skepticism relates negatively to retailer equity
H_6	CSR skepticism relates negatively to purchase intention

2.3.4. Conceptual Framework

The outline below presents the research model of the study. The model consists of two different groups of variables: attributions, which include egoistic-driven, values-driven and strategic-driven motives that consumers assign to companies for their CSR practices, the attribution outcome, meaning the notion of CSR skepticism and its aftereffects being retailer equity and purchase intentions. The arrows indicate the relation's direction (which construct affects which) and the signs indicate whether the relation is positive or negative.

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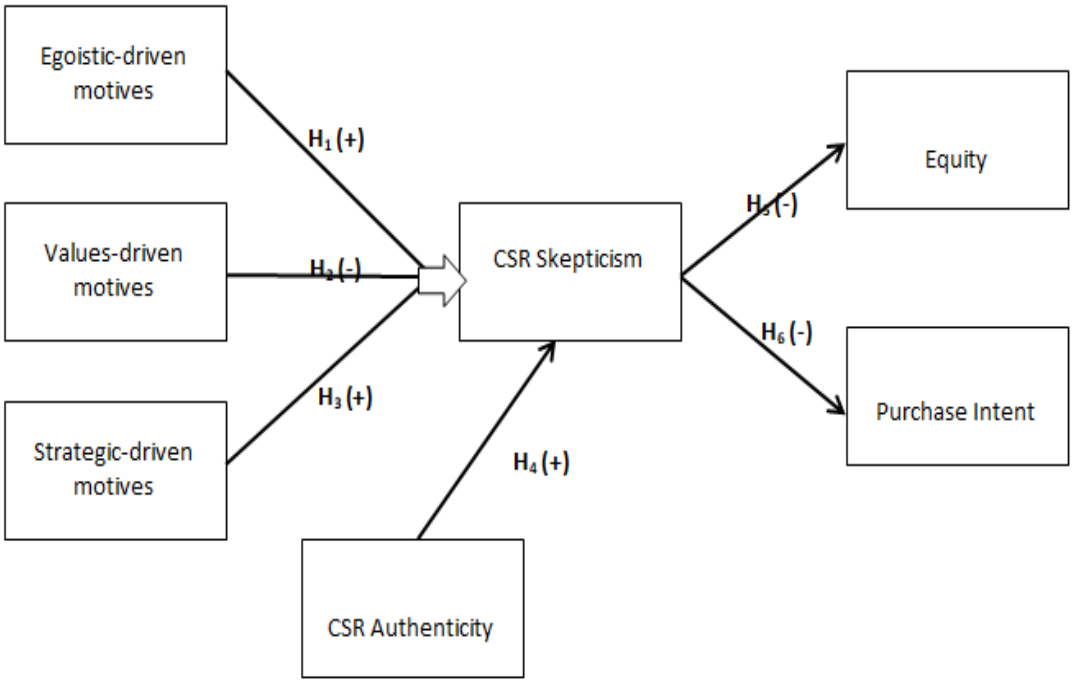
Figure 1


Egoistic-driven motives
Values-driven motives
Strategic-driven motives
CSR Skepticism
CSR Authenticity
Equity
Purchase Intent
H1 (+)
H2 (-)
H3 (+)
H4 (+)
H5 (-)
H6 (-)

3. METHODOLOGY

3.1. Introduction

This chapter presents an analytical overview of the research process followed and a detailed description of the stages that constitute the methodology employed to test the thesis' hypotheses. Some preliminary research was conducted in order to establish the theoretical background of the concepts of *research approach*, *questionnaire development*, *sampling* and *data collection* that will be examined below.

3.2. Research Approach

In terms of research objectives, literature recognizes four designs: descriptive research, correlation research, explanatory research and exploratory research. The first describes a situation, phenomenon, problem or issue; the second establishes or explores a relationship between two or more variables; the third explains why certain things happen the way they do and the last one examines the feasibility of conducting a study or exploring a subject area where nothing or little is known (Kumar, 2011). As far as the time frame of the study is concerned, Saunders, Lewis, & Thornhill (2009) identify two types of studies: cross-sectional and longtitudinal ones. The former examines a particular phenomenon (or phenomena) at a particular time and the latter observes people or events over a period of time. The cross-sectional time horizon is metaphorically described as a snapshot while the longtitudinal perspective as a diary. The present dissertation adopts the descriptive design as it analyses the phenomenon of CSR skepticism and due to time constraints the cross-sectional perspective.

Theory suggests that there are two types of data sources, primary and secondary. The former includes first-hand information that needs to be collected by the researcher and the latter second-hand information that is already available and needs only to be extracted (Kumar, 2011). The distinction between qualitative and quantitative data is equally important to the study design and

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the choice should be determined based on the objectives of the research. Qualitative data refers to all non-numeric data or data that have not been quantified, while quantitative data involve some numerical data or contain data that could usefully be quantified to help to answer the research questions (Saunders, Lewis, & Thornhill, 2009). The most common methods to obtain quantitative data are experiments and surveys while qualitative data can be obtained through one-on-one interviews, focus groups, case studies research, record keeping, observations, ethnographic researches etc. According to (Kumar, 2011) "the main focus in qualitative research is to understand, explain, explore, discover and clarify situations, feelings, perceptions, attitudes, values, beliefs and experiences of a group of people. On the other hand, in quantitative research, the measurement and classification requirements of the information that is gathered demand that study designs are more structured, rigid, fixed and predetermined in their use to ensure accuracy in measurement and classification."

For the purpose of this academic research, primary data were collected through the administration of an online survey. Survey research provided a means of quantifying the concepts of the company's motives, CSR skepticism, equity, purchase intention, optimism and examining relevant relationships in depth. A quantitative approach opted over a qualitative one since it gave the opportunity to objectively analyze the perceptions, attitudes and the behavior of a larger sample of the population. Overall, the choice of a more specific, well-structured study design that has already been tested for its validity and reliability enhanced the credibility of the research. Furthermore, qualitative techniques such as focus groups or in-depth interviews would require a small sample size, which would be less time efficient and it might introduce bias from nonresponse or respondent–interviewer interaction (Craig & Douglas, 2005).

3.3. Questionnaire Design

The instrument used in survey research is typically a questionnaire. Before designing the questionnaire and formulating the questions, previous studies in academic journals were reviewed so

as to facilitate the operationalization of the concepts to be tested. Saunders, Lewis, & Thornhill (2009) argue that adapting or adopting questions maximizes the reliability and the validity of the study. Having carefully translated the original questions in Greek and considered its layout, an online 30-question-survey, which is presented in the Appendix, was constructed.

3.3.1. Pretesting

This stage preceded the official distribution of the questionnaire. During pretesting participants were asked to fill in the questionnaire and provide qualitative feedback in order to ensure readability and clarity. Ten draft questionnaires were used but they were not included in the main study. From the feedback received, no major corrections were made and the questionnaire remained almost the same.

3.3.2. Ethical Considerations

With regards to the ethical implications of the research, anonymity and confidentiality were preserved and it was clarified that the participants were volunteers who may have withdrawn from the study at any time and with no ramifications. A cover letter at the beginning of the questionnaire informed the respondents about the topic and the purpose of the research. It also emphasized on the objectivity of the survey and made sure that they would answer honestly and truthfully.

3.3.3. Scenario

The questionnaire is divided into seven parts in order to facilitate comprehension and make it more attractive to respondents. The interdependent questions are grouped together and, generally, the questionnaire follows a logical sequence.

The study employed a scenario to test the research hypotheses. In the first part of the questionnaire, participants were instructed to recall a supermarket that they had recently visited, to specify this retailer and to complete the questionnaire with respect to the identified retailer. Then, the scenario informed respondents that this retailer had announced a collaboration with a non-profit organization

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whose purpose was ending hunger and reducing food waste. The retailer would regularly donate both products and an amount of its profits to the organization. The study used two items to check the realism of the scenario given: "The situation described was …" (1 very unrealistic to 5 very realistic) and "I had no difficulty imagining this situation" (1 strongly disagree to 5 strongly agree) (Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009).

3.3.4. Measures

For reliability and validity purposes, the study identified well-established measures from existing research and adapted the wording and scales so as to better suit the present thesis. For the majority of items, a five-point likert-type response format was employed. Respondents were asked how strongly they agree or disagree with a statement (1 strongly disagree to 5 strongly agree) or how probable or improbable a situation is (1 very improbable to 5 very probable).

The second part of the questionnaire focuses on CSR skepticism and authenticity. These constructs are measured through six items deriving from the work of Skarmeas & Leonidou (2013) and Alhouti, Johnson, & Holloway (2015) aiming at evaluating the level of consumer's suspicion towards the social involvement of the retailer. The next section consists of ten items assessing the company's motives which are classified into egoistic-, values-, strategic- driven ones and they are taken from the work of Ellen, Webb, & Mohr (2006), Skarmeas & Leonidou (2013) and Vlachos, Tsamakos, Vrechopoulos, & Avramidis (2009). Three items assess egoistic-driven motives and four items test values- and strategic-driven motives respectively. The items analyzing stakeholder-driven motives were not included in the survey, something that will be discussed in the Limitations section of the paper. The notion of equity is measured using two items taken from Skarmeas & Leonidou (2013) while the construct of purchase intent item was taken from Alhouti, Johnson, & Holloway (2015). Optimism is assessed by three items from the work of Scheier & Carver (1985). Optimism is regarded as a control variable since optimistic people tend to make more positive evaluations. The final unit of the

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questionnaire refers to demographics: the gender, age, occupation and shopping frequency of the participants are asked through multiple choice questions which are placed in the end for discretion purposes, as the theory suggests.

3.4. Sampling and Data Collection

3.4.1. Sampling

Sampling is defined as the process of selecting a few (a sample) from a bigger group that is, the sampling population (Kumar, 2011) to participate in one's research. Literature suggests there are two types of sampling techniques: random or probability sampling and non-random or non-probability sampling. Random or probability sampling is considered the design according to which each element of the population has an equal chance of being selected in the sample that is known beforehand (Kumar, 2011). Namely, the sampling frame can be regarded as a complete list of all the cases in the population from which the sample will be drawn (Saunders, Lewis, & Thornhill, 2009). There are three types of probability sampling: simple random sampling, stratified sampling and cluster sampling.

However, (Saunders, Lewis, & Thornhill, 2009) state that limited resources or the difficulty to define a specific sampling frame imposes the use of non-probability sampling techniques. These designs do not follow the theory of probability in the sense that the number of elements in a population is unknown or cannot be identified by the researcher (Kumar, 2011). In other words, it is a sampling process where each unit of the population has a probability to be chosen in the sample that is not known. There are four techniques that constitute non-probability sampling: convenience sampling, judgment sampling, quota sampling and snowball sampling.

The sampling method used in this research is convenience sampling, meaning that any respondent readily available was chosen. Therefore, the participants who were more available to answer the

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questionnaire were the ones belonging to the researcher's personal and social sphere, for example, friends, relatives and colleagues. In addition to convenience, snowball sampling was used. With snowball or referral sampling, initial respondents were selected randomly or based on judgment, and they were then asked to put forward the questionnaire to their acquaintances so as to collect more data significantly faster. This procedure continued until a large enough sample is obtained (Craig & Douglas, 2005). Judgment sampling should also be included in the techniques as some participants were chosen based on the personal view that they were fit to complete the survey. Thus, the final sample, which will be meticulously examined in the Analysis section, included 191 respondents.

Hence, the criteria in order to be eligible to participate in the research were to live in Greece and shop regularly from any of its supermarkets. Participants also had to have access to an Internet connection to be able to answer an online questionnaire. Finally, they had to answer all the questions included.

Yet, it should be noted that the sampling methods used may have reduced the validity of the research due to the low representativeness of the sample, probably affecting the generalization potential of the results to the entire population. These implications will be addressed in the Limitations section of the research.

3.4.2. Data Collection

A questionnaire can be administered in different ways. The present questionnaire is a web-based one, as it is created on Google Forms, a free online survey tool for personal and professional use. This type of questionnaire can be characterized as self-administered since it is completed by the respondents and as Internet-mediated since it is administered electronically using the Internet (Saunders, Lewis, & Thornhill, 2009). Respondents were invited to access the questionnaire via a hyperlink that was sent to them via e-mail or posted publicly on social media and its completion

lasted about five minutes. Participants' responses were automatically collected on another free online tool, Google Sheets before imported into the SPSS software for statistical analysis.

No hard copy questionnaires were administered due to time limits and practical constraints. Given the fact that this survey was carried out in the middle of March, social distancing and quarantine made it impossible to conduct the research in person. In addition, a web-based approach would be less intrusive as people could respond in their own time and responses were readily checked as they were received (Craig & Douglas, 2005).

4. ANALYSIS & RESULTS

4.1. Introduction

Quantitative data in a raw form, that is, before these data have been processed and analyzed, convey very little meaning. These data, therefore, need to be processed to make them useful, that is, to turn them into information (Saunders, Lewis, & Thornhill, 2009). Statistics play a vital role in understanding the relationship between variables, particularly when there are more than two. They confirm or contradict what one reads from a piece of information, and provide an indication of the strength of the relationship and the level of confidence that can be placed in findings. When there are more than two variables, statistics are also helpful in understanding the interdependence between them and their contribution to a phenomenon or event (Kumar, Research Methodology: a step-by-step guide for beginners, 2011). Having encoded the responses from the questionnaire into variables, the SPSS software for statistical analysis was used.

