

ETHICAL IMPRESSIONS : EXAMINING THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY, PERSONAL VALUES, AND E-CONSUMER PURCHASING INTENTIONS

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Abstract

This research examined the dynamic relationship between corporate social responsibility (CSR), personal values and online consumer purchasing intentions, using structural equation modelling (SEM) analysis. Grounded in Schwartz's Value Theory, the research wanted to find out how personal values, such as self-transcendence, conservation, self-enhancement and openness to change, shape CSR expectations and influence purchasing behaviour. Data were collected through a structured online survey, targeting 358 e-consumers in Saudi Arabia, with rigorous analysis confirming the significant role of CSR expectations in predicting purchase intentions. The findings revealed that CSR initiatives, aligned with consumer values, could foster trust, enhance brand loyalty and drive ethical consumption in digital marketplaces. This research would contribute to marketing management literature, by highlighting the importance of integrating value-driven CSR strategies to cater to ethically conscious online consumers. Implications for businesses include leveraging CSR to build sustainable consumer-brand relationships and aligning marketing practices with evolving consumer values.

Keywords: *Corporate Social Responsibility, Personal Values, Online Consumer Behavior, Structural Equation Modeling, Ethical Consumption*

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1. Introduction

In the contemporary digital marketplace, understanding the determinants of online consumer purchasing intentions, has gained critical importance for businesses seeking to maintain a competitive edge. The growing influence of Corporate Social Responsibility (CSR) in shaping consumer behaviour is well-documented, with research suggesting that consumers increasingly prioritize a company's ethical practices while making purchasing decisions (**Bianchi et al., 2019**). CSR activities improve a company's public image and create a positive perception, that fosters trust and loyalty among consumers (**Fatma, 2016**). For organizations operating in the digital domain, aligning their strategies with CSR expectations is essential for establishing long-term customer relationships and enhancing brand equity (**Deng & Xu, 2017**).

Personal values, defined as guiding principles that influence individuals' attitudes and actions, play a critical role in determining consumer behaviour (Schwartz, 1992). The influence of personal values on ethical consumption is evident, as values such as self-transcendence (e.g., benevolence and universalism) and conservation (e.g., security and tradition), guide consumers' evaluations of CSR initiatives (**S. Y. Lee et al., 2021**). According to Schwartz's Value Theory, individuals are more likely to engage with brands whose CSR activities align with their intrinsic values, leading to enhanced brand credibility and higher purchase intentions (**Carroll, 1999; Schwartz, 1992**). Moreover, consumers, who prioritize ethical considerations, often perceive CSR as a reflection of a company's commitment to societal well-being, which positively influences their decision-making processes (**Zeithaml, 1988**).

The rapid expansion of e-commerce has transformed consumer purchasing behaviours,

with online platforms offering unparalleled convenience and accessibility. In this context, the role of CSR in influencing online consumer intentions, has become increasingly salient, as digital consumers rely heavily on the information available online to assess a company's ethical and social commitments (**Saha et al., 2023**). CSR communication in the digital environment is crucial for fostering trust, particularly given the absence of physical interaction, which often acts as a barrier to building consumer confidence (**Hair et al., 2019**). Studies have shown that the perceived authenticity and consistency of CSR initiatives are critical factors in driving consumer engagement and enhancing purchase intentions in the online marketplace (**Y.-J. Lee et al., 2021**). In summary, while prior studies have examined CSR and consumer behaviour, limited attention has been given to how consumers' underlying personal values interact with CSR expectations, to shape purchasing intentions in the digital marketplace. This study addresses this gap by employing Schwartz's Value Theory and SEM, to analyse the relationship between CSR, personal values and online purchase intentions, among Saudi Arabian consumers. By doing so, the research extends both CSR and consumer behaviour literature and provides practical implications for digital marketing strategies.

