

Measuring the impact of CSR versus non-CSR communication on FMCG consumers in Egypt: Theory of Reasoned Action and the role of message-consumer congruence.

By

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This thesis is submitted to London South Bank University Business School in partial fulfilment of the requirements for

PhD in Management, Marketing, and People

September 2024

**Abstract**

Considering changes in consumer behaviour and the emergence of new media, this thesis contributes to literature on CSR communication by comparing the effectiveness of CSR communication to non-CSR communication in Egypt among FMCG consumers. Whilst multitude of studies focused on various aspects of CSR communication in Western markets, their generalizability to markets of different sociocultural characteristics cannot be guaranteed. Coupled with the evolving nature of the sociocultural and consumption environment, the need for differentiated replications is addressed in this study.

Therefore, this thesis addresses this gap and is one of the first studies that examines, in a mixed-methods design, the impact of CSR and non-CSR communication on consumers’ brand attitudes and purchase intentions in Egypt. Theoretically, this study integrates multiple theories to propose a novel and comprehensive conceptual framework from which theoretical contributions have emerged. Specifically, drawing on the Theory of Reasoned Action, the Stimuli-Organism-Response framework, and the concept of value congruence, this research explores the impact of CSR communication strategies on brand attitudes and purchase intentions.

Therefore, the study contributes new knowledge on CSR brand communication effectiveness in an under-researched socio-cultural context in order to establish its applicability and effectiveness in a new market.

This study employed mixed research methods by conducting 2x2 factorial survey experiments to compare the effects of CSR to non-CSR communication and to examine the role of message-respondent congruence. The final data set included responses from 474 respondents. Following that, semi-structured interviews were conducted on a smaller sample to gain deeper insights on respondents’ perceptions of CSR communication.

Applying independent sample t-test, the comparisons between the groups revealed that all averages of the brand attitudes were significantly higher for consumers who were subjected to the CSR message. Based on structural equation modelling, there were direct positive effects of CSR communication on ad likeability, emotional brand attachment, brand trust and purchase intentions. Also, the qualitative data revealed a plethora of strategic suggestions for CSR communication.

The theoretical application in this study revealed that this study’s theoretical contribution asserts that for TRA to be applicable to different product types, attitudes towards the brand is necessary to measure. The study provided further evidence to attest to the fact that the concepts of attitude towards brand and attitude towards ad are important variables which influence intention to buy the advertised product confirming TRA assumptions in case of CSR communication.

Furthermore, the findings direct researchers to be aware that when applying TRA and SOR, some attitudes might have stronger effects on purchase intentions than others.

Practically, this study offers a number of implications. First, it confirmed that CRS communication appeal is more effective than non-CSR communication appeal in Egypt for a specific brand and hence brand managers can be confident that CSR appeals are more likely to lead to more positive brand and ad attitudes which in turn influence buying intentions.

Lastly,this study has some confounding variables such as prior consumer perception of the brand and price perception as they were not measured. Some questions related to other potential confounding variables were included to statistically control post data collection. Moreover, the cultural context of the study is specific to Egypt; hence, these experiments ought to be subjected to further differentiated replications in other countries to compare results between different cultures.

**Keywords**

CSR communication, consumer behaviour, purchase intention, consumer attitudes, FMCG, Theory of Reasoned Action, SOR theory, value congruence, halo effect, social media advertising, TV advertising

**Acknowledgements**

Ph.D. is a journey that imparts precious learnings, but what I appreciate the most is the level of scientific maturity and systematic cognitive thinking that emerges towards the end of this journey. While few peers discouraged me from earning a Ph.D. by over-stressing the amount of struggle an individual goes through, I was blessed to have a supervisor who held my hand even before I began the program. I count myself lucky for having Dr. Barbara Czarnecka as my supervisor as she was exceptional and gave me excellent mentorship and guidance. Dr. Czarnecka provided me with a wholesome support throughout my journey with Ph.D. Also, I am grateful for Dr. Rana Tajvidi for being on my supervision committee and offering great advice and insightful recommendations.

I also want to express my gratitude to all the respondents who volunteered their time and participated in this study. This thesis would not have existed without their commitment.

Furthermore, I want to thank my friends for their positivity that opposed my occasional whining. I want to give special thanks to Dr. Shorouk Hamzawi for her tremendous encouragement and help as she was always keen to discuss my thesis with me for many hours.

Lastly and most importantly, I dedicate this work to the most wonderful people in life, my father Nader Saad El Din and my Mother Naira Omar. I will be forever thankful to them for always being eager to offer me all kinds of support before I even ask for it. I am truly blessed to have such loving and encouraging parents and I only hope that I can make them as happy as they always ensure that I am. Also, I would like to thank my sister, Nehal Nader, for being a major source of encouragement and always being generous with her advice and emotional support.

May this mark the beginning of many more future achievements.

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**List of Abbreviations**

ABC: Attitude-behaviour-context

AVE: Average Variance Extracted

CCB: Consumer Citizenship Behaviour

CDT:Cognitive Dissonance Theory

CET: Cognitive Emotion Theory

CMB: Common Method Bias

CSR: Corporate Social Responsibility

ELM: Elaboration Likelihood Model

FMCG: Fast-Moving Consumer goods

GCC: Gulf Cooperation Council

ISO: International Organization for Standardization

MENA: Middle East and North Africa

PCE: Perceived Consumer Effectiveness

ROI: Return-on-investment

S.E: Sample Error

SEM: Structural Equation Model

SES: Socioeconomic Status

SET: Social Exchange Theory

SIT: Social Identity Theory

SOR: Stimuli-Organism-Response

TPB: Theory of Planned Behaviour

TRA: Theory of Reasoned Action

**Chapter 1**

**Introduction**

**1.0 Introduction**

This chapter provides a preliminary outline of the thesis and introduces the topic and main objectives of the study. It briefly discusses my personal motivation as well as the academic necessity for conducting this research in Corporate Social Responsibility (CSR) brand communications in Egypt. Accordingly, this chapter presents the main discovered research gaps that arose from literature, a summary of the research methods, summary of results and contributions, and finally an outline of the structure of this dissertation.

* 1. **Background of the Study**

Due to the growing awareness of social and environmental issues in recent years, the marketing environment has experienced major changes in the last decade (Amin, Mohamed, & Elragal, 2021; Garg & Sharma, 2017; Zhu & Sarkis, 2016). Coupled with significant shifts in media landscape and consumption, the importance of consumer attitudes and opinions continues to be a theoretically and practically important topic. Businesses need to stay informed about shifts in consumer behaviour, particularly now that consumers recognize marketing techniques more than ever (Alkhafagi & Alsiede, 2022; Ukaegbu, 2020). Thus, it is necessary to keep consumers at the centre of marketing and communication planning and focus on evaluating the effectiveness of communication strategies from the consumers’ perspectives. One of these noticeable changes is that consumers now expect companies to actively support social and environmental issues (Haldar, 2019; Liang & Renneboog, 2020). This led to the advent of novel marketing or corporate strategies such as the concept of corporate social responsibility (CSR). In the simplest terms, CSR is defined as the responsibilities that businesses have towards the environment and society (Fernández, Hartmann, & Apaolaza, 2021). Some evidence shows that brands that tell consumers about their CSR effects via CSR communication can generate revenue, increase brand loyalty, strengthen customer connections while making a beneficial impact on society and the environment (Lu, et al., 2020; Tiep Le, Ngo, & Aureliano-Silva, 2021). These advantages of CSR communication were exceptionally evident in studies in the context of the fast moving consumers goods (FMCG) industry (Currás-Pérez, Dolz-Dolz, Miquel-Romero, & Miquel-Romero, 2018; Suganthi, 2019). FMCG products are low-involvement products in which the value of the transaction is not high and the purchase decision process does not consume a long time (Mann & Ghuman, 2018; Verma, Rojhe, Horská , Sharma, & Šedík , 2023). Top of Form For that reason, this study focuses on consumers’ perception of CSR communication in comparison to non-CSR in the FMCG industry. In this thesis, non-CSR refers to commercial marketing communications that are focused on informing the targeted consumers about the company’s products and services (Chen, Hung-Baesecke, & Cheng, 2023; Krištofík , Medzihorský, & Musa, 2022). This thesis focuses on consumers’ perspective not only because consumers are usually the largest and most influential group of stakeholders (Paquette & Clacy, 2013), but also they are the primary audience for CSR communication as posited in literature (Kim, Krishna, & Dhanesh, 2019; Overton, Kim, Zhang, & Huang, 2021; Uzunoğlu, Türkel, & Akyar, 2017; You & Hon, 2022).

Nonetheless, CSR communication has its own set of challenges. Obviously, not all consumers care about CSR. Additionally, the success of CSR communication depends on a variety of factors such as, but not limited to, level of brand awareness, type of product, and type of CSR campaign (Chatzopoulou & Kiewiet, 2021; Hur, Moon, & Kim, 2020; Kuokkanen & Sun, 2020). According to literature, numerous studies focused on different applications of CSR communication (Peterson, Minton, Liu, & Bartholomew, 2021; Sun & Wang, 2020; Zhong, Ren, & Wu , 2022); however, there are relatively few studies on the effectiveness of CSR communication on FMCG consumers in the Middle East (Diab & Metwally, 2020; Nurunnabi, Alfakhri, & Alfakhri, 2020). As socio-cultural and economic context has been confirmed to be an important variable in consumer behaviour, I set out to extend the body of knowledge about CSR communication in an under-researched market. Whilst multitude of studies focused on various aspects of CSR communication in Western markets, their generalizability to markets of different sociocultural characteristics cannot be guaranteed (Cheng, Dimoka, & Pavlou, 2016; Bonett, 2012; Earp & Trafimow, 2015). Coupled with the evolving nature of the sociocultural and consumption environment, the need for differentiated replications is addressed in this study (Uncles & Kwok, 2013; Evanschitzky & Armstrong, 2013). This was a major research gap that appeared from the literature. Research gaps that this thesis attempts to bridge are further explained in this chapter in section 1.3.

* 1. **Researcher Background**

Spending more than four years working in a multinational corporate in the United Arab Emirates (UAE), I gained hands on understanding of the investments that companies place behind communication strategies. More importantly, I also understood the way companies measure the success of these strategies and their positive impact on consumers in terms of their attitudes towards the brands. During this time, I came across multiple circumstances in which the planned and executed marketing strategy did not quite achieve the expected results on consumers. Hence, the marketing team and I engaged in multiple research projects to further understand what kinds of brand communications would be more impactful on consumers’ brand attitudes and behaviours. This gap between communication goals and result on consumers triggered a personal goal for me to further explore the impact of different communication strategies from an academic standpoint. The below section gives more details on the main research gaps identified in this thesis.

* 1. **Research Gap**

On the one hand, there is a substantial number of studies that clearly identify a plethora of positive outcomes for businesses resulting from CSR communication (Abu Zayyad, et al., 2021; Dang, Nguyen, & Pervan, 2020; Nair, 2021; Salam, Jahed, & Palmer, 2022). On the other hand, millions of companies globally launch non-CSR advertising campaigns (Dautovic, 2022; Navarro, 2023), and the literature provides a surfeit of publications looking at the impact of non-CSR communication on consumers (Chen, Hung-Baesecke, & Cheng, 2023; Krištofík , Medzihorský, & Musa, 2022). However, there is a lack of sufficient studies that compare the impact of non-CSR and CSR communication strategies aimed to influence consumers’ decisions. Given that both communication strategies (CSR and non-CSR) appear to be advantageous for the companies, it would be insightful to understand which strategy would be more impactful on consumers’ brand attitudes and purchase intention. This is an important comparison to examine to determine the most effective communication strategy that will benefit the company and society.

Moreover, there is a limited number of publications that investigate the impact of CSR communication on brand likeability which identifies another important research gap.

This is an important gap to fill because brand likeability has an important impact on consumers’ loyalty and their willingness to accept any issues in the product (Ohlwein & Bruno, 2021). Additionally, well-published researchers in marketing such as Nguyen, Melewar and Chen (2013) argued that brand likeability is a main variable that provides indications to important brand-related aspects such as brand satisfaction and positive consumer-brand relationship.

Thirdly, when the concept of benefits of CSR communication is clubbed with the discussion on advantages of different media vehicles, a noticeable research gap emerged calling for an investigation on what has the most positive influence on consumers, the communication strategy or the media vehicle? While television is still known to be the most successful media platform for increasing brand awareness (Batra & Keller, 2016; Niederdeppe, et al., 2021), consumers might also develop an emotional bond with brands that are advertised on social media (Gharib, Philpott, & Duan, 2017; Teo, 2016). Thus, based on the carried-out literature reviews in this research, there is a clear gap in literature in distinguishing between the impact of CSR communication and non-CSR communication on consumers through different media vehicles.

Lastly, the literature review revealed that there is a substantial gap in Middle Eastern literature examining the impact of CSR communication on FMCG consumers (El Haddad, Bachkirov, & Grishina, 2021; Nurunnabi, Alfakhri, & Alfakhri, 2020). As mentioned above, whilst multitude of studies focused on various aspects of CSR communication in Western markets, their generalizability to markets of different sociocultural characteristics cannot be guaranteed (Cheng, Dimoka, & Pavlou, 2016; Bonett, 2012; Earp & Trafimow, 2015). Coupled with the evolving nature of the sociocultural and consumption environment, the need for differentiated replications is addressed in this study (Uncles & Kwok, 2013; Evanschitzky & Armstrong, 2013). This gap is evidenced in Chapter three which includes a systematic review of of CSR studies in the Middle East; however, they are not focused on examining the positive impact of CSR communication on consumers. In comparison to global literature, there is limited research exploring different types of CSR communication, impact of CSR on consumers, or CSR communication for different types of products in the Middle East. Given the vastness of the Middle East and the diversity of its nations' cultures and societies, this study will concentrate on Egyptian society and its consumers for several reasons. Firstly, Egypt is the most densely populated Arab country that is known for its ethnic homogeneity (Rehman, 2023; Unicef, 2017). Secondly, Egypt is perceived as having a strong potential for CSR because of the need to raise the general standard of life for the population (Salama, 2009; Serrano, 2021). Thirdly, Egypt is considered the most attractive country in Africa and in the Middle East for international investments (El-Shabrawy, 2022; Onyango, 2021). The subsequent section outlines the main research aims and objectives that were identified with the purpose of bridging these identified research gaps.

* 1. **Research aims and objectives**

As discussed above, in reference to recent changes in consumer behaviour, it is evident in literature that consumers favour certain communication messages and channels over others (Schreiner, Rese, & Baier, 2019). This raised the question of which communication strategy and media vehicle has the greatest influence on consumer behavioural intention in Egypt. Accordingly, this study aims to critically explore CSR as a communication strategy on different media platforms in Egypt. The core objective of this thesis is to investigate if CSR communication will have an impact on consumers’ attitudes towards brands in Egypt. Drawing on the Stimuli-Organism-Response, Theory of Reasoned Action, value congruence, and halo effect, this research compares the effectiveness of CSR and non-CSR communication on social media and television in Egypt focusing on fast-moving consumer goods (FMCGs). Additionally, this research explores the role of message-respondent congruence by measuring the congruency between respondent’s CSR perception and their attitude towards the CSR communication.

To summarise, the aim of this thesis will be accomplished through the following research objectives:

1. To examine the effectiveness of communication strategy of CSR communication and non-CSR communication strategies among FMCG Egyptian consumers
2. To explore the effects of different media vehicles (television and social media) on FMCG Egyptian consumers.
3. To examine consumers’ perception of CSR as a communication strategy in the FMCG category in Egypt.
4. To further contribute to academic literature by uncovering theoretical, and managerial contributions from the findings.

In order to achieve, the above-mentioned goals, the study is set to explore the effectiveness of CSR communication by measuring attitudes that customers might develop as a result of exposure to CSR communication versus non-CSR communication. These attitudes were identified from the literature reviews that revealed that certain attitudes are usually measured to determine the success or measure the performance of certain communications. These were the attitudes that were carefully considered in this study to also measure the overall success of CSR communication specifically towards purchase intention. Purchase intention was deemed to be the main outcome of this study on which the success of CSR and non-CSR communication presented in the study will be assessed.

* 1. **Scope of the study**

Mainly, the identified parameters of this study emerged from the literature and the pressing need in literature to explore CSR communication in a specific context. As mentioned above, the main geographic scope of this study is Egypt. While there are many countries in the Middle East, Egypt was deemed to be the most appropriate country in the Middle East to conduct this research. This is because, as further explained in this thesis, Egypt is a large country that offers prospects for international investment (Moneim, 2023). Additionally, literature revealed that Egypt has a considerable need for CSR campaigns in general (Diab & Metwally, 2020; Khalil , Ismail, & Ghalwash, 2021).

Moreover, it is important to note that communication styles and the attitudes that consumers develop towards these styles differ from one product type to another (Ansary & Hashim , 2018). This research focuses on the FMCG category by presenting Dettol, a popular domestic cleaning product, as an example to present the hypothetical CSR campaign to respondents. Furthermore, based on the above identified research objectives, this study examines the impact of CSR and non-CSR communication on two media channels, Facebook and television. Figure 1 summarises the specific aspects related to CSR communication that this study entails. The following section briefly explains the thesis’s main contributions to knowledge, practice, and theory.

Figure 1 Scope of the Study

* 1. **Contributions of the thesis**

This thesis provides a plenty of substantial contributions that added value to the advancement of CSR communication research. The contributions of this thesis are threefold. These contributions consist of five contributions to knowledge, three contributions to theory and three contributions to practice. Firstly, I outline the contributions to knowledge. Despite the Middle East's vastness and the need to further explore this notion in the region, CSR as a topic is often under-researched (Alawamleh & Giacaman, 2020; Al Mubarak, Ben Hamed, & Al Mubarak , Khamis & Ismail, 2022). This thesis expands the body of literature by examining the influence of CSR communication on consumers in a Middle Eastern country which is Egypt. Most importantly, the main contribution to literature is comparing the effect of CSR to non-CSR communication. To my knowledge, this is the first study that compares the effects of CSR to non-CSR as a broad communication strategy on consumers’ attitudes and purchase intentions in the FMCG industry. This comparison of the influence of CSR versus non-CSR communication is a particularly important and novel contribution to literature. This is because companies launch a lot of CSR and non-CSR communication campaigns however, there isn’t enough research that examine which communication strategy is more positively influential on consumers’ brand attitudes. This study sheds a particular focus on certain brand attitudes (sections 2.7.1- 2.7.7) that would lead to purchase intention which is considered the main measure in this study. The identified brand attitudes in this study (such as brand likeability, emotional brand attachment, brand trust, etc.) are significant as these attitudes are typically expected to result from any brand communication (Gómez-Rico, Molina-Collado, Santos-Vijande, Molina-Collado, & Imhoff , 2023; Grinsven & Das, 2016). While brand likeability is a crucial attitude that determines the success of communication campaigns (Nguyen, Melewar, & Chen, 2013), it is not examined in reference to CSR. This study contributes to knowledge by comparing the effects of CSR and non-CSR communications on brand likeability. Additionally, the study negates some findings in literature (Mohan, Jiménez, Brown, & Cantrell, 2017) as it showed that neither did CSR nor non-CSR had significant impacts on brand functionality. Another academic contribution is that this dissertation is grounded in the analysis of congruency between CSR perception and brand values and the way if this congruency impacts consumers’ brand attitudes. There are many studies that investigate the congruency effect between brand communication and consumers’ attitudes or behaviours (Burnasheva & Suh, 2021; Ul Islam, Rahman, & Hollebeek , 2018). However, there are not enough studies in the literature that examine the congruency between consumers’ CSR perceptions and attitudes towards the consumer goods brand.

Secondly, the findings of the research provide groundbreaking theoretical contributions to the Theory of Reasoned Action. This is mainly conceptualised by proving that brand attitudes had a significant effect on behavioural intention in the consumer goods industry. This contribution was further accentuated by examining the varying strengths of different brand attitudes and their different impacts on purchase intention led by CSR communication. Additionally, the study confirms the applicability of halo effect in CSR such that CSR communication has a halo or indirect effect on purchase intention. Also, the study further contributes to theory as it confirms the applicability of the stimuli-organism-response framework and confirms the findings of other researchers (Su, Lian, & Huan, 2020) who found a direct effect from stimuli to response.

Thirdly, the thesis conveys managerial contributions by examining if CSR communication has an impact on Egyptian consumers and if that impact would be stronger than that of non-CSR communication. This contribution paves the way for decision-makers and other stakeholders on the possibility of implementing a communication strategy that will have a stronger positive impact on consumers’ attitudes and purchase intention. In fact, this dissertation goes a level further by examining the underlying reasons behind the difference in brand attitudes and consumers’ purchase intentions resulting from CSR and non-CSR communication on social media and television. Hence, this study does not only address the research gap that compares the effectiveness of CSR and non-CSR communication strategies; but also, it fills this gap by uncovering consumers’ insights and perceptions on both communication strategies and media platforms in Egypt. For instance, another contribution to practice is that this study provides insights that brand likeability is not an explicit concept. Respondents liked the brand more when they were subject to the CSR campaign because of the humanitarian initiative that was communicated. Moreover, the study’s results and discussion provide further managerial contributions by giving specifications on the way brand trust can be increased from CSR communications. The results provide strategies to increase trust by ensuring that the communicated CSR campaign has a real value to people or society, provides the audience with enough information about the campaign, and communicates that the brand has an approval from a trusted governmental body. Table one provides a summary of this study’s contribution to knowledge, theory, and practice. The following section briefly explains the sequence and the main methods applied in this dissertation to obtain and analyse data.

|  |  |  |
| --- | --- | --- |
| Contribution to Knowledge (5) | Contribution to Theory (3) | Contribution to Practice  (3) |
| - The impact of CSR communication on Egyptian consumers  - CSR communication is more effective than non-CSR communication  - CSR communication has a positive impact on brand likeability  - CSR and non-CSR communication do not significantly impact brand functionality  - Congruence between Personal values and brand’s CSR positively affects brand attitudes  - extension of CSR communication research in an under researched market providing additional evidence with regards to generalizability of CSR communication effects | - Brand attitudes examined in the theory of reasoned action instead of behavioural attitudes  - CSR communication has a halo effect on brand attitudes and purchase intention  - Direct effect from stimuli to response withing the stimuli-organism-response framework | - CSR has a more positive impact on consumers’ attitudes and purchase intention than non-CSR communication  - CSR had a higher impact on brand likeability than non-CSR communication because respondents liked the humanitarian message in the ad.  - CSR campaign will drive higher brand trust if the campaign has a real value to people or society, provides enough information about the campaign, and communicates that the brand partnered with a governmental body. |

Table 1 Summary of the study’s contributions

* 1. **Research methods**

This study followed a logical sequence to clearly identify the exact gaps in the literature and the most suitable methodological approach for the study’s purpose. Consequently, multiple methods were applied to collect different types of data to handle the objectives from different perspectives. Firstly, the systematic narrative literature review is presented on CSR communication studies published in the Middle East in the past five years. This step marked the initiation of this research journey as it was necessary to understand the current literature on CSR in the Middle East before making any further decision or assumptions. The results of the systematic review revealed that the literature on CSR communication in the Middle East is quite limiting (section 2.3) which did not provide enough findings related to CSR communication strategies that can help in developing hypotheses and examining theoretical applications. For that reason, the second stage was conducting a narrative literature review to gain a wider understanding of the application of CSR in developed countries and to generate coherent hypotheses. This was important to gain knowledge from the abundant studies on CSR communication in global literature that gives insights on the impact of CSR, definitions of CSR, strategies in CSR communications, etc. At this stage, the dissertation provided a substantial review from the literature examining important topics related to CSR communication and the study’s objectives. Subsequently, the dissertation conducted a review of some of the theories related to consumer attitudes. Accordingly, this developed the study’s theoretical framework. At this stage, after critical analysis of literature and theory, the study’s hypotheses, research questions, and theoretical framework have been set.

The next stage was data collection. 2x2 factorial survey experiments were conducted to compare the effects of CSR and non-CSR communication on television and social media and to examine the role of message-respondent congruence. The experimental stimuli presented Dettol, a popular brand in Egypt in the FMCG industry and showed a hypothetical campaign which announced opening a free clinic in a poor town in Egypt. I applied purposive criterion sampling to ensure that respondents fit the criteria of the brand’s potential target audience. Final data was collected from 474 respondents. Lastly, to gain deeper insights on the consumers’ answers presented in a quantitative format, semi-structured interviews were conducted on a smaller sample of the respondents who were subjected to the CSR communication. The interviews were necessary in this study to further strengthen the conclusions that this study needs about the consumers’ perspectives to successfully accomplish the research objectives. Figure 2 summarises the main stages conducted in the study that led to the data collection methods. The following section provides an outline of the structure of this dissertation.

A close-up of a paper

Description automatically generated

Figure 2 A summary of stages taken to achieve the study's objectives.

* 1. **Overview of the structure of the thesis**

Chapter 1 – Introduction

The thesis's introductory chapter establishes an overview of thesis's topic and objectives. The introduction to the study presents the thesis's goals and objectives, initial explanation of this thesis’s data collection methods, the study's design and scope, the research significance, and finally an overview of the chapters that make up the thesis. Chapter 1 highlights outlines the main objective of the study which is comparing the impact of CSR to non-CSR communication on different medica vehicles on FMCG consumers in Egypt. The chapter also presents the background of the study, research gaps, the rationale for examining FMCG product in Egypt, and the contributions of the thesis.

Chapter 2 - Literature Review

In chapter two, I examine global literature pertinent to the thesis area of study by conducting a narrative literature review on different topics related to CSR communication. In this chapter, various topics related to CSR are reviewed in literature. The chapter starts with sections explaining the most common definitions of CSR, types of CSR and the benefits of CSR. Afterwards, some of the other discussed topics are CSR and consumer behaviour, CSR strategies, etc. This is an imperative chapter because the majority of this study’s hypotheses and further research gaps emerged from this chapter. Mainly, this chapter revealed that while there are a plethora of studies that examine the positive impact of CSR communication on consumers’ brand attitudes, there are not enough studies that compare between CSR and non-CSR communication strategies in their impact on consumers. The findings of the chapter presented strategies to ensure the success of CSR communication and the way these strategies are more successful in low -involvement products such as FMCG. Additionally, this literature review showed that key measure of the success of communication strategies like brand likeability is not examined enough in the context of CSR communication. Most importantly, the review revealed that CSR as a concept is understudied in the Middle East.

Chapter 3 – Systematic Literature Review

Since chapter two identified that the Middle East is an important region for multinational companies, in the third chapter of this thesis, I conduct a systematic literature review for CSR communication in the Middle East. This is necessary to thoroughly examine the way CSR is studied in the Middle East. This chapter elaborates the specific steps adopted to systematically review a substantial number of peer-reviewed articles published about CSR in the Middle East. Chapter two provides conclusions of an enclosed sum of articles about CSR in the Middle East published in highly ranked journals in the past five years. Mainly, this chapter identifies that CSR communication and its impact on consumers in the Middle East is understudied which uncovers an important gap in literature. Additionally, there were some evidence that decision makers in companies in the Middle East lacked the acumen to plan and implement CSR communication strategies.

Chapter 4 – Theoretical Framework

This chapter discusses some of the important theories used in the consumer behaviour and CSR literature that I consulted for this investigation. The chapter begins with an analysis of the main theories in consumer behaviour. Most of the commonly used theories in consumer behaviour literature focus on examining change in attitudes, persuasive effects, and actual behaviour. This study examines the difference in impact between CSR and non-CSR communication on consumers’ brand attitudes and purchase intention. In order to improve this study’s model's explanatory capabilities, the theoretical framework combines a number of theories that are thoroughly examined in chapter four. The chapter identifies four theories that are regarded most appropriate for this study’s specific objectives while discussing their criticism, application in literature, and application in this study. Firstly, this study relies on the Theory of Reasoned Action to examine the impact of CSR and brand attitudes on purchase intention. Secondly, to fully capture the relationship of the original communication strategy (CSR vs. non-CSR), the study uses the Stimuli, Organism, and Response framework. Additionally, it appeared in literature that even in cases when CSR doesn’t have direct benefits to the company, it might have a positive “spillover” or “halo” effect on positive brand attitudes. Thus, this study examines the halo effect of the communication strategy and media vehicle. Lastly, the value congruence concept is applied to assess if there is congruency between consumers’ and brand’s values and if this congruency leads to positive brand attitudes.

Chapter 5 – Methodology

This chapter provides a detailed discussion on the study’s design and the data collection strategies undergone for the purpose of this thesis. The first section of chapter five presents the various ontological and epistemological concepts assumed in this research. Furthermore, I explain and identify various reliability and validity measures for quantitative and qualitative data undertaken for this study. Further, the chapter justifies the rationale for the use of mixed methodologies (quantitative and qualitative). The chapter explains the quantitative method for the first study which was survey experiment. This was important to provide figures to explain the strength of relationships between stimuli, attitudes, and purchase intention. As explained in chapter five, this was followed by a qualitative study that employs semi-structured interviews for study two. This was deemed necessary to gain insights on the consumers’ differing opinions when these communication strategies are applied through different media vehicles. In this chapter, I present the detailed steps taken in designing the research framework and collecting data. These steps include stimuli development, questionnaire design, pilot tests, etc.

Chapter 6 – Results of Study One

In this chapter, I present key research findings from the obtained quantitative data collected from a sample of 474 respondents in Egypt. The data was collected from 2x2 survey experiments. The chapter furnishes detailed descriptive statistics, inferential data and coefficient correlation analysis. Different measures of validity and reliability were applied and tested in this chapter. The chapter analyses the results to provide essential conclusions linked to the theories used in the study, and to reject or accept the proposed hypotheses. The main result from this quantitative study is that CSR has a stronger positive direct and indirect effects on almost all brand attitudes and purchase intention than non-CSR did. These results lead to accepting seven out of eleven hypotheses in which H1, H2, H4, H6, H8, H9, H11 were accepted and H3, H5, H7, and H10 were rejected. One of the attitudes that were more influenced by non-CSR more than CSR was perceived brand functionality which had a stronger effect on purchase intention than emotional brand attachment. Another important result was that Television as a media vehicle has a stronger positive effect on brand attitudes than social media.

Chapter 7– Results of Study Two

Chapter seven examines the qualitative results from study two as obtained from the semi-structured interviews. The chapter provides a thorough explanation of different techniques applied to sort and organise the qualitative data. Afterwards, the chapter presents and reports the qualitative data based on the identified themes. Based on the results of the qualitative study, it was evident that respondents favoured the CSR communication over the non-CSR because of the humanitarian project it communicated. These positive attitudes towards the CSR ad and the brand led to positive purchase intentions of the product. Further supporting the results in chapter six, a positive congruity between people’s personal values and the values communicated in the CSR ad had a positive influence on brand attitudes and purchase intention. Lastly, an important finding was that a considerable number of respondents reported that they were sceptical towards the genuineness of the CSR communication and accordingly, they suggested strategies to increase trust towards CSR communication. The results of study one and two are further expanded on in the discussions chapter.

Chapter 8 – Discussion

This chapter provides a wholesome discussion that reflects on the results that were presented earlier. Chapter seven provides insightful information that connects the reported results with findings from literature as well as with the identified theories for this thesis. The discussions highlighted the main theoretical contributions and confirmations that this study provides. The chapter discusses the thesis’s main theoretical contribution to the theory of reasoned action which is conceptualised by identifying the positive effects that brand attitudes have over purchase intention. The chapter discusses the congruency between respondents’ CSR perception and brand beliefs and the way this congruency positively impacts consumers’ brand attitudes. Additionally, this chapter confirms some of the important findings in literature such as the positive halo effect of CSR communication on brand attitudes as well as the contributions to literature such as the result that CSR communication has a stronger positive effect on brand attitudes than non-CSR communication.

Chapter 9 – Conclusions

In chapter nine, I conclude the research and describe how the goals and objectives stated earlier were attained. This chapter highlights the main outputs of this thesis such as the idea that CSR can be a more successful communication strategy than non-CSR if certain strategies were carefully applied. Also, this chapter summarises the theoretical, academic, and managerial contributions of this study. Additionally, this chapter outlines the limitations of the study as well as the wide array of future research opportunities that have risen from the topic of the study as well as the data. One of the future research opportunities that were identified was to examine the same topic in different countries and identify the possibility of any cultural variations that may impact the results. Another future research idea was examining different types of CSR such as internal and environmental CSR.

List of References

This is the last section of the thesis that provides an alphabetical list of all references and sources used to build different chapters and sections in the thesis. This chapter is followed by the appendices as mentioned above in table of contents.

Appendices

As outlined above in the table of contents, this thesis provides supporting information included in the appendices such as a list of all articles included in the systematic reviews, the guide for the systematic review, etc.

* 1. **Summary**

In this chapter, an introduction to the topic is provided. I discuss the context and reasoning for conducting this research, introduced the goals and objectives, the methods, and the contribution of the thesis. The chapter provided an overview of the main chapters of the thesis a long with the key highlights of every chapter. The following chapter presents a broad literature review about CSR communication in terms of its benefits, impact on consumers, strategies, application in FMCG, etc.

**Chapter 2**

**Literature Review**

**2.0 Introduction**

This chapter presents a narrative literature review to explore and clarify important concepts related to CSR communication. The purpose of a narrative literature review is to provide an overview of a subject area in a descriptive manner (Demiris, Oliver, & Washington, 2019). Instead of going in-depth, the goal of this review is to broaden knowledge of CSR and acquire an exploratory sense of different areas within the same subject (Furley & Goldschmied, 2021). Some of the limitations of narrative literature reviews entail that reported studies are selected based on the researcher’s personal interpretation and the data extraction is informal (Dash, 2020; Xiao & Watson, 2017). However, this approach of literature review was deemed most appropriate for the purpose of the chapter of this dissertation because other types of literature reviews like systematic or scoping literature reviews require a narrow topic (Mengist, Soromessa, & Legese, 2020; Munn, et al., 2022). Narrative reviews have been widely applied in different fields (Dzyuban, et al., 2022; Lopez-Fernandez, Williams, Griffiths, & Kuss, 2019; Rismanbaf, 2020) and in branding and marketing literature (ElHaffar, Durif, & Dubé , 2020; Hamzawi, 2022; Lubowiecki-Vikuk, Dąbrowska, & Machnik, 2021; Perkins, Khoo-Lattimore, & Arcodia, 2020). Hence, this chapter provides a semi-systematic narrative literature review on some of the main topics related to CSR communication which supports hypotheses development for this study.

The search for this review began in 2020, with broad reading on CSR terms and definitions, applications, and strategies. Table two provides a summary of all the key terms used in the online searching process. Unlike the systematic literature review presented in the previous chapter, the criteria did not include a limit for the date of publication. This is because some sections of this chapter refer to the origin of some concepts which leads to the importance of reviewing and referencing some old studies. Yet, the inclusion focused on credible studies or material that provided compelling findings that were related to this thesis’s main topic. Information was obtained from peer-reviewed journals, books, and statistical reports. The main search engines used were Google Scholar and LSBU’s online library.

|  |  |
| --- | --- |
| Search Term | And/or |
| “CSR Definitions” | “Non-CSR definition,” “cause-related marketing,” “social marketing” |
| “Types of CSR” | “Types of CSR communication” |
| “Benefits of CSR” | “Impact of CSR,” “impact of CSR communication,” “effects of CSR,” “effects of CSR communication,” “impact of CSR on consumers” |
| “CSR and consumer attitudes” | “CSR and brand attitudes,” “CSR and consumer behaviour” |
| “CSR in the Middle East” | “CSR in developing countries,” “CSR in Arab countries” |
| “CSR Communication” | “CSR in advertising” |
| “Brand Attitudes” | “Brand loyalty,” “CSR perception,” “CSR and ad likeability,” “CSR and brand likeability,” “CSR and brand trust,” “CSR and perceived product functionality,” “CSR and emotional brand attachment” |
| “Measuring purchase Intention” | “Purchase intention,” “CSR and purchase intention” |
| “CSR Communication strategies” | “CSR-company fit,” “CSR communication strategy” |
| “Media Vehicle” | “Media channels,” “media types,” “social media,” “Television,” “digital media” |
| “CSR in FMCG” | “CSR and FMCG,” “CSR and consumer goods” |

Table 2 Search Strings for the literature review

This chapter begins below by describing fundamental topics related to this study’s objectives. Some of these topics include main definitions, types and benefits of CSR communication. Further on, the review dives into more detailed topics such as CSR communication strategies, CSR and consumers attitudes, CSR in the FMCG category, etc.

**2.1 Definitions**

For the purposes of this study, CSR communication in reference to non-CSR communication was selected to be the main topic of interest. For that reason, it is necessary to begin with understanding the definitions of CSR and non-CSR as they appear in literature.

**2.1.1 CSR Definitions**

One of the earliest definitions of corporate social responsibility (CSR) encapsulates the way firms consider and actively respond to concerns beyond the company’s specific economic, technological, and legal needs in order to achieve social advantages in addition to the typical economic gains that the company pursues (Davis, 1973). While there are various CSR definitions, some researchers define CSR as the broader responsibility that a company carries towards society and the environment (Al‐Abdin, Roy, & Nicholson, 2017; Fernández, Hartmann, & Apaolaza, 2021). Nevertheless, the most inclusive definition of CSR refers to the company’s voluntarily commitment to society that goes beyond its own financial profits, meets and exceeds economic, social, legal, and ethical expectations of stakeholders and society (Carroll, 1979; Falck & Heblich, 2007; Kim Y. , 2017; Yu, Lho, & Han, 2022). Based on Carroll’s (1979) conceptualisation of CSR, firms execute social initiatives based on the corporate social performance conceptual model that are four-fold. These folds include whether CSR first, goes beyond the economic goals of the firm, second, goes beyond the minimum legal requirements of the country, third, attends to an existing issue pertained to the economy, society, environment, health, education, etc, and fourth, is reactive or proactive in nature (Carroll, 1979). Proactive CSR strategies are those that are initiated by the company, whereas reactive CSR strategies are launched in response to a corporate disaster with the intention to enhance the company’s image (Kim Y. , 2017). Most notably, in 2011, the international organization for standardization (ISO), defined CSR and published a framework as a guidance on CSR that can be implemented by any organization. ISO (2011) defined CSR as the responsibility that the organization bears towards society and the environment through transparent and ethical actions and contributions towards the health and welfare of society while meeting the expectations of stakeholders. In this study, CSR communication refers to the communication and advertising initiatives about the companies CSR strategies and initiatives (Rasche, Morsing , & Moon, 2017). Also, it is important to note that CSR, social marketing, and cause-related marketing have some similarities and other dissimilar elements (Cusot & Falconi, 2012; Moyo, Duffett, & Knott, 2022). Therefore, the below table gives a brief summary of the main definitions of each concept which explains the main difference between them.

|  |  |  |  |
| --- | --- | --- | --- |
|  | CSR | Social Marketing | Cause-Related Marketing |
| Definitions | CSR refers to the company's voluntary and philanthropic activities that go beyond minimal legal requirements that entail involving social, economic, and environmental challenges environmental considerations into its practises (Gallardo-Vázquez, Valdez-Juárez, & Lizcano-Álvarez, 2019). | Social marketing is aimed towards designing and implementing programmes focused on behavioural change and promoting positive behaviour and prevent negative behaviour through the application of marketing strategies and practises (Lee & Kotler, 2020). | Cause-related marketing is frequently organised as a promotional campaign in which usually the company commits to donating a certain percent of sales to a non-profit organization with a goal of supporting a social or charitable cause (Beise-Zee, 2013; Varadarajan & Menon, 1988). |
| Examples | Pfizer provided cash grants, product donations and access solutions that aided in various disasters such as the refugee crisis in the Middle East, Zika outbreak, the Zika outbreak and Hurricane Matthew in Haiti and the United States (Pfizer, 2023). | Dove, a hygiene brand, launched a campaign called “ShowUs” to challenge negative stereo types against different beauty standards (Lopez, 2023). | In collaboration with Arizona State University, Starbucks launched a campaign offering some of its employees the opportunity to go to college, tuition-free (Carmicheal, 2020). |

Table 3 Difference between CSR, social marketing, and cause-related marketing

**2.1.2 Non-CSR Definitions**

Since the main objective of this thesis is to compare CSR to non-CSR communication, it is essential to also identify the definition of non-CSR communication and what it refers to in this study. Non-CSR communication as a term was used in a study that examined the difference between CSR and non-CSR communication in the hospitality industry examining tourists’ behaviours in which the term referred to communication related to the brand and its history without any reference to CSR activities (Ettinger, Grabner-Kräuter, & Okazaki, 2020). This study concluded that different types of CSR communication contributed to decrease the tourists’ intention for unethical behaviour more than non-CSR communication did (Ettinger, Grabner-Kräuter, & Okazaki, 2020). Other researchers referred to non-CSR communication (Chen, Hung-Baesecke, & Cheng, 2023; Krištofík , Medzihorský, & Musa, 2022) as a set of commercial persuasive communication seeking to inform targeted consumers or potential consumers about a company’s products and services to achieve the company’s objectives for its products and services (Carrillo-Durán & Tato-Jiménez , 2019; Siegert, Rimscha, & Grubenmann, 2017).

One study compared between internal CSR, external CSR, and non-CSR communication (Wang & Huang , 2018). However, that study’s objective is to examine the impact of the CEO of the company as the message source in which the non-CSR communication referred to messages from a company’s CEO about his personal life and family  (Wang & Huang , 2018). Additionally, another study comparing between CSR and non-CSR communication’s effect on the consumers’ perception of the brand to be socially responsible found that CSR is more effective in increasing responsible behaviour and the brand’s perceived reputation than non-CSR (Tarabashkina, Tarabashkina, Quester, & Soutar, 2020). Also, another study that compares between CSR and non-CSR related tweets found that CSR-related tweets are less interactive than non-CSR-related tweets (Araujo & Kollat, 2018). Evidently, there are not many studies that compare the effectiveness of CSR and non-CSR communication as a communication strategy (Etter, 2013). Accordingly, this thesis is filling an important gap in the literature by examining consumers’ attitudes and purchase intentions resulting from CSR communication versus non-CSR communication. In different contexts, other studies in literature used the term “non-CSR” (Chen, Hung-Baesecke, & Cheng, 2023; Farache, Tetchner, & Kollat , 2017). Based on the above definitions, in this study, non-CSR communication refers to any advertising or communication from the brand or the company to consumers that focuses on the brand, its history, products, benefits, or functions and does not include any communication related to the company’s social or environmental activities.

**2.2 Types of CSR**

CSR is normally categorized by external and internal activities (Al-Shammari , Rasheed, & Al-Shammari, 2019). Internal CSR refers to actions centred on the attention given to internal stakeholders (such as business owners and employees); in contrast, external CSR refers to activities centred on external stakeholders (such as customers, consumers, and the environment) (Zhong, Ren, & Wu , 2022). Other types of CSR that are frequently examined in literature are based on the type of contribution: monetary or in-kind contributions (Lin, Lii , & Ding, 2022). Monetary contribution refers to direct financial contribution in the form of cash or goods and in-kind contribution refers to the company’s efforts and indirect contributions towards a certain cause (Lin, Lii , & Ding, 2022). Usually, it is expected that with in-kind campaigns, consumers tend to be more emotionally involved with the campaign and the company than with monetary campaigns (Kim, et al., 2015). Another study categorises CSR into product development, in-kind donations, and CSR commercials (Zhang & Wang , 2022). It is concluded that product development is the most effective in terms of favourable corporate image and brand equity; in-kind donation is perceived to be dynamic and uncreative resulting in favourable brand image but not brand equity; and lastly, CSR commercials appear to provide audience with positivity, but do not positively impact corporate image and brand equity (Zhang & Wang , 2022). These findings point to the importance of “dynamism and innovativeness” when it comes to CSR strategies especially in challenged societies (Zhang & Wang , 2022). Most importantly, when consumers are strongly interested in a specific cause, they will scrutinise the advertisement addressing this issue and may result in developing positive attitudes and behavioural intentions towards the advertisement and the company (Dhanesh & Nekmat, 2018). For that reason, consumers should believe that the effort or value that the company is contributing to is real, relevant to them and will have a valuable impact on society. This study examines one of the CSR types discussed above which is considered to be CSR in-kind commercials or communication while carefully considering the above discussed strategies.

CSR campaigns usually take the form of economic, social, environmental or healthcare CSR (Babor & Robaina , 2013; Currás-Pérez, Dolz-Dolz, Miquel-Romero, & Sánchez-García, 2018). The economic dimension is concerned with society's expectations that the company will sell high-quality goods and services, provide stable employment, and obtain utilities (Alvarado-Herrera, Bigne, Aldas-Manzano, & Curras-Perez, 2017). Social CSR refers to the company’s support to the local community with social causes (Alvarado-Herrera, Bigne, Aldas-Manzano, & Curras-Perez, 2017). Environmental CSR refers to the company’s efforts to be more environmentally sustainable and engage in acts related to waste management and preserving natural resources (Fernando, Brock, & Munichiello, 2023). Lastly, CSR in healthcare caters to initiatives related to the overall health and well-being of society (Hossain, Yahya, & Khan, 2020). These initiatives can be related to spreading awareness on methods of prevention of viruses or opening or sponsoring polyclinics (Hossain, Yahya, & Khan, 2020; Teng, Teng, Wu, & Chang, 2021). Chapter five explains the methodological process that led to the specific CSR campaign that was chosen to be the main topic of study. The next section will further discuss the various benefits that brands and companies gain from CSR communication by discussing the impact of CSR communication on consumers.

**2.3 Impact of CSR communication**

In the past few years, there has been a vast discussion in literature on CSR communication in developed countries (Bartikowski & Berens, 2021; Kim S. , 2019; Schaefer, Terlutter, & Diehl, 2020; Schoeneborn, Morsing, & Crane, 2019). However, CSR as a communication strategy has not been thoroughly investigated in comparison to non-CSR communication strategies. Like most mass marketing communication strategies, CSR communication strategies provide a plethora of benefits to consumers and organizations (Chomvilailuk & Butcher, 2021; Kim & Ji, 2021). Nowadays, CSR communication is not an “option” or an extended effort by the company; however, consumers’ expectations have evolved leading companies to devote more efforts towards society to be differentiated among other companies (Madueño, Jorge, Conesa, & Martínez-Martínez, 2016; Marakova, Wolak-Tuzimek, & Tuckova , 2021; Muflih, 2021) and gain corporate legitimacy in the eyes of consumers and society (Dang, Nguyen, & Pervan, 2020; Dodd M. , 2018; Lock & Schulz-Knappe , 2019). One of the functional benefits that CSR seems to be serving for the company is “gaining legitimacy” (Bachmann & Ingenhoff, 2016; Jamali & Karam, 2018). Legitimacy is earned by replicating global practices in business management while at the same time focusing on local norms (Jamali & Karam, 2018). This benefit is particularly important for global companies that are headquartered in certain countries but operate in others. Through CSR, multinational companies gain proximity and better understanding of the needs of local communities (Shirodkar, Beddewela, & Richter, 2018).

Based on a national study on American consumers, results established that CSR communication plays a positive factor mediating the relationship between CSR and company assessment (Kim S. , 2019). Other studies found that CSR communication provides benefits to the company such as enhancing company reputation and image (Du, Bhattacharya, & Sen, 2010; Marakova, Wolak-Tuzimek, & Tuckova , 2021). This positive company image built through CSR campaigns provides signals to consumers that generate inferences on encouraging company behaviours which will enhance the overall company reputation (Miller, Eden, & Li, 2020).

Furthermore, CSR communication strengthens relationships with the public and different stakeholders in several ways (Ji & Yang, 2018; Lee, Zhang, & Abitbol , 2019). In a way, internal stakeholders will be more motivated, committed to the company, and will gain more expertise when they work on CSR campaigns (Akash, Ferguson, & Duman, 2016; Hur, Moon, & Kim, 2020; Marakova, Wolak-Tuzimek, & Tuckova , 2021). As for consumers, it was evident in the literature that, based on some studies, CSR messages have an indirect positive effect on consumer trust (Christis & Wang, 2021; Jeon & An, 2019). This trust allows consumers to believe in the company’s expertise without requiring constant evidence (Przepiorka & Horne, 2018). Such trust can be earned because consumers tend to assess greater levels of company credibility through the company’s CSR communication when certain strategies (discussed in the next section) are considered (Go & Bortree, 2017; Peterson, Minton, Liu, & Bartholomew, 2021). Several studies in the literature conclude that CSR campaigns are considered as essential cues for consumers to form positive attitudes towards the company (Kim, Park, & Kim, 2019; Rim, Park, & Song, 2018). This is because, a large body of literature indicates that consumers are likely to promote businesses and spread positive word-of-mouth about the company and its brands when they are involved in CSR activities (Alhouz & Hasouneh, 2020; Aljarah, 2020; Crane & Glozer, 2016; Gong, Wang, & Lee, 2022; Overton, Kim, Zhang, & Huang, 2021; Yoo & Lee, 2018; Vo, Xiao, & Ho, 2019). Such attitudes positively influence the consumers’ purchase intentions and their engagement in positive communication about the company (Kim, Park, & Kim, 2019). For instance, a study examining CSR claims on packaged food products revealed that CSR claims or messages have a positive impact on purchase intention and the consumers’ willingness to pay more for these products (Diallo, Mouelhi, Gadekar, & Schill , 2020; Wei, Kim, Miao, Behnke, & Almanza, 2018). Similarly, a study conducted on consumable goods, durable goods, and stigmatized industry, showed that CSR campaigns have a positive impact on purchase intentions across these types of products (Kim, Park, & Kim, 2019).

This study compares the impact of CSR communication to the effects of non-CSR communication. While CSR communication provides the company with plenty of benefits as discussed above, non-CSR communication, as referred to in the literature, has substantial benefits as well. The main highlight or advantage of non-CSR communication is that the message is focused on the functions and benefits of the products (Al Bara, Affandi, Farid, & Marzuki, 2021). There is evidence in the literature that the information that consumers obtain from advertising may trigger consumers’ curiosity which will lead to purchase intention (Hill, Fombelle, & Sirianni, 2016; Wright, Clarkson, & Kardes , 2018). Additionally, the frequency of non-CSR advertising highlighting the brands’ functions and benefits has a positive effect on retaining the brands’ customers and blocking competition (Edeling & Fischer, 2016; Stahl, Heitmann, Lehmann, & Neslin, 2012). Clearly, both communication strategies have positive impact on consumers. Thus, it is necessary to examine if CSR communication has an impact on FMCG consumers in Egypt and if there is a difference in impact between CSR and non-CSR communication. Below is a table that summarises some of the most important benefits of CSR and non-CSR communication.

|  |  |  |  |
| --- | --- | --- | --- |
| CSR Communication | | Non-CSR Communication | |
| Benefit | Source | Benefit | Source |
| Gaining Legitimacy | (Bachmann & Ingenhoff, 2016)  (Dang, Nguyen, & Pervan, 2020) (Dodd M. , 2018)  (Jamali & Karam, 2018) (Lock & Schulz-Knappe , 2019) | Awareness of product features and benefits | (Culley, 2017)  (Nair, 2021)  (Perumal & Ragul, 2019)  (Weinberg, 2001) |
| Positive Public perception of the company | (Du, Bhattacharya, & Sen, 2010)  (Ellen, Webb, & Mohr , 2006)  (Gallbreath, 2010)  (Jurietti, Mandelli, & Fudurić, 2017) (Kim, Park, & Kim, 2019) (Marakova, Wolak-Tuzimek, & Tuckova , 2021)  (Rim, Park, & Song, 2018)  (Vethirajan & Ramu, 2019) | Increase firm value and company’s stock price | (Fosfuri & Giarratana, 2009)  (Hanssens, Leeflang, & Wittink, 2005)  (Joshi & Hanssens, 2010) |
| Gaining Consumer Trust | (Chernev & Blair, 2015)  (Christis & Wang, 2021)  (Go & Bortree, 2017)  (Peterson, Minton, Liu, & Bartholomew, 2021)  (Przepiorka & Horne, 2018)  ( Vlachos, Krepapa, Panagopoulos, & Tsamakos, 2013) | Consumer loyalty and retention | (Bassano, Gaeta, Piciocchi, & Spohrer, 2017)  (Bruce, Becker, & Reinartz, 2020)  (Culley, 2017)  (Edeling & Fischer, 2016)  (Reeves, 2017)  (Stahl, Heitmann, Lehmann, & Neslin, 2012)  (Zhang & He, 2019) |
| Positive word of mouth | (Crane & Glozer, 2016) (Overton, Kim, Zhang, & Huang, 2021)  (Wu & Overton, 2020) ( Yoo & Lee, 2018) | Increase product trial | (Culley, 2017)  (Kempf & Laczniak, 2001)  (Smith, Bansal-Travers, O'Connor, Goniewicz, & Hyland, 2015) |
| Purchase Intention | (Kim, Park, & Kim, 2019) (Wei, Kim, Miao, Behnke, & Almanza, 2018) | Increase share of voice | (Hill, Fombelle, & Sirianni, 2016)  (Wright, Clarkson, & Kardes , 2018) |
| Competitive Advantage | (Assaf, Josiassen, Ahn, & Mattila, 2017) ( Bhattacharya & Sen, 2004) (Hull & Rothenberg, 2008)  (Kim & Ji, 2017) | Increase purchase intention | (Liu & Zhang, 2016)  (Sarılgan, Akan, Bakır, & Süleç, 2021)  (Zhang & He, 2019) |
| Building Brand Awareness | (Kitzmueller & Shimshack, 2012) | Triggers consumers’ attention | (Beuckels, De Jans, Cauberghe, & Hudders, 2021)  (Goel & Upadhyay, 2017)  (Pieters, Wedel, & Batra, 2010) |
| Increase Employee engagement and expertise | (Akash, Ferguson, & Duman, 2016)  (Hur, Moon, & Kim, 2020)  (Chaudhary, 2017)  (Marakova, Wolak-Tuzimek, & Tuckova , 2021)  (May, Gilson, & Harter, 2004)  (Vethirajan & Ramu, 2019) | Brand name recall and brand-information retention | (Chung & Zhao, 2011)  (Cline & Kellaris, 2007)  (Goel & Upadhyay, 2017)  (Huhmann & Limbu, 2020) |

Table 4 Impact of CSR and non-CSR communication for the company or brand

**2.4 CSR and consumers’ brand attitudes**

There has been an apparent need in the literature to examine the effectiveness of CSR communication from the consumers’ perspective (Park, Kim, & Kwon, 2017). While CSR represents a form of the social role that companies have towards society, consumer citizenship behaviour is the role that individuals have in society. Consumer citizenship behaviour (CCB) is the consumers’ voluntary and optional or extra role in society (Hur, Moon, & Kim, 2020). Dang, Nguen, and Pervan (2020) conducted a study to investigate the influence of retail CSR in China on CCB with the perceived consumer effectiveness as a mediating factor. Perceived consumer effectiveness (PCE) is defined as the consumers’ perception of their abilities to employ efforts and behaviours to contribute to a certain social cause (Hanss & Doran, 2020). The researchers found out that retail CSR has a positive effect on consumers’ perception of the company which provides them with a sense that they can inflect positive change on society and the environment which motivates them to behave responsibly (Dang, Nguyen, & Pervan, 2020). In reference to the signalling theory (Spence , 1973), Dang, Nguyen, Pervan (2020) found out that, retail CSR projects “signal” to consumers that these retailers are socially or environmentally responsible which leads to earning the trust of the consumers. Therefore, when retailers earn the trust of their consumers through CSR initiatives, consumers will be more loyal to these retailers and will support them by, at least, purchasing their products. This is because, consumers will believe that associating with these retailers will have an indirect positive impact on society (Dang, Nguyen, & Pervan, 2020).

There are other studies in literature that focus on the impact of CSR communication on consumers when companies communicate the way they intended to launch CSR campaigns. Newman, Gorlin, and Dhar (2014), conducted several experiments on 303 respondents to investigate consumers’ responses in terms of company perception and purchase intention if the company communicates that they intended to produce products that are environment friendly. The researchers found that consumers’ perception of product quality and their purchase intentions are higher when the company communicated that they did not intend to develop environment-friendly products and that it was a “coincidence” that happened during production (Newman, Gorlin, & Dhar, 2014). Remarkably, it was evident that consumers are less likely to deduce a negative inference about a company’s intended social or environmental efforts if these efforts were not inherently related to the company’s products (Newman, Gorlin, & Dhar, 2014). This is because, when the value that the consumer is receiving is separated from the product functions, consumers will not infer that the company has compromised on the quality of the product’s functions by diverting some of its resources away from enhancing the product’s quality (Newman, Gorlin, & Dhar, 2014). This is an interesting finding, because, based on another experimental study of 56 participants, when consumers know that a company is involved in social activities regardless of its relevance to the company’s products, they would generally perceive its products to be functionally better than other companies that are not socially responsible (Chernev & Blair, 2015). The researchers link this finding to the “halo effect” such that, the overall social strategy of a company has a positive spill-over effect on consumers’ perceptions of the functionality of the company’s products (Chernev & Blair, 2015).

Based on an experimental study on 665 US college students, proactive CSR strategies revealed more favourable attitudes towards the firm and stronger purchase intention when compared to reactive CSR strategies (Kim Y. , 2017). Essentially, the study showed that price is still a key influence on consumers’ attitudes and purchase intention (Kim Y. , 2017). This is because, consumers showed more positive attitudes towards companies that offer lower prices whether they launch proactive or reactive CSR initiatives (Kim Y. , 2017). Hence, based on the findings of that study, consumers may not yet be willing to pay more for socially active products (Kim Y. , 2017). However, that study had its limitations. The study was based on a student sample which makes the findings very specific to students in the US and hence restricts generalisability. In fact, it appears in literature that different age groups are influenced differently by CSR communication (Szarková, Kozáková, & Savov, 2022). Other studies on older respondents reveal similar findings in which respondents were willing to pay more and purchase products by socially and environmentally responsible companies (Becchetti, Corrado, Pelligra, & Rossetti, 2020) and respondents showed higher trust and loyalty towards such companies (Servera-Francés & Piqueras-Tomás, 2019; Rivera, Bigne, & Curras-Perez, 2019). In addition, findings from such a developed market especially such the US which has unique socioeconomic, cultural, and political dynamics (Alwin & Tufiş, 2015) can seldom be applicable to other less developed markets. Another salient finding that emerged from the study was that the purchase intention was weakest when a company engaged in reactive CSR initiatives even when they offered cheaper prices (Kim Y. , 2017). This is because consumers are discouraged to associate with this firm or even reward it by buying its products even if they were relatively cheaper (Kim Y. , 2017). In fact, when consumers deal with a passive or reactive CSR strategies that a firm is launching (especially if the company is attempting to enhance its reputation by responding to a PR disaster), they might feel tricked with the cheaper or discounted prices that the company is offering; hence, they will not purchase them (Kim Y. , 2017). Additionally, CSR communication might impact gender groups differently (Heo, Choi, Overton, Kim, & Zhang, 2021; Pérez & Rodríguez del Bosque, 2017) and different genders may have different purchase intentions to certain types of products (Gundala, Nawaz, M, Boobalan, & Gajenderan, 2022). However, this is not the focus of this study as explained in sections 5.5.2 and 5.5.8.

