

An Empirical Study of the Relationship among Corporate Social Responsibility, Corporate Image, Consumer's Attitude and B

莊怡萱、魏文欽

E-mail: 9805928@mail.dyu.edu.tw

ABSTRACT

Corporate Social Responsibility (CSR) has emerged in recent years as both an important academic construct and a pressing corporate agenda item. Presently, hotelier promote social responsibility about environmental issue in hotel industry of Taiwan, it needs more complementary policies to help the development of hotel industry, and the principal reason that is support of consumer. Its sampling scope is announces it take Ministry of Communications Sightseeing Bureau in 2008 “ the Taiwan area sightseeing hotel teaching of arts and crafts and the room number statistical table ” as the choice criterion, only chooses hotel teaching of arts and crafts most Taipei to take the sampling scope, and is 18 year old of above populace, took the questionnaire provide object, obtains the research analysis to need the sample. By the structure equation modeling (SEM) real diagnosis research, confirms the enterprise society responsibility, the enterprise image and the consumer manner to of causal relation the behavior intention, and constructs the conformity pattern. The real diagnosis result discovered that, First, the enterprise society responsibility has the forward influence to the enterprise image; Second, the enterprise society responsibility has the forward influence to the consumer manner; Third, the enterprise image has the forward influence to the consumer manner; Fourth, the consumer manner has the forward influence to the behavior intention; Fifth, the enterprise society responsibility has the forward influence to the behavior intention; Sixth, the enterprise image is not remarkable to the consumer manner relates; And constructs the integrity the causal relation pattern .May provide the hotel entrepreneur to carry out the social responsibility the concrete proposal, and does basis of for the reference, by this encouragement environmental protection hotel impetus. In the research sees the consumer to have certain environmental protection knowledge, really, when the consumer understood when what environmental protection hotel, mostly takes a stand regarding the hotel entrepreneur takes the environmental protection work to have the high affirmation and the support, can be glad to choose and the recommendation environmental protection hotel housing, when therefore the entrepreneur carries out the environmental protection measure, except conforms to idea of the environmental protection marker, also can reduce transport business cost effectively, and may promote the enterprise image, the attraction to have the environmental protection consciousness passenger to come to expend, not only the carrying out environmental protection hotel, for a long time looks may reduce the cost, also becomes the favorable base which the future will sell, the creation green service industry new opportunity.

Keywords : corporate social responsibility、 corporate image、 consumer ' s attitude、 behavioral intentions、 green hotel 、 structural equation modeling

Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	vi
內容目錄	vii
表目錄	ix
圖目錄	x
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的	3
第三節 研究流程	4
第四節 本章節研究架構	5
第二章 文獻探討	6
第一節 環保旅館	6
第二節 企業社會責任	9
第三節 企業形象	17
第四節 消費者態度	21

第五節	行為意向	23
第六節	研究假設之建立與研究架構	25
第三章	研究方法	30
第一節	抽樣範圍與樣本	30
第二節	研究變數操作性定義與衡量問項	31
第三節	研究工具	39
第四節	資料分析方法	40
第五節	前測	43
第四章	實證結果與分析	44
第一節	樣本資料基本分析	44
第二節	敘述性統計	46
第三節	相關性分析	48
第四節	信度與效度分析	50
第五節	線性結構關係模式之分析	52
第六節	管理意涵	59
第五章	結論與未來研究建議	62
第一節	結論	62
第二節	研究限制	64
第三節	後續研究建議	64
參考文獻	65

表目錄

表 2-1	企業社會責任定義彙整	10
表 2-2	企業社會責任依企業所採取的社會責任行動分類	12
表 2-3	企業社會責任依受益人不同分類	13
表 2-4	早期企業社會責任研究指標	15
表 2-5	企業形象定義彙整	18
表 3-1	企業社會責任操作性定義	32
表 3-2	企業社會責任衡量問項	32
表 3-3	企業形象操作性定義	34
表 3-4	企業形象衡量問項	34
表 3-5	消費者態度操作性定義	36
表 3-6	消費者態度衡量問項	36
表 3-7	行為意向操作性定義	38
表 3-8	行為意向衡量問項	38
表 3-9	整體模式適配度指標總表	42
表 3-10	前測檢定結果	43
表 4-1	樣本基本資料分佈	44
表 4-2	各變項平均數與標準差	47
表 4-3	研究變數之相關係數分析	49
表 4-4	信度分析結果	50
表 4-5	構面信度分析	51
表 4-6	本研究相關指標衡量分析	53
表 4-7	本研究之評鑑模型配適度指標結果	54
表 4-8	SEM最終模式係數估計值	54
表 4-9	研究假設驗證彙整	56
表 4-10	變數之間的影响效果	57