2. Review of Literature

As conceptualized by **Schwartz (1992)**, personal values represent guiding principles, that influence individual preferences and decision-making processes. These values are categorized into four primary dimensions: conservation, self-enhancement, self-transcendence and openness to change. Openness to change reflects a propensity for novelty and self-direction, encouraging consumers to support initiatives that align with their progressive and exploratory tendencies (**Schwartz, 1994, 2016**). Self-

enhancement, emphasizing personal achievement and power, motivates individuals to prioritize CSR efforts, that resonate with their aspirations for status and recognition (**Alniacik et al., 2020**). Self-transcendence, which includes universalism and benevolence, prompts individuals to value CSR practices, that address societal and environmental well-being, fostering a collective ethical outlook (**S. Kim et al., 2022**). Lastly, conservation values, characterized by a preference for tradition and stability, are linked to consumer support for CSR activities that preserve cultural and societal norms (**Mou et al., 2024**). The interaction between these value dimensions and CSR expectations is critical in shaping ethical consumption behaviour. Studies have demonstrated that values guide consumer evaluations of CSR initiatives, influencing their perceptions of organizational authenticity and ethical alignment (**Groza et al., 2011**). Corporate Social Responsibility (CSR) expectations have become a critical determinant of consumer behaviour in the digital era, with numerous studies underscoring their influence on purchase intentions. Scholars like **Carroll (1999)** emphasize that CSR shapes consumer perceptions of a company's ethical stand, fostering trust and loyalty that translate into purchase behaviour. Further, **Smith & Langford (2009)** note that aligning CSR initiatives with consumer expectations, enhances brand credibility, positively impacting purchase intentions. Research, by **Bhattacharya et al. (2021)**, indicates that consumers are increasingly motivated to support brands that actively contribute to societal welfare, as this reflects their own values and ethical priorities. Similarly, **Bhattacharya et al. (2021)** argue that CSR serves as a differentiation strategy in competitive e-commerce markets, where ethical consumerism is a rising trend. This aligns with findings by

Groza et al. (2011), who observed that consumers are more likely to make purchasing decisions in favour of companies whose CSR initiatives resonate with their values. The role of CSR in digital commerce is further highlighted by **Castaldo et al. (2009)**, who identify trust as a mediating variable between CSR and consumer purchase intentions. Their work demonstrates that consumers associate CSR initiatives with responsible business practices, which reduces perceived risks in online transactions. This is consistent with the findings of **Patricia & Del Bosque (2013)**, who assert that CSR activities enhance consumer-company identification, a key predictor of purchase behaviour in e-commerce settings. Based on these insights, CSR expectations emerge as a crucial driver of online consumer behaviour, linking ethical practices to consumer engagement and purchase decisions. H1 hypothesizes that CSR expectations significantly influence purchase intentions, which is supported by the extant literature. For instance, **He & Lai (2014)** demonstrate that CSR initiatives, addressing environmental and social concerns, significantly enhance consumer willingness to engage with a brand.

3. Statement of the Problem

Despite extensive literature on CSR and its influence on consumer behaviour, only limited research has examined the joint effects of CSR expectations and personal values on e-consumer purchasing intentions. Majority of studies address CSR in isolation, often in Western contexts, overlooking its interaction with value orientations in shaping consumer decisions. Further, few employ SEM to capture the complex relationships between multiple value dimensions and CSR expectations. This gap justifies the present study, which provides empirical evidence on how personal values shape CSR expectations and, in turn, influence online purchasing intentions

in the rapidly digitalizing context of Saudi Arabia (Figure -1).

4. Need for the Study

Corporate Social Responsibility (CSR) has become essential in influencing consumer behavior, especially in the digital marketplace. However, there is limited research on how personal values shape CSR expectations and impact online purchasing decisions. As ethical consumption grows in importance, businesses need to understand how aligning CSR initiatives with consumer values can build trust and loyalty, ultimately driving purchases. This study fills this gap by examining how personal values influence CSR expectations and consumer behavior, focusing on e-consumers in Saudi Arabia, a region undergoing rapid digital transformation.

5. Objective of the Study

By integrating insights from CSR theory and value-based frameworks, this study aims to explore the synergistic effects of these factors in shaping ethical consumer behaviour in the digital age. Further, this research seeks to highlight the mediating role of consumer trust and ethical alignment in bridging CSR and purchasing intentions, offering a comprehensive perspective on the interplay of these critical constructs. The implications of this study extend beyond theoretical contributions to practical applications, providing actionable insights for businesses seeking to optimize their CSR strategies and align them with consumer expectations. In an era where ethical consumerism is on the rise, understanding the nuanced relationship between CSR, personal values and online purchasing behavior, is essential for crafting effective marketing strategies that resonate with today's socially conscious consumers. This research not only addresses existing gaps in the literature but also offers valuable recommendations for integrating

ethical practices into digital marketing and e-commerce platforms.

