



Do CSR Initiatives Drive Consumer Identification and Brand Preference?

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Abstract

Title: Do CSR initiatives drive Consumer Identification and Brand Preference?

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Leaders perceive CSR nowadays as an imperative in the global marketplace, but how do companies reach consumers more effectively with their CSR strategies? This research investigates whether CSR initiatives may generate consumer identification and brand preference. To answer our research question, we conducted a qualitative study, with Focus Groups, and explore what generates consumer identification with brands, which factors lead to brand preference and how CSR relates with both brand identification and brand preference. The findings show that CSR is a mentioned factor pointed out several times from participants when discussing the drivers of Consumer-Company Identification and Brand Preference. Also, that CSR is not enough most times to drive brand preference since there is a wide range of variables consumers consider in their purchase decisions, however, consumer identification with CSR initiatives plays an important role in capturing consumers. Based on the results we discuss how to draw effective CSR campaigns, increasing the likelihood of generating consumer identification with the cause and consequently increasing the likelihood of purchase from consumers.

Key Words: Corporate Social Responsibility, Consumer Identification, Brand Preference

Resumo

Os líderes reconhecem o investimento em Responsabilidade Social por parte das empresas um imperativo no mercado global, mas como é que as empresas conseguem alcançar os consumidores de forma mais eficaz com as suas estratégias de responsabilidade social? Este estudo investiga até que ponto as iniciativas de responsabilidade social por parte das empresas conseguem gerar a identificação do consumidor e a preferência de marca. Para responder à pergunta de pesquisa, foi conduzido um estudo qualitativo, através de grupos focalizados, explorando o que gera a identificação dos consumidores com as marcas, que factores levam à preferência de marca e como é que as iniciativas de responsabilidade social se relacionam com a identificação dos consumidores e a preferência de marca. Os resultados mostram que a Responsabilidade Social é um factor mencionado várias vezes pelos participantes quando estão a discutir os factores que levam à identificação dos consumidores com as marcas e à preferência de marca. Mostram também que as iniciativas de responsabilidade social por parte das empresas

não são suficientes na maior parte das vezes para levar à preferência de marca, visto que há um vasto leque de variáveis que os consumidores consideram na sua decisão de compra, contudo, a identificação dos consumidores com estas iniciativas é um factor significativo na captura de consumidores. Com base nos resultados discute-se como desenhar campanhas de responsabilidade social eficazes, aumentando a probabilidade de gerar identificação do consumidor com a causa e, conseqüentemente, aumentando a probabilidade de compra por parte dos consumidores.

Palavras-Chave: Responsabilidade Social, Identificação do Consumidor, Preferência de Marca.

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For now, I am feeling ready to my next journey, and to give my life and my time trying to change the world into a better place!

“Because the people who are crazy enough to think they can change the world, are the ones who do.”

Steve Jobs

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Introduction

Over time, the concept of Corporate Social Responsibility has been growing and gaining a more significant importance in business. However, it is around 1970s that formal definitions of Corporate Social Responsibility start to appear more frequently and take place in a series of discussions in the business world (Carroll, 1999; Carroll & Shabana, 2010).

After the Second World War, economy starts progressing fast as well as socio-environmental concerns, and business felt the need to have a role towards social issues (Carroll & Shabana, 2010; Sekhar Bhattacharyya, Sahay, Pratap Arora, & Chaturvedi, 2008). Firms started to acknowledge they have a responsibility towards society not just in terms of profit and started to understand that caring for Social Responsibility it was also relevant for their stability in the long run (Carroll & Shabana, 2010).

Given the growing importance of Corporate Social Responsibility and its perception as a strategic move, its initiatives from firms are increasingly becoming part of the corporate strategic plans (Bloom & Gundlach, 2001; Sekhar Bhattacharyya et al., 2008), and efforts are being done in understanding how to reach consumers with CSR initiatives more effectively. The literature states that “One size does not fit all” (Bhattacharya & Sen, 2004) and that consumers tend to react differently to these initiatives. But what makes them react differently to CSR initiatives? And may Corporate Social Responsibility as a strategic move generate brand preference?

That’s the gap we found out. And our problem statement addresses that gap with one possible explanation that relates Corporate Social Responsibility with Consumer Identification and Brand Preference. The problem statement this dissertation will answer is: “Do CSR initiatives drive consumer identification and brand preference?”

The specific research goals of this study are as follows: First to understand what generates consumer identification with brands. Second to investigate a possible linkage between Corporate Social Responsibility and Consumer Identification. Third to examine which factors lead to brand preference. And fourth, to test the influence that customers’ perceptions about CSR initiatives have on their motivation to buy a specific product.

This study is structured as follows. First a literature review with an overview of the concepts, causes and consequences of consumer-company identification, brand preference, and CSR, as

well as the interaction between them. Second, a proposed qualitative methodology to test the research questions. Third, an analysis of the data and discussion of the results. Lastly, the dissertation concludes with key findings taken from this study, its managerial implications, the limitations and recommendations for future research in this field.

Literature Review

The main purpose of this study is to understand the effects of Corporate Social Responsibility on consumers, and we chose two ways to look at these effects: Consumer Identification and Brand Preference.

For that reason, in this literature review, we will deepen the understanding of the concepts of Consumer-Company Identification, Brand Preference and CSR, as well as its consequences and the relations already studied between them.

Consumer-Company Identification

Given the great supply that exists nowadays, it is getting more and more important for firms to build strong relationships with their customers. In this context, it emerged the concept of Consumer-Company Identification (C-CI) - a way of building deep and meaningful relationships that generate commitment among consumers with companies (Bhattacharya & Sen, 2003).

Usually the term of C-CI is used in psychology and organizational behavior areas and is defined as “a cognitive state of self-categorization, connection and proximity of the consumer to a company” (Bergami and Bagozzi, 2000; Bhattacharya and Sen, 2003), “brought about by a subjective process of comparison between the organizational identity and the consumer’s own identity” (Ashforth & Mael, 1989; Dutton, Dukerich, & Harquail, 1994). Prior research has shown that there are four links that explain the existence of Consumer-Company relations: values, shared personality traits, common objectives and satisfaction of individual needs thanks to the company (Kristof, 1996; Marin & Ruiz, 2007).

There are two related theories in which C-CI is based and used in marketing and management research: The Social Identity Theory (SIT) and, evolving from this one, the Social Categorization Theory (SCT). These theories were used in organizational contexts to analyze both individual and group behaviors, explaining that people have needs of self-definition and social identity. That process occurs through the identification or categorization of themselves with several social categories like gender, ethnicity, sports clubs, a field of study, and so on. This self-categorization happens through comparison of their own characteristics and identity with the identity of other people (Ashforth & Mael, 1989; Currás-Pérez et al., 2009; Dutton et al., 1994).

But how can brands and their initiatives satisfy these needs?

Several studies show that brands are able to satisfy consumer's self-definitional needs (Bhattacharya and Sen, 2003; Fournier, 1998) because their symbolic nature allows customers to recognize themselves in the brands, enhancing their personal identity and differentiating them from their reference social groups (Escalas and Bettman, 2005). Through this process, a sense of connection and belonging is developed, and the brand starts to be psychologically accepted as part of the personal identity (Scott & Lane, 2000).

According to Ahearne, Bhattacharya, and Gruen, (2005) there are three factors that determine C-CI: the first one is the attractiveness of the company according to consumer perceptions, the more attractive, the greater the level of identification. The second one is the other's perceptions of the company, which means that consumers are more likely to identify when they perceive people from their reference groups to value the company. Lastly, consumers identification is also determined by their perceptions of the boundary-spanning agents (people from companies with whom they interact). When boundary-spanning agents reflect the values and the quality of the company, that also interferes in the identification consumers feel.

For a firm to be attractive and strengthen consumer identification, it needs to accomplish three principles of self-definition:

- Self-Continuity: in order to understand themselves and the world around them, individuals look for maintaining a consistent and stable sense of self over time (Ahearne et al., 2005; Dutton et al., 1994).
- Self-Coherence: in order to express themselves easily and in a genuine way, individuals look for companies whose characteristics enhance their self-concept (Ahearne et al., 2005; Currás-Pérez et al., 2009; Dutton et al., 1994; Scott & Lane, 2000).
- Self-Distinctiveness: in order to guarantee the integrity of their self, individuals also look for differences with other individuals in social contexts. To accomplish that, they will look for groups they consider as distinctive on dimensions that they value (Ahearne et al., 2005; Dutton et al., 1994).

There is also another factor that plays an important role in this attractiveness, which is prestige. Consumers want to belong to groups that are perceived in a positive way for others, in order to enhance their self-esteem (Currás-Pérez et al., 2009). So, "brand prestige refers to the positive image which a consumer believes other individuals have of the brand." (Currás-Pérez et al., 2009, p. 9), and by identifying themselves with a prestigious brand, individuals feel as theirs

the prestigious characteristics the brand has (Currás-Pérez et al., 2009; Dutton et al., 1994; Fombrun & Shanley, 1990).

C-CI works differently among consumers and generates different behaviors and outcomes among them. It usually induces consumer loyalty (C. K. Kim, Han, & Park, 2001; Mael & Ashforth, 1992), higher levels of purchase as well as word-of-mouth (Ahearne et al., 2005). In their study, Ahearne et al., (2005) provide empirical validation regarding the existence of customer-company identification and its positive consequences for the company. They divide the consequences of this identification in two fields: in-role behaviors (like product utilization, product evaluation and repeated purchase) and extra-role behaviors (e.g., consumers who have a strong identification with a brand recommend the company and the products more often). Regarding consumer loyalty, the results of the study of Kim et al., (2001) show that brand identification has an indirect effect on consumer loyalty to brands, that happens through positive word-of-mouth.

Brand Preference and C-C Identification

Brand Preference is defined as a “Measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.” (“What is Brand Preference?”, 2019).

This concept is different from the C-CI concept described in the previous section. While Brand Preference is a measure of brand loyalty, C-CI is a possible mean to attain brand loyalty (Kim et al., 2001; Mael & Ashforth, 1992).

Also, the concept of Brand Preference includes the existence of competing brands, while C-CI is an individual sense of connection and proximity with a particular brand (Bergami and Bagozzi, 2000; Bhattacharya and Sen, 2003).

This research considers both C-CI and Brand Preference, since they represent two different ways that bring the consumer closer to the brand, so both are relevant to analyze in order to understand how to reach consumers more effectively through CSR.

Corporate Social Responsibility (CSR)

Corporate Social Responsibility is an area getting more and more importance in the marketplace nowadays. For instance, 90% of the leading companies belonging to the *Fortune 500* in 2009 were already addressing CSR issues in their businesses (Pérez, 2009). Also, evidence shows

that consumers are giving an increasing concern to social and environmental issues in their criteria of purchase (Pérez, 2009), for instance, the preference for non-plastic products.