Also, this study focuses on a Middle Eastern context due to the differences in behaviours and cultures among countries. An experimental study conducted on 960 consumers from the U.S. and from Mexico used Nokia as the brand conducting CSR campaigns in the experiment (Becker-Olsen, Taylor, Hill, & Yalcinkaya, 2011). The perception of a global brand (like Nokia) assists CSR campaigns to have a more positive impact on brand identification and company reputation (Becker-Olsen, Taylor, Hill, & Yalcinkaya, 2011). Additionally, while consumers from both countries showed that they highly value CSR initiatives launched by multinational organizations, perceptions of CSR and expectations from CSR campaigns differed between both countries used in the study (Becker-Olsen, Taylor, Hill, & Yalcinkaya, 2011). This is because, there are several inconsistencies between developed and underdeveloped countries as, generally, CSR is more commonly implemented in developed countries; hence, it is expected more there (Becker-Olsen, Taylor, Hill, & Yalcinkaya, 2011). Since a lot of CSR research is focused on developed countries, this study will investigate the perceived values of CSR in the Middle East and the impact of the consumers’ perception on the consumers’ behaviour which will be examined in the following section. The below table summarises some of the studies in literature that discuss the impact of CSR on consumer behaviour.

|  |  |  |
| --- | --- | --- |
| Impact on consumers | Country | Source |
| Positive perception of the Company  Responsible behaviour towards society and the environment  Consumer loyalty | China | (Dang, Nguyen, & Pervan, 2020) |
| Higher perception of product quality  Purchase intention | USA | (Newman, Gorlin, & Dhar, 2014) |
| Better perception of the functionality of the company’s products | USA | (Chernev & Blair, 2015) |
| Favourable attitudes towards the firm and stronger purchase intention | USA | (Kim Y. , 2017) |
| High consumers’ brand identification | USA and Mexico | (Becker-Olsen, Taylor, Hill, & Yalcinkaya, 2011) |
| High willingness to pay more for products from environmentally and socially responsible companies | Italy | (Becchetti, Corrado, Pelligra, & Rossetti, 2020) |
| Increased trust and attitudinal in the company | Spain | (Servera-Francés & Piqueras-Tomás, 2019) |
| Increased consumer trust and loyalty towards the company | Spain | (Rivera, Bigne, & Curras-Perez, 2019) |

Table 5 Studies from literature examining the impact of CSR on consumer behaviour

**2.5 CSR in the Middle East**

One of this study’s objectives is to expand the literature on CSR in the Middle East and North Africa (MENA) for a couple of reasons. Firstly, the MENA region became a thriving hub for entrepreneurship and commercial innovation and is currently demonstrating steady growth (Alkasmi, El Hamamsy, Khoury, & Syed, 2018; Sindakis & Aggarwal, 2022; Budhwar, Pereira, Mellahi, & Singh , 2019). Secondly, most of the findings in literature from developed countries cannot be generalised to developing countries due to differences in culture, politics, religion, and socio-economic development (Abu Zayyad, et al., 2021; Dang, Nguyen, & Pervan, 2020; Nair, 2021; Salam, Jahed, & Palmer, 2022). Aspects such as citizenship and consumer behaviour of people from different cultures make findings generalisability from studies in Western countries even more problematic. Especially that it has been observed that country-specific variations affect the impact of CSR (Jamali, Jain, Samara, & Zoghbi, 2020) and should be taken into consideration (Khan, Afeef, Ilyas, & Jan, 2023; Mahadeo, Oogarah-Hanuman, & Soobaroyen, 2011). One of the most important variations is the difference between individualistic cultures that are more common in Western countries (e.g., the US, UK, and Australia) and collective cultures that are more common in Asian, Middle Eastern, and Latin countries (Dharm , 2017; Hofstede, 2001). People in individualistic societies are usually independent and like to differentiate themselves from others (Fatehi, Priestley, & Taasoobshirazi, 2020), whereas people in collective societies are more interdependent and feel the importance of belonging in groups (Goby & Nickerson , 2016; Nickerson, 2021)**.** This justifies the fact that perceptions of CSR and consumer behaviour in general drastically differ among different countries. Additionally, CSR research in the Egypt and the Middle East is lacking (Diab & Metwally, 2020). The next paragraph provides some insight on the Middle East region.

The MENA region is comprised of six countries of the Gulf Cooperation Council (GCC) countries: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates; four Maghreb countries: Algeria, Libya, Morocco and Tunisia; and seven countries situated at the geographical middle of the region, namely, Egypt, Lebanon, Syria, Iraq, Israel, Jordan, and the West Bank and Gaza (El-Erian & Fischer , 2000; World Bank Group , 2021). Since the Middle East is a large region in which countries have cultural and societal variations, this study will focus on the Egyptian society and its consumers. Egypt is considered a country with high potential for CSR (Salama, 2009; Serrano, 2021) due to the necessity to improve the overall standard of living of the population (Abdelhalim & Gamal Eldin , 2019). It appears that Egyptians are inclined to engage in altruistic actions that have direct benefits on society (Hammad, El-Bassiouny, Pallab, & Mukhopadhyay, 2014). There has been some indication in the literature that Egyptian consumers appreciate the value of socially and environmentally responsible products. For example, higher social classes in Egypt appear to show positive affective attitude towards green and solar energy innovations (Adib, El-Bassiouny, & Roosen, 2018). Additionally, based on a survey carried out in some of Egypt’s biggest cities (Cairo, Alexandria, Port-Said), 39% of the respondents (28% with a high-income level) reported that they are willing to pay for premium sustainable products (Mostafa, 2016). Some studies show that consumers in Egypt are more willing to support local more than global causes as they perceive those local social acts would be more beneficial for society and the local citizens (Hammad, El-Bassiouny, Pallab, & Mukhopadhyay, 2014; Hoefller & Keller , 2002). However, more recently, across certain classes of Egyptian citizens, there could be some advances in mentalities leading them to have more globalised mind-sets (Hassan, 2021; Osman, Gallhofer, & Haslam, 2021). For instance, since Egypt became one of the highest African countries accepting refugees from many distraught countries such as Yemen and Syria (Hassan, 2021; Sebaiee, 2019), it is evident that Egypt as a whole does not exist in silo and they pay attention to the global issues surrounding it. In fact, Egypt’s society demonstrates special attention towards Syrian refugees and the issues they face (Abdelwahab, 2013). For example, Plan International Egypt, an organization that supports children with issues related to education, protection, and social cohesion, started psychosocial programs for more than 4,000 Syrian refugees to minimise psychosocial distress for Syrian children (Plan International, 2017). It is crucial to examine the way consumers perceive such initiatives and if these perceptions have an impact on behaviours. As described in this section, examining CSR in the Middle East expands the body of literature on CSR. Hence, this study posits the first research question below:

RQ1: What is the effect of CSR communication on Egyptian consumers of FMCG and how does this affect their attitudes and purchase intention towards the brand?

The following section examines the concept of CSR in literature as a communication strategy.

**2.6 CSR Communication**

Advertising CSR became a rising trend in some countries. In the 2018 Super Bowl, brands such as Coca-Cola, Verizon, Toyota, T-Mobile addressed social issues (Taylor , 2018). For example, Coca-Cola addressed social issues on diversity and acceptance (Schultz , 2018) and Toyota addressed a message on supporting disabilities (Ewing, 2018). CSR can boost the expected return on advertising spending as it plays a significant role in mediating the relationship between advertising and firm performance (Assaf, Josiassen, Ahn, & Mattila, 2017). The idea that CSR can serve as a way of product differentiation (Assaf, Josiassen, Ahn, & Mattila, 2017) emerged from the advertising and marketing literature. In a way, firms employ CSR to advertise and differentiate their products which can lead to creating brand loyalty (Almeida & Coelho , 2019; Lu, et al., 2020). Actually, there are not enough studies in literature that investigate the different effects between employing CSR as a marketing strategy and other commercial marketing strategies (Bloom, Hoeffler , Keller, & Basurto Meza, 2006; Kitzmueller & Shimshack, 2012). For that reason, this study sets to examine and compare the effects of CSR communication to the effects of non-CSR communication on brand attitudes as discussed below.

* 1. **Brand Attitudes**

Long acknowledged for their capacity to predict and influence behaviour, attitudes are known as an essential psychological construct (Kraus, 1995). A person's attitude is an expression of their favourable or unfavourable internal opinions of something (for example, a concept, object, or person) (Mitchell & Olson, 1981; Scholderer, 2011). Generally, attitude is divided into attitude towards an object or attitude towards a behaviour (Gefen & Straub, 2005). Attitude towards an object is frequently used in consumer behaviour literature to refer to brand attitude (Chin, Isa, & Alodin, 2020; Chu & Chen, 2019; Mukherjee & Althuizen, 2020). Brand attitudes refer to the individual’s general evaluation of a brand (Jiao, Levin, Gaeth, & Chatterjee, 2022; Mitchell & Olson, 1981). In fact, brand attitude is the result of a mix of different brand attributes (Park, Yu, & Zhou, 2010). Usually, brand attitudes serve as important indicators of the success of marketing and communication strategies (Gómez-Rico, Molina-Collado, Santos-Vijande, Molina-Collado, & Imhoff , 2023; Grinsven & Das, 2016).

Historically, numerous studies examined brand attitudes and purchase intention in which they were treated as separate and single constructs (Chin, Isa, & Alodin, 2020; Leclerc & Little, 1997; Spears & Singh, 2004). In fact, based on recent studies, there is a strong positive relationship between brand attitudes and purchase intention (Fazli-Salehi, Torres, Madadi, & Zúñiga, 2022; Machi, Nemavhidi, Chuchu, Nyagadza, & Venter de Villiers, 2022). Measuring brand attitudes has been done by different scales by various researchers (Chin, Isa, & Alodin, 2020; Foroudi, 2019; Razak, Themba, & Sjahruddin, 2019). Yet, most of these scales measure brand attitude from a surface level as a singular variable (Foroudi, 2019; Hwang & Hyun, 2017). Mostly, brand attitude has been measured with scales of acceptance, favourableness or preferences (Lutz, MacKenzie, & Belch, 1983; Rossiter, 2014); brand likeability (Berger & Mitchell, 1989; Bladt, Capelleveen, & Yazan, 2023); usefulness and importance (Batra & Ray, 1986); or attractiveness (Janssen, Fransen, Wulff, & Reijmersdal, 2016). Evidently, many researchers employ singular construct to measure brand attitude because it can be limiting. On the other hand, there are other researchers who investigate different brand attitudes. One of the commonly examined brand attitudes in the literature is brand loyalty (Hwang, Choe, Kim, & Kim, 2021; Foroudi, 2019). Yet, brand loyalty focuses on examining repetitive and future repurchase of the brand which is not the focus of this study (Hwang, Choe, Kim, & Kim, 2021; Rizvi, Memon, & Dahri, 2020). Other studies measure different brand attitudes such as brand satisfaction (Bozbay, Karami, & Arghashi, 2018; Lee, Moon, & Song, 2018). Yet, it appeared in literature that satisfaction is an indicative measure of consumption and evaluations following consumption of the product or service offered by the brand (Han, et al., 2018; Hwang & Hyun, 2017). Thus, this attitude would not be appropriate to examine in this study as the objective of the study is to examine purchase intention which happens a few stages prior to consumption. Additionally, other researcher have employed a similar approach in which separate constructs like emotional brand attachment (Chatzopoulou & Tsogas , 2017), brand recognition (Singh, Kathuria, Puri, & Kapoor, 2023), and brand associations (Foroudi, 2019) represented brand attitudes. While there is a plethora of brand attitudes, the following few in sections 3.7.1- 3.7.7 examine the attitudes that were deemed most appropriate to measure in this study.

**2.7.1 CSR Perception**

Consumers’ CSR perception or awareness can be amplified through the companies’ marketing messages and advertising of their social efforts (Du, Bhattacharya, & Sen, 2010). Some authors have found a correlation between company’s sustainability initiatives and consumers’ perception of the company’s innovativeness because both types of initiatives entail similar corporate values, resources and capabilities (Pedersen, Gwozdz, & Hvass, 2018). There are other types of associations that consumers make based on their CSR perception. Similarly, other authors postulate that CSR perception can aid in forming consumer attitudes of the company’s innovativeness and manufacturing capability (Crespo & Inacio, 2018; Lee & Lin, 2021). In fact Lee and Lin (2021) found that perception of a company’s CSR is positively associated with their attitudes towards the brand. There is a variety of brand attitudes that can happen as a result of CSR perception such as emotions towards the brand (Alwin & Tufiş, 2015; Bianchi, Bruno, & Sarabia-Sanchez , 2019) , purchase intention (Lee & Lee, 2015), and brand likeability (Bianchi, Bruno, & Sarabia-Sanchez , 2019). In literature, CSR perception is usually measured with items assessing the brand’s social, environmental, ethical responsibilities or initiatives (Hazel & Kang, 2018; Lee, Park, & Lee, 2013). Thus, CSR perception, in this research, is considered a cognitive attitude. In this study, CSR perception refers to the personal or subjective perceptions of CSR initiatives done by the brand for society, local communities. Moreover, this reflects on the value congruence concept to examine the correlation between consumers’ high and low CSR perception and different brand attitudes.

**2.7.2 CSR and Ad Likeability**

According to recent findings, ad likeability predicts consumers’ purchase intentions (Afifah, 2022; Kaur, Paul, & Sharma, 2022). The effectiveness of an advertisement is usually assessed based on the entire execution in terms of recall, persuasion, and the overall liking of the ad (Alwitt & Mitchell, 2021). For that reason, the concept of “ad likeability” is essential to evaluate the overall advertising strategy(Ausin, Guixeres, Bigné, & Alcañiz , 2017; Madupu , Ranganathan, & Sen , 2018). This is particularly important as ad likeability is strongly correlated with other brand attitudes like emotional brand attachment and brand likeability (Aydın, 2014; Li & Watanabe, 2022; Tellis, MacInnis, Tirunillai, & Zhang, 2019). In the context of CSR, CSR advertising was strongly correlated with emotional valence or the brain’s emotional reaction to the presented stimuli (Janić, Ćirović, Dimitriadis, Dimitriadis, & Alevizou, 2022). Usually, the items that measured the ad likeability construct were related to measures of “appeal” and attractiveness (Lee & Haley, 2019; Taylor C. R., 2018). Thus, as discussed in chapter 3, ad likeability will be part of brand attitudes when certain theories are applied and will be considered an affective attitude.

Additionally, it appears in the literature that there is a link between consumers’ general needs and their attitudes towards the elements of an ad which affects the way they like or dislike the ad (Leary, 2021). One study showed that if consumers’ top need is freedom, they might associate a large white space in the ad’s design with freedom and they will like the ad but, if the targeted consumers have a strong need for belonging, they might associate the same white space in the ad’s design with loneliness and they will dislike the ad (Leary, 2021). Basically, analysing consumers’ needs is a decisive factor in selecting the right communication strategy or the ad design that will affect likeability. Accordingly, as explained in the methodology chapter, the study conducted a pre-experiment survey to identify the type of CSR campaign that is most relevant and valuable to Egyptian consumers.

Since ad likeability can facilitate consumers’ overall response towards the brand and has a persuasive effect on their decision making (Yoon & Lee, 2022), a lot of sources in literature investigate ad likeability for different types of ads such as online or printed ads (Tellis, MacInnis, Tirunillai, & Zhang, 2019). For instance, online ad likeability is measured with “virality” or the times an ad is shared on other pages or in private conversations (Tellis, MacInnis, Tirunillai, & Zhang, 2019). While CSR used to be an uncommon communication strategy (Du, Bhattacharya, & Sen, 2010; Vanhamme, Swaen, Berens, & Janssen, 2015), it is now more prominent and thus, more examined in global literature (Putra, Lestari, & Nasionalita, 2017; Verk, Golob, & Podnar , 2021). However, since it is still considered an under-researched topic in Egypt (El Haddad, Bachkirov, & Grishina, 2021; Khamis & Ismail, 2022), it is essential to measure the respondents’ level of likability of CSR communication and to compare it to the likeability of non-CSR communication.

**2.7.3 CSR and Brand Likeability**

Likeability is a psychological influence that consumers have because of a reaction to a stimulus, for example, a brand (Nguyen, Melewar, & Chen, 2013). Brand likeability, the degree in which a brand appeals to a customer, has an important impact on consumers’ loyalty and willingness to accept a high price and overlook any inadequacies in the products’ features (Nguyen, Melewar, & Chen, 2013; Ohlwein & Bruno, 2021). For that reason, it is essential to understand if the company’s various communication strategies achieve brand likeability. Based on an exploratory study on likeability in firm-level brands, the brand likeability scale was presented based on four dimensions: positivity, interaction, personified quality, and contentment (Nguyen, Ekinci, Simkin, & Melewar, 2015). Brand likeability does not imply that consumers are passionate about a brand (Ohlwein & Bruno, 2021). While some researchers found that brand likeability has cognitive and affective aspects, they claimed that cognitive process is one of the main influencing factors that trigger brand likeability (Nguyen, Melewar, & Chen, 2013; Sutton, Baldwin, Wood, & Hoffman, 2013). Thus, in this research study, brand likeability will be considered as a cognitive attitude.

While many studies in the marketing literature assess brand health or success by measuring brand likeability (Kang, Faria, Lee, & Choi , 2023; Nguyen, Ekinci, Simkin, & Melewar, 2015; Ohlwein & Bruno, 2021; Ott, Vafeiadis, Kumble, & Waddell, 2016), there are not many studies that measure the impact of CSR communication on brand likeability. This is crucial to examine as brand likeability serves as a main determinant to other important brand-related concepts (such as brand satisfaction) and gives an indication for the quality of consumer-brand relationship (Lam, Ahearne, Mullins, Hayati, & Schillewaert , 2013; Nguyen, Melewar, & Chen, 2013). Actually, it was demonstrated in table five that there are some similarities in the impact of CSR and non-CSR communication. For that reason, this study posits the below hypothesis:

H1: CSR communication has a positive effect on (a) brand likeability and (b) ad likeability on consumers in Egypt more than non-CSR communication.

**2.7.4 CSR and Brand Trust**

There is a considerable body of literature that provides evidence that brand trust helps increase consumers’ brand loyalty and willingness to buy (Lassoued & Hobbs, 2015; Rather & Hollebeek, 2019). Plenty of studies in literature conclude that “trustworthiness” positively impacts the processing of information presented in communication (Ismagilova E. , Slade , Rana, & Dwivedi, 2020; Saleem & Ellahi, 2017; Shang, Wu, & Sie, 2017). This makes brand trust an essential variable to examine especially in the CSR context. Due to frequent incidents of false advertising and illegalities committed by the company, consumers have become cynical of the motives behind CSR communication (Lock & Seele, 2016). Especially certain types of CSR communication such as monological CSR communication, in which the communication is narrated by a single character, is likely to increase consumers’ suspicion of the company’s intentions (Kim Y. , 2017). Other researchers argue that other types of CSR communication such as the dialogical CSR communication has an opposite effect in which it is ideal for developing consumers’ trust with the brand (Andersen & Høvring, 2020; Dai & Reich, 2022; Lee, Kim, & Kim, 2021). Actually, the more CSR communication can effectively share information about the CSR campaign, the more positive influence that CSR will have on consumers’ trust in the company and its brands (Javed, Degong, & Qadeer, 2019; Sun & Wang, 2020; Zhao, Lee, & Copeland , 2019). Noticeably, based on previous research, CSR can have a positive impact on consumers’ trust for the company and its brands if certain strategies are carefully implemented in the CSR communication strategies (Kim S. , 2019; Kim & Ferguson, 2019). It is apparent in literature that CSR can facilitate brand trust as CSR increases the company’s brand credibility (Dzupina, Koprda, & Veselei, 2019) as well as the perception that the company is capable to launch CSR campaigns (Moon, Lee, & Oh, 2015). Clearly, a construct like brand trust occurs based on rational processing of information. Thus, in this research, brand trust is considered a cognitive brand attitude. This study seeks to test the below hypothesis:

H2: CSR communication has a positive effect on the brand trust of consumers in Egypt more than non-CSR communication.

**2.7.5 CSR and Perceived Product functionality**

Literature suggests that brand likeability can have a positive influence on the consumers’ perception of the product’s functionality (Sutton, Baldwin, Wood, & Hoffman, 2013). Brand functionality refers to the degree in which consumers consider that the brand produces products or services that are adequate to perform the expected functions that they were created to perform (Aaker, Vohs, & Mogilner, 2010; Gendel Guterman & Levy, 2017). Accordingly, perceived brand functionality is considered a cognitive attitude in this research.

It appears in the literature that brand equity or value is not only derived from functional brand association alone, but also from non-functional brand associations as well (Mohan, Jiménez, Brown, & Cantrell, 2017). Even though some studies treat functional and non-functional brand attributes as separate independent variables (Aaker, Vohs, & Mogilner, 2010; Kervyn, Fiske, & Malone, 2012), others suggest that functional and non-functional brand attributes can be concurring (Mohan, Jiménez, Brown, & Cantrell, 2017). Perception of brand functionality is based on consumers’ acuity of the product quality and functionality that result from their overall assessment of a brand (Gök, Ersoy, & Börühan, 2019). Some qualities that are not functional can affect the perception of product functionality (Gumparthi & Patra, 2020). For instance, overall impression of the brand can aid in evaluating product performance and physical features (Gumparthi & Patra, 2020). Accordingly, perceived product functionality is considered a cognitive brand attitude. In advertising, it is necessary to analyse the impact of other non-functional elements or messages in advertising. This is because, individuals do not analyse all the information about the products’ functions presented in the ads, but they rely on other cues such as the models in the ad or their emotional reaction to the ad to evaluate the product (Alwitt & Mitchell, 2021). For instance, based on an online experiment, sensory and symbolic cues in advertising can positively impact consumers’ perception towards product quality and their overall attitude towards the brand (Haase, Wiedmann, Bettels, & Labenz, 2018). This discussion is based on a common discussion in the literature about hedonic and utilitarian advertising. Both hedonic and utilitarian attributes serve as stimuli arousing cognitive and affective responses that are used to form an overall perception of the product (Dewi & Ang, 2020). In fact, based on an experimental study, processing functional benefits of a product involves both cognitive and affective attitudes towards the product (Dewi & Ang, 2020). Other researchers also confirm that the presence of sensory cues along with product-related cues gives consumers “reasons” to accept the functional claims made by the product in the communication (Bruce, Becker, & Reinartz, 2020). Although it is argued that sustainability initiatives hinder the perception of product functionality (Newman, Gorlin, & Dhar, 2014), other researchers argued that a company’s sustainability initiatives can indirectly increase perceived product functionality (Chernev & Blair, 2021).

Yet, the pressing argument for this study is whether affective and hedonic messages such as CSR communication strategies will have a direct or indirect effect on consumers’ perceived functional performance of the products. Based on the above discussion, it is specifically important to examine perceived brand functionality in the field of CSR as CSR communication is not focused on advertising the functional benefits and features of the products. Thus, this research is set out to test the below hypothesis:

H3: CSR communication has a positive effect on the perceived brand functionality of consumers in Egypt more than non-CSR communication.

**2.7.6 CSR and Emotional Brand Attachment**

As suggested previously by multiple authors, future research needs to not only focus on, cognitive aspects but also affective responses towards CSR communication (Du, Bhattacharya, & Sen, 2010). Affective responses include feelings of happiness, empathy, and connection towards the ad (Du, Bhattacharya, & Sen, 2010). Theoretically, emotional brand attachment refers to a strong connection that consumers establish with a brand in which consumers would be committed to spread positive word-of-mouth about the brand (Charton-Vachet & Lombart, 2018; Dennis, Papagiannidis, Alamanos, & Bourlakis, 2016; Kwon & Mattila, 2015; Magnoni, Valette-Florence, & De Barniera, 2021). Emotion is an imperative concept to analyse in the field of marketing as consumers’ emotions can aid in understanding changes in the consumers' decision-making process (Hamelin, El Moujahid, & Thaichon, 2017; Ou & Verhoef, 2017). Hence, brand managers in different fields focused on establishing a strong emotional connection with consumers (Schmitz, 2021) as emotional brand attachment ought to create a positive impact on the firm’s profitability and brand equity (Heinberg, Katsikeas, Ozkaya, & Taube, 2019; Chang, Ko, Huang, & Wang, 2020). A considerable number of studies referred to related constructs such as brand satisfaction, brand passion, brand trust, and brand loyalty, that have strong influence on brand attachment (Dwivedi, Johnson, Wilkie, & De Araujo-Gil, 2019; Hemsley-Brown & Alnawas, 2016).

According to past research, even though advertising plays a role in marketing, there is not enough research about the impact of emotions on consumers’ perceptions of advertising (Kao & Du, 2020). Nonetheless, there is a wide array of emotions that can be expressed through an ad that would induce different impacts on consumers (Pham & Wang, 2017; Poels & Dewitte, 2019). Multiple studies in literature have analysed the impact of seven emotions as outlined by Ekman (1971): two positive emotions (joy and surprise) and five negative emotions (anger, contempt, disgust, fear, and sadness). These studies demonstrated that, out of these seven emotions, joy appeared to the dominant emotion that had a significant impact on ad likeability (Lewinski, Fransen, & Tan, 2014; Otamendi & Martín, 2020; Shehu, Bijmolt, & Clement, 2016; Tomkovick, Yelkur, & Christians, 2010).

It is apparent in literature that communicating altruistic motives in ads trigger positive emotions towards the ad (Du, Bhattacharya, & Sen, 2010; Vlachos, Tsamakos, Vrechopoulos, & Avramidis , 2009; Salmones & Perez, 2018). This is important to investigate as it has been found in research that these emotions influence consumers’ positive attitudes towards the company (Lu H. , 2016; Nabi, Gustafson, & Jensen, 2018). Yet, a comparison between CSR and non-CSR strategies in their influence on emotional brand attachment is not sufficiently discussed in the literature. According to the literature, ads that have a positive influence on brand attitudes are the ones that combine cognitive and affective attributes (Matthes, Wonneberger, & Schmuck, 2014). On a study on 372 online shoppers in China, it was concluded that the mediating factor of perceived product functionality outweighs the emotional value perceived by consumers for their purchase intentions (Xiao, Guo, Yu, & Liu, 2019). This was because consumers first reported the importance of the ease of the online transaction followed by the pleasure, they gained from online shopping (Xiao, Guo, Yu, & Liu, 2019). However, previous studies found that focusing more on emotional values strengthens brand loyalty than focusing on functional benefits (Kato, 2021; Noble & Kumar, 2008; Pinochet, Lopes, Srulzon, & Onusic , 2018). Reflecting these arguments on CSR literature, unlike non-CSR communication, CSR communication does not aim to directly “sell” or promote the product or service which made consumers responses to CSR communication to be more emotional than non-CSR communication (Pérez, los Salmones, & Baraibar-Diez, 2020). CSR as a concept is associated with emotional perception that generates an affective brand positioning (Currás-Pérez R. , Dolz-Dolz, Miquel-Romero, & Miquel-Romero, 2018; Green & Peloza , 2011). Correspondingly, it is necessary in this study to identify if there is an impact of CSR communication on emotional brand attachment. Multiple studies investigated the link between emotional brand attachment and purchase intention (Hwang, Baloglu, & Tanford, 2019; Proksch, Orth, & Cornwell, 2015). It was observed that the relationship between emotional attachment and purchase intention is stronger when the brand has a symbolic positioning (Ugalde, Vila-Lopez, & Kuster-Boluda, 2023). On the other hand, as discussed in the previous section, functional experiences also have a positive effect on purchase intention (Pinochet, Lopes, Srulzon, & Onusic , 2018). Based on the above discussion, perceived product functionality and emotional brand attachment are two opposite variables in which they are usually executed with different strategies. For that reason, this study investigates, in the CSR context, if the impact of emotional brand attachment on purchase intention is stronger than the impact of perceived brand functionality. Thus, this study posits the following hypotheses:

H4: CSR communication has a positive effect on the emotional brand attachment of consumers in Egypt more than non-CSR communication.

H5: Emotional brand attachment has a stronger influence on purchase intention than brand functionality.

**2.7.7 CSR and measuring Purchase intention**

The main goal of communication (or advertising specifically) is to build brand awareness and promote positive brand image which will increase consumer loyalty and will have a profitable impact on the company (Bassano, Gaeta, Piciocchi, & Spohrer, 2017; Bruce, Becker, & Reinartz, 2020; Reeves, 2017). In academic research, it might be difficult to measure or predict the sole effect of a hypothetical advertising campaign on profitability or product purchase (the actual behaviour) as the decision of product purchasing is influenced by many variables (Abdelmoety, Aboul-Dahab, & Agag, 2022). However, there have been many studies (Joshi & Hanssens, 2018; Rust, Ambler , Carpenter, & Srivastava, 2004) where researchers raised the question on the link between advertising and revenue and yet, there has not been a crystal-clear answer (Tackx, Rothenberger, & Verdin, 2017). Generally, there are two directions for prediction of purchase behaviour that exist in literature. Majority of researchers that measure actual behaviour rely on existing databases of previous purchasing behaviours to speculate future purchasing behaviour (Martínez, Schmuck, Pereverzyev Jr., Pirker, & Haltmeier, 2020; Xu, Wang, Tian, Li, & Gao, 2020). Yet, these models would be difficult to apply if the purchase behaviour is linked to and measures a specific hypothetical scenario. There are more recent studies that attempt to measure the impact of television advertising on sales (the actual behaviour); however, these studies are conducted by examining real campaigns and measuring the actual sales that happened (Bruce, Becker, & Reinartz, 2020). For example, Bruce, Becker and Reinartz (2020) constructed a dynamic model to quantify the effects of advertising that happened on actual sales figures while holding other influencing variables constant. Some of these variables were price, in-store promotions by the brand and its competitors, and other types of advertising (Bruce, Becker, & Reinartz, 2020). Similarly, another study examined 323 televisions ads to analyse the impact of depiction certain attributes such as brand essence, brand heritage, realistic plots in ads on sales (Becker, Wiegand, & Reinartz, 2019). Weekly sales data and information on several other control variables such as price, promotions, and other forms of advertising were separated from the effects of the main independent variable which is television advertising (Becker, Wiegand, & Reinartz, 2019). Many of the above-mentioned variables are difficult to control in experiments (Bruce, Becker, & Reinartz, 2020). Hence, measuring the impact of advertising should not be based on actual behaviour but based on preceding evaluations that can give high indications of future purchase behaviour (Reeves, 2017). In this research, there are not significant number of studies in literature that compare the effects of CSR to non-CSR communication which makes comparing actual behaviours resulting from both campaigns even more problematic to assess. Even though purchase intentions may be imperfect predictors of actual purchase behaviour, there is an ample number of researchers who found that purchase intention is projected to be the basis of predicting actual behaviour and future sales (Martins, Costa, Oliveira, Gonçalves, & Branco, 2018; Morwitz, 2014; Parkularasa & Andrew, 2021). This is because, previous research found a gap between consumers’ purchase intention and actual purchase behaviour (Chen & Chai, 2010; Vermeir & Verbeke, 2008; Wang & Li, 2022) pointing towards other dimensions and measure that affect the likelihood of the behaviour to happen (Sheeran & Webb, 2016). Inter alia, factors such as product availability, prices, social factors and other environmental factors cause discrepancies between purchase intention and actual purchase behaviour (Joshi & Rahman, 2015; Wang & Li, 2022). Many studies have measured the difference in purchase intentions between high and low involvement products (Chan, K., & Y., 2017; Drossos, Kokkinaki, Giaglis , & Fouskas, 2014; Szymkowiak, Gaczek, & Padma, 2021). For instance, one study on found that a mobile text message ad on a low involvement product resulted in higher purchase intentions than high involvement products (Drossos, Kokkinaki, Giaglis , & Fouskas, 2014). This indicates that even low involvement products would have prior purchase intentions from consumers (Coşkun, Vocino, & Polonsky, 2017; Drossos, Kokkinaki, Giaglis , & Fouskas, 2014). Thus, relying on intentions to forecast actual purchase behaviour is based on strong theoretical and empirical predictions (Armitage & Conner, 2010; Morwitz, 2012; Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020). Hence, this study will focus on measuring purchase intentions resulting from CSR communication. More details on the theories are applied to analyse the results of the study is provided in chapter four.

Actually, there are many studies and meta-analyses that conclude that CSR communication has a positive impact on word-of-mouth and purchase intention (Guo & Zhou, 2017; Ismagilova E. , Slade, Rana, & Dwived, 2020; Singhal, Jena, & Tripathy, 2019). In fact, the positive framing of information in the CSR ad, provokes favourable memory association in the minds of consumers that elicits purchase intention (Bartikowski & Berens, 2021). It seems like the impact that CSR has on consumers’ purchase intention varies from one country to another. For instance, it appears that CSR have a positive influence on consumers in an Indian (Ramesh, Saha, Goswami, Sekar , & Dahiya, 2019) and Korean market (Kim & Bae, 2016); whereas, CSR may not have the same favourable effect in the American Market (Kim & Bae, 2016). Hence, to complete the objectives of this study and expand the CSR literature in the MENA region, every country with its unique specifications needs to be studied. Thus, I seek to answer the following hypothesis:

H6: CSR communication has a positive effect on purchase intentions of consumers in Egypt more than non-CSR communication.

The above sections identified the most important consumer attitudes towards brands that were identifiable measures of the success of CSR communication. The above hypotheses postulate that there is an impact of CSR communication or the media vehicle on these attitudes which will be further explained in chapter four. The main examined attitudes in this study are CSR perception, ad likeability, brand likeability, brand trust, perceived brand functionality, and emotional brand attachment. While there are other brand attitudes in literature, as discussed above, these attitudes were the most pertinent to study in this context. The following section discusses strategies suggested by researchers to increase the likelihood of the success of CSR communication.

**2.8 CSR communication strategies**

In literature, CSR communication is presented as an interesting and also, a complex topic (Elving, 2013; Salmones & Perez, 2018). In order for the company to capture all the previously discussed benefits of CSR, certain strategies and aspects need to be meticulously applied (Kuokkanen & Sun, 2020; Tolmie, Lehnert, & Zhao, 2020). This is exceptionally important in the field of CSR, as CSR usually invites scepticism from the target audience (Ham & Kim, 2020; Orazi & Chan , 2020) which makes CSR a risky strategy for companies to adopt. Consumers’ scepticism towards CSR communication was also evident in the systematic review of CSR communication in Egyptian as discussed in Chapter 3 (Jamali, Tanusree, Samara, & Zoghbi, 2020). For that reason, it seems that consumers have created some expectations from a given CSR communication in order to trust it or believe it. According to Kim and Ferguson (2014; 2018), consumers expect six key communication components from CSR communication. These components are third-party endorsement, CSR information, personal relativity, transparency, consistency, and factual message tone (Kim & Ferguson, 2014; Kim, Overton , Hull, & Choi, 2018). Third party endorsement refers to a source which is not from the consumer or the brand that can advocate for the campaign during the communication. CSR information refers to the detailed information conveyed in the communication about the company’s commitment, motives, and impact of the campaign. Personal relevance indicates the connectedness of the CSR area to people’s personal lives. Transparency indicates the importance of openly communicating information, consistency is conceptualized in the way the company steadily communicates the CSR campaign, and finally, factual message tone implies communicating facts to reduce the level of scepticism among consumers (Kim & Ferguson, 2014; Kim, Overton , Hull, & Choi, 2018). Evidently, among other aspects, the success of CSR depends on some aspects such as the nature of the business, the company’s goals from the CSR campaign, and the company’s reputation. This is very important for the CSR campaign to be deemed successful and minimise the risk of failure. Yet, the most crucial identifying factor for decision-makers when considering major communication strategies, is the amount of monetary return that these communication strategies would generate relative to the investment on them (Risitano, Romano, Rusciano, Civero, & Scarpato, 2021; Silva, Duarte, & Almeida , 2020). Essentially, CSR engagement strategy is defined as the way in which managers identify CSR initiatives, outline the resources available to conduct these initiatives, and apply the knowledge obtained from these activities on other commercial outputs (Tang, Hull, & Rothenberg, 2012). For that reason, it is important to assess the type of CSR activities in light of the resources that the organization has. This is because, CSR activities may require extra financial resources that companies do not typically budget for (Swaen, Demoulin, & Pauwels-Delassus, 2021). Keeping resources and returns in mind, it was found that the relatedness to the company’s activities has a positive relationship on return-on-investment (ROI) and consistently implementing CSR initiatives can bring about positive returns to the company (Tang, Hull, & Rothenberg, 2012). If CSR does not generate immediate financial benefits to the company, then, the budget allocated for CSR should not be presented as an extra financial burden on the company. In this case, decision-makers need to examine the budgets that they already allocate to non-CSR communication especially that FMCG companies spend a lot on marketing (Faria, 2023; N, 2022). Especially when some researchers have concluded that a slight decrease in the level of advertising for mature products does not necessarily indicate a quick decrease in sales (Chavan & Deo, 2021). Nevertheless, before assessing ROI of both CSR and non-CSR communication, this study should first fill a gap in literature by exploring the impact of CSR on consumers’ brand attitudes in comparison to that of non-CSR communication. Also, since the financial profitability of the company is a determining factor (Tang, Hull, & Rothenberg, 2012), the study will focus on a major FMCG brand that is well-established and has financial calibre (refer to section 5.4.2).

**2.8.1 The nature of the company and its brands**

To predict the behaviour of the targeted consumers towards the company doing CSR campaigns, it is necessary to first acknowledge the company’s business, the targeted consumers, and the degree of awareness that the company’s brands have. The nature of the industry in which the corporation operates is a significant aspect to pinpoint the most suitable CSR communication strategy. In literature, there are mainly seven types of corporate brand associations that were summarized by Mann and Ghuman (2018). These corporate brand associations are “corporate ability and growth, symbolic benefits, perceived external prestige, corporate ethics, corporate social responsibility, visual identity, and corporate communications” (Mann & Ghuman, 2018). Mann and Ghuman (2018) found that associating with corporate ability and growth positively affects consumers’ purchase intention in sectors such as durable products, services and FMCGs.

Furthermore, receiving CSR information has an effect on competition in which CSR can be a strategy to block the brands’ competitors in a selected market. In order to correctly identify the nature of this effect, the product-knowledge of consumers in relevance to the brand in a certain industry needs to be defined. For example, receiving CSR information about a brand has a negative impact on competing brands’ evaluation among consumers with high product knowledge (Tezer & Tofighi, 2021). This is because, unlike consumers with low product knowledge, consumers with high product knowledge already have information on competing brands easily accessible in their memory (Tezer & Tofighi, 2021). Thus, receiving CSR information about a brand with high typicality negatively influences consumers’ evaluations of competing brands (Tezer & Tofighi, 2021). This is because brands with high typicality are more likely to enjoy a top-of-mind awareness status in the minds of consumers more than brands with low typicality. To illustrate, both Pepsi and Coca-Cola have high brand typicality in the category of soft drinks. So, if one of these brands communicates CSR, the other one is likely to be negatively affected; whereas, a brand with low typicality in the soft drink category such as, as presented in the study, Dr. Pepper may not be negatively affected (Tezer & Tofighi, 2021). For that reason, this study will implement the research on the consumer goods industry in which it is possible to have more than one brand that are leaders in the category and have high typicality.

Additionally, the size of the corporation or the stage of the company in its life cycle is necessary to set the right CSR strategy. This is because, it appears that, brand association with CSR activities are not as high as associations with non-CSR activities (Bawa & Saha, 2016). Hence, companies that believe their brands do not have the highest levels of awareness or maturity in the market yet should invest more in commercial marketing (non-CSR) activities than in CSR-activities (Bawa & Saha, 2016). Hence, this study, focuses on the impact of mature and famous brands in FMCG launching large CSR campaigns versus non-CSR marketing campaigns.

**2.8.2 CSR-Company fit**

Another concept that is heavily discussed in CSR literature is the concept of “CSR-fit” or “CSR-company fit.” This concept refers to the consumers’ perception of the degree of relevance or congruency between the nature of the CSR campaign and the type of industry or business that the company is operating in (Austin & Gaither , 2018). The nature of the CSR campaign is often decided based on the company’s industry or context of operation. In literature, CSR is often classified based on the nature or social topic that the campaign encompasses or the strategy of the CSR campaign. In other words, CSR emerges from the area and scope of the company’s sector (Frederick, 2016). Nevertheless, whether CSR activities have a low fit or a high fit with the company, it does not necessarily indicate that they will be positively or negatively received by the public (van der Meer & de Jong, 2017; Zasuwa, 2017). As discussed above, the importance of high fit relies on multiple variables such as the company’s prior reputation, the way the CSR message was constructed, and the company’s corporate ability in general.

A large body of literature argues in favour of the importance of companies conducing CSR campaigns in areas that are relevant to the business or operating nature of the company (Deng & Xu, 2017; Du, Bhattacharya, & Sen, 2010; Go & Bortree, 2017; Tang, Hull, & Rothenberg, 2012). In fact, some researchers claim that high levels of CSR fit lead to positive behaviours towards the company from its customers and other stakeholders (Becker-Olsen, Cudmore, & Hill, 2006; Kim, Overton , Hull, & Choi, 2018) and increases the message credibility (Go & Bortree, 2017). To illustrate, a study conducted on sports fans, classified types of CSR as philanthropic activities, community relations, environmental management, diversity and equality, labour relations activities, and sports governance activities (Mamo, Agyemang, & Andrew, 2021). The results of this study confirm that the most valued CSR areas for the fans were sports governance activities followed by environmental management and philanthropic activities (Mamo, Agyemang, & Andrew, 2021). Similarly, in a systematic literature review, Peloza and Shang (2011) found that out of 16 studies, 13 of them indicate that CSR-company fit improves stakeholders’ attitudes towards the company. These findings support “the congruency theory” that supports the importance of having all aspects of a company’s operations synchronized with the organization’s performance (Nadler & Tushman, 1980). Actually, it appears in other sources in literature that the importance of CSR-fit highly depends on the company’s reputation prior to launching CSR campaigns. Some authors conclude that when corporates have a prior positive reputation, high CSR fit (such as automobile manufacturing company conducting CSR activities on traffic safety) may lead to less scepticism (Kim, Overton , Hull, & Choi, 2018). However, in many cases, CSR campaigns as a concept (whether it’s a high-fit or low-fit) could be beneficial for reputable companies, whereas high-fit or low-fit CSR campaigns may be disadvantageous for companies with prior negative reputation (Kim & Ferguson, 2019). This is because consumers’ scepticism towards the company with bad reputation might increase when they find this company is undergoing CSR activations (Kim & Ferguson, 2019).

**2.8.3 The Communication: The What and The How**

**What to communicate?**

Other than the nature of the CSR campaign, the message or CSR information might have different impact on customers which may incur variations in their perceptions towards the products and the company (Pino, Amatulli, De Angelis, & Peluso, 2016). Some studies show that in some cases, consumers tend to be more cynical about CSR initiatives announced through the company’s communications (Mattila, Hanks, & Kim, 2010; Yoon, Giirhan-Canli, & Schwarz, 2006). Usually, consumers expect the company to communicate CSR, but it does not necessarily need to massively advertise it (Oh, Bae, & Kim, 2017). This is because consumers might feel that when companies spend on advertising, CSR might devalue the CSR initiative itself (Assaf, Josiassen, Ahn, & Mattila, 2017; Mattila, Hanks, & Kim, 2010). That’s why the concept of “native advertising” for CSR campaigns needs to be considered. Native CSR advertising does not directly intend to sell the company’s products or services, but it intends to communicate the company’s contributions to society (Wu & Overton, 2020). Some scholars have placed some reservations on native advertising concluding that its effectiveness relies on the content of the advertisements and how it depicts adding value to consumers (Schauster, Ferrucci, & Neill, 2016). Evidently, unlike traditional advertising that focuses on promoting and selling, the impact of native CSR advertising has a more positive impact on consumers’ attitudes towards the advertisement and their intentions of spreading word-of-mouth (Wu & Overton, 2020). For example, based on an experimental study, consumers were more sceptical about advertising messages from financial institutes than from a well-known phone company (Mattila, Hanks, & Kim, 2010). Based on experiments comparing between the impact of depicting CSR in advertisements for financial institutes and advertisements for a phone company, the authors presented some interesting findings. It was concluded that, including the CSR message in the mortgage company advertisement as shown in the experiment increased the respondents’ positive attitude towards the advertisement and post-attitude towards company (Mattila, Hanks, & Kim, 2010). Hence, it is worth investigating if CSR advertisements would have a better impact on consumer behaviour towards the company’s products, and if cheaper media vehicles are worth considering for non-CSR advertising to reduce spending in order to secure funds for the actual CSR initiatives. Since some companies communicate their CSR merely to “tick a box” or to be named “socially responsible,” consumers tend to have a sceptical attitude when receiving CSR advertising messages (Teah, Sung, & Phau, 2021; Kim & Rim, 2019). Hence, earning people’s trust is exceptionally compelling in the context of CSR communication. Just like CSR strategies have to adopt society-serving motives, these strategies also have self- serving motives to achieve company goals. Yet, the pressing question here is, should companies communicate such self-serving motives or not? In fact, some scholars indicate that communicating both motives is a key factor in reducing scepticism towards the company’s CSR strategy (Kim Y. , 2014; Forehand & Grier, 2003). This is because, when the company deliberately communicates their motives or the way they will benefit from these CSR strategies, it provides consumers with indications that this company is transparent and honest which is likely to reduce scepticism and increase message credibility.

**How to Communicate**

The literature shows that a large amount of CSR communication and CSR activities positively influence the attitudes of people towards the company (Bachmann & Ingenhoff, 2016; Viererbl & Koch, 2022). However, based on two studies on 364 participants, the positive effect is reversed if the company extensively communicated CSR but did not actually engage in high-extent and high value CSR activities (Viererbl & Koch, 2022). As for the channel of communication, it appears that consumers may be receptive to one mean of communication more than another. It has been suggested by Kim and Ferguson (2014) in their study that consumers prefer news media channels such as TV news, radio news, and social media over advertising channels like TV commercials. Many studies in the literature provide empirical conclusions that live television viewership in different countries is declining and the main reason behind this decline is the growth of entertainment means on the internet (Ala-Fossi, Grönvall, Karppinen, & Nieminen, 2021; Damratoski, Field, Mizell, & Budden, 2011; García-Avilés, 2020; Proskurnova, 2020). For example, on an average of 32%, television viewership in countries like Egypt, Qatar, Saudi Arabia, Jordan, Tunisia, Lebanon, and UAE has declined from 2013 to 2019 (Dennis E. E., Martin, Lance, & Hassan, 2019). Similarly, according to media insights reported by Zenith agency, connected TV programs in the US (such as Netflix and Hulu) are gaining high popularity (Cacheux, 2020) which led to a decline in live television viewership. Additionally, the form or style of the CSR message being communicated seems to exert an influence on the CSR message credibility (Yang & Hsu, 2017). For instance, based on experiments conducted in Taiwan, consumers exhibit a stronger perception of advertisement credibility towards single-message advertisements versus multiple-messages advertisements (Yang & Hsu, 2017). This is because, single-message claims allow consumers to focus on a single event or single-benefit allowing them to “lower their guards” against the CSR message which will make them believe that the company is truly investing efforts to help society (Yang & Hsu, 2017). The literature points towards a plenty of approaches to communicate CSR that companies can consider adopting. Based on Grunig and Hunt’s (1984) older public relations models of communication, Morsing (2006) suggest two ways of CSR communication: one-way and two-way communication. Other studies examine disclosing the concept of consumer participation in the advertising making to consumers to increase advertisement credibility. The issue is, based on the qualitative analysis of CSR campaigns done by 50 corporations, Cho, Furey, & Mohr (2016), found a gap between practice and theories of successful CSR communication strategies, in which most of the companies focused on one-way communication. Yet, it is highly encouraged for companies to develop two-way CSR communication strategies as this will shed focus on the public creating positive attitudes towards the company (Cho, Furey, & Mohr, 2016). This might provide inference that social media might be preferred by consumers as it automatically provides a two-way communication platform for the company and for consumers. Hence, the next section will provide a detailed discussion on different media vehicles.

**2.9 Media Vehicle**

Across literature, there is a profusion of discussion among researchers on the effectiveness of advertising on different media platforms and whether the effectiveness is more connected to the content (the advertisement) or the context (the media platform) (Calder, Isaac, & Malthouse, 2015; Voorveld, Noort, Muntinga, & Bronner, 2018; Voorveld H. A., 2019). Since the debut of the first banner ad, online advertising has developed substantially and now makes up a sizable portion of the firms advertising expenditures and marketing strategy (Arora & Agarwal, 2019; Kumar, Sunder, & Sharma, 2015; Liu-Thompkins, 2019). It is also evident that the number of social media users is growing faster than television users (Statista , 2022). In fact, as it appeared in the systematic review (chapter 3), social media has a vital role on the acceptance of people of CSR (Abdel Magid, et al., 2023). Nonetheless, it appears in literature that both media vehicles complement each other. For instance, TV viewers are sometimes actively engaged while watching TV programs by posting comments online related to what they watch on TV (Mahanti, 2022). Moreover, it was suggested in the literature that ad engagement that results from social media positively impacts consumers’ purchase intentions (Jeon, 2021; Latifa & Calicioglub, 2020; Cabigting, Marallag, Mariano, & Grimaldo, 2022). Other researchers found that the interactive nature of social media is one of the reasons that consumers might feel emotionally attached to the brands advertised on social media (Gharib, Philpott, & Duan, 2017; Teo, 2016). This emotional attachment is more likely to occur with social media users with higher motivation to express themselves (Wang, Yeh, Yen, & Sandoya, 2016). This is an important finding as emotional brand attachment has an influence on brand credibility and overall customer satisfaction (Dwivedi, Johnson, & Wilkie, 2018). However, based on research by Cervellon and Lirio (2017), Social media advertisements that urge a purchase are disliked by consumers.

However, social media is constantly undergoing major changes and faces criticism on some issues such as data privacy and authenticity of information (Dwivedi, Johnson, & Wilkie, 2018; Vraga & Tully, 2021). This could be one of the reasons that television media is still one of the most successful media vehicles for brand awareness (Batra & Keller, 2016; Niederdeppe, et al., 2021). Mirroring these media viewing habits, a lot of companies spend majority of their money on television advertising (Pellikan, 2017). For example, Procter & Gamble spent 7.1 billion dollars and Unilever spent 8.1 billion dollars on advertising in 2018 (Procter & Gamble, 2019; Unilever, 2019). This is because even though there are many other viewing options, a lot of people still prefer daily free-to-air movies and shows (Fearn & Helliker, 2017). Hence, television advertising is deemed to provide businesses with wide audience reach (Alcorn, Buchanan, Smith, & Gregory , 2015). It is essential to shed light on the type of media vehicle for this study because it appears in literature that the media vehicle has an impact on the audience’s scepticism towards the authenticity of the ad. Specifically, as discussed earlier in this chapter, CSR communication in general is faced with substantial scepticism (Kim, Overton , Hull, & Choi, 2018). It appears in the literature, that for the FMCG industry brands specifically, TV advertising seems to be the most important channel of advertising (Becker, Wiegand, & Reinartz, 2019; Hanssens D. M., 2018). The following section will provide further details examining the FMCG industry as the understudied brand for this study is an FMCG brand.

Additionally, television advertising in some countries in the Middle East, such as the Arabian Gulf countries, is still the most common advertising medium in the region (Dennis, Papagiannidis, Alamanos, & Bourlakis, 2016). In Egypt, it appears that different age groups have varying media consumption habits and preferences. According to research, younger consumers tend to use digital media platforms more than they watch Television (Mosharafa, 2019). In fact, social media, especially Facebook and Twitter, played a major role in the uprising of the Egyptian revolution in 2011 (Clarke & Kocak, 2020; Kamel N. A., 2020). Even though social media is growing exponentially in Egypt (Allam, 2023), Television is still the most popular medium (Allam, 2023; BBC, 2023). Consequently, these opposing arguments in literature on different media vehicles, leave us wondering which media channel do consumers prefer and why? For that reason, it is essential to investigate which media vehicle will be preferred by this study’s specific respondents. Therefore, based on the above discussion and to fulfil part of this study’s objectives, I posit the below research question and hypothesis:

RQ2: does the impact of CSR on Egyptian consumers of FMCG differ between different media vehicles?

H7: Social media has a stronger impact on consumers’ attitudes towards CSR communication than television.

**2.10 CSR in the FMCG sector**

FMCG is a large industry that includes food and beverages, tobacco, personal hygiene, household cleaning products, and over-the-counter medicines (Liczmańska-Kopcewicz, Mizera, & Pyplacz, 2019). The global FMCG market is forecasted to reach 15.3 billion dollars by 2025 (Panhwar, Pathan, & Gilal, 2022). Basically, FMCG are products that have a high consumption and shelf turnover rate (Sikorska, 2023). The FMCG is not an easy industry to operate in due to the rapidly changing needs of consumers (Rădulescu & Hudea, 2018) and the highly competitive nature of the industry due to high similarities among products (Liczmańska-Kopcewicz, Mizera, & Pyplacz, 2019; Wilkins & Ireland, 2020). FMCG is a low involvement category (Bashir, Jørgensen, Pedersen, & Skard, 2020; Panda, Masani, & Dasgupta , 2022). As such, FMCGs are the kind of products that do not require a long process of decision-making and the value of the singular transaction is not high (Mann & Ghuman, 2018; Verma, Rojhe, Horská , Sharma, & Šedík , 2023). For that reason, having a competitive advantage is particularly imperative in the FMCG sector due to high similarities among the products. Hence, having a CSR strategy for FMCG companies can be a creative way to provide consumers with a reason to choose their brands over the competitors’ brands (Currás-Pérez, Dolz-Dolz, Miquel-Romero, & Miquel-Romero, 2018; Suganthi, 2019). While the top two categories that advertise the most in the Middle East in 2021 is Real Estate and Telecommunications, other FMCG subcategories like diapers, detergents, chocolate, and hair care products come in the top 10 most advertised categories (Ipsos, 2022). For example, the most advertised brands in Egypt in 2021 are FMCG brands such as potato chips and cold fizzy drinks, confectionery in Morocco, and dairy products in Saudi Arabia (El Ganari, 2022). Hence, it is considerably indispensable to examine communication strategies in the FMCG category in the Middle East.

To understand consumers’ responses to CSR, it is important not to only consider final outcomes such as purchase intentions, but also to consider preceding outcomes such as consumers’ awareness of the company and its brands ( Bhattacharya & Sen, 2004). For instance, a company’s social strategies can result in an increased consumer trust in product functionality that is commonly known to be untrustworthy such as hair-loss or teeth-whitening products (Chernev & Blair, 2015). Based on a study on Unilever, one of the leading companies in FMCG, companies gain more “intangible” benefits from CSR such as positive corporate reputation and image reinforcement; while the “tangible” or business benefits are perceived as results of CSR on the long run (Jurietti, Mandelli, & Fudurić, 2017). Another study on YouTube users in the United States reported that branded content and functional information were particularly important for consumers of high-involvement products, whereas social values had a positive influence on consumers’ product evaluations for low involvement products (Lou & Xie, 2021). Nevertheless, majority of studies in literature focus on the effects of CSR as a whole concept and fewer studies focus on the different specific angles of CSR such as the social, economic areas. For instance, Castro-Gonzalez and other authors (2021) examined FMCG consumers in Spain and concluded that while CSR as a concept has a positive impact on consumers, there was no direct link between the intentions of buying and social and environmental CSR campaigns. However, based on a study on Indian consumers of FMCGs, respondents preferred social CSR campaigns and were willing to pay premium prices for socially active brands (Manimalar, 2018; Ravichandran & Chandilyan , 2016).

Evidently, based on some studies in different countries, consumers of FMCG are aware of the need for CSR in this industry. Companies are becoming more aware that CSR contributes towards an increase in productivity, customer satisfaction, and revenues, a decrease in employee turnover, and an enhancement in the company’s public image (Vethirajan & Ramu, 2019). The next chapter critically analyses different theories applied in the CSR literature and identify the framework of theories that will be used to analyse the results of the study.

**2.11 Chapter Summary**

To summarise, this chapter explores key topics in the global CSR literature based on which, the chapter uncovered substantial research gaps. Mainly, the review identifies that there is an extensive discussion in literature on CSR communication benefits and strategies as well as the benefits of different media channels. However, there is not enough research exploring which communication strategy and media vehicle consumers prefer or are more responsive for when it comes to CSR communication. While there are some researchers who have tackled CSR communication in reference to non-CSR communication (Araujo & Kollat, 2018; Wang & Huang , 2018), these comparisons do not identify the overall effects of both communication strategies on consumer behaviour. For that reason, the literature review examines some of the main brand attitudes that result from non-CSR communication to examine them in CSR context. Consequently, this thesis aims to fill this substantial gap in literature by comparing between CSR and non-CSR communication and between communicating it on television and social media. Additionally, the chapter discussed the importance of the FMCG category and observed examples of CSR campaigns that were conducted for FMCG brands. Most of the above examined studies were conducted in Western countries without enough studies appearing to be conducting CSR research in the Middle East. For that reason, it is necessary to conduct a systematic literature review to confine te recent CSR research in the Middle East.

**Chapter 3**

**Systematic Literature Review**

**3.0 Introduction**

This chapter provides a starting point for understanding the CSR literature by systematically reviewing published studies on CSR communication in Egypt and the Middle East. Exploring literature for studies on CSR communication on consumers in a Middle Eastern country like Egypt can be challenging as it is vastly understudied (El Haddad, Bachkirov, & Grishina, 2021; Elhoushy & Lanzini, 2021; Nurunnabi, Alfakhri, & Alfakhri, 2020).Yet, many researchers conduct systematic literature reviews in understudied topics (Kelan, 2018; Kilby, Sherman, & Wuthrich, 2018; Semrad, Scott-Parker, & Nagele, 2019). The below review employs systematic steps on a narrative synthesis which is a common approach applied by many researchers (Jimoh, et al., 2021; Schwarz, et al., 2019). The main objective of this review is to uncover the main findings that have emerged from recently published studies on CSR in the Middle East to further confirm the considerable research gap(s) that this study aims to fulfil. The following explains the detailed methods applied to conduct this systematic literature review.

**3.1 Methods**

**3.1.1 Literature Search**

Generally, the systematic process required for collecting data involved four main steps (Mengist, Soromessa, & Legese, 2020). These steps include determining searching platforms and databases; identifying inclusion and exclusion criteria; extracting and categorizing the data (conducting the synthesis); analysing the results and framing them into conclusion (Mengist, Soromessa, & Legese, 2020). Firstly, for a thorough search, this review looked for data on London South Bank University’s (LSBU) library, Google Scholar, and other databases such as Emerald, JSTOR, SAGE, Scopus, and Wiley Online Library. Secondly, to ensure that the findings from literature are up to date and as relevant to the current time as possible, studies only published in 2018 onwards were considered for the scope of this section of the literature review. This is a crucial element in the review because countries in the Middle East are experiencing rapid rates of urbanization and development (Elhoushy & Lanzini, 2021) and older studies could be irrelevant to the current time. The ranking of the journal in which articles are published is also considered for this systematic review. While there is an on-going debate on which ranking guide is better for business journals, the Australian Business Deans Council (ABDC) is ranked high and appears to be better than other ranking guides such as Academic Journal Guide (AJG) (Zhang, 2022). Based on the most recent ranking methodology applied by ABDC in 2019, this review included peer-reviewed journals with B rating or higher. Few studies published in journals with a C rating were included if they were highly relevant to the topic and presented robust methodologies and important findings. Some of these journals are Journal of Islamic Accounting and Business Research, Journal of Marketing Analytics, and Journal of Financial Reporting and Accounting. This is done only when the topic is relevant to the scope of study and to reduce the risk of missing any substantial findings related to the topic. The main search strings were chosen to target the main countries in the Middle East and North Africa (MENA) region (Chen, 2022). The main key words that were used were “CSR communication in Egypt” and “CSR communication in the Middle East.” Similar phrases were also used as keywords for the search such as, “CSR communication in Arab Countries”, “CSR communication in North Africa,” etc. This search yielded 136 relevant articles. Table six provides the search terms used in this literature review.

|  |  |  |
| --- | --- | --- |
| N | Fixed Search Strings | Variable Search Strings |
| 1 | CSR Communication | +Egypt +Middle East +Arab Countries +North Africa +Lebanon +Jordan +Syria +Algeria +Bahrain +Iraq +Kuwait +Libya +Morocco +Oman +Qatar +Saudi Arabia +Sudan +Tunisia +United Arab Emirates +Yemen +Bahrain |
| 2 | Corporate Social Responsibility |

Table 6 Search keywords used for the review

**3.1.2 Exclusion and Inclusion Criteria**

The next step involved scanning all the articles titles and abstracts that the search provided to ensure that they fit the inclusion and exclusion criteria. The chosen criteria are a) the topic must be related to CSR; b) the scope of study is in Middle Eastern countries or in Egypt specifically; c) the articles published in journal ranked B or higher based on the ABDC ranking. Many articles that emerged from the initial search yielded studies conducted in developing countries such as Bangladesh, India, Ghana, Pakistan, but they are not countries in The Middle East. Also, some studies do not discuss CSR or CSR communication. Accordingly, these studies were excluded.

