What does it take to convince us?
Analyzing the impact of corporate social responsibilities and brand personality on purchase intention

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ABSTRACT

Title: "What does it take to convince us? Analyzing the impact of corporate social responsibility and brand personality on purchase intention"

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The following thesis will investigate the impact of corporate social responsibility (CSR) initiatives on consumer's purchase intention (PI) regarding the different brand personalities. Awareness of CSR initiative topics has been increasing and its measurable effect has been questioned. It is a perquisite, that every company has a certain personality. Therefore, to determine the effectiveness of CSR initiatives for each brand personality was taken into consideration when analyzing the success of the CSR initiatives: philanthropy, sponsorship, and cause-related marketing (CRM).

The three initiatives as well as one control initiative were each paired with all five brand personalities and then examined for the highest PI per brand personality. For this purpose, an online survey was conducted. Each participant saw only one stimulus per brand personality, with a total of twenty different scenarios. Furthermore, consumer engagement (CE) was tested in this context as a mediator between CSR initiatives per brand and PI.

The results show that the CSR initiatives have a positive impact on the PI, with three out of five of the brand personalities being significant. The highest impact on PI of the CSR initiatives varies among the brand personalities. CE mediates the effect of brand personality CSR initiatives on PI. Managerial recommendations based on the results include the adoption of CSR initiatives to maximize PI and to confirm its efficacy. Nevertheless, to take the right initiative, a company must first find its brand personality to gain a competitive advantage.

Key Words: Corporate Social Responsibility Initiatives, Brand Personalities, Purchase Intention, Consumer Engagement

SUMÁRIO

Título: "O que é necessário para nos convencer? Uma análise do impacto da responsabilidade social corporativa e da personalidade da marca na intenção de compra"

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Nesta dissertação, exploramos o impacto das iniciativas de responsabilidade social corporativa (RSC) na intenção de compra (PI) dos consumidores, considerando diferentes personalidades da marca. À medida que a consciencialização sobre as iniciativas de RSC aumenta, questionam-se os seus efeitos mensuráveis. Cada empresa tem uma personalidade única da marca. Assim sendo, para avaliar a eficácia das iniciativas de RSC em relação a cada personalidade da marca, três iniciativas específicas de CRM são investigadas: filantropia, patrocínio e "*cause-related marketing* (CRM).

Estas três iniciativas bem como uma iniciativa de controle, foram associadas às cinco personalidades da marca e avaliadas quanto à obtenção da PI mais alta por personalidade da marca. Foi realizada uma pesquisa online, na qual cada participante viu apenas um cenário por personalidade da marca, resultando em vinte cenários diferentes no total. Também foi examinado o envolvimento do consumidor como mediador entre as iniciativas de RSC específicas da marca e a PI.

Os resultados indicam que as iniciativas de RSC têm impacto positivo na PI, com significância estatística em três das cinco personalidades de marca. O impacto das iniciativas de RSC na PI varia com as personalidades da marca. O envolvimento do consumidor age como mediador entre as iniciativas de RSC e a intenção de compra. Com base nesses resultados, as recomendações de gestão incluem a adoção de RSC para maximizar a PI e validar sua eficácia. No entanto, empresas devem definir sua personalidade de marca para obter vantagem competitiva.

Palavras-Chave: Iniciativas de Responsabilidade Social Corporativa, Personalidades da Marca, Intenção de Compra, Envolvimento dos Consumidores

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GLOSSARY

BPS	Brand Personality Scale
CE	Consumer Engagement
CRM	Cause-Related Marketing
CSR	Corporate Social Responsibility
DV	Dependent Variable
E.g.	For example
IV	Independent Variable
NGO	Non-governmental organization
NPO	Nonprofit organization
PI	Purchase Intention
PR	Public Relations
RQ	Research Question

CHAPTER 1: INTRODUCTION

1.1 Background

As economic factors such as rising inflation over the past year (2022 and 2023) have pushed up product prices, purchase behavior has changed significantly. To gain a competitive advantage, companies in all industries try to outcompete their rivals by making their products more attractive. One of the methods companies use to boost their profit are Corporate Social Responsibility (CSR) initiatives. CSR has recently gained popularity and is predicted to become even more significant in the future. Companies are faced with the agony of choice due to the large number of different sources reporting about CSR initiatives. The main problem is choosing the right CSR initiatives that will have the greatest impact on the company's profitability. So, which one do companies choose?

This paper aims to analyze the three commonly used CSR initiatives philanthropy, cause-related marketing (CRM) and sponsorship (Lii, 2011), and their effect on a company's purchase intention (PI). This raises the question, are CSR initiatives the only way to increase a company's brand awareness and gain a competitive advantage? Literature has shown that a firm's performance can be significantly improved by having a strong and unique brand (Colucci et al., 2008; Madden et al., 2006; Warlop et al., 2005). A brand personality is composed of a variety of human-like personality traits that relate to and are significant for a brand (Azoulay & Kapferer, 2003), since having a strong brand personality significantly enhances a firm's competitive advantage (García-Salirrosas & Gordillo, 2021). However, do companies even know their brand personality type?

This thesis places an equal emphasis on brand personalities (Aaker, 1997) and CSR initiatives. Therefore, this thesis combines these two competitive advantages in an interplay aiming to find the best solution for each brand personality paired with the three CSR initiatives. For companies to gain competitive edge and avoid coming across as inauthentic, they must match the CSR initiatives with their brand personality. Building a strong customer relationship through various channels, also known as consumer engagement (CE) (Ng et al., 2020), is significantly important for firms as consumer demands have risen due to the increase in purchase options. Thus, supporting social causes that are important to the company's consumers is therefore a way of retaining consumer loyalty, which can be done through CSR initiatives. These social causes can

demonstrate that a company cares for its social environment beyond the bottom line and can create a trusting bond between the brand and the consumer, giving it a competitive edge. Thus, CE in combination with brand personality CSR initiatives can act as a mediator impacting consumers purchasing power. The study examines the impact of CSR initiatives in an interplay with brand personality (brand personality CSR initiatives) on PI. Furthermore, the mediating effect of CE is analyzed in depth, as it can be a win-win situation in terms of socio-economic factors when consumers buy and engage in social causes simultaneously.

1.2 Problem Statement

The purpose of this study is to examine how CSR initiatives effect PI, taking brand personalities and CE into account. The question relates to how much a brand's PI varies across its initiatives and various brand personalities. The results of this study aim to help responsible managers make decisions regarding their company's overall reputation-building, marketing, and sales strategy.

The problem statement can be divided into the following three research questions (RQ):

> RQ1: *Does the effectiveness of different corporate social responsibility initiatives on purchase intention vary based on brand personalities?*
>
> RQ2: *Is there a difference in the effect of philanthropy vs. sponsorship vs. cause-related marketing on purchase intention and vary among brand personalities?*
>
> RQ3: *Is there an association between consumer engagement resulting from corporate social responsibility initiatives and purchase intention, considering the influence of distinct brand personalities?*

1.3 Relevance

The relevance of the topic studied, CSR initiatives, relates to a company's goal of increasing its profitability and customer base, rather than following competitors in the sense of "everyone is doing it". To determine whether an investment will pay off or be a sunk cost, it is critical to first measure the actual impact so that managers can focus their CSR efforts on the most effective and successful initiatives. As a result, a successful integration can increase the chances of cost

savings, enhanced brand recognition and expectantly a higher PI. This study will explain the effect of brand personalities on PI, as different brand personalities require different CSR (philanthropy, sponsorship, and CRM) initiatives, which has not been studied in this context of PI. Moreover, as an addition of information on the topic of the bridging the gap with CE as a mediator, this research contributes to a better understanding of the impact of CSR initiatives with brand personalities on PI.

1.4 Research Methods

First, a review of the existing literature from reputable journals and books was used to lay the foundation and providing some background on the research questions and the later proposed hypotheses. The focus of the literature review was to understand CSR initiatives, brand personalities, PI, and CE. The online survey tool Qualtrics was used to collect the primary data. Lii's (2011) paper served as the basis for the development of the stimuli (in this case the campaign). The stimuli are based on a recent catastrophic event, the Greek wildfires of 2023.All survey participants were randomly assigned to one of four groups. Each group represented one of the five brand personalities: No Change (control stimuli), Philanthropy, Sponsorship and CRM. The demographic included men and women around the world, aged 18 to 75. The statistical programs IBM SPSS and PROCESS Macro was used to evaluate and analyze the collected data (Hayes & Preacher, 2014).

1.5 Dissertation Outline

Chapter two provides a summary of the literature upon which this thesis is based and defines the key terms: CE, PI, brand personality, and CSR initiatives. The hypotheses were defined following the theoretical literature review. The methodology used to address the research questions and hypotheses is described in Chapter 3, along with the design of the stimuli. Chapter 4 presents the data evaluation and analysis as well as details on which hypotheses can be verified. Chapter 5 is the conclusion of this dissertation. It summarizes the results, discusses the limitations, and offers ideas for future research. In addition, implications for management and academia are also included in Chapter 5. The appendices provide additional background information, including the survey structure and analysis results.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

The primary goal of this chapter is to provide a thorough overview of the knowledge related to the main research questions of the dissertation. Important definitions and explanations will be highlighted in the summary of key journals to provide a clearer understanding. First, a summary of the various CSR initiatives is provided, as well as definitions of PI, brand personality, and CE. The hypotheses are developed according to the theoretical background. The chapter concludes with the presentation of the conceptual framework.

2.1 Corporate Social Responsibility Initiatives

Today, more than 80% of Fortune 500 companies talk about CSR, demonstrating the widespread belief that implementing CSR activities can improve a company's reputation (Bhattacharya & Sen, 2004). CSR activities are one way for companies to build a solid reputation (C. Fombrun & Shanley, 1990). As defined by Enderle & Tavis (1998) CSR addresses societal requirements in addition to a company's legal obligations. Overall, CSR serves as an essential part of a firm's marketing toolkit as it meets consumer expectations while enhancing business performance and reputation (Nan & Heo, 2007; Sen & Bhattacharya, 2001)

2.1.1 Impact of Corporate Social Responsibility Initiatives on Consumers

CSR has a huge impact on the market, as companies can raise the level of brand identification among customers (Keh & Xie, 2009). Furthermore, it is better for businesses to draw in more profit (Milgrom & Roberts, 1986b; Stigler, 1962) and improve a businesses' capacity to charge premium prices due to increased customer loyalty (Klein & Leffler, 1981; Milgrom & Roberts, 1986a). This is especially true in a fiercely competitive and unstable market, having a good reputation helps businesses achieve their core values (Fombrun, 2018). While numerous studies have discovered favorable impacts of CSR on customer reactions, such as customer loyalty and overall evaluations of the company (Lacey & Kennett-Hensel, 2010; Sen & Bhattacharya, 2001), recent academic papers state that CSR initiatives also have shortcomings.

For example, CSR efforts can negatively impact the perception of luxury brands (Torelli et al., 2012) and the evaluation of products in certain product categories (Luchs et al., 2010). A

possible reason for this is that consumers may believe that a company's resources are limited, meaning that resources devoted to improving a company's CSR reputation may be diverted from strengthening its market position and improving its products or services (Newman et al., 2014). Consumers may perceive less successful firms engaging in CSR as diverting resources from building stronger capabilities (Luo & Bhattacharya, 2006), suggesting that only successful firms can afford CSR (van Doorn et al., 2017). This is consistent with the literature warning that CSR efforts by less innovative firms may conflict with their core priorities (Luo & Bhattacharya, 2006; Newman et al., 2014).

Nevertheless, it is important to note that engagement in CSR activities can strengthen firm success and customer loyalty, especially for thriving firms. Furthermore, van Doorn et al. (2017) found that customer perceptions of CSR can mitigate the effects of weak branding or limited advertising budgets, although it cannot compensate for failing to innovate. More positive customer attitudes and higher customer retention rates tend to characterize firms that practice both CSR and innovation (van Doorn et al. 2017).

2.1.2 Philanthropy, Cause-Related Marketing and Sponsorship

Despite the numerous ways to execute CSR, companies most frequently use sponsorship, CRM, and philanthropy (Polonsky & Speed, 2001). The dissertation thereby concentrates on the definitions from Lii (2011) for the CSR initiatives.

Sponsorship is the strategic investment of money in people or equipment for a particular activity. It is designed to maximize the commercial potential associated with the sponsored organization or event (Gwinner & Bennett, 2008; Irwin et al., 2003). According to Harvey (2001), sponsorship is one of the most popular marketing strategies as it generates more revenue than other forms of advertising (Roy & Cornwell, 2004). Despite the large amount of research available on the impact of sponsorship on brand awareness (Cornwell & Coote, 2005; Gwinner & Swanson, 2003; Rifon et al., 2004) to fully examine the impact of consumer attitudes toward sponsorship, further research is needed (Gwinner & Bennett, 2008; Polonsky & Speed, 2001).

CRM is the process by which a company promises to donate a certain amount of money to a charity or nonprofit organization in exchange for customers' purchases of its goods or services. (Nan & Heo, 2007). Numerous studies have examined how CRM positively affects consumers'

opinions of the sponsoring company or brand (Lii, 2011; Ross et al., 1992; Webb & Mohr, 1998), as seen by Smith & Alcorn (1991) in which 46% of respondents stated they would be willing to switch brands to support a cause as well as 56% believing it is vital to donate to charity organizations (Smith & Alcorn,1991).

A company that practices philanthropy donates resources (people, money, or equipment) to a deserving cause out of a desire to uphold good citizenship without expecting anything in return (Collins, 1994; Shaw & Post, 1993). However, a significant amount of corporate philanthropy, is about the creation of a connection to the cause and the generation of profit. Collins (1994) refers to these efforts as pseudo-altruism. Corporate philanthropy can enhance a company's image and community recognition, fostering positive consumer attitudes, despite its non-expectation of direct benefits (d′Astous & Bitz, 1995; Sen & Bhattacharya, 2001).

Lii (2011) concludes that of the three CSR initiatives, philanthropy is the most effective one with a strong transfer of brand and product identification due to the direct financial contribution to the cause or to a nonprofit organization (NPO). CRM and sponsorship are seen as less straightforward. That's because CRM strategies rely on consumer purchases for corporate donations. They link charitable giving to their company's profit-making efforts (Polonsky & Speed, 2001; Barone et al., 2007; Lii 2011). Thus, companies that promote CSR initiatives can influence customer behavior to the benefit of the company and increase PI by maintaining a close relationship with customers to improve public relations (PR), increase brand awareness, and increase sales (Bhattacharya & Sen, 2003; Pérez, 2009). However, they must be implemented and managed cautiously to avoid consumer skepticism (Lii, 2011; Polonsky & Speed, 2001). Managers should prioritize philanthropy, followed by sponsorship and CRM, to have the highest impact on consumer PI. Highlighting the philanthropic aspect of CSR in stakeholder interactions is critical to building a strong bond between customers and companies (Bhattacharya & Sen, 2003; Marin & Ruiz, 2007).

In contrast, Pertiwi & Balqiah (2018) compared CRM and philanthropy as CSR initiatives and found that both CSR initiatives promote trust and loyalty despite slight differences in consumer responses. The study concluded that despite being motivated by strategic objectives and stakeholder expectations, CSR initiatives can successfully build trust and satisfaction Pertiwi & Balqiah (2018).

The subject remains debatable in the literature based on the divergent findings from Pertiwi & Balqiah (2018) and Lii (2011) regarding the efficacy of different CSR initiatives. However, since Lii (2011) addresses all three initiatives, it is more relevant to the thesis topic to consider this paper. While both studies provide insightful information, Lii's work provides a more appropriate framework for the examination and understanding of the various CSR initiatives and their impact on desired outcomes. Additional research is required to determine the effect of CSR initiatives on PI.

In this respect, the complexity of the proposed problem statement is further deepened by the following hypotheses:

Hypothesis 1: Corporate Social Responsibility initiatives have a positive impact on Purchase Intention

Hypothesis 2: Philanthropy has a stronger impact than Cause-Related Marketing, Sponsorship, and the Control Group on Purchase Intention

2.2 Purchase Intention

Spears & Singh, (2004, p.56) define PI as “an individual’s conscious plan to make an effort to purchase a brand” (Spears & Singh, 2004, p.56). Furthermore, studies have claimed that PI serves as the best indicator of purchasing behavior thus making PI a suitable measure for determining the impact of CSR initiatives (Fishbein & Ajzen, 1975; Morwitz et al., 2007).

Morwitz et al.(2007a) found that intentions to purchase were more closely associated with existing, durable goods and with intentions to purchase a specific brand or model, rather than with newly created or non-durable goods. As the study shows, intentions are more strongly associated with brands than with specific models. Therefore, it is an appropriate measure for the assessment of PI in relation to different brand personalities. This leads to the hypothesis that brand personalities can have a positive impact on PI (Morwitz et al., 2007).