CSR has been given several definitions over time. Some define it as “the managerial obligation to take action to protect and improve both the welfare of society as a whole and the interest of organizations” (Davis and Blomstrom, 1975, p. 6), others as “a continuing commitment by an organization to behave ethically and contribute to economic development, while also improving the quality of life of its employees (and their families), the local community, and society at large (Lindgreen & Swaen, 2010, p. 5; Watts and Holme, 1999).”, and even as “achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment.” (Bhattacharya & Sen, 2004, p. 13).

Despite these slight differences in the definition of CSR, leaders perceive CSR nowadays as an imperative in the global marketplace (Sen & Bhattacharya, 2001), starting to understand its relevance and effects, that turn CSR not merely in the “right thing to do” but also in “the smart thing to do.” (Luo & Bhattacharya, 2006, p. 1).

On a more practical note, research suggests that there are six broad domains of CSR (Bhattacharya & Sen, 2004):

- Community support (e.g., health, education)
- Diversity (e.g., family, race, gender)
- Employee support (e.g., employee involvement, job security)
- Environment (e.g., control of pollution, environment-friendly products)
- Non-U.S. Operations (e.g., violation of human rights)
- Product (antitrust disputes, product safety)

The impact of CSR

Viewpoints have varied over time regarding the importance of CSR.

There are points of view that state that CSR has no impact or even have a bad impact on business. Some authors argued that due to stakeholders’ low awareness and unfavorable attributions of CSR activities, these are perceived as a profitable way for the company, which leads to a backlash against CSR (Lindgreen & Swaen, 2010). Others argue that CSR is unlikely to influence perceived performance since it has little relevance to the company’s ability to create

products and services (Brown & Dacin, 1997). There are even others that think that consumers tend to believe that CSR comes at the expense of product performance, what generates a bad attitude against the CSR initiative (Bhattacharya & Sen, 2004; Luo & Bhattacharya, 2006; Sen & Bhattacharya, 2001).

Besides these counterarguments that question the relevance of CSR, many other studies show its importance in business and several positive attributions have been given to CSR over time. Prior research has shown that CSR may have a significant influence in a business and its perceptions, based on the idea that by integrating non-economic factors firms develop a competitive advantage (Kramer & Porter, 2007), that helps them distinguish themselves from competitors, through a better image and reputation (Fombrun & Shanley, 1990), based on the creation of consumer goodwill and positive employee attitudes and behavior (Brammer, Millington, & Rayton, 2007).

CSR also provides a competitive advantage, since its initiatives strengthen the relationship of companies with their customers in an innovative and differentiate way (Bhattacharya & Sen, 2004), and Luo and Bhattacharya (2006) have shown that it exists a link between CSR and firm market value, which occurs through customer satisfaction, since companies engaged in socially responsible causes are viewed by customers as being warmer, more ethical, compassionate and trustworthy and less blame-worthy in the midst of corporate crisis (Chernev & Blair, 2015).

However, in order to be able to generate these positive attributions and advantages CSR can bring to a business, firms must take into consideration some behaviors and advises that have been given from authors studying this field of CSR over time. First, it is essential, for companies that want to adopt socially responsible behaviors, to have the support of its stakeholders. For that, managers must understand and communicate with them in order to generate the idea of common goals, that generates support for organizations' choices (Andriof and Waddock 2002). Also, the selection of CSR initiatives should be done according to the criteria of choosing the ones that have a greater support among its consumers (Bhattacharya & Sen, 2004). Lastly, but not least important, firms must take into consideration that irresponsible behaviors from them hurt more than good behaviors help (Bhattacharya & Sen, 2004).

Building on prior research, there are three beneficiaries of CSR initiatives: the company, the consumers and the social issue/cause that the initiative is promoting (Bhattacharya & Sen, 2004), so it is relevant to understand the outcomes that have been studied over time for these three categories.

First of all, we will understand the several outcomes CSR initiatives bring to companies.

- **Attitude:** Consumers' attitude towards companies that engage in CSR tends to be positive, as well as the evaluation they do about the company (Berens, van Riel, & van Bruggen, 2005; Bhattacharya & Sen, 2004).
- **Reputation and Perceived Performance:** In their research, Chernev & Blair (2015), have shown that the halo effect (people's tendency to extrapolate positive characteristics to unrelated domains) that comes from the moral undertone of a company's CSR activities, can influence the overall image of the company and the perceived performance of its products - which are perceived to perform better.
- **Attachment:** Consumers tend to feel a special connection with companies that engage in CSR activities they value and care about, and that sense of attachment makes them behave in a way that supports and is beneficial for the company. It increases their consumer-company identification (Bhattacharya & Sen, 2004; Currás-Pérez, Bigné-Alcañiz, & Alvarado-Herrera, 2009; Sen & Bhattacharya, 2001).
- **Loyalty:** Companies that differentiate themselves with CSR initiatives they engage in, use to have more loyal consumers, especially when the causes they support have a great support among its consumers (Bhattacharya & Sen, 2004).
- **Resilience:** Consumers are less sensitive to negative information from companies that engage in CSR as a way of rewarding them for its prosocial behavior. Meaning that they have the motivation to minimize or even forgive a situation in which the company behaves badly or in the midst of a corporate crisis (Bhattacharya & Sen, 2004; Chernev & Blair, 2015).
- **Word of Mouth:** consumers tend to talk in a positive way about the company to their friends, families and so on when the company is engaged in CSR (Bhattacharya & Sen, 2004). Also, consumers are more willing to defend socially responsible companies against criticism (Murray & Vogel, 1997).
- **Price Premium:** consumers are more willing to pay a greater amount of money for a product or service in a company that is socially responsible when they perceive that extra money to go directly to the cause being promoted (Bhattacharya & Sen, 2004).
- **Sales and Market Value:** According to Green & Peloza, (2011), the reputation of a company's engaged in social responsibility tends to decrease consumer's price sensitivity and sales are likely to increase due to consumers will to reward the company for its prosocial behavior (Mohr, Webb, & Harris, 2001).

After that, it is relevant to understand which are the outcomes CSR initiatives are brought to consumers:

- **Well-Being:** The CSR activities a company engages in generate a sense of well-being among its consumers, even if their behavior is unaffected towards the company (Bhattacharya & Sen, 2004).
- **Behavior Modification:** CSR initiatives from companies can end up being an incentive for consumers to support the cause on their own (Bhattacharya & Sen, 2004).

Lastly, there are also several outcomes these initiatives bring to the cause/issue itself:

- **Awareness:** When a company advertises a CSR campaign, the awareness of the cause itself increases as well, and people tend to remember it more easily (Bhattacharya & Sen, 2004).
- **Attitudes:** Consumers attitudes towards the cause tends to be positively affected when sponsored by the company, especially if the company has a good reputation (Bhattacharya & Sen, 2004).
- **Support behavior:** CSR initiatives from companies tend to induce consumers behaving in a more supportive way towards the cause, and this support may come in a variety of ways, like word-of-mouth (Bhattacharya & Sen, 2004), donations of money (Bhattacharya & Sen, 2004; Lichtenstein, Drumwright, and Bridgette 2004) and also volunteering (Bhattacharya & Sen, 2004).

However, all the outcomes a CSR initiative can bring, are dependent on certain external factors, as well as consumer perceptions, that end up being limitations or conditions for the success of CSR.

A first issue here is the lack of awareness. Most consumers do not know that almost all companies nowadays engage in CSR, what prevents their ability to collaborate with firm's initiatives in this field and to generate positive attributions that improve their perceptions about the firm and its reputation. So, firms need to consider their overall marketing strategy as well as the position of CSR within it (Bhattacharya & Sen, 2004).

The firm's reputation also plays an important role. When companies have a good reputation, customers more easily know what they are doing and support their initiatives. However, if the company's reputation is too positive, CSR initiatives do not contribute as much to enhance the outcomes, due to ceiling effects. When companies belong to some industries like oil and

tobacco, it is harder to apply CSR initiatives, since consumers tend to have already unfavorable attributions and may perceive the company as cynical (Bhattacharya & Sen, 2004).

The fit between the company and the cause it is also important. In one hand, consumers become skeptical if companies with a bad reputation engage in CSR initiatives close to their businesses - like Philip Morris' campaign "Talk to your kids about not smoking" – since it may generate "backfire effects" (Yoon, Gürhan-Canli, & Schwarz, 2006). Consumers have better reactions when the company has a good reputation and the cause chosen is not perceived as a natural fit for the company (Bhattacharya & Sen, 2004).

Also, consumers can distinguish between companies that start engaging in CSR just because they need to keep up, and those that have a proactive behavior in this field since the beginning, and they react more favorably to the last ones. Consumers also tend to make better attributions to firms they perceive as pioneers in the CSR initiatives they engage in (Bhattacharya & Sen, 2004).

Chernev & Blair (2015) research shows that the impact of CSR on perceived performance depends on whether consumers perceive it has a signal of benevolence or self-interest, which means that the impact of CSR is stronger when consumers learn about a company's CSR initiatives through independent sources (signaling benevolence) than from company advertisement (signaling its self-interest).

Lastly, CSR is more likely to influence perceived performance for consumers that are less familiar with a specific product category. In this regard, Luo & Bhattacharya (2006) report that firms with better inside-out abilities (innovativeness and product quality) are more likely to generate a greater market value from outside-in strategic initiatives, like CSR.

Corporate Social Responsibility and Consumer-Company Identification

As Bhattacharya & Sen, (2004) point out, consumers have different reactions to CSR initiatives. "One size does not fit all" (p. 10) and what works for some consumers do not necessarily work for the others.

Taking this into account, it seemed important to understand the effect of CSR on consumer identification.

Pérez, (2009) research shows that socially responsible initiatives from companies are a powerful mean to generate a state of closeness and connection from individuals, enabling a

sense of identification to a company. When consumers are strong supporters of the CSR initiatives of one company, they typically identify themselves with that company (Bhattacharya & Sen, 2004; Currás-Pérez et al., 2009) and the more supportive the better the outcomes from these kinds of initiatives, which means that the responses to CSR initiatives depend on the degree of identification consumers have with the issue/cause being promoted by the initiative (Lichtenstein et al., 2004; Marin & Ruiz, 2007; Sen & Bhattacharya, 2001).

An important question at this point is: how does this identification occur? Building on prior research, the identification consumers may feel with CSR initiatives occurs through the satisfaction of their distinction need and self-enhancement need. These needs are satisfied through the company’s brand prestige: CSR distinguishes in a positive way a brand in its competitive environment (Sen & Bhattacharya, 2001), since consumers perceive companies engaging in CSR as having a better reputation and being recognized in a positive way by others, what differentiates it from competitors (Currás-Pérez et al., 2009).

Additionally, a company engaged in CSR is a company engaged in doing good, and consumers are more likely to identify with it since it enhances their self-esteem (Bhattacharya & Sen, 2004).

By identifying themselves with the cause and consequently to the brand, consumers engage in positive outcomes. Pérez, (2009) study provides empirical validation for the CSR-based C-C Identification positive influence on consumers attitude and affective commitment to the company, increasing through that a purchase intent, as it can be observed on the model shown in *Figure 1*. Also, consumer identification with CSR makes consumers engage in positive word-of-mouth and increases their loyalty (Bhattacharya & Sen, 2004).