**3.1.3 Selection of Relevant Studies**

The initial 136 studies were exported to RefWorks. After scanning them on abstract level for inclusion and exclusion criteria as discussed above and discarding any duplicates, the result yielded 42 studies. These were the final articles that were thoroughly examined and were included in the results. To supplement this digital search and look for potential additional articles to include, I conducted reference check of other articles that the final articles cited (Bramer, 2018). This reverse process generated two additional articles, leaving a total of 42 final articles. Appendix A provides a table that includes a summary of the findings from the final articles included in the review. Those studies were grouped into two folders on RefWorks in which 26 studies were conducted in various countries in the Middle East and 16 studies were conducted in Egypt. These were the articles that I explicitly reviewed for common themes and findings that fed into a complete qualitative systematic synthesis of the papers that are as highly relevant to this study’s topic as possible. The below figure summarises the steps taken to conduct this systematic literature review.

A screenshot of a black and white page

Description automatically generated

Figure 3 Steps conducted for the systematic review

**3.1.4 Review of Final articles**

Using manual context analysis method, the final 42 articles were read line-by-line to identify important topics, categorise them, and link the concepts to each other (Vaismoradi, Turunen, & Bondas, 2013). Certain key phrases and sentences were pre-identified to sort the emerged topics into categories and link them to other categories (Xiao, Cooke, Xu, & Bian, 2020). Some of these pre-determined phrases include impact of CSR, CSR and stakeholders, and perception of CSR. The upcoming section will provide further details on the most discussed topics in the finally selected articles.

**3.2 Results**

**3.2.1 Descriptive Results**

The descriptive analysis of the results revealed that a considerable number of the final studies report that CSR is under-researched in developing nations especially in the Middle East (n = 14). Some of the countries that were studied in these final articles were UAE, Bahrain, Jordan, Saudi Arabia, Lebanon, etc. (n=26) and some studies focused on Egypt specifically (n=15). Few studies focus on the CSR report publishing and disclosure habits (n= 6) and other studies examine CSR from an Islamic perspective (n=4). Many of the final included studies present findings on the impact of CSR (n=10) and the perception of different types of stakeholders on CSR (n= 11). Most importantly, even though only few studies consider CSR communication as a main topic of study (n=3), a bigger number of studies refer to the phrase “CSR communication” (n= 12) but it is not the main topic of study. However, some of these studies’ main topic is CSR communication (n=3), but they mainly referred to internal CSR communication specifically. Also, the phrase “CSR perception” was mentioned in some studies (n = 14). The final list of studies was published in a variety of different journals such as Journal of Marketing Communications, International Journal of Islamic and Middle Eastern Finance and Management, Public Relations Review, Journal of International Consumer Marketing, etc.

**3.2.2 CSR in the Middle East**

Evidently, CSR in general is under-researched in the Middle East and in developing countries. Based on this systematic review, there is a dearth of research on CSR practices and communication in developing markets such as the Middle East (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020; Alawamleh & Giacaman, 2020; Al-Abdin, Roy, & Nicholson, 2018; Alfakhri, Nurunnabi, & Alfakhri , 2018; Al Mubarak, Ben Hamed, & Al Mubarak , 2019; Diab & Metwally, 2020; El Haddad, Bachkirov, & Grishina, 2021; Elhoushy & Lanzini, 2021; Nurunnabi, Alfakhri, & Alfakhri, 2020; White & Alkandari, 2019). Specifically, some researchers discuss the lack of research in Egypt (Khalil , Ismail, & Ghalwash, 2021; Shamma, 2022). CSR reporting, in general, in Europe and in the US is generally higher than countries in the Middle East such as Egypt (El-Bassiouny & El-Bassiouny, Diversity, corporate governance and CSR reporting : A comparative analysis between top-listed firms in Egypt, Germany and the USA, 2018). This is because CSR is commonly practised more in developed countries than in developing countries (El-Bassiouny & El-Bassiouny, 2018), so by default, there are more activities to report. In fact, it appears in literature that companies in Egypt might have a team for CSR practices (Osman, et al., 2021) but, they lack the skill of choosing the right CSR campaign (Abdelhalim & Gamal Eldin , 2019). Additionally, it is evident in literature that CSR receives poor legal control from the government in Egypt (Abdelhalim & Gamal Eldin , 2019). However, it appears that economic or political instability occurring in Egypt did not reduce the level of CSR disclosure among companies; however, it slightly increased after the major political events that took place in 2011 (El-Bassiouny & Letmathe , 2019). Sustainability and integrated reporting (IR) in the ME have started to recently appear in the Middle East and become a significant contributor to developing a sustainability habitus in the region (Alberti-Alhtaybat, Alhatabat, & Al-Htaybat, 2020). To clarify, sustainability is the broader concept of balancing economic, social, and environmental factors while making sure that the firm continues to operate and expand in the long run (Wosińska, 2023). Yet, there is an evident need for the practice of CSR in general in the Middle East. Despite having abundant natural resources, favourable geographic conditions, human capital, agricultural exports, most of the Middle East’s population still lives in poverty, and many regions lack access to even the most basic amenities and services, like electricity, clean water, sanitation, and healthcare (Othman & Hafez, 2019). Especially when the region is experiencing serious social and environmental issues, which compels firms and governments to take responsible actions to increase social campaigns and environmental initiatives (Alawamleh & Giacaman, 2020).

While the majority of CSR research is conducted in western countries, scant scholarly attention was given in eastern counties such as Jordan (Abu Zayyad, et al., 2021). Yet, it is essential to examine CSR in the Middle East region specifically because of the wide cultural variations because, in general, CSR strategies are not based on a one-size-fits-all approach (Diab & Metwally, 2020; Nurunnabi, Alfakhri, & Alfakhri, 2020). The philanthropic and community-based traditions established in the Arab world have a profound impact on CSR activities implemented in the MENA region (Al-Abdin, Roy, & Nicholson, 2018). Another study suggests that further research on CSR performance in African countries should include socio-political and socioeconomic development as contextual variables in the research design (Daas & Alaraj, 2019; Inekwe, Hashim, & Yahya , 2020). In trusting cultures like UAE, people tend to have high expectations from businesses when it comes to social philanthropic duties (Rim & Dong, 2018). Hence, even in one region like the Middle East, there are some variation and different needs from societies within countries in the same region.

**3.2.3 CSR and Religious Values**

Given that this review is focused on the Middle East, some studies presented grounds for a connection between CSR strategies and the influence of Islamic religion (Abu Al-Haija, Kolsi, & Kolsi, 2021; Alfakhri, Nurunnabi, & Alfakhri , 2018; Jamali, Tanusree, Samara, & Zoghbi, 2020). For instance, one study found that there are similarities and convergences between CSR Standards and Islamic pillars in a sense that the way people should behave towards the societies is deeply rooted in the Islamic religion (Abu Al-Haija, Kolsi, & Kolsi, 2021). Another study claims that examining CSR in the Muslim markets will enrich and contribute to academic literature because Muslim markets make up approximately 20% of the world’s population and majority of the population residing in more than 50 countries are Muslims (Alfakhri, Nurunnabi, & Alfakhri , 2018). However, one study conducting a systematic literature review revealed that the impact of global trade reduced the influence of religion on CSR in Middle Eastern countries such as UAE and Saudi Arabia (Jamali, Tanusree, Samara, & Zoghbi, 2020).

**3.2.4 Impact of CSR**

Many of the studies included in the final list of this review confirm that there are imperative direct and indirect benefits of CSR. Some of these direct benefits, based on a study conducted on Jordanian firms (specifically banks), include gaining brand credibility, positive corporate reputation, positive word of mouth and repeated purchases among the banks’ consumers (Abu Zayyad, et al., 2021). Also, another study conducted on consumers in Palestine and Jordan revealed that CSR has a positive impact on consumer purchase behaviour (Alawamleh & Giacaman, 2020).

On the other hand, it appears that indirect effects indicate that a CSR approach has a significant beneficial impact on business success and corporate performance through customer loyalty (Salam, Jahed, & Palmer, 2022). Another study showed that businesses that conduct CSR campaigns benefit from positive brand positioning, increase in customer satisfaction, commitment, customer loyalty, and positive word-of-mouth (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020). Similarly, a recent study conducted in Tunisia concluded that the customers’ perception of the financial institute is positively influenced by the institute’s social responsibility which will lead to customer satisfaction (Ltifi & Hichri, 2021). Another CSR campaigns has a positive impact on corporate and brand image and positively influences consumers’ preferences in Bahrain (Al Mubarak, Ben Hamed, & Al Mubarak , 2019).

Other studies also revealed that CSR brings about benefits to internal stakeholders as well. Studies in UAE showed that, different aspects of CSR, especially environmental and social, have a positive impact on employee engagement (Duthler & Dhanesh, 2018). Moreover, interviewed business leaders in Oman and Lebanon had similar perception of CSR in which they agreed that there is a positive correlation between CSR and the company’s profitability (El Haddad, Bachkirov, & Grishina, 2021). Additionally, one study conducted in Jordan claims that CSR reporting increased the overall firm value and attracts international investors (Daas & Alaraj, 2019). On a wider outlook, one study found that CSR is positively associated with both sound governance in general and economic growth in African countries such as Egypt, Morocco, etc. Findings demonstrate that there has been a significant advancement in CSR relative to the rate of development in Africa ( Inekwe, Hashim, & Yahya , 2020).

It is important to mention, as discussed above, that not all the above-mentioned studies focus on CSR communication specifically; but the results of those studies discuss the impact of practicing and reporting CSR activities. Accordingly, this provides evidence that the objective of my research fills a substantial gap in the CSR literature in the Middle East. This is because this study’s objectives are focused on CSR as a communication strategy and comparing its effects to non-CSR communication strategies. Below is a table that summarises the articles that provide evidence of the important benefits that CSR brings to companies in the Middle East.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Benefit | Articles | Nature of the Industry | Source | Country |
| Brand credibility | n=1 | Banking | (Abu Zayyad, et al., 2021) | Jordan |
| Positive Corporate Reputation | n=2 | Banking | (Abu Zayyad, et al., 2021)  (Al Mubarak, Ben Hamed, & Al Mubarak , 2019) | Jordan  Bahrain |
| Positive word of Mouth | n=2 | Banking | (Abu Zayyad, et al., 2021)  (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020) | Jordan  Saudi Arabia |
| Increase in Purchase and purchase intention | n=2 | Banking  Other Industries | (Abu Zayyad, et al., 2021)  (Alawamleh & Giacaman, 2020) | Jordan  Palestine & Jordan |
| Positive Brand Positioning | n=1 | Banking | (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020) | Saudi Arabia |
| Customer satisfaction | n=2 | Banking | (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020)  (Ltifi & Hichri, 2021) | Saudi Arabia |
| Commitment | n=1 | Banking | (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020) | Saudi Arabia |
| Customer loyalty | n=2 | Banking  Business-to-business | (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020)  (Salam, Jahed, & Palmer, 2022) | Saudi Arabia |
| Employee engagement | n=1 | Different sectors | (Duthler & Dhanesh, 2018) | United Arab Emirates |
| Company’s profitability | n=2 | Different sectors | (Abdelhalim & Gamal Eldin, 2019) (El Haddad, Bachkirov, & Grishina, 2021) | Egypt Oman and Lebanon |
| Firm Value | n=1 | Different sectors | (Daas & Alaraj, 2019). | Jordan |

Table 7 Summary of articles providing evidence on the benefits of CSR to companies in the Middle East

**3.2.5 CSR Communication**

While CSR practices and strategies were the commonly discussed topics in the articles that appeared in this review, there are few articles that focused on CSR communication. Generally, a communication strategy answers the question of how a company intends to reach its target audience with a certain message across various media (Ntloko, 2020). Just like any communication strategy, CSR can be communicated through different ways. For instance, philanthropic causes are the most practiced strategy by international banks in UAE whereas cause-promotion practices are the most common strategy practiced by local banks (Georgiadou & Nickerson, Marketing strategies in communicating CSR in the Muslim market of the United Arab Emirates: insights from the banking sector, 2021). In the review, CSR appeared as a potential marketing strategy for architecture and design firms since it emphasises the betterment of society and satisfying its needs, which is consistent with the job of architecture, especially in developing nations (Othman & Hafez, 2019). Another study highlights the importance of using social media in Egypt to communicate CSR campaigns because it has an impact on reducing people’s scepticism towards CSR (Abdel Magid, et al., 2023). Clearly, the specific need of any country or society and the nature of the industry affects the type of CSR campaign as well as communication strategy.

**3.2.6 CSR Perception**

Some studies address CSR perception but, most of them examine the employees’ or managers’ CSR perception (Duthler & Dhanesh, 2018; El Haddad, Bachkirov, & Grishina, 2021). The results of the review revealed that CSR perception positively influenced employee engagement (Duthler & Dhanesh, 2018) and their creativity (Abdelmotaleb, et al., 2018). Yet, some studies examine the perception of CSR from the consumers’ perspective. One study found that consumers’ perceptions about retailers CSR activities could improve customer citizenship behaviour which points retailers to prioritise CSR to improve their relationships with customers (Abdelmoety, et al., 2022). Clearly, when there is a congruity between customers’ values and the retailers CSR initiatives, consumers’ positive involvement with the retailer is likely to increase (Abdelmoety, et al., 2022). Even though, the discussion of consumers’ CSR perception appeared from the review to be limited, it provides an indication of its importance and its considerable influence on different stakeholders. Thus, the following section examines the results of the review and the different types of correlations between CSR and various stakeholders.

**3.2.7 CSR and stakeholders**

**Consumers**

It has been found that banks in UAE prioritize consumers when communicating CSR initiatives while giving less priority in their CSR communication strategies to other stakeholders such as investors and employees (Georgiadou, 2022). In fact, one of the articles that conducted a systematic review on a plethora of studies found that the sustainable purchase behaviour of consumers in the MENA region is predicted by the individual subjective norms, cultural influence, brand trust, knowledge of the campaign and their personal environmental concern (Elhoushy & Lanzini, 2021). Another study conducted on 324 Arab consumers confirmed that considerable determinants of green purchasing behaviour include participants' own concern for the environment and their self-identity in environmental protection (El Santil, 2021). This is also evident in another study conducted in Saudi Arabia that found that customers develop emotional brand attachment with brands that match their self-conception (Klabi, 2020). The results of this study support the idea that when brands convey social image congruence, the likelihood for consumers to have emotional brand attachment increases (Klabi, 2020). Additionally, customer satisfaction is strongly impacted by CSR campaigns (Al Mubarak, Ben Hamed, & Al Mubarak , 2019; Salam, Jahed, & Palmer, 2022) and can enhance consumer citizenship behaviour towards the company (Abdelmoety, Aboul-Dahab, & Agag, 2022).

**Decision makers**

It appeared in the results that younger investors who are highly educated and earning higher income brackets have a better perception of CSR (Al-Abdin, Roy, & Nicholson, 2018). In fact, the results from a systematic review reveal that most studies focused on macro levels of CSR practices while limited research was conducted on CSR practices and their impact on consumers (Al-Abdin, Roy, & Nicholson, 2018). Based on qualitative data obtained from restaurants owners in Lebanon, a lot of restaurant owners realized the importance of CSR as it has a positive impact on their customers; whereas, other restaurant owners did not find a correlation between sustainability and customer satisfaction and profitability (Batat, 2021).

**Employees**

Overall organizational performance is affected by internal positivity among employees which is positively impacted by the company’s CSR and the perceived ethical environment in a company. The findings show that ethical atmosphere significantly influences the code of ethics, which in turn affects how employees view the organisation that they work in (Farouk & Jabeen , 2018). A recent quantitative study conducted in Saudi Arabia concluded that corporations in Saudi prioritize employees followed by the environment in their CSR strategies (Mukhtar & Bahormoz, 2022). Additionally, the health and safety on employees emerged as the number one “combined CSR priority” (Mukhtar & Bahormoz, 2022). Likewise, based on an empirical study, it appears that also in Jordan, CSR activities prioritise issues related to human resources and employee morale as it is evident from the companies’ CSR annual reports (Daas & Alaraj, 2019). Employees’ perception of an organization's internal and external CSR initiatives have a positive impact on the organizational citizenship behaviour (OCB) which means that employees are likely to perform more than what is required from them at work when the company endorses local social activities (Ouakouak, Arya, & Zaitouni, 2019). Additionally, this high level of OCB is negatively associated with the employees’ intention to quit (Ouakouak, Arya, & Zaitouni, 2019).

**3.2.8 CSR in Egypt**

Focusing the analysis on Egypt, it appears that increasing consumer, employee, and public awareness of the importance of corporate responsibility in Egypt encourages businesses and management to enhance their social and environmental performance (El-Bassiouny & Letmathe, 2018). For that reason, it is crucial to focus on the perspective of consumers in Egypt on CSR. In addition, the concept of CSR must be cultivated in the organizational culture where high value is placed on corporate ethics and managerial values (El-Bassiouny & Letmathe, 2018). However, it has been found that CSR may be mainly practiced by companies to serve temporary goals and interests of some of the main corporate shareholders (El-Bassiouny & Letmathe, 2018). Hence, it was concluded that it is crucial to implement corporate performance guidelines that are not only aimed at generating profits but also aimed to increase overall CSR focused at environmental, social, and better quality of products and services (El-Bassiouny & Letmathe, 2018).

Based on this systematic literature review, it is evident that differences in the cultural context induce a critical difference in CSR perceptions. For instance, Egyptian consumers’ value relevance (alignment of their personal values with CSR), ethical standards, and the perceptions of companies’ CSR strategies have a strong correlation with citizenship behaviour more than British consumers (Abdelmoety, Aboul-Dahab, & Agag, 2022). It was evident in the study that consumer citizenship behaviour (CCB) has a positive impact on overall business success (Abdelmoety, Aboul-Dahab, & Agag, 2022). In fact, companies operating in rural villages in Egypt should attend to business and community needs as well because community needs would be highly prioritised by the people (Diab & Metwally, 2020). Additionally, Gen Z consumers in Egypt, if presented with convenient access to the right products, showed a strong interest and desire to adopt sustainable lifestyles and mindful purchasing behaviour (Khalil , Ismail, & Ghalwash, 2021). Also, the study revealed that even though, Gen Z consumers are highly aware of the importance of sustainable consumption, they are not practicing these sustainable consumption behaviours due to lack of proper education systems (Khalil , Ismail, & Ghalwash, 2021). Also, it is important to mention that CSR communication in Egypt drives members of the society to be sceptical of the company and lose trust in it (Jamali, Tanusree, Samara, & Zoghbi, 2020). One study reported that one-way communication from the company increases consumers’ scepticism and makes them believe that the company is engaged in CSR for PR reasons not for genuine social well-being (El-Bassiouny, Darrag, & Zahran, 2018). On the other hand, two-way communication with stakeholders has a positive impact on credibility (El-Bassiouny, Darrag, & Zahran, 2018). The study highlighted the importance of considering the CSR communication strategy and CSR media channel in relevance to the audience as such choices have an impact on consumers’ and society’s perceptions (El-Bassiouny, Darrag, & Zahran, 2018).

The analysis of the final articles showed that there are some articles that examined the impact of CSR communication in Egypt on the company and its employees. One study compared the differences in perception between Egyptian and British cultures among decision makers and managers (Ibrahim & Kimbu, 2022). This study found that, unlike in the UK, institutional pressure has a significant effect on external CSR in Egypt (Ibrahim & Kimbu, 2022). Also, while Egyptian managers saw CSR as opportunity, British managers saw it as a threat to their firms (Ibrahim & Kimbu, 2022). It appears that internal CSR has a positive effect as it fosters a positive workplace culture (Abdelmotaleb, Metwally, Bahy Eldin, & Saha, 2018). The findings also show that positive effect has a favourable impact on employees’ attitudes (Abdelmotaleb, Metwally, Bahy Eldin, & Saha, 2018). These positive emotions increase employees’ likelihood of participating in creative thinking (Abdelmotaleb, Metwally, Bahy Eldin, & Saha, 2018). Further research showed that the effective usage of internal communication offers the optimum situation to maximise the benefits CSR strategies (Bakry, 2022). Egyptian companies that successfully leverage their intellectual assets will frame these assets as a competitive edge and will be placed high in the Egyptian Corporate Responsibility rankings (Bakry, 2022). One important finding lead to the conclusion that technological advancements positively influenced environmental performance of energy companies in Egypt which lead to an overall increase in company performance (Awawdeh, Ananzeh, El-khateeb, & Aljumah, 2021). Generally, it appears that CSR can be problematic to the company, but if these challenges were handled, CSR will bring about multiple benefits to the company such as trust and enhanced corporate image (Diab & Metwally, 2020). Hence, in order for CSR communication to be deemed successful, it needs to be handled carefully while putting people’s benefit as a genuine priority for the CSR campaign.

**3.3 Conclusion**

Finally, one of the main research gaps that emerged from the above systematic literature review is that CSR as a topic in general is understudied in the Middle East, despite the considerable size of the region and the need to further investigate CSR communication in it. While many studies conclude that CSR brings about multiple benefits to the company and the brand, still, this systematic review identifies a key research gap as all these studies do not compare the impact of CSR communication to non-CSR communication. This comparison is particularly a substantial gap to fill as these findings shall provide compelling arguments in the literature and for decision-makers related to identifying the optimum communication strategy, not just for the benefit of society but also, for the benefit of the company. The above results of the systematic review reveal that CSR communication has been examined in some studies in the Middle East, but they lack compelling findings that provides a variety of conclusions for marketing researchers. Firstly, the majority of the studies reported above examine CSR in architecture or banking sectors which lacks enough attention to low-involvement consumer products that are also heavily advertised in the Middle East (section 3.12). Secondly, most of the studies did not focus on CSR communication as the main topic of study or examined its influence on consumers’ attitudes. Thirdly and most importantly, none of the above studies from the final sample compared the impact of CSR to non-CSR communication.

Clearly, the CSR literature in the Middle East is limiting. This highlights the necessity of conducting a narrative literature review for CSR communication studies conducted in more developed countries. This is important to broaden the understanding and borrow knowledge from the way published studies in other countries examined the concept of CSR communication and its impact on consumers. To reach robust conclusions from these comparisons and the relationships between communication and media vehicles, the following chapter reviews some of the most commonly applied theories in consumer behaviour and the ones that are most appropriate for this study.

**Chapter 4**

**Theoretical Framework**

**4.0 Introduction**

This chapter begins by critically reviewing some of the theories identified during the process of literature review that examine consumer attitudes and behaviours in the context of communication effectiveness. Afterwards, I identify the theories that were regarded most appropriate for this study’s specific objectives. Generally, theory-based interventions outperform non-theory-based interventions (Doustmohammadian & Bazhan, 2021). This chapter examines some of the key theories applied in the consumer behaviour and CSR literature that I draw on in this study. It is necessary to indicate that, in academic literature, there are different types of theoretical integration (Hovorka & Larsen, 2017; Loseke, 2016).Hovorka and Larsen (2017) discuss different modes of theoretical integration such as construct integration, domain integration, and inter-field theory integration. Construct integration refers to combining different theories that follow a similar flow of relations towards the same dependent variable, domain integration refers to interrelated sets of propositions that are combined together, and inter-field theory refer to overlapping of different theories that emerge from different fields (Hovorka & Larsen, 2017). This research applies construct and domain integration by applying theories that flow in the same direction and also breaking down a theory’s main determinant into two or more related constructs. Section 4.2 begins to explain the way these theories are applied in this research.

The theoretical framework in this study combines selected theories to increase the model’s explanatory properties. One effective way to increase a conceptual model's stability and applicability is through cross-validation (Qiu, et al., 2022). Other researchers have confirmed that combining theories like the theory of planned behaviour and the concept of value congruence provide greater predictability of behaviour and better results than relying on a single model (Rao, Qiu , Morrison , & Wei, 2022). Similarly, other researchers combined the application of Stimuli-Organism-Response Theory with Theory of Reasoned Action (Ligaraba, Chuchu, & Nyagadza, 2023). The below discussion critically examines some theories in literature in reference to the objectives of this study.

**4.1 Theories in consumer behaviour literature**

Numerous factors influence consumer behaviour(Anisimova, 2016; Paço , Shiel , & Alves, 2019). There is an abundance of theories that dissect these influencing factors and offer potential explanations for consumer behaviours and intentions. However, it is necessary to review some of the commonly applied theories in consumer behaviour to identify the most appropriate framework for this study.

Festinger's (1957) cognitive dissonance theory (CDT) asserts that when an individual's behaviour is inconsistent with her or his thoughts, an underlying psychological tension develops (Thomson, MacInnis, & Park, 2005). This tension motivates the individual to alter their underlying thoughts and strive for congruity between their thoughts and actions (Thomson, MacInnis, & Park, 2005). CDT have been widely applied in the marketing literature to examine actual behaviour such as shopping behaviour, impulse buying and online shopping (Akbar, Ahmad, Asif, & Siddqui, 2020; Gökcek, Carikçioğlu, & Yuksel, 2019; Sheth, 2021). As discussed, this theory is centred around the process of translating consumers’ psychological thoughts into an actual behaviour (Akbar, Ahmad, Asif, & Siddqui, 2020; Gökcek, Carikçioğlu, & Yuksel, 2019; Sheth, 2021). For that reason, this theory is not considered to be the most suitable as this study is focused on the influence of certain consumer attitudes on purchase intention. Moreover, the attitude-behaviour-context (ABC) theory (Guagnano, Stern, & Dietz, 1995) is focused on contextual factors and inner attitudes that influence behaviour that consumers perceive as positive behaviour (Zhang, et al., 2018). The theory also exhibits that consumers will only adapt certain behaviours if they will bring them benefits (Zhang, et al., 2018) based on their processing of contextual factors related to actions and buying behaviour (Grimmer, Kilburn, & Miles, 2016; Ertz, Karakas, & Sarigöllü, 2016). Even though the ABC theory focuses on examining behaviour which is not the focus of this research, adapting behaviours similar to their perceptions is a topic of interest that will be further examined in this chapter (section 4.6).

Focusing on the CSR literature, the Social Exchange Theory is widely used. One of the earliest definitions of Social Exchange Theory (SET) refers to the voluntary actions of individuals that are driven by the rewarding returns that these actions are expected to bring (Blau P. M., 1964). SET realises that possible outcomes of a firm’s CSR efforts come in the form of consumer loyalty, trust, commitment, and satisfaction (Ko, Rhee, Kim , & Kim, 2014; Nyadzayo, Leckie, & McDonald , 2016). Yet, since SET is focused on the concept that individuals are driven by rewards, SET is more applied in cause-related marketing (Zhang, Saleme, Pang, Durl, & Xu, 2020; Zhao, Yoon, & Park, 2023). In fact, when the two main influences of the SET, social influences and economic influences, appear together in one relationship, they allow consumers to have a close interpersonal relationship with the brand (Cropanzano, Anthony, Daniels , & Hall, 2016). Thus, SET is focused on examining types of relationships that consumers have with the brand or the company. There are some researchers who criticise SET. The SET does not sufficiently realize hedonic influences on consumers’ decisions which makes it lack theoretical precision (Cropanzano, Anthony, Daniels , & Hall, 2016).

Also, one of the theories focus on cognitive rather than the effective influences is the Elaboration Likelihood Model. Petty and Cacioppo (1986)’s Elaboration Likelihood Model (ELM), broadly explicates consumers’ change in attitude and motivation resulting from the persuasive communications with high or low cognitive elaborations. According to ELM, depending on consumers’ motivation, they will exert either high or low likelihood of elaboration which will establish the specific route through which persuasion could happen (Cacioppo, Petty, Kao, & Rodriguez, 1986; Wei, Kim, Miao, Behnke, & Almanza, 2018). The main focus of ELM is to examine individual and contextual variables that describes the process of persuasion (Eagely & Chaiken, 1993). Nonetheless, some researchers have discovered some issues with ELM theory. For instance, Petty, Cacioppo, and Schuman (1983) falsely assumed that the recall of the advertised products that respondents were expecting as a gift translated that they are highly involved with the product (Choi & Salmon, 2003). This indicates that the theory lacks strong arguments that does not provide a clear framework for different types of products (Kitchen, Kerr, Schultz, McColl, & Pals, 2014). On that basis, a few other researchers have raised the issue of falsifying ELM (Cook, Moore, & Steel, 2004; Stephenson , Benoit, & Tschida, 2009).

Another theory that is commonly discussed in literature is the Social Identity Theory. The social identity theory (SIT) is a social psychological theory built around self-concept, related cognitive processes and social beliefs within group dynamics and intergroup connections (Hogg, 2016). The earliest conceptualization of SIT is that it is centred on people’s knowledge that they bring to social groups along with emotional values that signifies their connection to these groups (Tajfel, Billig, Flament, & Bundy, 1971). Later, Tajfel (1971) further explained the theory by claiming that a major component of an individuals’ self-identification is driven from his/her emotional attachment to the belonging of social groups. While SIT is related to this study’s scope because of the collective nature of Arabic societies (Mazbouh-Moussa & Ohtsuka, 2017; Krueger, Bogers, Labaki, & Basco, 2021), the theory focuses on analysing the expected behaviours that an individual possess within a group not individual actions towards a brand. Another theory that focuses on both emotional and cognitive aspects is the cognitive emotion theory (CET). CET is commonly applied in literature examining buying behaviour (Habib & Qayyum, 2018). This theory asserts that a stimulus may lead to emotions which lead to impulsive actions (Haq & Abbasi, 2016; Verhagen & van Dolen, 2011). Based on the theory, cognition refers to the mental processing of information and emotion refers to the mental state or feeling resulting from cognitive evaluation of a stimulus (Akram , et al., 2017). Nevertheless, like most theories applied in consumer behaviour, CET focuses on consumers’ behaviours rather than intentions as the main sub processes of the theory are cognition, emotion, and behaviour (Holmstrom & Burleson, 2011). Similarly, the tri-component model explains how people perceive situations and behave towards certain situations (Howard & Sheth, 1969; Rosenberg & Hovland, 1960). The tri-component attitude model, as illustrated in the below figure, explains attitudes in reference to three main components which are cognition, affection, and behaviour (Pickens, 2005). Still, this theory focuses on actual behaviour as the main outcome of a communication or interaction.

Chart

Description automatically generated

Figure 4 The tri-component model (Pickens, 2005)

There are other theories that are based on levels of contractual agreements with society. For instance, the core concept of the legitimacy theoryis based on “social contract” and pressures from stakeholders to meet society’s expectations (Deegan & Unerman, 2011; Islam, Kokubu, & Nishitani, 2021; García-Sánchez, Rodríguez-Ariza, Aibar-Guzmán, & Aibar-Guzmán, 2020). The main criticism of the legitimacy theory is embedded in the notion that the theory focuses on reputation management (Bebbington, Larrinaga, & Moneva, 2008) as, Deegan (2019) recently proved that the theory is focused on influencing opinions rather than behaviours. Similarly, the social contract theory gives the moral authority to those that are impacted by the business and its operations and identifies certain guidelines to minimize deceiving of consumers (Smith, Kimmel , & Klein, 2009). Another theory that is discussed in reference to CSR is the stakeholder theory. There is an evident distinction in literature between both CSR and stakeholder theory as both emphasise the importance of integrating societal interests in business operations (Freeman & Dmytriyev, 2017). In another context, the stakeholder theory asserts on a positive connection between CSR and the company’s overall economic performance (Dkhili & Ansi, 2012). While literature suggests that for CSR campaigns to be successful, they need to be relevant to society, the nature of the CSR campaign is not the main purpose of this study.

The above explained theories are among plenty of other theories that are widely discussed in the CSR communication and consumer behaviour literature. Table eight summarises the above discussed theories and why they were not chosen as frameworks for this study. Clearly, not all these theories analyse the affective stimuli in decision-making and most of the above-discussed theories focus on behaviour as a final outcome instead of intention. Moreover, since this study is examining a relatively novel marketing strategy, it will rely on testing a hypothetical communication strategy and the possible consumer responses towards it.

|  |  |  |
| --- | --- | --- |
| Theory | Description | Reason for excluding in this study |
| Cognitive Dissonance Theory (CDT) | The theory asserts that when individuals’ thoughts are not consistent with their actions, they tend to match their thoughts with actions (Thomson, MacInnis, & Park, 2005). | This study is focused on measuring specific attitudes on behavioural intention more than psychological thoughts. |
| Social Exchange Theory (SET) | The theory refers to the individuals’ behaviours that are driven by the rewarding returns that these actions bring (Blau P. M., 1964). | The theory focuses on consumer-brand of relationships and the impact of these relationships on consumers’ actions which is not the topic of the study. |
| Social Identity Theory (SIT) | The theory is centred on cognitive processes and social beliefs within group and intergroup connections (Tajfel, Billig, Flament, & Bundy, 1971). | This theory is focused on individuals’ behaviours within a group, whereas, this study focuses on independent individual behavioural intention for low involvement products. |
| Legitimacy Theory | The theory is based on “social contract” to meet society’s expectations (Deegan & Unerman, 2011). | Theory tackles people’s opinions rather than final behavioural intention. |
| Social contract Theory  Stakeholder Theory | Both theories focus on societal and stakeholders’ interests in business decisions (Smith, Kimmel , & Klein, 2009). | The aim of the study is not focused on including people’s societal needs in the CSR strategy planning. |
| Elaboration Likelihood Model (ELM) | Explains how persuasive communications can change the attitudes of consumers with high or low levels of cognitive elaboration (Petty & Cacioppo, 1986). | This theory focuses on the process of persuasion  and stages of change in the audience’s attitudes after receiving a stimulus like a communication. |
| Cognitive Emotion Theory (CET) | Explains the mix of cognition and emotional influences on people’s final behaviours (Akram , et al., 2017). | Focuses on behaviour rather than intention. |
| Attitude-Behaviour-Context (ABC) | Refers to contextual factors and inner attitudes that influences behaviour that consumers perceive will provide them with benefits (Guagnano, Stern, & Dietz, 1995). | Theory is focused on bridging the gap between attitude and consumption behaviour which does not serve the purpose of this study. |
| Tri-component cognitive response theory model | Explains how people perceive situations and behave towards certain situations (Rosenberg & Hovland, 1960). | The tri-component attitude model explains attitudes in reference to three main components which are cognition, affection, and behaviour. |

Table 8 Summary of main theories discussed in this section

One of the main goals of marketing communication is to build brand awareness and promote positive brand image which will increase consumer loyalty and will have a profitable impact on the company (Bassano, Gaeta, Piciocchi, & Spohrer, 2017; Bruce, Becker, & Reinartz, 2020). In fact, it is difficult to measure the sole effect of a hypothetical advertising campaign on product purchase (actual behaviour) as the decision of product purchasing is influenced by many variables. Because of many other variables that are difficult to control in real life, measuring the impact of advertising is usually not based on actual behaviour but based on preceding evaluations that can give high indications of future purchase behaviour (Reeves, 2017). As discussed above, relying on intentions to forecast purchase behaviour is based on robust theoretical and empirical predictions (Armitage & Conner, 2010; Morwitz, 2012; Sheeran, 2002). Hence, this study focuses on measuring purchase intentions, perceptual effects or “halo effects” created by CSR communication. Based on the preceding review of theories, the following section explains the reason that the halo effect, value congruence, Stimuli-Organism-Response theory, and Theory of Reasoned Action, were considered most appropriate for this study’s goals. The theoretical framework presented at the end of this chapter is based on those four theories.

**4.2 Theory of Reasoned Action**

Theory of reasoned action (TRA) is deemed to be one of the most original theories in behavioural psychology as it provides a robust outline that explains “consciously intended behaviour” (Chuah, et al., 2016; Law, 2010). A lot of studies applied TRA to examine purchase intention (Gundala, Nawaz, M, Boobalan, & Gajenderan, 2022; Korzaan M. L., 2016; Lang & Wei , 2019; Liu & Tsaur, 2020). TRA (Fishbein & Ajzen, 1975) originated to predict individuals’ intentions to engage in certain behaviours. Intentions, predominantly defined by attitudes, represent people’s conscious determination towards a certain behaviour (Thapa, Gabrhel, & Mishra, 2021). Initially TRA was developed to predict the type of behaviour that is easily controlled by the individual and does not require special skills or abilities to perform (Liao, Chen, & Yen, 2007; Webb & Sheeran, 2006).

The theory’s main assumption claims that there is a correlation between intentions and behaviours which demonstrates that people tend to actually perform the behaviours that they intended to perform (Fishbein & Ajzen, 1975). In fact, the original founders of the theory and other researchers regarded behavioural intention to be the most direct predictor of the behaviour (Ajzen I. , 1991; Rausch & Kopplin, 2021).For example, some respondents who reported their intentions to sustainable use of water have reported sustainable actions towards the use of water such as taking shorter showers, rushing to repair leaks, fully loading washing machines and dishwasher, etc. (Caspers, 2020). Similarly, many other studies on different types of products like eco-friendly products proved that an individual’s purchase intention positively influences the likelihood of purchasing (Kim & Lee, 2023).

The two main determinants of TRA are attitudes towards the behaviour and subjective norms (Fishbein & Ajzen, 1975). Firstly, as defined by the founders of the theory, attitude refers to the evaluative disposition or feelings that individuals have towards an object, institution, action, or person (Ajzen I. , 1988; Fishbein & Ajzen, 1975). However, TRA dictates that attitudes capture personal influences on or perceptions of a behaviour (Fishbein & Ajzen, 1975). Based on the original theory, it is essential to identify the antecedents of attitudes towards the behaviour (Ajzen I. , 1988; Fishbein & Ajzen, 1975). Secondly, subjective norms refer to the individual’s personal beliefs (Ajzen I. , 1988) or the individuals’ motivation to comply with the expectations’ that others will have from this action or object (Fishbein & Ajzen, 1975). Theory of Planned Behaviour (TPB) was further developed from TRA to include a third determinant which is perceived behavioural control (Fishbein & Ajzen, 1975). This third determinant was included in TPB as an extension of TRA especially in situations in which actual behaviours are not entirely under consumers’ control (Sheppard, Hartwick, & Warshaw, 1988). The below figure identifies the main determinants of both theories. Even though both theories do not measure actual behaviour (Elliott, Jobber, & Sharp, 1995), the assumptions of both models focus on testing and measuring the predictors of the behaviour.

Diagram

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Figure 5 TRA and TPB assumption as developed by Fishbein and Ajzen (1975)

There has been significant research output that supports that there is a direct effect of attitude and subjective norms on intention (Shim , Eastlick, Lotz , & Warrington, 2001; Zhang, Prybutok, & Strutton, 2007), in different countries (Shen, Dickson, Lennon, Montalto, & Zhang, 2003; Summers, Belleau, & Y, 2006) and product types (Bredahl, 2001; Malhotra & McCort, 2001). The weight of attitude and subjective norms together aid in achieving the desired outcome, which is brought about by intention (Ajzen & Fishbein, 1980). However, the relative significance of attitudes and subjective norms on intentions varies based on the behaviour, the context, and the individuals (Ajzen & Fishbein, 1980; Marcketti & Shelley, 2009). Both theories measure those determinants because they lead to the final component of TRA which is behavioural intention as recognised by Ajzen and Fishbein (1980) as an immediate determinant of actual behaviour. When both theories were compared to each other, they were both deemed adequate to measure intentions (Madden, Ellen, & Ajzen, 1992). In fact, it was concluded that when individuals had full control over the behaviour, intentions alone were adequate enough to predict behaviour as percieved behavioural control will not have a major role (Ajzen & Madden, 1986). Later on, Ajzen (1991) claimed that the theory is "open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behaviour after the theory's current variables have been taken into account" (p. 199). In comparison between TRA and TPB, it appeared that when the nature of the behaviour is perceived to be highly controllable, there wasn’t a significant relationship between perceived behavioural control and the actual behaviour (Madden, Ellen, & Ajzen, 1992). Further studies compared between TRA and TPB in predicting purchase intention (Hansen, Jensen, & Solgaard, 2004; Lin & Xu , 2021; Copeland & Zhao, 2020). For instance, even though online purchasing maybe percieved as a complicated and risky process, results showed that both theories provided a good fit to the data and were competent to explain future variations and online grocery shopping (Hansen, Jensen, & Solgaard, 2004). For that reason, this study applies TRA because the main outcome examines purchase intention of a low involvement product

**4.2.1 Criticism of TRA**

One of the critical oppositions of TRA is that the prediction of the behaviour is limiting and does not necessarily guarantee actual behaviour (Elliott, Jobber, & Sharp, 1995; Sutton, 1998). However, early studies have found that the prediction of behaviour can be limiting in reference to behaviours such as practicing safe sex or dieting (Elliott, Jobber, & Sharp, 1995) which is more psychologically complex than the purchase of low involvement products (such as consumer goods). Another opinion of TRA is that focusing on behavioural attitudes encourages people to think of the behaviour in terms of its costs and benefits rather than its emotional impact (Manstead, 2011). Other authors have criticised TRA and TPB for the linear nature of the theories’ main predictors (Weinstein, Rothman, & Sutton, 1998). In this study, attitude is subdivided into multiple attitudes and the impact of each individual attitude is measured on purchase intention. In addition, the theory was criticised for having generic constructs which might make it difficult to generate specific hypotheses (Ogden, 2003). Henceforth, the majority of this study’s hypotheses emerged from the literature as reviewed in the previous chapters. Also, TRA does not consider the impact of demographic characteristics such as age and socioeconomic status in the prediction of behaviour (Sniehotta, Presseau, & Araújo-Soares, 2014). For that reason, questions about demographic characteristics were included in this study for sampling purposes (refer to section 5.4.8) and to counter this criticism. Nevertheless, Ajzen (2015) responds to this criticism by asserting that the theory is not static and it’s capable of amending its main constructs; thus, still effective in predicting behaviour. Henceforth, the next section describes the way TRA is applied in this study to measure the different impacts and effect sizes of the applied variables on purchase intention.

Another countering argument that TRA has faced is that the theory disregards unconscious or habitual behaviour especially in low involvement product categories (Petrovici, Ritson, & Ness, 2008). Actually, early researchers claimed that individuals’ attitudes (behavioural attitudes) only weakly predict purchase intention (LaPiere, 1934; Wicker, 1969).This is the main reason that brand attitudes are measured in this study instead of behavioural attitudes as they are more appropriate for predicting the purchase of low involvement products. This study’s objectives examine the impact of different communication strategies (CSR and non-CSR) on consumers of a low involvement product. The next section further discusses the way other researchers applied TRA and the way it is applied in this study.

**4.2.2 Theory Application**

Some researchers included aditional determinants or made amendments to the theory to measure behavioural intention (Copeland & Zhao, 2020; Nomi & Sabbir, 2020). Based on a study on life insurance purchasing in Bangaladesh, the researchers asserted that religiosity, risk aversion motives, saving motives, and financial literacy influence purchase intentions for life insurance (Nomi & Sabbir, 2020). Additionally, some authors made some revisions and updates to the theory to make it more appropriate to the current time, context, and type of products (Copeland & Zhao, 2020). For instance, a couple of authors wanted to bring TRA up to date with the new technological changes especially in the context of online shopping by including social media as one of the determinants of the theory (Copeland & Zhao, 2020). Based on a study on US consumers, social media, especially Instagram, was suggested to be a new addition to TRA as it would be viable for future research to explain how social media impacts purchase intention (Copeland & Zhao, 2020). Another study in South Africa on 436 e-mail marketing subscribres, attitude was measured as attitude towards the channel of communication rather than attitude towards the behaviour as the original theory suggested (Ligaraba, Chuchu, & Nyagadza, 2023). Clearly, TRA has been amended over the years to fit specific contexts or diverse product types

Furthermore, multiple authors modified the theory and amended some of its main determinants to have a better fit for the context. For instance, Lee (1991) replaced subjective norms with face saving and group conformity as these were more suitable for Confucian cultures. The same model was applied in another study in which researchers examined face saving and the effect of group conformity on attitudes toward foreign brand jeans (Son, Jin, & George, 2013). Another extention to the “subjective attitudes” determinant of TRA was done by focusing on examining consumers personal values in the apparel industry (Diddi & Niehm, 2017). Aditionally, other researchers examined different types of “attitudes” (Hyllegard , Yan, Ogle, & Attmann, 2010; Kang & Hustvedt, 2014; Yan, Ogle, & Hyllegard, 2010). For instance, Kang and Hustvedt (2014) measured brand trust and “general attitude” towards the brand (Hyllegard , Yan, Ogle, & Attmann, 2010) and Yan, Ogle and Hyllegard (2010) measured attitudes towards source credibility and towards the ad in terms of level of appeal and effectiveness. Moreover, other researchers applied the TRA by measuring brand attitude towards pharmaceutical products and found that brand attitude has a positive influence on purchase intention (Thomas, Jadeja, Vaghela , & Shreevastava , 2022). Aditionally, another study found that attitudes towards organic foods influenced purchase intention in which the researchers examined this in a form of a single generic attitude towards organic foods (Gundala, Nawaz, M, Boobalan, & Gajenderan, 2022). Clearly, these studies measured attitude towards the brand with a rudimentary approach without more intericate examination of more than just one construct representing brand attitude. In other words, these studies did not categorise brand attitudes by examining different attitudes such as brand trust, emotional brand attachement, etc. Hence, this leaves a substantial gap in literature to examine the different effects of different brand attitudes on purchase intention of FMCG products with the TRA framework. Similarly, other studies examined brand attitudes towards purchase intention instead of behavioural attitudes but, their study was aimed towards any product and did not examine a certain product type or category (He & Qu, 2018; Wang, Cao, & Park, 2019). It is necessary to measure attitude in specfic product types because the strength of predictibility of behaviour depends greatly on the type of product (Elliott, Jobber, & Sharp, 1995; Sutton, 1998). Hence, these studies did not justify the rationale for examining brand attitudes instead of behavioural attitudes (He & Qu, 2018; Wang, Cao, & Park, 2019). Other researchers further examined the TRA and they found that attributes towards the advertised brand, purchase intentions and other multiple effects are crucial to measure the effectiveness of a message strategy (Olson & Dover, 1978; Mitchell & Olson, 1981). Brand attitude refers to consumers’ overall evaluation of the brand which includes cognitive and affective elements (Colliander & Marder, 2018; Percy & Rossiter, 1992). Accordingly, the researchers suggested that there is a difference in the reletaive importace of the factors affecting intention in which they discovered that attitude and percieved behavioural control were more impactful than subjective norms on purchase intention (Son, Jin, & George, 2013). It was aparent in literature that “attitude towards the brand” had a stronger influence on consumers’ purchase intentions (He & Qu, 2018; Son, Jin, & George, 2013). In fact, attitudes towards the brand has an effect on low and high involvement products (Gong, 2020; Vashist , 2018) which make them even more important to acknowledge and measure in the TRA. For that reason, this study examines the impact of brand attitudes on purchase intention in TRA instead of measuring behavioural attitudes. Aditionally, the study does not examine a single brand attitude as a result of the communication strategies and media vehicles, but it examines different brand attitudes to identify the effects of different attitudes.

The second determinant of TRA is subjective norms. For consumer goods, subjective norms may not have a direct influence on brand attitudes or purchase behaviour (Martinho , Pires, Portela, & Fonseca, 2015). In fact, the relationship between social norms and purchase intentions is only significant if individuals perceive that the behaviour will impact their image within a group (Boz, Korhonen, & Sand, 2020). Furthermore, it has been evident in literature that personal norms can be more dominant over social norms in certain product types (Elg & Hultman, 2016; Onel, 2016). In other words, social pressure is lightly considered when purchasing low involvement products (Elg & Hultman, 2016). This makes Ajzen’s original definition of subjective norms that pertains to individual’s personal beliefs (Ajzen I. , 1988), a better fit for this study. Thus, this study utilises CSR perception as the norm that may impact brand attitudes and purchase intention. Accordingly, to provide wholesome substantial discussions and theoretical contributions, this study measures the impact of CSR perception (norms) and different brand attitudes such as ad likeability, emotional brand attachment, brand likeability, brand trust and perceived brand functionality on purchase intention. Figure 6 demonstrates the application of TRA in this study. Thus, based on TRA, this thesis raises the following hypothesis statement:

H8: Ad likeability, emotional brand attachment, brand likeability, brand trust and perceived brand functionality have a positive impact on purchase intention of Egyptian consumers.

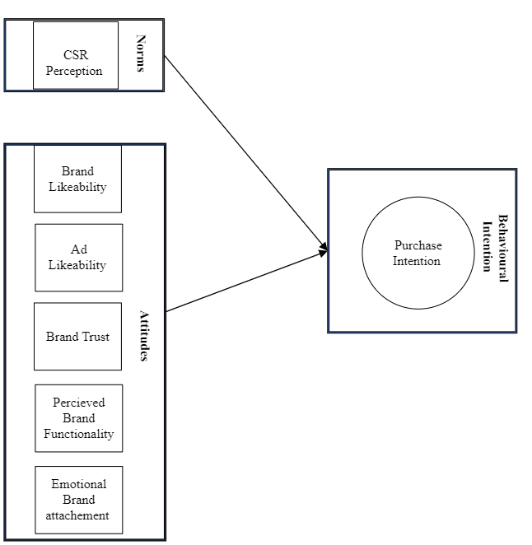


Figure 6 Application of TRA

Some researchers examined the effects of attitudes and norms on behavioural intentions using the structural equation model (SEM) to measure relationships between variables (Gundala, Nawaz, M, Boobalan, & Gajenderan , 2022). SEM appears to be most suitable for the application of TRA in this study as it has several independent variables (Bollen & Noble, 2011; Hmoud, Nofal, Yaseen, Al-Masaeed, & Al Fawwaz, 2022). Similarly, this study applies SEM to test the relationship between different variables.

As discussed in section 2.7.5, ads that combine cognitive and affective attributes are more positively influential on brand attitudes (Matthes, Wonneberger, & Schmuck, 2014). In fact, brand attitude refers to consumers’ overall evaluation of the brand which includes cognitive and affective elements (Colliander & Marder, 2018; Percy & Rossiter, 1992). Even though emotional perceived value can be an important factor in decision making, neither TRA nor TPB consider emotional and unconscious aspects as predictors of the final outcome (Ashaduzzaman M. , et al., 2022; Kang & Kim, 2013). As mentioned earlier, brand attitudes usually include cognitive and affective attitudes (Colliander & Marder, 2018; Percy & Rossiter, 1992). Yet, other authors developed a modified version of TPB that includes emotions as a predictor of the final outcome which was consumer collaborative consumption for shared accommodations (Ashaduzzaman M. , et al., 2022). Most importantly, this research raises the question of measuring the impact of CSR and non-CSR communication strategies and different media vehicles as intial triggers (stimuli) in which it is assumed that these stimuli lead to brand attitudes and purchase intention. For that reason, to be be able to correctly answer the research question, this study examines other theories in literature that consider the effect of the stimuli as well as cognitive and emotional attitudes. The following section describes the stimuli-organism-response model as applied in literature and the way it is applied in this study.

**4.3 Stimuli-Organism-Response Model**

The stimuli-organism-response (SOR) model was initially created for the retail sector, where the service space (i.e., cleanliness, design elements, and signs) serves as a stimulus that affects consumers' inner emotions and enforces consumers’ response or behaviour (Koay, Ong, Khoo, & Yeoh, 2020). The SOR model, originally developed by Mehrabian and Russell (1974), asserts that people typically respond to the environment in one of two ways: approaching behaviours by including all positive acts, such as the want to explore, remain, or associate, or avoid behaviours encompassing the reverse, such as the desire not to positively act. Based on the SOR model, stimuli are cues that can stimulate individuals’ organism  (Mehrabian & Russell, 1974). Organism refers to individuals’ self-assessment and emotional reactions towards an object which leads to negative or positive behaviour or response such as searching for a store or purchase intention of a product or service (Mehrabian & Russell, 1974). The S-O-R Model proposes that environmental cues are stimuli that influence a person's affective and cognitive reactions, which in turn influence response (Jiang, Chan, Tan, & Chua, 2010).

Other studies further elaborated the determinants of SOR by explaining that the stimuli(such as social media marketing activities (Koay, Ong, Khoo, & Yeoh, 2020)) can be any elements of the external environment that has the potential to impact people’s cognitive and mental states (Lin & Lo, 2016). Subsequently, the organism, which refers to people’s attitudes and feelings towards the stimulus, will lead to internal or external responses (Attiq, Hamid, Khokhar, Shah, & Shahzad, 2022; Liu & Zheng, 2019). Internal responses refer to feelings of affection or cognitive thoughts towards the stimuli and external responses refer to actions or behaviours (Attiq, Hamid, Khokhar, Shah, & Shahzad, 2022; Jacoby, 2002). The stimulus or the source like commitment, trust, and satisfaction may occasionally act as an organism that influences consumer behaviour (Izogo, Reza, Ogba, & Oraedu, 2017; Pyo & Luang, 2022). Figure 7 summarises the determinants of SOR as originally developed by Mehrabian and Russell (1974) and amended by other researchers (Eroglu, Machleit, & Davis, 2001; Patanasiri & Krairit, 2019).

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Figure 7 SOR Theory Framework modified from Mehrabian & Russell (1974)

The SOR model has been applied in multiple consumer behaviour research studies(Patanasiri & Krairit, 2019; Pereira, Petroll, Soares, Augusto de Matos, & Hernani-Merino , 2023; Vieira, 2013)**.** Based on previous studies, consumers' reactions, among other reactions, to a communication or a brand is often portrayed as repurchase intentions (Peng & Kim , 2014; Sohaib, Safeer, & Majeed, 2022; Zhu, Kowatthanakul, & Satanasavapak , 2020) or purchase intention (Baker & Wakefield, 2012; Hussain, Ting, Abbasi, & Rehman, 2022; Nam, Cho, & Kim, 2020; Zhang, Ren, Wang, & He, 2018). Multiple authors extended the SOR model to consider both internal and external information sources as stimuli that influence purchasing decisions by influencing customers' (organisms) cognitions and emotions (Barros, Petroll, Damacena, & Kanoppe, 2019; Chang, Shu, & King, 2014; Kim, Lee, & Jung, 2020; Kim & Lennon, 2013). Emotions appeared to have a positive influence on different types of consumer behaviour like shopping behaviour (Vieira, 2013; Mummalaneni, 2005).

**4.3.1 Criticism of SOR Theory**

One of the earlier issues of SOR is that the SOR framework has a linear representation which can prevent researchers from noticing crucial relationships and phenomena, hindering than advancing knowledge (Jacoby, 2002) as these relationships with the stimuli often vary considerably (Mattila & Wirtz, 2001; Chebat & Michon, 2003). Additionally, SOR was criticised for following the traditional General Communication Model (source-message-media-receiver-effect) and does not include other essential occurrences such as attitudes, beliefs, satisfaction, etc. (Jacoby, 2002). As discussed in the previous section, this research applies the SOR model with the main determinants of TRA that measure the impact of attitudes and norms on purchase intention.

To encounter the above criticism, this study applies three different measures to increase the elaborative nature of the SOR model. Firstly, I distinguish different attitudes that emerged from literature (identified in the previous chapter) and measure the impact of each individual factor separately on response. Secondly, this study measures each factor’s different effect size on response. Thirdly, this study applies the concept of halo effect, value congruence, and TRA as theoretical frameworks to further solidify the contributions of the results. The following section provides examples from literature of the SOR model application and illustrates the way that SOR was applied to critically analyse the findings of this study.

**4.3.2 Application of SOR Theory**

SOR model has been applied in literature in different fields and amended accordingly. SOR has been applied in studies in retail channels (Chen & Chi, 2021), customer engagement (Ul Islam & Rahman, 2017) and consumer behaviour (Tandon, Jabeen , Talwar, Sakashita, & Dhir, 2021; Kim, Lee, & Jung, 2020; Pereira, Petroll, Soares, Augusto de Matos, & Hernani-Merino , 2023). For instance, a study on Indian natural products applied SOR by using the consumers’ perception of natural and local products as “organisms” and brand love was presented as the “response” (Kumar, Dhir, Talwar, Chakraborty, & Kaur, 2021). Furthermore, multiple researchers contributed to the SOR model in which they found a direct path between the stimulus and the response  (Qiu, et al., 2022; Su, Lian, & Huan, 2020). Also, other researchers found a direct relationship between social media interactivity and purchase intention (Hewei & Youngsook, 2021). Yet, that study does not confirm the direct effect of social media as a media vehicle but, it considers the interactivity on social media to affect purchase intention (Hewei & Youngsook, 2021). Even so, most studies applying SOR to examine marketing communication and purchase intention measure the impact of the stimulus on organisms (Hussain, Ting, & Abbasi, 2022; Lin, Li, & Guo, 2021; Sultan, Wong, & Azam, 2021). In this study, the aim is to examine the direct and indirect effects of the stimuli on organisms and response.

The SOR model serves as a crucial part of the theoretical system for the current study for two key reasons. First, SOR’s determinants outline the directional cause and effect associated between stimuli, organisms, and the responses to them, thereby it was deemed fitting to explain the impact of different communication strategies and media vehicles on consumers' attitudes and finally on purchase intention. Thus, the implementation of the SOR framework in this study complements the framework of TRA as it shows the main independent source or stimuli which is the communication strategy and the media vehicle. Second, the theory utilises external stimuli that influence the internal perception and guides the behaviour that is reflected in attitudes and intentions of consumers. This study does not only consider the affective attitudes but also, the cognitive attitudes that consumers have towards the stimuli.

In this experimental study, SOR is applied such that different stimuli are CSR communication, non-CSR communication, social media, and television. Table nine explains the element of SOR as applied in this study. These stimuli were presented to four different groups of Egyptian consumers to compare the different effects of these stimuli. The organisms refer to respondents’ brand attitudes resulting from the stimuli. As emerged from literature in the previous chapter, perception of CSR, ad likeability, brand likeability, emotional brand attachment, brand trust, and perceived brand functionality represents the organisms. Lastly, the measured response is purchase intention. Table eight summarises the measured variables in this research study within the SOR theoretical model. The next section explains the concept of halo effect and the way it is measured in this research.

|  |  |  |
| --- | --- | --- |
| Stimuli | Organisms | Response |
| - Communication strategy: CSR /non-CSR  - Media Vehicle: Television/social media | - Perception of CSR  - Ad likeability  - Brand likeability  - Emotional brand attachment  - Brand trust  - Perceived brand functionality | Purchase Intention |

Table 9 The application of SOR in this research study

**4.4 Halo Effect**

One of the earliest definitions of the halo effect by Newcomb (1931) is that it is a logical assumption of a behaviour that is based on an evaluation of previous occurrences of unrelated behaviours. In earlier studies, the halo effect has been defined as the subconscious cognitive bias that happens as consumers’ evaluation of some attributes of an entity is strongly biased by their perception of other attributes of this entity (Lee, Shimizu, Kniffin, & Wansink, 2013). Typically, this halo effect happens when an individual forms an initial general opinion of a person, location, or thing based on certain attributes (Bacig & Young, 2019). In other words, halo effects are over-generalizations that occur when perception of certain features of a product allow for transferability to other features of the same product in a form of a “spill-over” (Kerger, Bernal, Paustenbach , & Huntley-Fenner , 2016; Stoltze, Busey, Taillie, & Carpentier, 2021; Sundar, Cao, Wu, & Kardes, 2021). Some authors assumed that, under the halo effect concept, emotions serve as a mediator between perception of product functional quality and the final usage or interaction with the product (Minge & Thüring, 2018; Tuch, Roth, Hornbæk, Opwis, & Bargas-Avila, 2012). Halo effect as a concept has been used in multiple studies related to brand image and purchase intention (Naeeni, Sahin, & Robinson Jr., 2023; Apaolaza, Hartmann, Echebarria, & Barrutia, 2017; Chen, Gabrielyan, Shimizu, & Qing, 2021).

Generally, the halo effect was categorized into two models: the general impressions model and the salient feature model (Cooper, 1981). The general impressions model refers to the overall general impression of a person or an object that feeds into the evaluation of its specific features (Cooper, 1981). The salient feature model refers to the conclusion drawn by evaluating a person or an object based on one attribute and then mirroring that evaluation of that same person or object based on other traits (Cho & Kim , 2012; Smith, Read, & López-Rodríguez, 2010). In this research, by examining the halo effect of some generic attitudes like ad likeability and brand likability and other more specific attitudes like emotional brand attachment, this study employs general impressions and salient models.