4.2. Descriptive Statistics

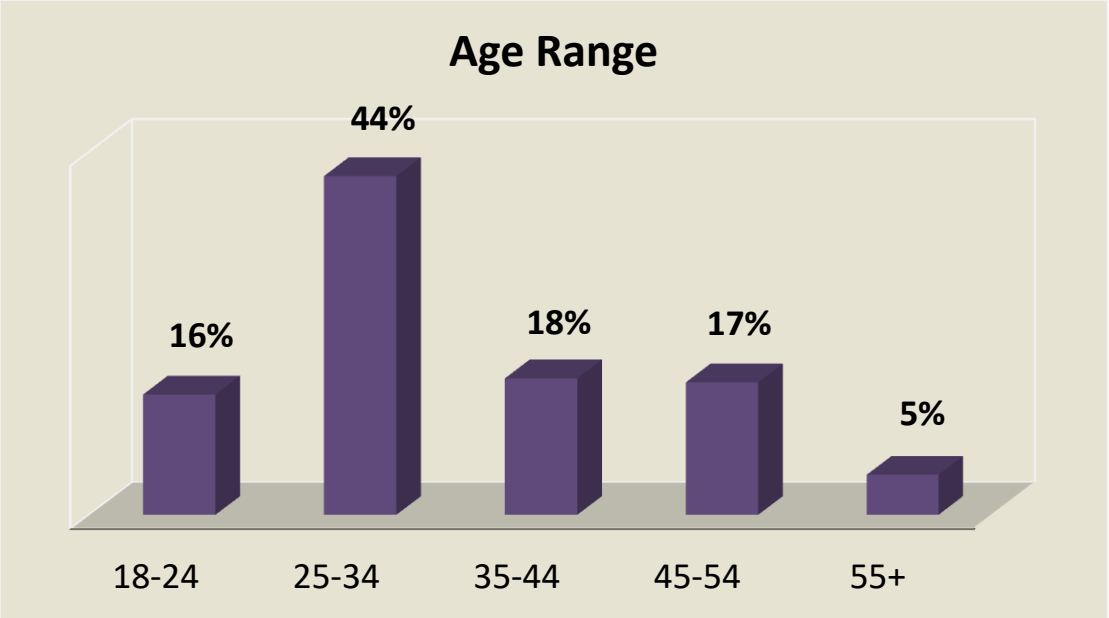
Quantitative analysis techniques such as graphs and charts allow readers to explore, present, describe, and examine relationships and trends within the given data set. That is why this section focuses on descriptive statistics.

Table 2

Statistics				
	Please select your gender.	Please select your age.	Please select your occupation.	Please select your shopping frequency.
Mean	.35	2.52	1.96	1.96
Std. Error of Mean	.034	.080	.086	.065
Median	.00	2.00	1.00	2.00
Mode	0	2	1	2
Std. Deviation	.477	1.109	1.191	.893
Variance	.227	1.230	1.419	.798

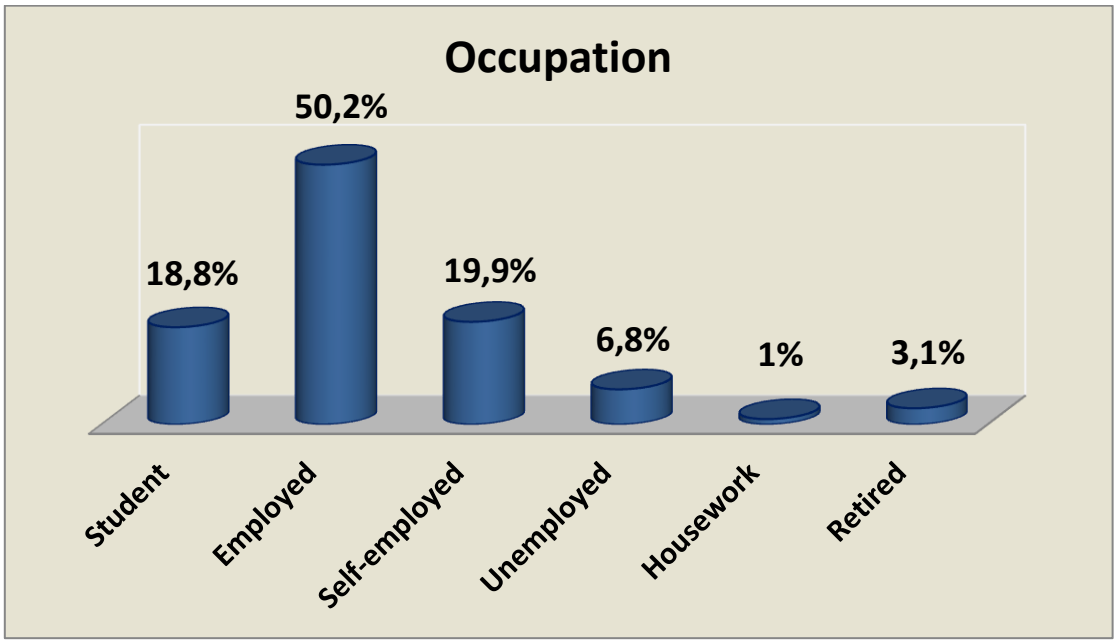
The number of questionnaires gathered was 193. However, two were excluded due to incomplete answers. In total, the sample collected included 191 participants and it consists of 125 women and 66 men that account for 65% and 35% respectively. There were no responses that fell under "Prefer not to answer". As far as the age groups are concerned, the large majority (44%) belonged to the 25-34 and just a 5% to those above 55 years old. The remaining categories were very close in numbers with the 16% referring to those 18-24, 18% to those 35-44 and 17% to those 45-55.

Figure 2



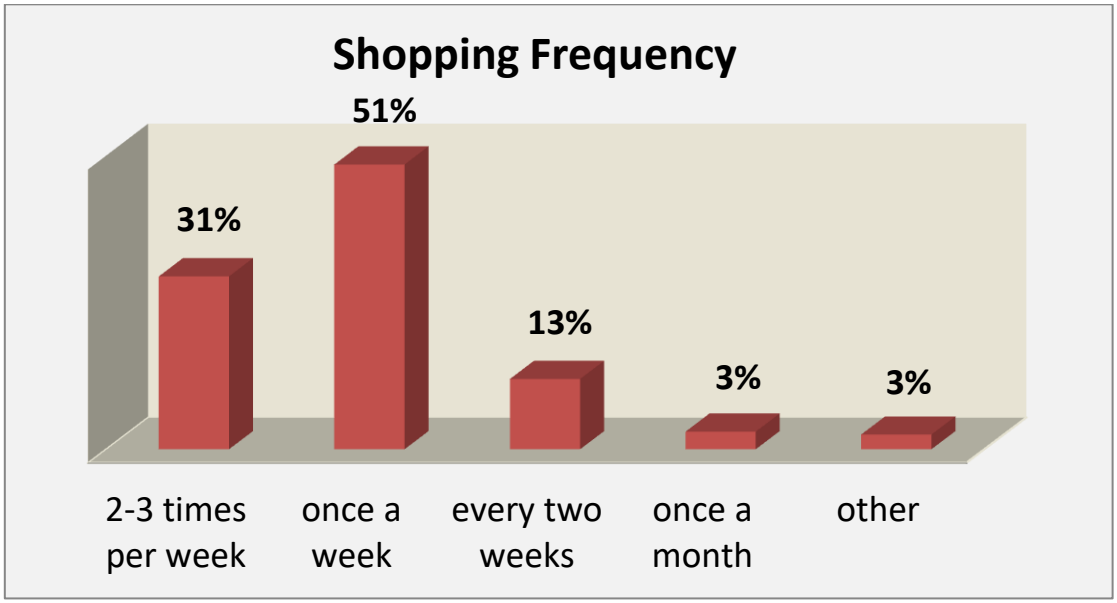
The profiling of the respondents involves the characteristic of occupation since it affects consumers' buying behavior. Half of the sample stated that they are employed, the next category being self-employed with almost 20% and the university students with nearly 19%. 6.8% are unemployed while only 3% are retired and just 1% are occupied with housekeeping.

Figure 3



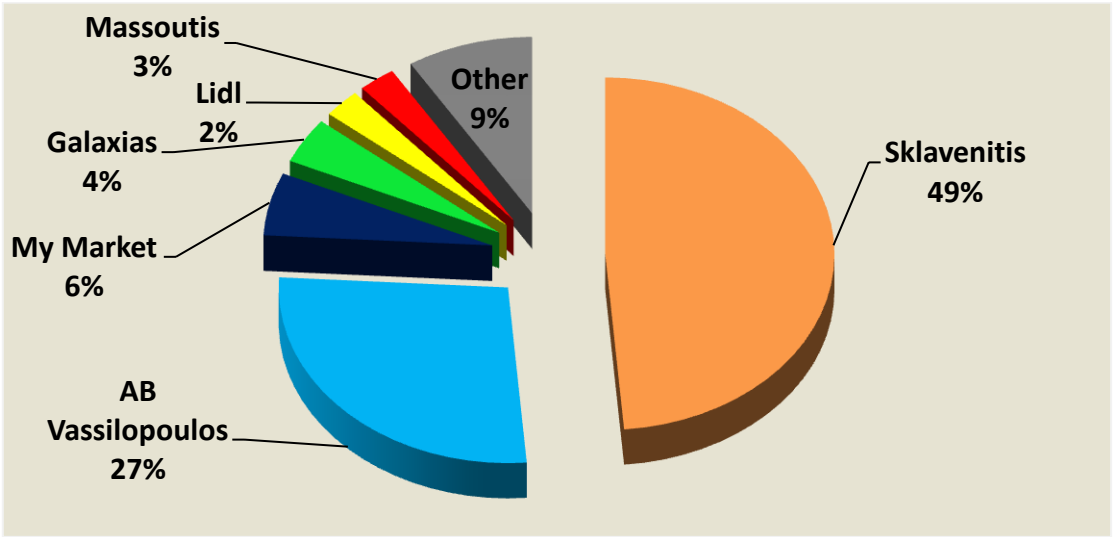
A very important demographic factor relevant to this particular study is the shopping frequency at a supermarket. The majority of participants answered once in a week (51%) and a large percentage shops two or three times per week (31%). The 13% visits the supermarket twice a month while 3% only once in a month. There is also another 3% that includes different answers.

Figure 4



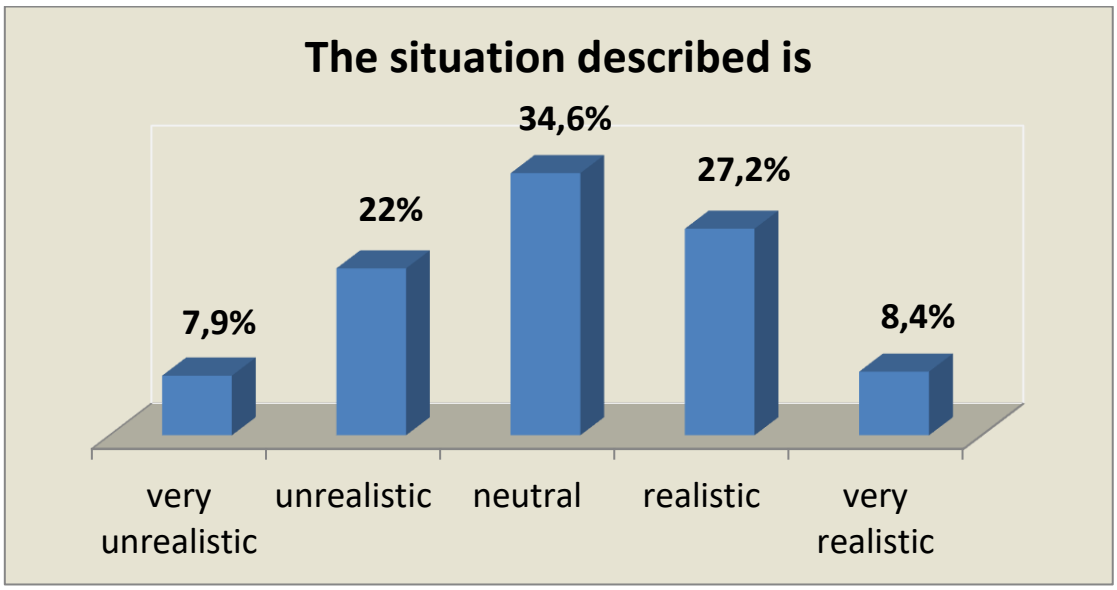
Respondents were also asked to state the name of the supermarket they had last visited. A vast majority mentioned Sklavenitis (49%) and the second place occupied AB Vassilopoulos (27%). The rest of the retailers had extremely small percentages compared with these two; My Market (6%), Galaxias (4%), Lidl (3%), Massoutis (3%) and others (9%).

