

The Impact of CSR on Consumers Purchase Intention: The Mediating Role of Corporate Reputation and Moderating Peers Pressure

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Abstract - This study examines the link between corporate social responsibility and consumer purchase intention by focusing on the mediating role of corporate reputation and the moderating role of peer pressure. The results of distinctive data from 378 consumers of Pakistan reveal that corporate reputation positively relates to consumer purchase intention, and that corporate reputation fully mediates the positive influence of corporate social responsibility on consumer purchase intention. We also found that peer pressure moderates the relationship between the corporate reputation and consumer purchase intention. Furthermore, the mediating effect between corporate reputation and consumer purchase intention is moderated by peer pressure, that is to say moderated mediation. We discuss implications of these findings for research and practice.

Keywords - Pakistan; corporate social responsibility, moderated mediation, peer pressure, consumer purchase intention.

1. Introduction

CSR is extremely interesting issue now days. Associations venture a great deal in CSR. Individuals extremely thought about CSR and needs to make CSR in all firm in light of the fact that they needs venture without benefit. Lately, corporate social responsibilities (CSR) has progressively come to be viewed as a decent vital advertising apparatus. There are two purposes behind this developing hobby in CSR. From one perspective, customers are requesting firms something more than a top-quality item at a low cost, and they incline toward brands that are socially rumored at the point when assessing comparable items. Then again, a firm may acquire aggressive preferences by concentrating on non-financial components. CSR an advantage for building a better brand image and making consumers' inspirational disposition so it is an imperative wellspring of viable advantages [2]. These days, partnerships give their assets to corporate social responsibility (CSR) assuming that "doing great dependably prompts improving" [1]. There is a developing conviction that (CSR) is a wellspring of game changer for the organizations in light of the fact that it improves firms' notoriety which brings about positive practices of diverse partner gatherings, for example, representatives, group and especially buyers [3]. The organizations, consequently, give a great many dollars to different (CSR) activities, for example, magnanimity, natural assurance, reason related showcasing, and group inclusion [4]. So also ref. [3] found that 12 of 21 studies demonstrated positive relationship between CSR exercises and records of money related execution. A couple of studies analysts

have led various studies which have analyzed the relationship between the (CSR) and buyer behavior [3], [5] but there is still no study in which corporate reputation mediates CSR to purchase attention of the consumers .To classify to fill the gaps in the previous literature, we examine the positive relationship between CSR and consumers purchase intention by introducing mediator, including corporate reputation and moderator peer pressure based on data from consumers of Pakistan. We propose that social exchange theory better clarifies the relationship in the middle of CSR and customers and understanding the model of the paper in which CSR positive impact consumers purchase intention which mediates corporate reputation including peer pressure as a moderator we use social exchange theory. This article is structured in seven sections, starting with the introduction. The second section presents the literature review. The third section develops the hypotheses. The next section describes the methodology, including data collection and respondents' characteristics, and the method of data analysis. The fifth and six sections provide the results and their discussion. The final section draws conclusions, explores the importance of our results and provides upcoming research path and practical suggestions and managerial implications.

2. Literature review

While 1990s, examination spotlights on the possessions of (CSR) on the responses of customers are expanding. By and large, numerous studies recommend (CSR) exercises are huge effect under a several consumers connected consequences, for example, consumer expectation, brand decision and proposals, and customer loyalty [1]. Despite the fact that this total positive relationship between an organization's CSR record and consumers ' responses speaks to a vital starting in the comprehension of CSR, different examinations exhibit to the link among an organization's CSR activities and consumer' response is not generally immediate and clear. Others even demonstrate that CSR is not all that pertinent for customers' choices, and now and again, customers ignore to consider the terrible community behavior of an organization when making their buys.

The current study is based on CSR actions positive impacts on corporate reputation which positive impacts consumer purchase intension and how peer pressure influence to quit that product or buying the product. From one perspective, some examination investigated a few type mediators of consumers' (CSR) reactions, include organization particular variables (item excellence, (CSR) area) or individual-particular variables (for example, (CSR) related convictions). Then again, the instrument basic customers' reaction on (CSR) is underscored to the past studies and (CSR)

are indicated in a roundabout way impact on consumer behavior. For example, high corporate believability (positive notoriety, group and ecological commitments) prompted a more inspirational state of mind the brand than low corporate validity, to decidedly impact customers' consumer aims [6].

