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The effect of CSR knowledge on customer liking, across cultures

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**Abstract**

Purpose: The purpose of this paper is to investigate the efficacy of corporate social responsibility (CSR) knowledge on customer liking for the bank across two countries and cultural contexts. Design/methodology/approach: Three CSR variables were tested for their comparative influence on customer liking under different cultural value conditions. Surveys were completed by 204 bank consumers in Australia and 219 bank customers in Thailand. ANOVA and regression were used to test hypotheses. Findings: Perceptions of existing CSR performance and new CSR initiative had significant effects on liking for the bank. However CSR orientation had no effect. These influences varied substantially depending upon the community orientation of the target customer. Research limitations/implications: Understanding the differing roles of the two significant CSR variables provide insights into the complexities of CSR relationships. The successful introduction of a scale to measure a salient internal outcome measure, called liking for the bank, suggests future research opportunities. Practical implications: The differential impact of CSR information on customer responses highlights the importance of understanding different cultural contexts and suggests that careful segmentation strategies are required for particular CSR campaigns. In particular, new social-cultural segmentation bases may be required. Originality/value: A combination of three CSR variables, together with new CSR information reflecting aspects of CSR not previously used in combination. A new affective customer response measure was used. The first cross-cultural and country analysis to be conducted for CSR-customer response relationships within the banking sector. Use of the cultural value of community orientation as a moderator. © Emerald Group Publishing Limited.

**Author Keywords**

Banks; Community orientation; Consumer response; CSR reputation; Cultural value; Liking; New CSR initiative; Social responsibility

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