Crosno et al., (2009) suggest that PI reflects a consumer's likelihood of choosing a particular brand within a product category. This is in line with Yoo et al., (2000) who define PI as a measure of brand loyalty without brand switching (Yoo et al., 2000; Crosno et al., 2009;).

Similarly, Ajzen, (1991) states that intentions can be measured relatively accurately and used to predict behavior in a reliable manner (given some variation). Thus, PI is a suitable variable for this thesis (Ajzen, 1991).

2.3 Brand Personalities

Aaker known as the pioneer of brand personalities, first introduced the definition of brand personalities as a "set of human characteristics associated with a brand" (Aaker, 1997, p.347). She developed a Brand Personality Scale (BPS) to measure the personalities of brands and grouped them into five distinct dimensions. Later, to validate the BPS, brand personalities were tested in different product categories and markets worldwide (J. L. Aaker et al., 2001). According to Halliday (1996), brand personalities are the key to differentiating a brand within a product category and are the main factor influencing customer preference and usage (Biel, 1993; Halliday 1996). Consequently, it can be concluded that brand personalities are a common denominator that may be leveraged to advertise a brand across cultures (Plummer, 1985). In addition, these brand personalities give a brand attribute like celebrity endorsements, allowing consumers to relate to the brand (Aaker, 1997). For example, in the case of cola, Dr Pepper is unconventional, Pepsi is exciting and hip, and Coca-Cola is cool, all-American, and enduring (Plummer, 1985). This highlights the impact that branding has on the success of a product in comparison to its competitors.

2.3.1 The five dimensions of brand personality

To delve deeper into the measurement and categorization of different personality traits, Aaker introduced the five dimensions of brand personality (1997). The five dimensions are grouped as follows:

- *Sincerity.* Brands with sincerity as a personality trait are perceived as honest, genuine, and down-to-earth. Sincere brands are associated with attributes such as authenticity, trustworthiness, and reliability.

- *Excitement.* Brands with an excitement personality are seen as daring, adventurous and energetic. Excitement brands strive to create a sense of thrill and excitement. They are often associated with innovation and unique experiences.

- *Competence.* Brands that embody competence are perceived to be reliable, efficient, and capable. Competence brands are seen as experts in their field. They are associated with qualities such as professionalism, expertise, and high quality.

- *Sophistication.* Sophisticated brands are elegant, stylish, and cultured. They exude luxury, exclusivity, and prestige. Sophisticated brands are often associated with aesthetics, elegance, and a high level of social status.

- *Ruggedness.* Brands with ruggedness as a personality trait are tough, strong, and adventurous. Ruggedness brands project a sense of resilience, toughness, and masculinity. They are often associated with outdoor activities and endurance.

Figure 1 provides an overview of the brand personalities.

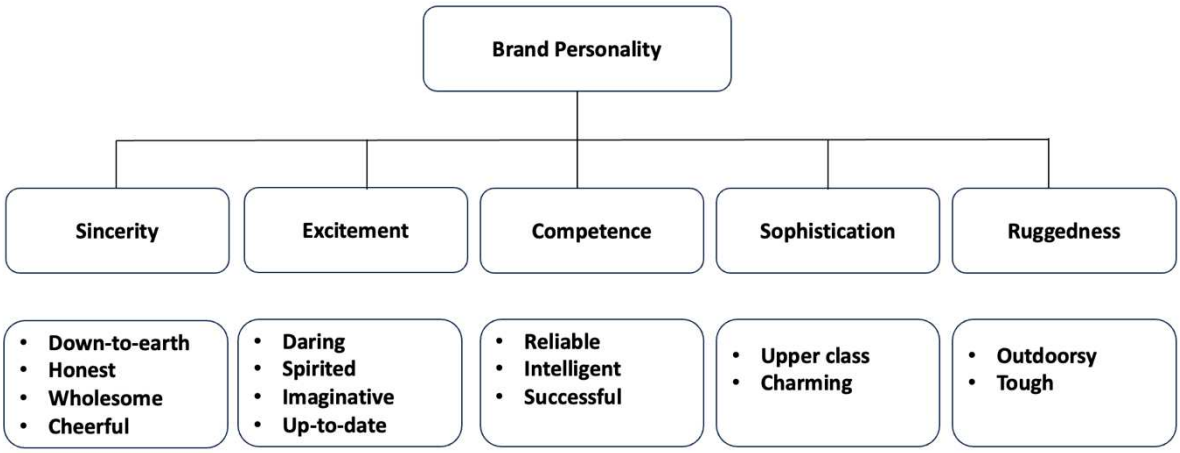

Figure 1: Aacker's Brand Personality Model

Unfortunately, due to the broad definition of brand personality, several items on Aaker's scale appear problematic. For example, the brand personality sophistication primarily considers physical characteristics (such as being glamorous, attractive, and charming) and socio-economic status (such as being upper class). While different dimensionality is a natural by-product of the original diversity of unique elements in the pool. The pool of items that was created for the creation of the brand personality scale can be questioned when the theoretical underpinnings of personality are ignored (Huang et al., 2012). This idea can therefore be contested as brand personality aim to represent how consumers would perceive a brand's interior qualities if the brand were a person (Allen & Olson, 1995). Other definitions of brand personality provide support for this difficulty, stating that it is:

> "The set of human personality traits that correspond to the interpersonal domain of human personality and are relevant to describing the brand as a relationship partner" (Sweeney & Brandon, 2006 p.654).

2.3.2 Five brands as sample Brand Personalities

Maehle et al. (2011) tested, which brands could serve as a flagship for each brand personality based on Aaker (1997) Five-Dimension Theory. The selection of well-known brands serves as the basis for subsequent stimulus development, each representing a distinct brand personality.

- *Sincerity*. Maehle et al. (2011) found that consumers generally associate honesty with brands they encounter in their daily lives, primarily in categories such as beverages, food, personal care, and supermarkets. These brands often garner support due to established trust and respect. This thesis will illustrate this brand personality using Lufthansa, the esteemed German airline with deep-rooted recognition in German society (Maehle et al., 2011).

- *Competence*. Consumers most cited competency as the attribute that made a brand reliable. Informants often used associations with premium brands to justify their selection. According to participants, well-established market leaders such as Volvo, the car brand (Maehle et al., 2011), exemplify this competence.

- *Excitement*. Considering exciting brand personalities, these were evaluated in the context of brands that encourage consumers to express their identity, have interesting designs, provide enjoyable experiences, are used at special events or in stimulating social settings, and are favored by exciting people, with Apple serving as the model for exciting brand personality (Maehle et al., 2011).

- *Sophistication*. Consumers perceive a high level of sophistication across brands, particularly in the apparel, cosmetics, and automotive sectors, with most brands positioned at the premium market level. Aesthetics emerges as a key factor in defining sophistication and excitement. Specifically, upscale apparel and automotive brands are frequently cited by informants. Tiffany & Co. stands out as the ultimate embodiment of this brand personality, according to these perceptions (Maehle et al., 2011).

- *Ruggedness*. On the other hand, vehicles such as Land Rover, Jeep, and Jaguar, the Harley Davidson motorcycle, Marlboro cigarettes, men's grooming products such as Gillette and Old Spice, and men's clothing embody ruggedness. These brands typify a stereotypical masculinity that forms the basis of consumer identification. It's clear that masculinity is an important attribute of rugged brands, with Harley Davidson serving as a prominent example (Maehle et al., 2011).

2.3.3 Brand Personality, Corporate Social Responsibility Initiatives and Purchase Intention

Interest in brand personality holds significant importance for both senior executives and researchers (Toldos-Romero & Orozco-Gómez, 2015). This is primarily because it impacts the product or service identification process and plays a role in consumers' decision-making when it comes to purchases (Blackett & Harrison, 2001). Nevertheless, the perceived appeal of the brand personality enables it to linger in the consumer's memory until the next promotional cycle with CSR initiatives (Freling et al., 2010), returns to strengthen the image. In other words, it facilitates the maintenance of customer loyalty (Nobre et al., 2010). Therefore, CSR, as well as brand personalities hold an important role for the consumer perception and their symbiosis could lead to a competitive advantage (García-Salirrosas & Gordillo, 2021). Moreover, brand personalities have been shown to serve as a strategic CSR tool, fostering stronger, more loyal relationships with stakeholders. These connections are forged through a shared commitment to current and future societal well-being (García-Salirrosas & Gordillo, 2021). Brand character significantly influences PI (Toldos-Romero & Orozco-Gómez, 2015). Greater alignment between consumers' self-perceptions and brand character increases the likelihood of purchase and explains PI (Mao et al., 2020). Research has consistently demonstrated that brand character, including brand personality, positively influences consumers' purchase intentions. (Zong & He, 2022). Consequently, as Brand Personality can be related to CSR and affect PI, it will be included in the framework and hypothesis questions. Therefore, hypothesis 1 and 2 will be under consideration of brand personality:

Hypothesis 1: Corporate Social Responsibility initiatives have a positive impact on Purchase Intention for each Brand Personality

Hypothesis 2: Philanthropy has a stronger impact than Cause-Related Marketing, Sponsorship, and the Control Group on Purchase Intention for every Brand Personality

2.4 Consumer Engagement

The definitions, concepts, and arguments used to define the CE construct have changed significantly over time as the term has evolved and been redefined. According to (Bilro & Loureiro, 2020), CE is the process of bringing together various engagement concepts and dimensions that act as intra-interaction causes towards a focal object (e.g., product or brand). These concepts and dimensions, taken collectively or separately, lead to consumers' interactivity, which can foster various benefits for the focal object (Bilro & Loureiro, 2020)

In the same context, CE is also referred to as extra-role behavior, and research explores the relationship between CSR motives and customer extra-role behavior (Karaosmanoglu et al., 2016). Ahearne et al., (2005) contend that consumers are more likely to express favorable opinions of a company when they feel inspired by its sincere efforts to support social causes. One of those responses is extra-role behavior, which is a customer's voluntary and discretionary action that is neither expected nor rewarded (Groth, 2005). Although extra-role behaviors (e.g., making suggestions for improving products or services, buying additional services, participating in company surveys and activities, defending companies against negative reactions, recommending them to others, and spreading good word of mouth) may result from CSR activities (Anderson et al., 2004).

(Al-Haddad et al., 2022) further studied CE /extra-role behavior as a mediating factor between PI as a dependent variable (DV) and CSR initiatives as independent variable (IV). Thereby the author found that PI (47%) is positively and significantly impacted by CE. Furthermore, consumer participation in CSR activities on social media significantly and positively mediates the PI of consumers. Additionally, consumer participation in CSR initiatives on social media has a favorable effect on their intention to make a purchase. While Al-Haddad et al. focus lies on social media (Al-Haddad et al., 2022), this dissertation focuses on brand personalities. Nonetheless, CE is kept as a mediating factor for the third hypothesis, as stated below:

Hypothesis 3: Consumer engagement mediates the impact of corporate social responsibility initiatives on purchase intention

CE, tied to brand personality, involves a proactive approach, and includes activities such as visiting a brand's website, staying up to date on brand-related news, and purchasing branded merchandise (Bergkvist & Bech-Larsen, 2010). According to Freling & Forbes (2005), a strong and positive brand personality provides consumers with emotional satisfaction, which increases the likelihood of continued use and active engagement with the brand. This suggests that a robust brand personality not only promotes ongoing purchases, but also encourages additional activities such as website visits, brand-related purchases, staying informed about developments, and expressing positive sentiments, thereby fostering CE (Bairrada et al., 2019). Therefore, it can be said that there is a positive relationship between brand personality and CE. As a result, with the findings of CSR initiatives and PI, hypothesis three including brand personality is as follows:

Hypothesis 3: Consumer engagement mediates the impact of corporate social responsibility initiatives on purchase intention for every brand personality

2.5 Conceptual Framework

The conceptual framework illustrates the assumed relationships between the variables CSR initiatives, with brand personality, CE and PI, as well as the developed hypotheses above. This marks the end of the chapter on literature reviews.

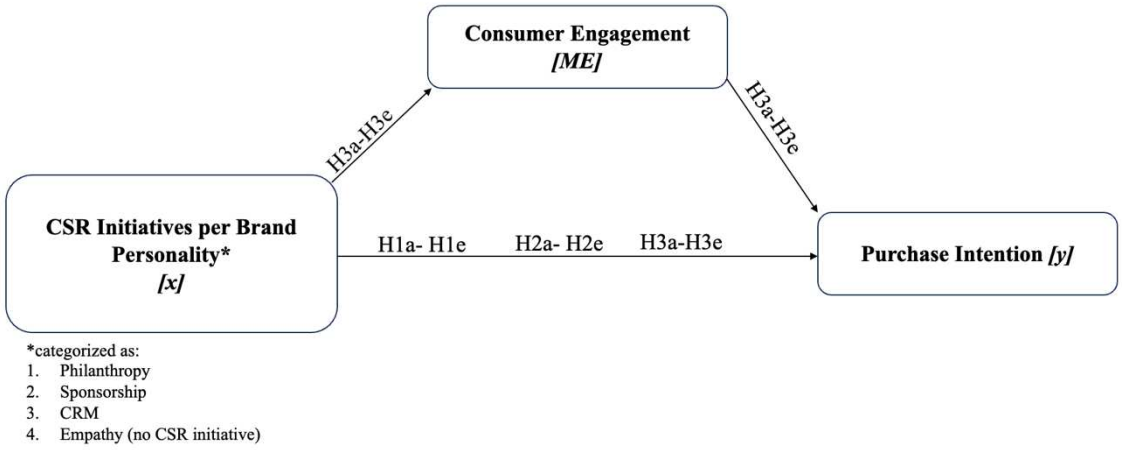

Figure 2: Conceptual Model

CHAPTER 3: METHODOLOGY

The following chapters explain the methodology and the research strategy chosen. First, a thorough explanation of the research methodology and how to collect data is provided. The research design, including the creation of the stimuli and the measurement of the variables, will then be presented.

3.1 Research Questions and Hypotheses

Table 1: Research Questions

RQ	Description
RQ 1	Does the effectiveness of different CSR initiatives on purchase intention vary based on brand personalities?
RQ 2	Is there a difference in the effect of philanthropy vs. sponsorship vs. cause-related marketing on purchase intention and vary among brand personalities?
RQ 3	Is there an association between consumer engagement resulting from corporate social responsibility initiatives and purchase intention, considering the influence of distinct brand personalities?

Table 2: Hypothesis

Hypothesis	Description
Hypothesis 1	*Corporate social responsibility initiatives have a positive impact on purchase intention for each brand personality*
Hypothesis 1a	CSR initiatives for the brand personality sophistication have a positive impact on PI
Hypothesis 1b	CSR initiatives for the brand personality ruggedness have a positive impact on PI
Hypothesis 1c	CSR initiatives for the brand personality excitement have a positive impact on PI
Hypothesis 1d	CSR initiatives for the brand personality competence have a positive impact on PI
Hypothesis 1e	*CSR initiatives for the brand personality sincerity have a positive impact on PI*
Hypothesis 2	*Philanthropy has a stronger impact than Cause-Related Marketing, Sponsorship, and the Control Group on purchase intention for every brand personality*
Hypothesis 2a	Philanthropy for the brand personality sophistication has a stronger impact than CRM and sponsorship and the control group on PI
Hypothesis 2b	Philanthropy for the brand personality ruggedness has a stronger impact than CRM and sponsorship and the control group on PI
Hypothesis 2c	Philanthropy for the brand personality excitement has a stronger impact than CRM and sponsorship and the control group on PI
Hypothesis 2d	Philanthropy for the brand personality competence has a stronger impact than CRM and sponsorship and the control group on PI
Hypothesis 2e	Philanthropy for the brand personality sincerity has a stronger impact than CRM and sponsorship and the control group on PI
Hypothesis 3	*Consumer engagement mediates the impact of Corporate Social Responsibility initiatives on Purchase Intention for every Brand Personality*
Hypothesis 3a	CE mediates the impact of CSR initiatives on PI for sophisticated brand personalities
Hypothesis 3b	CE mediates the impact of CSR initiatives on PI for ruggedness brand personalities
Hypothesis 3c	CE mediates the impact of CSR initiatives on PI competence brand personalities

Hypothesis 3d	CE mediates the impact of CSR initiatives on PI for excitement brand personalities
Hypothesis 3e	CE mediates the impact of CSR initiatives on PI for sincere brand personalities

3.2 Research Approach

A mixed methods approach was used to answer the research questions in this thesis, combining exploratory and explanatory research techniques. To provide a thorough understanding of the research topic, the study mainly relied on peer-reviewed journals with a strong academic reputation.

The conceptual framework, stimuli, and hypotheses were all developed with the help of the literature review. Explanatory research was used to analyze the relationships between CSR initiatives, PI, CE and brand personalities to validate the hypotheses. To find out the answers to the research questions, a Qualtrics platform online survey was released.

3.3 Primary Data

Primarily collected data will be used for this thesis. In the ensuing chapters' sub-chapters, the procedure will be explained. According to Hox & Boeije (2005, p.593) "data that are collected for the specific research problem at hand, using procedures that fit the research problem best" are considered primary data.