Generally, the effect of CSR on consumer' behavior stays dubious for two fundamental reasons. Initially, there is a muddled relationship in the middle of CSR and consumer' behavior actually. The system hidden consumers' reaction in (CSR) desires hypothetical and observational. For example, a few examinations found to (CSR) might beneficial outcome to brand community image in order to impact purchasers' obtaining aims. Notwithstanding, brand image is a build a few measurements or comprehension of isolating distinctive constructs of brand image has been extra useful. The one more previous writing may be centered around restricted parts of CSR, for example, group contribution what's more, firms give, and may consider (CSR) at a total rank, bringing about considerable contradiction on effect of (CSR). so that's why we check direct relationship between (CSR) on consumer purchase intention with the using of mediators, corporate reputation moderator peer pressure.

(CSR) is an open and straightforward business rehearses; it is the technique in light of good values and appreciation to staff, group and environment. Corporate social responsibility is booked since it is the consequence of stable qualities for society all in all and for shareholders all the more particularly. Actually, corporate social responsibility is a commitment past legitimate and monetary necessities in which company considers ethical issues and cooperation in monetary improvement while enhancing the nature of the work compel in a more extensive scale specifically group and deals with its business transform in a manner that will have positive effects on society [7]. In different words, organizations are attempting to make a harmony between the hobbies of diverse recipients furthermore their social, financial, social execution [7]. Social obligation is "association voluntary commitment to satisfy straightforward and non-straightforward obligations that society has exacted on the shoulders of organization" [8]. Social obligation is made out of two measurements: "duty" to the group and "positive aiding" of group.

2.1 CSR perceived by consumers

Carroll's (1991) CSR system, broadly acknowledged, incorporates 4 measurements: monetary, lawful, moral and altruistic where financial and legitimate obligations are needed, moral obligation is normal and magnanimous responsiveness is fancied. The relationship one has with an association, (for example, a representative, stockholder or purchaser) influences the relative significance put on diverse measurements of CSR. Case in point, workers' most noteworthy concern was financial, though consumers had a more grounded moral introduction [9]. Proposition for investigating the effect (CSR) characterize its multi dimension taking into account distinctive desires of dissimilar partners. Now in present research, we are occupied with consumers' impression of (CSR) in light the fact that buyers are the biggest partner bunch for firms. Also, we concentrated on lawful and moral obligations by sticking to (Carroll) model of (CSR). This study give the accompanying basis to the contention and provides understanding peer pressure. To financial

measurement alludes toward an association's commitment to be beneficial, productive and to keep up financial riches. Workers are concerned all the more about the company's capacity to create benefits since they need to be constantly utilized. Interestingly, but a few exceptional situations (example the off chance that the customer was reliant to a firm that are the main provider to required item), customers were no concerned through the financial responsibilities of a firm [9]. Humanitarian obligation, which is more optional or intentional from organizations despite the fact that there is dependably the societal desire that organizations ought to give it, alludes to a company's commitment towards raising the prosperity and improvement of society in general. Albeit numerous studies contended the beneficial outcome of altruistic farm duties execution, some examination also found the altruistic conduct brand have no huge positive impact on consumers' practices. These were two motivations toward clarify the irregularity. To begin with, charitable exercises will expend a few assets of an organization. Once the cash is focused on a magnanimous venture, it can't be utilized to enhance creation offices, create administration capacities to go through markets. Judicious consumers were few ready give up essential useful components of items for the generous conduct of a brand [10]. Second, non-benefit associations are normal had obligations to adding the public issue, for example, wellbeing, raining or advancement to voluntarism. Organizations participate through NPOs to give through societal projects as opposed to do it independent from anyone else freely. Therefore, consumers pay less regard for the generous exercises and responsibilities of organizations. Firms' lawful obligation alludes to exercises inside of the restrictions legitimate necessities. Lawful conduct of firm may impact to items' capacities or quality specifically, or this is very simple for consumers to frame sentiments in to the admiration. A company's moral responsibility alludes to adherence to moral standards that go past lawful structures, that is, being fair involved with consumers. The moral responsibility is identified with complex issues, for example, natural assurance, HR administration, wellbeing and security on their work or relations with suppliers and purchasers. Contrasted and workers, consumers accept that a company's obedience to ethical and lawful orders view additional essential [9].

