On the Motivating Impact of Corporate Social Responsibility at the Point of Online Purchase

Asle Fagerstrøm
The Norwegian School of Information Technology, Norway

Gordon R. Foxall
Cardiff University, UK
Increased focus on Corporate Social Responsibility, (Jamali, 2008).

About 90% of the companies listed in the Fortune 500 have specific Corporate Social Responsibility initiatives (Luo & Bhattacharya, 2006).

However, Corporate Social Responsibility has been a very intense and controversial subject for academicians (Halme & Laurila, 2008).
To expand our understanding of the impact from Corporate Social Responsibility in the point-of-purchase setting.
The Consumer Behavior Analysis research program is founded on radical behaviorism.

Consumer Behavior Analysis has the agenda of applying basic behavioral laws and principles to real life consumer behavior.

In doing this consumer behavior analysis models should be more able to accurately describe, predict and affect consumers.

(Foxall, 2010)
The Behavioral Perspective Model (Figure 1)

(Foxall, 2007)
Motivating operations alter (Laraway, et al., 2003):

a) the effectiveness of reinforcers or punishers (the value-altering effect) and...

b) the frequency of operant response classes related to those consequences (the behavior-altering effect).

The first effect is related to the consequences of responding, and the second is the effect of the responses related to those consequences.
Corporate Social Responsibility in social marketing can be defined, from the concept of Motivating Operation, as an antecedent stimulus that most probably signals increasing informational reinforcement.
Information about donations to an environmental organization has most probably a reinforcing establishing effect on the consequences of purchasing, simultaneously this will evoke approach responses. The result is increased likelihood of purchase.

When a donation to an environmental organization is not available, and the alternative have this option, this has most probably a reinforcing abolishing effect on the consequences of purchasing the item, simultaneously this will abate approach responses. The result is deceased likelihood of purchase.
Conjoint analysis is a measurement technique with roots in the fields of mathematical psychology and psychometrics (Green & Srinivasan, 1978).

In commercial use, conjoint analysis can aid in sorting out the relative impact of an object’s multidimensional attributes (Luce & Tukey, 1964), and therefore offers an approach for studying motivating operations in complex settings.
Participants:

- 504 participants (students).
- 295 males and 209 females.
- 95% of the participants had shopped product online in the last 6 months (Internet banking was not included).

Apparatus:

- Price and brand was included together with social responsibility to reflect reflexive conditioned motivating stimuli in the study.
- Stimulus cards were made in Adobe Photoshop™.
- The study instrument was administered by using a Microsoft Power Point™ presentation in an auditorium, together with a questionnaire.
Method, cont.

* Procedure:

Kjøper du produkter hos oss statter du samtidig vårt
samarbeidsprosjekt med Bellona med 10 % av kjøpesummen.
<table>
<thead>
<tr>
<th>Antecedent stimuli</th>
<th>Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1. Kr. 1 498,-</td>
</tr>
<tr>
<td></td>
<td>2. Kr. 1 698,-</td>
</tr>
<tr>
<td>Brand</td>
<td>1. Norwegian.no</td>
</tr>
<tr>
<td></td>
<td>2. Flight.no</td>
</tr>
<tr>
<td>Corporate Social Responsibility</td>
<td>1. 10% donation to Bellona</td>
</tr>
<tr>
<td></td>
<td>2. No donation</td>
</tr>
</tbody>
</table>
**Analysis:**

* It was assumed that interaction effects were not likely to occur, and it was decided to estimate a main effects model.
* The full profile method was selected as the data collection method (Green & Srinivasan, 1978).
Results: Price
(Figure 2)

Impact score

Kr. 1 498,-

Kr. 1 698,-
Results: Brand (Figure 3)

Impact score

Norwegian.no

Flight.no
Results: Corporate Social Responsibility (Figure 4)

Impact score

10 % donation to Bellona: 0.128
No donation: -0.128
Results: Importance Values (Figure 5)
Concluding Comments

* Research objective: to expand our understanding of the impact from Corporate Social Responsibility in the point of purchase setting.

* Consumer Behavior Analysis approach.

* Conjoint analysis was employed to investigate the predictability from using the concept of motivating operation when analyzing what influences consumers at the point of online purchase situation.
Concluding Comments, cont.

- Key findings: Corporate Social Responsibility had a small impact on the point of online purchase relative to price and brand.

- Limitations of the study:
  - Scenario.
  - Order effect.
  - Main effect only model.
Corporate Social Responsibility in social marketing can be analyzed from the concept of motivating operations.

Future research:
- Test for other conditions.
- Include augmentals (Zettle & Hayes, 1982).
- Conduct experiments.
Thank you very much for your attention!