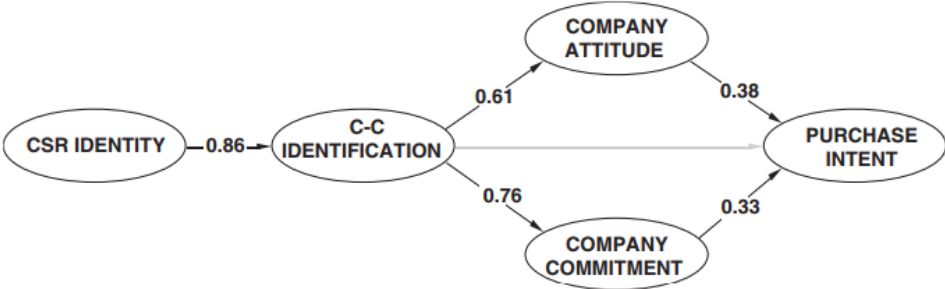


Figure 1: Pérez, (2009)

Corporate Social Responsibility and Brand Preference

Bhattacharya & Sen, (2004) point out that CSR may lead to brand preference in terms of purchasing, but only under certain conditions: “when the consumer supports the issue central to the company’s CSR efforts, when there is a high company to issue/cause fit, when the product itself is of high quality, and when the consumer is not asked to pay a premium for social responsibility.” (p. 18).

Also, there are two polls conducted, that show findings in this field. The first one is a poll conducted in 2001 by Hill & Knowlton/Harris stating that: “79% of Americans take corporate citizenship into account when deciding whether to buy a particular company’s product and 36% consider corporate citizenship an important factor when making purchasing decisions.”

The second poll was conducted in 2002 by Cone Communications and reveals that “84% of Americans say they would be likely to switch brands to one associated with a good cause if price and quality are similar.”

The consumer’s evaluation of the company also plays an important role in brand preference, since consumers preference for a new product depends on whether they perceive the company positively (Bhattacharya & Sen, 2004).

When analyzing a general context of competing firms, if they all engage in CSR initiatives close to each other, that will smooth the effect of loyalty from consumers, since all the competitors practice the same. However, if a company that belongs to an industry where competing firms are engaging in CSR, don’t engage in CSR as well, ends up impaired from consumers (Bhattacharya & Sen, 2004).

CSR can also work as a factor of differentiation leading to preference when the initiatives a company engages in are perceived by consumers to be distinct regarding its competitors (Bhattacharya & Sen, 2004).

Previous research also reinforces that “doing bad hurts more than doing good helps”, so irresponsible behaviors from companies in this fields may affect terribly its reputation and consequently consumers engagement, eliminating any kind of brand preference a consumer may have (Bhattacharya & Sen, 2004, p. 18,19).

The Present Study

The literature shows the several outcomes of C-CI and Brand Preference, as well as the positive outcomes of CSR. Still, there is a few information in the literature regarding what drives C-CI and Brand Preference, neither of whether CSR may be an actual tool to generate these behaviors.

In this sense, the objective of the current research is to explore whether CSR may drive consumer identification and brand preference, being able through it to attract more consumers.

Methodology

This dissertation uses a qualitative method research. Since there is still a few information in the literature regarding what drives C-CI and Brand Preference, neither of its relationship with CSR, it is more interesting and relevant to produce qualitative data in a context of open discussion around the topic. Qualitative research is also a more appropriate way to identify patterns, like Bettis, Gambardella, Helfat, & Mitchell, (2015) point out -“We believe that qualitative research often provides a means of identifying generalizable patterns concerning important questions in the field of strategic management” (p. 637) – and also understand and give meaning to social experiences - "addresses questions about how social experience is created and given meaning" (Eisenhardt & Graebner, 2007, p. 28). After all, the aim of this work is to identify certain patterns in the behavior and perceptions of general people regarding CSR and understand how they identify themselves with certain brands and campaigns, giving meaning to their support (or lack of it).

Sample

The data was collected using Focus Groups. Three Focus Groups were run, one of them with ten people and the other two with six people each, with a total of twenty-two participants. All of them were audio recorded for analysis.

Regarding the twenty-two participants, some data were collected: 41% were male, while 59% were female. The participants have ages between 21 years old and 55 years old, with a mean age of 29. Regarding their educational level, 45% had a bachelor's degree while 55% had a master's degree.

Procedure

Data Collection

Participants were invited to participate in this study through direct contact, where the topic of the study was previously addressed as well as a brief explanation of the essence of a Focus Group, how much time would it take and what was expected from them as participants.

Focus Groups are described as “a research technique that collects data through group interaction on a topic determined by the researcher.” (Morgan, 1996, p. 130). This method is especially useful at an early stage of research, in order to come up with relevant issues in participant’s points of view and understand their thoughts, which can be used for future and larger studies (Vaughn, Schumm, & Sinagub, 1996). The major motive that drove the choice of this research method was the synergy that is created through the interaction of various participants, that allows a deeper understanding of the various perspectives, since participants often question each other about their opinions, and need to justify their own positions, generating consensus and diversity among participants (Morgan, 1996). A deeper review of Focus Group Methodology, including its advantages and limitations, is present in *Appendices 1*.

The Focus Groups’ sessions took place in a comfortable and silent environment, in order to stimulate the participation of the invited participants.

After the first Focus Group, small changes were made in the script, in order to clarify the questions for better understanding of participants. The main topics of the script were: the understanding of what drives brand preference, what drives changes in brand preference, what generates consumer identification with brands, which perceptions do people have about Corporate Social Responsibility, which are the conditions that enable favorable perceptions about CSR, how aware are people about these initiatives from companies and which effect do Corporate Social Responsibility has on purchase. The full script of the Focus Groups is present in *Appendices 2* for consultation.

The discussion was recorded using two different devices to be later analyzed.

Participants were active, and their interest maintained consistent across the session. All participants were requested to answer to a survey at the end of the focus group (Full survey questions in *Appendices 3*), that asked their gender, age, educational level, if they did like to

participate in the Focus Group, how easy it was to understand the questions and if they considered the topic interesting.

From this survey we are able to show that all of them liked to participate in the focus group (100% of participants choose “yes”), 77% ranked the easiness of understanding of the questions during the focus group between 8 and 10 (in a scale up to 10), meaning that most participants considered easy to understand the questions made, and 91% ranked the interest they found in the topic between 8 and 10 (in a scale up to 10) showing that for a significant majority of participants, this topic is considered very interesting.

Data Analysis

The data was analyzed with a thematic analysis, which is “the process of identifying patterns or themes within qualitative data” (Maguire & Delahunt, 2017, p. 3352). This means interpreting the data and use the themes and patterns that arise to analyze perceptions, perspectives, and awareness about a specific issue (Maguire & Delahunt, 2017).

According to Braun & Clarke, (2006), thematic analysis is a method and not a methodology, which makes it a very flexible research tool that is not tied to a specific theoretical perspective, but instead can provide a rich and detailed analysis of data.

Thematic analysis allows different useful tools to analyze data since it reports the reality of participants, their experiences, the way they make meaning of it and also the way those events, experiences, realities and so on are a result of ideas that are operating within the society. So, it allows a deeper understanding of reality (Braun & Clarke, 2006).

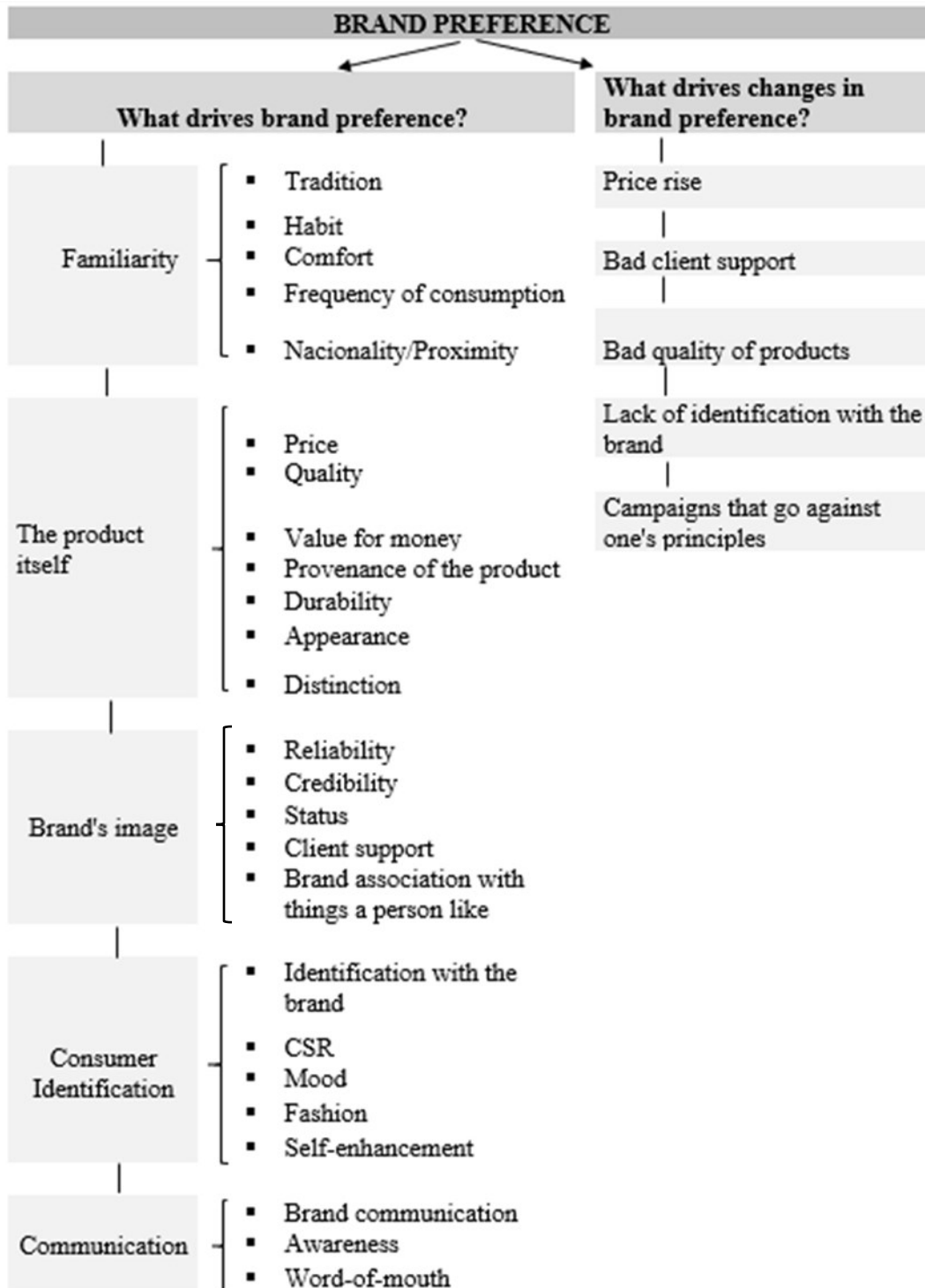
The procedure of analysis was divided into three phases. First, the Focus Groups sessions that were recorded, were transcribed into the paper. After being transcribed, the second phase was to recognize patterns and organize the data into themes and codes. Third, it was made another validation of the division of themes, creating a table that provided the data that supported the existence of those themes and codes.