2.2 Corporate Reputation:

The image of an organization creates and develops over the long run and for the most part relies on organization Identity and unmistakable projects, their execution and how group saw its behavior. Reputation implies when an organization effectively fulfill the desire of a few partner [11] contend a decent reputé empower organizations toward indict far above the ground costs, pull in superior people or financial specialists with be able to build t simple contact to resources market. Experimental results demonstrate that if a firm have more prominent support and commitment in social welfare perspectives, then higher the reputation of firm. Those association which are filling in as a charitable association can assemble a reputation, create constructive media scope, expand representative duty, and improve trustworthiness, efficiency and consumer inclinations [12].

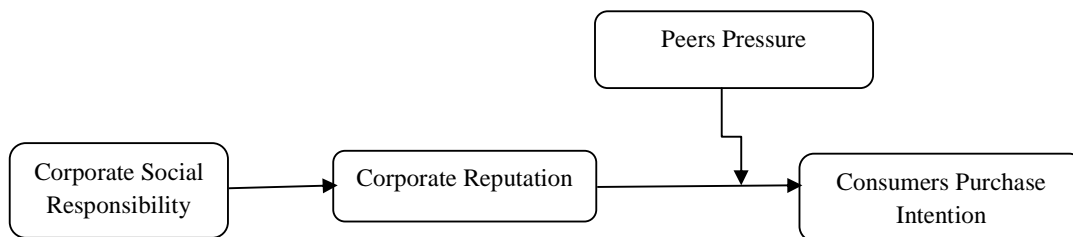
2.3 Corporate Reputation (CSR)

In this exceedingly focused environment globalized world, (CSR) also company repute, greater part fortune organizations have utilized corporate social obligation as a vital instrument to giving input to desires of different partners i.e. media, non-government associations, popular sentiment, and even consumers, to at last add to a noteworthy corporate picture. Correspondingly in 2005, Fombrun suggested Boosting corporate reputation as an outward driver for the organizations to participate in corporate social responsibility exercises. Corporate reputation has been perceived as an interceding variable in corporate social responsibility disciplines. At last in 2007, Bendixen and Abratt, have examined an expansive South African multinational notoriety in organization consumer relationships, representing that the consumer moral discernment about organization make up the premise for corporate reputation [11].

In today's profoundly aggressive business sector environment, numerous organizations have utilized CSR as a vital instrument to react to desires of different partners, for example, media, general sentiment, nongovernment associations furthermore, even customers, to along these lines make a good corporate picture [11]. Actually, organizations have viewed CSR exercises as a need, therefore asking directors to mull over how to execute CSR exercises reliably with their business methodology [2]. [12] pointed out that CSR "ought to be considered as a type of vital speculation" which "can be seen as a type of notoriety building or support." On the other hand, [13] proposed upgrading corporate notoriety as an extraneous inspiration for organizations to take part in CSR exercises.

2.4 Peer Pressure

Theoretical Model



3. Method

Methodology plays its important role in conducting any research. It is helpful to find the relationship of dependent variable with independent variables. It can provide a comprehensive understanding of the aspect of CSR with consumers purchase intention with mediates corporate reputation and moderates with peer pressure. In this research, we use the combination of quantitative and descriptive method. The questionnaire is developed for the collection of data. To test our hypothesis, we collect the data from the consumers in Pakistan. The sample is composed of male and female. Convenient sampling method is adopting for this research. Convenient sampling is non-probability sampling technique where subject is selected because of their accessibility and proximity to research. The data were

It's really normal to need to have a place and feel some portion of a gathering. There's nothing amiss with that at all and actually having great companionships in our lives is truly critical to our bliss. There is a drawback to searching out great connections however. That craving to be a piece of something and have great companions can put a considerable measure of weight on individuals to act certainly. When we're affected to accomplish something we wouldn't typically do, or ceased from accomplishing something we'd like to do, on the grounds that we need to be acknowledged by somebody/a gathering, we begin moving into associate weight domain. peer pressure to think or act along certain companion endorsed rules - is viewed as an unmistakable quality of pre-adulthood. Peer weight relations shape a necessary part of immature socialization and encourage singular improvement of a feeling of character. Companion weight is an essential instrument of transmitting gathering standard also, keeping up loyalties among gathering individuals.