Figure 5



After having been asked to state the supermarket they had last visited, the respondents were asked to rate the level of realism to the scenario. The scenario described that the retailer they had just mentioned initiated a collaboration with a non-profit organization and the company would donate money or products in order to support their cause. The majority of the participants (34.6%) found the situation neutral, meaning it was neither realistic nor unrealistic. 27.2% thought that the scenario was realistic while 22% thought that it was unrealistic. The two extremes for the very unrealistic and very realistic options occupied 7.9% and 8.4% respectively.

Figure 6



The following scheme presents the descriptive statistics for all the factors in the questionnaire. A review of Table 3 reveals some interesting results. For all items a likert-type response was used with 1 being "strongly disagree", 3 being "neutral" and 5 being "strongly agree". For CSR skepticism the average answer was neutral to positive (M= 3.66 and SD close to 1). The responses are similar for CSR authenticity (M=3.61 and SD=0.88). Regarding egoistic-driven motives of companies, participants neither agree nor disagree (M=3.00 and SD= 1.09). For values-driven motives the average responses varied between neutral and agree (M=3.39 and SD=0.66). However, the answers for strategic-driven motives denote a higher level of agreement ranging from "agree" to "strongly agree" (M=4.47 and

SD=0.66). As far as the retailer equity and optimism are concerned, the majority of answers are neutral to positive (M=3.56 and 3.97 and SD=1.15 and 0.78 respectively). Finally, purchase intention collects rather positive answers (M=4.15 and SD= 0.78).

Table 3

Statistics								
	CSR Skepticism	**CSR Authenticity**	**Egoistic-driven motives**	**Values-driven motives**	**Strategic-driven motives**	**Retailer equity**	**Purchase intention**	**Optimism**
Mean	3.6688	3.6126	3.0052	3.3979	4.4738	3.5654	4.15	3.9721
Median	3.7500	3.5000	3.0000	3.5000	4.7500	4.0000	4.00	4.0000
Mode	4.00	4.00	3.00	3.75	5.00	4.00	4.00	4.00
Std. Deviation	.90682	.88950	1.09570	.82001	.66042	1.15379	.739	.78609
Variance	.822	.791	1.201	.672	.436	1.331	.547	.618

4.3. Inferential Statistics

Although it is easy to interpret the relationship between two variables from a table, in order to quantify this relationship inferential statistics should be employed. This type of statistics helps the researcher to ascertain the strength of a relationship and test the hypotheses.

4.3.1. Computing Items' Means

Factor analysis is used for all multi-item scales of the questionnaire in order to group each item's variations into one variable for each construct, and allow further data analysis. This can be achieved by calculating the arithmetic mean of a variable's arguments that have valid, non-missing values. The items must be of the same scale and the function is accessible through the "Compute Variable" tab on SPSS. The following table shows the items that have been transformed into a new variable.

Table 4

Variable Labels	New Variable Name
This retailer follows high ethical standards The retailer is a socially responsible company. The retailer is concerned about improving the well-being of society Helping others appears important to this company	CSR Skepticism
The retailer's CSR actions are genuine The retailer's CSR action is in accordance with the company's values and beliefs	CSR Authenticity
The retailer is trying to capitalize on the growing social movement The retailer is taking advantage of social causes The retailer is trying to benefit from the increased awareness of social problems	Egoistic-driven motives
The retailer has a long-term interest in society The retailer is trying to give back to society The retailer has an ethical responsibility to help society The retailer feels morally obliged to help society	Values-driven motives
The retailer wants to keep its existing customers The retailer hopes to increase its profits The retailer wants to get new customers The retailer hopes to increase its competitiveness	Strategic-driven motives
It makes sense to do my shopping at this retailer instead of another store even if the products are the same If there was another retailer as good as this retailer, I would still prefer to do my shopping at this retailer	Retailer equity
In uncertain times I always expect the best I am always optimistic about my future I always look on the bright side of things	Optimism

4.3.2. Reliability Analysis

Saunders, Lewis, & Thornhill (2009) have defined reliability as the degree to which measurements are free from error and therefore provide consistent results. Internal consistency involves correlating the

responses to each question in the questionnaire with those to other questions in the questionnaire. It therefore measures the consistency of responses across either all the questions or a sub-group of the questions from the questionnaire. There are a variety of methods for calculating internal consistency, but the most frequently used is Cronbach's alpha. This method estimates the degree of inter-correlations among the items that constitute a scale. A score of coefficient alpha above .70 is considered acceptable reliability.

The table below demonstrates the results of reliability analysis for the items of the present study. All the presented results have values above .70. In fact, the items of CSR skepticism and those referring to egoistic-driven motives are above .90, so there is high internal consistency. The remaining items expose relatively high consistency with a coefficient alpha above .80.

Table 5

Variables	Cronbach's Alpha	Number of items	Internal Consistency
CSR Skepticism	.935	4	high
CSR Authenticity	.836	2	relatively high
Egoistic-driven motives	.918	3	high
Values-driven motives	.831	4	relatively high
Strategic-driven motives	.846	4	relatively high
Retailer equity	.866	2	relatively high
Optimism	.878	3	relatively high

4.3.3. Correlation Analysis

Correlation analysis is useful because it provides an initial view of the intercorrelations of the structures. Pearson's correlation coefficient was used in order to examine the relationships between the structures of the thesis. The range of Pearson's correlation coefficient is from -1 to 1. If the value of the coefficient 'r' is equal or greater than 0.8 then the correlation can be characterized as very strong. If the value of the coefficient 'r' is below 0.8 but greater than 0.4 then the correlation can be characterized as moderate in strength. Finally, if the value of the coefficient 'r' is equal or below 0.4 then the correlation can be characterized as weak in strength.

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In this case, CSR skepticism has a moderate to strong positive correlation with CSR authenticity, a moderate negative correlation with egoistic-driven motives, a moderate positive correlation with values-driven motives and a moderate positive correlation with retailer equity. CSR authenticity, on the other hand, exhibits a moderate negative correlation with egoistic-driven motives and a moderate positive correlation with values-driven motives. Out of the remaining variables, only retailer equity has a positive moderate correlation with purchase intention. The rest expose weak correlations.

Table 6

Correlation Matrix

	CSR Skepticism	CSR Authenticity	Egoistic-driven motives	Values-driven motives	Strategic-driven motives	Retailer equity	Purchase intention	Optimism
CSR Skepticism	1							
CSR Authenticity	.735	1						
Egoistic-driven motives	-.538	-.465	1					
Values-driven motives	.697	.559	-.375	1				
Strategic-driven motives	-.161	-.119	.322	.024	1			
Retailer equity	.444	.344	-.256	.387	.058	1		
Purchase intention	.263	.264	-.300	.353	.075	.627	1	
Optimism	.191	.355	-.192	.370	.106	.277	.134	1

4.3.4. Regression Analysis

Regression analysis is a tool which can investigate and describe the relationship of a dependent variable with a single or a group of independent/exploratory variables. The use of observed values

from the dependent and independent variables is the one that helps estimate the undiscovered parameters of the chosen model. Hence, regression analysis can be used to predict the values of a dependent variable given the values of one or more independent variables by calculating a regression equation.

$$y=\beta_0+\beta_1X_1+\beta_2X_2+\beta_3X_3+\beta_4X_4+e$$

4.3.4.1. Regression Analysis for CSR Skepticism

The multiple regression analysis model was applied to the collected data. The dependent variable (y) of the model was CSR skepticism while the independent variables were egoistic-driven motives, values-driven motives, strategic-driven motives and authenticity. The model summary from Table 5 shows that the multiple regression interprets 68.5% of the total information and the rest are residuals. Therefore, the independent variables can predict the dependent variable to 68.5% as indicated by the Adjusted R Square. The model reveals an absolute statistical significance since sig < 0.05.

Table 7

Model Summary				
Model	R	R Square	Adjusted R Square	Sig.
1	.832[a]	.692	.685	.000[b]
a. Predictors: (Constant), CSR Authenticity, Strategic-driven motives, Egoistic-driven motives, Values-driven motives				
b. Dependent Variable: CSR Skepticism				

The table below reveals the relation between the dependent variable and its predictors. Egoistic-driven motives, values-driven motives and CSR authenticity seem to influence CSR skepticism since sig < 0.05 but this is not the case with strategic-driven motives factor that does not show statistical significance, therefore it will not be included in the model. Regarding the standardized beta coefficients, the higher their absolute value, the stronger the effect in the model. As it can be

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inferred from Table 6, the variable of values-driven motives and that of authenticity exert the most influence.

Table 8

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Sig.
1	(Constant)	1,426	,342		,000
	Egoistic-driven motives	-.141	.041	-.170	.001
	Values-driven motives	.438	.056	.396	.000
	Strategic-driven motives	-.088	.060	-.064	.142
	CSR Authenticity	.435	.053	.427	.000
a. Dependent Variable: CSR Skepticism					

Taking into account the information provided, the model for CSR skepticism can be formed.

CSR skepticism = 1,426 - 0,141X_1 + 0,438X_2 + 0,435X_3 + e

X_1 = egoistic-driven motives
X_2 = values-driven motives
X_3 = CSR authenticity

4.3.4.2. Findings from multiple regression analysis of CSR Skepticism

The results of the first regression analysis presented above indicate confirmation or rejection regarding the hypothesis of this research. More specifically, egoistic-driven motives relate negatively to CSR skepticism that is when consumers assign these types of motives to companies, skepticism towards them reduces. Values-driven motives relate positively to CSR skepticism meaning that when consumers assign these types of motives to companies, they appear more skeptical. Both these statements reject the initial hypotheses and appear rather paradoxical. Strategic-driven motives, on the other hand, do not have a statistical significance so they were not included in the model. Finally, CSR authenticity seems to positively affect the notion of skepticism which is an incongruous result.

To conclude, the results presented above reveal that:

Hypothesis	Result
H_1: Egoistic-driven motives relate positively to CSR skepticism	No support
H_2 : Values-driven motives relate negatively to CSR skepticism	No support
H_3 : Strategic-driven motives relate positively to CSR skepticism	No support
H_4 : CSR authenticity relates negatively to CSR skepticism	No support

4.3.4.3. Regression Analysis for Purchase Intention

Table 9

Model Summary				
Model	R	R Square	Adjusted R Square	Sig.
1	.444[a]	.197	.193	.000[b]
a. Predictors: (Constant), CSR Skepticism				
b. Dependent Variable: Purchase intention				

Table 10

Coefficients					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	Sig.
1	(Constant)	2.819	.201		.000
	CSR Skepticism	.362	.053	.444	.000
a. Dependent Variable: Purchase intention					

According to the model, CSR skepticism seems to partially predict purchase intention since the adjusted R square is only 19.3% and the relationship shows an absolute statistical significance since sig < 0.05.

However, if the retailer equity variable is added to the model, the adjusted R square increases to 42.6%, meaning that the independent variables can predict the dependent to 42.6%.

Table 11

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
2	.657[a]	.432	.426	.560	.000[b]
a. Predictors: (Constant), CSR Skepticism, Retailer equity					
b. Dependent Variable: Purchase intention					

The table below reveals the relation between the dependent variable and its predictors. Retailer equity and CSR skepticism seem to positively influence purchase intention since sig < 0.05. Regarding the standardized beta coefficients, the higher their absolute value, the stronger the effect in the model. As it can be inferred from Table 10, the variable of retailer equity exerts the most influence on the dependent variable.

Table 12

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
2	(Constant)	2.274	.180		.000
	Retailer equity	.343	.039	.535	.000
		.177	.049	.217	.000
a. Dependent Variable: Purchase intention					

Taking into account the information provided, the model for CSR skepticism can be formed.

Purchase intention = 2,274 + 0,343X_1+ 0,177X_2 + e

X_1 : Retailer equity

X_2 : CSR Skepticism

4.3.4.4. Regression Analysis for Retailer Equity

According to the model, CSR skepticism seems to partially predict retailer equity since the adjusted R square is only 17.5% and the relationship shows an absolute statistical significance since sig < 0.05.

Table 13

Model Summary				
Model	R	R Square	Adjusted R Square	Sig.
1	.423[a]	.179	.175	.000[b]
a. Predictors: (Constant), CSR Skepticism				
b. Dependent Variable: Retailer equity				

Table 14

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.590	.317		.000
	CSR Skepticism	.539	.084	.423	.000
a. Dependent Variable: Retailer equity					

4.3.4.5. Findings from multiple regression analysis of Purchase Intention and Retailer Equity

The results of the regression analysis presented above indicate confirmation or rejection regarding the hypothesis of this research. More specifically, CSR skepticism partially affects purchase intention but if retailer equity is added to the model, it reveals better results. Furthermore, CSR skepticism partially affects retailer equity in a positive way. Both models do not support the established hypotheses; on the contrary, they show rather contradictory results.