6. Hypotheses of the Study

Organizations can tailor their CSR strategies, by understanding these value-driven preferences to resonate with distinct consumer segments. For instance, consumers with self-transcendence values are more likely to prioritize CSR efforts targeting sustainability and humanitarian causes while those high in self-enhancement values may respond more positively to initiatives that emphasize corporate success and leadership. Openness to change fosters a preference for innovation, exploration, and progress, aligning with CSR initiatives emphasizing forward-thinking solutions and societal impact (Schwartz, 1992). Research by Tian et al. (2011) suggests that individuals valuing openness to change are more likely to evaluate CSR efforts based on their novelty and alignment with future-oriented goals, reflecting a positive association. Self-enhancement values, centred on personal achievement and power, encourage consumers to assess CSR through a lens of organizational success and reputation (Y.-J. Lee, 2017). Such individuals favour CSR strategies that reflect status, competence and economic returns, reinforcing the hypothesis that self-enhancement values influence CSR expectations (Groza et al., 2011). Self-transcendence values emphasize universalism and benevolence, fostering a moral obligation toward societal and environmental welfare (Schwartz, 1992). Research by Giacomini et al. (2021) supports the notion that these values drive consumer expectations of CSR practices, with a focus on altruistic and sustainability-driven efforts. Conservation values, reflecting a preference for tradition, security, and stability, align with CSR initiatives that uphold societal norms and cultural heritage (Jeong & Jiang, 2021). Studies indicate that individuals, with

high conservation values, expect organizations to adopt CSR practices that reinforce continuity and protect community welfare (Schwartz et al., 2012). Hence, we propose:

H1: Openness to change significantly influences CSR Expectations.

H2: Self-enhancement significantly influences CSR Expectations.

H3: Self-transcendence significantly influences CSR Expectations.

H4: Conservation significantly influences CSR Expectations.

Lee et al. (2011) provide empirical evidence that CSR-driven marketing strategies improve consumer attitudes, thereby increasing purchase intentions in digital marketplaces. Carroll (1991) posits that CSR reflects the moral and ethical responsibility of businesses, fostering consumer trust, which directly correlates with purchase intentions. Additionally, the stakeholder theory, as discussed by Freeman & Boeker (1984), supports the notion that businesses addressing stakeholder needs, including CSR expectations, achieve higher consumer loyalty and intention to purchase. He & Lai (2014) found that consumers interpret CSR as a signal of quality and reliability, which influences their purchase behaviour. Empirical studies, such as those by Sen & Bhattacharya (2004), emphasize the instrumental role of CSR in driving ethical consumer behaviour, especially in digital contexts. This is echoed by Groza et al. (2011), who observed that CSR aligns consumer perceptions with corporate values, creating a stronger intention to purchase. Collectively, these findings provide a robust foundation for H5, establishing the direct relationship between CSR expectations and e-consumer purchase intentions. Hence, we hypothesize:

H5: CSR Expectations significantly influence purchase intentions.

7. Research Methodology

7.1. Sample Selection

This study examined the personal values-based factors, influencing CSR ethical expectations, ultimately shaping the intentions of online customers to make purchases. Data collection was conducted, using structured online survey questionnaires, targeting Saudi Arabian respondents aged 20 years and above, who were familiar with CSR. A purposive sampling approach, a type of non-probability sampling, was employed due to the absence of a definitive population list (Hoeven et al., 2015). This method ensured that the sample comprised individuals relevant to the study of research objectives. The self-administered online survey was chosen for its efficiency and accessibility, facilitating data collection directly from the target demographic. Before initiating data collection, the survey questionnaires underwent an expert review and a pilot study with 45 online shoppers, to ensure clarity, coherence and consistency (Wasi et al., 2025). The final dataset comprised 358 responses. Participants were chosen, based on their relevance to the study's focus on CSR expectations and online purchasing behavior. The sample size followed to the "sample-to-variable ratio" guideline of 20:1, ensuring sufficient statistical power for the SEM analysis. The survey was administered online, with voluntary participation and informed consent to ensure transparency and confidentiality.