2.5 Theoretical Framework and Research Model

Hypothesis:

H1: There is a positive relationship between CSR and corporate reputation.

H2: There is a positive relationship between CSR and consumers purchase attention.

H3: There is a positive relationship between corporate reputation and consumers purchase attention

H4: There is a positive relationship between corporate reputation and peer pressure.

H5: There is a positive relationship between peer pressure and consumers purchase attention.

collected face-to face, using a self-reporting questionnaire. We personally handed over a paper copy of the questionnaire to the informants willing to participate in the study. The questionnaire was accompanied by a cover letter. We used the regression analysis for the measurement of direct relationship of CSR and consumers purchase attention we also use Amos to check the validity and reliability of our data.

We distributed 450 of the questionnaire and obtained 392 responses, a fairly high response rate due to the face-to-face contact and reminder calls. After analyzing missing values, the final sample comprised 378 responses. The demographic characteristics of the respondents are given in Table 1.

3.1 Measurements

Questionnaires used in this study were originally constructed in English. We then pilot-tested the questionnaire using 70 consumers of university of Lahore of the but who were not

Table 1 Demographic characteristics of the informants

Demographic characteristics	Percentage	Gender
Female	86	
Male	14	
Age		
18–28 years	60	
29–40 years	25	
More than 40 years	15	
Level of education		
Not completed bachelor	29	
Bachelor	46	
Master	25	

Percentage values are rounded off

Corporate social responsibility was measured by [15] 10-item instrument on the original anchors. The scale's reliability in this study is 0.92 and consistent with previous research [15], [16]

Consumer purchase intention was measured with a six-item instrument developed by [17]. The scale is reliable ($\alpha = 0.93$).

Corporate reputation was measured with five items developed by [9]. The scale was one dimensional and reliable ($\alpha = 0.86$).

Peers pressure was measured with six items scale. The scale's a reliability in this study is 0.84. Control variables. we included three demographic variables as control variables: sex (0, female; 1, male), age (in years) and education (1, associate degree and below; 2, bachelor; 3, Master or Ph.Ds degree).

3.2 Analytical strategy

We analyzed the data in three steps. In a first step, we examined measurement validity and reliability using confirmatory factor analysis (CFA) for all the measures. After establishing convergent and discriminate validity, we tested the hypothesized structural model using SEM. We focus on determining the direct and indirect effects of CSR components on consumer purchase intention, corporate reputation, and peer pressure. Third, we used a phantom model approach with SEM. And to assess total and specific indirect effects. We also tested common method variance using multiple methods (Podsakoff et al.2003) to ensure the quality of the data.

4. Result

Table 2

Model and structure	X ²	df	TLI	CFI	RMR	RMSEA	Dx ²
1: Hypothesized four-factor model	351.20	164	0.93	0.95	0.03	0.02	---
2: Three factor model CSR and CR merged	501.32	167	0.90	0.90	0.06	0.03	150.12
3: Two factor model CSR and CR merged ,CPI And PP merged	749.23	169	0.78	0.81	0.13	0.11	398.03
4: One factor model CSR and CR merged ,CR,CPI And PP Merged	936.38	170	0.63	0.56	0.16	0.17	585.18

included in the final sample. On the basis of the feedback from the pilot-test, we reworded a few items to ensure clarity. Unless otherwise indicated, response options ranged from 1 ('Strongly disagree') to 5 ('Strongly agree').

4.1 Confirmatory factor analyses

We conducted a confirmatory factor analysis to test the factor structure as well as the convergent and discriminatory validity of our scales. We used parcels to maintain a favorable indicator-to-sample-size ratio. The CFA showed a satisfactory fit of the hypothesized four-factor structure (corporate social responsibility, consumers purchase intention, corporate reputation and peer pressure): $\chi^2(164) = 351.20$; $p, 0.01$; TLI = 0.93; CFI = 0.95; RMSEA = 0.02; RMR = 0.03. All the indicators had statistically significant ($p, 0.01$) loadings on their intended constructs, demonstrating convergent validity. Results shown in table 1, model 1, fit the data well and provided substantial improvement in fit indexes over the alternatives (models 2–4). As shown, the hypothesized four-factor model fits the data well and is better than all the alternative models, providing evidence of the construct distinctiveness of corporate social responsibility, consumers purchase intention, corporate reputation and peer pressure.