Hypotheses	Result
H_5 : CSR skepticism relates negatively to retailer equity	No support
H_6 : CSR skepticism relates negatively to purchase intention	No support

5. DISCUSSION & CONCLUSIONS

5.1. Introduction

The purpose of this paper was to validate the influence of consumers' attributions to Corporate Social Responsibility initiatives. These attributions can be classified into egoistic-driven motives, values-driven motives and strategic-driven motives. The egoistic-driven ones reflect the belief that the company engages in CSR only to satisfy its own needs and make a profit, the values-driven ones are aligned with the company's values and societal standards while strategic-driven motives refer to the efforts of a company to maintain its reputation and reach its strategic goals. After examining the role of CSR-induced attributions, their impact on purchase intention and retailer equity was to be studied, as well. This section summarizes the findings and contributions made along with their theoretical and managerial implications.

5.2. Discussion of the findings

To begin with, the demographic information reveals that the majority of the respondents are women, between the ages of 24-35, that are employed either in the public or the private sector and shop at the supermarket mainly once a week. The fact that other groups were not sufficiently represented will be thoroughly discussed in the "Limitations" section. It should be noted that the shopping frequency might have been affected by the social circumstances that dictated restricting oneself at home due to the corona virus. The most impressive response relates to the name of the supermarket the sample had recently visited, where the striking majority pointed to Sklavenitis. As the graph suggested, this retailer holds the first position in the mind of the consumer and maintains the largest piece of the pie in the grocery stores' industry in Greece. The research solidifies the presence of the retailer and confirms the data provided by Statista.com (Number of retail chains* in Greece in 2020, by sector). The competitors are left behind with AB Vassilopoulos holding clearly the second place and the others (My Market, Galaxias, Massoutis, Lidl) being very close in terms of percentages but having significantly less volume.

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Another issue worth mentioning is the level of realism the scenario reflected to the participants. Only 8.4% thought that, a supermarket donating to a non-profit organization in order to feed the underprivileged and eliminate hunger, is a completely truthful scenario while 27% found it just realistic. Therefore, a total of 35% is familiarized with the humanitarian actions delivered by large organizations and has probably witnessed or even taken part in some of them. However, one-third of the population asked, appeared not having a clear-cut opinion on the matter and the rest was completely unconvinced that a situation as such can happen.

The lack of a definite opinion is also evident in most of the questions in the survey, a tendency presented in the descriptive statistics in the previous chapter. Consumers show a rather neutral to positive predisposition towards retailers as they generally believe that they are socially responsible companies which want to improve the well-being of society by following high ethical standards. Furthermore, they are inclined to believe that their CSR initiatives are genuine and they correspond with the organizations' values and beliefs. As far as the motives are concerned, respondents were not sure to assign egoistic-driven attributions to the retailer, they were not convinced that the company wants to take advantage of the social causes and capitalize on the growing social movement. Answers related to values-driven motives exhibit neutrality, as well, since there is not an agreement on whether the company has a long interest in society or an ethical responsibility to help. Of what they are certain though, is that the corporation aims at increasing its profits, getting new customers and enhance its competitiveness. Hence, the sample could perfectly assign strategic-driven motives to the retailers. Similarly, participants are willing to shop again from the retailer.

The results of the correlation analysis, on the other hand, reveal that the terms examined are indeed intercorrelated, but the nature of the association is somewhat paradoxical. The expected result would be that CSR skepticism is negatively correlated with authenticity, values-driven motives, retailer equity and purchase intention. Yet, the matrix suggested the opposite. In addition to the correlation analysis, the regression analysis was not able to confirm the research hypotheses. More

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specifically, the aspect of authenticity in CSR campaigns, the egoistic-driven motives and the values-driven motives have an impact on the formation of suspicion towards a company. However, selfish attributions were anticipated to raise the level of skepticism while altruistic attributions and truthfulness of actions were to reduce it. An explanation could be that respondents in the survey might have designated a neutral to positive connotation to the items of CSR skepticism, which was further addressed in the previous paragraph and in the section of descriptive statistics. Thus, it can be speculated that the constructs of skepticism is quite vague and it is not easy for a consumer to fully understand. Perhaps individuals lack the knowledge of companies and their histories to have a firm opinion about its motives. That is why their approach was not definite to either condemn or praise the CSR actions of the retailer.

To sum up, the results of the present research did not correspond with the findings of previous research. It can be assumed that the ambiguity of the term "skepticism" made it difficult for participants to understand. Consumers in Greece are not well familiarized with the whole concept of CSR and the absence of deeper knowledge for the retailers discussed led them to adopt a rather neutral to positive opinion. Another indication might be that half of the respondents named Sklavenitis as the store of their choice and given the fact that this company is already highly appreciated among consumers might have created a positive predisposition.

5.3. Theoretical & Managerial Implications

From a theoretical standpoint, consumer attributions can partially predict the level of skepticism cultivated towards CSR campaigns. Even though the results are contradictory to the initial hypotheses, they can function as common ground for future studies carried out in the field. It is well established that there is an association between the notions of motives, authenticity and CSR skepticism, though further research is needed in the field. Despite strategic-driven motives, the other variables could only partially explain the causality between consumes' attributions and CSR skepticism on the one hand, and CSR skepticism and purchase intention on the other.

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From a managerial perspective, this research indicates that firms should make their CSR messages more visible. The findings suggested that consumers are not fully aware of a company's values, beliefs and a humanitarian action deriving from their supposed ethos leave them more indifferent than invested. Of course, a significant percentage applauds socially responsible behaviors, but there many that cannot identify with the cause and maintain a rather neutral stance. Therefore, managers should devote greater effort to convince consumers about the ethical foundations of the company before engaging in open CSR activities. It should be noted, that in Greece, the caring profile of a firm is strongly enhanced by the way it treats its employees. That is the case with Sklavenitis that without blatant expressions of its philanthropic work is regarded as one of the most responsible retailers in the country compared to others that spend a lot in communication campaigns. Managers should also bear in mind that a few negative cues may surpass the overall effect of many positive attributes. That is why the success of CSR actions often depends on mitigating the "bad" than accumulating the "good". Summing up, people do not usually blame companies for being socially involved but as the findings indicate, they should get things right from the start by creating a profile friendly to the audience before designing CSR communications.

5.4. Limitations of the study

There are limitations concerning various aspects of the research. To begin with, time limits and limited budget was a major hindrance to the study. The research studied consumers' perceptions at one point in time but a longitudinal investigation might have altered the results. If the survey was available for a longer amount of time, then the number of respondents would significantly increase allowing for a larger sample, as well. The budget constraints lead to the use of Google Forms, a free application that offers limited possibilities for question formation and data collection. In addition, should financial rewards be involved, that would provide an incentive to participate in the research and as a result a larger sample would have been collected.

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Limitations with regards to the instrument of the study, the questionnaire should be addressed as well. There is the phenomenon of self-selecting bias, meaning that not everyone who receives a questionnaire returns it. Those who return their questionnaire may have attitudes, attributes or motivations that are different from those who do not (Kumar, 2011, p. 141). Hence, the response rate is low. Another important issue related to the questionnaire is that opportunity to clarify issues is lacking. If, for any reason, respondents did not understand some questions, there was almost no opportunity for them to have the meaning clarified unless they get in touch with the researcher which did not happen. If different respondents interpreted questions differently, this would affect the quality of the information provided. This was probably the case with some of the items that upon analysis did not seem to bring the expected result. On the contrary, it seems that the wording or their meaning was rather confusing to participants.

However, the most crucial restriction is posed by the sampling technique. Due to the need to obtain a sample as quickly as possible, convenience (or haphazard), snowball and self-selection sampling techniques were employed. According to these types, the cases that are easier to obtain are selected randomly until a required sample has been reached. Although this technique of sampling is used widely, it is prone to bias and influences that are beyond the researcher's control, as the cases appear in the sample only because of the ease of obtaining them. Therefore, the sample is not representative which will allow for generalization in a statistical sense to the population. For example, the gender proportion of 51% females and 49% males was not met and not all the ages' groups were sufficiently represented. The fact that the questionnaire administered online only and not in hard copy excluded a part of the consumers that are not familiar with the electronic means.

5.5. Suggestions for future research

Should this research be replicated in the same market and industry, a qualitative approach could precede the quantitative one. Organizing focus groups or interviews with various types of consumers would be enlightening regarding their attitude towards companies. In addition, a future study could

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explore issues related to skepticism from different stakeholders' point of view, such as investors or company employees. It could be an opportunity for investors to understand the "triple bottom line" (profit-people-planet) impact of the companies they invest in and for employees to reveal the corporation's true colors. What is more, the study introduces a scenario based on a specific cause to detect the drives and outcomes of skepticism. Future research could examine whether the fit between the cause type and the nature of the business could influence the development of CSR skepticism. Apart from the notion of fit, additional aspects of CSR like corporate reputation, reparation or resilience to negative information and word of mouth would be worth investigating. Do negative information about a company affect consumers' judgments and to what extent? Do they talk positively about the firm or they boycott it altogether?

Further studies should also collect data from a greater number of industries to study the mechanism of consumers' CSR responses and the differences in this mechanism among various product categories. To make the sample more representative, future research should increase the sample size as well as the proportion of participants from all age groups and add another demographic question about income. Thus, testing the generalizability of findings across various industries and countries would be highly relevant. Another feature to be examined is the duration of CSR assessments. For instance, do they fade away after a particular period or do they continue?

5.6. Conclusion

Throughout the time of corporate social responsibility there have been various assumptions about the reasoning of corporations' engagement in CSR and what benefits they can actually acquire by engaging in CSR activities. One can assume that the reason why it is so difficult to understand the whole concept of CSR is essentially due to the fact that the term is so broad. It is a multifaceted subject with social, financial, and environmental aspects for corporations to account for when engaging in CSR activities. It is an imperative, however, that during these challenging times of sociocultural upheaval, businesses be present for humanity.

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Appendix

Questionnaire

Οι δράσεις Εταιρικής Κοινωνικής Ευθύνης στον κλάδο του Λιανικού Εμπορίου στην Ελλάδα

Το παρόν ερωτηματολόγιο αφορά στην έρευνά μου με θέμα «Οι δράσεις Εταιρικής Κοινωνικής Ευθύνης στον κλάδο του Λιανικού Εμπορίου στην Ελλάδα» που διεξάγεται στα πλαίσια των μεταπτυχιακών μου σπουδών «MSc in Marketing & Communication: Specialization in International Marketing (PRIMA)» στο Οικονομικό Πανεπιστήμιο Αθηνών (ΟΠΑ). Σκοπός της έρευνας είναι να καταδείξει τη στάση των καταναλωτών απέναντι σε δράσεις Εταιρικής Κοινωνικής Ευθύνης.

Σημειώνεται ότι η Εταιρική Κοινωνική Ευθύνη αναφέρεται στις ενέργειες των επιχειρήσεων που αποσκοπούν στην αντιμετώπιση περιβαλλοντικών ή κοινωνικών ζητημάτων και γενικότερα στη βελτίωση της ποιότητας ζωής.

Το ερωτηματολόγιο που ακολουθεί έχει σχεδιαστεί με σκοπό να συλλέξω τα απαραίτητα για την έρευνά μου δεδομένα και η συμμετοχή σας είναι εθελοντική. Ο χρόνος που απαιτείται για τη συμπλήρωσή του υπολογίζεται στα 10 λεπτά περίπου.

Παρακαλείστε να απαντήσετε στις ερωτήσεις με τη σειρά που παρατίθενται και με όσο το δυνατόν μεγαλύτερη προσοχή και ειλικρίνεια. Να θυμάστε πως δεν υπάρχουν σωστές και λάθος απαντήσεις, σημειώστε τις απαντήσεις που σας αντιπροσωπεύουν περισσότερο.

Όλες οι πληροφορίες είναι εμπιστευτικές και δεν χρειάζεται να συμπληρώσετε πουθενά το όνομά σας. Έχετε τη δυνατότητα να αποχωρήσετε από την έρευνα, αν τυχόν το θελήσετε, οποιαδήποτε στιγμή και χωρίς καμία επίπτωση.

Ευχαριστώ πολύ εκ των προτέρων για την προθυμία και τη συνεργασία σας.

Με εκτίμηση,
Ιωάννα Ραχούτη

ΕΝΟΤΗΤΑ Α

1. Παρακαλώ θυμηθείτε ένα κατάστημα Σουπερ-μάρκετ που επισκεφτήκατε πρόσφατα στην Ελλάδα και αναφέρετε ποιο είναι.

Η εταιρεία που μόλις αναφέρατε ανακοίνωσε τη συνεργασία της με ένα μη κερδοσκοπικό οργανισμό, σκοπός του οποίου είναι να σταματήσει η πείνα και η σπατάλη φαγητού στην Ελλάδα. Η εταιρεία θα δωρίζει συστηματικά τόσο προιόντα όσο και μέρος των κερδών της στον οργανισμό.

2. Η κατάσταση που περιγράφεται είναι

□ πολύ απίθανη □ απίθανη □ ούτε απίθανη ούτε πιθανή □ πιθανή □ πολύ πιθανή

3. Δεν μου είναι δύσκολο να φανταστώ αυτή την κατάσταση

□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

ΕΝΟΤΗΤΑ Β

4. Οι δράσεις ΕΚΕ της εταιρείας είναι ειλικρινείς.

□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

5. Οι δράσεις ΕΚΕ της εταιρείας συμφωνούν με τις αξίες και τα πιστεύω της.