7.2 Source of Data

Primary data were used for this study. Data for this study were collected through a structured online survey, distributed among Saudi Arabian e-consumers. Respondents were purposively selected to ensure familiarity with CSR concepts

and online purchasing behavior. The questionnaire included a concise introduction, outlining the survey's objectives, clear instructions, screening questions, a section for respondents to provide written consent, demographic details and questions addressing the study's constructs. Each construct was measured, using a 5-point Likert Scale, where responses ranged from strongly disagree to agree strongly. The items, for each variable, were adapted from established studies to ensure validity and reliability. Specifically, all four personal values were evaluated, using items drawn from **Schwartz et al. (2012)** and **Mainardes et al. (2017)**. The construct of CSR expectations comprised four items, based on the studies by **Han (2015)** and **Kim et al. (2019)**. Further, the online purchase intention construct was measured, using four items, sourced and adapted from the work of **Hausman & Siekpe (2009)**.

7.3 Period of Study

Data collection was conducted between October 2024 and February 2025, following a pilot survey in August 2024. This period was chosen to ensure respondents were active online shoppers during the study timeframe.

7.4 Tools used in the Study

Data were analysed, using SPSS 26.0 for preliminary statistics and AMOS 24.0 for confirmatory factor analysis (CFA) and SEM. Reliability and validity indices were assessed, using composite reliability (CR), Cronbach's alpha, and AVE.

8. Data Analysis and Interpretation

8.1 Sample Characteristics

Data were gathered from 358 online consumers, with a strong response rate of 82%. Gender distribution was balanced and a significant majority (70.1%) were young adults, aged between 25 and 35 years (**Table-1**).

Approximately three-quarters (76%) were employed in the private sector and majority belonged to the middle-income bracket. Importantly, all respondents demonstrated familiarity with the concept of CSR, establishing the appropriateness of the sample for the study's objectives.

8.2 Assessment of Common Method Bias

To ensure that the data were not distorted by common method variance, both preventive and diagnostic measures were applied (**Podsakoff et al., 2003**). Preventive steps included guaranteeing respondent anonymity, maintaining confidentiality and constructing clear, unbiased items. Diagnostic checks involved Harman's single-factor test and the Common Latent Factor (CLF) approach. According to **Table-2**, the first factor explained 45.29% of the variance (below the 50% threshold) (**Kock et al., 2021**), and the CLF loading was 0.54, confirming that common method bias was not a concern (**Podsakoff et al., 2012**).

8.3 Reliability and Validity of Constructs (CFA Results)

Following **Anderson & Gerbing's (1988)** two-step approach, a Confirmatory Factor Analysis (CFA) was conducted, to assess construct validity and reliability (**Schreiber & Marcus, 2020**). According to **Table-3**, convergent validity was confirmed as all factor loadings exceeded 0.65 (range: 0.65–0.97), AVE values were above 0.50, and CR values surpassed the 0.70 threshold (**Henseler et al., 2016; Hair et al., 2020**). Reliability was established, with Cronbach's alpha values ranging between 0.715 and 0.895 and composite reliability ranging scores between 0.759 and 0.927, demonstrating strong internal consistency (**Sherman & Quester, 2006**). Discriminant validity was established, using the Fornell–

Larcker less than Criterion (**Table -4**), as all inter-construct correlations were less than 0.90 threshold (**Fornell & Larcker, 1981**). Taken together, these results revealed that the measurement model was statistically robust and suitable, for testing the proposed structural relationships.