Results

In this section diagrams with the main outputs will be presented as well as the discussion of the results. Support for these outputs with relevant insights from participants – tables of content

with the description of themes, codes and the transcripts that support them- is present on *Appendices 4* for consultation.

Brand Preference



Drives in Brand Preference

In order to analyze if CSR may have an impact on brand preference, we first need to understand what moves consumers' preferences regarding brands.

According to the results found in the discussion during the Focus Groups, we understood that there are five factors that help driving brand preference.

The first one is the familiarity consumers have with the brands, where they refer constantly five relationships: the tradition, the habit, the comfort in the decision (that makes it easier and faster), the frequency of consumption (the more frequent, the greater the tendency to prefer it) and the nationality/proximity (people tend to prefer brands from their country).

The second factor that drives brand preference is the product itself. According to the answers we can find out that people care about the price, the quality, the value for money (relationship price vs quality), the provenance of the product (people tend to prefer buying products made in their country as a way to promote the local economy), the durability (the longer it lasts the better), the appearance (must seem appealing) and the distinction (helps satisfying people's need for distinction, enhancing their own personality.)

The third factor is the brands' image: whether people perceive it as reliable, worthy of credibility, from a status people perceive as their own or aspire to, a brand that gives support to its clients and the association people make with the brand and things they like, for instance in terms of sponsorships.

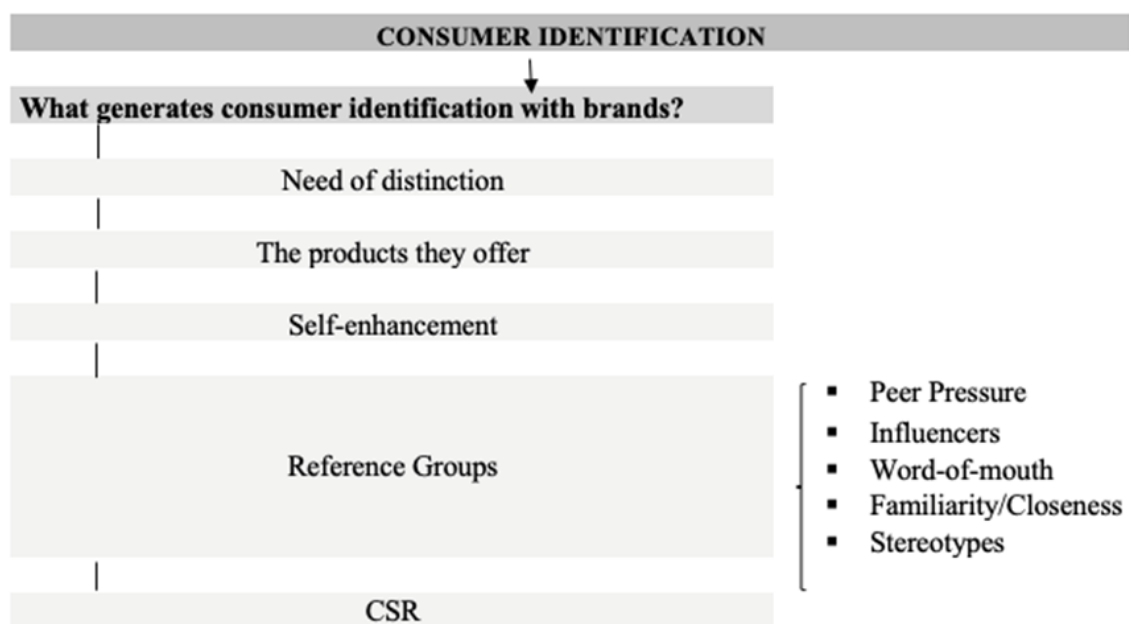
The fourth factor is related to the identification consumers may feel with the brand, with its CSR campaigns (as long as they go along with their principles or support causes sensible for the consumer), identification with a mood/behavior a brand helps enhancing, fashion and self-enhancement, as long as they feel their style (or aspirational style) and personality portrayed by the brand, helping them being more themselves.

Lastly is the communication, as a way they perceive the brand to contact with them. Here we have the brand communication (every campaign, advertisement or public statement a brand does), the awareness (if they know about the existence of the brand and the more often they heard or get in contact with the brand the greater the tendency to prefer it) and the word-of-mouth (hearing people from their reference groups talking positively about the brand generate curiosity and will to try).

Drives in changes of Brand Preference

We also investigated the factors that make people change their preferences, and we concluded that five factors were repeatedly mentioned: a rise in prices, a lack of support or a bad support from the brand whenever they need, a loss of quality, a lack of identification with the brand (whenever consumers stop identifying themselves with the stuff the brand proposes to them) and also campaigns that go against the principles they value.

Brand Identification



In order to understand if consumers' identification with CSR campaigns can consequently make them identify themselves with a brand and prefer it instead of others, we need to understand what generates consumer identification with brands. Five factors appeared frequently in the Focus Group discussions.

The first one is the need people have of distinction and it depends on the focus of the brands, the wider a brand is, the less distinction, and the same vice versa. The second factor is the products a brand offer, and whether they go along with peoples' preferences. The third factor is self-enhancement, which means that people identify themselves with brands that allow them to be more themselves and where they perceive shared characteristics with the brand. The fourth factor is the reference groups. People tend to identify themselves with brands that are common

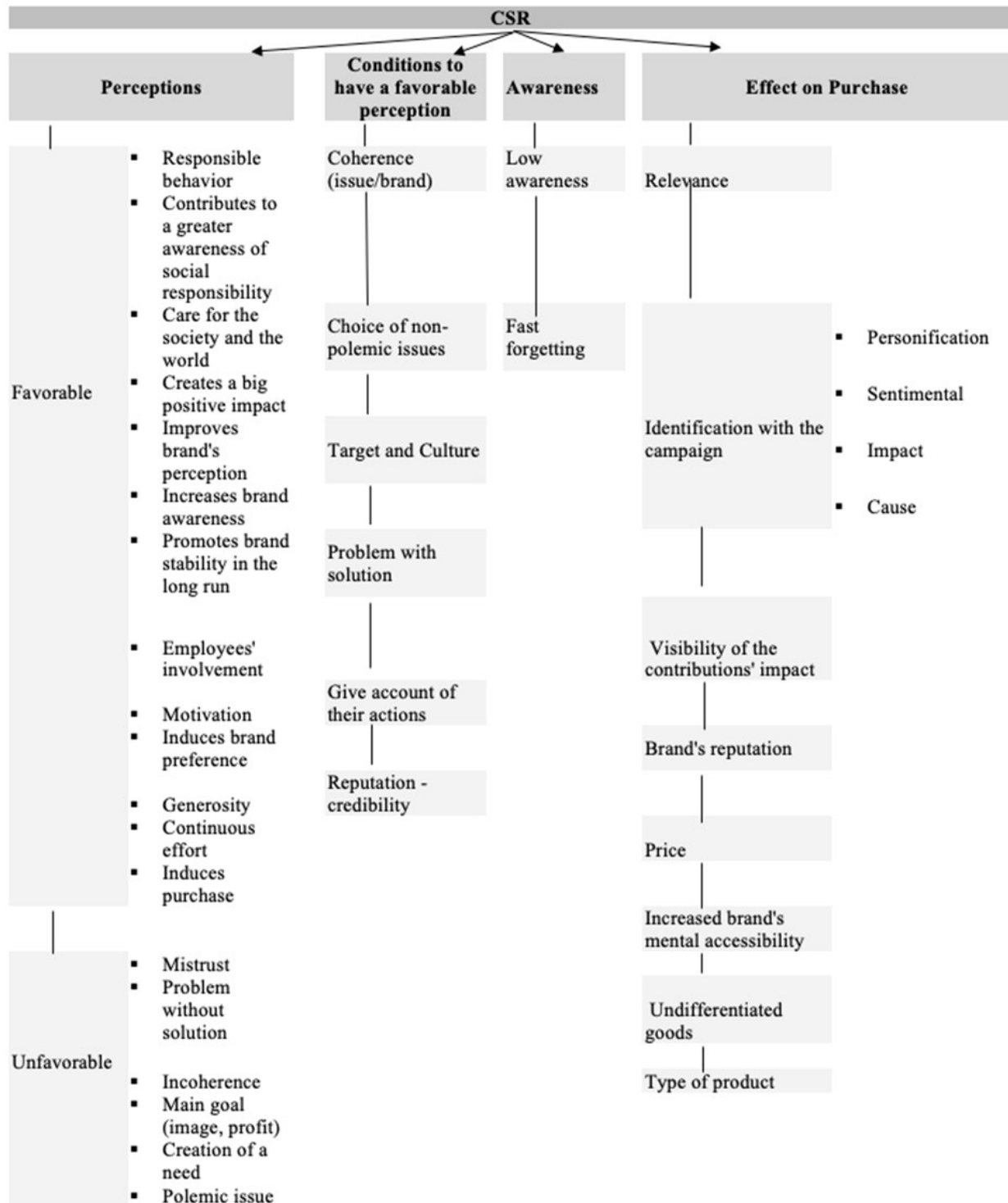
in the groups they frequent or admire. That happens through peer pressure (whenever they feel everyone to start using one thing and they feel the pressure to start using too), through influencers they like (since they perceive them as good advisers), through word-of-mouth (whenever they are advised by people they like to try something), through a sense of belonging (a need to prefer a brand to feel part of something) and through stereotypes (people identify themselves with brands that are stereotyped in a way they want to be stereotyped too). Lastly, CSR also plays a role in consumer identification with brands. Consumers identify themselves with brands that defend the same values/principles they do and reject the ones that go against them.

Similarities and Differences in the results for C-C Identification and Brand Preference

According to the results presented on the previous diagrams, we can understand that there is a significant linkage between consumer identification and brand preference, and namely that CSR is a mentioned factor pointed out several times from participants when discussing the drivers of both.

We can conclude from here that consumer identification drives brand preference, since all their drivers (need of distinction, the products a brand offers, the need for self-enhancement, the influence of reference groups and CSR) also drive brand preference, however, brand preference has a wider range of variables that do not drive consumer identification.

CSR Meaning and Impact on C-CI and Brand Preference



Lastly, it seemed important to understand what CSR means for people and the impact it has. For that, we analyzed four dimensions: how people perceive CSR, what are the conditions to

improve their perceptions, how aware they are about these practices from companies and which impact do these initiatives have on effective purchase.