□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

6. Η εταιρεία έχει υψηλά ηθικά στάνταρ

□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

7. Η εταιρεία είναι κοινωνικά υπεύθυνη.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

8. Η εταιρεία ενδιαφέρεται για την ενίσχυση της ευημερίας της κοινωνίας.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

9. Η εταιρεία θεωρεί σημαντικό το να βοηθά τους άλλους.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

ΕΝΟΤΗΤΑ Γ

10. Η εταιρεία προσπαθεί να εκμεταλλευτεί οικονομικά την αυξανόμενη τάση κοινωνικής ευαισθησίας.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

11. Η εταιρεία εκμεταλεύεται κοινωνικά ζητήματα.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

12. Η εταιρεία προσπαθεί να επωφεληθεί από την αυξανόμενη ανησυχία σε σχέση με τα κοινωνικά προβλήματα.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

13. Η εταιρεία ενδιαφέρεται για την κοινωνία σε βάθος χρόνου.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

14. Η εταιρεία προσπαθεί να ανταποδώσει στην κοινωνία.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

15. Η εταιρεία έχει ηθική ευθύνη να βοηθήσει την κοινωνία.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

16. Η εταιρεία νιώθει την ηθική υποχρέωση να βοηθήσει την κοινωνία.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

17. Η εταιρεία επιθυμεί να διατηρήσει τους ήδη υπάρχοντες πελάτες της.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

18. Η εταιρεία ελπίζει να αυξήσει τα κέρδη της.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

19. Η εταιρεία επιθυμεί να προσελκύσει νέους πελάτες.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

20. Η εταιρεία επιθυμεί να ενισχύσει την ανταγωνιστικότητά της.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

ΕΝΟΤΗΤΑ Δ

21. Μου φαίνεται λογικό να ψωνίζω από το συγκεκριμένο κατάστημα αντί από κάποιο άλλο ακόμα και αν τα προιόντα είναι ίδια.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

22. Θα προτιμούσα να ψωνίζω από αυτό το κατάστημα, ακόμα και αν υπήρχε κάποιο άλλο κατάστημα αντίστοιχης ποιότητας.
□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

ΕΝΟΤΗΤΑ Ε

23. Θα συνεχίσω να ψωνίζω από αυτή την εταιρεία στο μέλλον.
□ πολύ απίθανο □ απίθανο □ ούτε πιθανό ούτε απίθανο □ πιθανό □ πολύ πιθανό

ΕΝΟΤΗΤΑ ΣΤ

24. Γενικά τείνω να βλέπω θετικά τα πράγματα.

□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

25. Είμαι αισιοδοξος/η για το μέλλον μου.

□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

26. Σε καιρούς αβεβαιότητας, πάντα ελπίζω για το καλύτερο.

□ διαφωνώ απόλυτα □ διαφωνώ □ ούτε συμφωνώ ούτε διαφωνώ □ συμφωνώ □ συμφωνώ απόλυτα

ΕΝΟΤΗΤΑ Ζ

27. Παρακαλώ επιλέξτε το φύλο σας.

□ άνδρας
□ γυναίκα
□ θα προτιμούσα να μην απαντήσω

28. Παρακαλώ επιλέξτε την ηλικία σας.

□ 18-24
□ 25-34
□ 35-44
□ 45-54
□ 55+

29. Παρακαλώ επιλέξτε το επάγγελμά σας.

□ φοιτητής
□ υπάλληλος
□ ελεύθερος επαγγελματίας
□ άνεργος
□ οικιακά
□ συνταξιούχος

30. Παρακαλώ επιλέξτε τη συχνότητα με την οποία ψωνίζετε στο Σουπερ-μάρκετ.

□ 2 με 3 φορές την εβδομάδα
□ 1 φορά την εβδομάδα
□ κάθε 15 μέρες
□ 1 φορά το μήνα
□ άλλο

ΤΕΛΟΣ ΕΡΩΤΗΜΑΤΟΛΟΓΙΟΥ
Ευχαριστώ πολύ για τον χρόνο σας.

Descriptive statistics

Statistics

		Please select your gender.	Please select your age.	Please select your occupation.	Please select your shopping frequency.
N	Valid	191	191	191	191
	Missing	0	0	0	0
Mean		,35	2,52	1,96	1,96
Std. Error of Mean		,034	,080	,086	,065
Median		,00	2,00	1,00	2,00

Mode	0	2	1	2
Std. Deviation	,477	1,109	1,191	,893
Variance	,227	1,230	1,419	,798
Skewness	,655	,560	1,157	1,246
Std. Error of Skewness	,176	,176	,176	,176
Kurtosis	-1,588	-,524	,719	2,156
Std. Error of Kurtosis	,350	,350	,350	,350
Range	1	4	5	4
Minimum	0	1	1	1
Maximum	1	5	6	5

Please select your gender.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	125	65,4	65,4	65,4
	Male	66	34,6	34,6	100,0
	Total	191	100,0	100,0	

Please select your age.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	30	15,7	15,7	15,7
	25-34	84	44,0	44,0	59,7
	35-44	34	17,8	17,8	77,5
	45-54	33	17,3	17,3	94,8
	55+	10	5,2	5,2	100,0
	Total	191	100,0	100,0	

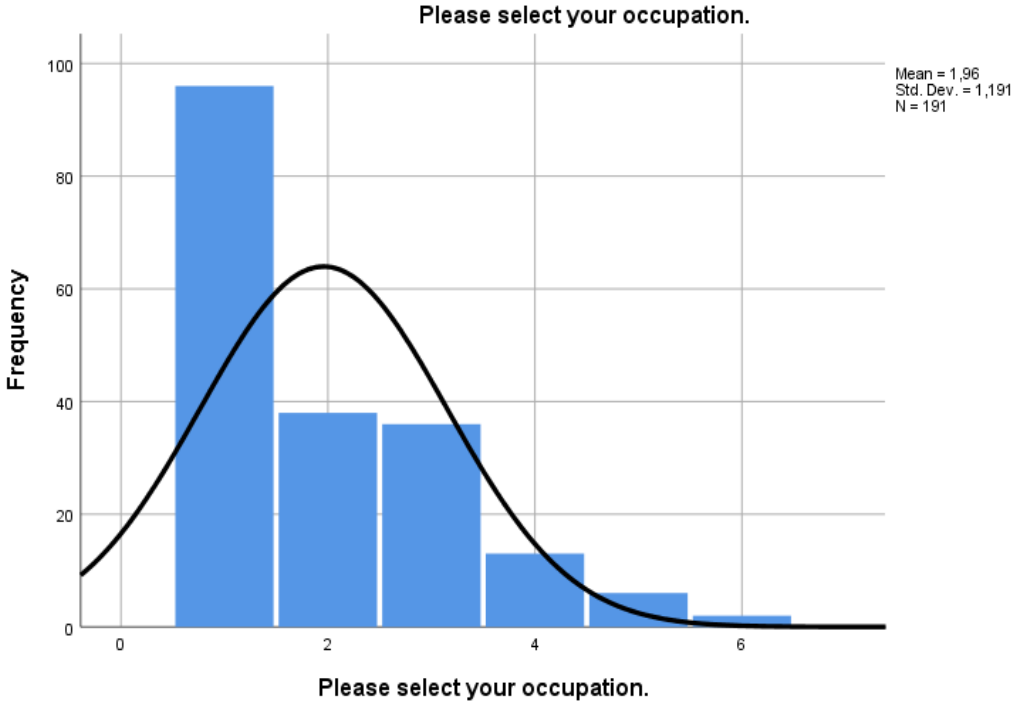
Please select your occupation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed	96	50,3	50,3	50,3
	self-employed	38	19,9	19,9	70,2
	student	36	18,8	18,8	89,0
	unemployed	13	6,8	6,8	95,8
	retired	6	3,1	3,1	99,0

	housework	2	1,0	1,0	100,0
	Total	191	100,0	100,0	

Please select your shopping frequency.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 or 3 times per week	59	30,9	30,9	30,9
	1 per week	97	50,8	50,8	81,7
	every 2 weeks	24	12,6	12,6	94,2
	1 per month	6	3,1	3,1	97,4
	other	5	2,6	2,6	100,0
	Total	191	100,0	100,0	



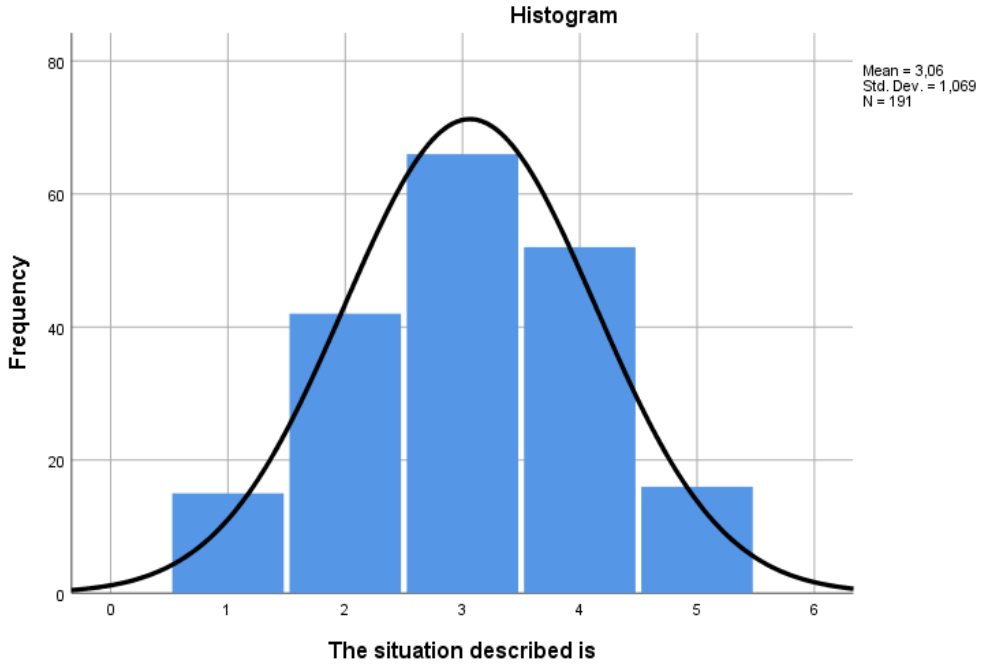
Statistics

The situation described is

N	Valid	191
	Missing	0
Mean		3,06
Std. Error of Mean		,077
Median		3,00
Mode		3
Std. Deviation		1,069
Variance		1,143
Skewness		-,100
Std. Error of Skewness		,176
Kurtosis		-,594
Std. Error of Kurtosis		,350
Range		4
Minimum		1
Maximum		5

The situation described is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very unrealistic	15	7,9	7,9	7,9
	unrealistic	42	22,0	22,0	29,8
	neutral	66	34,6	34,6	64,4
	realistic	52	27,2	27,2	91,6
	very realistic	16	8,4	8,4	100,0
	Total	191	100,0	100,0	



Statistics

		CSR Skepticism	CSR Authenticity	Egoistic-driven motives	Values-driven motives	Strategic-driven motives	Retailer equity	Purchase intention	Optimism
N	Valid	191	191	191	191	191	191	191	191
	Missing	0	0	0	0	0	0	0	0
Mean		3,6688	3,6126	3,0052	3,3979	4,4738	3,5654	4,15	3,9721
Median		3,7500	3,5000	3,0000	3,5000	4,7500	4,0000	4,00	4,0000
Mode		4,00	4,00	3,00	3,75	5,00	4,00	4	4,00
Std. Deviation		,90682	,88950	1,09570	,82001	,66042	1,15379	,739	,78609
Variance		,822	,791	1,201	,672	,436	1,331	,547	,618
Range		4,00	4,00	4,00	4,00	3,50	4,00	3	4,00
Sum		700,75	690,00	574,00	649,00	854,50	681,00	792	758,67

CSR Skepticism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	5	2,6	2,6	2,6
	1,25	2	1,0	1,0	3,7
	2,00	5	2,6	2,6	6,3
	2,25	7	3,7	3,7	9,9

	2,50	4	2,1	2,1	12,0
	2,75	3	1,6	1,6	13,6
	3,00	21	11,0	11,0	24,6
	3,25	13	6,8	6,8	31,4
	3,50	20	10,5	10,5	41,9
	3,75	19	9,9	9,9	51,8
	4,00	39	20,4	20,4	72,3
	4,25	13	6,8	6,8	79,1
	4,50	12	6,3	6,3	85,3
	4,75	10	5,2	5,2	90,6
	5,00	18	9,4	9,4	100,0
	Total	191	100,0	100,0	

CSR Authenticity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	2,1	2,1	2,1
	1,50	3	1,6	1,6	3,7
	2,00	8	4,2	4,2	7,9
	2,50	11	5,8	5,8	13,6
	3,00	30	15,7	15,7	29,3
	3,50	44	23,0	23,0	52,4
	4,00	54	28,3	28,3	80,6
	4,50	14	7,3	7,3	88,0
	5,00	23	12,0	12,0	100,0
	Total	191	100,0	100,0	