8.4 Structural Equation Modeling (SEM) and Hypothesis Testing

The second stage of analysis involved testing the structural model through SEM, which allows for the simultaneous estimation of complex relationships while accounting for measurement errors (**Lamberti, 2021**). Model fit indices confirmed the adequacy of the model ($\chi^2/df = 2.16$, CFI = 0.954, TLI = 0.947, RMSEA = 0.056), indicating that the hypothesized framework was well supported by the data. The results, provided in **Table-5**, revealed that Organizational Practices (OP) had exerted significant positive effect on CSR Expectations (CS) ($\beta = 0.182$, CR = 2.40, $p = 0.016$), thereby supporting **H1**. Similarly, Self-Transcendence (ST) significantly influenced CSR Expectations (CS) ($\beta = 0.328$, CR = 4.21, $p < 0.001$), confirming **H2**, while Conservation (CV) also showed a positive relationship with CSR Expectations (CS) ($\beta = 0.204$, CR = 2.73, $p = 0.006$), supporting **H3**. Openness to Change (OC) was found to significantly predict CSR Expectations (CS) ($\beta = 0.139$, CR = 2.05, $p = 0.040$), thereby supporting **H4**. Finally, CSR Expectations (CS) exhibited a strong positive effect on Purchase Intention (PU) ($\beta = 0.544$, CR = 7.87, $p < 0.001$), providing strong support for **H5**. In other words, all five hypotheses were accepted, affirming that consumer personal values did significantly shape CSR expectations, which, in turn, exerted strong influence on online purchase intentions.

9. Findings of the Study

The findings of this research would

significantly contribute to the expanding body of scholarship, that links corporate social responsibility (CSR), personal values and online consumer purchasing intentions, underscoring the pivotal role of CSR expectations. The results affirmed that CSR expectations were a critical determinant of purchase intentions, highlighting CSR not as a peripheral activity but as a strategic mechanism, to foster consumer trust and long-term brand loyalty. This aligns with prior studies, that position CSR as a central dimension of corporate legitimacy and consumer relationship-building (**Bhattacharya & Sen, 2004**). The outcome also corroborates **Carroll's (1991)** assertion that CSR reflects the moral and ethical responsibilities of businesses, directly influencing consumer behaviour in digital marketplaces where credibility and integrity are decisive factors. Personal values, further emerged as meaningful predictors of CSR expectations, with self-transcendence values particularly benevolence and universalism, playing a prominent role. This finding aligns with **Schwartz's (1992)** Value Theory, which emphasizes that individuals who prioritize social and ecological welfare, are more inclined to support CSR initiatives. It also reinforces the argument of **Steg et al. (2014)** that values function as cognitive filters through which consumers evaluate the ethical commitments of organizations. In this context, the alignment between self-transcendence and CSR expectations demonstrates how personal value orientations shape ethical interpretations of corporate actions in digital commerce.

In addition, values associated with openness to change and self-enhancement demonstrated notable associations with CSR expectations. This finding supports the conclusions of **Carrington et al. (2021)**, who observed that achievement-oriented and progressive consumers tend to perceive CSR as a marker of innovation, adaptability and business success. For these

individuals, CSR initiatives are interpreted not only as evidence of ethical responsibility but also as indicators of organizational competitiveness and strategic foresight. Taken together, these findings advance the understanding of CSR in e-commerce environments, by showing that its impact on purchase intentions is mediated by diverse value orientations. While self-transcendence values anchor CSR in ethical evaluation and collective welfare, openness to change and self-enhancement values align CSR with notions of innovation and success. This dual perspective highlights the multifaceted role of CSR in digital marketplaces and its capacity to integrate ethical responsibility with strategic advantage, thereby contributing to both theoretical development and managerial practice in the field.

10. Suggestions

Businesses can incorporate behavioural data or experimental designs, to better evaluate actual purchase behaviour in response to CSR initiatives. While SEM provides methodological strength, it does not fully capture causality (Anderson & Gerbing, 1988). Hence, firms are encouraged to adopt longitudinal tracking systems to better understand temporal dynamics between CSR, personal values, and purchase intentions (Schreiber et al., 2006; Hair et al., 2020). Beyond general CSR expectations, companies should also examine specific dimensions such as environmental or philanthropic initiatives, to identify their distinct impact on consumer decisions. Addressing these dimensions can yield more precise insights into consumer responses (Du et al., 2010). Finally, given the rapidly evolving online marketplace (Kim & Lee, 2021), managers should treat CSR as an adaptive strategy, ensuring its continued relevance in engaging digital consumers.

11. Conclusion

This study extends the understanding of the interplay between corporate social responsibility (CSR), personal values and online purchasing intentions, by providing significant contributions to marketing management literature. The findings affirm the relevance of CSR in influencing consumer behaviour, supporting Carroll's (1999) assertion that CSR initiatives embody the ethical and social obligations of businesses, fostering consumer trust and loyalty. Further, this study enriches the application of Schwartz's (1992) Value Theory by demonstrating how personal values, such as self-transcendence and openness to change, guide consumer responses to CSR activities, a connection emphasized in prior research by Steg et al. (2014).