**4.4.1 Halo Effect in CSR literature**

Across the years, many studies concluded that CSR has a halo effect on consumers’ attitudes towards the company and their behaviour towards the company’s brands (Albus & Ro, 2017; Brown & Dacin, 1997; Klein & Dawar, 2004; Wei, Kim, Miao, Behnke, & Almanza, 2018; Jin & Lee, 2019). Also, it appears that in cases of product or company crisis, CSR can regain the consumers’ positive evaluation of a company post an ethical crisis (Klein & Dawar , 2004). Even when there is not a reputational crisis that the company is dealing with, it appears in literature that socially active brands benefit from a positive halo effect on the products’ evaluations and the liking of the company (Newman, Gorlin, & Dhar, 2014; Nisbett & Wilson, 1977). This means that companies who claim to be socially responsible (by, for example, supporting specific social causes) and tell consumers about their socially responsible projects have better sales outcomes. However, based on a series of experiments, the halo effect resulting from communicating societal campaigns has a stronger positive impact on perceived product functionality when consumers do not have pre-existing negative opinions on the company’s moral values (Chernev & Blair, 2021). The researchers found that social or “green” brands communication can have a positive halo effect leading to purchase intentions (Newman, Gorlin, & Dhar, 2014). Also, the study showed that social brand communications lead consumers to expect the company to allocate resources to further support the cause (Newman, Gorlin, & Dhar, 2014). In another qualitative study on 116 consumers of television monitors, CSR had a positive influence on the overall perception of the utility of a product and reduces price sensitivity towards it (Burke, Dowling, & Wei, 2018). This finding confirms previous findings in literature that shows that CSR has a halo effect on consumers in which it will not only positively influence their purchase intention, but consumers would also be willing to pay more for brands that have CSR strategies (Dutta & Singh, 2013; Lin, Lii , & Ding, 2022). Hence, this study posits the following hypothesis:

H9: CSR communication in Egypt has a positive halo effect on the consumers’ purchase intention.

**4.4.2 Halo Effect of Media Vehicle**

One of this study’s main goals is to examine the direct and indirect effects that different media vehicles may have on consumers’ attitudes and purchase intention. Nonetheless, it seems in literature that halo effect as a concept is more immersed in the CSR literature. Yet, the halo effect of media vehicles is necessary to consider because of the widespread of certain media channels such as social media and the way people shift some of their offline activities to online (Pfeffer, Zorbach, & Carley, 2013). One study found that in a non-crisis context, consumers are prompted to recommend a company based on emotions rather than cognitive reputation (Zheng, Liu, & Davison, 2018). But, in a product crisis situation, negative cognitive reputation that might have occurred from a halo effect from negative comments on social media may negatively influence consumers’ decisions (Zheng, Liu, & Davison, 2018). Similarly, another study on the American automobile industry found that “perverse halo” occurs when there are unfavourable comments online about one brand name induces unfavourable comments about another brand name (Borah & Tellis, 2016). Another study found that online reviews about a brand that were posted by reviewers who were rated “attractive” in their photos had a positive halo effective on that brand’s evaluations (Ozanne, Liu, & Mattila , 2019). These studies examine the halo effect of social media interactions but not the media vehicle itself.

In different contexts, like politics, researchers discovered a halo effect that manipulates negative or positive images of some politicians (Teneva, 2020). Also, halo effect can impact the perception of countries’ political situations (Teneva, 2020). For instance, different media campaigns about the Middle East impact the reputation of the Middle East in Western countries like the U.S. (Martin, Alkazemi, & Sharma, 2023). Clearly, the halo effect of media channels in literature is focused on the indirect effect of various actions that take place online or on social media. Yet, there are not many studies in literature that examine the halo effect or indirect spill over effect of different media channels on consumers’ attitudes towards the brand and purchase intention. Therefore, along with the discussion on the growing popularity of social media in Egypt (Mosharafa, 2019) (section 3.9), this thesis poses the following hypothesis:

H10: Social media communication in Egypt has a positive halo effect on consumers’ purchase intention.

**4.4.3 Criticism of halo effect**

The concept of halo effect is opposed with some challenges. A couple of issues with the halo effect is the difficulty of measuring its generalisability and the stability of the effect over time (Gabrieli, Lee, Setoh, & Esposito, 2021). While an experimental study on 380 participants measured the strength of the halo effect, the researchers could not predict how long the effect lasts or its stability over time due to the impact of multiple external and unpredictable factors (Gabrieli, Lee, Setoh, & Esposito, 2021). The authors suggested that future research should focus on a single ethnic group of respondents to allow for the generalisability of the effect (Gabrieli, Lee, Setoh, & Esposito, 2021). Also, the halo effect can be often criticised for providing a generic effect. Thus, the effect should be applied to measure the general and specific effects of certain attributes (Burke, Dowling, & Wei, 2018).

In addition, there are some other general disagreements concerning when or how the halo effect happens. Early researchers identified certain features of candidates who are more likely to be affected by the halo effect (Beckwith, Kassarjian, & Lehmann, 1978; James & Carter, 1977). These features include the subjectivity of attributes towards the object and the degree of the popularity or familiarity with the object (Beckwith, Kassarjian, & Lehmann, 1978; James & Carter, 1977). Additionally, the importance of the attribute, personal characteristics, and promotional strategies influence the degree of “haloing” (Beckwith, Kassarjian, & Lehmann, 1978). To tackle the above discussed criticism, the context of this research focuses on Egypt only. More importantly, the study measures the indirect or halo effect of the CSR communication and media vehicle on brand attitudes and purchase intention. Additionally, the study measures the halo effect of brand attitudes on purchase intention.

**4.4.4 Application of halo effect**

Some researchers assessed the halo effect by measuring the impact of different variables on the final outcome (Martig & Bernauer, 2018; Rydgren & Tyrberg, 2021). For instance, by applying the SEM, Gatti et al. (2012) showed that corporate reputation and CSR have a positive effect on purchase intention. It was also seen in literature that some researchers examined the different effects of variables by using an analysis of variance using Pearson’s correlation to measure the effect of the main influence (Gabrieli, Lee, Setoh, & Esposito, 2021). The strength of this effect was measured using z-test (Gabrieli, Lee, Setoh, & Esposito, 2021). Other researchers measured the halo effect using regression methods and by creating a halo effect variable that is measured separately (Miller & Grubesic, 2021). In this study, the halo effect is measured by estimating the regression coefficient of direct and indirect effects of the measured attributes and the independent variables. This is elaborated in more details in chapter 6. Figure 8 shows the potential presence of halo effects between different variables measured in the study.

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Description automatically generated with medium confidence

Figure 8 the possibility of halo effects presented with dotted lines

Plenty of studies have discovered a halo effect on brand perceptions or purchase intentions through mediating variables (Chen, Gabrielyan, Shimizu, & Qing, 2021; Loaiza-Ramírez, Moreno-Mantilla, & Reimer, 2022). For example, a study on 292 participants from different cultural backgrounds showed that the strength of the halo effect on relationships between aesthetics and trustworthiness is highly influenced by the emotional attachment styles and demographics of individuals (Gabrieli, Lee, Setoh, & Esposito, 2021). It appears that the participants’ internal thoughts or process (such as attachment styles (Gabrieli, Lee, Setoh, & Esposito, 2021)) has an effect on their perception of trustworthiness. Similarly, this study aims to explore if there is an association between respondents who have high CSR perception and their attitudes towards the brand. Therefore, the next section discusses the concept of value congruence to examine if there is congruence between respondents’ CSR perception and brand attitudes and purchase intention.

**4.5 Value Congruence Concept**

Early researchers postulated that individuals seek congruency between their attitudes, beliefs, and an object (Festinger , 1962; Osgood & Tannenbaum, 1955; Zajonc, 1960) and when they do, they will convey positive attitudes towards that object (Lee & Jeong, 2014). This concept of congruence or fit has been thoroughly examined in multiple theories related to congruency, fit, or brand association. For instance, congruity theory proposes that, to minimise the occurrence of cognitive dissonance, consumers tend to convey positive attitudes towards objects that they believe have values that are consistent with their individual beliefs (Osgood & Tannenbaum, 1955). Cognitive dissonance state occurs when an individual’s behaviour conflicts with their self-perception (Aronson, 1968). There have been plenty of studies that investigated the effect of congruity between customer-brand relationships and consumption behaviour (Burnasheva & Suh, 2021; Czarnecka & Schivinski, 2019; France, Merrilees, & Miller , 2016; Ul Islam, Rahman, & Hollebeek , 2018). A study on 488 Indian consumers used brand attitudes, such as brand loyalty, brand respect, and brand love to evaluate the congruency of consumer-brand attribution (Jacob, Khanna, & Rai, 2020). The results of the study confirmed a strong positive relationship between consumer-brand attribute and brand perception (Jacob, Khanna, & Rai, 2020).

Inspired by the congruity theory, this study examines the concept of congruence between respondents’ CSR perceptions of their ideal brand and their attitudes toward the brand. Value congruence gauges how closely an individual or organisation shares values (Kalliath, Bluedorn, & Strube, 1999) or similarities between personal and brand values (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). A plenty of studies in the marketing literature reflects on the concept of value congruence to explore consumer-company/brand relationships (Czarnecka & Schivinski, 2021; Lee & Jeong, 2014; You & Hon, 2021; Zhang & Bloemer, 2008). It was found that value congruence has a positive impact on positive word of mouth, brand trust (You & Hon, 2021), and customer-perceived brand identification (Rather, et al., 2022; Rather & Camilleri, 2019). As established earlier, people tend to be cynical towards CSR communication (Lock & Seele, 2016). This makes the concept of value congruence important to inspect in this study as it was proven that communication strategies that foster value congruence attempt to reduce uncertainty towards company’s communication (Cable & Edwards, 2004; Fischer, 2017; You & Hon, 2021).

Consumers general perception of CSR can positively influence the relationship that consumers have with the company (García-Jiménez, Ruiz-de-Maya, & López-López, 2017; Sen & Bhattacharya, 2001). A couple of researchers developed a scale to measure value congruence in which the scale asked about respondents’ perception of similarity between the brand’s philosophies and their own (You & Hon, 2021). However, to achieve the specific objectives of this study, this study asked respondents about their general perception of CSR from their desired brand and measure the congruent effect between this personal CSR perception and their brand attitudes and purchase. Thus, based on the value congruence concept, this study posits the last hypothesis:

H11: Individuals with high CSR perception in Egypt will have more positive brand attitudes towards the brand launching CSR communication than individuals with less positive CSR perception.

**4.5.1. Criticism of value congruence**

Since the concept of congruity can be easily demonstrated in different types of industries, it did not receive a lot of criticism in literature. However, other researchers suggested that it is necessary to analyse other factors such as brand trust, emotional brand attachment, and brand exposure as moderating effects in the congruity relationship (Grohs & Reisinger, 2014). Additionally, other researchers assert that value congruency is complicated and involved multiple layers and for that, they emphasised focusing on representing the concept rather than how it is stated or measured in general (Bao, Dolan, & Tzafrir, 2019). For that reason, this study looks into the concept of value congruence between consumers’ CSR perceptions and multiple brand attitudes. The following section discusses the application of the concept.

**4.5.2. Value Congruence Application**

Levy (1959) asserts that consumers are more likely to purchase products for the meanings symbolised by the brand. This concept was confirmed by more recent researchers who showed that a perceived fit between the consumers’ and brand’s values positively influences perception of the company (Laroche, et al, 2014; Olson & Thjømøe, 2013; Zhu, Teng, Foti, & Yuan, 2019). Similarly, this concept was examined in the CSR literature. One study examined the concept of congruity in CSR sponsorship and found that the sponsor’s CSR image enhances consumers’ perceived self-congruity with the sponsor (Quester, Plewa, Palmer, & Mazodier, 2013). For instance, a study on Chinese consumers of fashion concluded that consumers’ beliefs about a fashion company’s economic, philanthropic, and ethical initiatives positively impacts their purchase intention (Lee & Lee, 2015). Value congruence was examined differently in literature using direct or indirect approaches (Bao, Dolan, & Tzafrir, 2019). While some researchers used direct approaches by using specific scales that measured value congruence (Rather, et al., 2022; You & Hon, 2021), other scholars examined the concept with commensurate approaches in which the hypothesised congruent aspects were measured separately (Czarnecka & Schivinski, 2021). This study applies the latter approach to examine the congruence between people’s CSR perception and their attitudes towards the brand launching CSR communication. More recently, a study used coefficient values to measure the congruency between social factors and store environment characteristics with perception of functional attributes of the product (Islam, Attiq, Hameed, Khokhar, & Sheikh, 2019). This study also uses coefficient values to compare between respondents who have high or low CSR perceptions with their attitudes towards the brand presented in the CSR stimuli. Additionally, study two, the qualitative study, further examines the congruency between respondents’ personal values and their perceptions of and attitudes towards the brand. The below table summarises the concepts, theory, and framework applied to this study’s theoretical framework.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Theory of Reasoned Action | S-O-R Model | Halo Effect | Value Congruency |
| Definition | Originated to predict individuals’ intentions to engage in certain behaviours (Fishbein & Ajzen, 1975). | Stimuli are cues that can stimulate individuals’ organisms which is their reaction to the stimuli which leads to final behaviour or response (Mehrabian & Russell, 1974). | An involuntary bias that occurs when consumers’ evaluation of some attributes of an entity is strongly biased by their perception of other attributes (Sundar, Cao, Wu, & Kardes, 2021). | Value congruence measures the degree to which a person or business has similar personal and brand values (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016; Kalliath, Bluedorn, & Strube, 1999). |
| Main theoretical determinants | Behavioural attitudes and subjective norms (Fishbein & Ajzen, 1975) | Stimuli, organisms, and response (Mehrabian & Russell, 1974) | - |  |
| Application in this study | In this study, attitudes are ad likeability, brand likeability, emotional brand attachment, brand trust, and perceived brand functionality. CSR perceptions represent subjective norms. Lastly, purchase intention is behavioural intention. | The stimuli are the communication strategy (CSR and non-CSR) and media vehicle (social media and television). Organisms are the brand attitudes and the measured response is purchase intention. | Through assigned mediators, CSR communication is examined and assumed to have a positive halo effect on purchase intention. | The study measures the congruency between respondent’s CSR perception and their attitudes towards the brand. |

Table 10 A summary of conceptual and theoretical frameworks applied in this research

**4.6 Conceptual Framework**

This study integrates the TRA, SOR theory, halo effect, and value congruence to examine brand attitudes resulting from CSR and non-CSR communication strategies and how they affect purchase intention for a low involvement product like Dettol. This study employs the TRA and focuses on examining attitudes towards the brand instead of attitudes towards the behaviour as mentioned in the original TRA for three main reasons. Firstly, this study examines a brand in the FMCG category which is known as a low involvement category (Paul, 2021; Pandya & Pandya, 2018). As discussed in the previous chapter, FMCG is classified as a low involvement category (Bashir, Jørgensen, Pedersen, & Skard, 2020; Panda, Masani, & Dasgupta , 2022) in which consumers of this category do not perceive the purchase as a high risk and the purchase decision does not take a lot of time (Adhikari, 2019; Bhasin, 2019). Hence, examining attitudes towards the brand was deemed more appropriate than attitudes towards the act of purchase. Secondly, the study inspects different brand attitudes resulting from the stimuli in which some attitudes are cognitive, and some are affective as implemented by the SOR model. Thirdly, the main focus of this study is to examine different approaches and factors surrounding consumers by which CSR or non-CSR communication strategy can lead to consumers’ purchase intention. Thus, this study deems TRA to be the most suitable theory. This study integrates the TRA with SOR framework to include the relationship with the stimuli or the main independent variables with brand attitudes and purchase intentions. Also, the halo effect of the stimuli on brand attitudes and purchase intention is examined. Furthermore, the subjective norms of TRA, which is depicted as CSR perception in this study, was utilised to examine the congruence between consumers’ CSR perception, brand attitudes, and purchase intentions. Figure 9 presents the study’s conceptual framework.

A diagram of a diagram

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Figure 9 The study’s conceptual framework

The above framework portrays the essence of this study’s hypotheses while also presenting the main theoretical frameworks of this study. The bolded black frames represent the study’s application of norms, attitudes, and behavioural intention as main determinants of TRA. The three arrowed boxes point to the stimuli, organisms, and responses of the SOR model that are below every arrowed box. The grey upper and lower arched arrows represent the direct and halo effect of CSR communication and media vehicle (which is part of the stimuli) on purchase intention. Lastly, the value congruity concept is depicted in the relationship from CSR perception and brand attitudes. As presented in the previous chapter, eight of the hypotheses emerged from literature and three hypotheses emerged from the theoretical review as examined in this chapter. The below table summarises the main research questions and hypotheses that this thesis poses. The next chapter addresses the methodologies that were applied to achieve the objectives of this thesis.

|  |  |
| --- | --- |
| Research Questions | Hypotheses |
| RQ1: What is the effect of CSR communication on Egyptian consumers of FMCG and how does this affect their attitudes and purchase intentions towards the brand? | H1: CSR communication has a positive effect on (a) brand likeability and (b) ad likeability on consumers in Egypt more than non-CSR communication. |
|  | H2: CSR communication has a positive effect on the brand trust of consumers in Egypt more than non-CSR communication. |
|  | H3: CSR communication has a positive effect on the perceived brand functionality of consumers in Egypt more than non-CSR communication. |
|  | H4: CSR communication has a positive effect on the emotional brand attachment of consumers in Egypt more than non-CSR communication. |
|  | H5: Emotional brand attachment has a stronger influence on purchase intention than brand functionality. |
|  | H6: CSR communication has a positive effect on purchase intentions of consumers in Egypt more than non-CSR communication. |
| RQ2: Does the impact of CSR on Egyptian consumers of FMCG differ between different media vehicles? | H7: Social media has a stronger impact on consumers’ attitudes towards CSR communication than television. |
|  | H8: Ad likeability, emotional brand attachment, brand likeability, brand trust and perceived brand functionality have a positive impact on purchase intention of Egyptian consumers. |
|  | H9: CSR communication in Egypt has a positive halo effect on the consumers’ purchase intention. |
|  | H10: Social media communication in Egypt has a positive halo effect on consumers’ purchase intention. |
|  | H11: Individuals with high CSR perception in Egypt will possess positive brand attitudes towards the brand launching CSR communication. |

Table 11 A summary of this study’s hypotheses and research questions

**Chapter 5**

**Methodology**

**5.0 Introduction**

The purpose of this chapter is to present and critically discuss the methodological basis of this study and discuss the mixed methods applied in this study. Below I first present a summary of the sequential mixed-methods research design, and then I discuss issues of research philosophy, design, validity, and reliability, followed by a detailed explanation of the research design of study one and two.

**5.1 Summary of Research Design**

This study utilises sequential mixed-methods research design employing first, quantitative methods, then qualitative methods (Creswell & Clark, 2017). This sequential design that collects quantitative followed by qualitative data is similar to the design of other studies in marketing (Arora, 2011; Quach, Jebarajakirthy, & Thaichon, 2016; Özer, Özer, Ekinci, & Koçak, 2022) and other fields as well (El Achhab, et al., 2016). Mixed Methods have been used by many scholars in different fields (Mele & Belardinelli, 2019; Riccucci, 2010). Mixed methods are known for integrating quantitative and qualitative strands of data within a specific research process (Creamer, 2017). Although some researchers reported lack of sufficient guidance on mixed-methods and that this approach can reveal some complexity in the design as every approach attends to specific objectives (Zhou & Wu, 2020), mixed-methods provide a holistic basis for substantial and complex conclusions (Creswell, 2021; Stern, et al., 2020).

I employed survey experiments for study one first followed by semi-structured interviews for study two. This was deemed necessary to gain insights on the consumers’ differing opinions when these communication strategies are applied through different media vehicles. Since this study is investigating CSR as a communication strategy, I had to first identify an area of CSR campaign that is highly valued in the Egyptian society. Accordingly, the first step in this study was a short survey to identify which area of CSR is highly valued by Egyptian consumers. Subsequently, the CSR stimuli in the experiment was designed based on the consumers’ preferred area of CSR which was healthcare (refer to section 5.4.3 for further explanation on stimuli development). To scrutinise and further explain any causal relationships that appear from the findings in study one, study two conducted semi-structured interviews. The research followed a logical and chronological sequence in which the main findings emerged from the experiments (study one) and based on that; semi-structured interviews (study two) were conducted on a subset of the sample that is selected from the respondents in the group that received the CSR stimulus. Figure 10 summarises the steps in the study conducted to collect data. The following section provides a critical discussion on the two main subfields of research philosophy: ontology and epistemology (Moon & Blackman, 2017).

Figure 10 The sequential steps conducted in the study to collect data

**5.2 Ontological and epistemological assumptions**

**5.2.1 Ontology**

The first subfield is ontology or “the study of being.” Exploring the ontological assumptions of any type of marketing communication is open to various interpretations. Ontology is mainly concerned with the constitution of reality what happens in the real world from which people can obtain real and applicable knowledge from (Moon & Blackman, 2017). The study’s experiments and stimuli presented in the interviews allow ontological assumptions describing consumers’ perceptions towards the brand to be drawn. In fact, the ontology of the commercial world is too complex (Grassl, 1999). This is because, the ontology of marketing indicates that once a marketing communication is launched, it is rapidly and widely transformed and reconfigured through a big web of interactions between different parties (i.e., the company, the brand, the target audience, etc.) (Holt, 2016). In addition, the presence of different media vehicle such as digital and social media contributes to amplifying the effects of advertising on consumers (Dholakia & Reyes, 2018; Dymek, 2017). Fortunately, many researchers developed theories that contribute to addressing these complex interactions and greatly aid in understanding consumption behaviour and consumers’ perception (Canniford & Bajde, 2015). Yet, it is important to mention that these theories do not precisely define consumer-market interactions that are structured by explanatory and predictive principles but rather, these theories represent an ensemble of frameworks which can be deployed to topics corresponding to the theories’ specific methods, techniques, and definitions (Thompson, 2019). By applying TRA and the SOR framework this study provides empirical ontological assumptions on the affective and cognitive effects that consumers will have after being subjected to a CSR communication on different media vehicles and the way these effects are compared to what consumers’ brand attitudes after being subjected to non-CSR communication.

These cognitive and affective effects can be mirrored in the Realist and Relativist views of ontology (Reed, 1997). In the Realist view, any social influences are ignored until the facts are identified, whereas the Relativist view prioritises subjective structures and social realities (Arora & Chakraborty , 2021). Some researchers concluded that quantitative methods adhere to the realist view of ontology and positivist epistemology; whereas qualitative methods are more relevant as ontological and epistemological stance shifts to realistic social constructionism (Statler & Salovaara , 2017). Section 5.2 gives more details on epistemological standpoints and applications in this study. Furthermore, other ontological assumptions emerging from this study’s findings indicate the way two different types of advertising strategy (CSR and non-CSR) impact ad likeability, brand likeability, perceived brand functionality, emotional brand attachment, brand trust, and finally purchase intention of consumers. Additionally, some researchers point to the importance of adapting and localising data collection methodologies to bridge the gap between assumptions and reality (Poulis, 2020; Woermann , 2016). For that reason, this study assigns the geographical scope to be Egypt. Accordingly, all methodological implementations (i.e., stimulus, survey experiments, and interviews, etc) were designed to match the expectations of Egyptian consumers. The next section describes the epistemological aspects of research and the way it is mirrored in this study.

**5.2.2 Epistemology**

The second subfield of research philosophy is epistemology or the ‘study of knowledge.’ Epistemology is concerned with validity aspects, methods of obtaining information, and the way information can be transferred which influences the way researchers set the framework for their data collection methods (Bradshaw, Atkinson, & Doody, 2017). Multiple philosophers classified epistemology into two main branches: virtues and vices (Choo, 2015; Rawwas, Arjoon, & Sidani, 2013). It appears in literature that the application of epistemic virtues in business and marketing strategies allows decision makers to better understand the overall moral impact of marketing campaigns from a wider social outlook (Lamy, 2023; Rawwas, Arjoon, & Sidani, 2013). A couple of the main epistemological paradigms that are commonly discussed in literature are positivism and interpretivism (Alharahsheh & Pius, 2020). Additionally, there is the pragmatic paradigm that utilises experience and focuses on the philosophy that people’s behaviours are driven by previous experiences and beliefs from the past such that, the consequences of previous actions predict their behaviour in similar situations(Dewey, 1938; Kaushik & Walsh, 2019). Pragmatism thus offers a practical and experience-based system to address issues and the way current issues are comprehended in a practical way (Hothersall, 2019). Mixed research methodologies frequently result in different philosophies (Barnes, 2019; Ghiara, 2020). This study focuses on the positivism and interpretive paradigms which pertain to the use of quantitative and qualitative methods in this study. On the one hand, the positivist perspective of epistemology focuses on considering facts and pure data without letting human interpretations or personal bias influence conclusions (Junjie & Yingxin, 2022; Park , Konge, & Artino, 2020; Saunders, Lewis, & Thornhill , 2015). Another epistemological philosophy is the critical approach that acts as an umbrella which covers a range of theoretical stances and epistemological assumptions (Guba & Lincoln, 2011) The critical realism of epistemology interrogates and criticises this statistical analysis supported by the positivist perspective and focuses on the research process and the subjective knowledge that is based on individual sociohistorical processes (Farias, Rudman, & Magalhães, 2016; Olsen & Morgan, 2005). On the other hand, the interpretive epistemological perspective is more concerned with variables and personal differences such as cultural, situational, and social realities (Alharahsheh & Pius, 2020; Cuthbertson, Robb, & Blair, 2020; Junjie & Yingxin, 2022; Pervin & Mokhtar, 2022). One paradigm that is similar to the interpretive perspective is the constructivist epistemology. This is because the constructivist perspective is also a subjective approach that focuses on the involvement of sociocultural elements in the process of transformative learning in a particular situation (Hyde, 2021; Primecz , 2020). Figure 11 summarises some of the main epistemological perspectives. While the nature and the context of the research dictates the suitability of each paradigm, the interpretive perspective and qualitative methods provides the research with deep perceptions of social issues and the positivist perspective enables researchers to gain statistical confidence (Alharahsheh & Pius, 2020; Junjie & Yingxin, 2022). Accordingly, as discussed further in this chapter, the methodology of this chapter applies quantitative and qualitative methods resulting in wholesome conclusions.

Figure 11 Main epistemological approaches applied in social sciences.

Some of the earliest foundations of epistemology were set by Whitehead (1915-1917) (Kultgen, 1966). His work reflected the centralisation of concepts in theories that represent reality through the interaction between certain variables that offer the relevant idealism associated with the substance presentation (Whitehead, 1964). He emphasised the idea that what is considered real and effective is found in the “direct perception of the external world” (Whitehead, 1927). Reflecting on this founding conceptualisation of “reality,” this study focuses on understanding the perception of consumers and the most common audience of multinational companies on different communication strategies. As further explained in this chapter, in order to get a close look on consumers’ real perceptions, this study follows specific steps to ensure that the sample of respondents are the typical or potential consumers of the understudied brand in the study. Also, Whitehead (1927) concluded that only through “complex coherent judgements” of processes between variables, we can truly understand reality. Accordingly, this study examines purchase intention as a dependent variable and consumers’ perception of CSR, ad likeability, brand likeability, emotional brand attachment, brand trust, and perceived product functionality as mediators and moderators of the relationship between CSR communication and the dependent variable. Additionally, this study considers some underlying variables such as prior brand perception. The next section discusses the different implementations of reliability and validity in research methods.

**5.3 Reliability and Validity of Research Methods**

A commonly pursued process in academic research is assessing the reliability and validity of the methods and the collected data. One of the most important aspects of a test’s quality is reliability (Kaur & Bahl, 2014). Reliability is the total consistency of certain measures involved with the reproducibility and the overall quality of respondents’ performance (EL Hajjar, 2018). Usually, this consistency is categorised in different forms like over-time, across items, and across different researchers’ consistency (Price, Jhangiani, Chiang, Leighton, & Cuttler, 2018). Generally, there are four main types of reliability (Khalil & Farzan, 2021) as summarised in table 12. In this study, the four main types of reliability were evaluated in terms of internal consistency based on Cronbach’s alpha (Schaufeli , Desart , & De Witte , 2020). Internal consistency test is usually applied to evaluate the overall quality of the data as it reflects the overall coherence of a scale’s components (McCrae, Kurtz, Yamagata, & Terracciano, 2011).

|  |  |
| --- | --- |
| Type | Description |
| Inter-Rater | Evaluates the consistency that different rates estimate the same results (Shou, Sellbom, & Chen, 2022) |
| Test-Retest | Assesses the consistency of a measure from one time or researcher to another (Shou, Sellbom, & Chen, 2022) |
| Parallel-Forms | Measures various subsets of the same item universe that accurately capture the same property (Hilger & Beauducel , 2017) |
| Internal Consistency | Measures the consistency of outcomes across test items that measure the same construct (Revicki, 2014) |

Table 12 Summary of the main types of reliability

Yet, in some cases, certain measures can be extremely reliable but lack validity (Drost E. A., 2011). Validity analysis demands more emphasis on the purpose of the results and the accuracy in which the results achieve the purpose (EL Hajjar, 2018; Middleton, 2022). There are several types of validity that are summarised in the below table.

|  |  |
| --- | --- |
| Type | Description |
| Construct Validity | It alludes to proof that the questionnaire is suitable for the specific purpose of the study was designed. The targeted population must be appropriate for both the conceptual domains and the items (Lechien, et al., 2019). |
| Factorial Validity | Measures the degree to which the covariance of evaluated qualities reflects the real covariation of the observed behaviours (Luo, et al., 2021). |
| Convergent Validity | Refers to the degree of correlation between the variables measuring the same construct (Lechien, et al., 2019). |
| Discriminant Validity | Measures the degree in which two constructs are empirically distinguished from each other (Hu & Liden, 2015). |
| Content Validity | Refers to whether the questionnaire assesses the theoretical constructs or traits that are intended to be measured, which has a direct impact on the suitability of the measurement-based inferences (Lechien, et al., 2019). |
| Processual validity | Refers to the methodological construction that includes all procedures that take place before and after data collection and analysis ( Hayashi, Jr, Abib, Hoppen, & Wolff, 2021). |

Table 13 Summary of main types of validity

For study one, to ensure that the questionnaire is valid and achieves the study’s specific objectives, construct validity was examined allowing legitimate conclusions to be made based on the constructs used in the questionnaire (Elias, 2023). Typically, in social sciences, there is no specific method of data collection that is ideal as each method has its inherent strengths and drawbacks (Abowitz & Toole, 2010; Sumeracki, 2018). However, combining quantitative and qualitative data collection techniques strengthens causal inferences by giving possibilities to explain any convergence or divergence in data, which enhances the validity and reliability of the results (Abowitz & Toole, 2010; Brewer & Hunter, 1989). The subsequent section will introduce the first study conducted for this thesis which relied on survey experiments as a quantitative method of data collection.

**5.4 Study 1: Survey experiment**

**5.4.1 Reliability and Validity in Survey Experiments**

In experiments, it is crucial to understand aspects of internal and external validity as well as statistical significance considering the broader problems of causal inference, generalizability, and reliability (Abowitz & Toole, 2010). One technique to reduce generalisation error that has proven success in previous studies is to increase geographic similarity among respondents in the study (Bateman, et al., 2011; Czajkowski & Ščasný, 2010; Trenholm, Lantz, Haider, & Knowler, 2018). This study targets respondents who not only reside in Cairo, but also, come from a similar social and economic background and represent the consumer segment targeted by the brand, as explained in section 5.4.7.

Measuring validity is demonstrated via indicators that accurately measure the outcomes that they are supposed to measure (Abowitz & Toole, 2010; Middleton, 2022). Since, social scientists generally consider archival constructs developed from previous sources to be more statistically credible (Abowitz & Toole, 2010), this study relies on previously created and tested constructs. Therefore, the survey experiments of study one employed previously created and tested constructs (refer to section 5.4. 6 for a detailed description of the applied constructs). In attempt to increase the reliability of the data collected from study one, measures of internal consistency were implemented. Internal consistency examines the consistency and accuracy of a given set of items that capture the required behaviours or traits throughout testing (Drost, 2011). It has been sought that the probability of skipping a question or falsely interpreting survey instruction can negatively impact the test reliability (Drost, 2011). In this study, the survey experiment was designed in a way that does not allow respondents to skip a question without answering. Also, based on the results of the pilot and the focus group (section 5.4.4.), the wording of the questions and the instructions in the survey experiments were revised multiple times to ensure that instructions were clear to respondents. Furthermore,an essential measure of validity and reliability of result or benefit transfer is determining the similarities among respondents (Johnston & Rosenberger, 2010). To ensure socio-economic similarities among the results, I applied an approach presented by other researchers (Trenholm, Lantz, Haider, & Knowler, 2018), in which I included questions about demographical characteristics in the survey experiments.

**5.4.2 Design Process**

This section describes the steps carried out to develop the survey experiments. As discussed earlier in this chapter, I conducted an initial short online survey to identify the type of CSR project that would be highly valued by Egyptian consumers. This is a necessary step as it was evident in literature that CSR campaigns are most successful when they are highly relevant to consumers’ needs (Mamo, Agyemang, & Andrew, 2021; Schauster, Ferrucci, & Neill, 2016). This initial questionnaire consisted of 15 questions, and it was shared online on Facebook groups that are popular in Egypt which will be further explained in section 5. 4. 8. This questionnaire is provided in Appendix B. Before launching this questionnaire, an online application was submitted to LSBU’s business school's ethical and obtained its approval on the questionnaire. Based on the guidelines of the university’s ethical panel, the questionnaire started with consensual questions that informed participants of the privacy of the data that they are providing and confirm their free will of participating in the survey. Then, the questionnaire had some filtering questions to ensure that respondents live in Egypt, and they are the ones who buy their own groceries. The questionnaire was provided online in English and in Arabic through hyperlinks allowing respondents to choose the language based on their preferences. Mostly, the questionnaire asked for the consumers’ personal point of view on various CSR sectors that they think would be most needed by society and people in Egypt. The main objective of this initial survey was to design the stimuli to be used in the actual experimental study for study one. Hence, at this stage, only descriptive data analysis was required. The survey results were analysed on SPSS version 23. The total number of valid respondents was 322 respondents of Egyptian adults in which 94% of them were females and 6% of them were males. This gender imbalance should not be a major issue as gender is not a key variable in this study. This is because, even though there is a perceived gender wage disparity in Egypt favouring men (Biltagy, 2019), research points out to the considerable role of women in final decisions on matters related to household expenses, health, and socialization (Bargain, Boutin, & Champeaux , 2019; Sadania, 2017). Additionally, respondents came from similar educational background as 67% of the respondents had bachelor’s degrees and 31% had post-graduate degrees. The two areas that respondents thought are highly valued in the Egyptian society were health and wellness (41%) and children’s education (28%) as shown in figure 12. Within the health and wellness field, respondents were asked to choose what they thought is most important out of women health issues, spreading awareness on safety measures during the pandemic, build general hospitals in underprivileged areas, build quarantine hospitals, or donate healthcare products. 72.4% of consumers responded that they thought that the most needed project would be building general hospitals in underdeveloped areas.

Figure 12 Respondents’ choice of the type of CSR campaign they believed Egypt needed the most

Secondly, based on the results from the initial survey, the stimuli for the survey experiments were decided to be in the healthcare sector. Accordingly, the stimuli were designed to communicate that the brand opened a free general outpatient clinic in Asyut which is the poorest governorate in Egypt (El Tawil, 2019; Youssef, 2022).

Based on the literature review discussing the FMCG sector in chapter 2, this hypothetical campaign is launched by the antiseptic and disinfectant household cleaning Dettol as an example. Generally, multinational brands are usually more mature and have the financial and managerial capability to conduct competent CSR campaigns that are valuable to society (Bawa & Saha, 2016; Tezer & Tofighi, 2021). It appears that brands with “heritage” positively influence the consumers’ trust towards the ad (Hanssens D. M., 2018). Brands with heritage refers to brands that have longevity in the market and a positive history of brand credibility (Dion , 2021). For that reason, this study portrays a trustworthy and well-known brand in Egypt like Dettol. Founded in 1999, Reckitt Benckiser owns some of the most common household cleaning brands world-wide such as Air Wick, Vanish, Dettol, and some other over the counter medicines such as Strepsils (Thain, Greg, Bradley, & John, 2014). In 2021, Dettol was ranked as the highest brand in Egypt that enjoys overall brand health that was calculated based on an average scores of customer satisfactions, brand reputation, net impressions, and perceived value (Serrano, 2021; TradeArabia, 2021). This is exceptionally important as it is evident in literature that a strong brand has a positive effect on advertising likeability which has a “carryover” positive impact on sales (Kawahara, 2021). Although using real brands can be challenging as there might be an existing consumer-brand relationship, using real brands that are known to consumers makes the experiment more realistic (Carnevale & Kachersky, 2022).

Furthermore, the experiment examined if the media vehicle (social media or television) induces a difference in responses and attitudes towards the communication strategy and towards the brand. The surveys for the first two groups of the experiment measured responses to CSR and non-CSR treatments presented as television ads whereas, the surveys for the second two groups measured the responses to CSR versus non-CSR treatments presented as Facebook ads. The first two groups watched a short part of a famous TV show for few minutes that was interrupted by two consecutive short advertisements. One group got a CSR ad for Dettol as one of the ads and the other group got a typical non-CSR ad for Dettol. This CSR ad was a communication about opening a free out-patient clinic to treat less fortunate patients. The second part of the experiment includes another two groups who viewed Facebook ads. One group viewed a static non-CSR Dettol advertisement on Facebook and the other group viewed a static Dettol ad that announces the CSR project.

**5.4.3 Stimuli Development**

It seems prevalent in the advertising literature that studies employ experiments to compare the effects of different strategies of advertisements (Karl, 2021) on consumers. Not only do studies compare different advertisements, but also some studies compare different advertisement types such as website banner ad versus website video ad (Dardis, et al., 2016) or compare social media video ads to photo and carousel ads (Chen, Yeh, & Chang, 2020). This study applied a similar approach as it study sheds light on CSR as a communication strategy and compares its benefits to non-CSR communication strategy. Further, it also, examines the effect of media vehicle on CSR perception, ad likability, brand likability, brand trust, emotional brand attachment, perceived brand functionality, and purchase intention. Even though, the two ads were presented as two different stimuli with different elements in each ad (similar to the examples above), comparing the attitudes of both groups towards the two different ads is in line with this study’s objectives. This is because this study is not focusing on comparing the advertisements’ copy effectiveness, the style of delivering the message, or the elements in the copy, but it is focusing on comparing the overall impact of the communication strategy (non-CSR versus CSR). The results of the study compare between the effects of a non-CSR advertisements to the effects of a hypothetical CSR advertisement by Dettol as an example. For that reason, it is essential to compare between ads (non-CSR and CSR) with all the differing elements to understand the different impact of the non-CSR communication and the “new” communication strategy which is CSR communication. This approach is similar to an experimental study that compared the effects of three different videos in which the models, text, music, and other elements were completely different in the three ads (Gabrieli, Lim, & Esposito, 2021). Similarly, that study explored the different impacts of the ideologies presented in the ads such as ads that show relationship between emotional attachment between individuals and social distancing norms during the pandemic, and the impact of other commercial ads (Gabrieli, Lim, & Esposito, 2021). Furthermore, other researchers evaluated the effectiveness of political campaigns with experiments to compare between the effects of comedy political shows and the effects of political ads on candidates’ evaluations and voting intentions (Warner, et al., 2018). Still, it is evident in previous studies that human attention is considerably more sensitive to motion (video ads) than colour, text, and orientation (static ads) (Cain, 2010; Xu, Chen, & Santhanam, 2015). Hence, I unified the format of the ad between each two groups that were compared to each other. Most importantly, to avoid researcher subjectivity, both CSR advertisement stimulus and non-CSR advertisement stimulus had similar music style, tone, and overall look and feel. This was established from the results of the pilot study (refer to section 5.4.4). This study applied 2x2 factorial experimental design, as demonstrated in the below table.

|  |  |
| --- | --- |
| CSR on television | Non-CSR on television |
| CSR on social media | Non-CSR on social media |

Table 14 2x2 survey experiment

With the help of a content creation agency in Egypt, the television stimulus was designed to mimic a short live television watching experience as much as possible while keeping in mind the total time to complete the survey. While there hasn’t been enough research providing specific guidance on the exact length of the stimuli, it is argued that stimulus size has different effects in perceptual judgments (Kanai, Dalmaijer, Sherman, Kawakita, & Paffen, 2017). Generally, it is advised to keep the stimuli in experiments as short as possible (Kanai, Dalmaijer, Sherman, Kawakita, & Paffen, 2017; Percival, 2018). However, when respondents have some familiarity with the content of the stimulus and the same length of the stimulus is applied across all groups, then the stimulus length should not trigger issues in the data analysis (Carey , Kassam, Hsee, & Caruso, 2009). The total duration of the stimulus presented in the survey experiment was one minute and a half.

The video stimulus began with a famous show in Egypt. Respondents had the option to choose between watching a part of *Hajj Metwali* TV show or a part of Friends sitcom. Both shows are popular and commonly watched among Egyptian consumers (Abdel-Magied, 2022; Dillion, 2009). After watching a small part of the show that the respondent selected, the show would be interrupted by a channel’s commercial break, then the ad for Dettol, another ad for another FMCG product, and finally the video (stimulus) ended with a small part of the show again. The CSR Dettol ad was designed to start in a disruptive manner claiming that Dettol will not make any more ads this year; instead, Dettol will open a free out-patient clinic in Asyut, Egypt. Then, the ad displayed some footage of the clinic and some Egyptian patients receiving basic check-ups and treatments. Lastly, the ad ends with Dettol’s logo and tagline. The ad was designed to have a happy tone and an emotional voice-over similar to the non-CSR ad that was presented to the other group. The other group got the same video but, the ads will show a non-CSR Dettol ad as stimulus embedded in the same part of the same TV show. The non-CSR Dettol ad mainly focused on the functions of Dettol and the long years of expertise in household cleaning and disinfection. The other two groups received a CSR static Facebook ad and a non-CSR one by Dettol. All ads were in Arabic language just like all advertisements in Egypt as majority of the population is inclines towards Arabic ads (Boshers, 2022).

Since the geographical scope of this study is Egypt and the study examines the perceptions of consumers towards CSR communication in Egypt, it is necessary to understand the popularity of social media platforms among consumers in Egypt. Even though, Instagram may be growing faster than Facebook in Egypt, as Facebook increased by 8% and Instagram increased by 17% in 2018 versus 2017, Facebook still appears to be the most popular social media platform among Egyptians (Allam, 2018; Galal, 2022). In fact, Egypt is the most active nation in the Middle East on Facebook (Dixon, 2023; Galal, 2023). More recently, it appears that, as of 2022, there are 44.7 million users of Facebook, 16 million users of Instagram, 20.28 million users of TikTok, and 5.15 million users of Twitter in Egypt (Kemp, 2022). This establishes the popularity of Facebook over Instagram. Thus, the social media stimuli were developed to be two Facebook ads in which for one group it was a CSR ad and for the other group it was a non-CSR ad. The elements of both Facebook ads were taken from the television ads that were presented to the first two groups as video stimuli. The stimuli presented in the survey experiments are provided in appendix F.

**5.4.4 Pilot Study**

This section explains the initial emerged results from the pilot study that aimed to ensure that there were no issues in technicalities of answering the surveys, questions were clear to respondents, and that the stimuli were well received. Before launching the survey to the public, an ethical application was submitted to the business school’s ethical panel and was approved as shown in Appendix G. The pilot survey experiment was answered by 64 respondents in which 27 of them were excluded leaving a total of 37 valid answered surveys for the pilot. 16% of the respondents were males and 84% were females. The pilot survey experiment was posted on Facebook and some WhatsApp groups in Egypt. Respondents were given the option to answer the surveys in English or Arabic language. 70% of the respondents chose to answer the survey in English and 30% answered it in Arabic. This is probably because the targeted respondents are similar to the target consumers of the brand Dettol that is used in the experiment. Section 5.4.7 provides more details on the sample and the targeted respondents for this study. Some respondents agreed to provide some feedback on the questionnaires through follow-up emails that I sent to them after the pilot. First, the most provided feedback was that the questionnaire was lengthy. This feedback was considered for the final survey experiments by using shorter constructs while also considering the objectives of the study. Also, when respondents were asked about the elements of both advertisements that they saw, a couple of respondents mentioned that both advertisements have similar “emotional vibe.” Additionally, a focus group was conducted at London South Bank University with Egyptian students who attended London South Bank University Summer School (June, 2022). The purpose of the focus group was to examine the survey experiment and further test the questionnaire and the wording used in it. Some amendments to the wordings of some questions were made for the final surveys based on the responses from the focus group. For example, few participants in the focus group mentioned that they were confused by the term “household decision-maker” and they suggested changing it to the “person who usually chooses and buys household cleaning products.” The next section provides critical details on the survey experiment design.

**5.4.5 Survey Experiment Design**

Lastly, the final surveys were launched. This study employed a 2x2 survey experiment to compare the effects of CSR communication to non-CSR communication on two media vehicles: television and social media. Just like any experimental design, survey experiments have the stimuli embedded within a survey format (Schnabel, 2021). Multi-factorial survey experiments became a commonly applied method in social sciences as they combine experiments with the benefit of a mixed groups of respondents (Sauer, Auspurg, & Hinz, 2020). In fact, factorial survey experiments have been increasingly used in fields such as sociology (Finger, 2016; McDonald, 2019; Möser, Glauser, & Becker, 2019; Mørkbak & Olsen, 2014), economics (Aytaç, 2020; Rodríguez Chatruc, Stein, & Vlaicu, 2021), political communication (Knudsen & Johannesson, 2019; Ohme & Mothes, 2020), and behavioural studies (Kosmidis & Theocharis, 2020; Mosleh , Pennycook, & Rand,, 2021; Watson, Huebner, Fell, & Shipworth, 2020).

In factorial survey experiment designs, respondents are randomly presented with a unique hypothetical presentation for their assessments and opinions (Petzold, 2022). Survey factorial experiments were deemed most appropriate for this study’s objectives because they usually inspect the effects of a hypothetical situation with the goal of identifying the potential effects of a similar real-life situation (Dafoe, Zhang, & Caughey, 2018). Usually, experimental research methods have been used to measure the effects of a treatment on people’s motivation, predictable behaviour, or intentions towards a certain action (Gopalan, Rosinger, & Ahn). Experiments that predict human behaviour can be difficult to design but, would eventually propose the closest possible estimate to actual human behaviour (Sussman & Gifford, 2018). This type of experimental design is more appropriate for this study than other types of experimental designs such as scenario-based experiments. This is because, scenario-based experiments are more commonly applied in the field of service marketing (Kim & Jang, 2014; Silber, Israeli , Bustin, & Ben Zvi, 2009) in which the respondents provide their opinions on a situation than involves their interaction with a real-life situation or experience (Geiger, Dost, Schönhoff, & Kleinaltenkamp, 2015; Parsons, McCormac, Pattinson, Butavicius, & Jerram, 2013).

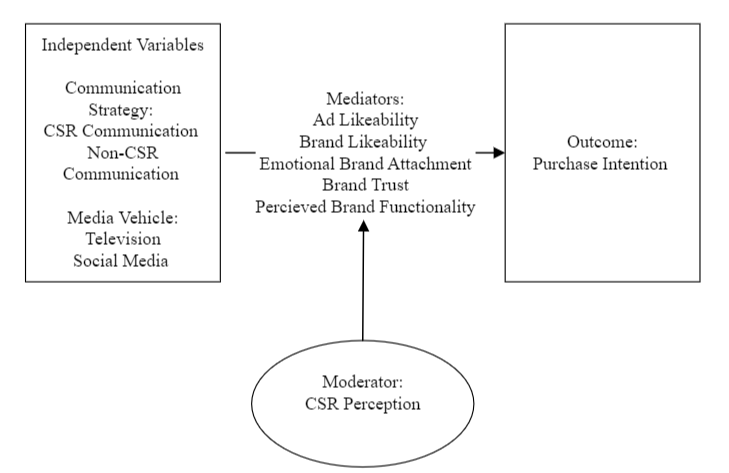


Figure 13 The experimental model of study one showing the expected causal relationship between the independent variables and the dependent variables

**5.4.6 Questionnaire Design**

The questionnaire was launched through Qualtrics version 2022. It began with an introduction, a brief description of the topic, and a series of four consensual questions. Afterwards, the questionnaire had two filtering questions to ensure that the respondents live in Egypt and that they are the ones who buy the grocery products for the household. Before viewing the stimuli, the questionnaire had some questions related to the respondents’ prior perception of the brand, the frequency of using social media or watching television. After being subjected to the stimulus, mainly, the questionnaire consisted of a series of questions that resonates with the research questions and the hypotheses. These questions examined the respondents’ perception of CSR, ad likeability, brand likeability, emotional brand attachment, brand trust, perceived brand functionality, and purchase intention, after the respondents were subjected to the stimuli. The questions ensured that respondents understood that they must provide their answers based on the ad that they saw. While using preexisting constructs from previously created and tested scales is commonly applied in different studies (Diehl, Terlutter, & Mueller, 2016; You & Hon, 2021), it is advised that the efficiency of these preexisting constructs to be examined (Compeau, Correia, & Bennett , 2022). Thus, in this research, preexisting constructs were taken and adapted to fit the context of this study while examining the reliability of the scale items (refer to table 17). The ad likeability construct had 5 items (Lee Y. H., 2013). CSR perception construct had 6 items were meticulously chosen (Lee, Park, & Lee, 2013) to present norms in TRA. These items were chosen as they measure respondents’ personal values and perception of the responsibilities of their ideal brands. Perceived brand functionality construct had 5 items that were related to product reliability and performance (Harris & Goode, 2004). Brand likeability construct had 17 items of statements that reflected respondents’ liking of the brand (Nguyen, Ekinci, Simkin, & Melewar, 2015). Emotional brand attachment construct had 4 items in which some of them mentioned that there is fitness and emotional connection between the respondent and the brand (Bagozzi, Batra, & Ahuvia , 2017). Brand trust construct had 4 items related to the satisfaction and the confidence that respondents had from the product (Sahin, Zehir, & Kitapçı, 2011). Lastly, purchase intentions had 4 items that mentioned respondents’ plan and interest in purchasing the brand (Barber, Kuo, Bishop, & Goodman Jr, 2012). Below in table 15, the items of each construct used in the questionnaire are listed.

Likert scale items were labelled based on the original scale developed by Likert (1932) and adapted by (Simms, Zelazny, Williams, & Bernstein, 2019) to a 7-points scale. The 7-point scale was arranged from positive (strongly agree) to negative (strongly disagree). Even though, arranging the scale from positive to negative can create a left-side bias (Lewis J. R., 2019), some researchers conducted studies reviewing papers made on the left-side bias found that the left-side bias can be insignificant (Lewis & Sauro, 2021) and other researchers found consistent right-side bias (Weng & Cheng, 2000). Additionally, this study is comparative in nature in which responses from the groups who received the CSR stimuli were compared to the responses from the groups who received the non-CSR stimuli. Thus, whichever bias that exists in the administered surveys to one of the groups will also occur in all the other surveys presented to the rest of the groups (Sauro, 2010).

|  |  |  |
| --- | --- | --- |
| Construct | Items | Source |
| Ad Likeability  (5 items) | I dislike the ad  The ad is appealing to me  The ad is attractive to me  The ad is interesting to me  I think the ad is bad | (Lee Y. H., 2013) |
| CSR Perception  (6 items) | My ideal brand helps solve social problems  My ideal brand has a strong sense of corporate social responsibility  My ideal brand gives adequate contributions to local communities  My ideal brand allocates some of its resources to philanthropic activities  My ideal brand plays a role in society that goes beyond the mere generation of profits  My ideal brand encourages its employees to participate in voluntarily activities | (Lee, Park, & Lee, 2013) |
| Perceived Brand Functionality  (5 items) | Dettol is very Reliable  Dettol performs better than others  Dettol makes better products than its competitors  Dettol’s products are more functional than others Dettol’s products are well made | (Harris & Goode, 2004) |
| Brand Likeability  (17 items) | I strongly believe that Dettol can keep its promise to me. Dettol is associated with a positive motive. I feel that I am favoured and given priority by Dettol. I believe that Dettol continues to get better and better. I stay with Dettol because I am dependent on it. I feel attached to Dettol Dettol openly shares information with me. I have continuous interaction with Dettol. I would describe Dettol as friendly. I would say that Dettol is approachable. Dettol is a very attractive brand. I would ask for advice because Dettol is knowledgeable. It is important that Dettol has a high level of integrity. Overall, I approve of Dettol. I feel cheerful when shopping for Dettol. Dettol takes care of everything for me. I am grateful for Dettol’s services. | (Nguyen, Ekinci, Simkin, & Melewar, 2015) |
| Emotional Brand Attachment  (4 items) | I feel there is a natural “fit” between you and Dettol  Dettol seems to fit your own tastes perfectly. I feel emotionally connected to Dettol I feel you have a “bond” with Dettol | (Bagozzi, Batra, & Ahuvia , 2017) |
| Brand Trust (4 items) | Dettol never disappoints me  Dettol guarantees my satisfaction  I feel confident about Dettol  Dettol meets my expectations | (Sahin, Zehir, & Kitapçı, 2011) |
| Purchase Intention  (4 items) | I would consider purchasing Dettol  I intend to try Dettol  I plan on buying Dettol  I am interested in testing Dettol | (Barber, Kuo, Bishop, & Goodman Jr, 2012) |

Table 15 Constructs used in the survey experiments  
 **5.4.6.1 Socio-economic status questions**

As suggested by some resources, in order not to overwhelm the respondents with many questions at the beginning of the survey, socio-economic question were kept at the end (Hopper, 2012; Taylor E. , 2023). Questions about the respondents’ socio-economic status and educational backgrounds were added at the end of the survey. Based on previous studies, the socio-economic status of respondents is measured with a combination of their income, education, and profession (Willms & Tramonte, 2019; Winkleby, Jatulis, Frank, & Fortmann, 1992). However, it’s important to note that the Egyptian research environment lacks scientific acumen and proficiency which means that researchers find difficulties in collecting statistical data (Hamzawi, 2022; Ibrahim & EL Sherbiny, 2022; Raymond, Wu, & Serenko, 2020). In general, Egypt lacks sufficient statistics about the economic and social status of the population (Whitaker , 2010) because official Egyptian social and economic entities do not offer reliable data that accurately depicts reality (Batsi, 2022). In fact, most studies in Egypt do not classify the profession, educational backgrounds, or household income (i.e., (Ahmed, Ramadan, Refay, & Khashbah, 2021; Hefny, 2021) in reference to social classes. Exact estimates of household income and social classes in Egypt are lacking (Khaldoun, 2022; Shukrallah, 2016). Yet, there are some reports that provide information about the average monthly household income in Egypt which is 6,333 Egyptian pounds (Oxford Business Group, 2022). Accordingly, income was measured based on a scale developed for a different study (Saleem S. M., 2019) and adapted using the Egyptian average household income (Oxford Business Group, 2022). This scale is presented in the questionnaire in appendix C. The household income was deemed to be more appropriate to use in this study as one of the components of the social economic status of respondents. This is because, even though the gap between men and women in the labour force in Egypt is decreasing, still, compared to

65% of men, women only make up 18% of the workforce (Zhu, 2022). In fact, it is a common belief in Egypt that men are the main providers of their households (Cass, 2017). Even though men or the husbands paid for the household allowance (Abd El Gawad , 2017; Kabil, 2020; Samari & Pebley, 2019), it appears in literature that women, especially the married ones, are the decision-makers of household chores such as grocery shopping (IPSOS, 2016). Furthermore, in this study, constructs measuring educational background were adapted from a previous study conducted in Egypt (Hefny, 2021). Additionally, a question about the occupational status was asked using 9 major occupational classifications (Ganzeboom & Treiman, 2003) that was later used in a more recent study (Saleem, 2019).

Lastly, the questionnaire ended by explaining the next stage of the study and asking respondents to provide their email addresses to contact them on if they would like to participate in interviews. The average estimated duration to complete the survey was around 10 minutes including the duration of the stimuli. The final questionnaire used to collect data for this study is provided in appendix C. Even though Arabic is the official language of Egypt, English is widely used (Ayad, 2017). The questionnaire was administered in English and Arabic to the respondents to choose from based on their preference. Although 70% of the respondents in the pilot study answered the survey in English, it was necessary to provide the survey in Arabic as well so that no potential respondent gets excluded due to language barrier (Sha & Gabel, 2020). The following section explains the sampling method applied in this research.

**5.4.7 Sampling**

This study employed purposive criterion sampling. Purposive criterion sampling selects respondents based on their capacity to explicate certain themes or concept relevant to the study’s objectives (Campbell, et al., 2020; Robinson, 2014). Purposive sampling has been previously criticised for its limited external validity as results can only be generalised to that type of population from which respondents were drawn (Andrade , 2020). However, generalisation from this sampling method to its relevant population is possible if the sample were randomly drawn from that population (Andrade , 2020) which was conducted in this study. Additionally, this sampling strategy caters to the specific social and economic dynamics of Egypt. This is because there are major discrepancies among social classes in Egypt and some classes in Egypt have been referred to as living in a bubble (Khaldoun, 2022; Taman, 2022). However, a major advantage of purposive sampling is that is that it increases homogeneity within the sample which reduces between-subjects variance leading to statistical significance, unlike probability sampling (Ames, Glenton, & Lewin , 2019; Andrade , 2020; Campbell, et al., 2020).

For this study, a selected criterion was set to ensure that the respondents live in Egypt and are the ones who buy grocery products for their homes. The social classes of the respondents were identified based on measures of socioeconomic status (SES). Originally, SES refers to the relative position of an individual on the social hierarchy based on their access or control over a certain amount of wealth and power (Mueller & Parcel, 1981). There is a substantial agreement among many researchers that the three main determinants of the level of SES is education, income, and occupation (Ensminger & Kate, 2014; Saleem & Jan, 2021; Willms & Tramonte , 2019). Based on a survey carried out in some of Egypt’s biggest cities (Cairo, Alexandria, Port-Said), 39% of the respondents (28% with a high-income level) reported that they are willing to pay for premium sustainable products (Mostafa, 2016). Similarly, other authors indicated that higher social classes in Egypt showed positive affective attitude towards green and solar energy innovations (Adib, El-Bassiouny, & Roosen, 2018). Evidently, consumers from higher social classes and higher household income tend to be more interested in CSR and environmental initiatives. Furthermore, the final sample took in consideration the SES criteria to match the brand’s target audience which will be further explained in section 5.5.8. For that reason, questions on the respondents’ SES were included in the surveys as explained in section 5.5.6.1. Additionally, this sampling strategy was deemed appropriate as the study aims to extract findings from the respondents who are similar to the brand’s target audience which will be further explained in the next section.

The scope of the study was decided to be Egypt. Egypt is a large country in which the population has passed 100 million in 2019 (MacroTrends, 2021). Firstly, I chose Egypt to be the country of study as Egypt is the largest and one of the most densely populated Arab countries (Unicef, 2017). Secondly, Egypt forms a relatively homogenous ethnic group. Thirdly, according to multiple sources, Egypt is one of the best countries in which to invest in Africa and in the Middle East (El-Shabrawy, 2022; Onyango, 2021). This indicates that Egypt is an attractive market for multinationals to be present in with their products. The biggest 3 cities in Egypt are Cairo, Alexandria, and Giza. The rest of the population are spread out along the Nile all the way to Upper Egypt in non-urban areas (Britannica, n.d.; World Population Review , 2021). For that reason, I intend to reach respondents in Cairo, Giza, and Alexandria, as this is where most people with high SES reside. Additionally, even though, year on year, Egypt is projecting healthy economic growth, still almost one third of Egypt’s population live below the poverty line making Egypt on the top of the list of globally poor countries (AFP, 2020; Macrotrends, 2022). Naturally, this clearly creates a real need for valuable CSR projects in a country like Egypt.

**5.4.8. Recruitment methods**

Since this study uses Dettol as the studied brand as an example of FMCG products, I got in touch with Dettol’s brand management team at Reckitt Benckiser in Egypt. They provided me with one Power Point file and one word document. To support and fine tune the analysis of my study, I conducted document analysis on these two documents only to match the profiles of respondents of the survey experiments to the profiles of Dettol’s target audience. These documents provided me with an idea about the demographics of Dettol’s target audience in Egypt. These documents were analysed and interpreted to uncover the fact that Dettol’s target audience is majorly compromised of consumers with medium to high brackets of household income and that the major targeted gender is female. Also, in an online meeting conducted on Zoom, two of the brand managers of Dettol in Egypt verbally confirmed this information. This is because, Dettol is priced higher than the shelf-price of other local brands in the category of multipurpose and antiseptic cleaning (El-Gundy, 2020). Accordingly, these classifications were considered when recruiting the sample of respondents.