Egoistic-driven motives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	14	7,3	7,3	7,3
	1,33	4	2,1	2,1	9,4
	1,67	3	1,6	1,6	11,0
	2,00	24	12,6	12,6	23,6
	2,33	23	12,0	12,0	35,6
	2,67	15	7,9	7,9	43,5
	3,00	30	15,7	15,7	59,2

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	3,33	20	10,5	10,5	69,6
	3,67	10	5,2	5,2	74,9
	4,00	18	9,4	9,4	84,3
	4,33	9	4,7	4,7	89,0
	4,67	4	2,1	2,1	91,1
	5,00	17	8,9	8,9	100,0
	Total	191	100,0	100,0	

Values-driven motives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	1,0	1,0	1,0
	1,25	1	,5	,5	1,6
	1,50	1	,5	,5	2,1
	1,75	3	1,6	1,6	3,7
	2,00	8	4,2	4,2	7,9
	2,25	7	3,7	3,7	11,5
	2,50	10	5,2	5,2	16,8
	2,75	8	4,2	4,2	20,9
	3,00	26	13,6	13,6	34,6
	3,25	24	12,6	12,6	47,1
	3,50	22	11,5	11,5	58,6
	3,75	27	14,1	14,1	72,8
	4,00	25	13,1	13,1	85,9
	4,25	9	4,7	4,7	90,6
	4,50	2	1,0	1,0	91,6
	4,75	5	2,6	2,6	94,2
	5,00	11	5,8	5,8	100,0
	Total	191	100,0	100,0	

Strategic-driven motives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,50	1	,5	,5	,5
	2,00	1	,5	,5	1,0
	2,25	1	,5	,5	1,6
	2,75	2	1,0	1,0	2,6

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	3,00	2	1,0	1,0	3,7
	3,25	7	3,7	3,7	7,3
	3,50	7	3,7	3,7	11,0
	3,75	10	5,2	5,2	16,2
	4,00	24	12,6	12,6	28,8
	4,25	12	6,3	6,3	35,1
	4,50	13	6,8	6,8	41,9
	4,75	32	16,8	16,8	58,6
	5,00	79	41,4	41,4	100,0
	Total	191	100,0	100,0	

Retailer equity

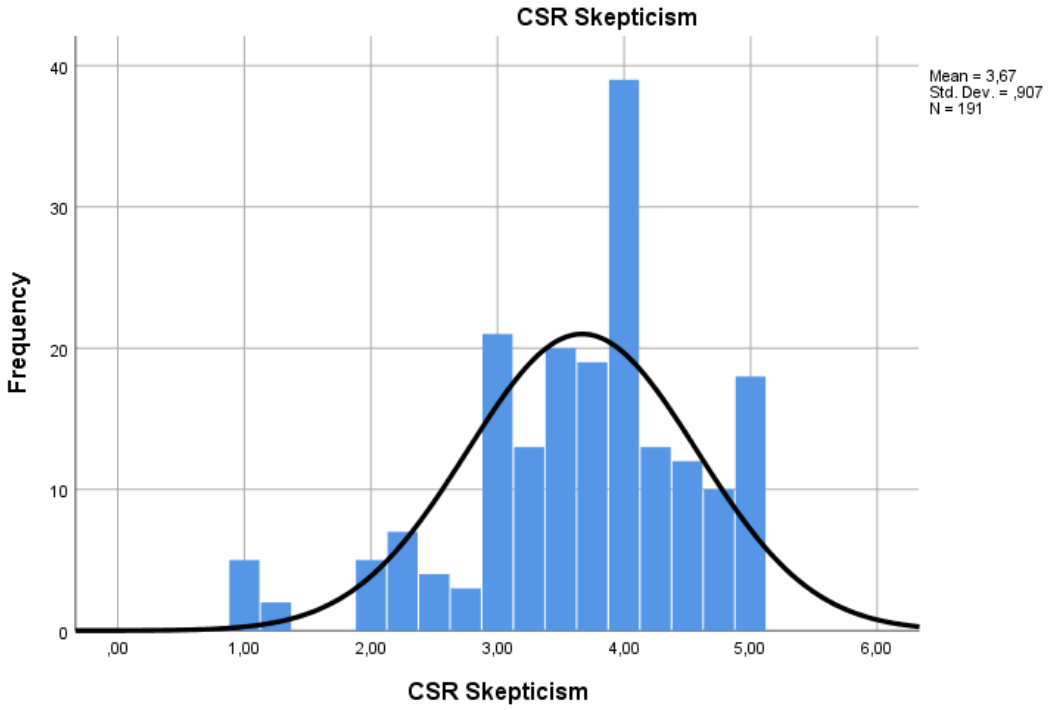
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	4,2	4,2	4,2
	1,50	7	3,7	3,7	7,9
	2,00	16	8,4	8,4	16,2
	2,50	15	7,9	7,9	24,1
	3,00	27	14,1	14,1	38,2
	3,50	15	7,9	7,9	46,1
	4,00	50	26,2	26,2	72,3
	4,50	11	5,8	5,8	78,0
	5,00	42	22,0	22,0	100,0
	Total	191	100,0	100,0	

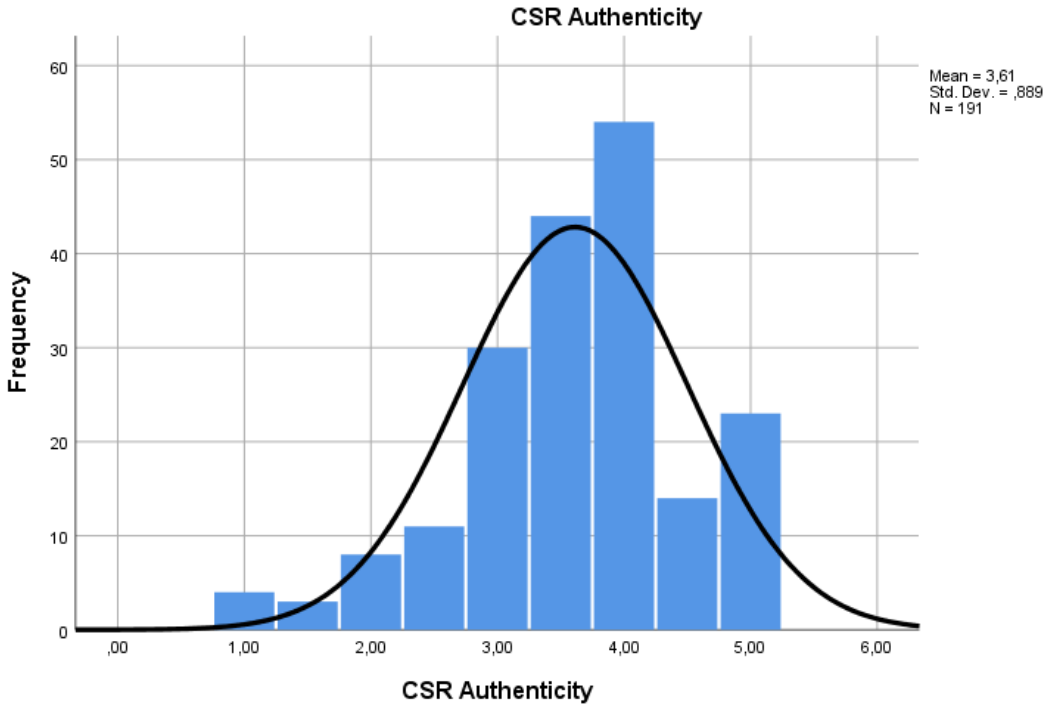
Purchase intention

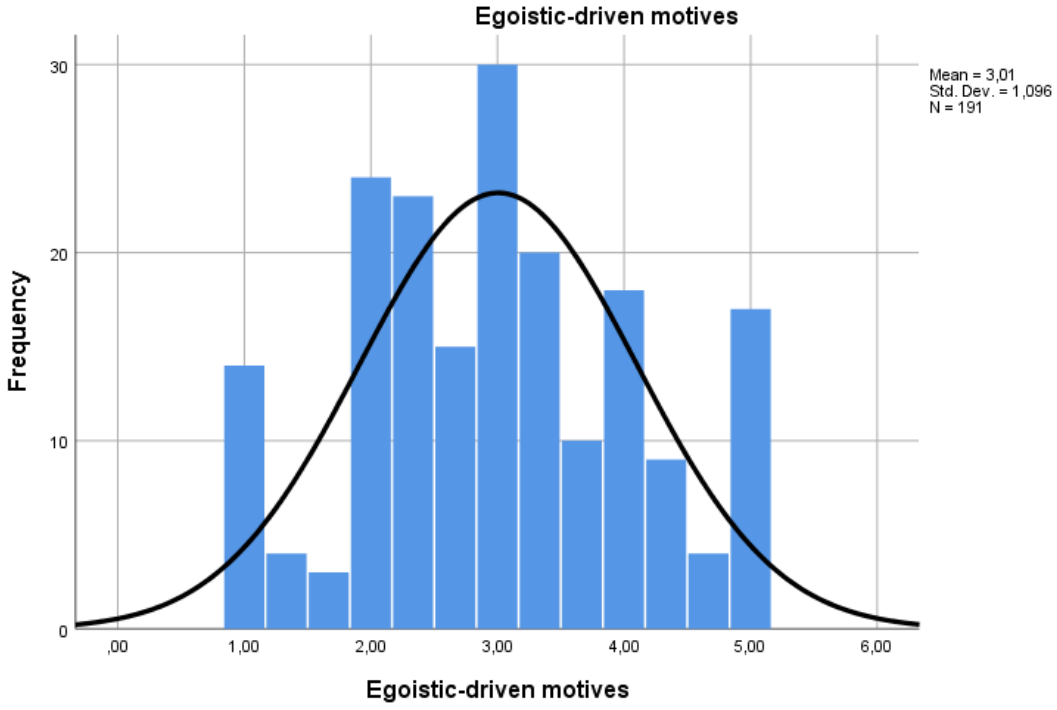
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	improbable	1	,5	,5	,5
	neutral	37	19,4	19,4	19,9
	probable	86	45,0	45,0	64,9
	very probable	67	35,1	35,1	100,0
	Total	191	100,0	100,0	

Optimism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	1,6	1,6	1,6
	1,33	1	,5	,5	2,1
	2,00	1	,5	,5	2,6
	2,33	2	1,0	1,0	3,7
	2,67	4	2,1	2,1	5,8
	3,00	18	9,4	9,4	15,2
	3,33	14	7,3	7,3	22,5
	3,67	17	8,9	8,9	31,4
	4,00	59	30,9	30,9	62,3
	4,33	24	12,6	12,6	74,9
	4,67	18	9,4	9,4	84,3
	5,00	30	15,7	15,7	100,0
	Total	191	100,0	100,0	




CSR Authenticity
Mean = 3,61
Std. Dev. = ,889
N = 191
Frequency
60
50
40
30
20
10
0
,00
1,00
2,00
3,00
4,00
5,00
6,00
CSR Authenticity


Egoistic-driven motives
Mean = 3,01
Std. Dev. = 1,096
N = 191
Frequency
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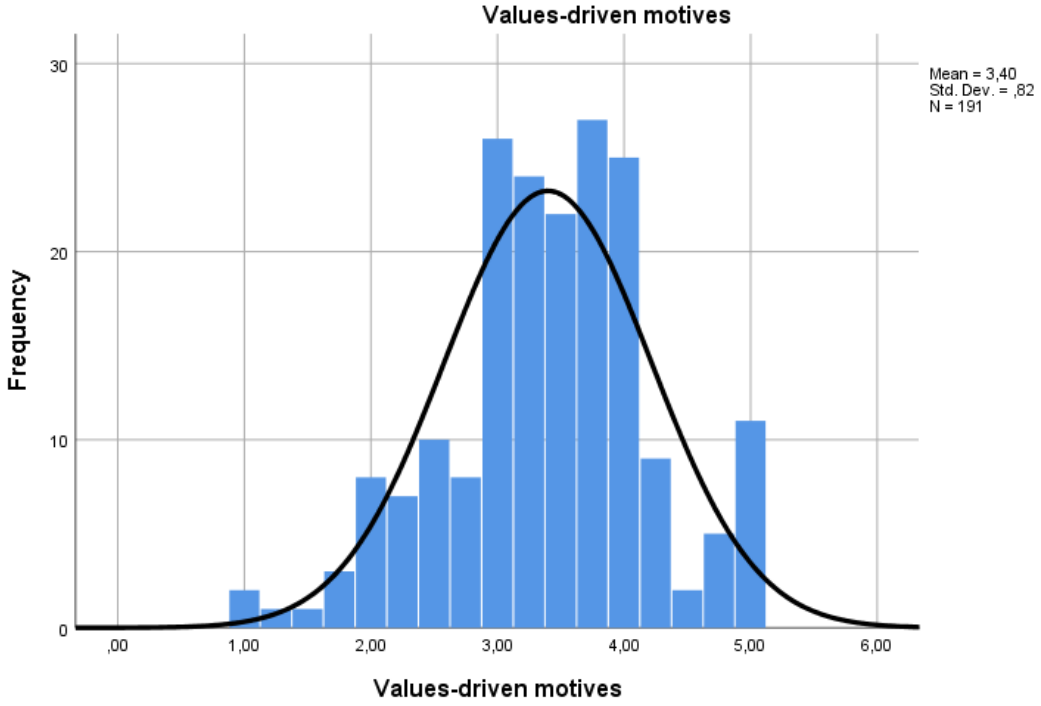
20
10
0
,00
1,00
2,00
3,00
4,00
5,00
6,00
Egoistic-driven motives