12. Limitations of the Study

This study was subject to several limitations that warrant consideration by future research. First, the use of a purposive sampling method limits the generalizability of the findings, as the sample was not fully representative of the broader population (Hoeven et al., 2015; Hair et al., 2018). While the demographic focus on Saudi Arabian e-consumers adds specificity, cultural contexts may influence CSR expectations and purchase intentions, suggesting the need for cross-cultural studies to validate these findings (Hofstede, 2001; Schwartz, 1992). Second, this research employed a survey-based methodology, which, while being effective for capturing self-reported perceptions, may introduce biases such as social desirability or response bias (Podsakoff et al., 2003; Kock et al., 2021).

13. Scope for Further Study

Future investigations could explore the moderating role of emerging technologies, such

as AI-driven marketing or blockchain transparency, on the CSR-consumer behaviour relationship. Such studies would expand the understanding of how technological advancements intersect with ethical consumerism in digital contexts. Finally, future studies may consider conducting (1) qualitative studies (Ishrat et al., 2023) and (2) systematic reviews on the domain of CSR-consumer behaviour. Researchers may deploy several variants of systematic review methodology for the purpose, such as hybrid reviews, bibliometric reviews and meta-analytic reviews (Khan et al., 2024).

14. References

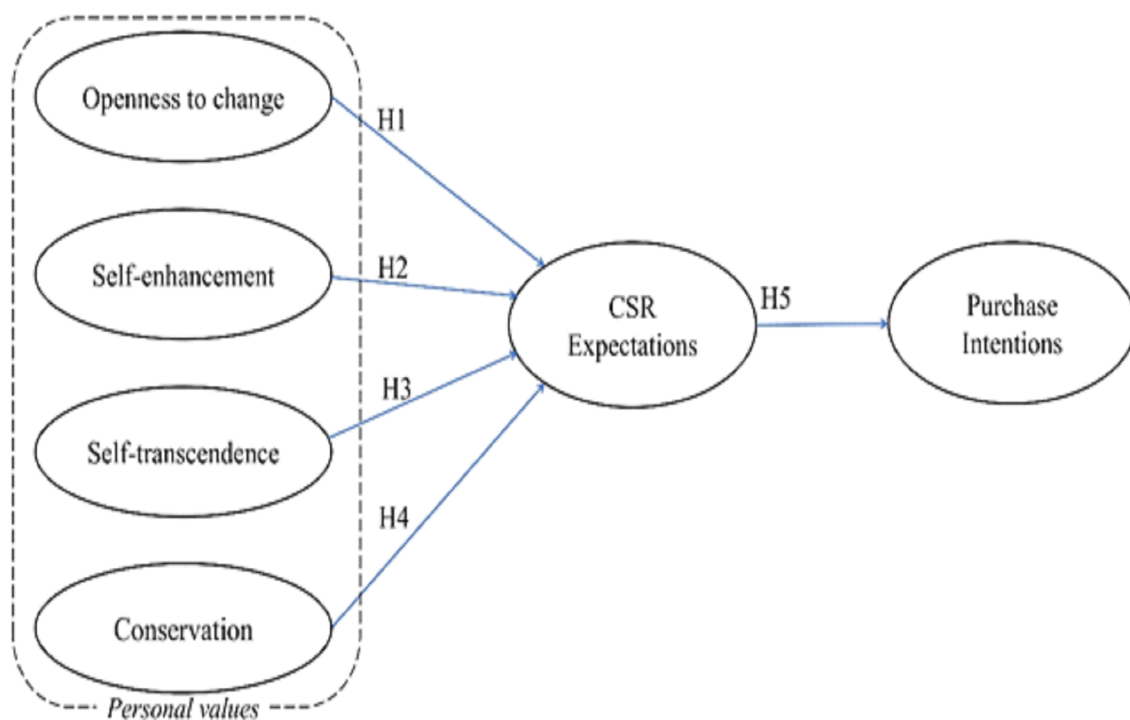
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Figure 1: Conceptual framework tested in the study