3.4 Data Collection

The online survey with Qualtrics was published on August 7th of 2023 and was closed on August 16th of 2023 with 205 participants. The survey has a total of five screen out questions to ensure that only participants with the necessary requirements complete the survey. In addition, a manipulation question is in place to ensure that only valid responses are included in the data analysis.

The analysis excludes participants who did not pass the manipulation and screen-out questions To ensure widespread participation and accessibility, the survey was available in English. The screen-out questions ask, "Are you familiar with this brand?" before each new brand. As the survey is based on consumers who are familiar with the five brand personalities and therefore must be familiar with the sample brand of each personality type. Consumers who are not

familiar with the brand will be directed to the next brand personality and will not be asked about the campaign, PI, CE or asked about the brand that they are not familiar with. If a participant is unfamiliar with the brand, the participant will be removed because, as they need to be aware of the brand personality traits of the sample brand (see Appendix 1 for details).

There are 20 stimuli blocks in total, with four initiatives for each of the five brand personalities. Brand awareness, brand image, and brand personality are evaluated for each brand to confirm, that the participant has enough knowledge and same perception of the brand, as it is intended to have. Additionally, for each stimulus, CE with the campaign and likelihood to purchase are assessed. Demographic questions are presented in the end of the survey (Appendix 1).

3.5 Stimuli Development

To answer the hypotheses, different stimuli designs were developed, which were preselected and pretested doing interviews. To develop the stimuli, a literature review was conducted. Existing constructs were compared and the most appropriate one was selected. Based on this research, the stimuli were created and then tested by conducting several 1on1 interviews. The stimuli were tested for effectiveness and comprehensibility. After the appropriate adjustments were made, the stimuli were finalized and implemented in the survey.

The three different CSR stimuli for each of the five brands, as well as a control group, were chosen to test the participants appropriately. The five brands chosen are based on the work of Maehle et al. (2011) and are therefore chosen as an example for each personality; more details are available in Chapter 2. The interviewees agreed with the pre-selected brands and their characteristics and confirmed their company image.

There are 20 stimuli's: three CSR initiatives and one control group from each of the five brands, representing a specific brand personality. The control group stimuli shows empathy for the victims of the wildfires in Rhodes (Greece) and is adapted to each of the five brands, where the brands do not take any concrete action. The CSR initiatives (philanthropy, sponsorship, and CRM) are also adapted to the wildfire disaster. As in the Lii (2011) sample paper, the topic of the Rhodes wildfire was inspired by a recent event and was therefore chosen as a neutral topic without biasing the participants' opinions or facing any form of prejudice. Similarly, the sample paper used a recent catastrophic event (earthquake) as the initiative and an NPO as the donation

option. In the case of the wildfire in Rhodes, only a NGO was available (the Hellenic Red Cross). Moreover, the CSR initiatives were taken by Lii (2011), as he performed them with the sample company Nike. As an extension, the five brand personalities were added to the CSR initiatives with the new topic and adapted to the companies.

There are pros and cons to presenting stimuli verbally versus graphically, often depending on participant preferences and personality traits (Sojka & Giese, 2006). It will be used in this thesis to address participants who are more responsive to visual cues while minimizing the risk of biasing the participants through unintentional stimulation through graphic design elements such as color, font, design, etc. The objective is to make the stimuli as clear as possible. The goal is to make the stimulus as clear as possible (Appendix 1).

3.6 Measurement and Operational Model

The aim of the survey is to measure the effect of CSR initiatives on PI under the consideration of the various brand personalities. More specifically, it aims to test whether the effect of CSR initiatives on PI remains the same across all brand personalities, or whether the effect of CSR initiatives varies across the different brand personalities. And the last target is to test whether the effect of CSR with brand personalities on PI is mediated by CE.

Brand image, brand awareness and brand personality are measured prior to the manipulation, but do not appear in the conceptual framework. The variables serve as a confirmation that the sample brand of each brand personality is seen and understood in the correct way and that the participant had enough knowledge about the brand to answer the stimulus with its question afterwards.

The following constructs from the operational model were obtained from the literature. Although Lii (2011) named the variable extra role behavior, it is referred to in the dissertation as CE as it is same in terms of consent and context. The constructs used are based on a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Although the 7-point Likert scale of Lin & Chung (2019), was changed to a 5-point Likert scale for the brand image and brand awareness questions, for the sake of simplicity. The remaining questions and their scales were adopted directly.

As the survey was published by Qualtrics, the language for the survey chosen was English to have as many participants as possible. Furthermore, brand personalities leverage across cultures (Plummer, 1985) and therefore the survey is not limited to for example the German market. The survey ended with questions about the socio-demographic data (gender, age, income, nationality, and educational background) of the participants.

Table 3: Operational Model

Framework	Measure	Items	Scale	Literature
Prerequisite	Brand Image	4	5- point Likert scale	(Lin & Chung, 2019)
Prerequisite	Brand Awareness	6	5- point Likert scale	(Lin & Chung, 2019)
Prerequisite	Brand Personality	4	5- point Likert scale	(Aaker, 1997)
IV	Advertisement Campaigns	Stimuli	N/A	Own Development
Mediator	CE	3	5- point Likert scale	(Lii, 2011)
DV	PI	3	5- point Likert scale	(Lii, 2011)

3.7 Data Analysis

IBM's SPSS software and the add-on program PROCESS Macro by Hayes were used to analyze the data produced by the Qualtrics quantitative survey (Hayes & Preacher, 2014). With the aid of descriptive data, the socio-demographic information and the prerequisites of the participants were examined in the first step. Then, the various constructs' Cronbach's alphas were determined. Hypothesis 1 (a-e) were tested using linear regression for each brand personality type. Then an ANOVA and a Kruskal-Wallis test was conducted to test Hypothesis 2 (a-e) for each brand personality type. The mediation effect in Hypothesis 3 (a-e) was analyzed with model 4 from PROCESS for each brand personality type.

All statistical tests had a significance threshold of 5%. The survey is based on a between-subjects design so that participants respond to only one stimulus from each brand. The participants were randomly assigned to the different stimuli. The advantage is that participants

are not influenced by the other stimuli and therefore the effect on each stimulus can be measured more reliably as it is unbiased (Charness et al., 2012).

CHAPTER 4: RESULTS AND DISCUSSION

An evaluation of the quantitative data results is presented in the upcoming chapter. The data cleaning process, sample characterization, prerequisites and Cronbach's alpha measurement are explained at the beginning of the chapter. Tests and additional hypothesis analysis follow.

4.1 Results

4.1.1 Preparing the data

4.1.1.1 Missing Data and Outliers Analysis

Qualtrics registered 205 participants at the end of the survey. Individuals who provided duplicate IP addresses, abandoned the survey, answered screening questions incorrectly and dropped out of the survey early, or failed to answer manipulation questions correctly were among those whose participation was excluded from the analysis. A total of 166 participants were included in the following analysis.

An outlier analysis was performed using the Mahalanobis distance test, using the IP address as the dependent variable and the variables brand image, brand awareness, PI, CE, income, gender, highest education level as the independent variables. No value was less than .001, so no outlier needed to be removed (*Statistics Solutions*, 2023).

4.1.1.2 Measurement of Reliability constructs

Cronbach alpha was used to verify the reliability of the survey scales. The confirmation of the values in the survey is still necessary, even though the survey was built based on pre-existing constructs with satisfactory values. Every Cronbach alpha value fell within the acceptable range of .7 to .9 (Terwee et al., 2007).

The constructs and set of question used for PI, brand image, brand personality, brand awareness and CE are all taken from the literature. All measured Cronbach's Alpha values are above .7, indicating that they can verify the reliability of the variables. The Cronbach's alpha calculated for each stimulus of each brand personality and is shown in the table below. The test identified

values above .9 for the concept of almost all variables, which indicates a high level of internal consistency.

Table 4: Cronbach's Alpha

Scale Type	No. of items in scale	Cronbach´s alpha
For all Brand Personalities		
Brand Awareness	6	α =.932
Brand Image	4	α =.914
Brand Personality	4	α =.922
Brand Personality (Tiffany & Co.) – CSR Initiative Philanthropy		
PI	3	α =.938
CE	3	α =.946
Brand Personality (Tiffany & Co.) – CSR Initiative Sponsorship		
PI	3	α =.901
CE	3	α =.916
Brand Personality (Tiffany & Co.) – CSR Initiative CRM		
PI	3	α =.916
CE	3	α =.921
Brand Personality (Tiffany & Co.) – Control Group		
PI	3	α =.935
CE	3	α =.935
Brand Personality (Harley Davidson) – CSR Initiative Philanthropy		
PI	3	α =.944
CE	3	α =.941
Brand Personality (Harley Davidson) – CSR Initiative Sponsorship		
PI	3	α =.963
CE	3	α =.930
Brand Personality (Harley Davidson) – CSR Initiative CRM		
PI	3	α =.937
CE	3	α =.950
Brand Personality (Harley Davidson) – Control Group		
PI	3	α =.947
CE	3	α =.923
Brand Personality (Volvo) – CSR Initiative Philanthropy		
PI	3	α =.871
CE	3	α =.815
Brand Personality (Volvo) – CSR Initiative Sponsorship		
PI	3	α =.944
CE	3	α =.918
Brand Personality (Volvo) – CSR Initiative CRM		
PI	3	α =.925
CE	3	α =.871
Brand Personality (Volvo) – Control Group		
PI	3	α =.951
CE	3	α =.951

Brand Personality (Apple) – CSR Initiative Philanthropy		
PI	3	α =.967
CE	3	α =.917
Brand Personality (Apple) – CSR Initiative Sponsorship		
PI	3	α =.953
CE	3	α =.928
Brand Personality (Apple) – CSR Initiative CRM		
PI	3	α =.799
CE	3	α =.810
Brand Personality (Apple) – Control Group		
PI	3	α =.965
CE	3	α =.955
Brand Personality (Lufthansa) – CSR Initiative Philanthropy		
PI	3	α = .934
CE	3	α =.909
Stimuli Brand Personality (Lufthansa) – CSR Initiative Sponsorship		
PI	3	α =.851
CE	3	α =.898
Stimuli Brand Personality (Lufthansa) – CSR Initiative CRM		
PI	3	α =.939
CE	3	α =.892
Stimuli Brand Personality (Lufthansa) – Control Group		
PI	3	α =.934
CE	3	α =.944

4.1.2 Descriptive Statistics

4.1.2.1 Sample Characterization

The sample has a nearly even gender distribution (50.0% female, 43.4% male, and 6.0% who are non-binary/third gender). The 18-26 age group is the most represented age group with 63.3%. Most participants, 37.3% have a monthly income of less than €1500, followed by 34,3% having a monthly of €1500 to €3499. While most of the participants have a university degree or a professional degree (40.4%). When looking at the nationalities, 68.1% of the participants were German. The sample used for data analysis consisted of 166 participants.

Table 5: Sample characterization

Respondents	**Total**	**166 = 100%**
Gender	Female	50.0%
	Male	43.4%
	Non – binary/ third gender	6.0%
Age	0 - 17 years	0.6%

	18 - 26 years	63.3%
	27 - 42 years	22.9%
	43 - 57 years	7.8%
	58 - 75 years	5.4%
Income	<1500€	37.3%
	1500 – 3499€	34.3%
	3500 – 6000€	18.1%
	>6000€	10.2%
Education	Completed High School	10.2%
	University bachelor's degree	34.3%
	Graduate or Professional Degree	40.4%
	Prefer not to say	3.6%
	Apprenticeship	11.4%
Nationality	German	68.1%
	French	6.0%
	Portuguese	7.2%
	Other	18.7%

4.1.2.2 Prerequisites

Moreover, the means of the prerequisites brand image, brand awareness and brand personality were checked to confirm, that all participants enough knowledge about the brand personalities and are aware of their attributes. Overall, the means are high (above 4.0, apart from one variable) for all three variables among all brand personalities. This indicates that the participants had in general a good understanding of brand awareness and good brand image about each sample brand. Furthermore, the participants agreed with the brand personality traits of each brand personality and the sample brand chosen.

Table 6: Mean Values Prerequisite

	Brand Awareness	**Brand Image**	**Brand Personality**
Tiffany	4.34	4.33	4.34
Harley Davidson	4.65	4.36	4.48
Volvo	4.48	4.30	4.27
Apple	4.9	4.6928	4.37
Lufthansa	4.69	4.44	3.92

4.1.2.3 Key Variables

The mean values of the PI and CE for each of the stimuli studied are shown in Table 7. The mean values provide a first indication of how the participants responded to each stimulus of each brand personality on a 5-point scale (from strongly disagree to strongly agree).

The variable CSR initiative philanthropy has the highest mean for the variable PI in the first brand personality sophistication where Tiffany is used as a sample The variable CE CRM has the highest mean value of 3.87. In turn, the control group has the lowest means (3.10 and 2.79) for each of the two variables.

For the second brand personality ruggedness, with Harley Davidson serving as the sample, the lowest means with 2.85 and 2.62 for the two variables are the control group. On the other hand, the highest means are for PI Sponsorship and CRM with 3.38 each. For the second variable CE has the highest mean with a value of 3.67 in CRM.

For the brand personality of competence, represented by Volvo, the lowest mean for the variable PI is 3.15 for the initiative sponsorship, while the lowest mean for CE is 2.77 for the control group. The highest means appear for both variables for philanthropy with 3.86 (PI) and 3.91 (CE).

For the brand personality excitement, represented by Apple, the lowest values apply for the control group for both variables with 3.74 and 3.22. Whereas highest values for both variables occur in the CRM initiative with 4.60 (PI) and 4.30 (CE).

Lufthansa's brand personality sincerity has the lowest mean in the control group for both variables with 3.59 for PI and 2.90 for CE. The highest mean is seen in the CRM initiative with variable values of 4.15 for PI and 3.90 for CE.

Table 7: Mean Values of the Stimuli

	Empathy (Control Group)	Philanthropy	Sponsorship	CRM
Tiffany				
PI	3.1	3.80	3.51	3.73

CE	2.68	3.70	3.39	3.78
Harley Davidson				
PI	2.85	3.31	3.38	3.38
CE	2.67	3.25	3.54	3.59
Volvo				
PI	3.20	3.86	3.15	3.47
CE	2.66	3.89	3.12	3.50
Apple				
PI	3.74	4.23	4.17	4.60
CE	3.24	3.79	3.50	4.33
Lufthansa				
PI	3.59	4.06	3.97	4.15
CE	2.91	3.83	3.43	3.89

4.1.3 Test of Parametric Data

The Shapiro-Wilk test (Appendix 2) was conducted to test whether the data is normally distributed. The test shows a significance of .001 for all variables considered (Brand Image, Brand awareness, Brand Personality) and .004 for CE and .003 for PI. Since $p<.05$, the null hypothesis is rejected, meaning the data is nonparametric. The independence of observations is guaranteed by the research design, where each participant only sees one stimulus per brand. Normality can be assumed due to the Central Limit Theorem because each stimulus has $n>30$ (Field, 2013) .

4.2 Results from Hypothesis Testing

4.2.1 Hypothesis 1

Corporate Social Responsibility have a positive effect on Purchase intention

In the following the hypothesis is evaluated for every brand personality individually to obtain detailed results.

4.2.1.1 Hypothesis 1a

CSR initiatives by the brand personality sophistication positive effect on PI

To validate this hypothesis, a linear regression was conducted (Appendix 3).

This hypothesis only applies to the brand personality sophistication if the initiatives are significant over the control group. Therefore, a categorical variable was created, which indicates 0 for the control group and 1 for all CSR initiatives.

First, no value of the correlation table is above .8, because values above .8 would mean that collinearity could exist. Based on R Square, the model explains 4.4% of the variance of the dependent variable. The ANOVA table states that the model is not significant (p= .08), as the p value is above .05. The Durbin-Watson states 2.043, which indicates a no autocorrelation as it is close to 2. Therefore, the residuals of the regression are relatively independent, which is desirable.

The ß=.581 of Tiffany, which indicates, that for Tiffany, varying between the control group and CSR initiatives is increased, PI would increase by .581. Nevertheless, the hypothesis cannot be confirmed, as it is not statistically significant (H_0 cannot be rejected). Therefore, there is no significant difference on PI, if customers see CSR campaigns or CSR free campaigns.

4.2.1.2 Hypothesis 1b

CSR initiatives of the brand personality ruggedness have a positive impact on PI

To validate this hypothesis, a linear regression was conducted (Appendix 4).