CSR Perceptions

Regarding perceptions, the division was made according to favorable perceptions and unfavorable ones. Regarding favorable perceptions, consumers refer to it as a responsible behavior that promotes an equilibrium in society and in a certain way retributes to society what society has given to them. It also helps increase awareness regarding social responsibility. CSR reveals care for society and a commitment in building a better world and it is important for firms to have these initiatives, because they are the ones able to generate a big positive impact in society.

Regarding the effect it has on the perception of the brand, it is referred that a commitment with CSR improves the brand's perception, reducing the bad reputation certain brands have over the products they sell (plastic, cigarettes among others), increases brand awareness and promotes the stability of the brand in the long run. It is also said that most of the problems are created by the brands, like pollution, so it is good to see an effort to minimize and correct the damage they do on their own.

Participants in the Focus Groups discussions also highlight that it is good when employees are involved in the decision of which issue to support, and that CSR also plays an important role in the motivation of employees and consumers in general and people perceive these brands as an example and inspiration to do the same and start helping.

CSR induces brand preference when the consumer is divided among two brands one with a CSR initiative behind and the other without, and some participants also referred that CSR may induce a purchase behavior. Consumers also perceive it favorably as a signal of generosity, not just in terms of money but also in terms of the time spent planning and implementing these initiatives, and the more continuous the effort regarding CSR consumers perceive from brands, the better.

On the other hand, there are also bad attributions made to CSR. First is the tendency people have to mistrust these initiatives and the idea they have on their mind that the only reason that moves these responsible behaviors from firms is the will to improve their image and to profit. And when consumers perceive the main goal to be one of these two their willingness to help tends to reduce.

Consumers also dislike when some brands present a problem but without presenting a solution (like campaigns against animal testing for instance), when it is a one-off effort and not a continuous concern and when they feel incoherence from the brand.

It is also perceived unfavorably when brands create a need with these campaigns, because whenever they end up the campaign, the people who benefit end up getting worse than they were before.

And the last unfavorable attribution people make to CSR is the choice of polemic issues, since that may harm the employees who disagree with the principles behind the initiative and also, consumers that disagree with the position the brand is taking in regarding the issue and feel it as going against their principles, will abandon the brand and stop buying it.

Conditions to have a favorable perception of CSR

Another dimension considered during the discussions were the conditions under which the perception of CSR is favorable: the first one is the perceived coherence between the brand and the issue/cause, the second one is the choice of non-polemic issues, the third is taking into account the target and its culture (same initiatives may work in some places and not in others), the fourth is to do campaigns in which it is presented the problem and also the solution the brand proposes, the fifth is the need consumers have to be aware of brands' actions, so firms should give account of what they do, the more informed consumers are the better, and the sixth is the reputation the brand has, that can give or take credibility to their CSR initiatives.

CSR Awareness

The third dimension analyzed was the awareness people have of CSR initiatives and two conclusions were taken: there is low awareness among people and consumers easily forget about the initiatives they heard or see.

Effect on Purchase

Lastly, the fourth dimension analyzed was the effect CSR has on purchase and eight outputs emerged. First the relevance in the context: the product has to be relevant for the consumer in terms of quality, utility and need.

Second, to induce purchase the consumer must feel an identification with the campaign, and there are four ways that help to achieve that: personification (see the people they are helping),

sentimental campaigns (impact people's hearts), an impact that is obvious, short-run and measurable and the cause itself must interest the consumer.

Third, when people help, they like to see the impact of their contributions, so it is important to give visibility to the contribution's consumers make. If the impact is tangible it will induce easily purchase.

Fourth, the reputation of the brand plays an important role, since it can give or take credibility to their actions in consumers' eyes.

Fifth, the price should be equal (do not add a premium price for social responsibility) and these kinds of campaigns tend to work more for some type of products than others – may have a greater impact in commodities than it does in luxury goods or more expensive goods. Also, it works much better for undifferentiated goods (in consumer perspective), since it works as a differentiator factor and it is not playing with clear preferences consumers have in relation to some goods.

Lastly, it was also repeatedly discussed that even if CSR campaigns do not induce immediate purchase, it increases brand's mental accessibility, which means that people may not go immediately buy a certain good just because of the campaign, but in the future, if they need that good, they remember the campaign and look for that brand.

Conclusions

Key Findings, Managerial Implications and Recommendations

The aim of this dissertation was to understand if CSR initiatives could lead to C-CI and brand preference. Three Focus Groups with a total of twenty-two people were conducted to address what generates consumer identification with brands, which factors lead to brand preference and how do CSR influences both factors.

The results obtained provide interesting insights that may be useful for firms that are trying to optimize their CSR strategies.

The first one is that CSR is not enough most times to drive brand preference, since there is a wide range of variables consumers consider in their purchase decisions, however, consumer identification with CSR initiatives plays an important role in capturing consumers. The problem is that consumer identification is a factor hard to predict since it varies among consumers and its own personality and identity – some causes may mean a lot for some people and be indifferent to others. However, there are some ways that can increase the identification from consumers and the willingness to contribute when they are in contact with a CSR campaign. Some interesting insights were taken regarding how to draw an effective CSR campaign, increasing the likelihood of purchase from consumers.

The first one is that when designing a campaign, specialists should present first the problem they are addressing (without referring the brand). The point here is that the problem captures the attention of consumers and triggers the motivation to help. The brand comes afterward as a solution, as a possible course of action to help. Also, it is more effective when it is a sentimental campaign because through sentimentalism moral emotions are triggered and the campaign touches consumer's hearts and develop a sense of connection between people and the cause. Regarding this feature, literature as already stated that moral emotions can highly influence consumers' purchase intention towards social-cause products (J.-E. Kim & Johnson, 2013). Another important feature is the personification in cases where the campaign is addressing problems related to a specific target. This means showing in the campaign the real people that the campaign is helping. That generates a greater sense of connection and identification and turns the contribution more tangible and real in the eyes of consumers, avoiding mistrust. Also, the impact of peoples' contribution must be obvious, short-run and measurable. It was a

common answer from all the participants of focus groups saying that when they contribute, they like to see the final result of their contribution, that enhances their likelihood to contribute and the satisfaction with the contribution they made. The last suggestion regarding communication of CSR campaigns is the use of influencers. As it was shown in the results section, reference groups are one of the most effective ways of generating consumer identification. Influencers are getting more and more visibility and importance in the world nowadays, and they may work as ambassadors of this causes increasing consumers' willingness to contribute, since they develop through time a sort of admiration for influencers and have a bigger tendency to want to imitate them. Previous research on this subject suggests that influencers are a useful mean to allow a message to be conveyed in a quick and reliable way to consumers (Kiss & Bichler, 2008).

The second finding that can have serious managerial implications regarding CSR is the impact of addressing polemic issues in the CSR campaigns, for instance, homosexuality or bullfighting, among others. Polemic issues can affect some consumers in ways that go from stop identifying themselves with the values and principles defended by the brand to completely stop buying from the brand and harmful word-of-mouth. Addressing polemic issues can even hurt the firm's own employees, making them more uncomfortable and unsatisfied in their workplace. For that reason, firms should defend themselves from these risks avoiding the choice of polemic issues. During the Focus Groups discussions four main areas appeared as the most important in the eyes of consumers for firms to focus their CSR initiatives, those areas are: Education, Health, Poverty and Environment/Sustainability. This information may be useful for firms that want to start investing in CSR or readjust their strategy.

The third finding we could also conclude from this study is that consumers' mental availability for corporate social responsibility initiatives varies according to the type of products the campaign is promoting. While it may work for undifferentiated goods, with a special focus in cheap products and commodities, it won't work that well for more expensive goods, since consumers won't buy it without the need to have it, and when talking about expensive goods consumers take several variables into account with less flexibility, like quality and credibility. Indeed, this is an important point for future research.

The fourth finding worthy of managerial attention is the recognition of CSR as a strategic move in the long-run. CSR ends up most times not having an immediate impact, but instead, a long-run impact that can highly affect brand's reputation and bring important benefits for firms in

terms of notoriety, turning brands more responsible and worthier of credibility in the eyes of consumers. In this context, a participant of a Focus Groups added two interesting insights:

“Santander, for instance, when deciding to invest in education, recognizes that there is an advantage in a world where there is more literacy, where people are more educated, where there is more capacity for knowledge and therefore in a world where more value is created, and the bank also makes more money. It also seems clear to me that the bank being present in the universities, is the first place where it will look for clients that follow with him in life.”

“Support for socially responsible campaigns can give credibility to a brand in a general way. I think the support Santander gives to education is not something that makes me go there and open a bank account the next day, but at the same time it is something that greatly improves the perception that consumers and the general public have of the brand, its image and reputation, it is known that that bank is responsible. It becomes institutionally more responsible.”

The fifth finding with relevant managerial implications is the lack of awareness there is in turn of CSR and the speed at which people forget this kind of initiatives. We can take from here an urgent need of investing in great awareness around CSR considering the benefits it can bring for the firm, mentioned before. And also, because it is through awareness and communication that socially responsible campaigns can achieve better results in terms of generating consumer identification and consequently induce purchase.

Limitations and Future Research

There are some limitations in this study that may be considered, as well as some recommendations for future research in this field.

The first limitation is associated with the use of Focus Groups and the tendency participants have in those situations to generate socially acceptable ideas. This tendency can be more accentuated in this study in concrete, since it discusses social responsibility. A possible alternative to solve this problem would be the use of individual interviews, since the tendency to impress other participants or to answer according to what is morally correct would be highly reduced.

Another limitation that can bias the results is the use of participants that are all from a similar background. It can be considered a homogeneous group from the socio-economic point of view, and this can influence the results, since participants may end up generating similar opinions, developing the same kind of reasoning, and not touching some points that people from a different socio-economic group could have pointed out. This characteristic can be highlighted in regarding preferences participants have and their behavior while shopping. Regarding future research, we would highly advise the use of groups with different socio-economic backgrounds and with different purchasing power, in order to be able to compare that factor that plays an important role in consumers behavior regarding this topic.

We did also conclude from this study that consumers' mental availability for corporate social responsibility initiatives varies according to the type of products the campaign is promoting. In this regard, we would advise future researchers to focus on providing empirical research regarding the types of products a CSR campaign may impact and how do CSR impacts brand preference in different categories of goods.

Since this is a qualitative study it is useful for an early stage of research in order to come up with relevant issues in participant's points of view, hence, regarding further recommendations for future research, we would also advise conducting quantitative studies in this regard, that can demonstrate numerically the impact CSR has on consumer identification and brand preference. For instance, based on the present research we could create scales with different determinants of C-CI and Brand Preference and see how they predict along with CSR awareness the purchase intention of different products.

Lastly, it would also be interesting for future researchers to test the efficacy of CSR campaigns designed according to the findings discussed in the conclusion section, to provide empirical quantitative evidence of it.

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Appendices

Appendices I – Review of Focus Group Methodology

Focus Groups are described as “a research technique that collects data through group interaction on a topic determined by the researcher.” (Morgan, 1996, p. 130), and there are three characteristics important to highlight: the first is that the data collected comes from the interaction of a group discussion (Morgan, 1996; Smithson, 2000), the second is that the researcher has an active role in guiding the discussion for data collection purposes (Morgan, 1996), and the third is that participants and the moderator are “operating under the shared assumption that the purpose of the discussion is to display opinions to the moderator.” (Myers, 1998, p. 85).

