Evaluating and Measuring the Structural Models of Consumer Behavior Constructs with an Emphasis on the Variables of Corporate Social Responsibility, Self-Congruity and Purchase Intention

Milad Shahbazi¹, Hasan Ghorbani²

1. Master of Business Management-Internal Business, Department of Management, Mobarakeh Branch, Islamic Azad University, Mobarakeh, Isfahan, Iran.
2. Assistant Professor, Department of Management, Mobarakeh Branch, Islamic Azad University, Mobarakeh, Isfahan, Iran.

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Abstract
Nowadays, due to lack of knowledge on the impact of corporate social responsibility on self-congruity and purchase intention, companies have failed to develop marketing strategies in order to add to the values created through corporate social responsibility. Obviously, it is considered a basic requirement for companies to enjoy corporate social responsibility in order to develop trade in the country, enter the international markets, and be a member of organizations such as the World Trade Organization. Therefore, due to the importance of the issue, this study aims to evaluate and measure the structural models with an emphasis on the variables corporate social responsibility, self-congruity and purchase intention. This is an applied research in terms of goal and a descriptive survey based on structural equation modeling (SEM) in terms of method. The data collection tool has been a standard questionnaire the validity of which was confirmed using the supervisors, specialists and management experts' views and the reliability of which was obtained by Cronbach's alpha index as 93%, which included basic and specialized research questions to assess the measurement models of the research. The research data were obtained from the questionnaires distributed among all consumers of automobiles in the city of Isfahan. The collected data were analyzed using SPSS18 and AMOS20. The results show that the constructs corporate social responsibility, self-congruity, purchase intention have proper fitness.

Keyword: Corporate social responsibility, Self-congruity, Purchase intention, Automobile industry, consumer behavior, structural equation modeling, Iran.

Introduction
Extensive necessities and complexities in the field of corporate social responsibility, self-congruity and purchase intention have led to organizations’ seeking changes in their marketing approaches (Barone et al., 2000). In today's competitive world, no organization can distinguish itself from other organizations only through excellence in its product lines or via advertising, unless it deeply understands its customers' needs and wants through the proper use of the requirements of corporate social responsibility (Carroll & Shabana, 2010).

Due to the increasing importance of customers, it has become a basic and important issue for organizations including automobile industries to apply the principles of corporate social responsibility in relation to customers’ social needs and wants. Corporate social responsibility is a key market strategy developed with the aim of increasing the competitive position of companies in different aspects on the one hand and with the aim of increasing self-congruity and purchase intention among customers, which is related to the first aim, on the other. Corporate Social Responsibility, a wide set of practical concepts used with the aim of promoting business excellence. Any organization dealing with customers will certainly seek some level of customer-oriented corporate social responsibility, but some organizations are at the forefront in this respect. By using a variety of concepts, methods and tools related to corporate social responsibility, these organizations become more proportionate and fitting with customers' perceived self-congruity, which will help improve their purchase intention (Jalilvand et al., 2016; Pino et al., 2016).

Although it is known that the functional components related to corporate social responsibility and self-congruity affect purchase intention, many companies fail to establish, implement and apply corporate social responsibility (Grosbois, 2012). Therefore, these organizations need to identify the key factors of this variable and its effects on self-congruity and purchase intention in industries including automobile industries in order to reduce the probability and risk of their efforts in the field of corporate social responsibility. Considering the importance of this subject, the researcher tends to investigate the measurement models of corporate social responsibility, self-congruity and purchase intention.

Research background
Rahman and Norman (2016) investigate how the effect of a firm size and geographical scope of CSR impact might increase consumers’ favorable attitude and behavior toward the business and its products. Their findings show that when consumers learn that the firm conducting CSR is a small, locally-owned (in coffee shop business) that directs its action toward local beneficiaries, they demonstrate more favorable attitudes toward the action and the firm, which manifest in the form of better intentions to acquire the product as well as willingness to pay premium prices for it.

Abdeen et al (2016) investigate the relationships among corporate social responsibility (CSR) beliefs, support intentions and purchase behaviour of consumers. Their results provide support for the relationships among CSR beliefs, consumer support intentions and purchase behavior. Of the four measured CSR beliefs, philanthropic ethical and legal aspects of CSR beliefs demonstrated the association with support intentions. The
results also showed that only ethical beliefs have direct relationship with purchase behavior.