Source: Author Copilation

Table-1. Sample Characteristics of Respondents (N = 358)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	183	51.1
	Female	175	48.9
Age Group	25–35 years	251	70.1
	Other age groups	107	29.9
Employment Sector	Private sector	272	76.0
	Other sectors	86	24.0
Income Bracket	Middle-income	Majority	—
CSR Familiarity	Familiar with CSR concept	358	100.0

Source (s): Survey data compiled by researchers

Table 2. Assessment of Common Method Bias

Test Applied	Indicator	Result	Threshold Value	Interpretation
Harman's Single-Factor Test	Variance explained by first factor	45.29%	< 50%	No severe common method bias detected
Common Latent Factor (CLF)	Standardized loading of latent factor	0.54	< 0.90	Within acceptable range

Source: Primary data and Computed using SPSS AMOS

Table 3: Constructs, Items, and Factor Loadings Relevant to the Study

Constructs	Items code	Items	Factor loadings	Cronbach's Alpha
Openness to change	OP1	"It is important to him to have a good time."	0.78	0.75
	OP2	"It is important to him to enjoy life's pleasures."	0.65	
	OP3	"It is important to him to take advantage of every opportunity to have fun."	0.76	
	OP4	"It is important to him always to look for different things to do."	0.69	
Self-enhancement	SE1	"It is important to him to have the power that money can bring."	0.71	0.76
	SE2	"It is important to him to be wealthy."	0.70	
	SE3	"It is important to him to have the power to make people do what he wants."	0.73	
	SE4	"It is important to him that people do what he says they should."	0.79	
Self-transcendence	ST1	"It is important to him that all his friends and family can rely on him completely."	0.70	0.75
	ST2	"It is very important to him to help the people dear to him."	0.69	
	ST3	"It is important to him that people he knows have full confidence in him."	0.79	
	ST4	"It is important to him to concern himself with every need of his dear ones."	0.72	
Conservation	CN1	"It is important to him never to think he deserves more than other people."	0.71	0.73
	CN2	"It is important to him to be humble."	0.72	
	CN3	"It is important to him to be satisfied with what he has and not ask for more."	0.75	
	CN4	"It is important to him to avoid upsetting other people."	0.69	
Purchase intentions	PU1	"I will definitely buy products from this site in the near future."	0.71	0.75
	PU2	"I intend to purchase through this site in the near future."	0.81	
	PU3	"It is likely that I will purchase through this site in the near future."	0.82	
	PU4	"I expect to purchase through this site in the near future."	0.74	
CSR Expectations (ethical)	CS1	"A corporation should have a comprehensive code of conduct."	0.93	0.89
	CS2	"A corporation should be recognized as trustworthy by the public."	0.97	
	CS3	"A corporation should be required to provide full and accurate information to all customers".	0.85	
	CS4	"A corporation should be fair toward its employees".	0.88	

Source : Primary data and Computed using SPSS AMOS

Table-4: Discriminant validity of the Constructs used in the Study

	Mean	SDV	OP	SE	ST	CN	CS	PU
OP	3.131	0.395	<i>0.516</i>					
SE	3.192	0.385	0.39	<i>0.536</i>				
ST	4.185	0.369	0.37	0.39	<i>0.611</i>			
CN	3.691	0.348	0.36	0.22	0.34	<i>0.645</i>		
CS	2.463	0.369	0.51	0.25	0.34	0.57	<i>0.621</i>	
PU	4.781	0.415	0.38	0.21	0.46	0.34	0.58	<i>0.612</i>

Note(s): SDV= Standard Deviation; OP= Openness to change; SE= Self-enhancement; ST= Self-transcendence; CN= Conservation; CS= CSR expectations; PU= Purchase intentions.

Source : Primary data and Computed using SPSS AMOS

Table 5: Structural Equation Modeling Results of this Study

Hypothesis	Regression paths	S.E.	C.R.	p-value	Result
H1	OP ? CS	0.011	1.123	0.016	Supported
H2	SE ? CS	0.123	1.317	0.011	Supported
H3	ST ? CS	0.017	1.462	0.014	Supported
H4	CN ? CS	0.025	2.831	0.031	Supported
H5	CS ? PU	0.032	3.113	0.000	Supported

Source : Primary data and Computed using SPSS AMOS