This hypothesis only applies to the brand personality ruggedness if the initiatives are significant over the control group. Therefore, a categorical variable was created, which indicates 0 for the control group and 1 for all CSR initiatives.
No value of the correlation table is above .8, because values above .8 would mean that collinearity could exist. As the Pearson correlation coefficient is positive (.163), a positive relationship between the CSR initiatives and the PI is indicated for this brand personality. By increasing the value of the initiative (from 0 to 1), the outcome also increases, meaning the PI is higher for any type of initiative compared to having no CSR initiative. The p-value is below .05 which suggests a statistically significant result. This means that any type of initiative positively correlates to the PI and therefore H_0 can be rejected. The R-square has a value of .027 which suggests that 2.7% of variation in PI can be explained by the variation of the stimuli. The

result of the Durbin-Watson test has a value of 2.269 which is close to 2 and therefore suggests no autocorrelation.

The unstandardized beta is ß=.508, which examines an increase varying between the control group and CSR initiatives, will lead to an increase in PI by .508. To conclude, CSR initiatives have a significant impact on the PI.

4.2.1.3 Hypothesis 1c

CSR initiatives of the brand personality competence have a positive impact on PI

To validate this hypothesis, a linear regression was conducted (Appendix 5).

This hypothesis is focused on the brand personality competence with the sample of Volvo. The hypothesis measures if CSR initiatives have a positive impact on PI. Therefore, a categorical variable was created, which indicates 0 for the control group and 1 if for all CSR initiatives.

As the Pearson correlation coefficient is positive (.106), a positive relationship between the CSR initiatives and PI is indicated for this brand personality. By increasing the value of the initiative (from 0 to 1), the outcome also increases, meaning the PI is higher for any type of initiative compared to having no CSR initiative. The p-value is .181, which is over .05 and therefore not statistically significant. The R-square has a value of .011 which suggests that 1.1% of variation in PI can be explained. The result of the Durbin-Watson test has a value of 1.984 which is close to 2 and therefore suggests no autocorrelation. The unstandardized beta is ß=.299, which means that an increase varying between the control group and CSR initiatives, will lead to an increase in PI by .299.

Overall, the hypothesis cannot be confirmed (H_0 cannot be rejected), statistically the relationship of the both variables is not significant (p-value). Therefore, CSR initiatives do not have a higher impact than no CSR initiatives on PI.

4.2.1.4 Hypothesis 1d

CSR initiatives of the brand personality excitement have a positive impact PI

To validate this hypothesis, a linear regression was conducted (Appendix 6).

This hypothesis is focused on the brand personality excitement with Apple, as a sample. Therefore, a categorical variable was created, which indicates 0 for the control group and 1 if for all CSR initiatives.

No value of the correlation table is above .8, as values above .8 would mean that collinearity could exist. The p value = .001 and therefore highly significant. The model explains 5.6% of the variance of the dependent variable with R Square. The Durbin- Watson test with 2.104 suggests, that there is no autocorrelation.

The ß= .589 states, that if Apple would increase varying between the control group and CSR initiatives, PI would increase by .589. The hypothesis is statistically significant (H_0 can be rejected) and there is a difference for PI, if a CSR campaign is used or if there is only a CSR free campaign.

4.2.1.5. Hypothesis 1e

CSR initiatives of the brand personality sincerity have a positive impact on PI

A linear regression was done to verify this theory (Appendix 7).

This hypothesis focuses on the sincerity brand personality using Apple as an example. Therefore, a categorical variable was created, which indicates 0 for the control group and 1 if for all CSR initiatives.

No value in the correlation table is higher than .8 this means there is no possibility of collinearity. The model's p value is .013 and consequently significant. With R Square, the model explains 4.0% of the variance of the dependent variable. The Durbin-Watson test indicates that there is no autocorrelation with a 1.929 value.

According to the ß= .481, PI would rise by .481 if Apple increased varying between the control group and CSR initiatives. If a CSR campaign is implemented, there is a difference for PI that is statistically significant (H_0 can be rejected).

Table 8:Regression analysis effects for Hypothesis 1

	Brand	Beta	R square
Hypothesis 1a	Tiffany & Co	.581	4.4%
Hypothesis 1b	Harley Davidson	.508*	2.7%
Hypothesis 1c	Volvo	.299	1.1%
Hypothesis 1d	Apple	.589***	5.6%
Hypothesis 1e	Lufthansa	.481*	4.0%

*p<0.05 /**p<0.01/*** p<0.001

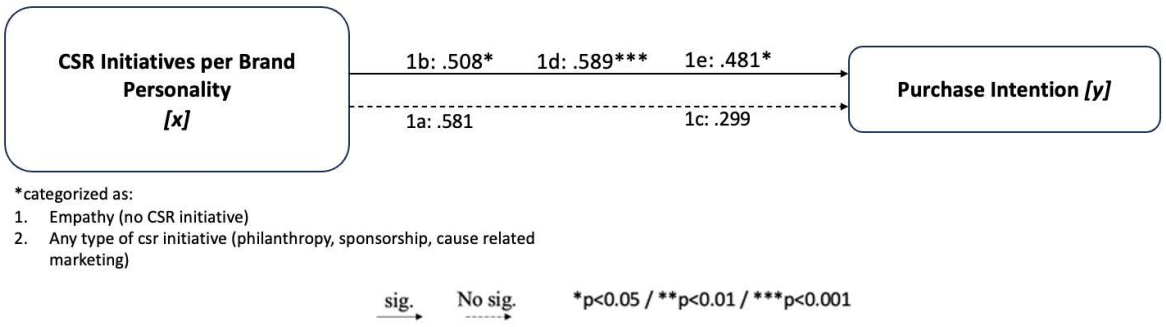

Figure 3: H1 Statistical Model

Overall, it can be said that for three out of five brand personalities, Hypothesis 1 is significant when companies use CSR initiatives in their campaigns compared to when they do not use them to increase their PI. The regression analysis can be seen in a standardized way above (see Table 8), as well as an unstandardized conceptual framework (Figure 3). Furthermore, tests will be conducted to determine which brand personality and which initiative will yield the best results.

4.2.2 Hypothesis 2

After the hypotheses have been carefully tested, further research will be carried out. Continuing the idea of hypothesis 1, it will be investigated which of the CSR initiatives have the greatest effect on PI of each brand personality. As we have already seen in the descriptive results, the mean value differs between the CSR initiatives with respect to PI.

Philanthropy has a stronger impact than Cause-Related Marketing, Sponsorship, and the Control Group on Purchase Intention

In the following the hypothesis is evaluated for every brand personality individually to obtain detailed results.

4.2.2.1 Hypothesis 2a

For sophisticated personalities philanthropy has a stronger effect CRM, sponsorship and the control group on PI

The independent variable is categorical (from 1 to 4) and since there are more than two groups, an ANOVA is performed. The goal is to find out if there are significant differences between the four groups, since it is assumed that the data is parametric. The test of homogeneity of variances indicates that, the variances between the means of each group are not significant ($p<.05$). While the ANOVA is statistically significant ($p = .044$), which indicates that at least one of the means of the initiatives is statistically different ($p<.05$) than the other ones with an F-value of 2.767. By looking at the multiple comparisons, it can be seen, that in the post hoc tests of LSD and Dunnett t(2-sided) with empathy as the control group, philanthropy statistically differs from empathy with a mean difference of .70180*. This is the highest difference, as the next significant difference according to LSD is CRM towards empathy with a difference in mean of .63684*.

Although the assumption is that the data is parametric, further analysis was performed with the Kruskal-Wallis test, which for is non-parametric data. The results can be found in the appendix (Appendix 8) The Kruskal-Wallis test confirms the ANOVA results that we can reject H_0, as the p-value is .039 and therefore statistically significant. The rankings show that philanthropy (88.78) and CRM (86.33) have the highest impact on Tiffany's PI, while the control group is ranked the lowest (62.83).

The pairwise comparison shows which CSR initiatives are statistically significant. It is evident, that empathy and CRM have a test statistic value of 2.339 with a p-value of .019 and empathy and philanthropy have a test statistic value of 2.566 with a p-value of .010. Those two are the only relationships that are statistically significant (according to the non-parametric data test).

4.2.2.2 Hypothesis 2b

For ruggedness personalities philanthropy has a stronger effect CRM, sponsorship and the control group on PI

Examine the differential impact of CSR initiatives on PI of ruggedness personalities. The result of the ANOVA (Appendix 9) shows that there are no significant differences among the four groups (three CSR initiatives and one control group), as the p-value is above .05, while the F-value is 1.419. Therefore, no post hoc tests are performed. The non-parametric Kruskal-Wallis test shows a similar p-value of .184. This indicates that for both the Kruskal-Wallis test and the ANOVA, there is no statistically significant difference between the groups. The Kruskal-Wallis test rank shows Philanthropy, Sponsorship, and CRM all with a close rank of 81.39 to 83.99, indicating similar campaign effectiveness toward PI, although Sponsorship has the highest rank among initiatives. Empathy has the lowest rank of 63.93. This shows that the initiatives have a clear advantage over the control group. Since the overall test shows no significant differences between the groups, multiple comparisons are not performed. The hypothesis cannot be confirmed, as there is no significantly stronger effect among the initiatives.

4.2.2.3 Hypothesis 2c

For excitement personalities philanthropy has a stronger effect CRM, sponsorship and the control group on PI

Examining the different effect of CSR initiatives on PI (Appendix 10). As seen in the descriptives, the mean differs between CSR initiatives on PI. Since the data is assumed to be parametric, the ANOVA is performed first. The ANOVA yields a p-value of .002 and is highly significant with an F-value of 5.181, meaning there is a significant difference between groups. The homogeneity of variances test also shows significant results ($p<.05$), indicating heterogeneity of variances. The post hoc test with Tukey HSD, Scheffe, LSD and Bonferroni shows that the mean difference between CRM and empathy (control group) is significant (p-value = .001) with a mean of .085357. This indicates that CRM as an initiative works best for brand personality excitement.

Although the data are assumed to be parametric, further analysis are performed using the Kruskal-Wallis test. This test assumes that the data are nonparametric. The Kruskal-Wallis test concludes with a p-value of .005, that the means are significantly different, ranking the initiatives from 97.74 (CRM) to 63.88 (Empathy). Philanthropy is in second place and sponsorship is in third place. A statistically significant difference (p=.006) is found between the Empathy and Philanthropy samples, along with a test statistic of 2.742. A test statistic of 3.362, indicating a substantial range of values, indicating a highly significant difference between CRM and Empathy (p<.001).

With a test statistic of -1.788, the sample comparison of Sponsorship vs. CRM shows a difference with a p-value of .074 that is not significant (contrary to the parametric post hoc tests). To summarize, we can say that CRM has the strongest effect on PI and not on philanthropy as hypothesized.

4.2.2.4 Hypothesis 2d

For competence personalities philanthropy has a stronger effect CRM, sponsorship and the control group on PI

The differential impact of CSR initiatives on the PI of competence Personalities (Appendix 11) is discussed next. The assumption of variance homogeneity is supported when tests for "MeanPIV" do not show statistically significant variance differences between groups (as indicated by p-values greater than the .05 significance level). The ANOVA results can be interpreted with confidence under these circumstances. A statistically significant difference between the group means is indicated by the ANOVA results. The F value is 3.253 and the corresponding p-value is .023. This indicates that at least one group mean differs significantly. The post hoc tests indicated that Philanthropy and Sponsorship have a significant difference of .71047, and Philanthropy and Empathy have a significant difference of .65676 (both have $p < .05$).

The non-parametric approach with the Kruskal-Wallis test shows a p-value of .024 and is therefore significant. The ranks show that Philanthropy has the highest rank of 97.93 and therefore the highest impact on PI, while Sponsorship ranks the lowest with 69.86. The comparison of the variables shows that there is a statistically significant difference between the

sponsorship and philanthropy samples (p = .006), indicating that these two groups differ significantly on mean. Similar results are obtained when comparing the Empathy and Philanthropy samples (p = .014), indicating statistically different outcomes.

The hypothesis that philanthropy has the strongest effect on the PI can be confirmed, although it should be highlighted that the CSR initiative sponsorship a lower PI than the control group.

4.2.2.5 Hypothesis 2e

For sincere personalities philanthropy has a stronger effect CRM, sponsorship and the control group on PI

In the following, different impacts of CSR initiatives on PI of Sincere Personalities (Appendix 12) will be conducted. Since the p-value of all the factors is above .05, it can be seen that there is homogeneity among the variables. The ANOVA is also not statistically significant F= 2.270, since the p-value is .0083, so there could be no statistical differences between the four groups. The post hoc tests confirm that there is no significant relationship between the variables. The average rank among the data (non-parametric) shows a rank with empathy (61.61) as the lowest rank and CRM (86.49) as the highest rank to influence PI.

The Kruskal-Wallis test is slightly above .05 (p=.058) and therefore not significant, H0 cannot be rejected. It seems that there are not enough differences between the groups. For Sincere personalities, the strongest effect is CRM (according to mean and rank), but neither the ANOVA nor the Kruskal-Wallis test show significant results.

Table 9: ANOVA analysis effects for hypothesis2 with the significant planed comparisons

	Brand	Overall effect	Planed comparisons
Hypothesis 2a	Tiffany & Co	2.767*	- Philanthropy vs Empathy = .7080* - CRM vs Empathy = .63684*
Hypothesis 2b	Harley Davidson	1.419	-
Hypothesis 2c	Apple	5.181**	- Philanthropy vs Empathy = .48849* - CRM vs Empathy = .85357*

			- CRM vs Sponsorship = .42857*
Hypothesis 2d	Volvo	3.253*	-Philanthropy vs Sponsorship = .71047* -Philanthropy vs Empathy = .65676*
Hypothesis 2e	Lufthansa	2.270	-

*p<0.05 /**p<0.01/*** p<0.001

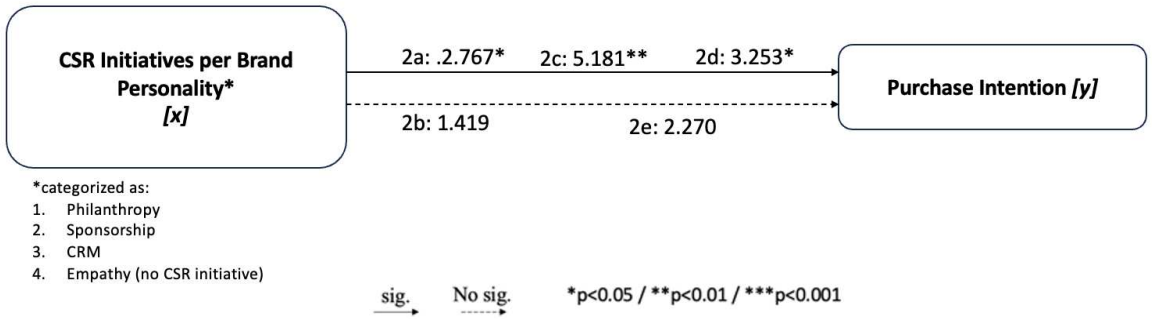

Figure 4: H2 Statistical Model

Overall, it can be seen that out of five brands, three brand personalities have statistically significant differences between the initiatives. The F-value from the ANOVA was taken for the model due to the fact that there was no beta in the ANOVA. In addition, there is the standardized ANOVA table shown above for further details. It is also shown in a non-standardized format in a "conceptual framework".

4.2.3 Hypothesis 3

Consumer engagement mediates the impact of Corporate Social Responsibility initiatives on Purchase Intention

In the following the hypothesis is evaluated for every brand personality individually to conduct detailed results. Thus, CE is treated as the only mediator between IV and DV.

4.2.3.1 Hypothesis 3a

CE mediates the impact of CSR initiatives on PI for sophisticated brand personalities

To test this hypothesis, Process Macro's model 4 was used (Appendix 13).

The model explains a total of 4.98% of the variance and is statistically significant (p<.05). The negative effect of CSR initiatives (ß=.2522) on CE is statistically significant (p=.0053) (path a). The outcome variable PI explains 59.43% of the variance and is also statistically significant (p<.05). This shows that CSR initiatives have a negative effect (ß=.0045) on PI, but this is not statistically significant (path b). CE, on the other hand, has a significant (p<.001) positive effect on PI (ß=.7374) (path c). The total effect model explains only 3.10% of the variance and is statistically significant (p<.01). The mediation effect is statistically significant because there is no zero between the bootstrap intervals. This effect is ß=.1860, meaning that when the independent variable (CSR initiatives) increases by one unit, CE decreases by .1860.

While the direct effect of CSR initiatives on PI is not significant, the total effect, which includes the mediation effect, is significant (p<.01). This means that the hypothesis is confirmed (*H0* can be rejected) and CE fully mediates the effect for sophisticated brand personalities.