Ullah and Majumder (2015) carry out the study based on students’ purchase behavior which is related with the awareness about CSR. The findings indicate that students, who are knowledgeable and aware about CSR, have favorable attitude and positive influence on their purchasing decisions.

Lee and Lee (2015) identify the influence of Chinese consumers' beliefs about dimensions of corporate social responsibility (i.e., economic, legal, ethical, philanthropic) on self-congruity and their purchase intentions in the fashion industry. Their finding implies that consumers’ self-concept is closely related to the higher-level CSR dimensions and less related to the basic duties of companies such as their economic and legal responsibility. They confirmed that fashion companies' ethical responsibility and philanthropic responsibility could be more influential when it was self-congruous.

Yu et al. (2013) explored the influence of country of origin (COO), brand image, and self-congruity on consumers’ purchase intention of luxury brands via the Internet. They found that: (a) consistency in the country of origin (COO), self-congruity, and brand image had a positive impact on purchase intention; (b) inconsistency between the country of brand and the country of manufacture, and consistency in the country image increased the influence of brand image on purchase intention when the brand image was weak; (c) inconsistency in the country image decreased the influence of brand image on purchase intention when the brand image was weak; and (d) consistency in COO influenced purchase intention more strongly than did self-congruity.

Chen et al. (2012) investigate the impact of service quality and corporate social responsibility (CSR) on customer satisfaction, and customer satisfaction toward post-purchase intentions from sheltered employment institutions. The results indicate that perceived service quality has a positive relationship with customer satisfaction and the reliability dimension is the most important factor for customers to assess service quality. Meanwhile, correlation analysis shows that customer satisfaction regarding service quality influences post-purchase intentions, indicating that friendly and helpful employees can please customers and enhance their satisfaction level and also induce positive post-purchase intentions of consumers. Regarding the CSR of “Children Are Us Bakeries and Restaurants” sheltered employment institutions, the analysis reveals a statistical significance: the greater customer satisfaction of CSR, the higher the post-purchase intention. In addition, in the work, paired-sample test analysis reveals there is a significant difference (p < .05) in service quality and CSR in terms of “perceived” and “expected” responses.

Lee & Shin (2010) explore the relationship between consumer awareness of CSR activities and their purchase intentions. This study employs a questionnaire survey involving Korean consumers. For the analysis, measurement scales for CSR activities and consumers’ purchase intention scales are respectively developed. From the results it is found that there is a significant positive relationship between these two parameters. This study finds out as CSR activities corporate social contribution and local community contribution affect consumers’ purchase intention while corporate environmental protection and contribution have no effects on consumers’ purchase intention.

Research Hypotheses

Based on a review of the literature, the following hypotheses have been formulated.

H1: The measurement model of corporate social responsibility is desirable in terms of fit indices.

H1: The measurement model of self-congruity is desirable in terms of fit indices.

H1: The measurement model of purchase intention is desirable in terms of fit indices.

Methodology

As the aim of this study is to investigate the antecedents and consequences of self-congruity fitness model concept by considering the role of corporate social responsibility and purchase intention, it can be said that this is an applied research in terms of purpose and a descriptive-survey research based on structural equation modeling in terms of data collection method. It is descriptive in that the researcher has analyzed the situation and circumstances without altering the data, and it is a survey in that he has used the field method and surveyed the data using a questionnaire.

The method used in the study is stratified random sampling method. For sampling, based on the classification made by Isfahan Municipality, this city was divided into 14 districts. Some districts were randomly selected as the sample and then customers were randomly selected in each district. In this study, based on the population, the sample size was calculated using the formula.

With the initial sampling of 30 persons, the standard deviation was obtained as 0.332. Thus, with regard to this standard deviation and at a confidence level of 95% and the maximum mean error of estimation of 0.05, the sample size was obtained approximately 169 people. Thus, the result of the calculations of the sample size using the formula is equal to 169.