Focus groups are especially useful at an early stage of research, in order to come up with relevant issues in participant’s points of view and understand their thoughts, which can be used for future and larger studies (Vaughn et al., 1996). The opinions that arise are constructed in a social situation and emerge in that context, not as individual opinions that individuals previously had, but as conclusions that arise into the discussion of themes and are held by the group (Smithson, 2000).

Several advantages can be pointed out regarding the use of Focus Groups. First, it is a mean that provides several types of opinions and different types of interaction, which challenges participant’s opinions and strengthen their arguments, resulting in a deeper dialogue that it is not easily found in individual interviews (Smithson, 2000).

Second, Focus Groups allow participants to develop ideas collectively, based on their priorities and perspectives (Smithson, 2000) and creating “theory grounded in the actual experience and language of the participants.” (Smithson, 2000, p. 116). Through this, Focus Groups are able to generate results that were not possible in other standard methods (Morgan, 1996).

Literature suggests that Focus Groups are a useful mean in program development, to build a deeper knowledge about potential targets and understand how to reach them more effectively (Morgan, 1996).

Previous papers also report that one of the biggest strengths of Focus Groups is the several insights that come up into “the sources of complex behaviors and motivations.” (Morgan & Krueger, 1993, p. 16) that result from the interaction between the group. This can be seen as a

synergy, reinforcing the strength of Focus Groups, since participants often question each other about their opinions, and need to justify their own positions, generating consensus and diversity among participants (Morgan, 1996) and allowing a deeper understanding of the various perspectives.

On the other hand, some limitations can also be referred in regarding Focus Groups. The effect of *polarization* can occur in some situations, turning the opinions of participants more extreme at the end of the discussion (Morgan, 1996). Smithson, (2000) also suggests that in the course of Focus Groups, it may exist a tendency to generate socially acceptable ideas and/or to exist some dominant voices that tend to dominate the discussion. Also, literature advises not to use Focus Groups in the discussion of “sensitive topics” (Morgan, 1996, pp. 140, 141).

Lastly, some limitations were considered in regard the role of the moderator, that can have a negative consequence in the course of the discussion, disrupting the interaction of the group (Agar & MacDonald, 1995).

Appendices 2 – Focus Group Script

Hello everyone!

The purpose of this focus group is to offer you a perspective of how you identify with certain brands and give you some lights about corporate social responsibility.

This information will be shared only to faculty members and in the context of my master dissertation. All the information is anonymous, we are only interested in what the group says, no reference to you as an individual. Please, give us all your thoughts, ideas and perspectives.

A. Brand Identification

First of all, I will ask you to pay attention to the brands that I put in the middle of the table. If you had to choose one of them which one would you choose? Don't share it now!

COCA-COLA	ICE-TEA	SUPER BOCK	SAGRES
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Would you like to explain now which one did you choose and why?

(Probably they will choose the one they identify the most and that is what I will understand with their explanations)

Thinking now of brands in general (clothes, shampoos, cars, makeup, tennis, drinks ...)

Do you feel that you naturally have a greater tendency to choose certain brands instead of others? Why do you think that happens?

Do you think that the brands you use define you a bit as a person? (your style, your appearance ...)

What can influence you not to buy the brand you prefer?

And does that choice turn out to be very similar to your friend's choice for example?

Do the brands you choose make you identify with a certain group/status too?

B. Corporate Social Responsibility

Now, to get you more into the topic, I will share with you 4 videos of CSR from 3 different firms.

SHOW 4 VIDEOS OF CSR CAMPAIGNS – LINKS:

Lego: Sustainability

<https://www.youtube.com/watch?v=QkH13mO0uog>

Coca cola – call home:

<https://www.youtube.com/watch?v=8KUqn7-IIUs>

Starbucks: - Sustainability – change paper cups for reusable mugs

<https://www.youtube.com/watch?v=KRFOfwu-0o4>

Licor Beirão:

<https://www.youtube.com/watch?v=jKCiFd1dAgI>

Would any of these campaigns lead you now to go buy the product? If yes, which one or which ones?

What do you think about these kinds of initiatives from companies?

Do you feel it's important for firms to have these sorts of initiatives? Why?

Do you remember having bought a product that had a social responsibility campaign behind it?

If they remember: Were you going to buy precisely that product or were you passing, and then you saw and bought it because of the campaign?

And was that product from the brand that usually buy, or did you ended up choosing that brand because of the campaign?

If they do not remember: Can you imagine that happening?

Until which degree do you think these initiatives can influence your purchase decision? (ie, under what conditions does such a campaign lead you to buy a product)? And the others' decision?

Provide several post-its with different focus of CSR initiatives and ask people to order them according to what they think are the most important things a firm should invest on and stick it on a wall by order of relevance.

Education	Health	Poverty	Locally-Designated Priorities (eg: HIV, Malaria, Tsunami...)
Non-U.S. Operations	Diversity	Environment/Sustainability	

Thank you all for being here, this discussion gave me very useful insights to apply on my dissertation!

Appendices 3 – Survey questions for the participants of the Focus Groups



English ▾

This survey will take approximately 30 seconds to complete and it aims to collect basic information for statistics regarding the respondents of the Focus Group.



English ▾

What's your gender?

Male

Female

How old are you?

What is your educational level?

Basic Education

Bachelor

Master Degree

Did you like to participate in this Focus Group?

Yes

Indiferent

No

Was it easy to understand the questions?

Not easy at all

Extremely easy

0

1

2

3

4

5

6

7

8

9

10

Did you found the topic interesting?

Not interesting at all

Extremely interesting

0

1

2

3

4

5

6

7

8

9

10



CATOLICA
LISBON
BUSINESS & ECONOMICS

We thank you for your time spent taking this survey.
Your response has been recorded.

Appendices 4 – Tables of content: Support

I – Brand Preference

What drives Brand Preference?	
Familiarity	
1. Tradition	<p><i>"We like Levis because they are the best pants since our parents generation"</i></p> <p><i>"I shop in the same way my mother does, since I learned with her how to go to the supermarket. I tend to buy from private labels, but there are specific things that as my mother I buy from a specific brand."</i></p> <p><i>"It is very important the familiar association we have with brands - we are more inclined to buy the one we are used to have in our home."</i></p>
2. Habit	<p><i>"It is a matter of habit. If I use to buy my clothes in one brand, when I need something the more usual is to go to the same I always go!"</i></p> <p><i>"Apple is much easier in terms of intuition and I'm already much more connected to the operating system"</i></p> <p><i>"The tendency when I buy a product is to buy from the brand I already know."</i></p>
3. Comfort	<p><i>"It's not worth going to any other store because in all the others I have to adjust, and there I do not have to adjust anything."</i></p> <p><i>"For many years I got used to buy shoes from a particular brand, and since then I always use the same ones because they are comfortable, they do not go out of fashion and they do not bother me. It's something that does not force me to make big decisions and has a comfort that I'm already used to!"</i></p> <p><i>"I have tendency to have dandruff, and there is only one shampoo I have been using for 15 years where it never showed up again - Pantene! I'd rather not risk changing brand, give me some comfort."</i></p> <p><i>"The comfort of the decision is very important! When a person goes shopping choses the things that they have bought several times and that they know they work out and don't waste time looking for more brands of the same product next to them."</i></p>

4. Frequency of consumption	<p><i>"I prefer Coca Cola because it is the one I drink in all the situations, good and bad."</i></p> <p><i>"The identification we create with certain brands comes from the familiarity we have with these brands."</i></p>
5. Nationality/Proximity	<p><i>"I would prefer Super Bock because it is portuguese."</i></p> <p><i>"...the fact of being Portuguese and the advertisement they do around that makes me want to buy."</i></p>

The Product itself

1. Price	<p><i>"I enter a mall, I go to several stores and I only decide at the end depending on the price."</i></p> <p><i>"When I get into a mall I go directly to some brands I know are the cheapest"</i></p>
2. Quality	<p><i>"In expensive objects we have to have a lot of confidence in quality, quality plays a fundamental role."</i></p> <p><i>"The criterion of choice within the brands I usually go to are for example the quality level"</i></p> <p><i>"There are several stores with similar stuff. I rather go to Zara because is the one among them that I know it has a better quality."</i></p> <p><i>"For me the quality matters immensely. Anything I buy I consider an investment."</i></p>
3. Value for Money	<p><i>"When it is a food matter, I consume almost every time the private label of Pingo Doce because it is cheap and good."</i></p> <p><i>"I prefer Zara because it is the one with better relation price/quality"</i></p>
4. Provenance of the product	<p><i>"I like milk and I don't like to buy milk from a Private Label because I do not know where it comes from, and I always like to know the provenance and the quality of the milk."</i></p>
5. Durability	<p><i>"I like to buy things I know it has a great durability."</i></p>
6. Appearance	<p><i>"Apple's design is very appealing."</i></p> <p><i>"It's a store that I like the clothes that are there."</i></p> <p><i>"When I think of Zara I think of elegant people, and so I like to go there!"</i></p> <p><i>"I choose shampoos according to their appearance"</i></p>

<p>7. Distinction</p>	<p><i>"There is only one store where I buy clothes for work, because it represents me."</i></p> <p><i>"If I need a certain level of distinction / difference I go to Massimo Dutti."</i></p> <p><i>"I like stores that have different things that other people will not have."</i></p>
<p>Brand's Image</p>	
<p>1. Reliability</p>	<p><i>"At Nokias time, for example, why did I want a Nokia? Because it's the most reliable mobile phone I've ever seen."</i></p> <p><i>"If it is a car, I tend to think that there are only two or three brands that I would choose because I pay attention to the problem of reliability, the problem of which gives less problems and which is not complicated."</i></p> <p><i>"If you try a car and like it, one day later you're probably going to change for a car from the same brand."</i></p>
<p>2. Credibility</p>	<p><i>"I tend to trust more in a brand that I know and that I know that is trustworthy."</i></p>
<p>3. Status</p>	<p><i>"It is like a status to have an iPhone!"</i></p> <p><i>"Timberland has status. You get into Timberland and you feel like a gentleman who is out there shopping."</i></p>
<p>4. Client Support</p>	<p><i>"I prefer Super Bock because it sponsors Sporting"</i></p> <p><i>"Super Bock, for example, shows happiness. It's what you want when you're drinking with friends. You want that too!"</i></p> <p><i>"I prefer Sagres because when I think about the brand, I think about rest, socializing and friends."</i></p>
<p>5. Brand Association with things a person like</p>	<p><i>"I prefer Super Bock because it sponsors Sporting"</i></p> <p><i>"Super Bock, for example, shows happiness. It's what you want when you're drinking with friends. You want that too!"</i></p> <p><i>"I prefer Sagres because when I think about the brand, I think about rest, socializing and friends."</i></p>

Consumer Identification

1. Identification with the brand

"When I get into a mall I go directly to some brands because I know I will like what I will see and I lose less time."

