

# **MULTIPLICATIVE EFFECT OF CSR ON CONSUMER LOYALTY THOROUGH CONSUMER SATISFACTION**

**Sandra Castro-González<sup>1</sup>; Belén Bande<sup>1</sup>;**

**Pilar Fernández-Ferrín<sup>2</sup>**

<sup>1</sup>Universidade de Santiago de Compostela; <sup>2</sup>University of the Basque Country  
UPV/EHU

## **Research Question**

CSR studies on the field of consumer behavior have evidence the relevance of this kind of practices to shape some relevant consumer attitudes and behaviors which influence on the business success. Based on the expectation disconfirmation theory (Oliver, 1976), this study further investigates how consumer CSR perceptions influence on their company satisfaction and it increases their loyalty.

However, previous studies have considered CSR as part of additive models where CSR is considered as a whole, so they are ignoring the possible interactions between CSR dimensions (Fatma et al., 2016; Mercadé-Melé et al., 2021; Park et al., 2017)(Fatma et al., 2016). The present study, therefore, tested a multiplicative model where the effect on consumer loyalty will become larger or smaller dependent on the interaction between CSR dimensions. Concretely, we proposed that CSR environment dimension and CSR social dimension reinforce the effect of CSR economic dimension.

## **Method**

A sample of 252 Spanish consumers was used to verify the hypotheses. A confirmatory factor analysis (CFA) was conducted using AMOS to assess the properties of the latent variables. To test the proposed hypotheses, and particularly the multiplicative effect, we conducted a conditional process analysis using the Macro PROCESS for SPSS by Hayes (2018).

## **Findings**

Our findings confirm that CSR not only has an additive effect, but that its dimensions have a different influence on consumer attitudes and behaviors, and these dimensions also have a multiplicative effect.

The economic dimension has the strongest effect on consumer loyalty, but when the social dimension is considered as a moderating variable, the effect increases, and if the environmental dimension is added, the  $R^2$  of the model improves very significantly.

## References

- Fatma, M., Khan, I., & Rahman, Z. (2016). The effect of CSR on consumer behavioral responses after service failure and recovery. *European Business Review*, 28(5), 583–599. <https://doi.org/10.1108/EBR-11-2015-0134>
- Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. Guilford Publications.
- Mercadé-Melé, P., Fandos-Herrera, C., & Velasco-Gómez, S. (2021). How corporate social responsibility influences consumer behavior: An empirical analysis in the Spanish agrifood sector. *Agribusiness*. <https://doi.org/10.1002/agr.21693>
- Oliver, R. L. (1976). Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation. *Journal of Applied Psychology*, 62(4), 480–486. <https://doi.org/10.1037/0021-9010.62.4.480>
- Park, E., Kim, K. J., & Kwon, S. J. (2017). Corporate social responsibility as a determinant of consumer loyalty: An examination of ethical standard, satisfaction, and trust. *Journal of Business Research*, 76, 8–13. <https://doi.org/10.1016/j.jbusres.2017.02.017>