After distribution of the questionnaires at several stages in order to obtain the sample size, some 220 questionnaires were distributed based on the sample size formula, out of which 205 questionnaires were returned, and finally 202 acceptable questionnaires were used as the research base. We also used SPSS18 and Cronbach’s alpha method in order to determine the reliability of the questionnaire with the calculated coefficient of 0.93 for the total questionnaire. Table 1 shows the variables of the questionnaire and Cronbach’s alpha.
We used Amos Software in this study due to the nature of the hypotheses and the type of the variables for factor analysis and structural equation modeling. Structural equation modeling provides a method to accurately test the theoretical models based on hypotheses about the observed and latent variables among which there is internal consistency so that it can describe the observed relationships between these variables purposefully. SEM’s capability lies in testing the hypothetical relationships between the latent variables and the measurable ones, and for this purpose, the model needs to have theoretical basis and be specified in advance (Doosti et al., 2016; Jalilvand et al., 2014; Pool et al., 2016). In addition, SEM provides a set of indicators through which one can examine the model’s fitness to the observed data. This method tests a complex set of relationships between variables simultaneously (such as path analysis), which cannot be tested via regression analysis.

**Results**

We have used Kolmogorov-Smirnov test in this study so as to assess the normality of the questionnaire items so that one can use the parametric statistical tests in case this condition is met. The distribution of the data of a quantitative variable can be examined by use of Kolmogorov-Smirnov test.

The results of this test show that all of the factors in the sample under study follow a normal distribution, because the significance level of the test for all of the variables in the study is higher than 0.05, thereby helping us accept the claim that the questionnaire items are normal.

After a preliminary study of the variables in this section, we will test the hypotheses based on the data obtained from the questionnaires. Thus, the research variables will be measured by use of structural equation modeling.

It can be said that the structural relationships between the latent variables will be interpreted more logically and meaningfully when the measurement of the latent constructs can be justified by the scientific criteria. The existence of weak overall fit indices for each measurement model means that the entrance of that measurement model into the structural equation model may confuse the researcher in the analysis of structural relationships between the latent variables. In other words, the most important step in the statistical analysis of SEM is evaluation of fitness of the model to the data.

In order to determine to what extent the criteria are acceptable for the measurement models, one need to analyze each and every measurement model separately. By adopting such an approach, one separately tests three measurement models which are related to the main variables of the research. For assessment of the components of corporate social responsibility, self-congruity and purchase intention, 27 questions were used, the factor loadings and significance of which show their acceptability in terms of construct validity, but the point to note here is that the fitness indices are not at an acceptable level for this measurement model. Thus, we used the model production technique and applied the modification indicators reported by the AMOS Software, these indices were improved to an acceptable level. This modification index refers to establishing a covariance relation between the proposed errors of the software. The results of the measurement models are shown in Table 2

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<th>Table 2. Fit indices of model</th>
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<td><strong>Variables</strong></td>
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<td>CSR</td>
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<td>Self-congruity</td>
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<td>Purchase inten.</td>
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As shown in the table, all of the fit indices are favorable enough, thereby confirming the overall validity of the model. As a result, the proposed research model and hypotheses are confirmed.

**Conclusion**

The last step of any scientific research is the conclusion stage. The main reason for doing any research is to achieve valid scientific results, which shows the importance and value of this stage. The aim of this study was to assess the measurement models of consumer behavior with regard to the variables corporate social responsibility, self-congruity and purchase intention, and the results obtained from testing the research hypotheses suggest that the constructs under study enjoy proper fit. In fact, today’s business world is based on customer orientation and customer satisfaction and the customer...
orientation principle has turned out to be a sustainable and eternal principle in the business world. Therefore, in today's competitive market, knowledge about the chains through which one can achieve higher recognition of the tastes and characteristics of target customers can obviously result in high levels of customer satisfaction and their increased purchase intention (Khalilakbar & Khazaei Pool, 2016). In addition, this also creates a loop between customers and their self-congruity with the product. It can be said that it is one of the duties of manufacturers of products to develop their brands based on the social responsibility views, because creating a social character for the brand will be followed by the increased intention to purchase it. Thus, when planning marketing activities, social responsibility needs to be clearly identified and highlighted. On the other hand, the consumers' vision and views are also important, because customers choose those brands which are closest to and more consistent with their own characteristics. In fact, manufacturing companies should build their brands considering their customers' personality needs so that they achieve customer loyalty in this way.

While conducting the present research, we noticed many gaps, which can be researched by future researchers who wish to do research in this field and other related field. For this purpose the following suggestions are made. Future research could examine the issue of social responsibility impact on self-congruity and purchase intention in the two fields of manufacturing and service industries compare their obtained results with those obtained in the present research. We recommend that the future researchers seek to investigate additional factors such as the impact of quality certification and the role of senior management on social responsibility as well as the impact of social responsibility on companies' financial performance and their sustainability.

References