I used Facebook groups to recruit respondents for the experiment. Plenty of previous studies established the feasibility of using Facebook for recruitment (Jones, Lacroix, & Nolte, 2015; Kamp, Herbell, Magginis, Berry, & Given, 2019). One of the advantages of recruiting through Facebook groups is that this method offers the researcher extant accessibility to a variety of respondents ( Carter-Harris, 2016; Weiner, Orin, Siracusa, & Crowley, 2017). Even key governmental decision makers in Egypt seem to find, specifically, Facebook groups to be a legitimate public participation platform (Kiwan, Sheta, & Samaa, 2021). One drawback of recruiting from these groups is that they are mainly dominated by female users; however, a female-dominated sample may not be an issue as the target audience of the brand mainly consists of females. Another drawback of recruiting respondents through Facebook is that respondents need Internet access to participate in the study (Whitaker, Stevelink, & Fear, 2017). I recruited respondents from social Facebook groups as they are popular in Egypt. Some examples of these groups are “Miss Basket,” “Lets Care and Share,” “The Sisters,” etc. The study targeted groups in Egypt that mention in the description that the scope of the group is large cities such as Cairo and Alexandria. The process included a simple post thanking the administrators of the group for accepting the post, few sentences describing what is required from the members of the groups, the estimated time to complete the survey, and a picture with a thank you message to get the attention of the members of the group.

At the end of the survey, respondents were asked for permission to be contacted at a later stage to conduct an interview and they were asked to leave their email addresses. The provided email addresses were used to recruit respondents to arrange for an interview to collect qualitative data required for this study. Similar to the above discussed details on Study 1, the next section of this chapter will dive into the details of the qualitative study applied conducted for this thesis.

**5.5 Study Two**

**5.5.1 Reliability and Validity in Semi-structured interviews**

Based on previous research, the concepts of reliability and validity in qualitative data are centred on the style of questions and the structure of administering these questions (Cohen, Manion, & Morrison, 2018; Coleman, 2022; Gary, 2018). Lincoln and Guba (1982) were a couple of the earliest researchers who created a rigorous a criteria known as “the Four Dimensions Criteria” which consists of credibility, dependability, confirmability and transferability. These criteria were later on used by many researchers in different disciplines (Junjie & Yingxin, 2022; Nyirenda, et al., 2020). Table 16 summarises these four dimensions and provides a description of the steps applied in this study to ensure the reliability of data. However, a balance needs to be maintained between enhancing reliability of interviews by imposing control and asking uniformly structured questions (Cohen, Manion, & Morrison, 2018) and, at the same time, allowing respondents to be free to be honest in their answers (Alvesson , 2003; Coleman, 2022). In order to achieve this balance, semi-structured were employed in this study to collect qualitative data and achieve the study’s objectives.

|  |  |  |
| --- | --- | --- |
| Type | Description | Steps applied in the study |
| Credibility | To ensure that the results provided by the participants are accurate, reliable and plausible. | All interviews were conducted face-to-face to closely observe the respondents’ answers.  Questions were asked in different ways to ensure respondents are interpret the intended question correctly. |
| Dependability | To establish confidence that the results of this qualitative investigation can be replicated using the same participants and environment. | The steps conducted for this study and the interviews were all documented. |
| Confirmability | To increase the likelihood that the findings will be supported by or confirmed by other studies. | Mixed methods (quantitative study) were applied to find connections and ensure the data is dependable |
| Transferability | To increase the degree to which the findings are transferable or generalisable to other situations or contexts. | Data was later on discussed in reference to theoretical frameworks that are used in multiple studies and disciplines |

Table 16 Four dimensions of reliability applied in study two

Since the commonly practiced reliability and validity techniques can be problematic in qualitative data, it is advised that researchers cater to the overall trustworthiness of qualitative data by addressing aspects directly associated with reliability and validity (Hayashi, Abib, & Hoppen, 2019; Rose & Johnson, 2020). The overall trustworthiness of qualitative data is tightly linked to the application of practical techniques in data collection to increase the reliability and validity of the data and its analysis (Rose & Johnson, 2020). Generally, it has been advised in literature to follow three categories to ensure the trustworthiness of qualitative date. For instance, rephrasing and repeating the questions to respondents and asking for clarification on ambiguous answers gives respondents an opportunity to repeat their answers, change them, or confirm their ideas to the researcher (Gary, 2018). In this study, I successfully implemented these strategies during the interviews to increase the validity of the obtained qualitative data.

Even though validity is not a straightforward concept in qualitative research (Hamilton, 2020), there is a variety of methods to achieve validity in qualitative research methods. Since qualitative research is based on different ontological paradigms, some researchers argue that processual validity can positively influence the outcome of qualitative research (Hayashi, Abib, & Hoppen, 2019; Hayashi, Jr, Abib, Hoppen, & Wolff, 2021). Processual validity is a methodological construction that can be applicable to qualitative data methods. Processual validity procedures take place before and after data collection and analysis ( Hayashi, Jr, Abib, Hoppen, & Wolff, 2021) directing the researcher towards holistic findings (Morse, 2020). In other words, processual validity is secured through pre-interview steps such as setting the research objectives, designing the interview guide, conducting a pilot test, transcribing the data, and finally, conducting the post field data analysis ( Hayashi, Jr, Abib, Hoppen, & Wolff, 2021).

**5.5.2 Research Design**

In this study, semi-structured interviews were conducted on a smaller sample of respondents who conducted the survey experiments and were in the group that was subjected to the CSR communication as a stimulus. Semi-structured interviews are a blend of pre-set interviews and other unstructured questions that emerge based on the answers given by the respondents during the interview (George, 2022). While quantitative methods are generally important in the field of marketing, qualitative research methods are particularly important to thoroughly investigate consumer behaviour and perception towards a marketing strategy (Petrescu & Lauer, 2017). One of the most common ways to acquire data for qualitative research is through interviews (Bryman, 2016). Semi-structured interviews are best used to gain deeper insights and acquire further details and richness from respondents on a certain topic (George, 2022; Mashuri, Sarib, Alhabsyi, Syam, & Ruslin, 2022). This serves the purpose of this study to explore different communication strategies by gaining profound insights on consumers’ perceptions of CSR as a communication strategy. Interviews were conducted face-to-face and online through Zoom. In the survey experiments, respondents were asked if they can leave their email addresses to be contacted for an interview. I sent an email to the respondents who mentioned their email addresses in which I asked for their willingness to participate in an interview, I briefly described the interview’s objectives and expected duration, and suggested cafés in Cairo to conduct the interview. Based on those who responded with acceptance to conduct the interview, I provided my contact number to speak and agree on a date and place.

**5.5.3 Interview Guide**

Generally, the structure and style of an interview is described in different formats across literature (Husband, 2020). This study applies the general interview guide style (which is the semi-structured interview) in which the guide acts as a “cheat sheet.” et, the entire interview has a flexible and conversational style (Turner, 2016). It is suggested in literature to start the interview with an introduction explaining the objectives of the interview, Y the confidentiality of the interview and taking consent, the expected duration of the interview, and ways in which respondents can reach the researcher for further questions about the study (George, 2022; McNamara, 2022). For this study, a guide consisted of a set of pre-determined questions designed to allow for other questions on the same topic to arise during the interview. The guide started with an introduction about the topic and taking the consent of the respondents to record the interview. Afterwards, the interview had a couple of ice-breaking questions to allow respondents to relax and be ready to openly provide honest answers for the upcoming questions. Following the ice-breaking questions, the respondents were presented with the CSR stimulus that they saw in the survey experiment as well as the non-CSR stimulus to compare. The purpose of showing the stimuli to respondents during the interview is to remind them of what they saw in the survey experiment and to ask them questions comparing between CSR and non-CSR communications. The questions that followed the stimuli compared between both strategies of communication, asked about purchase intention, and some were related to expectations from multinational companies and brands. Lastly, the interview ended with a generic question for final comments followed by a thank you message. Since it is recommended in literature to test the interview (McGrath, Palmgren, & Liljedahl, 2018), a single interview was conducted as a pilot to enhance the quality of the questions and to gain closer estimate of the time required to complete the interview (Abdul Majid, Othman, Mohamad, Lim, & Yusof, 2017). Based on the pilot interview, the estimated required time to complete the survey was around 25 minutes. Also, more insightful questions emerged during the pilot interview that were included in the final guide. The semi-structured interview guide is attached in appendix E. Since it is important that the language used during the interview is appropriate to the commonly spoken language of the respondents (McLeod, 2014), the interview guide was translated to Arabic and the local language was used during the verbal conversation with respondents. The preceding chapter outlined the detailed results of the quantitative study (study one).

**Chapter 6**

**Results – Study One**

**6.0 Introduction**

This chapter presents an analysis of the data from study one which focused on examining the effectiveness of CSR and non-CSR communication on television and social media using 2x2 survey experiments. The research findings will be discussed by providing a descriptive analysis with a full illustration of all variables used in the study followed by inferential analysis using different statistical approaches to test the hypotheses.

**6.1 Research questions and hypotheses**

For convenience, the research questions and hypotheses are re-stated below.

RQ1: What is the effect of CSR communication on Egyptian consumers of FMCG and how does this affect their attitudes and purchase intentions towards the brand?

H1: CSR communication has a positive effect on (a) brand likeability and (b) ad likeability on consumers in Egypt more than non-CSR communication.

H2: CSR communication has a positive effect on the brand trust of consumers in Egypt more than non-CSR communication.

H3: CSR communication has a positive effect on the perceived brand functionality of consumers in Egypt more than non-CSR communication.

H4: CSR communication has a positive effect on the emotional brand attachment of consumers in Egypt more than non-CSR communication.

H5: Emotional brand attachment has a stronger influence on purchase intention than brand functionality.

H6: CSR communication has a positive effect on purchase intentions of consumers in Egypt more than non-CSR communication.

RQ2: Does the impact of CSR on Egyptian consumers of FMCG differ between different media vehicles?

H7: Social media has a stronger impact on consumers’ attitudes towards CSR communication than television.

H8: Ad likeability, emotional brand attachment, brand likeability, brand trust and perceived brand functionality have a positive impact on purchase intention of Egyptian consumers.

H9: CSR communication in Egypt has a positive halo effect on the consumers’ purchase intention.

H10: Social media communication in Egypt has a positive halo effect on consumers’ purchase intention.

H11: Individuals with high CSR perception in Egypt will possess positive brand attitudes towards the brand launching CSR communication.

The below figure outlines the conceptual framework applied for study one which shows all groups for the two different communication strategies examined in this study (CSR and non-CSR) and the two media channels (television and social media). Also, the figure presents the independent variables, the mediators and moderators, as well as the outcome.

A diagram of a diagram

Description automatically generated

Figure 14 Conceptual Framework

* 1. **Sample calculation**

As suggested by multiple researchers (Nanjundeswaraswamy & Divakar , 2021; Srivastav & Vaidya, 2023), the appropriate sample size was calculated using the below formula.

In the above formula, Zαrepresents the critical value of the normal distribution at α (e.g. for a confidence level of 95%, α is 0.05 and the critical value is 1.96), “p” is the percentage of specific phenomena and is recommended to be set at 0.5 as it gives the highest value for sample size, “e” is the margin error and set to be 0.05 ( this an acceptable margin of error for the researcher (Kosar, Bohra, & Mernik, 2018)). Also, the results from the G\*power, which is a software that computes the appropriate sample size for various statistical methods (Kang, 2021), concluded that a minimum of 354 valid observations need to be collected to minimise marginal errors. Accordingly, the minimum sample size for this study was calculated to be 354 subjects. For this study, I targeted 400 subjects to minimise the risk of non-responses. In fact, the survey had a high response rate and the total collected surveys were 820; however, not all of them were included. The following sections (sections 6.4, 6.5, and 6.6) give more details on the reach of the survey and a description of the final sample.

Graphical user interface, application

Description automatically generated

Figure 15 Sample size computation through G\*power

**6.3 Descriptive Analysis**

This section provides a description of the survey respondents’ demographics as well as a discussion on the validity and reliability tests of the model’s independent and dependent constructs. Also, an analysis of each question addressing a variable in the model will be examined in terms of the mean, minimum and maximum values, and standard deviation. The primary data for this study was collected via survey experiments that were administrated online. The total number of participants who have accessed the survey were 820, where 474 responses only were the valid responses. The others are excluded because they are irrelevant to the current study based on the criteria questions as discussed in the previous chapter (do not live in Egypt, low household income, etc.). As per the explanation given in section 5.5.6.1, the study focused on consumer profiles that match the target audience of the studied brand, Dettol. Since there are not any studies that classify the profession and educational backgrounds in Egypt (i.e. (Ahmed, Ramadan, Refay, & Khashbah, 2021; Hefny, 2021) in reference to the status of social classes, all answers in profession and education were included in the study especially that the number of respondents with lower educational backgrounds was insignificant. Also, there were 44.5% of the valid respondents mentioned that they were unemployed. In this specific study, this does not indicate that these respondents come from a low socioeconomic class. This is because 71% of the respondents who claimed to be unemployed were females. According to research, women, especially the married ones, are the decision-makers of household chores such as grocery shopping (IPSOS, 2016) even if men or the husbands paid for the household allowance (Abd El Gawad , 2017; Kabil, 2020). Regarding the household income, the average household income in Egypt is around 6,000 Egyptian pounds (Stohy, 2021), or more accurately, 6,333 Egyptian pounds (Oxford Business Group, 2022), thus, I regarded 6,333 to be the cut-off point such that, respondents who reported household income lower than the average were disregarded from the final sample used in the data analysis. Moreover, there were some respondents who did not answer few questions at the end of the survey. Although skipping questions was not allowed in the administered surveys, I assume that some respondents closed the browser and did not complete few of the questions at the end. Hence, the final valid included sample was 474 respondents.

**6.4 Missing Data Analysis**

To avoid losing valuable information, I conducted missing data computation. The missingness in this research is missing at random as few unanswered questions were not directly related to the dependent variables. The missingness rate for some of the variables was between 10% and 25%. There are different methods of calculating missing data. For instance, listwise deletion is one of the common and straight forward methods (Grace-Martin, 2014). While listwise deletion aids in minimizing researcher’s bias, listwise deletion can create some inconsistencies in the data (van Buuren, 2018). This is because listwise deletion automatically deletes all information from any case that had only a few missing answers (Pepinsky, 2018). However, with regression analysis, the imputation handles the specific missing values and replaces them based on predictions from the complete data sets (Mostafa, 2019). Hence, regression analysis retains the originally provided information (Donner, 2012). In this study, the missing values were computed using regression method in SPSS version 23. The regression model is estimated in the observed data and subsequently, using the regression weights, the missing values were predicted and replaced.

**6.5 Demographics Analysis**

This section tackles the research sample’s socio-demographic characteristics of the final sample. The following table is an overview of the sample demographics in terms of frequency and percentage.

|  |  |  |
| --- | --- | --- |
| Variables | Frequency | Percentage |
| Gender | Sample (n=474) | 100% |
| Female | 358 | 76% |
| Male | 116 | 24% |
| Household monthly Income (EGP) | Sample (n=474) | 100% |
| Less than 2,284 | 3 | 0% |
| 2,285 – 6,333 | 8 | 0% |
| 6,334 – 10,897 | 130 | 27.4% |
| 10,898 –16,558 | 53 | 11.2% |
| 16,559 – 22,306 | 53 | 11.2% |
| 22,307 – 45,120 | 200 | 42.2% |
| Above 45,120 | 38 | 8.02% |
| Current country of residence | Sample (n=474) | 100% |
| Egypt | 474 | 100% |
| Outside Egypt | 40 | 0% |
| Educational level | Sample (n=474) | 100% |
| High school | 7 | 2% |
| Bachelor’s Degree | 305 | 64% |
| Post Graduate degree | 162 | 34% |
| Current Profession | Sample (n=474) | 100% |
| Legislator, senior official, or Manager | 137 | 28.9 |
| Professional | 95 | 20.0 |
| Technician or associate professional | 7 | 1.5 |
| Clerk | 17 | 3.6 |
| Skilled Worker, shop, or market sales worker | 2 | .4 |
| Skilled Agriculture or fishery worker | 1 | .2 |
| Craft Related Trade worker | 1 | .2 |
| Elementary Occupation | 3 | .6 |
| Unemployed | 211 | 44.5 |
| Which one is your first-choice brand to clean surfaces and floors at your home? | Sample (n=474) | 100% |
| General | 107 | 22.6 |
| Dettol | 169 | 35.7 |
| Clorox | 79 | 16.7 |
| Clorox Disinfectant | 24 | 5.1 |
| Verox | 9 | 1.9 |
| Al Imlaq | 11 | 2.3 |
| Frida | 14 | 3.0 |
| Mr. Muscle | 47 | 9.9 |
| Other: | 14 | 3.0 |
| What is the most important thing for you to think about when you buy a home disinfectant product? | Sample (n=474) | 100% |
| Price | 81 | 17.1 |
| Fragrance | 53 | 11.2 |
| Effectiveness of cleaning and disinfecting | 314 | 66.2 |
| Brand Name | 24 | 5.1 |
| The social and environmental work that the company does | 2 | .4 |
| Do you watch live television? (Not the paid-for streaming programs like Watchit, Netflix, Shahid, etc.) | Sample (n=474) | 100% |
| Yes | 381 | 80.4 |
| No | 93 | 19.6 |
| How frequently do you watch live television (not the paid-for online streaming services like Shahid, Watchit, Netflix, etc)? | Sample (n=474) | 100% |
| Every day | 325 | 68.6% |
| Once or twice every week | 46 | 9.7% |
| Once or twice every month | 53 | 11.2% |
| Never | 50 | 10.5% |
| Age | MeanS.D) | (Min, Max) |
|  | 36.949.545) | (22, 69) |

Table 17 Description of demographic characteristics of the final included sample (n=474)

**6.5.1 Gender**

As predicted from the pilot study, the number of female respondents were higher than male respondents. The following figure illustrates that the gender distribution among female participants represent 77% which is much higher than their male counterparts who reveal only 23% of participants.

Figure 16 Breakdown of the respondent’s genders

**6.5.2 Education**

The educational level of the respondents was measured based on four levels: high school, bachelor’s degree, and post graduate degree. The following figure illustrates that 64% of respondents have a post graduate degree and 34% have a university degree and only 2% attended high school only. These percentages reveal that most of the survey respondents are well-educated (98%), but this profile matches the profile of the target market for the brand used in the study.  
  
*Figure 17 Breakdown of the respondents’ educational levels*

**6.5.3 Profession and Income**

The income level of the respondents was measured based on seven brackets of monthly household income in Egyptian pounds (Saleem & Jan, 2021). The following figure illustrates that the largest group of respondents were 42.19% who reported monthly household income between 22,307 and 45,120 Egyptian pounds. Additionally, based on the above table, most of the respondents were legislators, senior officials, or managers (28.9%) and the other majority were unemployed (44.5%).

Figure 18 Breakdown of the respondents’ levels of income

**6.5.4 First-choice brand to clean surfaces and floors at your home**

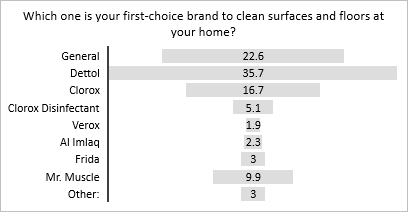


Figure 19 Frequency of the respondents’ first choice for surface and floor cleaning

According to the above figure, the first choice is Dettol (35.7%), followed by General (22.6%) and Clorox (16.7%).

**6.6 Analysis of constructs’ validity and reliability**

Running factor analysis is of great importance for deductive research as it will sort out the most meaningful and valuable constructs within the utilised model in the study (Proudfoot, 2022; Tavakol & Wetzel, 2020). This study applied confirmatory factor analysis to confirm the validity of the questionnaire (Mya, Zaw, & Mya, 2021). Additionally, the study applied internal consistency coefficient (Cronbach’s Alpha) as it reflects the reliability of the used questions (Taber, 2018). It captures the proportion of the total variance that is common among all items forming the scale, which presumably, corresponds to the underlying construct being measured (Schrepp, 2020; Surucu & Maslakci , 2020). Cronbach’s Alpha reflects that good reliability of questions ranges from 0.847 to 0.958 (Daud, Khidzir, Ismail, & Abdullah, 2018); however, other researchers claim that Cronbach’s value of 0.7 or higher denotes good reliability (Hair Jr , Black, Babin, & Anderson, 2009). The results of the factor analysis indicated that all items are loaded in their constructs as suggested in the proposed model (the loading of all items are greater than 0.5) as suggested by Clef (2019) who argued that the manifest variables with loading value of less than 0.5 should not be included. The average variance extracted (AVE) was computed for the constructs to confirm the convergent validity. The minimum accepted value of AVE, as referenced by multiple researchers (Hair, Risher, Sarstedt, & Ringle, 2019; Hu & Bentler, 2009) is 0.50. An AVE of 0.50 or higher indicates the construct explains 50 percent or more of the indicators’ variance that make up the construct (Hair Jr., et al., 2021). Also, AVE values indicate that the created constructs could explain more than 50% of the questions which indicates high internal validity (Purwanto & Sudargini, 2021). The following table provides the reliability of the scale items as a result of the Cronbach’s Alpha coefficient.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Construct | Questions | Cronbach's Alpha | Average item correlation | AVE | Item | Loading |
| Ad Likability | 5 | 0.847 | 0.625 | 63.67% | AdLik1 | 0.728 |
| AdLik2 | 0.731 |
| AdLik3 | 0.759 |
| AdLik4 | 0.755 |
| AdLik5 | 0.611 |
| CSR perception | 6 | 0.898 | 0.695 | 66.84% | CSRPER1 | 0.551 |
| CSRPER2 | 0.653 |
| CSRPER3 | 0.741 |
| CSRPER4 | 0.691 |
| CSRPER5 | 0.718 |
| CSRPER6 | 0.657 |
| Brand functionality | 5 | 0.925 | 0.711 | 76.96% | PBF1 | 0.678 |
| PBF2 | 0.834 |
| PBF3 | 0.859 |
| PBF4 | 0.847 |
| PBF5 | 0.63 |
| Brand Likeability | 17 | 0.958 | 0.673 | 60.10% | BL1 | 0.589589 |
| BL2 | 0.507105 |
| BL3 | 0.618217 |
| BL4 | 0.594808 |
| BL5 | 0.602933 |
| BL6 | 0.682975 |
| BL7 | 0.547542 |
| BL8 | 0.637513 |
| BL9 | 0.575402 |
| BL10 | 0.551096 |
| BL11 | 0.564045 |
| BL12 | 0.552734 |
| BL13 | 0.518783 |
| BL14 | 0.607279 |
| BL15 | 0.678757 |
| BL16 | 0.677752 |
| BL17 | 0.710812 |
| Emotional brand Attachment | 4 | 0.885 | 0.606 | 70.52% | EB1 | 0.907 |
| EB2 | 0.861 |
| EB3 | 0.917 |
| EB4 | 0.936 |
| Brand trust | 4 | 0.932 | 0.775 | 83.21% | BT1 | 0.89 |
| BT2 | 0.942 |
| BT3 | 0.921 |
| BT4 | 0.925 |
| Purchase intention | 4 | 0.951 | 0.828 | 87.14% | PI1 | 0.926 |
| PI2 | 0.933 |
| PI3 | 0.944 |
| PI4 | 0.931 |

Table 18 Reliability of scale items measured with Cronbach's Alpha coefficient

##### **6.7 Common method bias**

In a data set when the independent and dependent variables are gathered from the same group of respondents, common method bias (CMB) normally prevails as the analysis occurs within the same measurement context using the same items and attributes (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003; Tehseen, Ramayah, & Sajilan, 2017). One of the simplest ways to identify CMB is by obtaining Harman’s single factor score where all items load into one common factor (Rodríguez-Ardura & Meseguer-Artola, 2020; Tehseen, Ramayah, & Sajilan, 2017). This method tests the CMB to give an indication of the variance level but does not control (Aguirre-Urreta & Hu, 2019). Harman’s single factor imply that CMB does not affect your data if the sum of the variances for all factors is less than 50% (Aguirre-Urreta & Hu, 2019). The below table presents the results of Harman’s single factor test. The results of Harman’s single factor test revealed below that the variance extracted for a single factor is 45.29% which is less than 50%; hence, CMB is not a problem in this study’s final data.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 20.381 | 45.291 | 45.291 | 20.381 | 45.291 | 45.291 |
| 2 | 4.091 | 9.092 | 54.383 |  |  |  |
| 3 | 2.566 | 5.701 | 60.084 |  |  |  |
| 4 | 1.549 | 3.442 | 63.526 |  |  |  |
| 5 | 1.534 | 3.409 | 66.935 |  |  |  |
| 6 | 1.188 | 2.639 | 69.574 |  |  |  |
| 7 | 1.015 | 2.255 | 71.829 |  |  |  |
| 8 | .964 | 2.142 | 73.971 |  |  |  |
| 9 | .835 | 1.856 | 75.827 |  |  |  |
| 10 | .782 | 1.739 | 77.566 |  |  |  |
| 11 | .737 | 1.638 | 79.204 |  |  |  |
| 12 | .686 | 1.525 | 80.729 |  |  |  |
| 13 | .654 | 1.454 | 82.183 |  |  |  |
| 14 | .595 | 1.322 | 83.505 |  |  |  |
| 15 | .542 | 1.205 | 84.710 |  |  |  |
| 16 | .515 | 1.145 | 85.855 |  |  |  |
| 17 | .466 | 1.035 | 86.890 |  |  |  |
| 18 | .457 | 1.016 | 87.906 |  |  |  |
| 19 | .427 | .948 | 88.854 |  |  |  |
| 20 | .379 | .842 | 89.696 |  |  |  |
| 21 | .369 | .819 | 90.515 |  |  |  |
| 22 | .353 | .785 | 91.300 |  |  |  |
| 23 | .325 | .722 | 92.023 |  |  |  |
| 24 | .299 | .665 | 92.688 |  |  |  |
| 25 | .284 | .631 | 93.319 |  |  |  |
| 26 | .262 | .582 | 93.901 |  |  |  |
| 27 | .238 | .530 | 94.431 |  |  |  |
| 28 | .234 | .520 | 94.951 |  |  |  |
| 29 | .214 | .475 | 95.426 |  |  |  |
| 30 | .201 | .447 | 95.873 |  |  |  |
| 31 | .190 | .422 | 96.295 |  |  |  |
| 32 | .185 | .412 | 96.707 |  |  |  |
| 33 | .170 | .377 | 97.084 |  |  |  |
| 34 | .167 | .371 | 97.455 |  |  |  |
| 35 | .152 | .338 | 97.793 |  |  |  |
| 36 | .144 | .321 | 98.114 |  |  |  |
| 37 | .134 | .298 | 98.412 |  |  |  |
| 38 | .128 | .284 | 98.696 |  |  |  |
| 39 | .114 | .254 | 98.950 |  |  |  |
| 40 | .106 | .237 | 99.186 |  |  |  |
| 41 | .096 | .214 | 99.400 |  |  |  |
| 42 | .081 | .180 | 99.580 |  |  |  |
| 43 | .073 | .161 | 99.741 |  |  |  |
| 44 | .066 | .147 | 99.888 |  |  |  |
| 45 | .050 | .112 | 100.000 |  |  |  |

Table 19\* Total Variance  
\*Extraction Method: Principal Component Analysis

**6.8 Creating indicators**

Creating indicators is a statistical technique to combine groups of related questions (or factors) in one indicator (Abberger, Graff, Müller, & Sturm, 2022). The indicators are composed by using equal weights method (Becker, Saisana, Paruolo, & Vandecasteele, 2017). Each indicator is calculated by adding the scores of questions which are related to this indicator, and then this sum is divided by the number of related questions. These created indicators are used in answering the hypotheses. In this research, 7 indicators are calculated (refer to the first column of table 17).

**6.9 Descriptive Statistics of Questions’ Items and Constructs**

This section provides detailed descriptive statistics and analyses for each item of the model’s independent, mediator and dependent constructs. This descriptive analysis is compromised of the following: frequencies, mean, standard deviation, minimum, and maximum for each question. Examining descriptive statistics is important as it describes the fundamental properties of the collected quantified data (May, 2017). This initial step facilitates the data to me as a researcher and to the readers by organising and summarising the data (Cooksey, 2020).

**6.9.1 CSR and non-CSR Groups**

Based on the below table, around 60% of the sample were subjected to the non-CSR campaign, while 40% were subjected to the CSR campaign.

|  |  |  |
| --- | --- | --- |
|  | Frequency | Percent |
| Non-CSR | 285 | 60.1 |
| CSR | 189 | 39.9 |
| Total | 474 | 100.0 |

Table 20 Breakdown of respondents in the CSR and non-CSR groups

**6.9.2 Television and Social Media Groups**

The following tables show that around 42.2% of the respondents from sample were subjected to the TV stimuli and 57.8% were subjected to the social media stimuli. Furthermore, table 19 shows the breakdown of groups with the media vehicle and communication strategy categorisation.

|  |  |  |
| --- | --- | --- |
|  | Frequency | Percent |
| TV | 200 | 42.2 |
| Social Media | 274 | 57.8 |
| Total | 474 | 100.0 |

Table 21 Breakdown of respondents in television and social media

|  |  |  |
| --- | --- | --- |
| Groups | Frequency | Percent |
| CSR – TV | 101 | 21.3% |
| CSR – social media | 88 | 18.6% |
| Non-CSR – TV | 99 | 20.9% |
| Non-CSR – social media | 186 | 39.2% |

Table 22 Breakdown of CSR and non-CSR on TV and social media

**6.9.3 Ad Likeability**

The survey consisted of five questions to measure the ad likeability variable. Based on the following table, it is evident that the average of all statements is between 4 and 5 which indicates that respondent tends to be neutral or slightly agree with the statements that measure ad likeability. The statement with highest agreement is “The ad is appealing to me,” whereas the statement with the lowest agreement is “I dislike the ad.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | N | Min. | Max | Mean | Std. Deviation |
| - I dislike the ad (converted) | 474 | 1 | 7 | 4.20 | 1.753 |
| - The ad is appealing to me | 474 | 1 | 7 | 5.01 | 1.486 |
| - The ad is attractive to me | 474 | 1 | 7 | 4.60 | 1.584 |
| - The ad is interesting to me | 474 | 1 | 7 | 4.51 | 1.705 |
| - I think the ad is bad (converted) | 474 | 1 | 7 | 4.97 | 1.554 |
| Ad Likeability | 474 | 1.00 | 7.00 | 4.65 | 1.27498 |

Table 23 Breakdown of respondents in television and social media

**6.9.4 CSR perception**

The survey was compromised of six questions to measure the CSR perception variable which is used once as a moderator in this study and will be used again as an independent variable to measure congruency. The below table shows that the average of all statements is between 4 and 5 which indicates that respondent tends to neutrally or slightly agree to the statements that measured CSR perception. The statement with highest agreement is “My ideal brand plays a role in society that goes beyond the mere generation of profits.” While the statement with lowest agreement is “my ideal brand helps solve social problems.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Min | Max. | Mean | Std. Deviation |
| My ideal brand helps solve social problems | 474 | 1 | 7 | 4.43 | 1.775 |
| My ideal brand has a strong sense of corporate social responsibility | 474 | 1 | 7 | 4.77 | 1.615 |
| My ideal brand gives adequate contributions to local communities | 474 | 1 | 7 | 4.96 | 1.551 |
| My ideal brand allocates some of its resources to philanthropic activities | 474 | 1 | 7 | 5.00 | 1.487 |
| My ideal brand plays a role in society that goes beyond the mere generation of profits | 474 | 1 | 7 | 5.13 | 1.525 |
| My ideal brand encourages its employees to participate in voluntarily activities | 474 | 1 | 7 | 4.95 | 1.484 |
| CSR perception | 474 | 1.00 | 7.00 | 4.8745 | 1.28251 |

Table 24 Descriptive statistics of the CSR Perception variable

**6.9.5 Brand functionality**

The survey included five statements to measure the brand functionality variable. Table 25 shows the average of all statements is between four and five which indicates that respondent tends to respond neutrally or slightly agree to the statements that measure brand functionality. The statement with the highest agreement is “Dettol’s products are well made,” while the statement with the lowest agreement is “Dettol’s products are more functional than others.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | N | Min. | Max. | Mean | Std. Deviation |
| I think Dettol - Dettol is very reliable | 474 | 1 | 7 | 5.42 | 1.297 |
| I think Dettol - Dettol performs better than others | 474 | 1 | 7 | 4.96 | 1.529 |
| I think Dettol - Dettol makes better products than its competitors | 474 | 1 | 7 | 4.81 | 1.527 |
| I think Dettol - Dettol’s products are more functional than others | 474 | 1 | 7 | 4.80 | 1.512 |
| I think Dettol - Dettol’s products are well made | 474 | 1 | 7 | 5.45 | 1.184 |
| Brand functionality | 474 | 1 | 7 | 5.09 | 1.242 |

Table 25 Descriptive statistics of the brand functionality construct

**6.9.6 Brand Likeability**

The survey consisted of 17 questions to measure the brand likeability variable. From the following table, the average of all statements is between four and five which indicates that respondent tends to be neutral or slightly agree to the statements that measure this variable. The statement with highest agreement is “overall, I approve of Dettol;” while the statement with the lowest agreement is “I have a continuous interaction with Dettol.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | N | Min. | Max | Mean | Std. Deviation |
| I strongly believe that Dettol can keep its promise to me. | 474 | 1 | 7 | 4.89 | 1.335 |
| Dettol is associated with a positive motive. | 474 | 1 | 7 | 5.14 | 1.321 |
| I feel that I am favoured and given priority by Dettol. | 474 | 1 | 7 | 4.35 | 1.566 |
| I believe that Dettol continues to get better and better. | 474 | 1 | 7 | 4.79 | 1.385 |
| I stay with Dettol because I am dependent on it. | 474 | 1 | 7 | 4.40 | 1.639 |
| I feel attached to Dettol. | 474 | 1 | 7 | 3.84 | 1.795 |
| Dettol openly shares information with me. | 474 | 1 | 7 | 3.96 | 1.543 |
| I have continuous interaction with Dettol. | 474 | 1 | 7 | 3.71 | 1.680 |
| I would describe Dettol as a friendly brand. | 474 | 1 | 7 | 4.87 | 1.454 |
| I would say that Dettol is approachable. | 474 | 1 | 7 | 4.62 | 1.482 |
| Dettol is a very attractive brand. | 474 | 1 | 7 | 4.80 | 1.524 |
| I would ask for advice because Dettol is knowledgeable. | 474 | 1 | 7 | 4.08 | 1.642 |
| It is important that Dettol has a high level of integrity. | 474 | 1 | 8 | 4.85 | 1.498 |
| Overall, I approve of Dettol. | 474 | 1 | 7 | 5.21 | 1.401 |
| I feel cheerful when shopping for Dettol. | 474 | 1 | 7 | 4.13 | 1.646 |
| Dettol takes care of everything for me. | 474 | 1 | 7 | 4.01 | 1.660 |
| I am grateful for Dettol’s services. | 474 | 1 | 7 | 4.48 | 1.552 |
| Brand Likeability | 474 | 1.00 | 7.00 | 4.47 | 1.19277 |

Table 26 Descriptive statistics of the brand likeability construct

**6.9.7 Emotional brand attachment**

The survey had four questions to measure the emotional brand attachment variable. From the below table, the average of all statements was between three and four which indicates that respondents tend to disagree or neutrally agree to the statements that measure this variable. The statement with the highest agreement is “Dettol seems to fit my own tastes perfectly;” while the statement with the lowest agreement is “I feel I have a “bond” with Dettol,” and “I feel emotionally connected to Dettol.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | N | Min | Max | Mean | Std. Deviation |
| I feel there is a natural “fit” between you and Dettol. | 474 | 1 | 7 | 4.09 | 1.627 |
| Dettol seems to fit my own tastes perfectly. | 474 | 1 | 7 | 4.46 | 1.608 |
| I feel emotionally connected to Dettol. | 474 | 1 | 7 | 3.70 | 1.805 |
| I feel I have a “bond” with Dettol, | 474 | 1 | 7 | 3.70 | 1.807 |
| Emotional brand | 474 | 1.00 | 7.00 | 3.9203 | 1.41564 |

Table 27 Descriptive statistics of the brand attachment construct

**6.9.8 Brand trust**

The survey had four questions to measure the brand trust variable. From the following table, it is clear that the average of all statements is between four and five which indicates that respondents tend to be neutral or slightly agree to the statements that measure brand trust. The statement with the highest agreement was “the quality of Dettol has been very consistent.” While the statement with the lowest agreement was “Dettol never disappoints me.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | N | Min. | Max. | Mean | Std. Deviation |
| Dettol never disappoints me. | 474 | 1 | 7 | 4.54 | 1.540 |
| Dettol guarantees my satisfaction. | 474 | 1 | 7 | 4.71 | 1.485 |
| I feel confident about Dettol. | 474 | 1 | 7 | 4.94 | 1.469 |
| The quality of Dettol has been very consistent. | 474 | 1 | 7 | 5.09 | 1.435 |
| Brand trust | 474 | 1.00 | 7.00 | 4.8186 | 1.35174 |

Table 28 Descriptive statistics of the brand trust construct

**6.9.9 Purchase Intention**

The survey consisted of four questions to measure the intention to purchase variable which is a dependent variable. Based on the below table, it is clear that the average of all statements is around five which indicates that respondent tends to slightly agree to the statements that measure this variable. The statement with the highest agreement was “I intend to try Dettol;” while the statement with lower agreement was “I plan on buying Dettol.”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | N | Min | Max | Mean | Std. Deviation |
| I would consider purchasing Dettol | 474 | 1 | 7 | 5.04 | 1.584 |
| I intend to try Dettol | 474 | 1 | 7 | 5.14 | 1.531 |
| I plan on buying Dettol | 474 | 1 | 7 | 4.89 | 1.663 |
| I am interested in testing Dettol | 474 | 1 | 7 | 5.03 | 1.571 |
| Purchase Intention | 474 | 1 | 7 | 5.02 | 1.481 |

Table 29 Descriptive statistics of the purchase intention construct

**6.10 Inferential Data Analysis**

Based on the assumptions of SEM and the independent sample T-test model, the dependent variable appeared in a quantitative scale, and it is satisfied in this research. In fact, the normality of the dependent variable is one of the assumptions of the SEM model (Wah, Fitriana, & Arumugam, 2023). Also, fit indices of SEM model (as outlined in section 6.12) indicates the way the models are fit to the data (Hooper, Coughlan, & Mullen, 2008). However, according to Sekaran (2003), a research study sample size that is larger than 30 to 50 respondents can run parametric tests especially in multivariate research. Hence, the normality assumption can be violated if the study’s sample size is large or moderate and results can still exhibit precision and accuracy (Sekaran, 2003). In this study the sample was 474 observations which means it can violate the normality assumption. As a result, I examine the study's hypotheses using the SEM model.

**6.10.1 Normality of Distribution Test**

Generally, a normality test is used to examine the variable distribution scale (Mishra, et al., 2019). If the variables are normally distributed, parametric test should be applied, but if the variables are not normally distributed then, non-parametric test should be used for the inferential statistics (DePoy & Gitlin, 2016; Smalheiser, 2017). The null hypotheses of the tests in which data follows normal distribution, then if significance is less than 0.05, the normality of the data will be rejected and vice versa (Bemis, Avlasevich, & Dertinger, 2016). The tests results, shown in the following table, revealed that all variables were not normally distributed because the significance of the values of those variables was below 0.05. However, since the sample consisted of 474 responses, it is still possible to apply parametric tests. This is because the assumption of normality can be disregarded when the sample size is higher than 30 (Ghasemi & Zahediasl, 2012; Uttley, 2019). This is based on the central limit theorem, as firstly introduced by Laplace in 1810, which asserts that, as the sample size increases, the sampling distribution (the means of a random set of samples) approach normality (Uttley, 2019). Moreover, running a parametric test when the data variables are normally distributed can be violated if the study’s sample size is large or moderate and results can still reflect precision and accuracy (Orcan, 2020).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Tests of Normality | | | | | | |
|  | Kolmogorov-Smirnova | | | Shapiro-Wilk | | |
| Statistic | df | Sig. | Statistic | df | Sig. |
| Ad likeability | .072 | 474 | .000 | .978 | 474 | .000 |
| CSR perception | .079 | 474 | .000 | .970 | 474 | .000 |
| Brand functionality | .108 | 474 | .000 | .948 | 474 | .000 |
| Brand likeability | .042 | 474 | .044 | .991 | 474 | .004 |
| Emotional brand | .084 | 474 | .000 | .980 | 474 | .000 |
| Brand trust | .127 | 474 | .000 | .930 | 474 | .000 |
| Intention | .169 | 474 | .000 | .911 | 474 | .000 |
| a. Lilliefors Significance Correction | | | | | | |

Table 30 test of normality and value of significance of the variables

**6.10.2 Correlation Test**

The correlation is an important statistical analysis that summarises the relationship between variables (Bhandari, 2022). There are few tests that are used in literature to test the correlation. For instance, Kendall and Spearman’s rank correlation are mainly used to assess associations when the data is ordered and ranked based on numerical quantities (Magiya, 2019). Yet, the most widely used correlation statistic to assess how closely two linearly linked variables are related is the Pearson correlation coefficient (Magiya, 2019; Turney, 2022). Thus, to measure the strength of the linear relationship between the variables of the study, the Pearson correlation coefficient was calculated (Kotu & Deshpande, 2019) in which the correlation is considered significant at 0.01 (Upadhyay & Shukla, 2021). The following table illustrates the Pearson’s correlation coefficient (indicators are presented in numerical variables) test results. Accordingly, I concluded the below:

1. There is a statistically significant positive correlation with p-value <0.05 between purchase intention and each of ad likeability, CSR perception, brand functionality, brand likeability, emotional brand attachment, and brand trust. The highest correlation is with brand trust, and the least correlation is with CSR perception.
2. There is a statistically significant positive correlation with p-value <0.05 between ad likeability and each of CSR perception, brand functionality, brand likeability, emotional brand attachment, and brand trust.
3. There is a statistically significant positive correlation with p-value <0.05 between CSR perception, and each of brand functionality, brand likeability, emotional brand attachment, and brand trust.
4. There is a statistically significant positive correlation with p-value <0.05 between brand functionality, and each of brand likeability, emotional brand attachment, and brand trust.
5. There a statistically significant positive correlation with p-value <0.05 between brand likeability, and emotional brand attachment, and brand trust.
6. There is a statistically significant positive correlation with p-value <0.05 between brand functionality, and each of brand likeability, emotional brand attachment, and brand trust.
7. There is a statistically significant positive correlation with p-value <0.05 between emotional brand attachment and brand trust.

The next chapter examines the tests used to provide an initial understanding of the data and comparisons of the averages of the groups against each other.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Ad Likeability | CSR perception | brand functionality | brand Likeability | emotional brand | brand trust | Purchase intention |
| Ad Likeability | 1 |  |  |  |  |  |  |
| CSR perception | .228\*\* | 1 |  |  |  |  |  |
| brand functionality | .413\*\* | .131\*\* | 1 |  |  |  |  |
| brand Likeability | .485\*\* | .301\*\* | .753\*\* | 1 |  |  |  |
| emotional brand | .431\*\* | .256\*\* | .610\*\* | .828\*\* | 1 |  |  |
| brand trust | .365\*\* | .239\*\* | .749\*\* | .797\*\* | .687\*\* | 1 |  |
| Intention | .472\*\* | .247\*\* | .700\*\* | .793\*\* | .695\*\* | .771\*\* | 1 |
| \*\* Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

Table 31 Pearson’s coefficient correlation between the variables of the study

**6.10.3 Comparing groups against each other**

There are different tests to compare groups with the same measure. Some of these tests are one-way analysis of variance (ANOVA), Kruskal-Wallis H test and the independent sample t-test. ANOVA is more commonly applied on normally distributed data (Simkus, 2022). Kruskal-Wallis H test is a nonparametric test that can be applied to identify the statistical significance between two or more groups but, it does not compare the means of the results of the variables (Kim, 2022). Additionally, one of the most common ways of group comparison is ANOVA test. However, ANOVA is more commonly applied when more than two groups are compared against each other (Kim H.-Y. , 2014). This study conducts a 2x2 experiment in which all tests compare one group against another. Hence, the independent sample t-test was deemed most appropriate. To be able to identify whether the means of two independent samples of different groups are statistically different and have normal distributions (Kumar , 2022; Ross & Willson , 2017), independent sample t-test was used to compare between the CSR and non-CSR communication groups and between social media and television groups.

**6.10.3.1 CSR vs. non-CSR Communication**

This section compares the impact of CSR and non-CSR communication on brand attitudes and purchase intention. From the following table it can be deduced that, with 95% confidence:

1. The average of ad likeability for the non-CSR communication group is significantly lower than the same average of CSR communication group.
2. The average of CSR perception for non-CSR group is significantly lower than the same average of CSR communication group.
3. The average of brand functionality for non-CSR communication group is significantly lower than the same average of CSR communication group.
4. The average of brand likeability for non-CSR communication group is significantly lower than the same average of CSR communication group.
5. The average of emotional brand for non-CSR communication group is significantly lower than the same average of CSR communication group.
6. The average of brand trust for non-CSR communication group is significantly lower than the same average of CSR communication group.
7. The average of purchase intention for non-CSR communication group is significantly lower than the same average of CSR communication group.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error Mean | P-value of T-test |
| Ad Likeability | Non -CSR | 285 | 4.2702 | 1.20123 | .07115 | 0.0000 |
| CSR | 189 | 5.2402 | 1.15817 | .08424 |
| CSR perception | Non -CSR | 285 | 4.6047 | 1.28859 | .07633 | 0.0000 |
| CSR | 189 | 5.2813 | 1.16328 | .08462 |
| Brand functionality | Non -CSR | 285 | 4.9867 | 1.26779 | .07510 | 0.0260 |
| CSR | 189 | 5.2455 | 1.18942 | .08652 |
| Brand Likeability | Non -CSR | 285 | 4.2236 | 1.19261 | .07064 | 0.0000 |
| CSR | 189 | 4.8608 | 1.08876 | .07920 |
| Emotional brand | Non -CSR | 285 | 3.6400 | 1.41777 | .08398 | 0.0000 |
| CSR | 189 | 4.3429 | 1.30650 | .09503 |
| Brand trust | Non -CSR | 285 | 4.6579 | 1.39717 | .08276 | 0.0010 |
| CSR | 189 | 5.0608 | 1.24504 | .09056 |
| Intention | Non -CSR | 285 | 4.7141 | 1.56704 | .09282 | 0.0000 |
| CSR | 189 | 5.4934 | 1.20351 | .08754 |

Table 32 T-test of the variables in the CSR and non-CSR groups

Figure 20 Average of variables of CSR and non-CSR communication

**6.10.3.2 Television vs. social media advertising**

This section compares between the impact of Television and social media on brand attitudes and purchase intention. From the following table it can be concluded that with confident 95%:

1. The average of ad likeability for social media advertisement is significantly lower than the same average of TV advertisement.
2. The average of CSR perception for social media advertisement is significantly lower than the same average of TV advertisement.
3. The average of brand functionality for social media advertisement is significantly lower than the same average of TV advertisement.
4. The average of brand likeability for social media advertisement is significantly lower than the same average of TV advertisement.
5. The average of emotional brand attachment for social media advertisement is significantly lower than the same average of TV advertisement.
6. The average of brand trust for social media advertisement is significantly lower than the same average of TV advertisement.
7. The average of purchase intention for social media advertisement is significantly lower than the same average of TV advertisement.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error Mean | p-value |
| Ad Likeability | TV | 200 | 4.8260 | 1.33289 | .09425 | .014 |
| Social Media | 274 | 4.5336 | 1.21871 | .07362 |  |
| CSR perception | TV | 200 | 5.0258 | 1.20789 | .08541 | .028 |
| Social Media | 274 | 4.7640 | 1.32563 | .08008 |  |
| Brand functionality | TV | 200 | 5.4480 | 1.13301 | .08012 | .000 |
| Social Media | 274 | 4.8285 | 1.25534 | .07584 |  |
| Brand Likeability | TV | 200 | 4.7989 | 1.11888 | .07912 | .000 |
| Social Media | 274 | 4.2432 | 1.19233 | .07203 |  |
| Emotional brand | TV | 200 | 4.2480 | 1.28716 | .09102 | .000 |
| Social Media | 274 | 3.6810 | 1.45889 | .08813 |  |
| Brand trust | TV | 200 | 5.1913 | 1.17607 | .08316 | .000 |
| Social Media | 274 | 4.5465 | 1.40768 | .08504 |  |
| Intention | TV | 200 | 5.4576 | 1.28126 | .09060 | .000 |
| Social Media | 274 | 4.7089 | 1.53974 | .09302 |  |

Table 33 T-test of the variables in the TV and social media groups

Figure 21 Average of variables of TV and social media

**6.10.3.3 CSR and TV advertising group**

After looking at the two main groups for comparison, this section compares between the impact of CSR and non-CSR communication among the respondents who received the TV stimulus. From the following table it is concluded that:

1. The average of ad likeability for non-CSR is significantly lower than the same average of CSR communication.
2. The average of CSR perception for non-CSR is not significantly different than the same average of CSR communication.
3. The average of brand functionality for non-CSR is not significantly different than the same average of CSR communication.
4. The average of brand likeability for non-CSR is significantly lower than the same average of CSR communication.
5. The average of emotional brand attachment for non-CSR is significantly lower than the same average of CSR communication.
6. The average of brand trust for non-CSR is not significantly different than the same average of CSR communication.
7. The average of purchase intention for non-CSR is significantly lower than the same average of CSR communication.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error Mean | P-value of T-test |
| Ad likeability | Non -CSR | 99 | 4.4061 | 1.36709 | .13740 | 0.000 |
| CSR | 101 | 5.2376 | 1.16541 | .11596 |
| CSR perception | Non -CSR | 99 | 4.8670 | 1.20796 | .12140 | 0.065 |
| CSR | 101 | 5.1815 | 1.19329 | .11874 |
| Brand functionality | Non -CSR | 99 | 5.3455 | 1.12769 | .11334 | 0.206 |
| CSR | 101 | 5.5485 | 1.13478 | .11291 |
| Brand likeability | Non -CSR | 99 | 4.5281 | 1.15508 | .11609 | 0.001 |
| CSR | 101 | 5.0643 | 1.01980 | .10147 |
| Emotional brand attachment | Non -CSR | 99 | 3.8970 | 1.33626 | .13430 | 0.000 |
| CSR | 101 | 4.5921 | 1.14260 | .11369 |
| Brand trust | Non -CSR | 99 | 5.1035 | 1.18505 | .11910 | 0.298 |
| CSR | 101 | 5.2772 | 1.16667 | .11609 |
| Purchase intention | Non -CSR | 99 | 5.1189 | 1.44800 | .14553 | 0.000 |
| CSR | 101 | 5.7896 | .99356 | .09886 |

Table 34 T-test of the variables of the CSR and non-CSR groups within the television group

Figure 22 Average of variables of CSR and non-CSR within the TV group

**6.10.3.4 CSR for social media**

Lastly, this section compares the impact of CSR and non-CSR communication presented to the social media group only. Based on the following table it was concluded that:

1. The average of ad likeability for non-CSR is significantly lower than the same average of CSR communications.
2. The average of CSR perception for non-CSR is significantly lower than the same average of CSR communications.
3. The average of brand functionality for non-CSR is not significantly lower than the same average of CSR communications.
4. The average of brand likeability for non-CSR is significantly lower than the same average of CSR communications.
5. The average of emotional brand attachment for non-CSR is significantly lower than the same average of CSR communications.
6. The average of brand trust for non-CSR is significantly lower than the same average of CSR communications.
7. The average of intention for non-CSR is significantly lower than the same average of CSR communications.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error Mean | P-value of T-test |
| Ad Likeability | Non -CSR | 186 | 4.1978 | 1.09997 | .08065 | 0.000 |
| CSR | 88 | 5.2432 | 1.15647 | .12328 |
| CSR perception | Non -CSR | 186 | 4.4651 | 1.31135 | .09615 | 0.000 |
| CSR | 88 | 5.3958 | 1.12368 | .11978 |
| Brand functionality | Non -CSR | 186 | 4.7957 | 1.29931 | .09527 | 0.531 |
| CSR | 88 | 4.8977 | 1.16105 | .12377 |
| Brand Likeability | Non -CSR | 186 | 4.0615 | 1.18350 | .08678 | 0.000 |
| CSR | 88 | 4.6272 | 1.12379 | .11980 |
| emotional brand attachment | Non -CSR | 186 | 3.5032 | 1.44420 | .10589 | 0.003 |
| CSR | 88 | 4.0568 | 1.42585 | .15200 |
| Brand trust | Non -CSR | 186 | 4.4207 | 1.44567 | .10600 | 0.031 |
| CSR | 88 | 4.8125 | 1.29169 | .13769 |
| Purchase intention | Non -CSR | 186 | 4.4987 | 1.58892 | .11651 | 0.001 |
| CSR | 88 | 5.1534 | 1.33285 | .14208 |

Table 35 T-test of the variables in the social media groups

Figure 23 Average of variables among the social media groups

* 1. **Testing Hypotheses and model fitness**

To test and answer the hypotheses, structural equation modelling was used. Structural equation modelling (SEM) is a statistical technique used to assess hierarchical relationship between some variables and test the direct and indirect effects of the mediating variables (Fan, et al., 2016; Korstanje, 2021; Riha, Güntensperger, Oschwald, Kleinjung, & Meyer, 2021). In this study, this is done using “path analysis” which is a component of SEM (Fan, et al., 2016). As any model, it must be checked for efficiency. Most of the commonly used model fit indices were applied to check the fitness of this study’s model. These indices include incremental fit index (IFI), relative fit index, comparative fit index (CFI), normed fit index (NFI), and Turker-Lewis Index (TLI) (Moss, 2016; Shi, Lee, & Maydeu-Olivare, 2018). Incremental fit index (IFI) are frequently used to assess the fit of structural equation models. IFIs rely on comparing how well a target model fits with a null model (Bollen, 2016). IFI varies from 0-1 with 1 being a perfect fit (Moss, 2016). The relative fit index includes a factor that represents any deviations from the null model and varies from 0-1 with 1 being a perfect fit (Ching, Lien, & Chao, 2014; Smeulders, Crama, & Spieksma, 2019). Similarly, comparative fit index (CFI) is a normed fit index that also it ranges between 0 and 1 with higher values indicating a better fit ( Shi, Lee, & Maydeu-Olivares, 2019). Another index used to test the model was the normed fit index (NFI) which is another normed fit index that ranges from 0 to 1 with 1 indicates a perfect fit (Thomas & S, 2018). One non-normed fit index that was applied to test the model is the Turker-Lewis Index (TLI) as it is widely used in linear mean and covariance structure modelling (Cai & Chung, 2021). Finally, the last applied index was the root mean square error (RMESA). RMSEA is an absolute fit index measures how far a proposed model deviates from the ideal model (Xia & Yang, 2019). The below table summarises the results of the model fit indices and the acceptable range of results. The raw results of some of the indices are included in appendix H.

|  |  |
| --- | --- |
| Applied Index | Measure |
| Incremental fit index (IFI) | Varies from 0-1 with 1 being ideal |
| Relative fit index | Varies from 0-1 with 1 being a perfect fit |
| Comparative fit index (CFI) | If CFI close to 1 indicates a very good fit. |
| Normed fit index (NFI) | Ranges from 0 – 1 with 1 being a perfect fit |
| Turker-Lewis Index (TLI) | Ranges from 0 – 1 with 1 being a perfect fit |
| Root mean square error (RMESA) | The model is good fit with RMESA less than 0.05 |

*Table 36 Summary of the model fit indices applied to test the study’s research model*

There are several main methods by which structural models may be estimated such as maximum likelihood (ML) estimation, weighted least squares (WLS) or asymptotically distribution free (ADF) methods (Du & Bentler, 2021). For robustness, we estimate the model using maximum likely hood (ML) estimates and using distribution free (ADF) method in which the results would be the same, so we use the distribution-free method to avoid the non-normality of the data (Du & Bentler, 2021). The significance of the paths is determined according to the p-values while the paths effect is determined according to the regression coefficient (Du, Du, Liu, & Yuan, 2021). The software used for analysis were SPSS, version 22, and AMOS. The maximum number of iterations in Amos is 500 and the tolerance is 0.001 (Cho M. , 2022). Based on that, I was able to identify that there is a mediation effect if there is a significant effect of the independent variables on the mediator, and significant effect of the mediator on the dependent variables. Two models will be tested; the first model is testing the theoretical model, which will be referred to as the default model, without the moderator and the one will include the moderator.

**6.11.1 First theoretical model excluding moderators**

To analyse the theoretical model, the following path model is estimated.

A diagram of a brand with Great Pyramid of Giza in the background

Description automatically generated with low confidence

Figure 24 Theoretical model without the moderators

The following table presents the estimates of the above model. Based on this, the below can be concluded:

1. Each of media channel, income, education, and gender do not significantly affect purchase intention with 95% confidence level, as the p-value associated with them is greater than 5%.
2. Media channel has no significant impact on ad likeability with 95% confidence level, as the p-value associated with it is greater than 5%.
3. Communication strategy has no significant impact on brand functionality with 95% confidence level, as the p-value associated with it is greater than 5%.

Accordingly, these paths were removed from the model and re-designed again.

|  |  |  | Estimate | S.E. | C.R. | P |
| --- | --- | --- | --- | --- | --- | --- |
| Ad Likeability | <--- | TV | -.118 | .110 | -1.075 | .282 |
| Brand functionality | <--- | TV | -.592 | .112 | -5.299 | \* |
| Brand Likeability | <--- | TV | -.454 | .105 | -4.322 | \* |
| Emotional brand | <--- | TV | -.453 | .126 | -3.597 | \* |
| Brand trust | <--- | TV | -.591 | .121 | -4.865 | \* |
| Brand functionality | <--- | CSR | .148 | .113 | 1.313 | .189 |
| Brand Likeability | <--- | CSR | .552 | .106 | 5.211 | \* |
| Emotional brand | <--- | CSR | .618 | .127 | 4.861 | \* |
| Brand trust | <--- | CSR | .292 | .123 | 2.387 | .017 |
| Ad Likeability | <--- | CSR | .948 | .111 | 8.552 | \* |
| Intention | <--- | Ad Likeability | .112 | .031 | 3.606 | \* |
| Intention | <--- | Brand functionality | .150 | .031 | 4.878 | \* |
| Intention | <--- | Brand Likeability | .363 | .033 | 11.130 | \* |
| Intention | <--- | Emotional brand | .098 | .027 | 3.588 | \* |
| Intention | <--- | Income | .114 | .076 | 1.512 | .130 |
| Intention | <--- | Gender | .068 | .086 | .797 | .426 |
| Intention | <--- | Education | .108 | .078 | 1.397 | .162 |
| Intention | <--- | Brand trust | .356 | .028 | 12.622 | \* |
| Intention | <--- | TV | -.069 | .081 | -.854 | .393 |
| Intention | <--- | CSR | .186 | .085 | 2.187 | .029 |

Table 37 Regression Weights: ((Group number 1 - Default model)

\* Means p-value<0.0001, CSR is a dummy variable that takes 1 for CSR communication and takes 0 for non-CSR communication. TV is a dummy variable takes 0 for TV advertisements, and 1 for social media advertisements. Gender is a dummy variable take 0 for females, and 1 for males. Education is a dummy variable takes 0 for bachelor’s degree and less and 1 for post grad. Income is dummy variable for income less than 15,000 and 1 for 15,000 and more.

**6.11.2 Estimating the model after excluding insignificant paths**

After removing insignificant paths, the following path model in figure 25 was estimated.

Diagram

Description automatically generated

Figure 25 Theoretical model after removing insignificant relationships

The following table and path model present the estimates of the above model from which I can conclude, with 95% confidence, the following direct and direct effects.