"Within a certain style of that brand I clearly identify myself and I think it represents my exterior image."

"I'm tidy and I like Zara because it's tidy. I do not like being in untidy stores."

"I find my identity in some brands. I like stores that are tidy and classy, because I unconsciously identify myself with that."

2. CSR

"I've been drinking Coca Cola for all my life, and when I see those Coca Cola ads helping kids in Africa for example, I'm glad for using this brand because of what they do! Glad to be the brand I chose."

"I prefer coca cola because I've seen several coca cola campaigns associated with causes that I value."

3. Mood

"I think that the choice of brands also has to do with the mood that the person is in! There are days when I feel like going to Zara, but there are days when I feel like going to vintage stores, because I'm feeling vintage!"

"Right now, I would prefer Coca Cola because I am Hangover"

4. Fashion

"I do not wear Puma pants, but if "the cool ones" suddenly started wearing Puma pants, I might start using it as well!"

5. Self-Enhancement

"My style is printed by certain brands."

"Between a Volvo and a Porche I would rather have a Volvo that passes more safety, than a Porche that passes more speed!"

"I like to identify myself with brands. Brands that appear in front of me and that I feel they are made for me."

Communication

"I prefer Super Bock because it is the one with better communication"

"Super Bock have great ads! I see Super Bock ads and I feel like drinking Super Bock!"

"The advertising of certain brands portrays things that we either have or want. That's what makes the brand reach us."

1. Brand Communication *"It moves me a lot to see the way brands advertise things. The most brilliant brands, or those that attract me the most attention, are those that advertise not only the product, but who manage to put the product they sell as being appropriate to a person's life. And that's why you see that and identify yourself - okay, that's also present in my life, they're using that brand, so that probably also makes sense for me!"*

2. Awareness *"If it is a brand with great awareness and appears more on the street, in the posters, in the television ads, ends up getting more into our mind and unconsciously we feel more attraction for it, and remember it when we are shopping."*

3. Word-of-mouth *"When our friends start using a certain brand and say it is good, we end up also wanting that for us."*
"Word-of-mouth is the best communication of all, because I trust more in what my friend says than in advertising."

What drives changes in Brand Preference?	
Price Rise	<p><i>"If prices rise madly"</i></p> <p><i>"The price!"</i></p>
Bad client support	<p><i>"In certain products like cars, the support brands give are very important, and if I have a bad experience with that, it is a reason to switch."</i></p> <p><i>"Not feeling supported by the brand when needed."</i></p>
Bad quality of products	<p><i>"If I had a certain expectation of quality standard and suddenly it changes."</i></p> <p><i>"If I have a bad experience with a brand, I will never buy that brand again."</i></p>
Lack of identification with the brand	<p><i>"If I go there several times in a row and I don't find anything I like. It already happened to me."</i></p> <p><i>"For stop having things that I identify with."</i></p> <p><i>"If I stop liking the offer! If the style completely changes, it is no longer the style that I want to use and that identifies me."</i></p>
Campaigns that go against one's principles	<p><i>got spoiled by the kind of image it was associated with at some point. I stopped going there because I was irritated by the image association that Benetton had, a kind of culture and way of being that was not mine."</i></p> <p><i>"When I was a little my father discovered that Disney financed abortion clinics, since then we have never bought any Disney movie."</i></p> <p><i>"If a brand starts having campaigns or defending things that I am completely against to, I stop going there."</i></p> <p><i>"Volkswagen, for example, with the history of carbon emissions. My dad used to buy cars from Volkswagen since ever and now he had to change the car and because of that he changed to SEAT."</i></p>

II – Consumer Identification

What generates consumer identification with brands?	
Need of Distinction	<p><i>"I like stores that have different things that other people will not have."</i></p> <p><i>"I like stores that don't have the name of the brand printed in the products, because what I like is that people do not know where I buy my clothes!"</i></p> <p><i>"I think brands have a personality, it's true, they have a personality! And I like to identify myself with a brand that appears in front of me and that I feel it is made for me, or that there are different things that other people will not have, and I like that! I have loads of stores that no one knows!"</i></p>
The products they offer	<p><i>"There are only two brands where I can buy pants, which correspond to the requirements with which I identify myself."</i></p> <p><i>"I would never dress myself in Nike. I perceive it with a sportive style that is not at all my style."</i></p> <p><i>"There's something I really like when people say to me: "I saw a sweater that is your face!" And you go there to that brand, because there are things that you want to see and that you identify yourself with!"</i></p> <p><i>"I know that if I need to buy some pants I'm going to Zara because I know that format, that size, in that model will be fine for me."</i></p>
Self Enhancement	<p><i>"I want to use a certain thing because I identify myself with that, I identify with what they are proposing. I want to use it and found myself in those things. I bought this dress for example because I'm feeling more me in this dress!"</i></p> <p><i>"There is only one store where I buy clothes for work, because it represents me."</i></p> <p><i>"Within a certain style of that brand I clearly identify myself and I think it represents my exterior image."</i></p> <p><i>"I like it because that brand is giving me the possibility to be more me!"</i></p> <p><i>"I find my identity in some stores. I like stores that are tidy and classy, because unconsciously I identify myself with that."</i></p> <p><i>"It moves me a lot to see the way brands advertise things. The most brilliant brands, or those that attract me the most attention, are those that advertise not only the product, but who manage to put the product they sell as being appropriate to a person's life. And that's why you see that and identify yourself - okay, that's also present in my life, they're using that brand, so that probably also makes sense for me!"</i></p>

Reference Groups	
1. Peer Pressure	<p><i>"DCK - my friends started to use, everyone on the beach too, I ended up also using!"</i></p> <p><i>"At the beginning I didn't like Paez, but then everyone started to use, my friends as well, at some point I started liking it and I even bought it!"</i></p> <p><i>"I do not wear Puma pants, but if "the cool ones" suddenly started wearing Puma pants, I might start using it as well!"</i></p>
2. Influencers	<p><i>"Influencers may also have an impact on our choices. For example, I saw a bullfighter in Spain using a brand and I went looking for that brand! I liked it, I identified myself with the products and I started to buy! The same happens with instagram!"</i></p> <p><i>"Influencers have a big impact, on Instagram I follow lots of them and I see what they use, where they buy. "</i></p>
3. Familiarity/Closeness	<p><i>"The identification we create with certain brands comes from the familiarity we have with those brands."</i></p> <p><i>"Usually the people with whom someone gets along have the same style in the things they wear. You get along with people with whom you identify, in a way of being, of dress, and therefore it influences because we seek the same things."</i></p> <p><i>"We quickly recognize groups through what they wear, especially brands that are visible (clothing, glasses, watches etc) because they are all very similar. If we see a completely different person, we quickly conclude that does not belong to that group."</i></p>
4. Stereotypes	<p><i>"I could buy clothes in the supermarket if I liked it, and I have friends that I am pretty sure they couldn't. Not because they are richer than me, but I think that unconsciously due to a matter of status."</i></p> <p><i>"Certain brands like Chanel, Prada, Porsche, have a stereotype that society imposes - who uses that brands are in a certain echelon of society."</i></p> <p><i>"There are some brands that print a certain status, there is an implied connotation that we associate automatically."</i></p>
5. Word-of-mouth	<p><i>"When our friends start using a certain thing and they say it is good, through word-of-mouth we end up also wanting that for us."</i></p> <p><i>"Word-of-mouth is the best communication of all, because I trust more in what my friend says than in advertising."</i></p> <p><i>"The word-of-mouth is also very important. Influences us! Because it gives much more credibility."</i></p> <p><i>"I think the choices turn out to be similar because if my friend goes there, buys there, walks around and says it's good, I gain confidence in the brand and it worth more credibility in my eyes."</i></p>
CSR	<p><i>"I've been drinking Coca Cola for all my life, and when I see those Coca Cola ads helping kids in Africa for example, I'm glad for using this brand because of what they do! Glad to be the brand I chose."</i></p> <p><i>"I prefer coca cola because I've seen several coca cola campaigns associated with causes that I value."</i></p> <p><i>"Sometimes we do not notice a brand, but it has some kind of charity, or something associated with anything that interests us and that we identify, and suddenly this brand probably attracts more attention and we start to follow that brand further."</i></p>

III – CSR

CSR - Favorable Perceptions	
Responsible Behavior	<p><i>"(...) notion of certain brands that, in order to maintain their sales, have a social responsibility towards the equilibrium of society."</i></p> <p><i>"the fact that they support such different causes and things also shows a sense of responsibility, it is perceived that it is not random, it is not just to make money."</i></p>
Contributes to a greater awareness of social responsibility	<p><i>"There is a growing awareness of social responsibility than it was a few years ago, because brands have contributed somehow to that with these campaigns."</i></p> <p><i>"I think there is a growing social awareness nowadays."</i></p>
Care for the society and the world	<p><i>"Reveals a care for the society and the world in which they live, and in the construction of a better world."</i></p> <p><i>"It reveals a special care for the society."</i></p>
Creates a big positive impact	<p><i>"Someone alone would probably never plant a tree, or spend a week with the homeless, but with a company this is possible and in a large-scale."</i></p> <p><i>"It is important for companies to commit to such initiatives because they are the ones that can have large initiatives. Much more easily than a single person!"</i></p> <p><i>"It is important that brands want to associate themselves with positive things that can impact society."</i></p>
Improves brand's perception	<p><i>"Support or social responsibility for certain types of campaigns can give an overall credibility to a particular brand."</i></p> <p><i>"To associate a brand with a type of social responsibility, rather than creating an inducement to buy immediately, gives credibility to the brand."</i></p> <p><i>"It is important for brands to commit with these social behaviors, because much of the pollution in the world, for example, is due to them! It is generated by them. So, it's good to see they do something to help patch this up!"</i></p> <p><i>"In return for this impact they expect an improvement in the perception of their brand!"</i></p>
Increases brand awareness	<p><i>"Increases brand awareness."</i></p> <p><i>"These campaigns that I see and think are incredible I remember for the rest of my life!"</i></p>