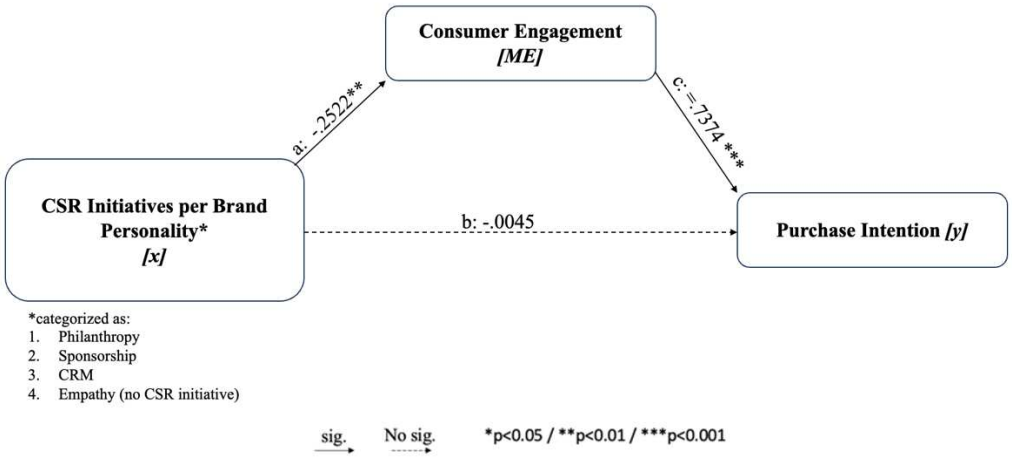

Figure 5: H3a Statistical Model

4.2.3.1 Hypothesis 3b

CE mediates the impact of CSR initiatives towards PI for ruggedness brand personalities

To test this hypothesis, Process Macro's model 4 was used (Appendix 14).

The model is statistically significant (p=.0310) and accounts for 2.99% of the total variance. It is statistically significant (p<.05) to classify the negative impact of CSR initiatives (ß=.1966) on CE in path a. It is statistically significant (p<.001) and the outcome variable PI accounts for 69.92% of the variance. The results indicate that CSR initiatives have a positive impact on PI (ß=.0376), but this effect is not statistically significant (p>.05) (path b). Conversely, CE has a significant (p<.001) positive effect on PI (ß=.8523) (path c). The total effect model is not statistically significant (p=.1612), explaining only 1.27% of the variance. The mediation effect is statistically significant because there is no zero between the bootstrap intervals. The beta, ß=.1675, indicates that for every unit increase in the independent variable (CSR initiatives), there is a .1675 decrease in CE.

While the direct effect of CSR initiatives on PI is not significant, the total effect model is also not significant overall, but since the mediation effect is statistically significant, the hypothesis is confirmed, and CE mediates the effect for brand ruggedness personalities.

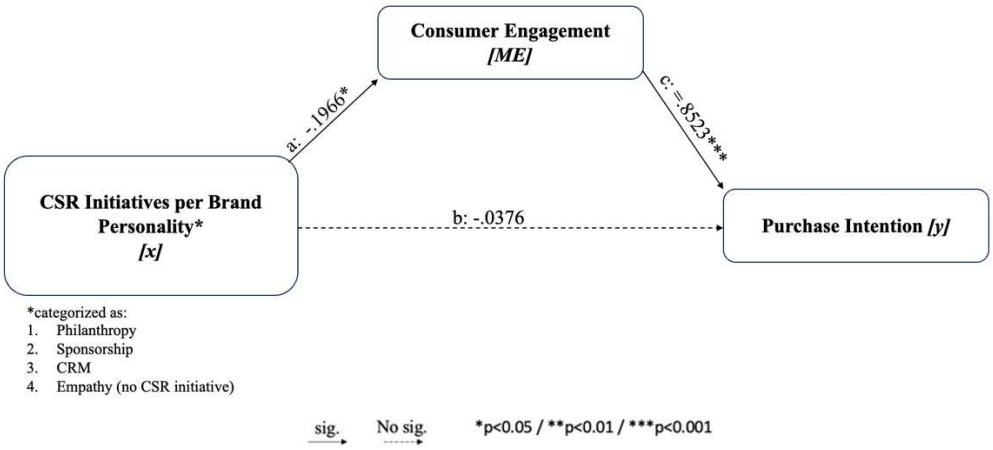

Figure 6: H3b Statistical Model

4.2.3.3 Hypothesis 3c

CE mediates the impact of CSR initiatives on PI for competence brand personalities

To test this hypothesis, Process Macro's model 4 was used (Appendix 15).

The model explains a total of 7.64% of the variance and is statistically significant p=.0004. CSR initiatives have statistically significant (p<.01) negative effect (ß=.295) on CE (path a). PI explains 66.61% of the variance and is also statistically significant (p<.001). The model

explains that CSR initiatives have a positive effect (ß=.0761) on PI. However, the p-value is not statistically significant (p>.05) (path b). In addition, CE has a positive effect (ß=.8292) on PI, which is statistically significant (p<.001) (path c). The total effect model explains only 2.52% of the variance and is statistically significant (p=.0437). The mediation effect is statistically significant. This is due to the fact that there is no zero between the bootstrap intervals. This effect of ß=.2448, means that when CSR initiatives increase by one unit, CE decreases by .2448.

The direct effect of CSR initiatives on PI is not significant. On the other hand, the total effect model, including the mediation effect, is significant. This implies that the hypothesis is confirmed, and that consumer involvement fully mediates the effect for competence brand personalities.

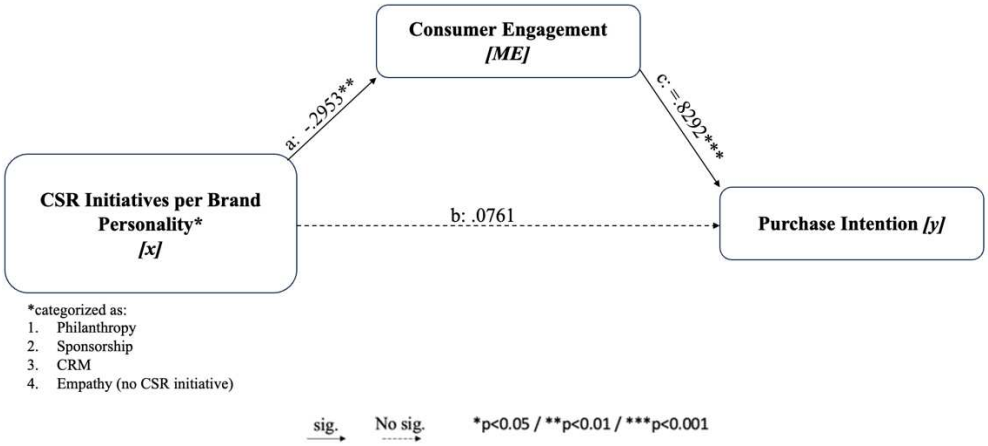

Figure 7: H3c Statistical Model

4.2.3.4 Hypothesis 3d

CE mediates the impact of CSR initiatives on PI for excited brand personalities

To test this hypothesis, Process Macro's model 4 was used (Appendix 16).

The model is not statistically significant (p=.1859), while r-squared accounts for 1.06% of the total variance. Therefore, CSR initiatives do not have a significant negative impact (ß=.1099) on CE (path a). The outcome variable PI accounts for 47.64% of the variance and is statistically significant (p< .001). CSR initiatives negatively effect PI (ß=.0348), which is not statistically significant (p>.05) (path b). Conversely, CE has a significant (p < .001) positive effect on PI

(ß=.5882) (path c). The total effect model is not statistically significant (p=.1629) with a variance of 1.18%. There is no zero between the bootstrap intervals, so the mediation effect is statistically significant. The ß=-.0646 indicates that when the independent variable (CSR initiatives) increases by one unit, CE decreases by .0646.

While the direct effect of CSR initiatives on PI is not significant, neither is the total effect model, but the mediation effect is statistically significant.
The hypothesis is confirmed, and CE mediates the effect for exciting brand personalities.

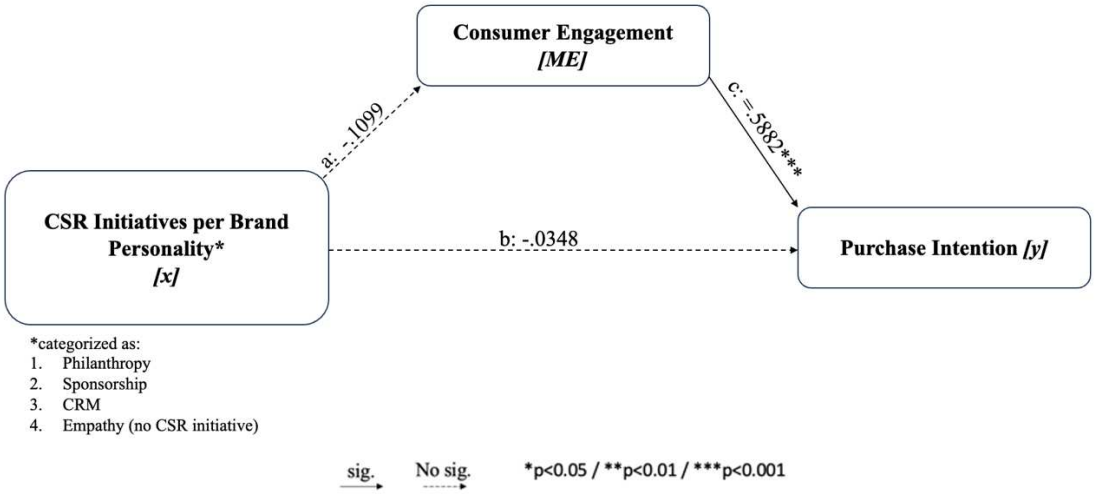

Figure 8: H3d Statistical Model

4.2.3.5 Hypothesis 3e

CE mediates the impact of CSR initiatives on PI for sincere brand personalities

To test this hypothesis, Process Macro's model 4 was used (Appendix 17).

The model explains a total of 4.25% of the variance and is statistically significant (p<.05). The negative effect of CSR initiatives (ß=.2327) on CE is statistically significant (path a). The outcome variable PI explains 58.58% of the variance and is also statistically significant (p<.001). This shows that CSR initiatives have a positive effect (ß=.0267) on PI, but this is not statistically significant (p>.05) (path b). CE, on the other hand, has a significant (p<.001) positive effect on PI (ß=.6344) (path c). The total effect model explains only 1.69% of the variance and is not statistically significant (p=.1088). The mediation effect is statistically

significant because there is no zero between the bootstrap intervals. This effect is ß=.1476, which means that when the independent variable (CSR initiatives) increases by one unit, CE decreases by .1476.

While the direct effect of CSR initiatives on PI is not significant, neither is the total effect model, but the mediation effect is statistically significant.
hypothesis is confirmed and CE mediates the effect for exciting brand personalities.

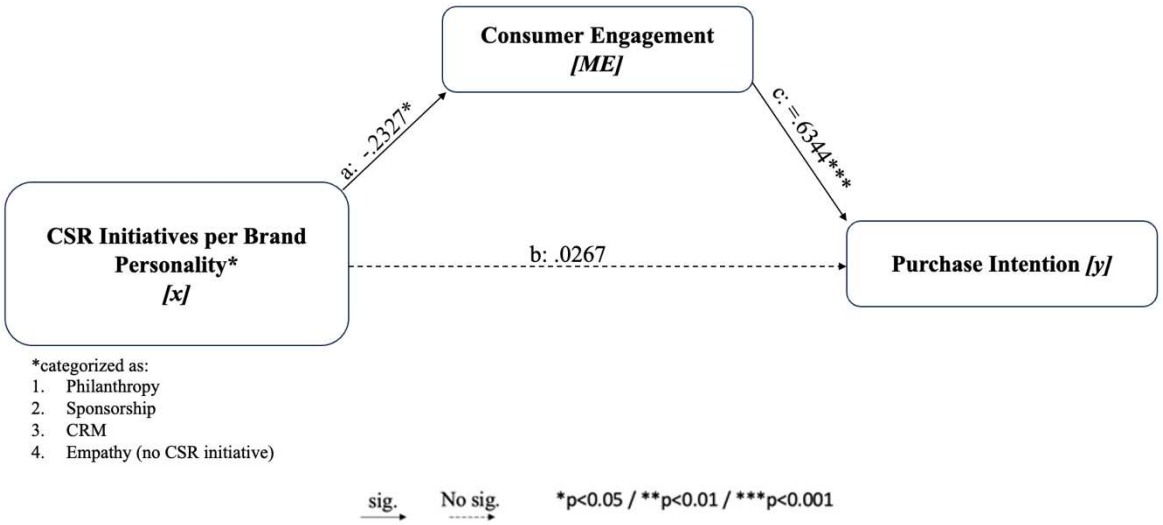

Figure 9: H3e Statistical Model

CHAPTER 5: CONCLUSIONS AND LIMIATIONS

A summary of the findings and an explanation of the research questions are provided in the final chapter of this thesis. The remaining section of the chapter deals with managerial and academic implications. Finally, the limitations of the dissertation are discussed along with recommendations for future research.

5.1 Main Findings and Conclusion

This thesis examines how CSR initiatives effect PI, incorporating brand personalities and CE. It studies variations in PI across initiatives and brand personalities, providing insights for management decisions on reputation building, marketing, and sales strategies. A detailed analysis of the three research questions is provided below.

RQ1: Does the effectiveness of different corporate social responsibility initiatives on purchase intention vary based on brand personalities?

The effect of CSR initiatives on PI based on different brand personalities was tested by hypothesis 1a-1e. The effectiveness is tested for all hypotheses with linear regression and only tests, whether any CSR initiative (philanthropy, sponsorship and CRM) or no initiative influences PI. Three out of five brand personalities (ruggedness, excitement and sincere) show that there is a significant effect on PI, while the brand personalities sophistication and competence are not significant.

Thus, it can be generally assumed for all brand personalities (significant or not), that use CSR initiatives have a positive impact on PI. Overall, it is important to point out, that CSR initiatives make a difference, when it comes to PI and that there are different effects depending on the brand personality.

RQ2: Is there a difference in the effect of philanthropy vs. sponsorship vs. cause-related marketing on purchase intention and vary among brand personalities?

When looking more in detail on the brand personalities, it becomes visible that three out of five brand personalities significantly differ among the CSR initiatives Starting with the brand personality sophisticated, applying the example of Tiffany & Co, is significant. More specifically, there is a statistical difference between the CRM and the control group, as well as between the philanthropy and the control group. The nonparametric tests yielded similar results. Overall, philanthropy has the highest impact on PI, followed closely by CRM and Sponsorship. Empathy as a control group has the lowest impact.

Taking a closer look at brand personality excitement, using Apple as a sample, there is a statistical difference between CRM and the control group, as well as between philanthropy and the control group. Looking at the ranks, CRM has the highest PI. It is followed by philanthropy and sponsorship. No initiative at all would result in the lowest PI.

The brand personality competence, measured in the survey with the brand Volvo also shows significant differences among the initiatives. Volvo significantly has differences among Philanthropy and CRM. Philanthropy has the greatest impact on PI, followed by CRM. Notably,

Sponsorship has the least favorable impact on PI in the case of Volvo, falling below the level of having no initiative at all.

Ruggedness Personalities (sampled by Harley Davidson) and sincere personalities (sampled by Lufthansa) do not statistically significantly differ among their initiatives, which indicates that it does not matter which initiative you choose, you will receive a similar PI. Using the nonparametric test for Harley Davidson, the rank indicates that sponsorship has the highest PI, followed by CRM and philanthropy, with the control group as the lowest. Lufthansa indicates that CRM has the highest rank, followed by philanthropy and sponsorship, and the control group has the lowest impact.

In summary, CRM has the most significant impact on PI for the excitement and sincere brand personalities, while philanthropy takes the lead in influencing PI for competence and sophistication brand personalities. Notably, Sponsorship emerges as the primary driver of PI for the ruggedness brand personality. It is evident, that brand personalities matter, if a CSR initiative is chosen, when it comes to PI.

RQ 3: Is there an association between consumer engagement resulting from corporate social responsibility initiatives and purchase intention, considering the influence of distinct brand personalities?

In the next RQ the effect of CE as mediator is measured among the brand personalities. The results of our study suggest that CE, acting as a mediator, strengthens the link between CSR initiatives and PI for most brand personalities. Specifically, for the sophisticated, sincere, competence, and rugged brand personalities, CE emerged as a critical factor that strengthened the influence of CSR initiatives on PI.

However, the exciting brand personality category presented an interesting exception, as CSR initiatives did not show a significant direct effect on PI within this group. Nevertheless, CE still showed a significant indirect effect on PI, independent of CSR initiatives. To conclude, these findings have important implications for companies that are seeking to shape their CSR initiatives and brand personality in order to increase the engagement of consumers and, ultimately, their PI.

5.2 Managerial and Academic Implications

From a managerial perspective some conclusions can be drawn from this paper. Overall, while CSR initiatives generally impact PIs, some initiatives impact PIs more than others. This paper also points out that different brand personalities have different impacts towards PI overall. Consequently, it is important for managers acknowledge that CSR and brand personality are tightly connected and that CSR will maximize its impact only within specific brand personalities. As a result, companies should choose CSR initiatives that are most in line with their brand personality. For example, philanthropy may be more effective for brands with a "sophisticated" personality, such as Tiffany, while CRM may be more effective for brands with an "exciting" personality, such as Apple. Therefore, by looking at competitors with similar brand personalities, competitive benchmarking can help companies develop effective CSR strategies.