**6.11.2.1 Direct effects**

1. There is a direct effect of media channel on brand functionality such that the effect is negative, in which the average of brand functionality for social media advertising is less than that for TV advertisements by 0.62 and this fixing all other factors.
2. There is direct effect of media channel on brand likeability such that the effect is negative, such that the average of brand likeability for social media advertising is less than that for TV advertisements by 0.454 and this fixing all other factors.
3. There is a direct effect of media channel on emotional brand attachment such that the effect is negative, that is the average of emotional brand for social media advertising is less than that for TV advertisements by 0.453 and this fixing all other factors.
4. There is a direct effect of media channel on brand trust such that the effect is negative, that is the average of brand trust for social media advertising is less than that for TV advertisements by 0.59 and this fixing all other factors.
5. There is a direct effect of communication strategy on brand likeability such that the effect is positive, that is the average of brand likeability for CSR campaigns is larger than that for non-CSR campaigns by 0.552 and this fixing all other factors.
6. There is a direct effect of communication strategy on emotional brand attachment such that the effect is positive, that is the average of emotional brand for CSR campaigns is larger than that for non-CSR campaigns by 0.618 and this fixing all other factors.
7. There is a direct effect of communication strategy on brand trust such that the effect is positive, that is the average of brand trust for CSR campaigns is larger than that for non-CSR communication by 0.292 and this fixing all other factors.
8. There is direct effect of communication strategy on ad likeability such that the effect is positive, that is the average of ad likeability for CSR communication is larger than that for non-CSR campaigns by 0.97 and this fixing all other factors.
9. There is direct positive effect of ad likeability on purchase intention that is every increase in the AD likeability by 1 unit the purchase intention increase by 0.107 units fixing all other variables.
10. There is direct positive effect of brand functionality on purchase intention that is every increase in the brand functionality by 1 unit the purchase intention increase by 0.152 units fixing all other variables.
11. There is direct positive effect of brand likeability on purchase intention that is every increase in the brand likeability by 1 unit the purchase intention increase by 0.367 units fixing all other variables.
12. There is direct positive effect of emotional brand attachment on purchase intention that is every increase in the emotional brand attachment by 1 unit the purchase intention increase by 0.088 units fixing all other variables.
13. There is direct positive effect of brand trust on purchase intention that is every increase in the brand trust by 1 unit the purchase intention increase by 0.373 units fixing all other variables.
14. There is direct effect of communication strategy on purchase intention such that the effect is positive, that is the average of purchase intention for CSR campaigns is larger than that for non-CSR campaigns by 0.19 and this fixing all other factors.
15. The highest effect on purchase intention is brand trust from the values of standardized coefficients.

Based on the above results, H1a, H1b, H2, H4, H6, and H8 are accepted but, H3, H5, and H7 are rejected. Additionally, a popular measure for evaluating how well a regression model fits the data is R-squared (Fernando, Smith, & Perez, 2023). Ranging from 0-1, R-squared indicated the variance depicted in the dependent variable that is accounted for by the independent variables in a regression analysis (Abba, 2023). Table 39 presents the results of R-squared from this analysis. The next section outlines the indirect effects that resemble the halo effects.

|  |  |  | Estimate | Standardised coefficients | S.E. | C.R. | P |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Brand functionality | <--- | TV | -.620 | -.247 | .112 | -5.533 | \*\* |
| Brand Likeability | <--- | TV | -.454 | -.188 | .107 | -4.247 | \*\* |
| Emotional brand | <--- | TV | -.453 | -.158 | .128 | -3.534 | \*\* |
| Brand trust | <--- | TV | -.591 | -.216 | .124 | -4.781 | \*\* |
| Brand Likeability | <--- | CSR | .552 | .227 | .108 | 5.121 | \*\* |
| Emotional brand | <--- | CSR | .618 | .214 | .129 | 4.777 | \*\* |
| Brand trust | <--- | CSR | .292 | .106 | .125 | 2.345 | .019 |
| Ad Likeability | <--- | CSR | .970 | .373 | .111 | 8.741 | \*\* |
| intention | <--- | Ad likeability | .107 | .119 | .031 | 3.413 | \*\* |
| Intention | <--- | Brand functionality | .152 | .164 | .030 | 5.067 | \*\* |
| Intention | <--- | Brand likeability | .367 | .380 | .032 | 11.364 | \*\* |
| Intention | <--- | Emotional brand attachment | .088 | .108 | .027 | 3.245 | .001 |
| Intention | <--- | Brand trust | .373 | .437 | .028 | 13.392 | \*\* |
| Intention | <--- | CSR | .190 | .081 | .087 | 2.196 | .028 |

Table 38 Regression Weights: (Group number 1 - Default model)

\*\* means p-value<0.0001, CSR is a dummy variable take 1 for CSR campaigns and takes 0 for non-CSR campaigns. Tv is a dummy variable takes 0 for TV advertisements, and 1 for social media advertisements.

|  |  |
| --- | --- |
| Variable | R-squared |
| Brand likeability | 0.389 |
| Ad likeability | 0.326 |
| Brand trust | 0.376 |
| Perceived brand functionality | 0.415 |
| Emotional brand | 0.325 |
| Purchase intention | 0.532 |

Table 39 R-squared results

**6.11.3 Indirect effects**

1. Brand functionality variable mediates the relationship between media channel and purchase intention such that the indirect effect of media vehicle on purchase intention through brand functionality is -0.094. This indicates that the average indirect effect for social media advertising through brand functionality is less than that for TV advertisements by 0.094.
2. Brand likeability mediates the relationship between media channel and purchase intention such that the indirect effect of media vehicle on purchase intention through brand likeability is -0.167. This indicates that the average indirect effect for social media advertising is less than that for TV advertisements by 0.167.
3. Emotional brand attachment variable mediates the relationship between media channel and purchase intention such that the indirect effect of media vehicle on purchase intention through emotional brand attachment is -0.0399. This indicates that the average indirect effect for social media advertising is less than that for TV by 0.0399.
4. Brand trust mediates the relationship between media channel and purchase intention such that the indirect effect of media vehicle on purchase intention through brand trust is -0.222. This indicates that the average indirect effect for social media advertising is less than that for TV advertisements by 0.222.
5. Ad likeability does not mediate the relation between media channel and purchase intention.
6. The total indirect effect of media channel on purchase intention is -0.52, and there is no direct effect of media channel on purchase intention. That is the average purchase intention for social media is less than the same average for TV indirectly through mediators.
7. Ad likeability mediates the relation between CSR communication and purchase intention such that the indirect effect of CSR on intention through Ad likeability is 0.104.
8. Brand likeability mediates the relation between CSR and purchase intention such that the indirect effect of CSR on purchase intention through brand likeability is 0.203.
9. Emotional brand attachment mediates the relation between CSR communication and purchase intention such that the indirect effect of CSR communication on purchase intention through emotional brand attachment is 0.0544.
10. Brand trust mediates the relation between CSR communication and purchase intention such that the indirect effect of media vehicle on purchase intention through brand trust is 0.109.
11. Brand functionality does not mediate the relation between CSR communication and purchase intention.
12. The total indirect effect of CSR on intention is 0.4704, and the direct effect of CSR communication on intention is 0.190. Then the total effect is 0.6604. That is the average of purchase intention for CSR is larger than the same average for non-CSR directly and indirectly through mediators.

As discussed above and shown in table 40 that summarises the indirect effects, H9 is accepted but, H10 is partially rejected. This is because, even though social media has an indirect effect on purchase intention, the indirect effect of TV is stronger. Figure 26 presents the final estimated model followed by figure 27 that shows the result conceptual model.

|  |  |
| --- | --- |
| Path | Indirect effect |
| TV > Brand functionality > Purchase Intention | -0.094 |
| TV > Brand Likeability > Purchase Intention | -0.167 |
| TV >Emotional Brand Attachment > Purchase Intention | -0.0399 |
| TV >Brand Trust > Purchase Intention | -0.222 |
| TV > Purchase Intention | -0.52 |
| CSR > Ad likeability > Purchase Intention | 0.104 |
| CSR > Brand Likeability > Purchase Intention | 0.203 |
| CSR > Emotional Brand Attachment > Purchase Intention | 0.0544 |
| CSR > Brand Trust > Purchase Intention | 0.109 |
| CSR > Purchase Intention | 0.4704 |

Table 40\* A summary of the indirect effects of the independent variables  
\*CSR is a dummy variable take 1 for CSR campaigns and takes 0 for non-CSR campaigns. TV is a dummy variable takes 0 for TV advertisements, and 1 for social media advertisements.

A screenshot of a computer

Description automatically generated with low confidence

Figure 26\* The final estimated model including insignificant relationships

\* Red lines indicate the insignificant relationships

A diagram of a diagram

Description automatically generated

Figure 27 Result Model

**6.11.4 Model Fit Indices**

Based on table 41 below, it was concluded that all the goodness of fit measures of the model indicate that all indicators are at acceptable limits, especially NFI, RFI, IFI, TLI, and CFI (Sanchez, Ordóñez, Gilar, & Castejon, 2020) are close to one. Also, the value of RMSEA is less than 0.05. All these measures indicate the goodness of fit of the structural model. Also, level of significance of the Chi-square test indicates that the model is not good fit; however, Chi-square test is very sensitive with increasing sample size so I can rely on other measures (Alavi, et al., 2020).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Indices | Abbreviation | Recommended criteria | Results | Conclusion |
| Chi-square | χ 2 | P value>0.05 | 83.893 | Not good fit |
| Normed chi square | χ 2/DF | 1<χ 2/df<3 | 2.99 | Good fit |
| Degree of freedom |  |  | 28 |  |
| Level of significance |  |  | 0.000 |  |
| RMESA | Root mean square error of approximation | <0.05 good fit <0.08 acceptable fit | 0.042 | Good fit |
| NFI | Normed fit index | >0.90 | 0.948 | Good fit |
| RFI |  | >0.90 | 0.941 | Good fit |
| IFI |  | >0.90 | 0.950 | Good fit |
| TLI | Tucker-Lewis index | >0.90 | 0.941 | Good fit |
| CFI | Comparative fit index | >0.90 | 0.946 | Good fit |
| R-square |  |  | 51% |  |

Table 41 The goodness of the model with fit Indices for the estimated SEM

**6.12 Testing the moderation effects of CSR perception**

To test the moderating effect of the CSR perception of different paths, a multigroup analysis is used. Multi-group analysis in structural equation modelling (SEM) is another form of moderation analysis that uses grouping variables or categorial variables (Cheah, Amaro, & Roldán, 2023). This process is straightforward in AMOS as the grouping variable is already specified in the dataset. In cases where available data are continuous (e.g. age) or ordinal (e.g. Likert scale responses), conducting multi-group analysis is also possible. However, it is required to first convert these variables into categorical ones to be able to use in AMOS. This is done in SPSS. Accordingly, as CSR perception is a quantitative variable, so I categorised it into two categories using the median. It was found that around 55% of the sample had low perception while 45% had high perception of CSR.

|  |  |  |
| --- | --- | --- |
|  | Frequency | Percent |
| Low Perception | 262 | 55.3 |
| High perception | 212 | 44.7 |
| Total | 474 | 100 |

Table 42 Frequency of high and low perception of CSR

I applied a z-test to compute the difference between coefficients from the first and the second model. Z-test is a hypothesis test to ensure that the results of the tests are repeatable and valid (Howell, 2022). For a two-tailed test, this value must be greater than |1.96| (absolute value of 1.96) for the difference between paths to be statistically significant at p < .05, as shown in the following table.

|  |  |  |
| --- | --- | --- |
| Z-score (Standard Deviations) | p-value (Probability) | Confidence level |
| < -1.65 or > +1.65 | < 0.10 | 90% |
| < -1.96 or > +1.96 | < 0.05 | 95% |
| < -2.58 or > +2.58 | < 0.01 | 99% |

Table 43 Z-score

Table 44 shows the results of the moderation analysis, from which, the data revealed the below results.

* CSR perception moderates the relationship between communication strategy and ad likeability, as the z-value was greater than 1.96. Therefore, the effect of CSR communication on ad likeability for those who have high perception is greater than the same effect for those who have low CSR perception.
* CSR perception moderates the relationship between brand likeability and purchase intention, as the z-value is greater than 1.96. This indicates that the effect of brand likeability on purchase intention for those who have high CSR perception is lower than the same effect for those who have low CSR perception.
* CSR perception moderates the relationship between emotional brand attachment and purchase intention, as the z-value is greater than 1.96. Such that the effect of emotional brand attachment on purchase intention for those who have high CSR perception is higher than the same effect for those who have low CSR perception.
* CSR perception does not moderate other relationships.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | effect size for low CSR perception | effect size for high CSR perception | Z-value |
| Brand functionality | <--- | TV | -0.706 | -0.481 | 1.004 |
| Brand Likeability | <--- | TV | -0.548 | -0.362 | 0.873 |
| Emotional brand | <--- | TV | -0.475 | -0.457 | 0.07 |
| Brand trust | <--- | TV | -0.72 | -0.468 | 1.025 |
| Brand Likeability | <--- | CSR | 0.283 | 0.641 | 1.641 |
| Emotional brand | <--- | CSR | 0.31 | 0.772 | 1.759 |
| Brand trust | <--- | CSR | -0.032 | 0.429 | 1.821 |
| Ad Likeability | <--- | CSR | 0.649 | 1.153 | 2.249 |
| Purchase intention | <--- | Ad likeability | 0.154 | 0.08 | -1.178 |
| Purchase intention | <--- | Brand functionality | 0.107 | 0.197 | 1.506 |
| Purchase intention | <--- | Brand likeability | 0.573 | 0.159 | -6.406 |
| Purchase intention | <--- | Emotional brand attachment | -0.02 | 0.211 | 4.284 |
| Purchase intention | <--- | Brand trust | 0.341 | 0.39 | 0.881 |
| Purchase intention | <--- | CSR | 0.207 | 0.185 | -0.123 |

Table 44\* Effect size of CSR perception on all variables   
\* z-value > 1.96, this means that p-value < 0.05

While the above reported results examine the moderating effects of CSR perception, the subsequent sections further analyse the CSR perception variable from a different angle.

To explore the effects of high and low CSR perception on the mediating variables and the final outcome and test H11, SEM (as explained in section 6.11) was also applied in the following sections.

**6.12.1 First theoretical model for CSR perception for CSR group**

In this section, first I test the effects of high and low CSR perception on the CSR groups then the effects of high and low CSR perceptions on the non-CSR groups. To analyse the theoretical model, the following path model is assumed.

A diagram of a brand

Description automatically generated with medium confidence

Figure 28 Theoretical model without the moderators for the CSR group

The following table presents the estimates of the above model. From it we can conclude that below.

1. CSR perception does not significantly affect Brand functionality with 95% confidence level, as the p-value associated with them is greater than 5%.
2. Brand functionality does not significantly affect purchase intention with 95% confidence level, as the p-value associated with them is greater than 5%.

Accordingly, these paths are removed from the model and re-designed again.

|  |  |  | Estimate | S.E. | C.R. | P |
| --- | --- | --- | --- | --- | --- | --- |
| Brand Likeability | <--- | Perception | .544 | .155 | 3.503 | \*\*\* |
| Emotional brand | <--- | Perception | .594 | .187 | 3.172 | .002 |
| Ad Likeability | <--- | Perception | .646 | .164 | 3.944 | \*\*\* |
| Brand trust | <--- | Perception | .588 | .178 | 3.298 | \*\*\* |
| intention | <--- | Ad Likeability | .150 | .045 | 3.330 | \*\*\* |
| Brand functionality | <--- | Perception | .296 | .174 | 1.701 | .089 |
| intention | <--- | Brand functionality | .043 | .042 | 1.023 | .306 |
| intention | <--- | Brand Likeability | .308 | .047 | 6.497 | \*\*\* |
| intention | <--- | Emotional brand | .195 | .039 | 4.966 | \*\*\* |
| intention | <--- | Brand trust | .302 | .041 | 7.311 | \*\*\* |
| intention | <--- | Perception | .116 | .017 | 7.027 | \*\*\* |

Table 45\* Regression Weights: (Group number 1 – Default Model)  
\*Means p-value<0.0001, perception is a dummy variable that takes 1 for High CSR perception and takes 0 for Low CSR perception.

**6.12.2 Estimating the model after excluding insignificant paths**

After removing insignificant paths, the following path model was estimatedA picture containing sketch, diagram, drawing, line

Description automatically generated

Figure 29 Theoretical model for CSR group after removing insignificant relationships

Table 46 and path model present the estimates of the above model from which I can conclude, with 95% confidence, the following direct and direct effects.

* + 1. **Direct effects**

1. There is a direct effect of CSR perception on ad likeability such that the effect is positive, that is the average of ad likeability for high perception is larger than that for low perception by 0.646 and this fixing all other factors.
2. There is a direct effect of CSR perception on emotional brand such that the effect is positive, that is the average of emotional brand for high perception is larger than that for low perception by 0.594 and this fixing all other factors.
3. There is a direct effect of CSR perception on brand likeability such that the effect is positive, that is the average of brand likeability for high perception is larger than that for low perception by 0.544 and this fixing all other factors.
4. There is a direct effect of CSR perception on brand trust such that the effect is positive, that is the average of brand trust for high perception is larger than that for low perception by 0.588 and this fixing all other factors.
5. There is direct positive effect of ad likeability on purchase intention that is every increase in the ad likeability by 1 unit, purchase intention increases by 0.156 units fixing all other variables.
6. There is direct positive effect of brand likeability on purchase intention that is every increase in the brand likeability by 1 unit, purchase intention increases by 0.335 units fixing all other variables.
7. There is direct positive effect of emotional brand on purchase intention that is every increase in the emotional brand attachment by 1 unit, purchase intention increases by 0.196 units fixing all other variables.
8. There is direct positive effect of brand trust on purchase intention that is every increase in the brand trust by 1 unit, purchase intention increases by 0.309 units fixing all other variables.
9. There is direct effect of CSR perception on purchase intention such that the effect is positive, that is the average of purchase intention for high perception is larger than that for low perception by 0.127 and this fixing all other factors.
   * 1. **Indirect effects**
10. Ad likeability mediates the relation between CSR perception and purchase intention such that the indirect effect of perception on intention through ad likeability is 0.1001.
11. Brand likeability mediates the relation between CSR perception and purchase intention such that the indirect effect of CSR perception on purchase intention through brand likeability is 0.1822.
12. Emotional brand attachment mediates the relation between CSR perception and purchase intention such that the indirect effect of CSR perception on purchase intention through emotional brand attachment is 0.1164.
13. Brand trust mediates the relation between CSR perception and purchase intention such that the indirect effect of CSR perception on purchase intention through brand trust is 0.182.
14. The total indirect effect of CSR perception on purchase intention is 0.5811, and the direct effect of CSR perception on purchase intention is 0.127. Then the total effect is 0.708. That is the average of purchase intention for high perception is larger than the same average for low perception directly and indirectly through mediators.

|  |  |  | Estimate | S.E. | C.R. | P |
| --- | --- | --- | --- | --- | --- | --- |
| brand\_Likeability | <--- | Perception | .544 | .155 | 3.503 | \*\*\* |
| emotional\_brand | <--- | Perception | .594 | .187 | 3.172 | .002 |
| Ad\_Likeability | <--- | Perception | .646 | .164 | 3.944 | \*\*\* |
| brand\_trust | <--- | Perception | .588 | .178 | 3.298 | \*\*\* |
| intention | <--- | Ad\_Likeability | .156 | .045 | 3.461 | \*\*\* |
| intention | <--- | brand\_Likeability | .335 | .048 | 7.057 | \*\*\* |
| intention | <--- | emotional\_brand | .196 | .039 | 4.977 | \*\*\* |
| intention | <--- | brand\_trust | .309 | .041 | 7.476 | \*\*\* |
| intention | <--- | Perception | .127 | .018 | 7.118 | .\*\*\* |

Table 46\* Regression Weights: (Group numb 1 – Default model)  
\*Means p-value<0.0001, perception is a dummy variable that takes 1 for High CSR perception and takes 0 for Low CSR perception

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Indices | Abbreviation | Recommended criteria | Results | Conclusion |
| Chi-square | χ 2 | P value>0.05 | 44.605 | Not good fit |
| Normed chi square | χ 2/DF | 1<χ 2/df<3 | 2.97 | Good fit |
| Degree of freedom |  |  | 15 |  |
| Level of significance |  |  | 0.000 |  |
| RMESA | Root mean square error of approximation | <0.05 good fit <0.08 acceptable fit | 0.048 | Good fit |
| NFI | Normed fit index | >0.90 | 0.938 | Good fit |
| RFI |  | >0.90 | 0.948 | Good fit |
| IFI |  | >0.90 | 0.936 | Good fit |
| TLI | Tucker-Lewis index | >0.90 | 0.986 | Good fit |
| CFI | Comparative fit index | >0.90 | 0.989 | Good fit |
| R-square |  |  | 46.4% |  |

Table 47 The goodness of the model with fit Indices for the estimated SEM

Based on the above table, it was concluded that all the goodness of fit measures of the model indicate that all indicators are at acceptable limits, especially NFI, RFI, IFI, TLI, and CFI are close to one. Also, the value of RMSEA is less than 0.05. All these measures indicate the goodness of fit of the structural model. Also, level of significance of the Chi-square test indicates that the model is not good fit, however Chi-square test is very sensitive with increasing sample size so I can rely on other measures (Alavi, et al., 2020).

**6.12.5 Second theoretical model for non-CSR group**

To analyse the theoretical model, the following path model is estimated.

A diagram of a brand

Description automatically generated with medium confidence

Figure 30 Theoretical model without the moderators for non-CSR group

The following table presents the estimates of the above model. From it we can conclude below.

1. CSR perception does not significantly affect each of brand functionality, emotional brand, ad likeability, brand trust, with 95% confidence level, as the p-value associated with them is greater than 5%.
2. Ad likeability, emotional brand and perception do not significantly affect purchase intention with 95% confidence level, as the p-value associated with them is greater than 5%.

Accordingly, these paths are removed from the model and re-designed again.

|  |  |  | Estimate | S.E. | C.R. | P |
| --- | --- | --- | --- | --- | --- | --- |
| brand\_Likeability | <--- | Perception | .311 | .146 | 2.130 | .033 |
| emotional\_brand | <--- | Perception | .229 | .174 | 1.315 | .188 |
| Ad\_Likeability | <--- | Perception | .142 | .148 | .964 | .335 |
| brand\_trust | <--- | Perception | .292 | .171 | 1.706 | .088 |
| brand\_functionality | <--- | Perception | .206 | .156 | 1.324 | .185 |
| Intention | <--- | Ad\_Likeability | .080 | .043 | 1.886 | .059 |
| Intention | <--- | brand\_functionality | .207 | .040 | 5.128 | \*\*\* |
| Intention | <--- | brand\_Likeability | .437 | .043 | 10.120 | \*\*\* |
| Intention | <--- | emotional\_brand | .036 | .036 | .987 | .324 |
| Intention | <--- | brand\_trust | .384 | .037 | 10.461 | \*\*\* |
| Intention | <--- | Perception | -.019 | .108 | -.173 | .863 |

Table 48\* Regression Weights: (Group number 2 - Default model)  
\* Means p-value<0.0001, perception is a dummy variable that takes 1 for High CSR perception and takes 0 for Low CSR perception

**6.12.6 Estimating the model after excluding insignificant paths**

After removing insignificant paths, the following path model was estimated.

A diagram of a brand

Description automatically generated with medium confidence

Figure 31 Theoretical model for non-CSR group after removing insignificant relationships

The following table and path model present the estimates of the above model from which I can conclude, with 95% confidence, the following direct and direct effects.

**6.12.7 Direct effects**

1. There is a direct effect of CSR perception on brand likeability such that the effect is positive, that is the average of brand likeability for high CSR perception is larger than that for low CSR perception by 0.311 and this fixing all other factors.
2. There is direct positive effect of brand likeability on purchase intention, that is every increase in the brand likeability by 1 unit the purchase intention increase by 0.511 units fixing all other variables.
3. There is direct positive effect of brand functionality on purchase intention, that is every increase in the brand functionality by 1 unit the purchase intention increase by 0.221 units fixing all other variables.
4. There is direct positive effect of brand trust on purchase intention that is every increase in the brand trust by 1 unit the purchase intention increase by 0.373 units fixing all other variables.
   * 1. **Indirect effects**
5. Brand likeability mediates the relation between CSR perception and purchase intention such that the indirect effect of CSR perception on intention through brand likeability is 0.159.

Accordingly, H11 is accepted.

|  |  |  | Estimate | S.E. | C.R. | P |
| --- | --- | --- | --- | --- | --- | --- |
| brand\_Likeability | <--- | Perception | .311 | .146 | 2.130 | .033 |
| Intention | <--- | Brand functionality | .221 | .041 | 5.462 | \*\*\* |
| Intention | <--- | Brand likeability | .511 | .043 | 11.864 | \*\*\* |
| Intention | <--- | Brand trust | .373 | .037 | 10.149 | \*\*\* |

Table 49\* Regression Weights: (Group number 2 – significant paths)   
\* Means p-value<0.0001, perception is a dummy variable that takes 1 for High CSR perception and takes 0 for Low CSR perception.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Indices | Abbreviation | Recommended criteria | Results | Conclusion |
| Chi-square | χ 2 | P value>0.05 | 22.26 | Not good fit |
| Normed chi square | χ 2/DF | 1<χ 2/df<3 | 2.26 | Good fit |
| Degree of freedom |  |  | 10 |  |
| Level of significance |  |  | 0.000 |  |
| RMESA | Root mean square error of approximation | <0.05 good fit <0.08 acceptable fit | 0.042 | Good fit |
| NFI | Normed fit index | >0.90 | 0.969 | Good fit |
| RFI |  | >0.90 | 0.951 | Good fit |
| IFI |  | >0.90 | 0.972 | Good fit |
| TLI | Tucker-Lewis index | >0.90 | 0.952 | Good fit |
| CFI | Comparative fit index | >0.90 | 0.969 | Good fit |
| R-square |  |  | 49.1% |  |

Table 50 The goodness of the model with fit Indices for the estimated SEM

Based on the above table, it was concluded that all the goodness of fit measures of the

model indicate that all indicators are at acceptable limits, especially NFI, RFI, IFI, TLI, and CFI are close to one. Also, the value of RMSEA is less than 0.05. All these measures indicate the goodness of fit of the structural model. Also, level of significance of the Chi-square test

indicates that the model is not good fit, however Chi-square test is very sensitive with increasing sample size so I can rely on other measures (Alavi, et al., 2020).

**Chapter Summary**

Lastly, this chapter outlines the necessary experimental models that support and validate the relationships suggested in the study’s conceptual model outlined in chapter four. Testing different path models and relationships between independent variables and outcomes provided substantial knowledge, based on which, I was able to test the hypotheses. Table 51 present the results of all the tested hypotheses. The next chapter reports the qualitative results of study two which aid in answering the research questions and achieve the study’s objectives.

|  |  |
| --- | --- |
| Hypothesis | Status |
| H1: CSR communication has a positive effect on the (a) brand likeability and (b) ad likeability on consumers in Egypt more than non-CSR communication. | Accepted |
| H2: CSR communication has a positive effect on the brand trust of consumers in Egypt more than non-CSR communication. | Accepted |
| H3: CSR communication has a positive effect on the perceived brand functionality of consumers in Egypt more than non-CSR communication. | Rejected |
| H4: CSR communication has a positive effect on the emotional brand attachment of consumers in Egypt more than non-CSR communication. | Accepted |
| H5: Emotional brand attachment has a stronger influence on purchase intention than brand functionality. | Rejected |
| H6: CSR communication has a positive effect on purchase intentions of consumers in Egypt more than non-CSR communication. | Accepted |
| H7: Social media has a stronger impact on consumers’ attitudes towards CSR communication than television. | Rejected |
| H8: Ad likeability, emotional brand attachment, brand likeability, brand trust and perceived brand functionality have a positive impact on purchase intention of Egyptian consumers. | Accepted |
| H9: CSR communication in Egypt has a positive halo effect on the consumers’ purchase intention. | Accepted |
| H10: Social media communication in Egypt has a positive halo effect on consumers’ purchase intention. | Partially Rejected |
| H11: Individuals with high CSR perception in Egypt will possess positive brand attitudes towards the brand launching CSR communication. | Accepted |

Table 51 Results of tested hypotheses

**Chapter 7**

**Results – Study Two**

**7.0 Introduction**

To fully answer the study’s research questions and fulfil part of the objectives, this thesis conducted a qualitative study to gain a wholesome understanding on consumers’ perceptions and intentions towards an FMCG’s brand’s CSR communications. Primarily, the main goal of qualitative research is to gain deeper insights from a group of people who encountered a certain phenomenon and recognize the unique value of the respondents’ viewpoints within a specific context (Castleberry & Nolen, 2018). Hence, to gain more meaningful insights from consumers’ perspectives on CSR communication in Egypt, this research carried out another study to obtain qualitative data. The main objective of study two is to gain further understanding on reasons why some interviews participants provided certain answers in the survey experiments. Moreover, study two was conducted to allow the same respondents to compare between CSR and non-CSR communications based on their personal perspectives. This chapter describes the research procedures applied for study two. Firstly, I describe the different methods of qualitative data analysis and the ones applied in this study. Secondly, I examine different strategies of coding and approaches for determining the levels of data saturation and the ones used in this study. Thirdly, the chapter presents the details of the findings that emerged from the interviews based on the emerged themes and the study’s research questions.

**7.1 Strategies of Qualitative Data Analysis**

While there are at least 50 different types of qualitative data analysis (Wolcott, 1994), there are five most used methods of qualitative data analysis (Warren, 2020). Firstly, content analysis can be the most popular and straightforward approach for qualitative data analysis. It is used to identify common patterns (such as common words or phrases) and the frequency of their occurrences within a piece of content or multiple pieces of content (Krippendorff, 2004). The main issues with content analysis are that it requires a plenty of time reading a lot of material and it might make the researcher disregard some important information that were not frequently mentioned in attempt to only look for common words and phrases (Luo, 2022). Secondly, there is narrative analysis which is about listening to the respondents’ stories for the purpose of gaining insights of how people perceive reality (Ng, Baker, Cristancho, Kennedy, & Lingard, 2018). Nevertheless, one of the drawbacks of the narrative analysis method is that it requires the researchers to conduct a background analysis on the respondents to see if their background and stories are relevant to the study (Ng, Baker, Cristancho, Kennedy, & Lingard, 2018). Additionally, researcher bias may have a significant impact on the outcomes in this case (Warren, 2020). Thirdly, discourse analysis is focused on analysing the language within a conversation or a speech to identify how this language reflect on the culture or society. Discourse analysis can also be time consuming as it requires the researcher to reach data saturation (Warren, 2020). The fourth commonly used method is grounded theory. Grounded theory is a systematic approach that combines a set of techniques that enables researchers to develop concepts and theories from the qualitative data (Corbin & Strauss, 2014). Grounded theory is mainly applied to novel topics that researchers know little about and can aid in explaining events that can’t be explained with existing theories (Foley & Timonen, 2015). The main drawback of grounded theory is that it requires objectivity and critical thinking to develop theories which may not properly answer the research questions from the qualitative data (Timonen, Foley, & Conlon, 2018).

Lastly, thematic analysis requires the researcher to examine the data and group the answers or findings into similar patterns or “themes” that convey similar meanings or ideas (Castleberry & Nolen, 2018). This method is used frequently because this approach of data analysis can be applied to a wide range of research issues (Vaismoradi, Turunen, & Bondas, 2013; Tuckett, 2005). One of the issues of thematic analysis is that the analysis allows for subjectivity and does not necessarily consider the meaning of the data being analysed (Warren, 2020). Table 49 summarises the different qualitative analysis methods.

|  |  |  |
| --- | --- | --- |
| Data Analysis Type | Definition | Drawbacks |
| Content Analysis | Used to identify common patterns within a piece of content or multiple pieces of content | requires a plenty of time and it might disregard important information |
| Narrative Analysis | Involves listening to respondents’ stories to gain insights of how they perceive reality | Requires a background analysis on the respondents and researcher bias could influence the results |
| Discourse analysis | Focuses on analysing the language within a societal context. | Time consuming as it requires data to reach saturation |
| Grounded theory | A set of techniques that enables researchers to develop concepts and theories from the qualitative data | Requires objectivity and critical thinking to develop theories which may not properly answer the research questions |
| Thematic analysis | Thematic analysis require the researcher to examine the data and group the findings into similar patterns or “themes” | Allows subjectivity and does not necessarily consider the meanings within the data being analysed |

Thematic and content analysis can appear to be similar. However, content analysis is focused on the frequency of appearance of certain phrases and thematic analysis is focused on identifying patterns or themes. Thus, thematic analysis warrants thorough and rich analysis of complex data (Braun & Clarke, 2008). This qualitative study applies Yin’s (2011) five phases of qualitative data analysis which are similar to Braun and Clarke’s (2008) six steps model. Yin’s model was cited and applied by a plenty of researchers (Frenda & Banerjee, 2018; Jiménez & Vozmediano, 2019). Yin's five phases analysis of qualitative data is a systematic and logical approach to analysing qualitative data as it involves familiarisation, creating a coding scheme from the data, creating themes, and producing the final report (Sawad & Andrews, 2022). The below table summarises the five phases (Yin, 2011) applied in the study, identifies the equivalent steps from Braun and Clarke’s (2008) six steps, and briefly explains every phase. Afterwards, table 53 briefly explains the five phases of qualitative data analysis.

Table 52 A summary of different qualitative analysis methods

|  |  |  |
| --- | --- | --- |
| (Yin, 2011) | (Braun & Clarke, 2008) | Description |
| Compiling | Familiarising yourself with your data | Transcribing the data and organizing it into useable forms |
| Disassembling | Generating Initial Code | Identifying initial codes from the emerged findings |
| Reassembling | Searching and reviewing themes | The data is rearranged in other tabular forms to facilitate the rearrangements and identifying further themes |
| Interpreting | Defining and naming themes | Identifying overarching themes from the data that capture the key findings |
| Concluding | Producing the report | Producing the final report with detailed description of the findings and every theme |

Table 53 Five phases of qualitative data analysis

**7.1.1 Compiling**

Compiling is also denoted to as transcribing and organising the data into useable forms (Castleberry & Nolen, 2018). Multiple researchers advise the researcher to do the transcription himself/herself (Sutton & Austin, 2015). Thus, after carefully listening to the recordings of the interviews multiple times, I manually transcribed the qualitative data myself. There are three types of commonly applied techniques of transcription (Walker, 2018). Firstly, verbatim transcription captures all verbal and nonverbal communications by the interviewees including slang words and fillers. Secondly, intelligent transcription involves transcribing every word while making necessary interpretation to exclude unnecessary fillers or pauses. Thirdly, edited transcription refers to grammatically edited transcriptions that can be ready for publishing to an audience (Walker, 2018). In this study, I conducted intelligent transcription shortly after each interview. Other researchers suggested the importance of identifying the use of naturalised or denaturalised transcriptions (Nascimento & Steinbruch, 2019). Naturalised transcription involves transforming the respondents’ speech into formal language (Bucholtz, 2000) whereas, denaturalised transcription aims to keep the grammatical consistency among the interviews by eliminating only unnecessary noise (Oliver , Serovich, & Mason, 2005). In this study, I relied on denaturalised transcription while noting any important phrases mentioned in the participants’ specific language if it supports the objectives and context of the study.

**7.1.2 Disassembling, Reassembling, and Interpreting**

Afterwards, the data was taken apart to create meaningful groupings of themes and concepts (Austin & Sutton, 2014). Some of the categories that the data was assigned to were related to the initial ice breaking topics for discussion. Nevertheless, the majority of the groups were created to reflect the main examined variables as outlined in the previous chapters.

Disassembling refers to generating the first set of codes based on initially appearing common themes (Yin, 2011). Usually, these themes are identified based on a coding system that uses a mix of codes to categorise their data (Castleberry & Nolen, 2018). The primary goal of coding is to reflect the interaction between respondents' answers and researchers' views on the aspects of the study’s topic (Douglas, 2011). According to Saldana (2021), in qualitative research, a code is a word or brief phrase that symbolically captures the respondents’ words and provides summative and prominent, or emotive attribute of their personal perspectives.

Coding usually happens in stages (Burnam, 2022; Linneberg & Korsgaard , 2019). The first stage encompasses listening to all interviews or reading all transcriptions and assigning generic phrases that represent respondents’ own words and answers (Bondie, 2021). This first level of coding is referred to as “open coding,” that happens in the disassembling phase, allows the researcher to identify the initial concepts and themes from the data (Williams & Moser, 2019). Open coding is often referred to as inductive coding (Williams & Moser, 2019). Afterwards, these codes could be descriptive phrases that explain concepts or references from literature or directly quotes it (Miles, Huberman, & Saldana, 2014). These are descriptive codes. While some researchers rely on “priori” which refer to existing codes from previous literature (Boyatzis, 1998), the coding scheme can emerge from the data during the disassembling process (Castleberry & Nolen, 2018). Both of descriptive and priori codes are often referred to as deductive coding (Williams & Moser, 2019). Additionally, there are “In Vivo” codes that are based on exact phrases from the participants’ narration which gives insight on the exact information emerging from the participants (Castleberry & Nolen, 2018). There are several other types of coding such as process, structural, values, and simultaneous codes, etc (Schwartz, 2021). The following table identifies some of the most applied coding systems in qualitative data.

|  |  |
| --- | --- |
| Type of Code | Definition |
| Open Coding | Preliminary codes for initially identified themes that are subject to change |
| Descriptive Coding | Phrases that briefly explain concepts or themes emerged from the results |
| Priori Coding | Using codes that were previously created in other studies addressing similar topics |
| In Vivo Coding | Codes that utilise the respondents’ own phrases and spoken language |
| Process Coding | Codes that communicate an action depicted in the data |
| Structural Coding | Categorises and analyses the qualitative data based on a specific structure |
| Values Coding | Codes that reflect respondent’s attitudes and values |
| Simultaneous Coding | Involves coding a single piece of qualitative data using different codes |

Table 54 Summarises the main types of coding in qualitative data analysis

Subsequently, the reassembling phase takes place by conducting a more detailed “line-by-line” transcription analysis and reassigning or rephrasing the codes (Bondie, 2021). In this phase, descriptive coding is assigned for the emerged themes. Lastly, the codes emerged in the second stage are grouped based on common themes and categories that emerged from the data (Bondie, 2021). This stage is referred to as interpreting. The final themes, summarised in the below table, were grouped into 12 main themes and 6 subthemes. These themes were: choosing products, CSR Perception, ad likeability, ad comparisons,media channel preference, brand likeability, emotional brand attachment, brand trust, perceived brand functionality, purchase intention, CSR strategy, and congruity. Some of the final agreed on set of themes were further subcategorised into two subthemes. During the interpretation stage, two of the themes were further divided into subthemes. Due to the comparative goals of this research, ad likeability and purchase intention were broken down into three themes each. Table 55 summarises the coding process and the assigned codes and themes during every stage.

|  |  |  |  |
| --- | --- | --- | --- |
| (Bondie, 2021) | First Stage | Second Stage | Third Stage |
| (Yin, 2011) | Compiling | Disassembling | Reassembling and interpreting |
|  | Open Coding | Descriptive Coding | Descriptive Coding |
| Number of determined Themes | 17 | 13 | 12 |
| Codes | 1. Choosing which product to buy 2. CSR Perception 3. Ad likeability 4. Comparing Ads 5. Purchase intention after CSR ad 6. Media channel preference 7. Non-CSR ad likability 8. Purchase intention after non-CSR ad 9. Ad comparisons 10. Brand likeability 11. Emotional brand attachment 12. Brand trust 13. Knowledge of similar CSR campaigns 14. Perceived brand functionality 15. CSR strategy 16. Congruity between consumer attitudes and CSR | 1. Choosing which product to buy 2. CSR Perception 3. Ad likeability 4. Comparing Ads 5. Purchase intention 6. Media channel preference 7. Brand likeability 8. Emotional brand attachment 9. Brand trust 10. Knowledge of similar CSR campaigns 11. Perceived brand functionality 12. CSR strategy 13. Congruity | 1. Choosing products 2. CSR Perception 3. Ad likeability  * Ad likability of CSR ad * Ad likeability of non-CSR * Ad likability on social media  1. **Ad Comparisons** 2. Media channel preference 3. Brand likeability 4. Emotional brand attachment 5. Brand trust 6. Perceived brand functionality 7. Purchase intention  * Purchase intention after CSR ad * Purchase intention after CSR ad from an unknown brand * Purchase intention non-CSR ad  1. CSR strategy 2. Congruity |

Table 55 Codes and themes emerged from the findings

**7.1.3 Concluding**

The fifth and final stage calls for drawing conclusions from the entire study that are established from the previous stage (Yin, 2011). It is usually expected that the findings would yield multiple conclusions (Yin, 2011). In this chapter, there are significant findings that appeared based on the interpretation of each theme. These empirical observations were highlighted in the reports in the results section (7.4 and 7.5) and will be further expanded on in the following chapter (discussion).

**7.2 Sample Consideration**

**7.2.1 Data Saturation and sample size**

In qualitative research, data saturation or ‘thematic saturation’ (Hennink, Kaiser, & Marconi, 2017) is the most frequently applied rationale to identify the appropriate sample size (Morse, 1995; 2015). This study implemented multiple technique to ensure reaching data saturation. Data saturation indicates that the researcher has reached a point in which any further collected data will provide the same results, no new information or themes will emerge (Faulkner & Trotter, 2017; Guest , Bunce, & Johnson, 2006; Given, 2016), and the obtained information is enough to replicate the study (O’Reilly & Parker , 2012). Data saturation does not only require transparent reporting from the researcher (Francis, et al., 2010) but also, requires the obtained data to be linked to the study’s research questions. While there are not guidelines to identify data saturation, it is advised to observe the qualitative data in terms of its richness or quality rather than sample size (Burmeister & Aitken, 2012). Data richness usually means layered, deep, unique, detailed, and nuanced data (Burmeister & Aitken, 2012). Based on a systematic literature review, across 16 studies in different fields using different approaches to data saturation, results yielded that data saturation was achieved from 5 to 24 interviews (Constantinou, Georgiou, & Perdikogianni, 2017; Hennink & Kaiser, 2022). The review identified two main approaches to measure data saturation: using empirical data and statistical models (Hennink & Kaiser, 2022). While statistical methods are applauded in literature, many of the formulas developed for statistical methods are based on assumptions and they might be scientifically deceptive thus, restrict their usefulness (Hennink & Kaiser, 2022).

This study applied empirical data to assess data saturation. This has been applied in multiple studies in literature in different fields (Constantinou, Georgiou, & Perdikogianni, 2017; Guest, Namey, & Chen, 2020; Rijnsoever, 2017). Empirical data identifies all themes based on the first interview which are then compared against common themes and any new themes from the second interview (Constantinou, Georgiou, & Perdikogianni, 2017). This process is repeated with all interviews until no more new themes emerge (Constantinou, Georgiou, & Perdikogianni, 2017). Empirical data is usually opposed with the argument that the operationalisation of empirical data model to reach saturation vary widely in the criteria used to arrive at determining saturation (Coenen, Stamm, Stucki, & Cieza , 2012). However, this method facilitates the qualitative researchers’ decision in reaching data saturation and that ensures that the qualitative results are more relevant to the study’s objectives (Guest, Namey, & Chen, 2020). Additionally, it is essential for the researcher to isolate his/her personal views during the interview to avoid influencing the respondents’ answers (Dibley , 2011). In this study, the different themes started to be repetitive after the 14th interview. Yet, in order to ensure that there is not any further new information related to the topic emerging from new respondents, the final data was collected from 18respondents.

**7.2.2 Sample Recruitment**

I contacted the interviewed subjects via the email addresses they provided in the surveys in study one to ask them if they are interested to participate in an anonymous semi-structured interview. Majority of the interviews were conducted face-to-face in which 16 interviews were conducted in Cairo and two interviews were conducted online through Zoom. Initially, the online interviews were supposed to happen face-to-face, but due to some personal circumstances with the subjects, they requested to conduct the interviews online. The place for the face-to-face interviews was usually a quiet café in Egypt which was selected based on mutual agreement between the participants and I. Most of the participants answered in Arabic which I translated to English during transcription. Both television ads and Facebook static ads were presented to respondents on my laptop to compare and remind them of what they saw in study one. To protect the respondents’ privacy as mentioned in the consensual questions at the beginning of each interview, the interviewees names were hidden and replaced with their initials as presented in table 53.

**7.3 Results**

This section critically analyses the data from the interviews based on the final 12 main themes that emerged in the last stage. Below, I outline and illustrate the respondents’ demographics and perceptions followed by examining the findings related to the respondents’ attitudes towards the brand and the ads, purchase intention and their perspectives on CSR strategies to be implemented.

**7.3.1 Demographics**

As mentioned above, the interviewed subjects were contacted through the email addresses they provided at the end of the questionnaires for the survey experiments. Henceforth, the demographic characteristics of the participants from the qualitative sample were like the respondents from study one. Below is a summary of the demographic characteristics of the respondents who participated in the semi-structure interviews.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Respondents’ Initials | Age | Gender | Occupation | Mode |
| A.I | 31 | Female | Human Resources Manager | Face to Face |
| K.B. | 34 | Male | Medical Customer Service Manager | Face to Face |
| K.M | 35 | Male | Senior Management Consultant | Face to Face |
| S.A. | 33 | Female | Corporate Communication Manager | Face to Face |
| N.S. | 62 | Male | General Manager | Face to Face |
| K.R. | 36 | Male | Operations Manager | Face to Face |
| N.O. | 65 | Female | Head of Dentistry Department | Face to Face |
| M.H | 62 | Female | English Teacher | Face to Face |
| S.H. | 33 | Female | Lecturer | Face to Face |
| L.O. | 33 | Female | Art Teacher | Face to Face |
| B.M. | 41 | Male | Civil Engineer | Face to Face |
| N.N. | 37 | Female | Employment Consultant | Face to Face |
| R.G. | 33 | Female | Emergency Doctor | Online |
| S.O. | 45 | Female | IT senior Manager | Face to Face |
| A.A. | 34 | Male | Project Manager | Face to Face |
| N.A. | 36 | Female | Banker | Face to Face |
| A.Z. | 38 | Female | Creative Designer | Face to Face |
| N.O. | 33 | Female | Manager of client services | Online |

Table 56 Demographic characteristics of respondents in the qualitative study

**7.3.2 Choosing products**

This theme was one of the early themes that emerged from the data set to describe some of the factors that influences the consumers’ buying decisions for low involvement products. Additionally, this theme gives an indication on the kind of marketing strategies that consumers tend of respond to with a behavioural or purchase intention. These findings emerged from answers to the last ice-breaking question that prepared interviewees to more detailed questions related to attitudes towards the brand and purchase intentions. Plenty of the respondents purchase products that they know because they bought and tried them before. Others mentioned that they decide based on “word of mouth” by checking online reviews or from family and friends; and others mentioned that an attractive packaging can make them consider buying the product. During the interview, one respondent mentioned this comment:

*“Sometimes I just go straight to the brands that I know, and sometimes I ask my family and friends or read reviews (N.N, 2022).”*

There are only two participants that mentioned price as a decisive factor, another two mentioned that they choose based on ads they see on social media or television, and only one mentioned they choose the best brand names. Most of the respondents mentioned that they choose based on a combination of these factors. For example, L.O. said:“If I know it and use it, then I just keep using it. Unless there is an unjustified price increase, I check other products. Also, packaging is what catches my eye as well as the price (L.O. 2023).”

**7.3.3** **CSR Perception**

Before investigating the views of the interviewed subjects on the specific CSR campaign presented in the experiment, the interviews started with understanding the respondents general view on CSR. This theme emerged to identify the interviewees’ views of CSR and companies that conduct CSR activities. Most of the interviewees had a proper idea on what CSR is and they referred to it as companies “*giving back*,” “*helping society*,” “*going green*” or “*doing more for society*.” One respondent said:

*I think the company’s main goal is to make profit as this is the first and initial stage, then the second stage happens when the company is successful enough will think and consider CSR. And vice versa, when a company launches CSR, I understand that it’s a strong company (B.M. 2022).*

It is crucial to highlight that a lot of the respondents believed that most CSR campaigns are more expected from large corporations. When asked about the perceptions of CSR, many participants used words like “*corporates*,” “*big corporates*,” or “*multinationals*.” There was only one subject who even though had a clear idea on what CSR is but, she mentioned “*I don’t hear the term often.*” There were a couple of respondents who reported a different outlook on companies that do CSR by mentioning that they do not always trust the sincerity of these campaigns or communications. This point will be elaborated on further in section 7.3.9 examining brand trust. For instance, one respondent stated:

*CSR is something positive and attractive to me. But I feel some companies are basically genuine and they want to compromise the damage that they did, and others are just doing it because they know that this will sell so it becomes fake (K.R., 2022).*

Additionally, it is noteworthy to mention that some interviewed subjects (n=5) recognised CSR as a “*role*” or “*responsibility*” that corporates have towards society while others perceived CSR as an “*extended effort.*” To illustrate, a couple of respondents said:

“*big corporates are responsible to pay back out of their annual profit towards society* (N.O., 2022)”

“*I think the company’s main goal is to make profit as this is the first and initial stage, then the second stage happens when the company is successful enough, so it will think and consider CSR (B.M., 2022).”*

Another respondent mentioned she has trust issues with CSR in general. She mentioned:

*I have huge trust issues from these campaigns. This is because an incident that happened before from Pepsi or Coca Cola, one of them mentioned that they will not do any ads to support a charity or educational program or something but, someone went on Facebook and uncovered that none of this real. So, the idea is nice and great but, I need a reference to trust this ad related to the government or ministry of health to be able to trust it (S.H., 2022).*

Furthermore, she mentioned an interesting comment saying that

*“Part of this is for society and part of it is marketing, which is fine by me, it’s their right (B.M., 2022).”*

This indicates that in few cases, consumers might be aware that CSR can be a marketing strategy and they might accept this idea if the campaign provides real value to society. The following sections discuss themes that emerged from the data that are more related to the brand attitudes examined in this research.

**7.3.4 Ad likeability**

This section describes the interviewees’ perceptions and likability towards both CSR and non-CSR ads. This section particularly examines the reasons of why interviewees liked or disliked the CSR and non-CSR ad stimuli. This theme emerged based on the respondents’ answers about a question on their views of the CSR ad and the non-CSR ad mirroring the “ad likeability” variable that was measured in the quantitative study. Thus, this theme has three subthemes: ad likeability of CSR, ad likeability of non-CSR, and ad likeability on social media.

**7.3.4.1 Ad Likeability CSR ad**

While the interviewed consumers used different terminologies to describe their “likeability” of the ad, it is evident in the data that almost all expressed that they “*liked*” the CSR ad. This was expressed using different words and phrases such as “*beautiful ad*,” “*respect*,” “*good one*” and “*very nice*.” A few subjects responded on likeability using words that described emotions which will be discussed in the emotional brand attachment section. Participants’ justification for liking the ad was centred on three main reasons. The first commonly emerged reason was that respondents believed that the company is doing a positive initiative for society. For example, one respondent made the below comments:

*Good one, I really like the companies that has high social responsibility and they do make not profit to be their main objectives. I like that they pay back by doing something different. They have values and they act accordingly (S.A., 2022).*

The second reason that participants claimed behind liking the ad was that it’s a “*new*” idea and “*not regular.*” This is revealed in these comments by two participants:

*“it’s a good idea that they redirect the amount of the money to do things that benefits people. It is still an ad but, it’s a different type of ad (K.R., 2022)”*

*“Lovely ad, I like that it is not a traditional commercial ad. It shows that the brand did something huge for the community (N.O., 2022).”*

The third reason that respondents gave slightly reflected on their personal values. Three respondents made comments using phrases like “*it speaks to me*.” Another respondent mentioned that

*“I have some information that Asyut is one of the poorest cities in Egypt. The minute I heard Asyut I felt like I am sold (K.B., 2022)”*

The third respondent reflected on the word “*baladna*” in the ad which means “*our country*.” He mentioned: “this word is very catch and creates a strong sense of belonging (N.S., 2022).” This will be further elaborated on in section 7.4.13 discussing congruity.

Some interviewees who even though expressed that they liked the ad, they raised some doubts about it. It appeared from their answers that these subjects doubted the campaign presented in the stimulus or needed some more information about it. For instance, a couple of them made these comments:

*“lovely ad but, was there a previous ad to show that they started this project (N.O., 2022)?”*

*“I did not like that it was not clear who did they get approval from to build this clinic? Did they collaborate with the ministry of health? Is this a permanent or temporary project (N.N., 2022)?”*

It seems that the information that the interviewees needed is related to their trust in the brand or campaign. These doubts will be further examined from the participants’ answers in the brand trust and CSR strategies themes discussed later in this chapter. The next sub-section examines the ad perception and ad likeability of the non-CSR ad.

**7.3.4.2** **Ad likeability non-CSR ad**

This subtheme emerged from the respondents’ responses to the non-CSR stimulus. There were only three respondents who explicitly mentioned that they liked the non-CSR, and they preferred it over the CSR one. They said:

*“I like this one because children are the most important aspect in any parents’ life (L.O., 2022),” “also nice. I like that the ad showed cute babies. It also showed that Dettol started a long time ago (N.O., 2022),”*

*“Very nice. I like that it’s true that this product protects our kids, and it disinfects and cleans our homes (A.A., 2022).”*

Based on the comments above, there is a common comment from all three participants related to the presence of a new-born in the ad. Clearly, these three respondents were drawn to a specific element in the implementation of the ad rather than the overall ad concept that presents the brand’s functional benefits. There was a considerable number of participants who initially expressed liking the non-CSR ad, but it was followed by some comments expressing their issues with the non-CSR ad or preferring the CSR one. Most of these statements confirmed the same concept that stated that while the participants liked the ad, they thought that the idea is repetitive. These are some examples of the respondents’ answers that sheds light on reasons that they did not like non-CSR ad. They said:

*“It’s good but, nothing new, I have seen things and claims like that millions of times* (K.B., 2022),”

“*Nice, but it just confirms what I already know. It is very repetitive* (K.R., 2022) and,”

“*Normal ad, just like any other ad I see, nothing special about it* (N.N., 2022).”

There were few interviewees who generally did not like the non-CSR ad or did not express special interest in it. They expressed similar reasons like the above comments as they believed that the non-CSR ad is a typical ad that they have seen before. Few subjects said:

“*Basic or normal just like all the other ads with no purpose* (S.O., 2022),”

“*In general, I didn’t like this ad* (R.G., 2022),”

“*In general, I am bored of these ads, same target audience that says women and moms are the ones concerned with cleaning* (S.H., 2022), and”

“*I do not feel like its talking about my protection it does not have a specific direction. Its scaring me from germs and so and it’s showing off its expertise so I can buy Dettol* (N.N., 2022).”

Evidently, participants did not like this ad because of its typical nature talking about the basic functions of the product. Therefore, the semi-structure format of the interview factored some questions related to the perceived functionality of the product which will be discussed in section 7.4.10. Moreover, the data yielded further information revealing how respondents compared the ads against each other in terms of their preference of message style and content.

**7.3.4.3 Ad Likeability on social media**

This sub theme emerged when the interviewed subjects were asked to give their views on both ads if they appeared as static ads on Facebook. When subjects saw both stimuli as Facebook ads, a lot of the respondents commented on the specific elements in the execution of the ad. For instance, some respondents commented that that the CSR ad has “*too much text*” or “*it is not clear that it’s a Dettol ad*.” Similarly, most interviewees preferred the CSR ad over the non-CSR for similar reasons. One respondent mentioned that the CSR ad is “*catchy*” and “*up to date and it shows the brand is aware with what’s happening in society.*” Also, two respondents mentioned that if they see this CSR ad on Facebook they would be intrigued to click on it and read more about the advertised campaign. On the other hand, a lot of the respondents did not like the non-CSR ad and it was obvious as they made the following comments:

“*the second one is a repeated message that I will ignore on purpose* (N.S., 2022),”

“*its generic and has been repeated over years and years* (A.I., 2022), and”

“*like I would never click on that Dettol ad. Yes, I will see it, but my relationship will end there* (S.A., 2022)!”

There was only one participant that did not like the CSR ad as she said the below:

*I didn’t know that the first one is a Dettol ad, I can easily scroll and I wont even notice that it’s a Dettol ad unless, I put some effort to read more. But the second one is obviously a Dettol ad and it might remind me that I don’t have this item at home and I need to buy it again (B.N., 2022).*

**7.3.5 Ad Comparisons**

This theme emerged when respondents were asked to compare between both ads. Majority of the participants preferred the CSR ad over the non-CSR ad. This is mainly because respondents liked that the CSR ad is focused on society more than attempting to sell the product. For instance, one interviewed subject said:

“*I like the CSR ad more. I wont like the ad because it says the products kills germs I will like the ad because of what it does for society* (A.I., 2022).”

Another two participants who also praised the idea that the ad showed that the brand has a role in society said:

*“The second one is very selfish talking about the brand and the individual alone. But, the first one is more collective talking about the importance of ‘social solidarity’ which I liked (N.S., 2022),* and”

“*the first one for sure because I liked the idea that they have a role in society. There are lots of products and they all look the same. But the one that contributes to society will stand out for me* (M.H., 2022).”

One respondent mentioned that they prefer the CSR ad because of its values and the way they feel like they would relate to these values when they buy Dettol. This finding will be further elaborated on in section 7.3.13 when the concept of congruence is examined. Table 57 summarises some of the key comparisons of their views on the CSR and non-CSR ads. Some on the common phrases mentioned in the table about the CSR ad focused on the idea of “*creativity*” or “*novelty*” of the communication.

|  |  |  |
| --- | --- | --- |
| Respondent | Description of CSR | Description of non-CSR |
| K.R. | Catches my eye | Generic |
| N.S. | Creative | Like any other ad |
| R.G. | Important if I know the brand | Important if I don’t know the brand |
| S.O. | This is more important because its about community service | Also, important especially in the time of COVID-19 |
| N.O. | New message that has a clear benefit to people |  |
| B.M. | More attractive and catchy | very repetitive message |
| A.Z. | I like the CSR one more | Its fine same as before |
| N.A. | More Collective | Selfish |
| N.N. | I like this one more | I like that the product is more clear here |
| A.A. | This is a stronger message | The personality of Dettol is stronger in this ad |
| S.H. | Smart ad that is creating a legacy for the brand | Simple ad that is talking about floor and toilet cleaning |
| K.S. | I prefer this one as its unique | Regular Message seen in all other ads |
| L.O. | This did not show what I need from Dettol | This one showed what I will get from the item |
| M.H. | This one actually means something. It is carrying a good message and a good deed. It shows the ethics of the brand. | This one is only a commercial that is promoting the product and that we have to clean our houses and so on. |
| N.O. | Shows that the brand is up to date and aware of what is happening in society | Generic and has been repeated over years and years |
| A.I. | More catchy and new | I don’t want to hear it or see it as its repetitive |

Table 57 Summary of some respondents’ description of CSR and non-CSR ads

**7.3.6 Media channel preference**

In most of the interviews, before subjecting respondents to the social media stimuli, they were asked a couple of questions related to their media channel preference of view the ads. Accordingly, this theme emerged that combined interviewees’ answers related to their preferred media channel and which channel they think is more effective. A lot of the respondents mentioned they prefer to see the CSR on social media as they use it more often, some preferred to see it on television, and others said that both channels are important. For instance, one subject said:

“*I feel like it’s a strong message and I would like to see it on both types of media platforms but, social media is more effective* (N.S., 2022)”

Another subject said:

“*Currently, social media is stronger but, I still think TV is important* (M.H., 2022).”

Clearly, a number of the interviewed subjects still valued television as a communication medium while other respondents preferred social media thought it is more effective.

The next few sections investigate more of the respondents’ brand attitudes, the reasons behind these attitudes and the way they compare between CSR and non-CSR communication.

**7.3.7** **Brand likeability**

This theme emerged to describe the way consumers perceive the brand. However, this likeability is explained in more details through the interviewees’ reflection on emotional brand attachment and trust. The subjects in the interview expressed or justified their “*liking*” of the brand in several ways. One subject mentioned that he likes the brand because it

“*put social responsibility as a priority and profit is not its main objectives.*”

Another two respondents mentioned that “*I like what Dettol did for society*” and “*I liked that Dettol wasn’t trying just to sell* (A.Z., 2022).” Another respondent mentioned that

“*I liked that Dettol is not really obliged to do that! But it is a famous brand and it’s using its name for a good cause* (K.R., 2022).”