Values-driven motives
Mean = 3,40
Std. Dev. = ,82
N = 191
Frequency
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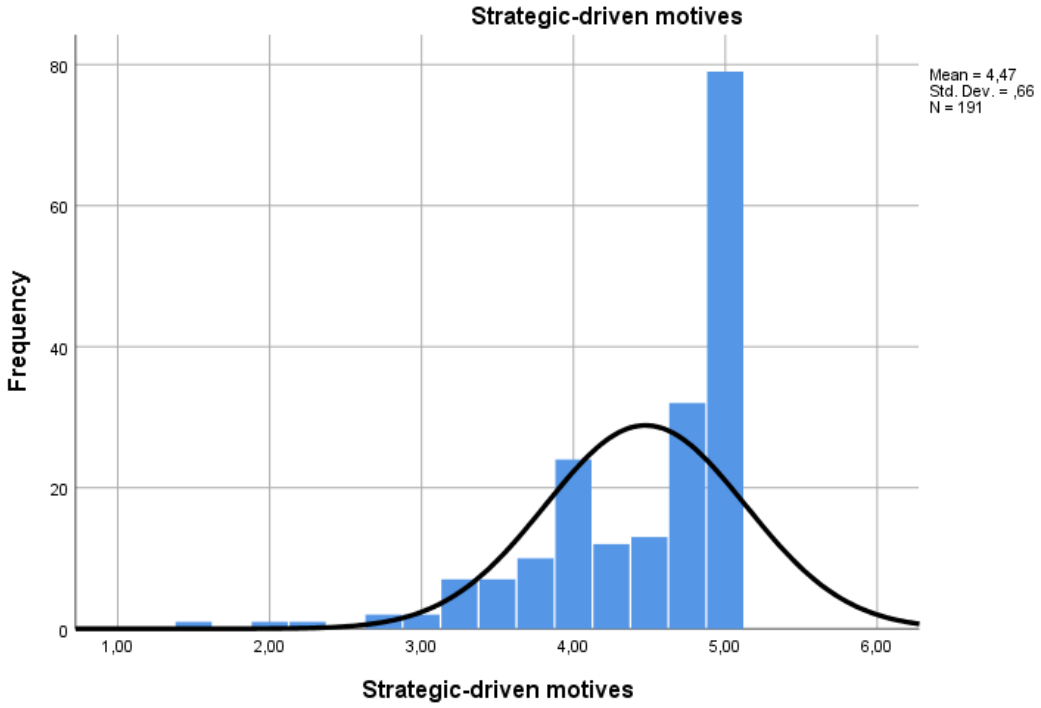
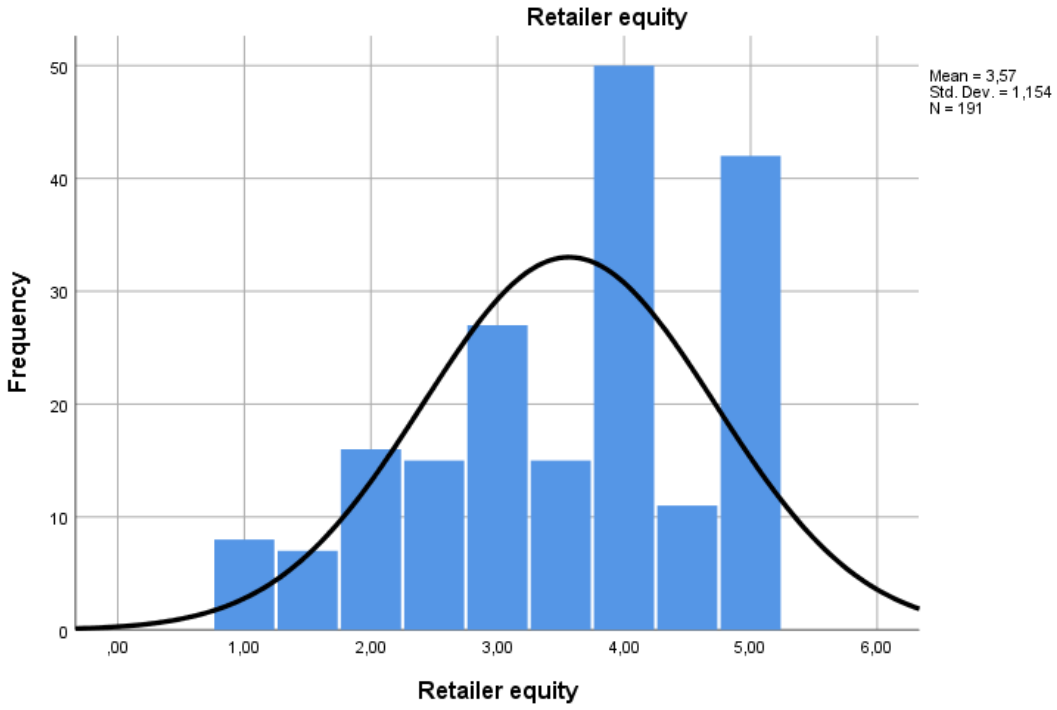
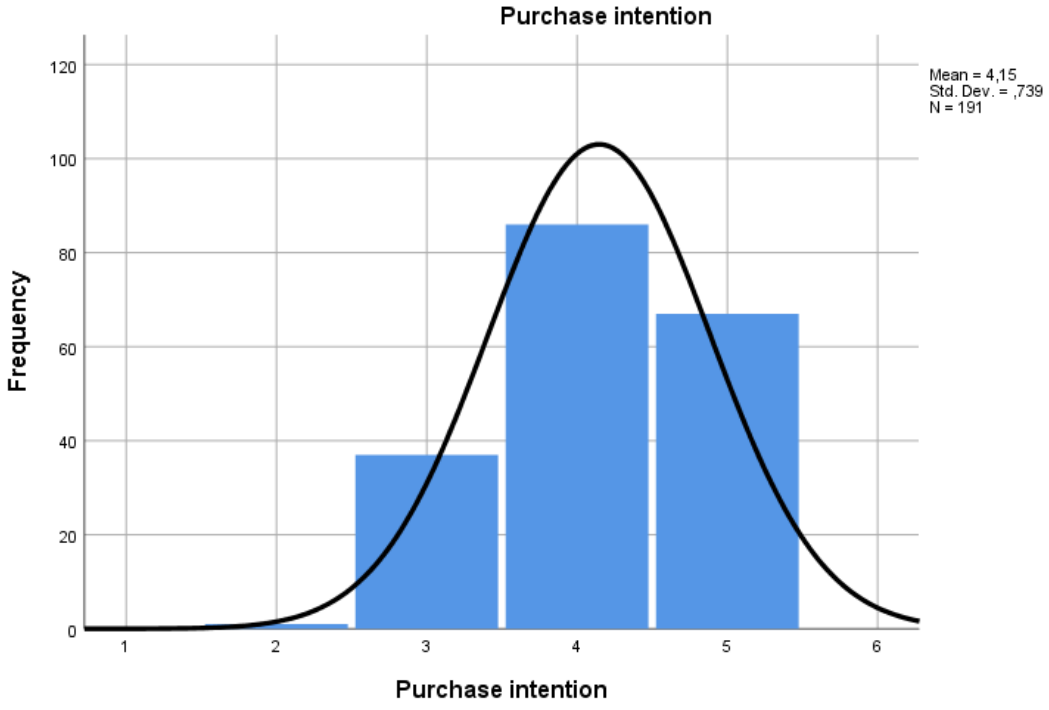
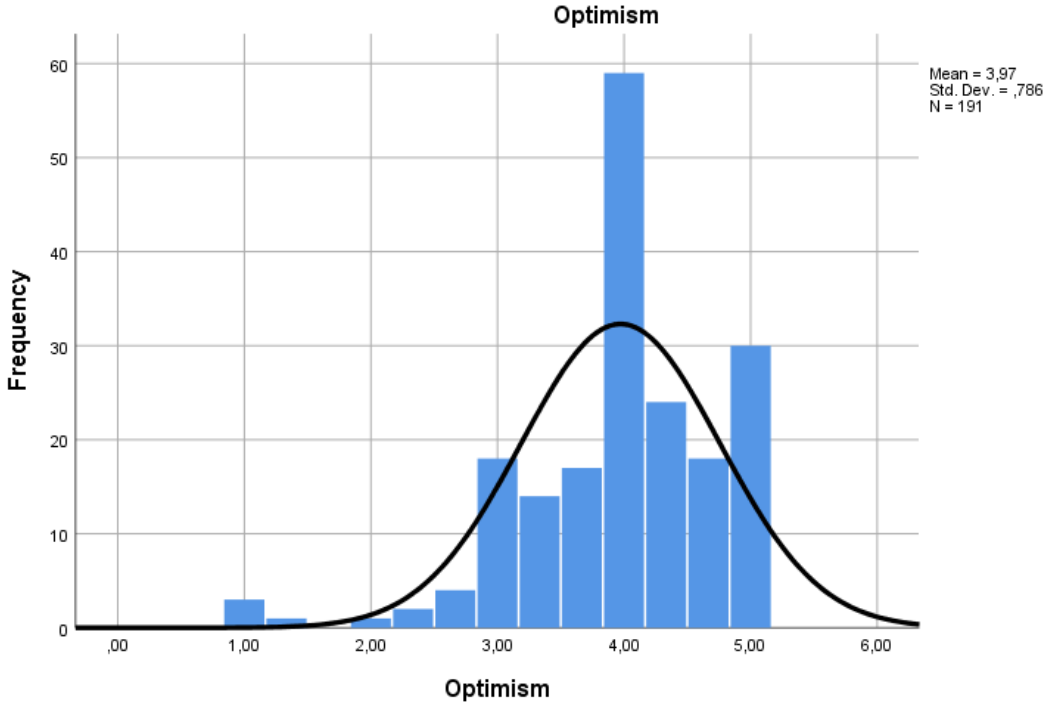
20
10
0
,00
1,00
2,00
3,00
4,00
5,00
6,00
Values-driven motives


Strategic-driven motives
Mean = 4,47
Std. Dev. = ,66
N = 191
Frequency
80
60
40
20
0
1,00
2,00
3,00
4,00
5,00
6,00
Strategic-driven motives


Retailer equity
Mean = 3,57
Std. Dev. = 1,154
N = 191
Frequency
50
40
30
20
10
0
,00
1,00
2,00
3,00
4,00
5,00
6,00
Retailer equity


Purchase intention
Mean = 4,15
Std. Dev. = ,739
N = 191
Frequency
120
100
80
60
40
20
0
1
2
3
4
5
6
Purchase intention



Reliability Analysis

CSR Skepticism Items

Reliability Statistics

Cronbach's Alpha	N of Items
,935	4

Strategic-driven motives Items

Reliability Statistics

Cronbach's Alpha	N of Items
,846	4

Authenticity Items

Reliability Statistics

Cronbach's Alpha	N of Items
,836	2

Equity

Reliability Statistics

Cronbach's Alpha	N of Items
,866	2

Egoistic-driven motives Items

Reliability Statistics

Cronbach's Alpha	N of Items
,918	3

Optimism

Reliability Statistics

Cronbach's Alpha	N of Items
,878	3

Values-driven motives Items

Reliability Statistics

Cronbach's Alpha	N of Items

,831	4

Correlation Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
CSR Skepticism	3,6688	,90682	191
CSR Authenticity	3,6126	,88950	191
Egoistic-driven motives	3,0052	1,09570	191
Values-driven motives	3,3979	,82001	191
Strategic-driven motives	4,4738	,66042	191
Retailer equity	3,5654	1,15379	191
Optimism	3,9721	,78609	191
Purchase intention	4,15	,739	191