Overall, companies should choose CSR initiatives that are most in line with their brand personality. However, if managers look for a general solution, it is worth to mention, that philanthropic initiatives consistently have a positively impact on PI across brand personalities. Therefore, philanthropic efforts may be a good priority for CSR programs in general.

The mediator CE positively impacts PI of all brand personalities. Thus, it is important that companies set their initiatives right, as these have the power to influence CE. A company should therefore carefully choose the right initiatives that fit their values and set a new environmental standard to do good and act as a role model. The results suggest that consumers are willing to donate to companies that support social causes and, in turn, are more likely to purchase the company's product or service, using the Rhodes Wildfire campaign as an example. These initiatives not only contribute to a social cause, but also create a positive corporate image and competitive advantage. When done effectively, this can create a win-win situation for all stakeholders.

In academic research, there are several paths to a deeper understanding. These include the investigation of the underlying mechanisms and reasons for the different effects of CSR initiatives on PI, considering brand personalities. This could be done through qualitative studies or through experimental research. In addition, the role of CE as an intermediary in the

relationship between CSR and PI may be further explored by examining the nuances and constraints of this relationship.

The longer-term effects of CSR initiatives on brand reputation and consumer loyalty should be studied, providing valuable insights for organizations seeking to sustain their CSR efforts. Furthermore, studies can explore how the effectiveness of CSR initiatives may differ across industries or sectors. This would provide insights into sector-specific strategies for reputation building and CE. These implications can help both practitioners and researchers better understand the complex interplay between CSR initiatives, brand personality, CE, and PI, contributing better informed business decisions and academic advancement.

5.3 Limitations and Possible Further Research

Due to time restrictions, an online survey was chosen as the research design. A field experiment where customers are watched in a real-world setting would have also been appropriate for this research question. In this setting, it is possible to conduct a more thorough analysis of consumer attitudes toward CSR initiatives. A field experiment also provides the chance to accurately predict PI. If there is an age group that favors a specific initiative, it would be interesting to examine the target groups' differences in more detail for future research. Therefore, a company would also need to identify their primary target market and their brand individually. The same is true for employment status, nationality, and other comparable demographic factors. Moreover, these could have been considered in additional hypotheses for more in-detail results.

Additionally, the research design of this work leaves room for the possibility that the participants are biased as a result of the various brands selected for each brand personality and may have responded otherwise in a real-world situation. It would have made sense in this situation to test additional examples of the same brand personality or to compare them. Additionally, to a neutral catastrophic event (as seen in the sample), different initiatives related to CSR issues (e.g., reducing CO2 emissions, participating in fair trade, or supporting minorities) would need to be tested for more accurate results. It would be interesting to see how such different events could affect the willingness to donate or purchase a product or service from companies that support current issues.

However, the model did not test a moderator effect, for example customer loyalty (Klein & Leffler, 1981; Milgrom & Roberts, 1986a). Exploring a construct that moderates the relationship between the tested initiatives, PI, and CE would provide deeper insights. Furthermore, more studies about consumer attitudes would have aided in the development and analysis of consumer profiles. Although brand image and brand awareness were measured, the perquisites have not been tested with a hypothesis. Therefore, it would have been interesting to examine the effect of the perquisites in the context of CSR and brand personality on PI.

In terms of CSR initiatives, three variations (philanthropy, sponsorship, and CRM) and one control group were examined. It would have been preferable to ask additional questions about PI and CE. In addition, it would be advisable to have a general control group using a neutral personality to observe what the average response would have resulted in without the influence of a brand personality. This way, it would have been possible to draw comparisons between brand personalities, also with regard to PI. Regarding data analysis, one drawback is that, despite the presence of non-parametric data, Process Macro was used to perform the linear regression, which necessitates the use of parametric data and thus produces inconsistent results.

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APPENDICES

Appendix 1: Online Survey

In the following is the survey presented. The questions are consistent across all brand personalities, with the only difference being in the stimuli (as explained in Chapter 3). For the sake of brevity, only Tiffany is shown as an example, while the other brand personalities are not included.

Introduction

Dear participant,

I am conducting this research to fulfill the requirements for my Master's Degree in Management at Universidade Católica Portuguesa.
Your participation in this survey is entirely voluntary.
Your identity will be kept anonymous, and the data collected will be treated confidentially and solely used for academic purposes.

If you are willing to participate and complete the survey (which will take approximately 5-7 minutes), please click the "next" button. Thank you very much for your help in advance.
If you have any questions please do not hesitate to reach out: s-areister@ucp.pt

Explanation of the topic

The survey is about Corporate Social Responsibility (CSR) initiatives. CSR means businesses taking actions to benefit society and the environment.

In the survey, I will show you some CSR campaigns of different companies, that I have created.
Therefore, please read the campaigns carefully, as the questions will be based on the campaign.

Thank you for participating in my survey, I truly appreciate your time and input!

○ Yes, I understand.

Screening Question for each brand personality done, in this case Tiffany

Are you familiar with the brand Tiffany&Co.?

○ No, I have never heard of this brand before.

○ Yes, I heard of that brand before, but I am not a customer.

○ Yes, I am a customer of that brand.

Brand Awareness Question for each brand personality done, in this case Tiffany

Indicate your brand awareness towards the brand named above:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I know what this brand looks like.	○	○	○	○	○
I can recognize this brand among other competing brands.	○	○	○	○	○
I have no difficulties in imagining this brand in mind.	○	○	○	○	○
Some characteristics of this brand come to my mind quickly.	○	○	○	○	○
The name of brand is well known in the competing industry.	○	○	○	○	○
Some characteristics of the shown brand come to my mind quickly.	○	○	○	○	○

Brand Image Question for each brand personality done, in this case Tiffany

Indicate your brand image towards the brand named above:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This brand is familiar to me.	○	○	○	○	○
This brand has a good image in the minds of consumers.	○	○	○	○	○
I have a good impression of this brand.	○	○	○	○	○
I believe that this brand has a better image than its competitors.	○	○	○	○	○

Brand Personality Question for Tiffany

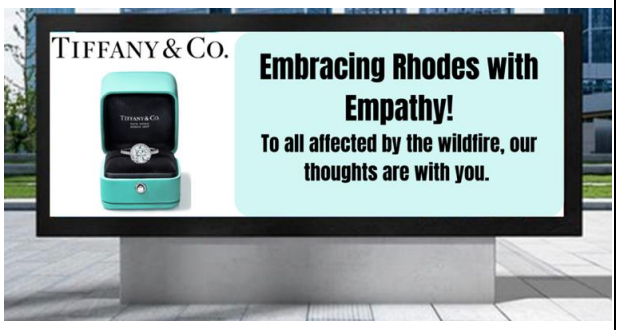
Do you consider Tiffany & Co. as:

	Definitely not	Probably not	Might or might not	Probably yes	Definitely yes
Charming	○	○	○	○	○
Romantic	○	○	○	○	○
Glamourous	○	○	○	○	○
Pretentious	○	○	○	○	○

Stimuli of the Survey

No Stimuli

Brand Personality: Sophistication



Brand Personality: Ruggedness

Brand Personality: Excitement

Brand Personality: Competence

Brand Personality: Sincerity

CSR initiative: Philanthropy

Brand Personality: Sophistication

Brand Personality: Ruggedness

Brand Personality: Excitement

Brand Personality: Competence

Brand Personality: Sincerity

CSR initiative: Sponsorship

Brand Personality: Sophistication

Brand Personality: Ruggedness

Brand Personality: Excitement

Brand Personality: Competence

Brand Personality: Sincerity

CSR initiative: CRM

Brand Personality: Sophistication

Brand Personality: Excitement

Brand Personality: Ruggedness

Brand Personality: Competence

Brand Personality: Sincerity

Purchase Intention Question for each brand personality done, in this case Tiffany

Please indicate to what extent the following statements apply to your consumer behavior:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
It is very likely that I will buy the brand.	○	○	○	○	○
I will consider purchasing the brand the next time I need this product.	○	○	○	○	○
I will try this brand.	○	○	○	○	○

Consumer Engagement Question for each brand personality done, in this case Tiffany

Please indicate to what extent the following statements apply to your consumer behavior:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
You will tell your relatives and friends about the good deed of the company.	○	○	○	○	○
You will also donate/take part in the initiative mentioned above.	○	○	○	○	○
You will recommend the company to your relatives and friends.	○	○	○	○	○

Brand Personality Questions varying among the brand personalities:

Do you consider Harley Davidson as:

	Definitely not	Probably not	Might or might not	Probably yes	Definitely yes
Tough	○	○	○	○	○
Strong	○	○	○	○	○
Outdoorsy	○	○	○	○	○
Rugged	○	○	○	○	○

Do you consider Volvo as:

	Definitely not	Probably not	Might or might not	Probably yes	Definitely yes
Reliable	○	○	○	○	○
Responsible	○	○	○	○	○
Dependable	○	○	○	○	○
Efficient	○	○	○	○	○

Do you consider Apple as:

	Definitely not	Probably not	Might or might not	Probably yes	Definitely yes
Daring	○	○	○	○	○
Spirited	○	○	○	○	○
Imaginative	○	○	○	○	○
Up-to-date	○	○	○	○	○

Do you consider Lufthansa as:

	Definitely not	Probably not	Might or might not	Probably yes	Definitely yes
Domestic	○	○	○	○	○
Honest	○	○	○	○	○
Genuine	○	○	○	○	○
Cheerful	○	○	○	○	○

Demographics

How high is your netto monthly income?

- ○ <1.500€
- ○ 1.500 - 3.499€
- ○ 3.500 - 6.000€
- ○ >6.000€

How old are you?

- ○ 0 -17 years
- ○ 18 - 26 years
- ○ 27- 42 years
- ○ 43 - 57 years
- ○ 58- 75 years

What gender do you identify with?

- ○ Male
- ○ Female
- ○ Non-binary / third gender
- ○ Prefer not to say

What is the highest level of education you have completed?

- ○ Completed High School
- ○ Apprenticeship
- ○ University Bachelors degree
- ○ Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)
- ○ Prefer not to say

What is your nationality?

- ○ German
- ○ Portuguese
- ○ French
- ○ Other

Appendix 2: Test of Normality

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean_PI	,061	166	,200*	,974	166	,003
BA_Mean_all_brands	,172	166	<,001	,846	166	<,001
BI_Mean_all_brands	,147	166	<,001	,905	166	<,001
BP_Mean_all_brands	,182	166	<,001	,894	166	<,001
Mean_CSR	,067	166	,067	,974	166	,004

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Appendix 3: Hypothesis 1a

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,211[a]	,044	,038	1,18732	,044	7,110	1	153	,008	2,043

a. Predictors: (Constant), Tif_yn

b. Dependent Variable: MeanPIT

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,023	1	10,023	7,110	,008[b]
	Residual	215,687	153	1,410		
	Total	225,710	154			

a. Dependent Variable: MeanPIT

b. Predictors: (Constant), Tif_yn

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,100	,188		16,513	<,001
	Tif_yn	,581	,218	,211	2,667	,008

a. Dependent Variable: MeanPIT

Appendix 4: Hypothesis 1b

Correlations

		MeanPIH	Har_yn
Pearson Correlation	MeanPIH	1,000	,163
	Har_yn	,163	1,000
Sig. (1-tailed)	MeanPIH	.	,021
	Har_yn	,021	.
N	MeanPIH	156	156
	Har_yn	156	156

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,999	1	6,999	4,225	,042[b]
	Residual	255,129	154	1,657		
	Total	262,127	155			

a. Dependent Variable: MeanPIH

b. Predictors: (Constant), Har_yn

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,163[a]	,027	,020	1,28712	,027	4,225	1	154	,042	2,269

a. Predictors: (Constant), Har_yn

b. Dependent Variable: MeanPIH

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,848	,218		13,089	<,001		
	Har_yn	,508	,247	,163	2,055	,042	1,000	1,000

a. Dependent Variable: MeanPIH

Appendix 5: Hypothesis 1c

Correlations

		MeanPIV	Vol_yn
Pearson Correlation	MeanPIV	1,000	,106
	Vol_yn	,106	1,000
Sig. (1-tailed)	MeanPIV	.	,090
	Vol_yn	,090	.
N	MeanPIV	162	162
	Vol_yn	162	162

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,502	1	2,502	1,809	,181[b]
	Residual	221,339	160	1,383		
	Total	223,841	161			

a. Dependent Variable: MeanPIV

b. Predictors: (Constant), Vol_yn

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,106[a]	,011	,005	1,17617	,011	1,809	1	160	,181	1,984

a. Predictors: (Constant), Vol_yn

b. Dependent Variable: MeanPIV

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,204	,196		16,343	<,001		
	Vol_yn	,299	,222	,106	1,345	,181	1,000	1,000

a. Dependent Variable: MeanPIV

Appendix 6: Hypothesis 1d

Correlations

		MeanPIA	ASyn
Pearson Correlation	MeanPIA	1,000	,248
	ASyn	,248	1,000
Sig. (1-tailed)	MeanPIA	.	<,001
	ASyn	,001	.
N	MeanPIA	166	166
	ASyn	166	166

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,534	1	10,534	10,723	,001[b]
	Residual	161,107	164	,982		
	Total	171,641	165			

a. Dependent Variable: MeanPIA

b. Predictors: (Constant), ASyn

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,248[a]	,061	,056	,99114	,061	10,723	1	164	,001	2,104

a. Predictors: (Constant), ASyn

b. Dependent Variable: MeanPIA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,742	,157		23,876	<,001		
	ASyn	,589	,180	,248	3,275	,001	1,000	1,000

a. Dependent Variable: MeanPIA

Appendix 7: Hypothesis 1e

Correlations

		MeanPIL	Luf_yn
Pearson Correlation	MeanPIL	1,000	,200
	Luf_yn	,200	1,000
Sig. (1-tailed)	MeanPIL	.	,007
	Luf_yn	,007	.
N	MeanPIL	153	153
	Luf_yn	153	153

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,477	1	6,477	6,273	,013[b]
	Residual	155,917	151	1,033		
	Total	162,394	152			

a. Dependent Variable: MeanPIL

b. Predictors: (Constant), Luf_yn

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,200[a]	,040	,034	1,01615	,040	6,273	1	151	,013	1,929

a. Predictors: (Constant), Luf_yn

b. Dependent Variable: MeanPIL

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,586	,167		21,464	<,001		
	Luf_yn	,481	,192	,200	2,505	,013	1,000	1,000

a. Dependent Variable: MeanPIL

Appendix 8: Hypothesis 2a

Descriptives

MeanPIT

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Philantrohy	37	3,8018	1,22842	,20195	3,3922	4,2114	1,00	5,00
Sponsorship	40	3,5167	,95467	,15095	3,2113	3,8220	1,67	5,00
CRM	38	3,7368	1,24278	,20160	3,3284	4,1453	1,00	5,00
Empathy	40	3,1000	1,31005	,20714	2,6810	3,5190	1,00	5,00
Total	155	3,5312	1,21064	,09724	3,3391	3,7233	1,00	5,00

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
MeanPIT	Based on Mean	2,189	3	151	,092
	Based on Median	1,874	3	151	,136
	Based on Median and with adjusted df	1,874	3	145,697	,137
	Based on trimmed mean	2,087	3	151	,104

ANOVA

MeanPIT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11,762	3	3,921	2,767	,044
Within Groups	213,948	151	1,417		
Total	225,710	154			