Seemingly, respondents do not explicitly “*like*” a brand for what it is. Participants clearly mentioned that their motives for liking Dettol, as the most expressed reason from the findings, was the brand’s positive efforts towards society.

One interesting finding by one interviewee is that the campaign made her like the brand even though she did not like some of the brands’ features. She stated:

*“If the claim is real, even though I don’t like the smell, I will buy it for sure (K.B., 2022).”*

When subjects were asked about “liking the brand,” it appeared that brand likeability is not absolute. The comments provided for liking the brands in this theme and the upcoming themes did not reveal explicit liking for the brand name itself, its legacy, or its functions which were presented in the non-CSR ad. However, brand likability was more related to the social and philanthropic activities that Dettol did in the CSR ad. Generally, identifying brand likeability was more obvious in the quantitative study and will be more prominent in the findings discussed in the upcoming sections.

**7.3.8** **Emotional brand attachment**

This theme was developed based on the responses that revealed some emotions or feelings towards the brand. Majority of the interviewed subjects mentioned that they felt more connected to the CSR ad for different reasons. For instance, a couple of respondents made these comments:

“the first one that talks about serving the community makes me love the brand and respect it (N.N., 2022),”

“*I feel more connected to the first one. I will feel this is an ethical brand. I will feel that when I buy this product, I am also a good person* (A.A., 2022), and”

“*the CSR will definitely make me try it especially if the cause is highly related and relevant to me and close to my heart* (L.O., 2022).”

Similar to the reasons explained in brand likeability, most of the emotions that the participants exposed in the interviews were highly linked to the emotions that the brand shows by giving back to community and society. For example, one respondent said:

*“Dettol is making “effort” to pay back to society. It speaks to your heart (K.R., 2022).”*

Another respondent stated the below:

*The first one I felt more emotionally connected to because of all the sick people around us and the economic situation in many countries. Its nice to see that a brand like Dettol that is making money regardless has gone out of line to help people, especially the things related to treating sick people* (R.G., 2022).

The non-CSR ad also had an emotional tone and a soft background music. Consequently, some participants felt more emotionally connected to the non-CSR ad than the CSR one. For example, one respondent mentioned:

“*I felt connected to the second ad because I liked seeing babies; it was so cute* (N.O., 2022).”

While brand likeability and emotional brand attachment tackles affection, the following themes focus more on cognition.

**7.3.9** **Brand trust**

This theme reflects the data category that emerged from the participants’ comments related to trusting the brand or the ad. The interviewees were asked which ad would make them trust the brand more and why. Some respondents commented on trusting the brand based on the CSR ad, others commented on the non-CSR ad, and other compared between both in reference to brand trust. There was a considerable number of respondents who mentioned that they trust Dettol because of the CSR ad. In the answers of the interviews, the phrase “*Dettol doesn’t need to sell itself*” appeared multiple times. This indicates that when the CSR communication is presented by a reputable brand like Dettol, it positively influences trust and other brand attitudes. Below are examples from three participants of what they said about brand trust.

*The first one of course. Because, at this point, the brand doesn’t need to talk about itself! It passed this stage of talking about cleaning and disinfection. That shows how good the brand is, so of course I will trust it* (K.R., 2022).

*Let’s admit, that not any company can do campaigns like that! It has to be a big company that has history like Dettol, Pepsi, and Coca Cola. So, I feel like if a company really does something like that, then it must be a strong company* (B.M., 2022)!

Furthermore, there were some participants who were able to cognitively process the concept of brand trust between both CSR and non-CSR ads. When the two respondents compared between both brands, as they mentioned below, they asserted that the CSR communication made them trust Dettol and its capabilities more. Below are their comments on this topic.

*The first one will make me trust that they are a clean brand. (referring to clean reputation with no violations). Yes, I think I would trust because based on the first one and there wasn’t any claims saying that there are violations or so. But, the second one, for me its just words! I will have to first buy the brand first and try using it to decide if I actually trust it as a cleaning product not as a brand* (N.O., 2022).

*These values will make me trust the brand more than a company that is just there for profit. Also I don’t trust the message in the 2nd ad as this is not the only brand that does that* (N.S., 2022).

Lastly, there were five participants who expressed “*trust issues*” related to the CSR ad. Most of their comments were related to lack of enough validation or proof that this campaign is real. Also, other reasons of lack trust were related to their perception that they preferred to receive more information about Dettol’s expertise in cleaning and disinfection. One of the participants said:

*“the second one, because I know that what they are saying is true. The first one, I need to see some validation of what they say. Like partnering with trusted organisations* (S.A., 2022).”

Another two subjects said:

“*my trust issue comes from the fact that the first ad is missing that they did a collaboration with the ministry of health or a governmental body to be able to trust it* (A.I., 2022)”

“*the second because it stated that they have been in market for 70 years* (N.N., 2022)”

According to the above findings, trust, especially in CSR campaigns, is built on multiple elements. Based on the above insights, it is clear that brand name, reputation, capabilities to do CSR projects, and providing an abundance of information about the project are key elements that are necessary for the brand to earn the trust of its consumers.

**7.3.10** **Perceived brand functionality**

This theme combines the participants’ comments that addressed the brand or product’s functions. Across different themes, some respondents indicated their perception of the importance of communicating the products features and functions. However, this perception of the importance of communicating functionality was not reported in the emotional brand attachment, but it was mentioned by few respondents in the purchase intention theme which will be discussed next.

During the semi-structured interviews, subjects were asked about the ideal kind of communication that they would like to receive from their preferred brand and if they would prefer functional or CSR communication. Some subjects directly mentioned that they preferred CSR communication, and some others said, “*It depends*.” Most subjects who preferred the CSR communication chose CSR mainly because of illuminating the brand’s positive contribution to society. For example, a couple of respondents made these statements:

“*definitely CSR. We are a third world country, so these things make a big difference f or “us” that they invest in this* (K.B., 2022), and”

“*you buy the product because of its functions. Lets say, I have two brands that I like, but if one of the brands is taking it a step further and communicating what they do to society, I will prefer this brand* (A.I., 2022).”

Additionally, a lot of interviewees mentioned that they do not need information about Dettol’s performance or functionalities. Similarly, the ones who preferred CSR communication under certain conditions, indicated that these conditions were if they are familiar with the product and do not need information to help them decide to purchase the product or not. The below statements illustrate this argument.

*It depends on the product. There are some products that we have been using for years so we know it exactly. For example, like Dettol, I know exactly how to use it and how to dilute so I don’t need an ad that explains how to use it. In this case, it would be great and different to see an ad about Dettol’s social role in Egypt. But, if it’s a new product that I don’t know, I might need information to about what this product does and its benefits* (B.M., 2022).

*It depends. If its an ad about Pepsi or a product that I know, it will be silly as I don’t need much information on the product. But, if it’s a new school, yes, I need more details about the project and the benefit it offers and so* (S.O., 2022).

The above two comments suggest that consumers are more receptive of CSR campaigns in low-involvement products that do not require a lot of information prior to making a purchase decision. Similarly, as stated in the brand trust theme, the popularity of the brand name and its presence in the market for long years might make the consumers familiar with it and its products; hence, they would not require functional communication and they would prefer CSR communication.

**7.3.11** **Purchase intention**

This theme emerged from many sections throughout the interview. The interviewed subjects did not require a direct question about their purchase intentions. They immediately felt that this is the expectation or the decision that they needed to consider after watching the ads. Yet, the question was asked directly. This theme is subcategorised into three subthemes that included purchase intention after the CSR ad of Dettol, purchase intention after the non-CSR ad of Dettol, and finally purchase intention after the CSR ad of an unknown brand.

**7.3.11.1 Purchase intention after the CSR ad**

While a lot of the participants gave a definitive answer that they will purchase the product based on the CSR ad that they saw, a lot other participants gave an indication of their intention to purchase or placed certain conditions on their purchase intentions. For instance, a respondent said,

“*If the campaign is real, I will buy it even if I don’t like the smell* (K.B. 2022).”

Other respondents said

“*yes, 70% - 80% I will buy it, and* “*the CSR ad will gear me more towards buying the product*.”

Respondents who gave definite answers justified their purchase intentions by mentioning different reasons. Some of these reasons included that the purchase intentions were based on the fact that the price paid for the product supports a positive societal cause, the company cares about society, or trusting the product more. For instance, one subject said:

*“yes, definitely will buy it! Because I will feel that the company has some responsibility* (N.A., 2022).”

Moreover, some answers in the survey indicated that the interviewed consumers are willing to pay more and buy the product because of the CSR ad. For example, one respondent said:

“*I would be more willing to buy the product even if its more expensive. Because I will feel like I am the one who is contributing to this community service by buying the product* (K.M., 2022).”

Another respondent said:

“*because of this ad, I will buy this product exclusively* (M.H., 2022)!”

There were only a couple of interviewed consumers who mentioned that they do not intend to purchase Dettol after seeing the CSR ad. One subject said that she prefers ads that will give her information about the functions and usage of the product. The other subject mentioned the below comment:

*The product is reliable and it sells itself, it doesn’t need ads. Then they put that message that they are giving this money to the hospital. So, no I would buy the product because the quality of the product itself not because of the ad* (K.M., 2022)*.*

Clearly, based on the provided answers in this theme and the ones discussed prior to it, most interviewees had a prior knowledge of Dettol, its products and reputation. Henceforth, it was essential to divert the interview and ask the interviewees about their opinions if the same CSR communication was launched by an unknown brand. The below theme emerged from these answers.

**7.3.11.2 Purchase intention from the CSR ad of an unknown product**

The interviewed people were asked if they would purchase the product if the same CSR communication was launched by a new or unknown brand. There were nine interviewees who mentioned that the ad will make them interested to try the product. However, those interviewees showed some hesitation and some of them mentioned that they are willing to try it for the first time only and then they will judge this new product based on its performance. For instance, one subject said:

“*of course, yes, for the purpose of supporting and trying. Also, even if I lost and I found that the product is bad; I will gain the support of a great campaign* (N.S., 2022).”

Another subject said:

“*I will definitely try it. But, the quality has to be at least satisfactory to me to buy it again and again* (A.Z., 2022).”

On the other hand, there were three interviewees who mentioned that the CSR ad would not make them want to buy the product if it’s a new or unknown product. One of these respondents said:

“*It depends. At the end of the day, I am buying the product to benefit my needs. I still need to hear reviews from people that they tried it and liked it. But, out of nowhere maybe not* (N.N., 2022).”

Another respondent said:

“*No, I prefer to see ads that talk about the functions of the product* (L.O., 2022).”

Yet, it is obvious that CSR has a positive effect on product trial even if it is not a well-known brand. Nevertheless, if the campaign is launched by a famous brand, the impact of the campaign on brand attitudes and purchase intention will be stronger.

**7.3.11.3 Purchase intention of non-CSR ad**

This theme evolved based on the answers of the interviewees after watching the non-CSR Dettol ad. Majority of the responses pointed that it is unlikely that people will buy the Dettol based solely on the non-CSR ad. When the purchase intention was asked, one subject said:

*“I don’t think so. For me, Dettol will be just like any of its competing ads. I might still buy Dettol, but not because of the ad* (S.O., 2022)”

and another subject said:

“*no. It might make me consider other local products and prices because now they all say the same thing* (B.M., 2022).”

Most participants found that the non-CSR ad was like any other ad and it will make them view the product like any other product in the same category. Participants mentioned that now they will consider other aspects in the purchase decision process such as price. However, after watching the CSR ad, there were some participants who mentioned that they are willing to pay more to purchase Dettol so that they can indirectly contribute to the cause presented in the CSR stimulus. The table below compares between some of the participants’ answers after watching the CSR and after watching the non-CSR ad in terms of Price.

|  |  |
| --- | --- |
| After watching the CSR ad | After watching the non-CSR ad |
| “*Of course I will, even if it’s a bit more expensive. It will be totally worth it for me* (N.S., 2022)” | *“I might but I will still consider other factors like the price and so on* (N.N, 2022).” |
| “*I don’t have enough money to do such a huge activity, but I can contribute through the company. Even if this product is slightly more expensive than the rest but I can afford it, I will buy it to support this cause* (S.O, 2022)” | “*No. It might make me consider other local products and prices because now they all say the same thing* (K.M.,2022)” |
| “*I will be willing to even pay more to buy these products; because I know that the money will go back to people* (A.Z., 2022).” | “*Not necessarily. I will now look for the quality of the product, price, and other aspects but, I will not go buy because of this ad* (N.N, 2022).” |

Table 57 summarises some of the respondents’ views about purchase intentions in reference to price

There were some participants who mentioned they intended to purchase Dettol after watching the non-CSR ad. These subjects were focused on the performance of Dettol as a cleaning and disinfecting product and they claimed, as indicated in previous themes, that this was what they needed to see from the ad. One of these participants said:

“*yes, I will buy the product because it ensures that everything about the product is clear* (R.G., 2022).”

Another participant said:

*Yes, I will buy because my main purpose of buying Dettol is the quality of disinfection and cleaning. The first ad shows a great cause that I will like to see a lot but for me this is a bonus or addition to the functions of Dettol* (N.O.,2022).

Based on the findings from this theme, the CSR ad has a better influence on purchase intention for multiple reasons as discussed above.

**7.3.12 CSR strategy**

In this category, a plenty of CSR strategies were suggested by the respondents in the interview. Some of the commonly suggested strategies emphasised on the importance of sharing more information in the communication to increase credibility. Additionally, a few interviewees suggested that the campaign should be highly valuable to society. Table 58 summarises the main strategies that emerged from the data.

|  |  |  |
| --- | --- | --- |
| Suggested Strategy | Number of Respondents | Further comments |
| Share detailed information about the campaign | 12 | **“**Information about the situation (number and specifications) and how exactly are they helping (S.H., 2022)”  “I will make the audience see the exact plan and show them in reality more specific information about the campaign (N.N., 2022).” |
| Provides high value and benefit for people through the campaign | 4 | **“**Its not about making donations, its about making a real change. A real development even if it’s a small number of people but it’s a real and valuable benefit (S.O., 2022)” |
| Develop the ad to be catchy and cheerful | 5 | **“**The ad should be easy and catchy so I can remember it (S.A., 2022)”  **“**Also, it has to be a nice ad to watch with nice music and so on (L.O.,2022)” |
| Collaborate with a trusted entity to endorse the campaign | 3 | **“**I would include a trusted source to talk about it especially from the government (N.N., 2022).” |
| Advertise the campaign on different media channels | 4 | “I will reach the biggest number of people and decide if its Facebook or TV or flyers to distribute in the streets (N.A., 2022)”  **“**I will put it on TV and social media (N.S., 2022)” |
| Has to be launched by a strong brand | 4 | “Also, the product has to be good at its original functions first (N.O, 2022)”  “The brand and product has to be really good (A.Z., 2022).” |

Table 58 A summary of the main suggested CSR strategies along with the number of respondents

While there were different strategies suggested by the interviewed subjects, most of these suggestions were focused on the importance of increasing credibility. Even though, it did not appear as a critical issue in the presented stimulus, it seems that it is a general concern regarding CSR campaign that the interviewees suggested several approaches. For that reason, a lot of the comments were

“*deliver what is promised in the ad*,”

“*use people who are trustworthy in society*,”

“*if it is up to me, I will not advertise anything until the project is done and up and running so I can invite the public to go check it out and show real images of the project*.”

Additionally, while most suggested strategies were related to gaining the audience’s trust, few comments were concerned with advertising execution and the brand functionality, as indicated above.

**7.3.13 Congruity**

Throughout the interviews, there were some answers that indicated that the interviewees considered their own values, and they reflected them on the stimuli or the CSR stimulus specifically. This was evident in the participants’ answers who expressed congruence or similarities between what they believed and what was communicated in the CSR stimulus. One of the interviewed subjects said:

“*this one is generic (nothing spoke to me in the second one), but the first one has a lot of values that I support* (A.I., 2022).”

Likewise, another respondent said:

“*I am into serving communities and humanitarian acts. I would love the idea ok let’s make profit while at the same time serving people* (S.H., 2022).”

Lastly, one respondent stated:

“*the first one speaks to me because I will feel, as a consumer, I did not do extra effort or go out of my line to make something good. So somehow, in a way or another, my money will reach the people (*K.R., 2022).”

The subjects’ comments showed signs of the interviewee’s personal values’ congruity with CSR by using first person pronouns like “*I am into humanitarian acts*,” “*I appreciate*,” and “*I support*.” Other comments revealed a different type of congruity by shedding light on a sense of patriotism towards when the subjects were asked about their views on the CSR communication one of them said:

“*I have some information that Asyut is the poorest cities in Egypt. The minute I heard Asyut I felt like I am sold* (K.B., 2022)!”

Another one said:

*“my first impression is Respect. I respect the company and respect the brand. The word ‘baladna’ (our nation) is very catchy and creates a sense of belonging* (N.N., 2022).”

Based on the above discoveries, when there is proximity or congruity between people’s values and the communication, there will be positive attitudes towards the product in the communication.

**7.4 Conclusion**

In conclusion, there are quite a few key findings that were dominantly present in the qualitative data. It is evident that the interviewed consumers preferred the CSR ad for its creative message and they liked the brand for its humanitarian initiative. These attitudes towards the CSR ad and the brand led to the emergence of purchase intentions. However, it is important to highlight that purchase intentions were always expressed by the participants as an intention. Respondents expressed intentions using words that showed that this intention could be interrupted by other unmeasured variables before performing the final behaviour. Also, it is crucial to highlight the interviewee’s expressed concern and suggested strategies for trusting the CSR ad that was evident across different themes. Lastly, it appeared that a congruity between people’s personal values and the values communicated in the ad has a positive influence on brand attitudes and purchase intention. These findings will be further examined under the study’s theoretical frameworks in the next chapter.

**Chapter 8**

**Discussion**

**8.0 Introduction**

This chapter examines the previously reported results in chapters six and seven while reflecting on the theoretical frameworks, the study’s hypotheses, and research questions. Additionally, this chapter focuses on discussing the results yielded from the comparisons between the impact of CSR and non-CSR communications on Egyptian consumers of an FMCG product by reflecting these findings on the conceptual framework of the study. To better comprehend the data and the way it reflects on the RQs and hypotheses of this study, this chapter provides a critical synthesis of the key ideas that emerged from both studies. The significant findings are further examined throughout the chapter in reference to previous findings in literature that were depicted in chapter two and three. Thus, this discussion reflects the findings while making connections to literature and theory. The main gap that emerged from literature was the pressing need to examine the impact of CSR communication in comparison to non-CSR communication as, to the best of my knowledge, it is not clearly examined enough in literature. Also, this thesis focuses on Egypt as it was clearly identified that CSR communication is not researched enough in the Middle East.

The chapter is organised to firstly highlight the study’s applied theories and its main variables. Secondly, this chapter discusses the findings in these variables from both studies and are mirrored on the findings from literature. The following section in this chapter reflects the findings on the main determinants of SOR, TRA, halo effect and value congruence as indicated in this study’s conceptual framework as shown below in figure 32.

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Figure 32 Conceptual Framework

**8.1 Theoretical Discussion**

The theoretical framework of this study drew on significant theories and concepts that are commonly used in the consumer behaviour literature and were deemed most appropriate for the objectives of this study. As explained in chapter four, the theories were meticulously selected to be applied as a framework for this study to focus and measure purchase intentions, the relationship between certain stimuli (CSR and non-CSR communication and social media and television) on consumers’ responses, the consumers’ self-portrayal of CSR, cognitive and affective attitudes, and direct and indirect effects of CSR. Most importantly, analysis was done in a comparative manner between the impact of CSR and non-CSR communication and between the impact of television and social media on different attitudes were examined as utilised in the study. The discussion will begin with shedding light on TRA.

**8.1.1 TRA**

As explained previously, TRA was deemed to be the most suitable theory in predicting behaviour (Caspers, 2020; Chuah, et al., 2016). Since TRA was developed to predict the type of behaviour that is easily performed by individuals (Liao, Chen, & Yen, 2007; Webb & Sheeran, 2006), this research examines an FMCG product as an example of low involvement product that consumers do not usually perceive as a risky purchase (Adhikari, 2019; Bhasin, 2019). Early authors claimed that individuals’ behavioural attitudes only weakly predict purchase intention (LaPiere, 1934; Wicker, 1969). Given the nature of decision-making for low-involvement products, this study examined brand attitudes instead of behavioural attitudes. Remarkably, the study uncovered that brand attitudes towards FMCG products are highly influential on purchase intention; thus, providing the theory with a substantial contribution by examining different brand attitudes to predict purchase intention in the context of FMCG. Especially that brand attitudes affect both low and high involvement products (Gong, 2020; Vashist , 2018). This was demonstrated through the results that showed that there are direct and indirect effects of brand likeability, ad likeability, brand trust, emotional brand attachment, and perceived brand functionality on purchase intention. The results confirmed that CSR perception and brand attitudes have a strong positive effect on behavioural intention (purchase intention). The below discussion bolsters this theoretical contribution that brand attitudes in low involvement products have a strong impact on purchase intention. Furthermore, the study showed that these different brand attitudes have different direct and indirect effects on purchase intention. This finding opposes one of the original theory’s criticisms about the theory’s predictors and the linearity of their impact on purchase intention (Weinstein, Rothman, & Sutton, 1998). Section 6.11.2.1 provides evidence that the predictors of purchase intention do not all have equal effects on purchase intentions. Breaking down the effect of a single “attitude” into several brand attitudes also contributes empirically to this study. This is because, while other researchers examined brand attitude instead of behavioural attitudes, they examined it as a single construct (Fazli-Salehi, Torres, Madadi, & Zúñiga, 2022; Machi, Nemavhidi, Chuchu, Nyagadza, & Venter de Villiers, 2022). Different attitudes were necessary to examine in this study because CSR communication is relatively understudied in the Middle East (Elhoushy & Lanzini, 2021; Nurunnabi, Alfakhri, & Alfakhri, 2020). Hence, as discussed in section 8.2, it is necessary to examine the impact of different brand attitudes and identify which brand attitude (resulting from the communication strategy and media vehicle) has the highest impact on purchase intention. Basically, this study asserts that applying TRA should capture the essence of the theory, which focuses on measuring the impact of norms and attitudes on purchase intention, while making the necessary amendments to the theory’s predictors to be a better fit to each study’s context or product type. This proposal of making amendments when necessary was advised by one of the original founders of the theory (Ajzen I. , 1991). The below figure summarises the newly proposed theoretical model of TRA along with the different effect sizes of norms and attitudes on purchase intention. The brand attitudes in figure 33 are arranged in terms of effect size starting with the largest effect size. In this study’s context, by examining the separate impact of different brand attitudes, the results revealed that brand trust had the strongest impact on purchase intention in this study’s context. Hence, brand trust is a major brand attitude that need to be considered carefully when launching CSR communication from FMCG brands in Egypt. Interpretations of the impact of each brand attitude and variable on purchase intention is further discussed in section 8.2. Thus, the key takeaway from this section is that brand attitudes have significant impacts on behavioural intention and should be included in TRA to predict behavioural intention. In addition, linear application of the main determinants of TRA should be lessened. This is demonstrated in this study by breaking down brand attitude into several brand attitudes that are relevant to they study’s context and examining the effect of each one. Based on literature review, the inclusion of cognitive and affective mediators in the relationship between a stimulus and behavioural intention is necessary. Additionally, the main purpose of the study is to examine the impact of CSR communication and different media vehicles on consumers’ brand attitudes and purchase intention. For that reason, SOR framework was also applied in this study’s theoretical framework to address the effect of the stimuli (CSR and non-CSR communication and social media and television) on cognitive and affective attitudes and purchase intention. The SOR framework is discussed in the following section.

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Figure 33 The application of TRA

**8.1.2 SOR Theory**

While the SOR theory explains the relationship from stimuli to organisms, and from organisms to responses, the organisms in SOR include cognitive and affective attitudes (Attiq, Hamid, Khokhar, Shah, & Shahzad, 2022; Jacoby, 2002). To accurately address the research question, SOR had to be included this study’s theoretical framework to examine the impact of the CSR and non-CSR communication and social media and television as stimuli. The below table explains the presented stimuli in the study along with the cognitive and affective attitudes as identified from literature in sections 3.7.2 – 3.7.7. This chapter examines every attitude’s effect on purchase intention. However, as discussed above, not all the effects of attitudes had similar sizes.

|  |  |  |
| --- | --- | --- |
|  | Organisms | Response |
| - Communication strategy  CSR Communication  Non-CSR Communication  - Media Vehicle  Television  Social media | Cognitive Attitudes:  - Brand likeability 0.367  - Perception of CSR 0.19  - Brand trust 0.373  - Perceived brand functionality 0.152 | Purchase Intention |
| Affective Attitudes:  - Ad likeability 0.107  - Emotional brand attachment 0.088 |

Table 58 The cognitive and affective attitudes applied as organisms in SOR

Identifying attitudes as either cognitive or affective was originally based on literature and was further confirmed in study two by the interviewees and the way they expressed their opinions in reference to these attitudes. Brand likeability, perception of CSR, brand trust, and perceived brand functionality were considered cognitive attitudes. As discussed in chapter seven, the respondents were rationalising their answers to questions related to these attitudes by giving reasons on their perceptions of these attitudes. As for affective attitudes, these were further clarified in study two when respondents mentioned phrases like “*I felt*,” “*lovely*,” or “*speaks to your heart*.” Correspondingly, the affective attitudes were ad likeability and emotional brand attachment. Although the interviewees in study two expressed positive emotions towards the CSR communication, study one showed that cognitive attitudes have a stronger direct effect on the response which is purchase intention. Thus, it is apparent that both cognitive and affective attitudes in CSR communication have influential effects on purchase intention. This thesis identified an apparent path between the study’s stimuli (CSR and non-CSR communication and social media and television) and organisms (brand attitudes); and between organisms and response (purchase intention) as the SOR framework indicates. Most importantly, the results revealed a contribution to the SOR theory. It appeared that the communication type has a direct impact on purchase intention. Figure 34 a) outlines the original SOR theory and figure 34 b) identifies the SOR theoretical contribution that shows a direct effect from stimulus to response. Assuming that, in this study, organisms are brand attitudes and response is purchase intention, there is a direct positive effect from communication strategy on the outcome. However, CSR communication’s direct response on purchase intention (response) was higher than non-CSR communication and television as a media channel had a stronger effect than social media.

A picture containing table

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Figure 34 a) The original SOR theory (Mehrabian & Russell, 1974)

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Figure34 b) SOR Theoretical contributions as presented by this study

**8.1.3 Halo Effect**

The halo effects of the independent variables (communication type and media vehicle) were mainly investigated in the quantitative study by measuring the confidence intervals. Within the limited research on CSR in the Middle East, a couple of authors identified that CSR has some positive impact on purchase intention through mediators (Alawamleh & Giacaman, 2020; Al Mubarak, Ben Hamed, & Al Mubarak , 2019). While this study shows that CSR communication has direct effects on purchase intention that is larger than the direct effect of non-CSR communication, both communication strategies and media vehicles tested in the study have a spill-over impact on purchase intention. This chapter further discusses each brand attitude and the way they facilitate the halo effect from the communication type and media vehicle to purchase intention. This important to understand that, while CSR communication has a direct effect on purchase intention in this study, it is necessary to understand how the indirect effect takes place. As shown in figure 35, results of this study revealed that there is a halo effect of the communication strategy on purchase intention that is mediated through perceived brand functionality, brand likeability, ad likeability, emotional brand attachment, and brand trust. However, it is crucial to mention that the spill over (in-direct) effect of CSR was larger than non-CSR communication. This confirms some of the findings in literature showing that the overall social strategy of a company has a positive spill-over effect on consumers’ perceptions of the functionality of the company’s products (Chernev & Blair, 2015). In addition, media vehicle has a halo effect on purchase intention mediated through ad likeability, brand likeability, emotional brand attachment, perceived brand functionality, and brand trust. The below figure merges the SOR framework with the halo effect through mediators which is indicated with the dotted line. Figure 35 outlines the indirect spillover effect of the communication type and media vehicle on purchase intention through the mediating variables. Evidently, the strongest mediator of the indirect effect of the communication type on purchase intention was brand likeability and the strongest mediator of the indirect effect of the media vehicle on purchase intention was brand trust. These results were further confirmed and analysed through the qualitative interviews. The variables in the below figure are arranged in order from largest to smallest effect size.

A diagram of brand

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Figure 35 Halo effect appearing in the SOR Model

Moreover, the halo effect also appeared in the respondents’ answers in study two. In the qualitative study, most of the respondents said that they like the CSR communication, and they would purchase the brand for certain reasons. For instance, some respondents mentioned that they would purchase the product because the CSR communication made them trust the company more or it made them feel emotionally connected to the brand. These findings also confirm the findings from literature that the halo effect occurs by evaluating a person or an object based on one attribute and then comparing that evaluation to other attributes related to the same person or object (Cho & Kim , 2012; Smith, Read, & López-Rodríguez, 2010). There has been some evidence in the CSR literature that in the halo effect concept, emotions serve as a mediator between perception of product function quality and the final usage or interaction with the product (Minge & Thüring, 2018; Tuch, Roth, Hornbæk, Opwis, & Bargas-Avila, 2012). It is important to confirm that the halo effect happens through mediators that facilitate this spill over evaluative effect from one activity to another as appeared in literature. Thus, the communication strategies and media vehicles examined in this study can have direct and indirect halo effect on purchase intention in which the effects of CSR communication and television as a media channel were stronger than non-CSR communication and social media. The next section discusses the results reflecting the concept of value congruence.

**8.1.4 Value Congruence**

It appeared in the literature that when there is congruence between consumers’ attitudes and the beliefs depicted in the advertisement, it is likely that consumers will form behaviours that are congruent to their attitudes towards the advertisement (Czarnecka & Schivinski, 2019). In this research, results revealed that consumers with high CSR perception rated the CSR advert more positively than those with low CSR perceptions. had higher congruity between their CSR perception and brand attitudes than consumers with low CSR perception. Evidently, high CSR perception has a congruent direct effect on the majority of respondents’ brand attitudes and purchase intention. As discussed in section 5.4.6, CSR perception was measured using constructs that asked about the respondents’ beliefs towards their ideal brand that it helps solve social problems, improves the well-being of society, engages in philanthropy and social services, etc. (Lee, Song, Lee, Lee, & Bernhard, 2013). Accordingly, the high or low CSR perception refers to the scores of subjects who scored high or low in these items. As shown in table 59, it is important to mention that within the CSR groups, CSR perception directly and indirectly had a higher impact on more attitudes than in the non-CSR groups. As indicated in literature, CSR communication can be used as a strategy to give the brand a competitive edge (Assaf, Josiassen, Ahn, & Mattila, 2017; Bhattacharya & Sen, 2004; Kim & Ji, 2017) especially in low involvement product category in which products have a lot of similarities (Wilkins & Ireland, 2020). This finding indicates that CSR communication as a strategy will be more successful and prominent among FMCG consumers with high CSR perception. This is because the presence of value congruency reduces uncertainty towards company’s communication (Cable & Edwards, 2004; Fischer, 2017; You & Hon, 2021) that is why, the direct effects of CSR communication on attitudes and purchase intention were more and stronger among responders with high CSR perception.

|  |  |  |
| --- | --- | --- |
|  | CSR Communication Groups | Non-CSR Communication Groups |
| Direct Effects | Ad Likeability | Brand Likeability |
| Brand Likeability |  |
| Emotional Brand Attachment |  |
| Brand Trust |  |
| Purchase Intention |  |
| Indirect Effects | Ad Likeability | Brand Likeability |
| Emotional Brand Attachment |  |
| Brand Trust |  |

Table 59 The impact of CSR perception on brand attitudes

Within the CSR group, figure 36 presents the degree in which high CSR perception of some respondents outperformed other respondents with low CSR perception in terms of the direct effects of CSR perception on brand attitudes and purchase intention. After ad likeability, consumers with high CSR perception appear to have the strongest effect on emotional brand attachment which is stronger than consumers with low CSR perception. This was also evident in literature as the concept of congruence plays a positive role in emotional brand attachment (Klabi, 2020).

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Figure 36 Congruity between high CSR perception and brand attitudes and purchase intention  
 Additionally, the importance of CSR perception and its congruity with some respondents’ beliefs appeared in study two as well (section 7.3.13). This was apparent as some interviewees explained how they perceived CSR as an important concept that made the company to be more appealing in general. These results confirm some of the findings in literature that showed that congruity between the person’s and the brand’s values positively influences consumers’ choices (Das, 2015), perceived quality of the brand (Kwak & Kang, 2009), conspicuous consumption (Topçu, 2018; Widjajanta , Senen, Masharyono, Lisnawati , & Anggraeni, 2018) and purchase intention (Nguyen & Nguyen, 2020). The investigation of the qualitative data showed that one respondent implied that there is a congruence between his patriotic believes and the concept that the brand is supporting the country with a good cause. Even though this finding came from a single respondent, it opens an opportunity for future research to further investigate this concept. In addition, it was identified in the literature review in chapter two, that the collective or individualist nature of the society has a congruent effect of the individual’s preference and impulsive buying behaviour (Czarnecka, Schivinski, & Keles, 2020).

**8.2 Main findings**

The upcoming sections discusses the results of every variable that was examined in study one and two. The discussion also reflects on literature and the theoretical frameworks whenever necessary. Since the main goal of this study is to compare the impact of CSR against non-CSR communication communicated on television against social media in Egypt, it is necessary to mention that CSR communication had a stronger effect on brand attitudes and purchase intention than non-CSR and television had a stronger effect on brand attitudes than social media. Thus, the below figure summarises the main variables that CSR communication and television directly and indirectly affect. In the figure, the solid lines represent the direct effects from the variable that is mostly affected to the least and the dotted line represents the indirect effects from the main stimuli to purchase intention. While both communication strategies and media channels had effects on these brand attitudes, the below figure only shows CSR communication and television as they appeared to have a stronger effect. Afterwards, the next few sections describe the findings related to every variable in more details.

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Figure 37 The main direct and indirect effects of CSR communication and television

**8.2.1 CSR Perception**

Based on the systematic literature review, Egyptian consumers’ value congruence (alignment of their personal values with CSR), ethical standards, and the perceptions of companies’ CSR strategies have a strong correlation with citizenship behaviour more than British consumers (Abdelmoety, Aboul-Dahab, & Agag, 2022). In this study, it was confirmed that CSR perception has a moderating effect on some relationships in the conceptual model. Figure 38 summarises the relationships that CSR perception moderates. This means that CSR perception has an influence on the relationship between the communication and ad likeability. In other words, respondents with CSR perception are more likely to like the CSR ad. Similarly, CSR perception moderates the relationship between emotional brand attachment, brand likeability and purchase intention. This means that the emotional brand attachment and brand likeability attitudes that result from the stimuli positively impact purchase intention while being moderated by respondents’ CSR perception.

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Figure 38 The moderating effect of CSR perception

This study substantially contributed to literature as it has uncovered the influence of respondents’ CSR perception on brand attitudes and purchase intentions. This sheds light on the importance of focusing on CSR in the Middle East in general. Moreover, as discussed above in section 8.1.4, CSR perception had a positive congruent effect on consumers’ attitudes towards the brands. The following sections discuss the results on each brand attitude examined the study.

**8.2.2 Ad Likeability**

Ad likeability represents one of the “attitudes” in TRA and one of “organism” variables in the SOR theory as applied in this research. The effect of CSR communication on ad likeability was examined and then, the effect of ad likeability on purchase intention was analysed in a comparative matter between CSR and non-CSR communication. As shown in figure 37, CSR communication had the strongest direct effect on ad likeability that was larger than non-CSR communication which led to accepting H1b. Clearly, a lot of the study’s participants liked the ad because of the CSR communication. Moreover, the results from the first study showed that the average of ad likeability for non-CSR communication was significantly lower than the average of CSR communication on television and social media. Additionally, study one showed that ad likeability has a direct positive effect on purchase intentions among the sample of Egyptian consumers. This confirms previous findings in literatures that indicate that ad likeability predicts consumers’ purchase intentions (Afifah, 2022; Kaur, Paul, & Sharma, 2022).

This research focused on the overall perceptions and attitudes towards the ad message (Arshad, 2021; Dion , 2021; Hanssens D. M., 2018). While a few respondents from study two liked specific elements in the ad such as the models or the music, majority of respondents expressed that they liked the CSR ad more than non-CSR ad as they found it to be a creative idea that presented a social campaign that is much needed in the Egyptian society. This finding confirms the discussion in literature that there is a link between

consumers’ needs and their ad likeability (Leary, 2021). Additionally, this finding expands the discussion of CSR communication in the Middle East which is crucial as CSR is vastly under-researched in the Middle East (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020; Diab & Metwally, 2020; El Haddad, Bachkirov, & Grishina, 2021; Elhoushy & Lanzini, 2021). Therefore, it is an important academic contribution that CSR communication has a stronger impact on ad likeability than non-CSR communication. This study considered ad likeability is an initial and essential indicator for the success of the communication campaign(Ausin, Guixeres, Bigné, & Alcañiz , 2017; Madupu , Ranganathan, & Sen , 2018). Since the CSR communication had a stronger impact on likeability than non-CSR communication, this studied investigated the impact of communication strategies on more brand attitudes.

**8.2.3 Emotional Brand Attachment**

The presence of emotional appeals in CSR communication was deemed to be highly important in this study which is also confirmed from the literature (Du, Bhattacharya, & Sen, 2010; Fernández, Hartmann, & Apaolaza, 2021). Accordingly, this was measured in this study to provide wholesome overview of CSR communication in terms of cognitive and affective influences on consumers. Thus, this research sheds light on the significance of including cognitive and affective influences in the TRA and differentiating between both of their effects on consumers. The questions related to emotional brand attachment included asking about “feeling a natural fit between the respondent and the brand” and “feeling an emotional connection and bond with Dettol.”

Comparing between the impact of CSR and non-CSR communication on consumers, results showed that the averages for the emotional brand attachment variable were higher for CSR than non-CSR communication. This is because there was a positive direct effect of CSR on emotional brand attachment that was larger than non-CSR communication. This is supported by findings of other studies in literature that asserts that communicating altruistic motives in ads trigger consumers’ positive emotions towards the ad (Du, Bhattacharya, & Sen, 2010; Lu H. , 2016; Nabi, Gustafson, & Jensen, 2018). Also, in study two, the participants in the interviews said they liked the ad because of the humanitarian message it presented. This was confirmed by the findings of study one as there was a statistically significant positive correlation between ad likeability and emotional brand attachment. Even though, both stimuli had similar emotional music and overall affective tone, respondents felt more emotionally connected to the brand from the CSR stimulus because of the social campaign communicated in the ad.

Furthermore, the study showed that there is a direct positive effect of emotional brand attachment on purchase intention. Also, emotional brand attachment mediates the halo effect of CSR communication on purchase intention. Based on these results that were also confirmed in literature, emotions mediate the relationship between different aspects (such as CSR perception and perception of product functionality (Minge & Thüring, 2018; Tuch, Roth, Hornbæk, Opwis, & Bargas-Avila, 2012)) and the possible final interaction with the product which purchase intention. Likewise, in this study, results showed that there is a statistically significant positive correlation between brand functionality and emotional brand attachment. Halo effect is highly swayed by the attachment styles of the participants which are formed based on a mix of deep inner emotions (Gabrieli, Lee, Setoh, & Esposito, 2021). This specific finding can be further expanded on in future research by examining further details and exact types of emotions that consumers reveal towards CSR ads that makes them intend to purchase the communicated product.

Clearly, it is evident from the quantitative and qualitative studies that emotional brand attachment has a direct effect on purchase intention among FMCG consumers in Egypt. While many authors expanded the SOR theory to consider cognitions and emotions in organisms (Barros, Petroll, Damacena, & Kanoppe, 2019; Chang, Shu, & King, 2014; Kim, Lee, & Jung, 2020), TRA does not consider emotional and unconscious aspects as predictors of the final outcome (Ashaduzzaman, et al., 2022; Kang & Kim, 2013; Sniehotta, Presseau, & Araújo-Soares, 2014) in the main determinant attitudes of the theory. Although previous authors developed a modified version of TPB that includes emotions as a predictor of the outcome (Ashaduzzaman M. , et al., 2022), this model was developed based on a meta-analysis and the direct impact of emotional attachment on purchase intention was not explicitly measured. Thus, this study contributes to theory by proving that measuring affective brand attitudes towards purchase intention especially towards low-involvement products is necessary to predict purchase intention. Moreover, by examining the impact of emotional brand attachment, this study asserts the importance of measuring attitudes towards the brands in TRA in predicting the final behavioural intention.

Yet, it is necessary to explain that the concept of emotions is usually discussed concurrently with the concept of utilitarian attitudes towards ads or brands. There is an ongoing debate in literature on the comparative importance of cognitive and affective attitudes towards brands and their influence on consumer behaviour (Aaker, Vohs, & Mogilner, 2010; Dewi & Ang, 2020; Gendel Guterman & Levy, 2017). In this study, among other variables, the affective attitudes were depicted in emotional brand attachment and cognitive attitudes were resembled in perceived brand functionality. The importance of emotional brand attachment in CSR communication is undeniable because, unlike perceived brand functionality, it was directly affected by CSR communication. Additionally, unlike perceived brand functionality, emotional brand attachment mediated the indirect effect between CSR and purchase intention. Nonetheless, the effect of perceived brand functionality on purchase intention was slightly larger than the effect of emotional brand attachment on purchase intention thus, accepting H4 and rejecting H5. The following section explores perceived brand functionality in more details.

**8.2.4 Perceived Brand Functionality**

Even though CSR communication does not focus on the functions and benefits of the products, it appears in literature that CSR has a positive spillover effect on perceived brand functionality (Mohan, Jiménez, Brown, & Cantrell, 2017). This was negated in this study as both investigated communication strategies did not affect perceived brand functionality which led to rejecting H3. This is because there was no significant direct effect of the communication strategy on perceived brand functionality in this product type. In fact, the only direct effect on perceived brand functionality happened from the media vehicle. This means that the respondents’ evaluations or preference of media channel will impact their perceived brand functionality. This study proved that the impact of CSR or non-CSR communication strategies in Egypt on perceived brand functionality was insignificant, but perceived brand functionality had a direct effect on purchase intention. Hence, confirming the reasons behind the debate between cognitive and affective attitudes. This indicates that communicating the brand’s functions is somewhat important to influence purchase intention. Other aspects such as brand likeability and emotional reaction towards the brand and the ad positively influence perceived brand functionality (Alwitt & Mitchell, 2021; Gumparthi & Patra, 2020; Park, Lalwani, & Silvera, 2020). This was also established in this study as there was a statistically significant positive correlation between brand functionality, and each of brand likeability, emotional brand attachment, and brand trust.

On the other hand, the results of study two showed that majority of respondents don’t need functional communication from a well-known brand like Dettol and only few respondents needed information about the functions of the product. This finding reverts back to the fact that FMCGs products do not usually require a lot of information processing and decision-making process to make a purchase (Mann & Ghuman, 2018; Verma, Rojhe, Horská , Sharma, & Šedík , 2023). This justifies the fact that there was no direct effect of the communication strategy on perceived brand functionality as appeared in study one. Clearly, even though CSR communication does not directly impact perceived brand functionality, it still needs to be examined as it has an impact on purchase intention. Yet, as discussed in the previous section, CSR communication had more prominent impact on emotional brand attachment and other brand attitudes which also lead to purchase intention.

**8.2.5 Brand Likeability**

It appeared from the analysis that there is a direct effect of the communication strategy on respondents’ brand likeability in which it was higher from CSR than non-CSR communication. Brand likeability is an important variable as, the results of study one demonstrated statistically positive correlation between brand likeability, emotional brand attachment, and brand trust. Clearly, brand likeability is strongly correlated to other variables; hence, consumers do not naturally like a brand without having valid reasons. This was confirmed by the findings of study two as the interviewed respondents claimed that they liked the brand for its years of experience or humanitarian projects. A couple of respondents from the qualitative study indicated that based on the CSR communication, their brand likeability was high that they were willing to pay more for the advertised product or buy it exclusively. This confirms the finding in literature that brand likeability has an important impact on consumers’ loyalty and willingness to accept a high price and overlook any inadequacies in the products’ features (Ohlwein & Bruno, 2021). In this study, the main reason of brand likeability was CSR perception of respondents of the understudied brand as CSR perception moderates the relationship between brand likeability and purchase intention. In fact, the effect of brand likeability on purchase intention for those who have high CSR perception is higher than the same effect for those who have low CSR perception. In this specific study context, likeability was driven mainly from the social initiative that appeared in campaign. This is related to the discussion on perceived brand functionality (section 8.2.4) as respondents of study two were not concerned about the lack of functional information in the ad as much as they liked the social campaign presented in the ad. Hence, it is necessary to indicate that the reasons of likeability and perception of functionality appeared in this result were based on consumers’ perception of a CSR communication from an FMCG ad. These perceptions could differ in a different product category.

Moreover, the averages for brand likeability of CSR communication were higher than non-CSR communication. Also, results of the first study showed that there is a direct positive effect of CSR communication on brand likeability that was higher than non-CSR. Accordingly, H1a was accepted. Also, brand likeability had a direct impact on purchase intentions of consumers of FMCG in Egypt. This finding points towards the importance of including brand attitudes in the TRA as brand likeability has a direct positive effect on purchase intention among Egyptian consumers. To my knowledge, the effect of CSR communication on brand likeability is not examined enough in literature. This means that the positive impact of CSR communication towards brand likeability is an important academic contribution because brand likeability is a main determinant of success of brand communications (Lam, Ahearne, Mullins, Hayati, & Schillewaert , 2013; Nguyen, Melewar, & Chen, 2013). Since TRA is one of the most popular theories that focus on behavioural intention (Chuah, et al., 2016; Law, 2010), discovering that brand likeability, among other brand attitudes, has a direct influence on purchase intention makes a significant theoretical contribution for TRA. This encounters one of TRA’s criticisms that claims that TRA measures behavioural attitudes which suggests that people will only think of the intended behaviour in terms of its costs and benefits and accordingly decide on their attitudes towards this action (Manstead, 2011). This is restricting especially in categories of low involvement products in which the behaviour is considered habitual (Petrovici, Ritson, & Ness, 2008). Hence, consumers will base their purchase intention on other brand attitudes other than evaluating the act of buying the product. This further shed light on the importance of the theoretical contribution provided by this study to include brand attitudes in TRA.

**8.2.6 Brand Trust**

The findings of this research demonstrate that brand trust has an ensuing effect that CSR communication had on Egyptian consumers that was larger than non-CSR communication. Hence, H2 was accepted. Brand trust is an important variable indeed as it had the strongest direct positive effect on respondents’ purchase intentions. This confirms the findings in literature that provide indication that brand trust helps increase consumers’ willingness to buy (Lassoued & Hobbs, 2015; Punyatoya, 2014; Tsai, Joe, Lin, Chiu, & Shen, 2015). Again, this is another brand attitude that had a direct positive impact on purchase intention, confirming the significance of including brand attitudes in TRA in certain contexts. Moreover, brand trust is considered a cognitive attitude. This is because brand trust resulting from an ad is driven from processing the information presented in the ad (Ismagilova E. , Slade , Rana, & Dwivedi, 2020; Saleem & Ellahi, 2017; Shang, Wu, & Sie, 2017).

Other than that, in this study, brand trust as a brand attitude is necessary to examine because the presented brand in the experiment, Dettol, had long years of experience in its field. It was highlighted in the analysis of the interviewee’s answers in the qualitative study that trust was sourced from the brand’s name, reputation, history, and experience. Previous researchers argued that brands with “heritage” have a positive influence on consumers’ trust in the ad (Hanssens D. M., 2018). Moreover, results of study one showed that averages of brand trust for respondents who were subjected to the CSR stimulus were higher than for respondents who were subjected to the non-CSR stimulus. Correspondingly, findings from study two revealed that consumers would trust the brand because of the CSR communication that they saw, and they believed that launching a significant campaign like the one presented in the stimulus indicated that Dettol is a capable and experienced brand. Hence, trusting the brand in all of its aspects. This finding is bolstered by the results of study one as there was a strong statistical correlation between perceived brand functionality and brand trust. This is in line with multiple findings in CSR literature that showed that trust allows consumers to believe in the company’s expertise without requiring constant evidence (Przepiorka & Horne, 2018). This is because consumers assess greater levels of company credibility through the company’s CSR communication (Go & Bortree, 2017; Peterson, Minton, Liu, & Bartholomew, 2021).

Moreover, in the field of CSR, examining brand trust is fundamental because CSR communication in general is usually opposed with a lot of scepticism (Kim J. K., Overton , Hull, & Choi, 2018; Lock & Seele, 2016). Similarly, some respondents of the qualitative studies shared their concerns regarding trust issues that arouse from previous incidents in which they knew about companies in the past that communicated CSR campaigns that were not real. Also, other trust issues arouse from the fact that the CSR stimulus did not show any collaboration with a governmental entity or an influential character in Egypt. Additionally, a lot of the suggestions that respondents made to improve the quality of CSR communication in Egypt were centred on strengthening trust in the CSR communication and the brand. Thus, other than collaborating with a governmental entity, respondents suggested the importance of sharing a plenty of details and information about the CSR campaign. This concept will be further examined in section 8.2.9. The following section discusses the effects of media vehicles as presented in the study.

**8.2.7 Media Vehicle**

One of the study’s main goals and RQs is to examine how consumers’ responses towards the brand’s CSR communication different based on different media vehicles. Although this thesis hypothesised that social media has a stronger influence on consumers’ responses (Jeon, 2021; Cabigting, Marallag, Mariano, & Grimaldo, 2022), the study confirmed that TV is more influential in Egypt as asserted by some researchers in literature (Dennis, Papagiannidis, Alamanos, & Bourlakis, 2016). Thus, when CSR communication is communicated on TV it will have stronger positive effects on attitudes and purchase intention. While a study on US consumers suggested social media to be a new addition to TRA as it had an impact on purchase intention (Copeland & Zhao, 2020), TV is a preferred media channel in the Middle East (Dennis, Papagiannidis, Alamanos, & Bourlakis, 2016). Media vehicle did not have a significant direct impact on purchase intention; however, it had a direct influence on brand likeability, emotional brand attachment, brand trust, and perceived brand functionality. The results showed that TV had stronger direct and indirect effects on these brand attitudes than social media did.

On the other hand, the results of study two provided varied opinions on the preferred media vehicle. While a plenty of respondents preferred social media for its virality, other stated that television is still important as they recognised it as a credible source of information. Merging these insights with the findings from study one, the credibility that television conveys is more important to this study’s context than social media’s virality as mentioned in the qualitative results. This is because, in this study, brand trust appeared to be the variable that had the strongest impact on purchase intention. Even though study one showed that TV had a stronger effect than social media on brand attitudes, I would argue for the importance of both media vehicles based on the insights that emerged from the qualitative study (section 7.3.6).

**8.2.8 Purchase Intention**

Lastly, purchase intention was the main examined outcome of this study. As discussed previously, this study focused on examining purchase intention because it is the basis of predicting actual purchase (Martins, Costa, Oliveira, Gonçalves, & Branco, 2018; Parkularasa & Andrew, 2021) and avoiding other external factors that might influence actual purchase (Joshi & Rahman, 2015). Therefore, examining purchase intention as an outcome allows this study to focus on the sole effect of CSR communication and the attitudes that result from it as much as possible.

Like the previously discussed variables, the averages of purchase intention of respondents after being exposed to the CSR ad were higher than respondents who were exposed to the non-CSR ad on both media vehicles. Ad likeability, brand likeability, emotional brand attachment, CSR perception, and brand trust directly affect purchase intention. As shown in figure 39, the strongest direct impact on purchase intention came from brand trust. This reiterates the importance of carefully considering the concept of trust in CSR contexts in general. As mentioned above, the averages for ad likeability, brand likeability, emotional brand attachment, CSR perception, and brand trust for the CSR communication groups were higher than non-CSR communication which accepts H6. Henceforth, in the context of CSR communication in Egypt from low involvement product, brand attitudes have a remarkable impact on purchase intention. Also, not all brand attitudes have the same impact on purchase intention. As indicated above in figure 37, the strongest indirect effect of CSR communication on purchase intention was mediated through brand likeability.

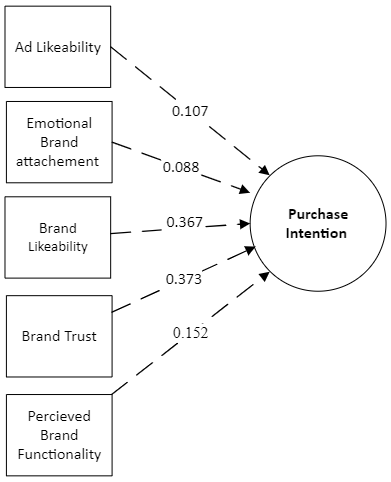


Figure 39 Direct Effects of brand attitudes on purchase intention

As discussed above, CSR communication has a direct effect and a halo indirect effect on purchase intention that occurs through the above discuss variables that have a direct effect on purchase intention. Also, it is interesting to point out that the media vehicle has a halo or indirect effect on purchase intention that is mediated through perceived brand functionality, ad likeability, brand likeability, emotional brand attachment, and brand trust. The averages of the indirect effects of media vehicle on purchase intention were higher for television than social media. This finding indicates that the halo or spill-over effect of CSR communication is larger than non-CSR communication and is more likely to positively influence their purchase intention through the above examined mediators.

To gain deeper insights for the fact that the direct and indirect effects of CSR communication on purchase intention were higher than non-CSR communication, respondents of the qualitative study were asked throughout the interviews about their purchase intentions. Findings of study two showed that the popularity of the brand had an impact on the majority of the respondents’ relationship between the communication strategy and purchase intention in which they believed that they already know the brand and they do not need to learn more about its benefits. This differed to fewer respondents who claimed that learning about the functions of the product whether the brand was new or well-known was essential for them to intend to purchase the product. Yet, majority of the respondents asserted that CSR made them more enthused to try and buy the product even if it’s an unknown brand. Yet, it is necessary to explain that CSR communication will have a positive effect on the purchase intention of Egyptian consumers of consumer goods if certain factors were carefully considered. The qualitative study was conducted mainly to gain insights on consumers’ perspectives and learn about strategies that will increase the likelihood of purchase intention to occur and what might be the issues that CSR communication would create. These suggested strategies mainly emerged from study two and is discussed in the next section.

**8.2.9 CSR Strategies**

While this study confirm that benefits of CSR communication can be abundant, a significant discussion on CSR strategies emerged during the interviews. In fact, utilising specific strategies in the CSR communication ensures the occurrence of the expected benefits of CSR communication and further strengthen them (Go & Bortree, 2017; Peterson, Minton, Liu, & Bartholomew, 2021). It was essential to outline these successful strategies that emerged from consumers’ perspective. Therefore, through the qualitative study, the findings presented insights on the important strategies and tactics that should be implemented to ensure the success of the CSR communication. These findings are beneficial as they suggest strategies pronounced by consumers who are the target audience of the brand.

Most of the suggested strategies by the respondents were related to the importance of transparency and gaining credibility in the eyes of consumers. For instance, a lot of the interviewed subjects evoked the importance of sharing a plenty of information about the specifications on the CSR campaign. This was also confirmed in literature by showing that the more information about the CSR campaign is communicated the more effective it is and positively influence consumer trust (Javed, Degong, & Qadeer, 2019; Sun & Wang, 2020; Zhao, Lee, & Copeland , 2019). Another strategy suggested by the interviewees related to increasing trust was the idea of collaborating with a trusted governmental source to launch and communicate the CSR campaign. Similarly, as found in literature, three of the six essential factors that consumers expect to be included in the CSR communication were third-party endorsement, CSR information, and transparency (Kim & Ferguson, 2014; Kim, Overton , Hull, & Choi, 2018).

Furthermore, a few respondents suggested that the CSR campaign has to provide a real and genuine benefit to the people and to society as seen in some studies in literature (Mamo, Agyemang, & Andrew, 2021). Especially that, as appeared in the systematic literature review, CSR in Egypt may be perceived as a way to achieve temporary goals of some specific corporate interest (El-Bassiouny & Letmathe, 2018). Lastly, few subjects suggested that when the CSR campaign is launched by a well-known brand, it is more likely to be more appreciated and well-received by the audience as it will aid in increasing trust. Also, it was presented in literature that consumers have expectations from large corporates and famous brands to have societal responsibilities as they do not need to heavily invest in marketing and brand awareness strategies the way new brands do (Bawa & Saha, 2016). This was confirmed in this study in which some respondents indicated that “Dettol doesn’t need to sell itself” and accordingly the impact of CSR communication on consumers’ attitudes and purchase intention will be high. Thus, it is essential to conclude that the positive impact of CSR will be most noticeable when its launched by a well-known brand and enough information about the CSR campaign is communicated to the audience.

**8.3 Chapter Summary**

To conclude, this chapter provides substantial evidence that CSR can be a more successful communication strategy than non-CSR for FMCG products in Egypt. This is depicted from the results that showed that CSR communication had larger positive effects than non-CSR communication on consumers’ brand attitudes and purchase intention. Thus, the discussion confidently answers the study’s first research question as it determined that there are multiple positive effects of CSR communication on consumers’ brand attitudes and purchase intentions. Furthermore, examining the second research question, results showed that different media vehicles have differing impact on consumers’ brand attitudes towards the brand. This is because, based on the results, when CSR is communicated on TV it will have stronger positive effects on attitudes and purchase intention than social media. Yet, multiple considerations and factors need to be considered to guarantee the success of CSR as a communication strategy. These strategies pointed towards the prominence of incorporating a plenty of detailed information about the CSR campaign in the communication as this will increase the credibility of the campaign and the brand. Additionally, consumers mentioned few other strategies related to the brand such as the level of the brand’s awareness. This indicates that the information that consumers needed to receive from the communication were related to the campaign itself as the brand does not need information about its functionality because it’s a popular brand. This could be specifically relevant to an FMCG brand as it’s a low-involvement product. Most importantly, the above discussion revealed significant literature and theoretical contributions and numerous opportunities for future research. The next chapter concludes the thesis and outlines the way the study’s bridged a significant research gap, highlights a plethora of future research opportunities, and concludes the thesis while reflecting on the study’s main objectives.

**Chapter 9**

**Conclusions**

**9.0 Chapter Overview**

Although CSR communication is the primary focus of this study, the goal of this thesis was to answer a deeper question about the consumers’ preferred communication strategy that will have a more favourable impact on consumers’ attitudes towards the brand. In a successful attempt to crack the mind of consumers and their motives behind their purchase intentions, this study addressed the influence of CSR communication with a specific scope, type of product, and selected media vehicles. Hence, the study’s literature reviews, research questions, developed hypotheses, and selected theoretical framework answered the overarching question of which of the CSR and non-CSR communication strategies and media vehicles has the greatest influence on consumers’ behavioural intention in Egypt. As explained in section 3.10, FMCG was the selected product category and Dettol was the selected product to represent this category in Egypt in this research.

The main goal of this thesis was to compare between the impact of CSR and non-CSR communication through different media vehicles on consumers’ attitudes and purchase intentions of FMCG products in Egypt. The below table revisits the study’s main objectives outlined in the first chapter by also identifying the methods in which these objectives were attained. After conducting a systematic and a narrative literature review, this research conducted a quantitative study with 2x2 survey experiments on 474 Egyptian consumers followed by a qualitative study using semi-structured interviews on 18 respondents. The subsequent section summarises the main findings that surfaced from both studies.

|  |  |  |
| --- | --- | --- |
|  | Research Objectives | Achievement Strategy |
| 1 | To examine the effectiveness of communication strategy of CSR communication and non-CSR communication strategies among FMCG Egyptian consumers | 2x2 Survey Experiments |
| 2 | To explore the effects of different media vehicles (television and social media) on FMCG Egyptian consumers. | 2x2 Survey Experiments |
| 3 | To examine consumers’ perception of CSR as a communication strategy in the FMCG category in Egypt | Semi-structured interviews |
| 4 | To further contribute to academic literature by uncovering theoretical, and managerial contributions from the findings. | Mixed research methods employing theoretical framework entailing TRA, SOR, halo effect, and congruity theory |

Table 60 Summary of this thesis research objectives

**9.1 Main Findings**

Given that CSR communication is understudied in the Middle East, it was essential to set the scope of the study to be in a Middle Eastern country which was Egypt. The overall main finding is that CSR communication has been shown to be more effective on consumers’ brand attitudes and purchase intentions of Egyptian consumers of FMCG than non-CSR communication which was proven from multiple approaches throughout the thesis. The quantitative study proved that CSR communication has a more positive effect on brand likeability, ad likeability, brand trust, emotional brand attachment, and purchase intention than non-CSR communication on Egyptian consumers of FMCG. The impact of CSR communication in reference to non-CSR communication was tested through the hypotheses that are demonstrated in the below table 61. Another important finding that emerged from study one was that television has a stronger impact on consumers’ attitudes than social media. This study’s chosen main behavioural outcome was purchase intention. Thus, it appeared from the study’s results that brand trust had the highest impact on purchase intention. In addition, mirroring the value congruence concept, the study revealed that there is a high degree of congruency between respondents’ high CSR perceptions and positive impact on attitudes towards the brand. In fact, this congruency was higher among the respondents in the CSR group in which CSR perception had a more positive direct and indirect congruency effect on the attitudes of the respondents. This finding was also confirmed in the qualitative study in which few respondents asserted that they felt that the values communicated in the

CSR ads were aligned with their personal values.