4.2 Descriptive statistics

Mean, standard deviation and bivariate correlation are shown in table 2. Corporate social responsibility was positively related to consumers purchase intention ($r = 0.43, p, 0.01$), corporate reputation ($r = 0.31, p, 0.05$). Furthermore, corporate reputation was positively related to consumers purchase intention to peer pressure ($r = 0.60, p, 0.01$), and peer pressure was related to consumers purchase intention ($r = 0.21, p, 0.01$).

Note: CSR corporate social responsibility, CR corporate reputation, CPI consumers purchase intention, PP peer pressure, TLI Tucker–Lewis index CFI, comparative fit index; RMSEA, root mean square error of approximation; RMR, root mean square residual. All χ^2 difference is significant at $p < 0.001$; $\Delta\chi^2$ is in relation

Table 3

Variables	Mean	SD	1	2	3	4
1:CPI	3.33	0.71	(0.93)			
2:CSR	3.77	0.73	0.43**	(0.92)		
3:CR	3.69	0.59	0.60**	0.31*	(0.86)	
4:PP	3.53	0.91	0.21**	0.09	0.05	(0.84)

Note: CSR corporate social responsibility, CR corporate reputation, CPI consumer purchase intention, PP peer pressure. $N = 293$; there liability coefficients are indigonal. * $p < 0.05$. ** $p < 0.01$ (two tailed).

4.3 Hypothesis testing

To test Hypothesis 1, which predicts that corporate social responsibility is positively related to consumers purchase intention, we use a hierarchical regression analysis. First step, enter the control variable, second step, enter independent variable (i.e. ethical leadership). Support was found for Hypothesis 1 ($r = 0.23$, $p < 0.01$).

Hypothesis 2 predicts that corporate reputation mediates the relationship between corporate social responsibility and consumers purchase intention. We conducted a goodness-of-fit test to determine whether the relationship between the predictor and the outcome occurs through the mediator. Results of the structural analysis of the proposed model provide an acceptable fit to the data ($\chi^2(75) = 140.61$, $p < 0.01$; TLI = 0.97; CFI = 0.96; RMSEA = 0.02; RMR = 0.02). We compared this fully mediated model with a partially mediated model ($\chi^2(74) = 151.31$, $p < 0.01$; TLI = 0.94; CFI = 0.93; RMSEA = 0.04; RMR = 0.04 (Bollen Kenneth 1989; Browne et al. 1993; Hox 2003)). The fully mediated model does provide an improvement in fit over the partially mediated model (χ^2 difference test: $\Delta\chi^2 = 10.69$, $df = 1$, $p < 0.01$).

To test the goodness-of-fit of corporate reputation as the mediator between corporate social responsibility and the outcomes, we followed recommendations outlined by [18] and calculated the product of coefficients using LISREL's effect composition statistics. Statistically significant indirect effects imply that the relationships between the antecedents and the outcome variables occur through the mediator. The indirect effects were significant for the relationship between corporate social responsibility and consumer purchase intention ($b = 0.14$, $p < 0.01$). In conclusion, Hypothesis 2 was supported. Hypothesis 3 proposed that peer pressure would moderate the relationship between corporate reputation and consumer purchase intention. To test this hypothesis, we carried out a hierarchical regression analysis. In this approach, control variables were first entered, followed by the predictor (CSR) and the moderator (peer pressure). The interaction between CSR and consumer purchase intention to treatment was entered in the third step. All interaction variables were mean-centred to minimize multicollinearity.

Results are (models 2–4), the interaction between corporate social responsibility and peer pressure was positively related to consumer purchase intention ($r = 0.18$, $p < 0.01$, model 4), which explained 1% of the residual variance in consumer purchase intention ($\Delta R^2 = 0.01$). Furthermore, to demonstrate the effect

of moderator, we plotted the interaction effects using procedure and computed the slopes using one standard deviation above and below the mean of the moderating variable. The resulting interaction patterns are consistent with the hypothesis.