Correlations

		CSR Skepticism	CSR Authenticity	Egoistic-driven motives	Values-driven motives	Strategic-driven motives	Retailer equity	Optimism	Purchase intention
CSR Skepticism	Pearson Correlation	1	,735**	-,538**	,697**	-,161*	,423**	,263**	,444**
	Sig. (2-tailed)		,000	,000	,000	,026	,000	,000	,000
	N	191	191	191	191	191	191	191	191
CSR Authenticity	Pearson Correlation	,735**	1	-,465**	,559**	-,119	,344**	,264**	,355**
	Sig. (2-tailed)	,000		,000	,000	,100	,000	,000	,000
	N	191	191	191	191	191	191	191	191
Egoistic-driven motives	Pearson Correlation	-,538**	-,465**	1	-,375**	,322**	-,256**	-,192**	-,300**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,008	,000
	N	191	191	191	191	191	191	191	191
Values-driven motives	Pearson Correlation	,697**	,559**	-,375**	1	,024	,387**	,353**	,370**
	Sig. (2-tailed)	,000	,000	,000		,746	,000	,000	,000
	N	191	191	191	191	191	191	191	191
Strategic-driven motives	Pearson Correlation	-,161*	-,119	,322**	,024	1	,058	,106	,075
	Sig. (2-tailed)	,026	,100	,000	,746		,422	,145	,301
	N	191	191	191	191	191	191	191	191
Retailer equity	Pearson Correlation	,423**	,344**	-,256**	,387**	,058	1	,277**	,627**
	Sig. (2-tailed)	,000	,000	,000	,000	,422		,000	,000
	N	191	191	191	191	191	191	191	191
Optimism	Pearson Correlation	,263**	,264**	-,192**	,353**	,106	,277**	1	,134
	Sig. (2-tailed)	,000	,000	,008	,000	,145	,000		,065
	N	191	191	191	191	191	191	191	191
Purchase intention	Pearson Correlation	,444**	,355**	-,300**	,370**	,075	,627**	,134	1
	Sig. (2-tailed)	,000	,000	,000	,000	,301	,000	,065	
	N	191	191	191	191	191	191	191	191

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Regression Analysis

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Strategic-driven motives, Values-driven motives, Egoistic-driven motives[b]	.	Enter

a. Dependent Variable: CSR Skepticism

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,762[a]	,580	,574	,59205	1,872

a. Predictors: (Constant), Strategic-driven motives, Values-driven motives, Egoistic-driven motives

b. Dependent Variable: CSR Skepticism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90,695	3	30,232	86,249	,000[b]
	Residual	65,547	187	,351		
	Total	156,242	190			

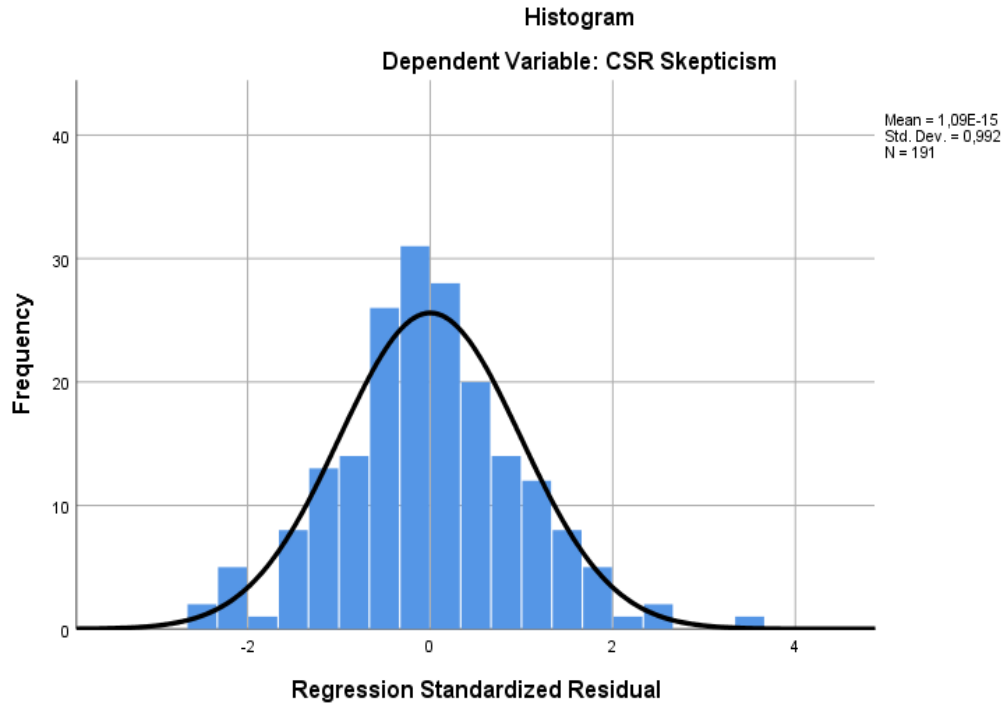
a. Dependent Variable: CSR Skepticism

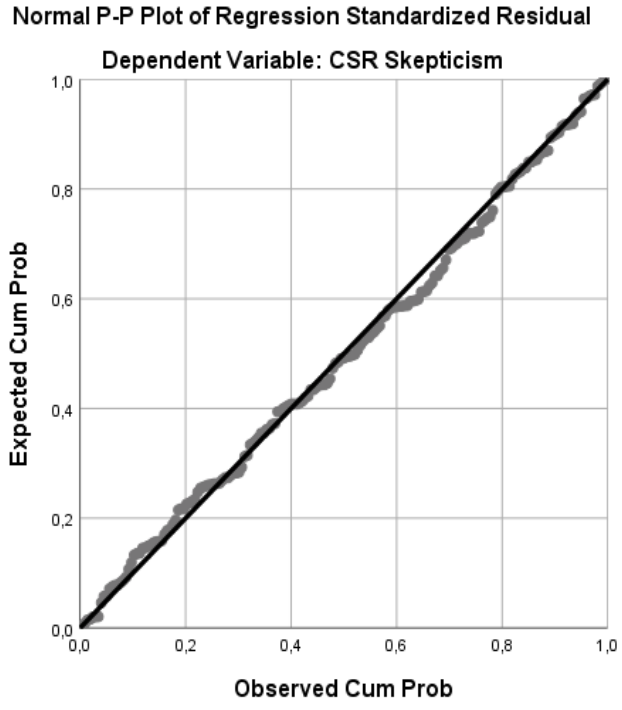
b. Predictors: (Constant), Strategic-driven motives, Values-driven motives, Egoistic-driven motives

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,672	,356		7,512	,000
	Egoistic-driven motives	-,240	,045	-,290	-5,309	,000
	Values-driven motives	,653	,057	,590	11,394	,000
	Strategic-driven motives	-,111	,070	-,081	-1,598	,112

a. Dependent Variable: CSR Skepticism





CSR Authenticity, Strategic-driven motives, Egoistic-driven motives, Values-driven motives

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

1	,832[a]	,692	,685	,50903	1,983

a. Predictors: (Constant), CSR Authenticity, Strategic-driven motives, Egoistic-driven motives, Values-driven motives

b. Dependent Variable: CSR Skepticism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108,048	4	27,012	104,249	,000[b]
	Residual	48,194	186	,259		
	Total	156,242	190			

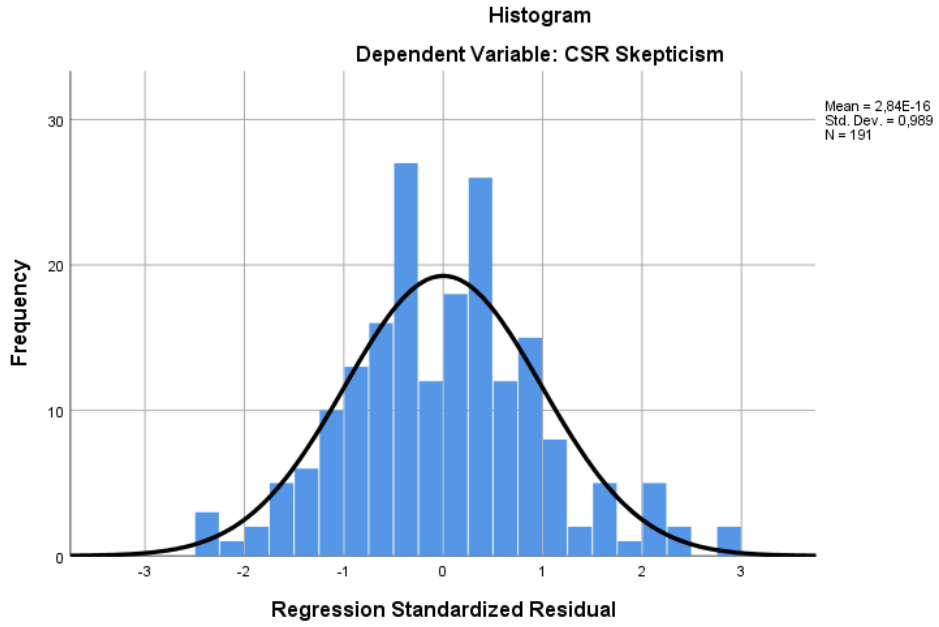
a. Dependent Variable: CSR Skepticism

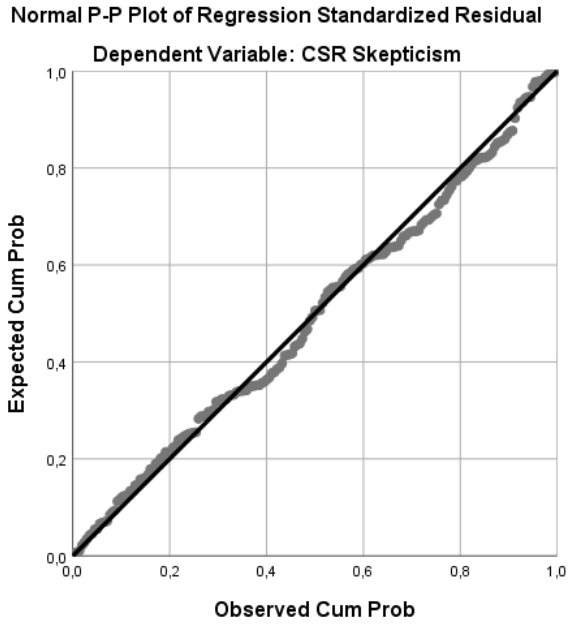
b. Predictors: (Constant), CSR Authenticity, Strategic-driven motives, Egoistic-driven motives, Values-driven motives

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,426	,342		4,176	,000
	Egoistic-driven motives	-,141	,041	-,170	-3,450	,001
	Values-driven motives	,438	,056	,396	7,863	,000
	Strategic-driven motives	-,088	,060	-,064	-1,475	,142
	CSR Authenticity	,435	,053	,427	8,184	,000

a. Dependent Variable: CSR Skepticism





Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,832[a]	,692	,685	,50903	1,983

a. Predictors: (Constant), CSR Authenticity, Strategic-driven motives, Egoistic-driven motives, Values-driven motives

b. Dependent Variable: CSR Skepticism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108,048	4	27,012	104,249	,000[b]
	Residual	48,194	186	,259		
	Total	156,242	190			

a. Dependent Variable: CSR Skepticism

b. Predictors: (Constant), CSR Authenticity, Strategic-driven motives, Egoistic-driven motives, Values-driven motives

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,426	,342		4,176	,000
	Egoistic-driven motives	-,141	,041	-,170	-3,450	,001
	Values-driven motives	,438	,056	,396	7,863	,000
	Strategic-driven motives	-,088	,060	-,064	-1,475	,142
	CSR Authenticity	,435	,053	,427	8,184	,000

a. Dependent Variable: CSR Skepticism

Strategic motives item, Values motives item, Optimism, Egoistic motives item, Authenticity item

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,836[a]	,699	,690	,50454	1,957

a. Predictors: (Constant), Strategic motives item, Values motives item, Optimism, Egoistic motives item, Authenticity item

b. Dependent Variable: CSR Skepticism

ANOVA[a]

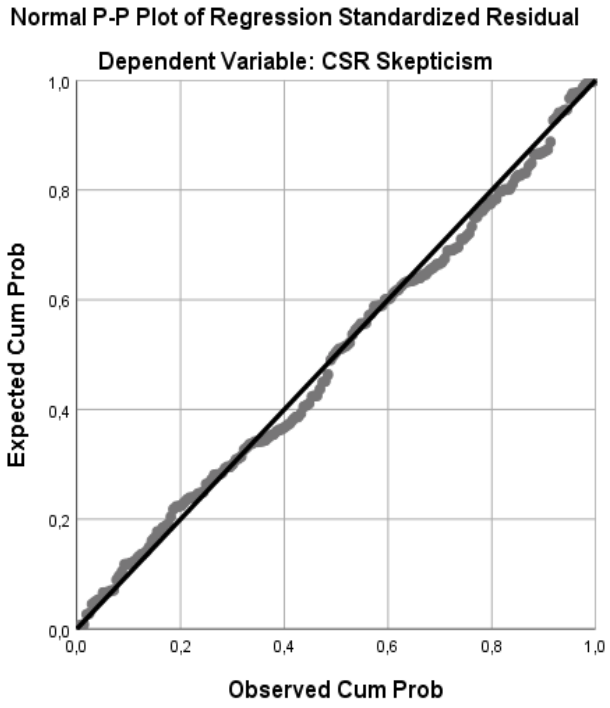
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109,148	5	21,830	85,754	,000[b]
	Residual	47,094	185	,255		
	Total	156,242	190			

a. Dependent Variable: CSR Skepticism

b. Predictors: (Constant), Strategic motives item, Values motives item, Optimism, Egoistic motives item, Authenticity item

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,758	,204		18,425	,000
	Optimism	-,022	,051	-,020	-,445	,657
	Authenticity item	,383	,047	,422	8,107	,000
	Egoistic motives item	-,152	,045	-,168	-3,416	,001
	Values motives item	,374	,047	,412	7,974	,000
	Strategic motives item	-,055	,040	-,061	-1,396	,164

a. Dependent Variable: CSR Skepticism

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