Also, the qualitative study confirmed that CSR communication has a more positive influence on the brand attitudes of most of the interviewed respondents. However, study two asserted that for CSR communication strategy to have a successful impact on consumers’ brand attitudes a few strategies that emerged from the findings of study two needs to be considered. Some of these strategies includes transparency in communication, information sharing, and partnering with governmental entities. Additionally, some of the results of study two showed that respondents believed that both television and social media advertising are important for different objectives in which television has a positive impact on trust and social media has a positive impact on the virality of the communication campaign. Based on these discoveries, numerous contributions that are important for academia, theory and practice emerged and discussed in the below section.

**9.2 The Study’s Contributions**

Within this research domain, this study conveys significant contributions to academic literature, theory and managerial practices. Firstly, this thesis’s main contribution to literature is the investigation of CSR communication in reference to non-CSR communication. This is a substantial finding because the concept of communication and advertising, or even CSR communication, is excessively researched in literature. However, the literature lacks enough studies that provide compelling evidence of the influence or benefits of CSR communication as a strategy in comparison to non-CSR communication. Evidently, the study proved that in this research context, CSR communication has a more positive effect on brand attitudes than non-CSR communication did especially, on brand likeability. The positive impact that CSR communication had on brand likeability that was higher than non-CSR communication is an imperative contribution as brand likeability is perceived to be a key attitude to measure the success of communication campaigns. Also, the results of the study confirm the fact that the concept of “likeability” is usually not explicit. For example, ad likeability in this study was higher for CSR communication than non-CSR communication as it was mainly driven by the idea and the beneficial social campaign that was presented in the ad as appeared in study two.

Furthermore, as clearly identified in earlier chapters, CSR in the Middle East is understudied in literature. Hence, this thesis contributes to literature by examining the effectiveness of CSR communication on Egyptian consumers of the FMCG product category. Even though, CSR communication is present in the Middle Eastern literature, still, there aren’t many publications that examined the impact of CSR communication on consumers. In addition, the study does not confirm previous evidence that CSR has a halo effect that positively impact attitudes that are not related to the to the CSR communication message such as brand functionality. The results of the study showed that CSR communication does not significantly affect brand functionality.

Secondly, the objectives of the study and the provided results shed light on the applied theories and provided crucial suggestions that would improve the applicability of these theories across different contexts. To begin with, this study made a valuable contribution to TRA. TRA focuses on examining behavioural attitudes. Nonetheless, this study upheld that, in order for TRA to be more applicable to measure behaviours towards different product categories such as FMCG, the theory needs to measure attitudes towards the brand and not just attitudes towards the behaviour. This was deemed essential not just because of the nature of FMCGs being low-involvement products, but also, because the study showed that brand attitudes have a strong impact on behavioural intention towards the brand which was purchase intention in this study. Thus, measuring different brand attitudes such as affective and cognitive attitudes towards the brand are key measures in TRA especially for low-involvement products. Another theoretical contribution that this study suggested was related to the SOR theory. While the core concept of SOR is that stimuli affect responses through organisms, this study confirmed this relationship but also, it showed that there can be a direct effect from the stimuli on the response. This contribution emerged from the results as it appeared that CSR communication has a stronger impact on purchase intention than non-CSR communication. Hence, the stimulus has direct effects on the response. Other than the direct effects that the stimulus or the CSR had on purchase intentions, the study showed that CSR has an indirect effect as well on purchase intention. Hence, confirming the halo effect concept.

Lastly, this study presented some important practical and managerial contributions. The findings presented in results and discussions give prodigious insights for marketers and decision-makers on consumers’ perception of CSR communication and the way they develop relationships with the brand. As stated earlier this research provides managers with a starting point that shows that consumers will develop favourable brand attitudes resulting from CSR communication more than they would from non-CSR communication. However, a common finding that appeared in literature and was confirmed in the results of this study is that CSR as a concept is faced with many doubts from consumers and the public. For that reason, the strategies of implementing CSR communication that this study provides count as crucial managerial contributions. From the results, the study grants few suggestions to increase trust towards CSR communications such as partnering with a governmental body and providing detailed information about the CSR campaign. Given the considerable size of the FMCG category, these strategies are insightful for managers as they shed light on the way CSR can help brands achieve the desired marketing objectives. Last of all, another practical contribution sheds light on the importance of the humanitarian project communicated in the CSR message. This is because the results of this study showed that respondents liked the brand communicating CSR because of the philanthropic message in the ad. The below table provides a summary of the study’s main contributions. Evidently, the findings of this research make valuable contributions to the existing body of knowledge on CSR communication. Even though the study examined the impact of CSR communication on Egyptian consumers, some of the contributions to theory apply to CSR communication in general. The next section identifies the study’s limitations.

|  |  |  |
| --- | --- | --- |
| Contribution to Knowledge (5) | Contribution to Theory (3) | Contribution to Practice  (3) |
| - The impact of CSR communication on Egyptian consumers  - CSR communication is more effective than non-CSR communication  - CSR communication has a positive impact on brand likeability  - CSR and non-CSR communication do not significantly impact brand functionality  - Congruence between  personal values and brand’s CSR positively affects brand attitudes | - Brand attitudes examined in the theory of reasoned action instead of behavioural attitudes  - CSR communication has a halo effect on brand attitudes and purchase intention  - Direct effect from stimuli to response withing the stimuli-organism-response framework | - CSR has a more positive impact on consumers’ attitudes and purchase intention than non-CSR communication  - CSR had a higher impact on brand likeability than non-CSR communication because respondents liked the humanitarian message in the ad.  - CSR campaign will drive higher brand trust if the campaign has a real value to people or society, provides enough information about the campaign, and communicates that the brand partnered with a governmental body. |

Table 61 A summary of the study’s main contributions

**9.3 Limitations**

Like any study, this study has some limitations. Generally, survey experiments that measures a hypothetical situation are usually associated with confounding variables (Dafoe, Zhang, & Caughey, 2015). In this study, some of the confounding variables that could affect the relationship on the dependent variable which was purchase intention would be prior consumer perception of the brand, price perception, product features and functions, and possibly the level of the respondent’s education. Even though these confounding variables may interfere with the study affecting the dependent variables, I applied some measures to minimise the effects of confounding variables and increase internal validity. To statistically control the measures, some of these potential confounding variables mentioned above were added as control variables to control their impact. Accordingly, the effect of these potential confounding variables on the dependent variables showed up in the results allowing me to separate their impact from the impact of the examined independent variables. Questions that were added to control the data post collection, were about the respondents’ demographics, their preferred brand, and the things they consider when they purchase a home disinfectant product. Still, even while minimising the impact of the major confounding variables, there are still other minor unpredictable confounding variables that might affect the results such as their personal attitudes and past experiences with the brand.

Another possible limitation of survey experiments in general is the lack of depth. As we might get as statistically close to reality results as possible, the results of survey experiments lack depth on consumers insights addressing “why” the respondents provided these answers on a set of preselected questions. In order to mitigate this weakness, I conducted another qualitative research study addressing the same research questions. Employing the grounded theory approach on a smaller subset of the respondents, qualitative methods provided deeper insights that exposed common themes pertaining to respondents’ perceived effects of CSR communication.

The purpose of this study has been clearly identified at the beginning of this thesis. This study significantly contributes to literature by examining the effectiveness of CSR communication in a country in the Middle East as CSR was largely understudied in the Middle East. Thus, it was essential that the study examines if CSR communication has an impact and how does it compare to non-CSR communication. Yet, the study does not consider the average cost and the frequency of advertising both types of communication. Definitely, this is essential information especially for managerial implications to be able to make a decision when comparing both communication strategies. Yet, it is not considered a limitation as it is beyond the scope of this research but, it presents ideas for future research which are discussed in the below section.

**9.4 Future Research**

In order to increase the credibility of the results, the topic of this thesis is focused on a specific geographical scope (Egypt) and product category (FMCG). Yet, the nature of the topic opens multiple opportunities for further research. Firstly, as indicated in the early chapters of this thesis, CSR communication in the Middle East is overlooked in literature and accordingly, the scope of this study was set to be in Egypt. Nonetheless, due to the specific cultural nature of Egypt, the results are unlikely to be generalised to other countries, especially Western countries. Multiple researchers emphasised the importance of considering the individualistic or collective nature of societies as this might impact people’s perception of CSR and attitudes towards the companies. In fact, examining the impact of congruity among respondents in different cultures can provide potential novel findings. This is because this study revealed high congruency between respondents’ CSR perceptions and attitudes towards the brand and the interviews provided insights that some of the respondents’ patriotic believes were aligned with the brand’s CSR towards the country. Hence, it would be beneficial for future research to explore if the same type of CSR perception or even patriotic beliefs that appeared among Egyptian respondents and influenced their brand attitudes would also appear among consumers in Western cultures. In general, the results provided compelling arguments about the benefits of CSR communication which makes it worth investigating in more developed countries. Thus, replicating the study in a western country while amending some of the elements in this study’s research model, can be quite promising. Moreover, as explained earlier, this thesis considered Dettol, as the FMCG product due to the relatively easy purchase decision-making of FMCG products. Hence, there is potential for future research to examine the impact of CSR communication and compare it to non-CSR communication in more complex product types. This can be eye-opening research that will present ideas and further reinforce or question the sole effectiveness of CSR communication in other product categories. This is because, this idea of future study will contribute to literature by showing whether the positive impact that CSR communication had in this study was because of the nature of the CSR communication or the nature of the product.

While this study focused on examining the benefits of CSR communication in reference to the benefits of non-CSR communication, this comparison should also consider the cost of executing and the frequency of launching both types of communication. Considering the various success strategies that emerged from the results, the communicated CSR campaign should be genuinely beneficial to society which might require a considerable budget. Yet, this study also, does not consider the amount of money that corporates invest in non-CSR communication campaigns. Hence, a study that compares the cost of both communication strategies would be highly valuable to provide a wholesome comparison between both communication strategies. Also, since this study measured the impact of different television and social media, another study should also explore the frequency of advertising CSR communication on television and communicating it on social media in reference to non-CSR communication. Such a study can present findings that further solidify the positive impact of CSR communication in a sense that, the study will present if the frequency of advertising both campaigns in reference to the cost will affect consumers’ brand attitudes.

Furthermore, CSR as a concept is vast and has different types. The literature review of this thesis discusses different types of CSR campaigns such as environmental and social CSR. Based on the initial interview conducted before launching the survey experiment, this research focused on a social CSR campaign in the healthcare field in Egypt. Based on the results of the initial interviews, this type of CSR campaign was deemed valuable by the respondents of this study. Thus, other types of CSR, like environmental CSR, need to be examined in reference to the context and the types of consumers examined in the future. Additionally, future research should also examine the influence of CSR communication on different gender and age groups. Such research can provide considerable managerial contributions that will aid decision-makers to further segment and specify the right target audience for CSR communication. Also, this study examined some brand attitudes that emerged from literature and were deemed most important to measure in this study. For future research, it might be insightful to examine different brand attitudes.

Lastly, this study provides an opportunity to further examine the theory of reasoned action (TRA). Since this thesis examines a low involvement product, I proposed some amendments to the main determinants of the theory that, according to the results and the theory, were deemed successful. The study examined brand attitudes that consumers develop towards the brand instead of behavioural attitudes towards purchasing the brand. Examining consumers’ attitudes towards purchasing a low involvement product (like a household cleaning disinfectant) was not the main goal of this study. However, this invites future research to focus solely on the application of TRA in different contexts. This study focused on examining the impact of CSR communication and different media vehicles on consumers’ attitudes and their purchase intention. However, in the case of different product types (like high involvement products), the attitudes towards purchase might be a key interfering factor between CSR communication and consumers’ brand attitudes or purchase intentions. In addition, there is potential for future research to compare between the impact of behavioural attitudes and brand attitudes among different types of products.

**9.5 Summary and closing remarks**

The significance of this study’s findings and contributions were driven from the results of the literature reviews presented in this thesis’s earlier chapters which established the thesis’s first objective. Furthermore, to contribute to the global body of literature on CSR communication, this thesis successfully provided a novel comparison between the effectiveness of CSR communication and non-CSR communication. Additionally, the study highlighted the importance of media vehicle selection depending on various factors related to the scope of the campaign, type of the campaign, and nature of the product. Hence, this study successfully provided great contributions to some of the most popular theories in consumer behaviour that measure purchase intention. In addition, with the meticulous application of these theories the study provided a plethora of academic and managerial contributions that gave opportunities for multiple future studies.

Last of all, with the change in consumers’ preferences and moving far away from the notion of traditional selling, the concept of CSR communication has a wide potential to prosper and further grow in multiple countries and multiple industries. Striving to constantly explore the novel ways of directly influencing consumers’ intentions by promoting good cause, this study proved that CSR communication can be more promising in influencing buying behaviour of current and future generations of consumers.

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**Appendix A**

Summary of Publications in the Systematic Literature Review

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Author & Year | Summary of RQs and hypotheses | Theory and concepts | Methods | Sample (size and type of respondents) | Country of Study | Summary of findings |
| (Abu Al-Haija, Kolsi, & Kolsi, 2021) |  |  | Qualitative Data through Document analysis |  | UAE | Even though some banks in UAE issue sustainability reports, not all sustainability standards appear on the report. However, the findings concluded that banks focus more on social standards such as community services and trainings. |
| (Abu Zayyad, et al., 2021) | Types of CSR positively impacts patronage intentions and brand credibility |  | Quantitative Data through Surveys | 315 Respondents | Jordan | The study revealed that CSR campaigns conducted by banks in Jordan positively influenced word of mouth, patronage intentions, brand credibility and trust.  CSR communication |
| (Ajina, Roy, Nguyen, Japutra, & Al-Hajla, 2020) |  |  | Qualitative Data through Interviews | 11 Interviews | Saudi Arabia | CSR provides business with multiple benefits such as positive brand image promotion, customer satisfaction, loyalty, and word-of-mouth. |
| (Al Mubarak, Ben Hamed, & Al Mubarak , 2019) | There is a significant impact of CSR components on corporate image. | Caroll’s,  four-fold model (economic, legal, ethical and philanthropic angles). | Quantitative data through questioners | 240 respondents | Bahrain | CSR campaigns positively influence brand and corporate image and influences consumers’ preferences. |
| (Alawamleh & Giacaman, 2020) | Consumer Perception of CSR affects CPB as mediated by consumer trust. | Information processing theory (IPT) | Quantitative Surveys through surveys | 150 respondents | Palestine and Jordan | When the company increases awareness on its CSR activities, there is likely to be a positive influence on the consumer purchase behaviour (CPB). |
| (Alfakhri, Nurunnabi, & Alfakhri , 2018) | The meaning of Islamic CSR to young consumers in Saudi Arabia | Social contract theory  Islamic CSR tree model | Qualitative data through in-depth interviews | 34 interviews | Saudi Arabia | Findings revealed that young Saudi consumers believed that companies should focus on private CSR that caters to the external society as well as internal stakeholders such as employees. |
| (Al-Abdin, Roy, & Nicholson, 2018) | NA | NA | Systematic Review | 38 Studies | Middle East | Most of the studies concentrated on CSR's macro levels, while research on its micro levels (consumers and other societal demographics) remain understudied. |
| (Batat, 2021) | The effect of MEA context on the definition of sustainability in the restaurants context. | NA | Qualitative data through interviews | 40 in-depth interviews | Lebanon | All restaurant owners needed an explanation of environmental sustainability.  Restaurant owners realize the financial benefits of sustainable practises but, owners of traditional and modern restaurants did not link profit with sustainability. |
| (Duthler & Dhanesh, 2018) | There is a positive relationship between two-way CSR communication employee perceptions of CSR and their engagement. | Three models of CSR Communication: one-way, two-way asymmetrical, and two-way symmetrical model. | Quantitative data through surveys | 516 respondents | United Arab Emirates | Findings showed that employee perceptions of CSR are favourably correlated with internal CSR. Positive CSR impressions were predicted by one-way communication.  Results concluded that sustainability and social CSR had the strongest associations with engagement. |
| (El Haddad, Bachkirov, & Grishina, 2021) | Although there are similarities in Omani and Lebanese CSR, there are differences in CSR perceptions. | Multi-level Theory of Social Change  Rational Egoism  Theory of Planned Behaviour | Qualitative data through semi-structured interview | 39 Respondents | Oman and Lebanon | Business leaders in Oman and Lebanon had similar CSR perception and found a positive correlation between CSR business profitability on the long run. Similarly, they applied similar models in CSR decision-making. |
| (Elhoushy & Lanzini, 2021) |  |  | Systematic Literature Review | 71 Articles |  | The main predictors of  individuals’ sustainable behaviour are attitudes, behaviours, brand trust, and knowledge about the campaign. |
| (El Santil, 2021) | Perceived environmental attitudes and demographic characteristics positively impact consumers’ green purchasing behaviours. | Theory of Planned Behaviour (Ajzen, 1991) | Quantitative data through questioners | 324 respondents | The Middle East | Significant determinants of green purchasing behaviour include participants' environmental concern, self-identity in environmental protection, and social context in environmental protection. |
| (Farouk & Jabeen , 2018) | Ethical climate is positively associated with code of ethics and CSR. | Code of Ethics and Organizational Engagement | Quantitative data through questioners | 425 respondents | United Arab Emirates | CSR and the perceived ethical climate encourage internal positivity in a company, which increases organizational performance. The ethical atmosphere significantly influences the code of ethics and CSR, which in turn affects how employees view OP. |
| (Georgiadou, 2022) | Which customer-CSR expectations are more addressed on the websites of banks operating in the UAE? | Stakeholder Theory | Quantitative content analysis | 28 banks | United Arab Emirates | Global banks from developed and emerging markets, as well as, domestic UAE banks, are communicating CSR in a similar way. |
| (Georgiadou & Nickerson, 2021) | Which marketing communication strategies related to CSR are used on the UAE bank’s websites? |  | Content Analysis | Websites of 28 banks | United Arab Emirates | Banks focus their CSR on six strategies: cause promotions, cause-related marketing, corporate social marketing, corporate philanthropy, volunteering, and socially responsible practices in which  cause-promotions were the most common strategy practiced by local banks. |
| ( Inekwe, et al., 2020) | What are the effects of good governance and growth on CSR in developing countries?  What is the trend in CSR in developing countries? | NA | Quantitative data through experiments | 471 participants | Egypt, Morocco, Mauritius, Nigeria and South Africa | CSR performance is favourably correlated with economic growth. Findings show that CSR advancement is relative to the rate of development in ME. The results of this study suggest further research on CSR performance in Africa. |
| (Jamali, et al., 2020) |  |  | Systematic Review | 154  Articles | The Middle East | Findings show that generalisations from one country to MENA are problematic because of the uniqueness of every country in MENA. CSR communication exhibits low level of trust, especially in Egypt where CSR is faced with scepticism. |
| (Klabi, 2020) | Conspicuous consumption has a positive effect on status consumption.  Self-image congruence has a positive effect on emotional brand attachment. | Self-image congruence Theory (Sirgy, 1985) | Quantitative Data through questioners | 840 Responses | Saudi Arabia | Self-image congruence plays a role in enhancing emotional brand attachment.  Customers who believe that the brand image matches their conception of themselves are more likely to develop an emotional brand attachment. |
| (Ltifi & Hichri, 2021) | What is the effect of corporate governance on the company's CSR?  What is the effect of the company's brand image on customer satisfaction? | Stakeholder’s theory  Psychological contract theory  Social Exchange Theory | Quantitative Data through Questioners | 600 respondents | Tunisia | The financial institution's social duty is positively impacted by effective governance. Customers’ impression of the financial institution's image is positively impacted by its social responsibility. The perception of the brand image of the financial institution has a favourable and significant impact on customer satisfaction. |
| (Mukhtar & Bahormoz, 2022) | What CSR indicators are relevant and prioritized within the Saudi context? | ‘AHP (Analytic Hierarchy Process) -based integrative framework  for stakeholder engagement’ | Quantitative Data through Questioners | 218 respondents | Saudi Arabia | The CSR priority for business executives is employment, followed by environment.  Using the ‘AHP-based Integrative Framework for Stakeholder Engagement’, Occupational health and safety emerges as the first ‘combined’ CSR priority |
| ( Nurunnabi, et al., 2020)  (Perception on CSR) |  | Carol’s CSR Pyramid | Qualitative Data through Interviews | 34 respondents | Saudi Arabia | Most interviewees agreed that organisations in Saudi Arabia could show more CSR by contributing to society.  There is no one-size-fits-all CSR approach, which practitioners must be aware of. |
| (Ouakouak, et al., 2019) | Do employee perceptions of internal and external CSR influence their behaviours at work? |  | Quantitative data through questioners | 664 Employees | Kuwait | Internal and external CSR initiatives have a good relationship with organizational citizenship behaviour (OCB), while OCB has a negative relationship with intention to leave. |
| (Rim & Dong, 2018) | Evaluating business responsibilities in society influences the public’s trust the individual’s CSR domain. | Hierarchical CSR model | Quantitative data through questioners | 380 respondents from USA  355 respondents from UAE  386 respondents from Korea | USA, UAE, Korea | UAE respondents claimed that economic responsibility is the most crucial one. It appears that the public in a trusting culture like the UAE places higher value on charitable obligations for business than in other cultures. |
| (Salam, et al., 2022) | CSR orientation has a positive relationship with firm performance.  Customer satisfaction mediate the relationship between CSR and firm performance. | CSR orientation | | Quantitative data through questioners |  | Saudi Arabia | CSR orientation and company performance are directly correlated in MENA. Investment in CSR in these areas is therefore anticipated to increase the value of the firms. Results showed that customer satisfaction is directly impacted by CSR orientation. |
| (Alberti-Alhtaybat, et al., 2020) |  | Bourdieu’s theory of practice (Bourdieu, 1977) | Data Analysis of publicised documents |  | The Middle East | The study demonstrated how sustainability reporting and cultivating a sustainable mentality in the region got their start with Aramex and have since picked up steam. |
| (White & Alkandari, 2019) | To what extent do cultural, political, economic, and societal variables influence CSR in Kuwait? |  | Qualitative data using semi-structured interviews | 8 firms | Kuwait | Participants’ perception of CSR is highly influenced by Kuwaiti cultural values as well as by the country’s infrastructure. |
| (Daas & Alaraj, 2019) | There is a positive association between CSRD and INSV for the PLCs in Jordan. | Legitimacy theory | Content Analysis | 159 Companies | Jordan | Compared to other factors, economic activities intended to boost employee morale or the company's reputation in the private sector in Jordan. |
| (Othman & Hafez, 2019) |  | Four Marketing functions (Nickels, 1980) | Literature Review and Quantitative data through questioners | 32 firms | Egypt | Even though most firms didn’t adhere to CSR because of financial obstacles, majority showed interest in engaging in CSR. CSR is a promising marketing strategy for ADFs. |
| (Abdelmoety, et al., 2022) | Retailer CSR has a significant effect on customer citizenship behaviour.  Ethical standard has a significant effect on the retailers’ commitment to CSR. | Value relevance and ethical standards | Quantitative data through questioners | 843 respondents from Egypt  914 respondents from the U.K. | Egypt and U.K. | Results showed that consumers' perceptions of CSR efforts may enhance consumer citizenship behaviour towards the company.  Value relevance has a great influence on CSR perception for Egyptian customers more than for UK consumers. |
| (Abdelmotaleb, et al., 2018) | Internal CSR perceptions are positively related to the development of PA CPE. | Affective Events Theory | Quantitative data through questioners | 208 respondents | Egypt | CSR perceptions has a positive association on employee creative behaviours and higher level of employee engagement |
| (Bakry, 2022) | There is a positive relationship between intellectual efficiency and CSR engagement. | Resource-based View Theory | Empirical Analysis | 267 Observations | Egypt | Egyptian businesses that use intellectual capital have a greater propensity to practise CSR. Human capital efficiency has a beneficial impact on CSR, but structural capital has a negative correlation with social initiatives. |
| (Awawdeh, et al., 2021) | Technology, economic, social, and environmental factors have a positive effect on sustainable practices by energy industries in Egypt. |  | Quantitative data through questioners | 175 Managers | Egypt | The value of CSR incentives for energy industry managers and businesses is substantially tied to their CSR actions but does not have an impact on their financial performance. |
| (Diab & Metwally, 2020) |  |  | interpretative qualitative data through interviews, observations and document analysis | 21 Interviews | Egypt | Management priorities environmental reporting and cascades down these policies to lower management. CSER bring about challenges to the company, that if addressed, will bring benefits such as trust and positive corporate image. |
| (El-Bassiouny & Letmathe, 2018) | Legal regulations, stakeholder pressures, and corporate governance influence CSR practices of corporates in Egypt. | Neo-institutional theory (DiMaggio & Powell, 1983) | Quantitative data through questioners | 110 Companies | Egypt | High influence from internal corporate governance on the implementation of CSR whereas external factors had low influence on the implementation of CSR in corporates. |
| (El-Bassiouny & El-Bassiouny, 2018) | Can corporate governance promote CSR reporting practices of firms in developing countries?  Do organizational variables significantly influences CSR reporting? | institutional theory | Content Analysis | 88 companies | Egypt, Germany, USA | diversity, board independence, and governance structure are significantly influential on the level of CSR reporting in Egyptian companies more than foreign countries. |
| (El-Bassiouny & Letmathe , 2019) | What are the direct and indirect effects of political uncertainty and instability on CSR in Egypt? | Institutional theory | Quantitative data through questioners | 99 Firms | Egypt | Political instability has a positive impact on Egyptian companies' CSR initiatives.  Also, financial performance and stock market instability have a strong positive impact on Egyptian companies' CSR initiatives. |
| (El-Bassiouny, et al., 2018) |  | Stakeholder-information strategy (Morsing, et al., 2008)  Stakeholder-response strategy  Stakeholder | Content Analysis | 10 Companies | Egypt | The Findings revealed that all the CSR communication theories were practiced by top firms in Egypt but, stakeholder information strategy was the most common. Results showed that two-way communication with stakeholders improves credibility |
| (Ibrahim & Kimbu, 2022) | Institutional pressures positively influence managerial interpretation, stakeholder salience and discretionary slack. External CSR is negatively influenced by managerial interpretation. | Institutional theory | Quantitative data through questioners | 442 Managers | Egypt and UK | Findings revealed a significant effect of institutional pressures on external CSR activities in Egypt; but it was insignificant in the UK. Also, British managers perceived CSR to be threatening to their firms whereas, Egyptian managers perceived them as opportunities. |
| (Khalil , et al., 2021) |  |  | Qualitative data through in-depth semi-structured interviews | 15 participants | Egypt | Results indicate that, among Gen Z in Egypt, high awareness of sustainable consumption is not directly related to sustainable consumption due to poor education. Findings show that in Egypt, there is little government support for sustainable consumption. |

Appendix B

Questionnaire

Q1   
London South Bank University   
    
 You are invited to take part in a research study conducted by Nashwa Nader, a student at London South Bank University. The purpose of this research is to identify the best type of social responsibility campaigns that can be launched by big companies that will highly benefit people and societies in Egypt.    
    
I am looking for your honest and personal input on what you think is the best project that can add value to Egyptian society and the people around you. The survey will take less than 5 minutes. All answers are valid; hence, there is no one right answer.    
Participation in this survey is entirely voluntary and you can withdraw at any time. There are no potential risks from your participation as you won’t provide any information that may reveal your identity. All answers are anonymous. Your answers will be anonymous and the information collected from the research will be accessed only by the research investigators.    
 If you would like to find out more about the research or if you have any questions, please feel free to contact the researcher. Whether you are willing to participate or not, I thank you for your attention and time to read this.

Researcher contact details: Nashwa Nader – London South Bank University – Email: sadekn2@lsbu.ac.uk   
   
Are you willing to participate in this study.

* Yes (1)
* No (2)

Q2 I confirm that I have read and understood the brief information explained about the study and I can ask questions.

* Yes (1)
* No (2)

Q3 I understand that my participation is voluntary and that I am free to withdraw at any time, without providing a reason.

* Yes (1)
* No (2)

Q4 I agree for the data I provide to be stored (after it has been anonymised) in a specialist data centre and I understand it may be used for future research.

* Yes (1)
* No (2)

Qَ5 I understand that my data/words may be quoted in publications, reports, posters, web pages, and other research outputs.

* Yes (1)
* No (2)

Q6 Do you live in Egypt?

* Yes (1)
* No (2)

Q7 Are you the decision-maker or one of the decision-makers in your house?

* Yes (1)
* No (2)

Q8 What is your gender?

* Male (1)
* Female (2)
* Other (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q9 To which age group from the below do you belong to?

* Under 18 (1)
* 18 - 25 (2)
* 26 - 35 (3)
* 36 - 45 (4)
* 46 - 55 (5)
* above 55 (6)

Q10 What is your level of education?

* Did not receive school education (1)
* Attended School (2)
* High School (3)
* Bachelor's Degree (4)
* Post graduate Degree (5)

Q11 If a big consumers goods company that makes products (like Pepsi, Oreo, Persil, Dettol, etc), would make a big social campaign in Egypt, in which field do you think the society in Egypt needs it the most?

* Environment (1)
* Renovation and construction for poor areas (2)
* Health and Wellness (3)
* Children education (4)
* Other (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q12 From your point of view, can you rank them in order of importance to society in Egypt? (You can rank the choices by doing a long- click on each choice and dragging it to the position in which top is being most important)

\_\_\_\_\_\_ Health and Wellness (1)

\_\_\_\_\_\_ Residential construction for poor areas (2)

\_\_\_\_\_\_ Children Education (3)

\_\_\_\_\_\_ Environment (4)

\_\_\_\_\_\_ Other (5)

Q13 If you would like such a company to make a big social campaign in Egypt in the **Health** field, in which field do you think the society in Egypt needs it the most?

* Donate health products to less privileged people (1)
* Build quarantine hospitals for free Covid-treatment for the poor (2)
* Attend to women health issues (3)
* Awareness campaigns on safety measures during the pandemic (4)
* Build General hospitals in underdeveloped areas (5)
* Other (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q14 From your point of view, can you rank them in order of importance to society in Egypt? (You can rank the choices by doing a long- click on each choice and dragging it to the position in which top is being most important)

\_\_\_\_\_\_ Donate health products to less privileged people (1)

\_\_\_\_\_\_ Build quarantine hospitals for free Covid-treatment for the poor (2)

\_\_\_\_\_\_ Attend to women health issues (3)

\_\_\_\_\_\_ Awareness campaigns on safety measures during the pandemic (4)

\_\_\_\_\_\_ Build General hospitals in underdeveloped areas (5)

Q15 Can you suggest any type of a big social campaign that can really benefit society in Egypt?

Appendix C

Questionnaire

Q1 London South Bank University

You are invited to take part in a research study conducted by Nashwa Nader, a PhD student at London South Bank University. The purpose of this research is to get your opinion about different types of communications campaigns that multinational companies do in Egypt. The results of this study will have academic and business implications.  This survey will take less than 10 minutes to complete. I am looking for your honest answers to the below questions. All answers are valid and there is no one right answer. Participation in this survey is voluntary and you can withdraw at any time. There are no potential risks from your participation as you won’t provide any information that may reveal your identity. Your answers will be anonymous and the data collected will be accessed only by the researcher. If you would like to find out more about the study or if you have questions, please contact the researcher. Whether you are willing to participate or not, I thank you for your time to read this.

Researcher contact details: Nashwa Nader – London South Bank University –

Email: [sadekn2@lsbu.ac.uk](mailto:sadekn2@lsbu.ac.uk)

Are you willing to participate in this study?

* Yes
* No

Q2 I understand that my participation is voluntary and that I am free to withdraw at any time, without providing a reason. I agree for the data I provide to be stored (after it has been anonymised) in a specialist data center and I understand it may be used for future research. I understand that my data/words may be quoted in publications, reports, posters, web pages, and other research outputs.

* Yes
* No

Q3 Do you live in Egypt?

* Yes
* No

Q4 Are you the person who usually chooses and buys household cleaning products for your house?

* Yes
* No

Q5 How did you receive this survey?

* From Social Media
* From my Company
* Someone sent it to me
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q6 What is your gender?

* Female
* Male
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q7 Which one is your first-choice brand to clean surfaces and floors at your home? Choose one.

* General
* Dettol
* Clorox
* Clorox Disinfectant
* Verox
* Al Imlaq
* Frida
* Mr. Muscle
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q8 What is the most important thing for you to think about when you buy a home disinfectant product? Choose one.

* Price
* Fragrance
* Effectiveness of cleaning and disinfecting
* Brand Name
* The social and environmental work that the company does

Q9 Do you watch live television? (Not the paid-for streaming programs like Watchit, Netflix, Shahid, etc.)

* Yes
* No

Q10 How frequently do you watch live television (not the paid-for online streaming services like Shahid, Watchit, Netflix, etc)?

* Everyday
* Once or twice every week
* once or twice every month
* Never

Q11 You will now watch a small part of a TV show and you will get some questions after that. Please pay attention to the content of the video. Imagine you are at home and about to watch Television, which show would you like to watch? If you want to watch Haj Metwaly, Click on this link:  href="https://drive.google.com/file/d/1HlecXd0CqiCTfFJXj5zRt7VZNQcR4KtH/view?usp=sharing">Haj Metwally.

If you want to watch Friends , Click on this link:

href="https://drive.google.com/file/d/1Yhom60i9cLuUH9TQiQN1HL5UfM82-

After watching, click Next.

Next

Q12 Based on the Dettol ad that you just saw, do you agree or disagree with the below statements?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Agree | Slightly Agree | Neither Agree or Disagree | Slightly Disagree | Disagree | Strongly Disagree |
| I dislike the ad |  |  |  |  |  |  |  |
| The ad is appealing to me |  |  |  |  |  |  |  |
| The ad is attractive to me |  |  |  |  |  |  |  |
| The ad is interesting to me |  |  |  |  |  |  |  |
| I think the ad is bad |  |  |  |  |  |  |  |

Q13 Think about your favourite brand in general, how much do you agree or disagree that the below statements best describe your most desired brand?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Agree | Slightly Agree | Neither Agree or Disagree | Slightly Disagree | Disagree | Strongly Disagree |
| My ideal brand helps solve social problems |  |  |  |  |  |  |  |
| My ideal brand has a strong sense of corporate social responsibility |  |  |  |  |  |  |  |
| My ideal brand gives adequate contributions to local communities |  |  |  |  |  |  |  |
| My ideal brand allocates some of its resources to philanthropic activities |  |  |  |  |  |  |  |
| My ideal brand plays a role in society that goes beyond the mere generation of profits |  |  |  |  |  |  |  |
| My ideal brand encourages its employees to participate in voluntarily activities |  |  |  |  |  |  |  |

Q14 Based on the Dettol Ad that you just saw, how much do you agree or diasgree with the below statements? I think…

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Strongly Agree | Agree | Slightly Agree | Neither Agree or Disagree | Slightly Disagree | Disagree | Strongly Disagree |
| Dettol is very reliable |  |  |  |  |  |  |  |  |
| Dettol performs better than others |  |  |  |  |  |  |  |  |
| Dettol makes better products than its competitors |  |  |  |  |  |  |  |  |
| Dettol’s products are more functional than others |  |  |  |  |  |  |  |  |
| Dettol’s products are well made |  |  |  |  |  |  |  |  |

Q15 Based on the Dettol ad that you just saw, how much do you agree or disagree with the below statements?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Agree | Slightly Agree | Neither Agree or Disagree | Slightly Disagree | Disagree | Strongly Disagree |
| I strongly believe that Dettol can keep its promise to me. |  |  |  |  |  |  |  |
| Dettol is associated with a positive motive. |  |  |  |  |  |  |  |
| I feel that I am favoured and given priority by Dettol. |  |  |  |  |  |  |  |
| I believe that Dettol continues to get better and better. |  |  |  |  |  |  |  |
| I stay with Dettol because I am dependent on it. |  |  |  |  |  |  |  |
| I feel attached to Dettol |  |  |  |  |  |  |  |
| Dettol openly shares information with me. |  |  |  |  |  |  |  |
| I have continuous interaction with Dettol. |  |  |  |  |  |  |  |
| I would describe Dettol as a friendly brand |  |  |  |  |  |  |  |
| I would say that Dettol is approachable. |  |  |  |  |  |  |  |
| Dettol is a very attractive brand. |  |  |  |  |  |  |  |
| I would ask for advice because Dettol is knowledgeable. |  |  |  |  |  |  |  |
| It is important that Dettol has a high level of integrity. |  |  |  |  |  |  |  |
| Overall, I approve of Dettol. |  |  |  |  |  |  |  |
| I feel cheerful when shopping for Dettol. |  |  |  |  |  |  |  |
| Dettol takes care of everything for me. |  |  |  |  |  |  |  |
| I am grateful for Dettol’s services |  |  |  |  |  |  |  |

Q16 After watching the Dettol ad, how much do you agree or disagree with the below

statements?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Strongly Agree | Agree | Slightly Agree | Neither Agree or Disagree | Slightly Disagree | Disagree | Strongly Disagree |
| I feel there is a natural “fit” between you and Dettol |  | |  |  |  |  |  |  |
| Dettol seems to fit my own tastes perfectly. |  | |  |  |  |  |  |  |
| I feel emotionally connected to Dettol |  | |  |  |  |  |  |  |
| I feel I have a “bond” with Dettol |  | |  |  |  |  |  |  |

Q17 After watching the Dettol ad, do you agree with these statements?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Agree | Slightly Agree | Neither Agree or Disagree | Slightly Disagree | Disagree | Strongly Disagree |
| Dettol never disappoints me |  |  |  |  |  |  |  |
| Dettol guarantees my satisfaction |  |  |  |  |  |  |  |
| I feel confident about Dettol |  |  |  |  |  |  |  |
| The quality of Dettol has been very consistent |  |  |  |  |  |  |  |

Q18 Based on the Dettol ad that you just saw, do you agree or disagree with these statements?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Strongly Agree | Agree | Slightly Agree | Neither Agree or Disagree | Slightly Disagree | Disagree | Strongly Disagree |
| I would consider purchasing Dettol |  |  |  |  |  |  |  |  |
| I intend to try Dettol |  |  |  |  |  |  |  |  |
| I plan on buying Dettol |  |  |  |  |  |  |  |  |
| I am interested in testing Dettol |  |  |  |  |  |  |  |  |

Q19 How old are you? Please type below

Q20 What is your level of education?

* Did not receive school education
* Attended School
* High School
* Bachelor's Degree
* Post graduate Degree

Q21 What is your level of monthly income in Egyptian Pounds?

* Less than 2,284
* 2,285 – 6,333
* 6,334 – 10,897
* 10,898 – 16,558
* 6,559 – 22,306
* 22,307 – 45,120
* Above 45,120

Q22 How would you describe your occupation?

* Legislator, senior official, or Manager
* Professional
* Technician or associate professional
* Clerk
* Skilled Worker, shop, or market sales worker
* Skilled Agriculture or fishery worker
* Craft Related Trade worker
* Plant and Machine operator and assembler
* Elementary Occupation
* Unemployed

Q23 Thank you for your answers. The next stage of the study will require an interview for 40 minutes maximum. The interview will take place in around two weeks.  I would highly appreciate if you are willing to participate. If you would like to, I will send you an email to arrange a date and time to conduct the interview with you (online or face to face). please type your email below

**Appendix D**

Arabic Questionnaire

أنت مدعو للمشاركة في استبيان يتم إجراؤها من قبل نشوى نادر ، طالبة دكتوراه في جامعة ساوث بانك بلندن. الغرض من هذا البحث هو تحديد أفضل أنواع حملات المسؤولية الاجتماعية التي يمكن أن تطلقها الشركات الكبرى والتي ستفيد الناس والمجتمعات بشكل كبير في مصر.

نحن نطمح في مساهمتك الصادقة ورأيك أوالشخصي حول ما تعتقد بأنه أفضل مشروع يمكن أن يضيف قيمة للمجتمع المصري والأشخاص من حولك. سيستغرق الاستبيان أقل من 5 دقائق. جميع الإجابات صحيحة ؛ ومن ثم ، لا توجد إجابة واحدة صحيحة.

المشاركة في هذا الاستطلاع تطوعية و اخيارية تمامًا ويمكنك الانسحاب في أي وقت. لا توجد مخاطر محتملة من مشاركتك لأنك لن تقدم أي معلومات قد تكشف عن هويتك. جميع الإجابات مجهولة الاسم و المصدر.

ستكون إجاباتك مجهولة ولن يتم الوصول إلى المعلومات التي تم جمعها من البحث إلا من قبل محققي البحث.

إذا كنت ترغب في معرفة المزيد عن البحث أو إذا كان لديك أي أسئلة ، فلا تتردد في الاتصال بالباحث. سواء كنت على استعداد للمشاركة أم لا ، أشكرك على اهتمامك ووقتك لقراءة هذا.

تفاصيل الاتصال بالباحث:

نشوى نادر - جامعة لندن ساوث بانك - بريد إلكتروني:

[sadekn2@lsbu.ac.uk](mailto:sadekn2@lsbu.ac.uk)

س1   
جامعة لندن ساوث بانك    
    
 .أنت مدعو للمشاركة في استبيان يتم إجراؤها من قبل نشوى نادر، طالبة في جامعة لندن ساوث بانك   
  
  
الغرض من هذا البحث هو الحصول على رأيك حول أنواع مختلفة من حملات التسويق التي تقوم بها الشركات العلامية في مصر. سيكون لنتائج هذه الدراسة آثار أكاديمية وعملية  
   
نحن نطمح في مساهمتك الصادقة ورأيك الشخصي . سيستغرق الاستبيان أقل من 10 دقائق  
  
  
 جميع الإجابات صحيحة,  و لا توجد إجابة واحدة صحيحة. المشاركة في هذا الاستطلاع تطوعية و اختيارية تمامًا ويمكنك الانسحاب في أي وقت. لا توجد مخاطر محتملة من مشاركتك لأنك لن تقدم أي معلومات قد تكشف عن هويتك. ستكون إجاباتك مجهولة ولن يتم الوصول إلى المعلومات التي تم جمعها من  البحث إلا من قبل محققي البحث. إذا كنت ترغب في معرفة المزيد عن البحث أو إذا كان لديك أي أسئلة ، فلا تتردد في الاتصال بالباحث  
  
  
   sadekn2@lsbu.ac.uk:أشكرك على اهتمامك ووقتك لقراءة هذا.  
  
  
 تفاصيل الاتصال بالباحث: نشوى نادر - جامعة لندن ساوث بانك - بريد إلكتروني

* نعم
* لا

س2   
  
.أؤكد أنني قد قرأت وفهمت المعلومات الموجزة الموضحة حول الدراسة ويمكنني طرح الأسئلة  
.أوكد أني أفهم أن مشاركتي طوعية وأنني حر في الانسحاب في أي وقت دون إبداء أسباب  
أوافق على تخزين البيانات التي أقدمها (بعد أن يتم إخفاء هويتها) في مركز بيانات متخصص وأدرك أنه يمكن استخدامها للبحث في المستقبل  
أوكد أني أفهم أنه قد يتم اقتباس بياناتي / كلماتي في المنشورات والتقارير والملصقات وصفحات الويب ومخرجات البحث الأخرى

* نعم
* لا

س3   
هل تعيش في مصر؟

* نعم
* لا

س4   
هل أنت الشخص الذي يقوم بشراء بمنتجات النظافة المنزلية لمنزلك؟

* نعم
* لا

س5  
كيف استلمت هذا الاستبيان؟

* من مواقع التواصل الاجتماعي
* من الشركة التي اعمل بها
* شخص ارسله لي
* اخرى \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

س6  
ما هو جنسك؟

* انثى
* ذكر

اخرى \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

س7   
ما هو المنتج المفضل لديك لتنظيف الأسطح والأرضيات في منزلك؟ اختر واحدة

* جنرال
* ديتول
* كلوروكس
* كلوروك المطهر
* العملاق
* فريدا
* مستر مصل

اخرى \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

س8  
ما هو أهم شيء تفكر فيه عند شراء منتج مطهر و منظف منزلي؟ اختر واحدة

* السعر
* الرائحة
* جودة المنتج
* اسم الشركة أو العلامة التجارية
* إعلانت المنتج

العمل الاجتماعي أوالبيئي الذي تقوم به الشركة

س9  
 هل تشاهد البث التلفزيوني المباشر (ليس خدمات البث عبرالإنترنت المدفوعة مثل شاهد, واتش ات, نتفلكس)

* نعم
* لا

س10  
 كم مرة تشاهد البث التلفزيوني المباشر (ليس خدمات البث عبر الإنترنت المدفوعة مثل شاهد, واتش ات, نتفلكس)

* كل يوم
* يوم أو يومين في الأسبوع
* يوم أو يومين في الشهر
* لا أشاهد التلفزيون

س11   
ستشاهد الآن جزءً من مسلسل تلفزيوني وستجد بعض الأسئلة بعد ذلك. نسألكم الانتباه لألعلانات  
  
   
تخيل أنك في المنزل وعلى وشك مشاهدة التلفزيون ، ما البرنامج الذي ترغب في مشاهدته؟  
     
    اذا اردت مشاهدة مسلسل عائلة الحاج متولي, اضغط على هذا الرابط [عائلة الحاج متولي](https://drive.google.com/file/d/1HlecXd0CqiCTfFJXj5zRt7VZNQcR4KtH/view?usp=sharing)  
 أو   
  [Friends](https://drive.google.com/file/d/1Yhom60i9cLuUH9TQiQN1HL5UfM82-Mrr/view?usp=sharing) اضغط على هذا الرابط Friends اذا اردت مشاهدة مسلسل  
   
 عند الانتهاء من المشاهدة,انقر على التالي  
   
    
 بعض الاعلانات غيرحقيقية و صممت فقط لهدف البحث و الدراسة\*

* التالي

س12   
بناءً على إعلان ديتول الذي شاهدته للتو ، هل توافق أو ترفض على العبارات التالية؟

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | أوافق بشدة | أوافق | أوافق إلى حد ما | لا أوافق و لا أرفض | أرفض إلى حد ما | أرفض | ارفض بشدة |
| لم يعجبني هذا الاعلان |  |  |  |  |  |  |  |
| الإعلان يروق لي |  |  |  |  |  |  |  |
| الإعلان ملفت بالنسبة لي |  |  |  |  |  |  |  |
| الإعلان مثير للاهتمام بالنسبة لي |  |  |  |  |  |  |  |
| هذا الاعلان سيء |  |  |  |  |  |  |  |

س13  
بناءً على إعلان ديتول الذي شاهدته للتو ، هل توافق أو ترفض على العبارات التالية؟

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | أوافق بشدة | أوافق | أوافق إلى حد ما | لا أوافق و لا أرفض | أرفض إلى حد ما | أرفض | ارفض بشدة |
| المنتج الامثل بالنسة لي يساعد في حل المشاكل الاجتماعية |  |  |  |  |  |  |  |
| المنتج الامثل بالنسة لي لديه اتجاه قوي بالمسؤولية الاجتماعية |  |  |  |  |  |  |  |
| المنتج الامثل بالنسة لي يقدم مساهامات كافية للمجتم المحلي |  |  |  |  |  |  |  |
| المنتج الامثل بالنسة لي يخصص بعض موارده للأنشطة الخيرية |  |  |  |  |  |  |  |
| المنتج الامثل بالنسة لي يلعب دورا هام في المجتمع يتجاوز مجرد توليد الارباح |  |  |  |  |  |  |  |
| المنتج الامثل بالنسة لي يشجع موظفيه على المشاركة في الانشطة التطوعية |  |  |  |  |  |  |  |

س14  
بنائا على إعلان ديتول الذي شاهدته للتو ، هل توافق أو ترفض على العبارات التالية؟

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | أوافق بشدة | أوافق | أوافق إلى حد ما | لا أوافق و لا أرفض | أرفض إلى حد ما | أرفض | ارفض بشدة |
| ديتول منتج موثوق به للغاية |  |  |  |  |  |  |  |
| مفعول ديتول أفضل من المنتجات المشابه الاخرى |  |  |  |  |  |  |  |
| منتجات ديتول أفضل من منافسيها |  |  |  |  |  |  |  |
| منتجات ديتول أكثر فاعلية من غيرها |  |  |  |  |  |  |  |
| منتجات ديتول مصنوعة بشكل جيد |  |  |  |  |  |  |  |

س15  
بنائا على إعلان ديتول الذي شاهدته للتو ، هل توافق أو ترفض على العبارات التالي

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | أوافق بشدة | أوافق | أوافق إلى حد ما | لا أوافق و لا أرفض | أرفض إلى حد ما | أرفض | ارفض بشدة |
| أنا أؤمن بشدة أن ديتول تفي بوعده لالمستهلكين |  |  |  |  |  |  |  |
| اعتقد ان ديتول يرتبط بحس ايجابي |  |  |  |  |  |  |  |
| اعتقد أن ديتول هو الأفضل لي ويمنح الأولوية لي |  |  |  |  |  |  |  |
| أعتقد أن ديتول يواصل التحسن |  |  |  |  |  |  |  |
| اتا مع ديتول لأنه يمكنني الاعتماد عليه |  |  |  |  |  |  |  |
| أشعر بالتعلق بديتول |  |  |  |  |  |  |  |
| اعتقد ان ديتول تشارك المعلومات معي بشفافية |  |  |  |  |  |  |  |
| لدي تفاعل متبادل و مستمر مع ديتول |  |  |  |  |  |  |  |
| أود أن أصف ديتول بأنه منتج لطيف |  |  |  |  |  |  |  |
| أود أن أقول إن ديتول منتج ودود |  |  |  |  |  |  |  |
| أود أن أقول إن ديتول منتج جذاب |  |  |  |  |  |  |  |
| سأطلب النصيحة من ديتول لأن الشركه لديها معلومات |  |  |  |  |  |  |  |
| اعتقد أن يتمتع ديتول بمستوى عالٍ من النزاهة |  |  |  |  |  |  |  |
| بشكل عام ، أنا أوافق على ديتول |  |  |  |  |  |  |  |
| أشعر بالبهجة عند التسوق لشراء ديتول |  |  |  |  |  |  |  |
| ديتول يعتني بكل شيء من أجلي |  |  |  |  |  |  |  |
| أنا ممتن لخدمات ديتول |  |  |  |  |  |  |  |

س16   
بنائا على إعلان ديتول الذي شاهدته للتو ، هل توافق أو ترفض على العبارات التالية؟

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | أوافق بشدة | أوافق | أوافق إلى حد ما | لا أوافق و لا أرفض | أرفض إلى حد ما | أرفض | ارفض بشدة |
| اشعر أن هناك "توافق" طبيعي بيني وبين ديتول |  |  |  |  |  |  |  |
| يبدو أن ديتول يناسب ذوقي بشكل مثالي |  |  |  |  |  |  |  |
| أشعر بالارتباط العاطفي بديتول |  |  |  |  |  |  |  |
| أشعر بالارتباط العاطفي بديتول |  |  |  |  |  |  |  |
| أشعر أن لدي "رابط" مع ديتول |  |  |  |  |  |  |  |

س17   
بنائا على إعلان ديتول الذي شاهدته للتو ، هل توافق أو ترفض على العبارات التالية؟

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | أوافق بشدة | أوافق | أوافق إلى حد ما | لا أوافق و لا أرفض | أرفض إلى حد ما | أرفض | ارفض بشدة |
| ديتول لا يخيب ظني أبدا |  |  |  |  |  |  |  |
| ديتول يضمن رضائي |  |  |  |  |  |  |  |
| أشعر بالثقة تجاه ديتول |  |  |  |  |  |  |  |
| جودة ديتول متسقة للغاية |  |  |  |  |  |  |  |

س18   
بنائا على إعلان ديتول الذي شاهدته للتو ، هل توافق أو ترفض على العبارات التالية؟

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | أوافق بشدة | أوافق | أوافق إلى حد ما | لا أوافق و لا أرفض | أرفض إلى حد ما | أرفض | ارفض بشدة |
| سأفكر في شراء ديتول |  |  |  |  |  |  |  |
| أنوي أن اجرب ديتول |  |  |  |  |  |  |  |
| انا اخطط لشراء |  |  |  |  |  |  |  |
| أنا مهتم بتجربة ديتول |  |  |  |  |  |  |  |

س19

كم عمرك؟ الرجاء الكتابة أدناه

س20   
ما هو مستواك التعليمي؟

* لم اتلق تعليم مدرسي
* تعليم مدرسي
* ثانوية عام
* بكالوريس
* شهادة عليا

س21   
ما هو مستوى دخلك الشهري بالجنيه المصري؟

* أقل من 2,384
* 2,385 – 6,333
* 6,334 – 10,897
* 10,898 – 16,558
* 16,559 – 22,306
* 22,307 – 45,120
* اكثر من 45,120

س22   
 ما هي مهنتك ؟

* مسؤول كبير أو مدير
* احترافي
* فني أو مساعد محترف
* موظف ملفات
* عامل ماهر أو عامل مبيعات في سوق أو متجر
* عامل ماهر في الزراعة وصيد الأسماك
* عامل تجارة حرفية
* مشغل المصنع أو الآلات
* مهنة بدائيه
* لا أعمل

س23

.شكرا لإجاباتك

ستتطلب المرحلة التالية اجراء مقابلة لمدة 40 دقيقة كحد أقصى ستتم المقابلة في غضون أسبوعين تقريبً

سأكون ممتنه للغاية إذا كنت على استعداد للمشاركة. إذا كنت ترغب في ذلك، سأرسل لك بريدًا إلكترونيًا لترتيب تاريخ ووقت لإجراء

**E**

**Appendix E**  
Interview Guide

**Introduction and Consent**

Thank you for agreeing to participate in this interview. My name is Nashwa, I am conducting this interview as part of my research for my PhD program at London South Bank University. The main objective of this interview is to learn about your opinion on CSR communication launched by multinational companies for consumer products in Egypt. This interview will take 45 minutes to 1 hour. Please feel free to express your opinion freely as there is no right or wrong answer. Also, please note that you can withdraw at any time and you do not need to answer any of the questions if you are not comfortable with them.

With your permission, this interview will be recorded for my reference to listen to the information again later. This recording will be securely stored in a password-protected place and I will be the only person that accesses it. Please note that some of the phrases that you say might be quoted and used anonymously in the final paper that might be published in publicly accessible journals. However, it is not a problem if you don’t want or if you are not comfortable, we can end this interview.

1. Do you agree to the above?

If yes, then let’s proceed.

**Icebreaking**

1. What’s your name and what do you do for a living? Khaled Romeh

1. What are some of your hobbies or things you do in your free time?
2. How do you learn about brands and products? How do you find out which products and brands are better than others or about new brands and products?
3. CSR, Corporate Social Responsibility, what comes to your mind when you hear this term?

Corporate Social Responsibility refers to the strategies and activities that multinational companies do for the benefit of society and the environment. For example, launching environment-friendly products, donating part of the profits to charitable organizations, or building a free clinic for poor people in Egypt.

Thank you for participating in the earlier questionnaire. I would like to ask you a few questions about the advert that you saw in that questionnaire and some other adverts that other people saw. I will show you now the ad that you saw in the questionnaire.

CSR TV Ad

1. what are your views on this ad?

What do you like or dislike about it?

1. Would that ad make you want to buy the product? Why so?
2. Would you prefer to see it on TV or on social media? Why so?

I will now show you another Ad from Dettol and ask you some questions after it.

Non-CSR TV Ad

1. What about this ad, what are your views about this ad?

What do you like or dislike about it?

1. Would you buy a product after seeing this ad? Why?
2. How do you compare these two ads to each other?

Which one do you like more?

1. Which one would make you like the brand more? Why?
2. Which one would make you trust the brand more? Why?
3. What about social media ads, can you tell me about an advert that you recently saw on social media?
4. Would you prefer to see CSR adverts on TV or social media? Why?

Speaking of social media, please check out these two ads for Dettol on Facebook.

A screenshot of a video

Description automatically generatedA screenshot of a video

Description automatically generated

1. Please check the message of both ads, how would you compare them against each other?
2. If we assume that both messages in both ads are 100% real, which one would make you feel more emotionally connected to Dettol? And why?
3. Assuming you don’t know Dettol and you never tried it before, which ad would make you more interested to try and buy the product?

**CSR and purchase intention**

1. Between CSR ad and a non-CSR ad, which one would make you support the brand more or consider buying it? Why?
2. If a multinational product that you never tried before is doing advertisements about valuable and big CSR campaigns in Egypt, would that make you curious to buy the product and try it? Why?

**CSR and multinational companies**

1. Can you think of any other CSR campaign that was launched by a multinational in Egypt?

What did you like or not like about it? Why?

1. Do you think multinational companies should do CSR campaigns? Why do you think so?
2. If yes, what are the ideal CSR campaigns do you wish multinationals to do in Egypt?
3. Please describe, in your opinion, two or three things that has to be there in order for the CSR campaign to be valuable and successful?
4. If the company launched the campaign just like the way that you just described, how would that make you feel about the product?

**CSR versus non-CSR**

1. In reference to the ideal CSR campaign that you just described; how would you compare regular commercials that companies do on Television now to commercials that focus on CSR campaigns like you just described?
2. In reference to consumer products, when you think about the ideal ad, what is more important to you to learn about from the ad, the functions of the product or its social activities? Why?
3. What will make you like the brand more, if it advertises the products’ functions and benefits or its social activities?

**Closing Remarks**

1. Do you have any final comments on the topic that you would like to add?

Thank you for your time and the valuable information that you provided. If you would like to ask more questions about this study, I am happy to discuss it with you now or you can send me an email anytime on [sadekn2@lsbu.ac.uk](mailto:sadekn2@lsbu.ac.uk).

**Appendix F**

Stimuli

CSR Television Ad

<https://drive.google.com/file/d/1ogsi9D_sOLdhq69AHhB5ljevequFGVut/view?usp=drive_link>  
  
<https://drive.google.com/file/d/17FPfwrMtOlS-8RUd1T9kkokYDc80ErJo/view?usp=drive_link>

Non-CSR Television Ad

<https://drive.google.com/file/d/1P7IldRofrPiKWYaCeETAWIhEHfqF4qU1/view?usp=drive_link>

<https://drive.google.com/file/d/1T1doFsRQERCCj0YWgqtRQjFDxeLzBgqU/view?usp=drive_link>

CSR Facebook ad

A screenshot of a computer

Description automatically generated with medium confidence

Non- CSR Facebook ad



**Appendix G**

Ethical Approval

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

**Appendix H**

Model Fitness for the first Model

**CMIN**

| Model | NPAR | CMIN | DF | P | CMIN/DF |
| --- | --- | --- | --- | --- | --- |
| Model | 8 | 83.892 | 28 | .000 | 2.99 |

**Baseline Comparisons**

| Model | NFI Delta1 | RFI rho1 | IFI Delta2 | TLI rho2 | CFI |
| --- | --- | --- | --- | --- | --- |
| Default model | .948 | .941 | .950 | .941 | .946 |
| Saturated model | 1.000 |  | 1.000 |  | 1.000 |
| Independence model | .000 | .000 | .000 | .000 | .000 |

**RMSEA**

| Model | RMSEA | LO 90 | HI 90 |
| --- | --- | --- | --- |
| Default model | .0497 | .0476 | .0518 |
| Independence model | .0419 | .0404 | .0433 |