Specifically, corporate reputation was more positively related to consumer purchase intention when consumer's peer pressure was high ($b = 0.49$, $p < 0.01$) than consumers' peer pressure of the corporate reputation was low ($b = 0.13$, no significant). Hence, Hypothesis 3 was supported. To further test Hypothesis 4, the moderated mediation, we followed the procedure of [18]

We found that conditions were met, in support of Hypothesis 4: (1) corporate social responsibility is positively related to consumer purchase intention ($b_{11} = 0.40$, $p < 0.01$, model 5), while the interaction between corporate social responsibility and peer pressure is not positively related to consumer purchase intention ($b_{13} = 20.06$, n.s., model 5); (2) corporate social responsibility is positively related to corporate reputation ($b_{21} = 0.24$, $p < 0.01$, model 1) and the interaction between corporate reputation and peer pressure is positively related to consumer purchase intention ($b_{35} = 0.21$, $p < 0.01$, model 6). Hypothesis 4 was supported.

Consistent with our hypothesis, corporate social responsibility was found to be positively related to consumer purchase intention when the level of peer pressure was high ($r = 0.26$, $p < 0.01$), but was unrelated to consumer purchase intention when peer pressure was low ($r = 0.05$).

5. Discussion and Conclusion

Our study found that corporate social responsibility positively influences consumers purchase intention as a result of the mediated effects of corporate reputation. In addition, when peer pressure in purchase intention is high, corporate reputation is found to have a stronger positive relationship with consumer purchase intention. We see three contributions made by this study to research on both corporate social responsibility and consumer purchase intention literature in several important ways. First, previous research has suggested that corporate reputation (Knippen berg and Schie 2000; Riketta 2005) may play an important role in the purchase process and provide evidence from some researches [15]. Drawing on social exchange theory, our result complements this work by demonstrating, perhaps for the first time, that corporate reputation is an important mediation between corporate social responsibility and consumer purchase intention. The social exchange approach consists of the two related theories: social exchange theory and self-categorization theory. Social exchange theory is a social mental and

sociological viewpoint that clarifies social change and security as a procedure of arranged trades between gatherings. Since then, it has been a fruitful framework to explore and understand issues of CSR corporate reputation peer pressure and consumer purchase intention, and has also been applied to topics such as power, protest and collective action, negotiation, mergers and many others. Broadly speaking, social exchange theory predicts that people strive for a positive self-concept and that one's identity partly consists of one's memberships in social groups for instance membership in organizations. Social exchange theory thus would predict that corporate reputation with consumer purchase intention will be associated with their attitudes and behaviors. Indeed, [19] has elaborated on the point that social exchange with purchase intention serves the individual's needs for belonging, safety or self-enhancement.

Second, prior research argues that corporate social responsibility influences consumer purchase intention through leaning mechanism and our study integrates social exchange theory to explain the relationship between corporate social responsibility and consumer purchase intention that is a new perspective and supported by results. These supervisors express interest in employees' concerns and ideas, encourage deeper conversations and personal responsibility, and stimulate follow-up action from employees. So it is important to set up a high-quality social exchange relationship between CSR and consumer purchase intention. When consumers have a high-quality social exchange with leader, they will make more purchase intention even if the payment is not definite.

Third, extant study puts more attention on the mediation mechanism and omits the moderating role in terms of consumer purchase intention. This study addresses this gap by examining the condition boundary and psychological mechanisms through which corporate reputation influences consumer purchase intention that is moderated by peer pressure. The moderating role of peer pressure can exist because consumer purchase intention is potentially risky. Consumer purchase intention may be seen associated with discomfort. In addition, consumers usually engage in a calculated and deliberate decision-making process before speaking, which helps them evaluate the cost–benefit of consumer purchase intention. Consumers purchase intention benefits consumer perceived, consumers who evaluate the cost–benefit of purchase intention and finds a balance.

5.1 Implications

Our findings have not just theoretical implications, but practical implications as well. First, they have implications for fostering a work environment that motivates consumers to engage in discretionary behaviors such as consumer purchase intention that contributes to consumers to decision making. Our findings that corporate reputation positively related to consumer purchase intention suggest that organizations should consider to improve corporate reputation .Second, in view of the documented positive influence of corporate reputation on consumers purchase intention, our findings that corporate social responsibility positively related to consumers purchase intention suggest that organizations should consider training employees in corporate social responsibility to demonstrate high-CSR standards in the workplace. Third, our findings of the moderating influence of peer pressure in the corporate reputation and consumer purchase intention underscore the role of individual differences in acts to purchase intention. Consequently, organizations may need to

improve their CSR activities that will improve the consumers purchase intention, which in turn may benefit corporate performance.

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