Multiple Comparisons

Dependent Variable: MeanPIT

	(I) TSti	(J) TSti	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Philantrohy	Sponsorship	,28514	,27151	,720	-,4202	,9905
		CRM	,06496	,27492	,995	-,6492	,7792
		Empathy	,70180	,27151	,052	-,0035	1,4071
	Sponsorship	Philantrohy	-,28514	,27151	,720	-,9905	,4202
		CRM	-,22018	,26964	,847	-,9207	,4803
		Empathy	,41667	,26617	,401	-,2748	1,1081
	CRM	Philantrohy	-,06496	,27492	,995	-,7792	,6492
		Sponsorship	,22018	,26964	,847	-,4803	,9207
		Empathy	,63684	,26964	,089	-,0637	1,3373
	Empathy	Philantrohy	-,70180	,27151	,052	-1,4071	,0035
		Sponsorship	-,41667	,26617	,401	-1,1081	,2748
		CRM	-,63684	,26964	,089	-1,3373	,0637
Scheffe	Philantrohy	Sponsorship	,28514	,27151	,776	-,4825	1,0528
		CRM	,06496	,27492	,997	-,7123	,8422
		Empathy	,70180	,27151	,087	-,0658	1,4694
	Sponsorship	Philantrohy	-,28514	,27151	,776	-1,0528	,4825
		CRM	-,22018	,26964	,881	-,9825	,5422
		Empathy	,41667	,26617	,486	-,3359	1,1692
	CRM	Philantrohy	-,06496	,27492	,997	-,8422	,7123
		Sponsorship	,22018	,26964	,881	-,5422	,9825
		Empathy	,63684	,26964	,139	-,1255	1,3992
	Empathy	Philantrohy	-,70180	,27151	,087	-1,4694	,0658
		Sponsorship	-,41667	,26617	,486	-1,1692	,3359
		CRM	-,63684	,26964	,139	-1,3992	,1255
LSD	Philantrohy	Sponsorship	,28514	,27151	,295	-,2513	,8216
		CRM	,06496	,27492	,814	-,4782	,6081
		Empathy	,70180*	,27151	,011	,1654	1,2382
	Sponsorship	Philantrohy	-,28514	,27151	,295	-,8216	,2513
		CRM	-,22018	,26964	,415	-,7529	,3126
		Empathy	,41667	,26617	,120	-,1092	,9426
	CRM	Philantrohy	-,06496	,27492	,814	-,6081	,4782
		Sponsorship	,22018	,26964	,415	-,3126	,7529
		Empathy	,63684*	,26964	,019	,1041	1,1696
	Empathy	Philantrohy	-,70180*	,27151	,011	-1,2382	-,1654
		Sponsorship	-,41667	,26617	,120	-,9426	,1092
		CRM	-,63684*	,26964	,019	-1,1696	-,1041
Bonferroni	Philantrohy	Sponsorship	,28514	,27151	1,000	-,4407	1,0110
		CRM	,06496	,27492	1,000	-,6700	,7999
		Empathy	,70180	,27151	,064	-,0241	1,4277
	Sponsorship	Philantrohy	-,28514	,27151	1,000	-1,0110	,4407
		CRM	-,22018	,26964	1,000	-,9411	,5007
		Empathy	,41667	,26617	,717	-,2949	1,1282
	CRM	Philantrohy	-,06496	,27492	1,000	-,7999	,6700
		Sponsorship	,22018	,26964	1,000	-,5007	,9411
		Empathy	,63684	,26964	,117	-,0840	1,3577
	Empathy	Philantrohy	-,70180	,27151	,064	-1,4277	,0241
		Sponsorship	-,41667	,26617	,717	-1,1282	,2949
		CRM	-,63684	,26964	,117	-1,3577	,0840
Dunnett t (2-sided)[b]	Philantrohy	Empathy	,70180*	,27151	,029	,0570	1,3466
	Sponsorship	Empathy	,41667	,26617	,278	-,2154	1,0488
	CRM	Empathy	,63684	,26964	,052	-,0035	1,2772

*. The mean difference is significant at the 0.05 level.

b. Dunnett t-tests treat one group as a control, and compare all other groups against it.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of MeanPIT is the same across categories of TSti.	Independent-Samples Kruskal-Wallis Test	,039	Reject the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Ranks

	TSti	N	Mean Rank
MeanPIT	Philantrohy	37	88,78
	Sponsorship	40	75,29
	CRM	38	86,33
	Empathy	40	62,83
	Total	155	

Pairwise Comparisons of TSti

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig.[a]
Empathy-Sponsorship	12,463	9,917	1,257	,209	1,000
Empathy-CRM	23,504	10,047	2,339	,019	,193
Empathy-Philantrohy	25,959	10,116	2,566	,010	,103
Sponsorship-CRM	-11,041	10,047	-1,099	,272	1,000
Sponsorship-Philantrohy	13,496	10,116	1,334	,182	1,000
CRM-Philantrohy	2,455	10,243	,240	,811	1,000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,050.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

Appendix 9: Hypothesis 2b

Descriptives

MeanPIH

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	45	3,3111	1,33976	,19972	2,9086	3,7136	1,00	5,00
2,00	39	3,3846	1,18603	,18992	3,0002	3,7691	1,00	5,00
3,00	37	3,3784	1,42327	,23398	2,9038	3,8529	1,00	5,00
4,00	35	2,8476	1,20820	,20422	2,4326	3,2627	1,00	5,00
Total	156	3,2415	1,30044	,10412	3,0358	3,4471	1,00	5,00

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
MeanPIH	Based on Mean	1,691	3	152	,171
	Based on Median	1,527	3	152	,210
	Based on Median and with adjusted df	1,527	3	139,468	,210
	Based on trimmed mean	1,699	3	152	,170

ANOVA

MeanPIH

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,140	3	2,380	1,419	,240
Within Groups	254,987	152	1,678		
Total	262,127	155			

Multiple Comparisons

Dependent Variable: MeanPIH

	(I) Har_Stimuli	(J) Har_Stimuli	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	1,00	2,00	-,07350	,28336	,994	-,8096	,6626
		3,00	-,06727	,28743	,995	-,8139	,6794
		4,00	,46349	,29191	,389	-,2948	1,2218
	2,00	1,00	,07350	,28336	,994	-,6626	,8096
		3,00	,00624	,29724	1,000	-,7659	,7784
		4,00	,53700	,30157	,287	-,2464	1,3204
	3,00	1,00	,06727	,28743	,995	-,6794	,8139
		2,00	-,00624	,29724	1,000	-,7784	,7659
		4,00	,53076	,30540	,308	-,2626	1,3241
	4,00	1,00	-,46349	,29191	,389	-1,2218	,2948
		2,00	-,53700	,30157	,287	-1,3204	,2464
		3,00	-,53076	,30540	,308	-1,3241	,2626
Scheffe	1,00	2,00	-,07350	,28336	,995	-,8746	,7276
		3,00	-,06727	,28743	,997	-,8799	,7453
		4,00	,46349	,29191	,474	-,3617	1,2887
	2,00	1,00	,07350	,28336	,995	-,7276	,8746
		3,00	,00624	,29724	1,000	-,8341	,8466
		4,00	,53700	,30157	,369	-,3156	1,3896
	3,00	1,00	,06727	,28743	,997	-,7453	,8799
		2,00	-,00624	,29724	1,000	-,8466	,8341
		4,00	,53076	,30540	,392	-,3326	1,3941
	4,00	1,00	-,46349	,29191	,474	-1,2887	,3617
		2,00	-,53700	,30157	,369	-1,3896	,3156
		3,00	-,53076	,30540	,392	-1,3941	,3326
LSD	1,00	2,00	-,07350	,28336	,796	-,6333	,4863
		3,00	-,06727	,28743	,815	-,6351	,5006
		4,00	,46349	,29191	,114	-,1132	1,0402
	2,00	1,00	,07350	,28336	,796	-,4863	,6333
		3,00	,00624	,29724	,983	-,5810	,5935
		4,00	,53700	,30157	,077	-,0588	1,1328
	3,00	1,00	,06727	,28743	,815	-,5006	,6351
		2,00	-,00624	,29724	,983	-,5935	,5810
		4,00	,53076	,30540	,084	-,0726	1,1341
	4,00	1,00	-,46349	,29191	,114	-1,0402	,1132
		2,00	-,53700	,30157	,077	-1,1328	,0588
		3,00	-,53076	,30540	,084	-1,1341	,0726
Bonferroni	1,00	2,00	-,07350	,28336	1,000	-,8310	,6840
		3,00	-,06727	,28743	1,000	-,8356	,7011
		4,00	,46349	,29191	,686	-,3168	1,2438
	2,00	1,00	,07350	,28336	1,000	-,6840	,8310
		3,00	,00624	,29724	1,000	-,7884	,8008
		4,00	,53700	,30157	,462	-,2692	1,3432
	3,00	1,00	,06727	,28743	1,000	-,7011	,8356
		2,00	-,00624	,29724	1,000	-,8008	,7884
		4,00	,53076	,30540	,506	-,2856	1,3472
	4,00	1,00	-,46349	,29191	,686	-1,2438	,3168
		2,00	-,53700	,30157	,462	-1,3432	,2692
		3,00	-,53076	,30540	,506	-1,3472	,2856
Dunnett t (2-sided)[a]	1,00	4,00	,46349	,29191	,261	-,2271	1,1541
	2,00	4,00	,53700	,30157	,182	-,1765	1,2505
	3,00	4,00	,53076	,30540	,198	-,1918	1,2533

a. Dunnett t-tests treat one group as a control, and compare all other groups against it.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of MeanPIH is the same across categories of Har_Stimuli.	Independent-Samples Kruskal-Wallis Test	,184	Retain the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Ranks

	Har_Stimuli	N	Mean Rank
MeanPIH	1,00	45	81,39
	2,00	39	83,99
	3,00	37	82,99
	4,00	35	63,93
	Total	156	

Appendix 10: Hypothesis 2c

Descriptives

MeanPIA

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Philantrophy	42	4,2302	1,19277	,18405	3,8585	4,6019	1,00	5,00
Sponsorship	42	4,1667	,94353	,14559	3,8726	4,4607	1,67	5,00
CRM	42	4,5952	,44500	,06867	4,4566	4,7339	4,00	5,00
Empathy	40	3,7417	1,17303	,18547	3,3665	4,1168	1,00	5,00
Total	166	4,1888	1,01993	,07916	4,0325	4,3451	1,00	5,00

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
MeanPIA	Based on Mean	9,279	3	162	<,001
	Based on Median	3,302	3	162	,022
	Based on Median and with adjusted df	3,302	3	103,120	,023
	Based on trimmed mean	7,434	3	162	<,001

ANOVA

MeanPIA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15,028	3	5,009	5,181	,002
Within Groups	156,614	162	,967		
Total	171,641	165			

Multiple Comparisons

Dependent Variable: MeanPIA

	(I) ASti	(J) ASti	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Philantrophy	Sponsorship	,06349	,21456	,991	-,4935	,6205
		CRM	-,36508	,21456	,326	-,9221	,1919
		Empathy	,48849	,21722	,115	-,0754	1,0524
	Sponsorship	Philantrophy	-,06349	,21456	,991	-,6205	,4935
		CRM	-,42857	,21456	,193	-,9855	,1284
		Empathy	,42500	,21722	,209	-,1389	,9889
	CRM	Philantrophy	,36508	,21456	,326	-,1919	,9221
		Sponsorship	,42857	,21456	,193	-,1284	,9855
		Empathy	,85357*	,21722	<,001	,2897	1,4175
	Empathy	Philantrophy	-,48849	,21722	,115	-1,0524	,0754
		Sponsorship	-,42500	,21722	,209	-,9889	,1389
		CRM	-,85357*	,21722	<,001	-1,4175	-,2897
Scheffe	Philantrophy	Sponsorship	,06349	,21456	,993	-,5427	,6696
		CRM	-,36508	,21456	,411	-,9712	,2411
		Empathy	,48849	,21722	,172	-,1252	1,1022
	Sponsorship	Philantrophy	-,06349	,21456	,993	-,6696	,5427
		CRM	-,42857	,21456	,267	-1,0347	,1776
		Empathy	,42500	,21722	,284	-,1887	1,0387
	CRM	Philantrophy	,36508	,21456	,411	-,2411	,9712
		Sponsorship	,42857	,21456	,267	-,1776	1,0347
		Empathy	,85357*	,21722	,002	,2399	1,4673
	Empathy	Philantrophy	-,48849	,21722	,172	-1,1022	,1252
		Sponsorship	-,42500	,21722	,284	-1,0387	,1887
		CRM	-,85357*	,21722	,002	-1,4673	-,2399
LSD	Philantrophy	Sponsorship	,06349	,21456	,768	-,3602	,4872
		CRM	-,36508	,21456	,091	-,7888	,0586
		Empathy	,48849*	,21722	,026	,0595	,9174
	Sponsorship	Philantrophy	-,06349	,21456	,768	-,4872	,3602
		CRM	-,42857*	,21456	,047	-,8523	-,0049
		Empathy	,42500	,21722	,052	-,0040	,8540
	CRM	Philantrophy	,36508	,21456	,091	-,0586	,7888
		Sponsorship	,42857*	,21456	,047	,0049	,8523
		Empathy	,85357*	,21722	<,001	,4246	1,2825
	Empathy	Philantrophy	-,48849*	,21722	,026	-,9174	-,0595
		Sponsorship	-,42500	,21722	,052	-,8540	,0040
		CRM	-,85357*	,21722	<,001	-1,2825	-,4246
Bonferroni	Philantrophy	Sponsorship	,06349	,21456	1,000	-,5096	,6366
		CRM	-,36508	,21456	,545	-,9382	,2080
		Empathy	,48849	,21722	,155	-,0917	1,0687
	Sponsorship	Philantrophy	-,06349	,21456	1,000	-,6366	,5096
		CRM	-,42857	,21456	,285	-1,0017	,1445
		Empathy	,42500	,21722	,313	-,1552	1,0052
	CRM	Philantrophy	,36508	,21456	,545	-,2080	,9382
		Sponsorship	,42857	,21456	,285	-,1445	1,0017
		Empathy	,85357*	,21722	<,001	,2734	1,4338
	Empathy	Philantrophy	-,48849	,21722	,155	-1,0687	,0917
		Sponsorship	-,42500	,21722	,313	-1,0052	,1552
		CRM	-,85357*	,21722	<,001	-1,4338	-,2734
Dunnett t (2-sided)[b]	Philantrophy	Empathy	,48849	,21722	,067	-,0261	1,0031
	Sponsorship	Empathy	,42500	,21722	,129	-,0896	,9396
	CRM	Empathy	,85357*	,21722	<,001	,3390	1,3682

*. The mean difference is significant at the 0.05 level.

b. Dunnett t-tests treat one group as a control, and compare all other groups against it.

Ranks

	ASti	N	Mean Rank
MeanPIA	Philantrophy	42	91,50
	Sponsorship	42	79,95
	CRM	42	97,74
	Empathy	40	63,88
	Total	166	

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of MeanPIA is the same across categories of ASti.	Independent-Samples Kruskal-Wallis Test	,005	Reject the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Pairwise Comparisons of ASti

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig.[a]
Empathy-Sponsorship	16,077	10,073	1,596	,110	,663
Empathy-Philantrophy	27,625	10,073	2,742	,006	,037
Empathy-CRM	33,863	10,073	3,362	<,001	,005
Sponsorship-Philantrophy	11,548	9,950	1,161	,246	1,000
Sponsorship-CRM	-17,786	9,950	-1,788	,074	,443
Philantrophy-CRM	-6,238	9,950	-,627	,531	1,000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.

Asymptotic significances (2-sided tests) are displayed. The significance level is ,050.

a. Significance values have been adjusted by the Bonferroni correction for multiple ...

Appendix 11: Hypothesis 2d

Descriptives

MeanPIV

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Philantrophy	43	3,8605	1,06714	,16274	3,5320	4,1889	1,67	5,00
Sponsorship	40	3,1500	1,09115	,17253	2,8010	3,4990	1,33	5,00
CRM	43	3,4729	1,32982	,20280	3,0636	3,8821	1,00	5,00
Empathy	36	3,2037	1,09914	,18319	2,8318	3,5756	1,67	5,00
Total	162	3,4362	1,17912	,09264	3,2533	3,6192	1,00	5,00

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
MeanPIV	Based on Mean	1,461	3	158	,227
	Based on Median	1,140	3	158	,335
	Based on Median and with adjusted df	1,140	3	148,023	,335
	Based on trimmed mean	1,365	3	158	,255

ANOVA

MeanPIV

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13,020	3	4,340	3,253	,023
Within Groups	210,821	158	1,334		
Total	223,841	161			

Pairwise Comparisons of Vol_Stimuli

Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig.[a]
Sponsorship-Empathy	-2,346	10,688	-,219	,826	1,000
Sponsorship-CRM	-13,812	10,220	-1,351	,177	1,000
Sponsorship-Philantrophy	28,068	10,220	2,746	,006	,060
Empathy-CRM	11,466	10,510	1,091	,275	1,000
Empathy-Philantrophy	25,722	10,510	2,447	,014	,144
CRM-Philantrophy	14,256	10,034	1,421	,155	1,000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,050.

a. Significance values have been adjusted by the Bonferroni correction for multiple ...