Promotes brand stability in the long run	<p><i>"I think it has both the aim of increasing sales and the notion of certain brands that, in order to maintain their sales, have a social responsibility towards the equilibrium of society."</i></p> <p><i>"These initiatives have as their ultimate goal the profit and benefits for the brand, but also the notion of organizations to give back to society what society has given to them, and this is essential for brand stability in the long term."</i></p>
Employees' involvement	<p><i>"I think it is important when there is a possibility for employers to identify with certain causes and thus help with more dedication. For example, in Santander there was the possibility of sponsoring certain institutions / associations."</i></p>
Motivation	<p><i>"It works as an example not only outdoors, but also for their employees."</i></p> <p><i>"Of course it's good, it motivates people and employees."</i></p> <p><i>"It is important for brands to associate with causes because they are examples. Especially these large brands are examples for us."</i></p> <p><i>"Great initiative because today we live in a society a bit selfish and capitalist, where we only look at ourselves, and I think these behaviors from companies are an example for everyone."</i></p>
Induces brand preference	<p><i>"Nowadays social awareness is increasing, between two brands one with CSR and another without CSR the client will tend to the one that has CSR."</i></p>
Generosity	<p><i>"Everything that leads the company to take money for a cause I think is important!"</i></p> <p><i>"There are many projects, and I give BPI where I work as example, where these projects require a lot of time, even a lot of pro-bono availability."</i></p>
Continuous effort	<p><i>"Coca Cola has one important thing from the point of view of consumers in my opinion, is that it has not made an isolated campaign, it is known for several CSR campaigns it does constantly!"</i></p> <p><i>"I think it's important to make a continuous support, otherwise I think it's a bad way to help the beneficiaries!"</i></p>
Induces purchase	<p><i>"I wanted to go buy a bottle of Licor Beirão now!"</i></p> <p><i>"From these four ads that you showed to us, the one that would take me tomorrow to go and buy the product was the coca cola. It does not mean the others are irrelevant, but it's something that is not personalized. When you see the Coca-Cola ad with these men talking to their children and families and you realize the harshness of their lives and the impact that this help would have, if I could I would help."</i></p>

CSR - Unfavorable Perceptions	
Mistrust	<p><i>"I suspect almost all the time!"</i></p> <p><i>"I'm very suspicious of the campaigns that say they give part of the money to association X, because I do not know if the money will really end up there! And if the exact amount donated goes, or that is scammed. We never see the money falling in the institution! I'd rather give when I see where the money is going, when that's clear".</i></p>
Problem without solution	<p><i>"I get irritated with campaigns like Body Shop, in which they say that something is wrong but do not propose an alternative. For me the good campaigns are those like Lego and Coca Cola, in which they show you a problem and present the solution!"</i></p>
Incoherence	<p><i>"When Primark has campaigns to help, I think a falsehood. Because before they help outside, they have to help and give fair conditions to their workers, and everyone knows how bad Primark pays their workers."</i></p> <p><i>"We do not like it when we feel there is inconsistency on the part of the brand with what it does good."</i></p>
Main goal (image/profit)	<p><i>"I bet most companies do this because of the image. I think they do not do this because it is a good thing, but also because they get some dividends out of it."</i></p> <p><i>"For me the point is in the essence that moves companies to invest in CSR. If it is merely increasing sales then the base principle is wrong, but if it is to help, I think it is good!"</i></p> <p><i>"Many companies help and do social action just for the sake of interest and to improve their image."</i></p>
Creation of a need	<p><i>"I think the big thing in which companies often do not act the best in these social issues is that they often go there to create a need, then suddenly when the help disappears people are left with nothing, and so what I think is important in companies is to make a continuous support. Otherwise it's a bad way to help the beneficiaries!"</i></p>

Polemic issue	<p><i>“Campaigns that support values that are contrary to those we defend create the opposite effect because our conscience tells us not to fund these causes because we consider them wrong.”</i></p> <p><i>“Many years ago, when I lived in Mozambique there were diapers of a brand that supported abortion or something that I did not really agree with. I had no option at the time, but if I had I would clearly opt for another brand.”</i></p> <p><i>“If I am a great defender of animals, I may never buy a brand that stands and finances bullfighting for example. It decoded the brand.”</i></p> <p><i>“Benetton did an advertisement from the Pope giving a kiss to any Russian leader I think, since then I have never entered Benetton again!”</i></p>
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CSR - Conditions to have favorable perceptions

Coherence (issue/brand)	<p><i>“If Philip Morris decides to organize a race against lung cancer, I think it's bad! There has to be some sense.”</i></p> <p><i>“Coca-Cola may be doing this, and then in Africa, it gets 10-year-old kids packing coca cola boxes! There must be consistency on the part of the company.”</i></p>
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Choice of non-polemic issues	<p><i>“The more polemic the social responsibility themes chosen by companies, the more discord will be in the public. Therefore, the company also has to look for a more neutral theme and that touches everyone. Fighting poverty for example does not offend anyone!”</i></p> <p><i>“I think that when choosing the cause to support the company has to take into account their employees. If it is a cause that is not well seen in the eyes of everyone, then it can put those who work there in a difficult position.”</i></p> <p><i>“If the company chooses more fracturing themes that do not generate consensus then it is risky, because it can make the employees who do not agree to feel bad, and consumers who do not agree to leave the brand completely.”</i></p>
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Target and Culture	<p><i>“The brand also has to take into account the culture, the country and the target audience. It made no sense for McDonalds to go on a campaign about cows in India, where the cow is seen as a sacred symbol.”</i></p> <p><i>“I think that the culture of the countries completely influences adherence to this type of initiatives.”</i></p>
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Problem with solution	<i>"The coca cola campaign was well done because it shows the problem, and only then does it show the brand, and when it shows the cause a person gets "and now, what can I do ?? " and suddenly the brand appears in</i>
Give account of their actions	<i>"I'd rather give when I see where the money is going, when that's clear". "If they tell me that when buying a coke 20% will be donated, and if they tell me that when buying a package of rice from Continente 20% will be donated, I believe much more in Coca-Cola, because Continente does not give account of their actions!" "If Coca Cola told me they were helping something, I wouldn't believe, but I do because there are these videos and these campaigns all publicized."</i>
Reputation - Credibility	<i>"It is very important for brands to have coherence. The reputation they have gives them (or takes) credibility."</i>

CSR - Awareness	
Low Awareness	<i>"I don't remember collaborating on any of these campaigns." "Most times I don't even know these campaigns are happening." "I didn't know Licor Beirão had that campaign."</i>
Fast Forgetting	<i>"I could prefer Pepsi, but I saw the Coca-Cola ad now and as the "emotion" is still present I can even have Coke now instead of Pepsi, but the next day I'm back at Pepsi again!" "My problem with these campaigns is that I see one day and the next day I've forgotten!"</i>

CSR - Effect on Purchase	
Relevance	<p><i>"If this good can satisfy a need that we have, as the example of Legos for me, then clearly that between this or other competing toys I will choose Lego!"</i></p> <p><i>"Just affect my intention to buy if I need that product somehow."</i></p> <p><i>"The campaign is not enough; the product has to be interesting and has quality."</i></p>
Identification with the campaign	
1. Personification	<p><i>"The campaign is so personalized in the faces of those people that I feel like helping."</i></p> <p><i>"From these four ads that you showed to us, the one that would take me tomorrow to go and buy the product was the coca cola. It does not mean the others are irrelevant, but it's something that is not personalized. When you see the Coca-Cola ad with these men talking to their children and families and you realize the harshness of their lives and the impact that this help would have, if I could I would help."</i></p> <p><i>"Coca-Cola and Liquor Beirão are more humane causes, we are helping concrete people!"</i></p> <p><i>"If I do not like a thing very much, but come to my side the person who will benefit from the purchase I make, then almost 100% sure that I help."</i></p>
2. Sentimental	<p><i>"I would buy coca cola for a momentary reason, the campaign gave me shivers from head to toe!"</i></p> <p><i>"The one with the coke is a lot more sentimental! You have the concrete knowledge of what is being done and how. And when it is like this, it touches our heart much more!"</i></p> <p><i>"That campaign touched me, because I feel bad when I look and see difficult realities of how other people live and it got me thinking "How selfish I am!"</i></p>
3. Impact	<p><i>"When we help, we like to perceive right away and see what we help, and I think that Licor Beirão and Coca Cola have that effect a little more obvious, because it is a more short term impact and therefore it is much easier to identify ourselves with causes like those."</i></p> <p><i>"The coca cola is the most tangible, I see a closer result there."</i></p>

4.Cause	<p><i>"I would buy Legos! I am more "environmentalist" nowadays, and the environment is a great concern that I have and that moves me immensely!"</i></p> <p><i>"There is one thing that influences me immensely: The Fair Trade stamp. I am able to spend a lot more money to buy something that has Fair Trade (it ensures that payment and profit rates are fair). I do this with Ben & Jerrys for example!"</i></p> <p><i>"I think it depends on the cause. Even though I don't like fireflies, I identify with the cause a lot, because it makes part of my daily life and of my work area, so I would buy the firefly even if I did not need it and even founding the firefly an horrible animal!"</i></p> <p><i>"Only if I had the need to buy! Fairy has now changed the detergent and has an environmentally friendly detergent, and I as a housewife would rather buy the environmentally friendly fairy than another even if it was more expensive!"</i></p>
Visibility of the contrubutions' impact	<p><i>"Licor Beirão's campaign was exceptional, but at the final moment it failed because you do not see where the clothes go, you believe in the company's good faith, but Licor Beirão would have benefited a lot more if it gave customers the vision of someone in the video delivering gifts to those most in need."</i></p>
Brand Reputation	<p><i>"If I am a great defender of animals, I may never buy a brand that stands and finances bullfighting for example. It decoded the brand."</i></p> <p><i>"If they tell me that when buying a coke 20% will be donated, and if they tell me that when buying a package of rice from Continente 20% will be donated, I believe much more in Coca-Cola, because Continente does not give account of their actions!"</i></p>
Price	<p><i>"The price! Expensive goods I will not buy without necessity even if it is to help, but commodities yes!"</i></p> <p><i>"If the price is the same, otherwise I'll choose the cheapest."</i></p> <p><i>"If we identify with a campaign and the price is achievable for us, then we buy! If it's too expensive no!"</i></p>
Increased brand's mental accessibility	<p><i>"These campaigns do not lead me to go buy the products, but I remember them if I need anything of the sort, between something else and this product that I know has a campaign, I go to the one that has the campaign."</i></p> <p><i>"I'm not going to buy the product because of the campaign, I suppose, but if I need something and I have to choose between two companies, then maybe I'll choose the one from the campaign."</i></p>

<p>Undifferentiated goods</p>	<p><i>“If the product is relatively undifferentiated for a person, more tendentially we may end up choosing a brand or even switching to a brand because of the social responsibility campaign that has behind it.”</i></p> <p><i>“Of course that a person who loves Delta will not move to Starbucks just because he/she has seen a good campaign from it.”</i></p> <p><i>“Among direct competitors if I know that one of them has a social cause behind maybe I will tend to buy that product. But the goods have to be very similar!”</i></p> <p><i>“I loved the Coca Cola campaign, but if it had been Pepsi to do it, I would not trade Coca-Cola for Pepsi because I clearly prefer Coca-Cola, I like it more!”</i></p>
<p>Type of product</p>	<p><i>“When it is clothes, things that we will actually use, we are more interested in the appearance and good quality than being helping a cause in the purchase of a sweater that I do not even think is so revolving.”</i></p> <p><i>“This with smaller things of course! I would not buy a washing machine or something expensive!”</i></p> <p><i>“It depends on the value of things, if I were not going to buy a watch and I stop by the Swatch store and see the campaign I did not come to buy, but if it were socks probably yes. I might not be thinking of buying it, but I see the campaign and so I buy.”</i></p>