Ranks

	Vol_Stimuli	N	Mean Rank
MeanPIV	Philantrophy	43	97,93
	Sponsorship	40	69,86
	CRM	43	83,67
	Empathy	36	72,21
	Total	162	

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of MeanPIV is the same across categories of Vol_Stimuli.	Independent-Samples Kruskal-Wallis Test	,024	Reject the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Multiple Comparisons

Dependent Variable: MeanPIV

	(I) Vol_Stimuli	(J) Vol_Stimuli	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Philantrophy	Sponsorship	,71047*	,25375	,029	,0516	1,3693
		CRM	,38760	,24912	,407	-,2593	1,0345
		Empathy	,65676	,26095	,061	-,0208	1,3343
	Sponsorship	Philantrophy	-,71047*	,25375	,029	-1,3693	-,0516
		CRM	-,32287	,25375	,582	-,9817	,3360
		Empathy	-,05370	,26537	,997	-,7428	,6354
	CRM	Philantrophy	-,38760	,24912	,407	-1,0345	,2593
		Sponsorship	,32287	,25375	,582	-,3360	,9817
		Empathy	,26916	,26095	,731	-,4084	,9467
	Empathy	Philantrophy	-,65676	,26095	,061	-1,3343	,0208
		Sponsorship	,05370	,26537	,997	-,6354	,7428
		CRM	-,26916	,26095	,731	-,9467	,4084
Scheffe	Philantrophy	Sponsorship	,71047	,25375	,053	-,0066	1,4275
		CRM	,38760	,24912	,492	-,3164	1,0916
		Empathy	,65676	,26095	,101	-,0806	1,3942
	Sponsorship	Philantrophy	-,71047	,25375	,053	-1,4275	,0066
		CRM	-,32287	,25375	,656	-1,0399	,3942
		Empathy	-,05370	,26537	,998	-,8036	,6962
	CRM	Philantrophy	-,38760	,24912	,492	-1,0916	,3164
		Sponsorship	,32287	,25375	,656	-,3942	1,0399
		Empathy	,26916	,26095	,786	-,4682	1,0066
	Empathy	Philantrophy	-,65676	,26095	,101	-1,3942	,0806
		Sponsorship	,05370	,26537	,998	-,6962	,8036
		CRM	-,26916	,26095	,786	-1,0066	,4682
LSD	Philantrophy	Sponsorship	,71047*	,25375	,006	,2093	1,2116
		CRM	,38760	,24912	,122	-,1044	,8796
		Empathy	,65676*	,26095	,013	,1414	1,1722
	Sponsorship	Philantrophy	-,71047*	,25375	,006	-1,2116	-,2093
		CRM	-,32287	,25375	,205	-,8240	,1783
		Empathy	-,05370	,26537	,840	-,5778	,4704
	CRM	Philantrophy	-,38760	,24912	,122	-,8796	,1044
		Sponsorship	,32287	,25375	,205	-,1783	,8240
		Empathy	,26916	,26095	,304	-,2462	,7846
	Empathy	Philantrophy	-,65676*	,26095	,013	-1,1722	-,1414
		Sponsorship	,05370	,26537	,840	-,4704	,5778
		CRM	-,26916	,26095	,304	-,7846	,2462
Bonferroni	Philantrophy	Sponsorship	,71047*	,25375	,035	,0325	1,3885
		CRM	,38760	,24912	,730	-,2780	1,0532
		Empathy	,65676	,26095	,077	-,0405	1,3540
	Sponsorship	Philantrophy	-,71047*	,25375	,035	-1,3885	-,0325
		CRM	-,32287	,25375	1,000	-1,0009	,3551
		Empathy	-,05370	,26537	1,000	-,7627	,6553
	CRM	Philantrophy	-,38760	,24912	,730	-1,0532	,2780
		Sponsorship	,32287	,25375	1,000	-,3551	1,0009
		Empathy	,26916	,26095	1,000	-,4281	,9664
	Empathy	Philantrophy	-,65676	,26095	,077	-1,3540	,0405
		Sponsorship	,05370	,26537	1,000	-,6553	,7627
		CRM	-,26916	,26095	1,000	-,9664	,4281
Dunnett t (2-sided)[b]	Philantrophy	Empathy	,65676*	,26095	,034	,0398	1,2737
	Sponsorship	Empathy	-,05370	,26537	,994	-,6811	,5737
	CRM	Empathy	,26916	,26095	,594	-,3478	,8861

*. The mean difference is significant at the 0.05 level.

b. Dunnett t-tests treat one group as a control, and compare all other groups against it.

Appendix 12: Hypothesis 2e

Descriptives

MeanPIL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Philantrophy	38	4,0614	1,02185	,16577	3,7255	4,3973	1,00	5,00
Sponsorship	36	3,9722	,91677	,15280	3,6620	4,2824	2,33	5,00
CRM	42	4,1508	1,08501	,16742	3,8127	4,4889	1,00	5,00
Empathy	37	3,5856	1,04055	,17107	3,2386	3,9325	2,00	5,00
Total	153	3,9499	1,03362	,08356	3,7848	4,1150	1,00	5,00

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
MeanPIL	Based on Mean	,407	3	149	,748
	Based on Median	,076	3	149	,973
	Based on Median and with adjusted df	,076	3	118,552	,973
	Based on trimmed mean	,296	3	149	,828

ANOVA

MeanPIL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,096	3	2,365	2,270	,083
Within Groups	155,297	149	1,042		
Total	162,394	152			

Ranks

	Luf_Stimuli	N	Mean Rank
MeanPIL	Philantrophy	38	82,70
	Sponsorship	36	75,74
	CRM	42	86,49
	Empathy	37	61,61
	Total	153	

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of MeanPIL is the same across categories of Luf_Stimuli.	Independent-Samples Kruskal-Wallis Test	,058	Retain the null hypothesis.

a. The significance level is ,050.

b. Asymptotic significance is displayed.

Multiple Comparisons

Dependent Variable: MeanPIL

	(I) Luf_Stimuli	(J) Luf_Stimuli	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Tukey HSD	Philantrophy	Sponsorship	,08918	,23744	,982	-,5278	,7061
		CRM	-,08939	,22857	,980	-,6833	,5045
		Empathy	,47582	,23579	,186	-,1368	1,0885
	Sponsorship	Philantrophy	-,08918	,23744	,982	-,7061	,5278
		CRM	-,17857	,23188	,868	-,7811	,4239
		Empathy	,38664	,23900	,372	-,2343	1,0076
	CRM	Philantrophy	,08939	,22857	,980	-,5045	,6833
		Sponsorship	,17857	,23188	,868	-,4239	,7811
		Empathy	,56521	,23018	,071	-,0329	1,1633
	Empathy	Philantrophy	-,47582	,23579	,186	-1,0885	,1368
		Sponsorship	-,38664	,23900	,372	-1,0076	,2343
		CRM	-,56521	,23018	,071	-1,1633	,0329
Scheffe	Philantrophy	Sponsorship	,08918	,23744	,986	-,5822	,7606
		CRM	-,08939	,22857	,985	-,7357	,5569
		Empathy	,47582	,23579	,258	-,1909	1,1426
	Sponsorship	Philantrophy	-,08918	,23744	,986	-,7606	,5822
		CRM	-,17857	,23188	,898	-,8343	,4771
		Empathy	,38664	,23900	,457	-,2892	1,0625
	CRM	Philantrophy	,08939	,22857	,985	-,5569	,7357
		Sponsorship	,17857	,23188	,898	-,4771	,8343
		Empathy	,56521	,23018	,115	-,0857	1,2161
	Empathy	Philantrophy	-,47582	,23579	,258	-1,1426	,1909
		Sponsorship	-,38664	,23900	,457	-1,0625	,2892
		CRM	-,56521	,23018	,115	-1,2161	,0857
LSD	Philantrophy	Sponsorship	,08918	,23744	,708	-,3800	,5584
		CRM	-,08939	,22857	,696	-,5410	,3623
		Empathy	,47582*	,23579	,045	,0099	,9417
	Sponsorship	Philantrophy	-,08918	,23744	,708	-,5584	,3800
		CRM	-,17857	,23188	,442	-,6368	,2796
		Empathy	,38664	,23900	,108	-,0856	,8589
	CRM	Philantrophy	,08939	,22857	,696	-,3623	,5410
		Sponsorship	,17857	,23188	,442	-,2796	,6368
		Empathy	,56521*	,23018	,015	,1104	1,0201
	Empathy	Philantrophy	-,47582*	,23579	,045	-,9417	-,0099
		Sponsorship	-,38664	,23900	,108	-,8589	,0856
		CRM	-,56521*	,23018	,015	-1,0201	-,1104
Bonferroni	Philantrophy	Sponsorship	,08918	,23744	1,000	-,5457	,7241
		CRM	-,08939	,22857	1,000	-,7006	,5218
		Empathy	,47582	,23579	,272	-,1547	1,1063
	Sponsorship	Philantrophy	-,08918	,23744	1,000	-,7241	,5457
		CRM	-,17857	,23188	1,000	-,7986	,4415
		Empathy	,38664	,23900	,647	-,2524	1,0257
	CRM	Philantrophy	,08939	,22857	1,000	-,5218	,7006
		Sponsorship	,17857	,23188	1,000	-,4415	,7986
		Empathy	,56521	,23018	,091	-,0503	1,1807
	Empathy	Philantrophy	-,47582	,23579	,272	-1,1063	,1547
		Sponsorship	-,38664	,23900	,647	-1,0257	,2524
		CRM	-,56521	,23018	,091	-1,1807	,0503
Dunnett t (2-sided)[b]	Philantrophy	Empathy	,47582	,23579	,114	-,0833	1,0349
	Sponsorship	Empathy	,38664	,23900	,251	-,1801	,9534
	CRM	Empathy	,56521*	,23018	,040	,0194	1,1110

*. The mean difference is significant at the 0.05 level.

b. Dunnett t-tests treat one group as a control, and compare all other groups against it.

Appendix 13: Hypothesis 3a

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
Y : MeanPIT
X : TSti
M : MeanCSRT

Sample
Size: 155

****
OUTCOME VARIABLE:
MeanCSRT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2231	,0498	1,5283	8,0169	1,0000	153,0000	,0053

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,0964	,2456	16,6772	,0000	3,6112	4,5817
TSti	-,2522	,0891	-2,8314	,0053	-,4281	-,0762

****
OUTCOME VARIABLE:
MeanPIT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,7709	,5943	,6024	111,3379	2,0000	152,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,9907	,2589	3,8271	,0002	,4793	1,5022
TSti	-,0045	,0574	-,0781	,9378	-,1178	,1088
MeanCSRT	,7374	,0508	14,5285	,0000	,6371	,8377

************************ TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:

MeanPIT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1760	,0310	1,4296	4,8880	1,0000	153,0000	,0285

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,0116	,2376	16,8862	,0000	3,5423	4,4809
TSti	-,1904	,0861	-2,2109	,0285	-,3606	-,0203

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,1904	,0861	-2,2109	,0285	-,3606	-,0203

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,0045	,0574	-,0781	,9378	-,1178	,1088

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MeanCSRT	-,1860	,0647	-,3021	-,0529

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

------ END MATRIX -----

Appendix 14: Hypothesis 3b

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.2 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
Y : MeanPIH

X : HSti
M : MeanCEH

Sample
Size: 156

****
OUTCOME VARIABLE:
MeanCEH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1728	,0299	1,6086	4,7402	1,0000	154,0000	,0310

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,7905	,2391	15,8546	,0000	3,3182	4,2628
HSti	-,1966	,0903	-2,1772	,0310	-,3749	-,0182

****
OUTCOME VARIABLE:
MeanPIH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,8362	,6992	,5153	177,8486	2,0000	153,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,3222	,2195	1,4674	,1443	-,1116	,7559
HSti	,0376	,0519	,7254	,4693	-,0649	,1401
MeanCEH	,8523	,0456	18,6878	,0000	,7622	,9424

************************ TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
MeanPIH

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1127	,0127	1,6805	1,9817	1,0000	154,0000	,1612

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,5529	,2444	14,5393	,0000	3,0701	4,0356
HSti	-,1299	,0923	-1,4077	,1612	-,3122	,0524

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,1299	,0923	-1,4077	,1612	-,3122	,0524

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,0376	,0519	,7254	,4693	-,0649	,1401

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MeanCEH	-,1675	,0779	-,3161	-,0105

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

------ END MATRIX -----

Appendix 15: Hypothesis 3c

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.2 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
Y : MeanPIV
X : VSti
M : MeanCEV

Sample
Size: 162

****
OUTCOME VARIABLE:
MeanCEV

Model Summary

R	R-sq	MSE	F	df1	df2	p

```
    ,2764     ,0764     1,3042    13,2375     1,0000   160,0000      ,0004

Model
          coeff        se         t         p       LLCI      ULCI
constant    4,0922     ,2177    18,7941     ,0000     3,6622     4,5222
VSti        -,2953     ,0812    -3,6383     ,0004     -,4556     -,1350

**************************************************************************
OUTCOME VARIABLE:
 MeanPIV

Model Summary
        R       R-sq        MSE          F        df1         df2          p
    ,8162     ,6661     ,4700   158,6257     2,0000   159,0000      ,0000

Model
          coeff        se         t         p       LLCI      ULCI
constant     ,4555     ,2341     1,9456     ,0535     -,0069      ,9178
VSti         ,0761     ,0507     1,5015     ,1352     -,0240      ,1762
MeanCEV      ,8292     ,0475    17,4717     ,0000      ,7355      ,9229

************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 MeanPIV

Model Summary
        R       R-sq        MSE          F        df1         df2          p
    ,1587     ,0252     1,3638     4,1331     1,0000   160,0000      ,0437

Model
          coeff        se         t         p       LLCI      ULCI
constant    3,8487     ,2227    17,2853     ,0000     3,4089     4,2884
VSti        -,1687     ,0830    -2,0330     ,0437     -,3326     -,0048


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
    Effect        se         t         p       LLCI      ULCI
    -,1687     ,0830    -2,0330     ,0437     -,3326     -,0048

Direct effect of X on Y
    Effect        se         t         p       LLCI      ULCI
     ,0761     ,0507     1,5015     ,1352     -,0240      ,1762

Indirect effect(s) of X on Y:
         Effect     BootSE   BootLLCI   BootULCI
```

MeanCEV -,2448 ,0667 -,3715 -,1120

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

------ END MATRIX -----

Appendix 16: Hypothesis 3d

Run MATRIX procedure:

*********** *PROCESS Procedure for SPSS Version 4.2* **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
Y : MeanPIA
X : ASti
M : MeanCEA

Sample
Size: 166

****
OUTCOME VARIABLE:
MeanCEA

Model Summary

R	*R-sq*	*MSE*	*F*	*df1*	*df2*	*p*
,1032	*,0106*	*1,4054*	*1,7648*	*1,0000*	*164,0000*	*,1859*

Model

	coeff	*se*	*t*	*p*	*LLCI*	*ULCI*
constant	*4,0149*	*,2250*	*17,8475*	*,0000*	*3,5707*	*4,4591*
ASti	*-,1099*	*,0827*	*-1,3285*	*,1859*	*-,2732*	*,0534*

****
OUTCOME VARIABLE:
MeanPIA

Model Summary

```
        R       R-sq       MSE         F       df1       df2         p
    ,6902     ,4764     ,5514    74,1540    2,0000   163,0000     ,0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    2,0741     ,2417     8,5819     ,0000     1,5969     2,5514
ASti        -,0348     ,0521     -,6688     ,5046     -,1377     ,0680
MeanCEA      ,5882     ,0489    12,0259     ,0000     ,4916      ,6848

************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 MeanPIA

Model Summary
        R       R-sq       MSE         F       df1       df2         p
    ,1088     ,0118     1,0342     1,9651     1,0000   164,0000     ,1629

Model
             coeff         se          t          p       LLCI       ULCI
constant    4,4356     ,1930    22,9855     ,0000     4,0546     4,8166
ASti        -,0995     ,0710    -1,4018     ,1629     -,2396     ,0406


********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y
    Effect         se          t          p       LLCI       ULCI
    -,0995     ,0710    -1,4018     ,1629     -,2396     ,0406

Direct effect of X on Y
    Effect         se          t          p       LLCI       ULCI
    -,0348     ,0521     -,6688     ,5046     -,1377     ,0680

Indirect effect(s) of X on Y:
          Effect     BootSE   BootLLCI   BootULCI
MeanCEA     -,0646     ,0544     -,1737     ,0407

********************* ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

------ END MATRIX -----
```

Appendix 17: Hypothesis 3e

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 4
Y : MeanPIL
X : LSti
M : MeanCEL

Sample
Size: 153

****
OUTCOME VARIABLE:
MeanCEL

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2062	,0425	1,5201	6,7057	1,0000	151,0000	,0106

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,1200	,2466	16,7081	,0000	3,6328	4,6072
LSti	-,2327	,0899	-2,5895	,0106	-,4103	-,0552

****
OUTCOME VARIABLE:
MeanPIL

Model Summary

R	R-sq	MSE	F	df1	df2	p
,7654	,5858	,4485	106,0560	2,0000	150,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,6397	,2261	7,2535	,0000	1,1931	2,0864
LSti	,0267	,0499	,5357	,5930	-,0718	,1253
MeanCEL	,6344	,0442	14,3519	,0000	,5470	,7217

************************ TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:

MeanPIL

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1302	,0169	1,0572	2,6026	1,0000	151,0000	,1088

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,2533	,2056	20,6830	,0000	3,8470	4,6596
LSti	-,1209	,0749	-1,6132	,1088	-,2690	,0272

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,1209	,0749	-1,6132	,1088	-,2690	,0272

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,0267	,0499	,5357	,5930	-,0718	,1253

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MeanCEL	-,1476	,0568	-,2556	-,0331

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

------ END MATRIX -----