圖目錄

圖 1-1	研究流程圖	4
圖 2-1	態度、行為意向與實際行為關係之看法	23
圖 2-2	研究架構	29
圖 4-1	本研究之路徑完整模型圖	55

REFERENCES

一、中文部份王明坤, 黃國平(2007), 電信新產品服務知覺、服務等候、企業形象與知覺價值對消費者行為意向之影響, 電子商業期刊, 9(4), 887-924。世界企業永續發展委員會(2001), 企業社會責任 - 從理念到行動(林佩蓉, 張荷青, 蔡正義譯), 台北:社團法人中華民國企業永續發展協會(原文於1999年出版)。江逸之(2006), 從觀望到積極:台灣企業重視社會, 遠?雜誌, 239, 214-223。李思屏(2001), 遊客對生態旅遊之環境態度與行為關係之研究 - 以關渡自然公園為例, 戶外休憩研究, 14(3), 15-36。周國銀, 張少標(2002), SA8000:2001 社會責任國際標準實施指南, 深圳市:海天出版社。林育卉(2000), 企業形象、顧客滿意與品牌權益之關係研究 - 以連鎖便利商店為例, 私立銘傳大學管理科學研究所未出版之碩士論文。林益弘(2004), 企業社會責任、財務績效與研發支出之關聯性分析 - 全球實証研究, 國立台北大學合作經濟研究所未出版之碩士論文。林慶村, (2005), 銀行業服務品質、企業形象、顧客滿意度與顧客忠誠度關聯性之研究, 私立朝陽科技大學企業管理研究所未出版之碩士論文。邱皓政(2008), 結構方程模式 - LISREL的理論、技術與應用, 台北:雙葉書廊有限公司。洪慈鎰(2003), 顧客與?融產業之企業形象、關係?銷, 對信任?滿意?與後續使用意願的影響, 私立東吳大學心?學研究所未出版之碩士?文。洪維勵, 賴嫻君(2006), 旅館業對環保旅館與環保標章知覺之研究以澎湖為例, 觀光研究學報, 12(4), 325-344。徐玉燕(2003), 消費者特徵、企業形象與服務品質對購買決策影響之研究 - 以台灣地區不同零售態加以實證, 私立中國文化大學國際企業管理研究所未出版之碩士論文。翁望回(1987), 企業正當性之實證研究:社會責任的觀點, 國?政治大學企業管?研究所未出版之博士?文。高希均(1985), 企業形象 - 良性循環的原動力, 天下雜誌, 12, 93。許菁菁(2000), 模擬社會責任投資組合績效之探討, 私立中原大學企業管?研究所未出版之碩士?文。陳宜民, 鍾道詮(2002), 醫師的社會責任養成教育之我見, 國立中央大學哲學研究所應用倫理研究室, 應用倫理研究通訊, 21。陳長暉(2003), 環保旅館與遊客選擇旅館住宿因子關係之研究, 國立嘉義大學管理研究所未出版之碩士論文。陳雅守(2004), 國內發展綠色旅館環境管理系統雛型之建構, 國立台北護理學院旅遊健康研究所未出版之碩士論文。陳雅慧(2005), 微?時代突圍?器, 天下雜誌, 315, 84-87。陳鈺達(2002), 企業形象、服務補救期望與補救後滿意?相關之研究, 私立中國文化大學國際企業管?研究所未出版之碩士?文。黃宏鈞(2001), 企業形象與服務品質對消費者再購?為之影響顧客關係的中介效果, 國立台灣大學心?學研究所未出版之碩士?文。葉碧華, 蔡進發, 黃宗成(2003), 消費者環保行為與旅館住宿意願之研究, 環境與管理研究, 4(2), 61-82。廖本盛(1990), 挑戰國家品質獎, 品質管制月刊, 29(5), 25-28。齊藤實男(1997), Green marketing , 台北:同文館。譚深, 劉開明(2003), 跨國公司的社會責任與中國社會, 中國北京:社會科學文獻出版社。

二、英文部份Aaker, D. A., & Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54, 27-41. Abbott, W. F., & Monsen, R. J. (1979). On the measurement of corporate social responsibility: self-reported disclosures as a method of measuring corporate social involvement. *Academy of Management Journal*, 22, 501-515. Alexander, S., & Kennedy, C. (2002). Green hotels: Opportunities and resources for success [online]. Available: <http://www.zerowaste.org/publications.html> [2002, September] Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103, 411-423. Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science*, 16, 74-79. Bagozzi, R. P., Mahesh, G., & Prashanth, U. N. (1999). The role of emotions in marketing. *Journal of the Academy of Marketing Science*, 27(2), 184-206. Barich, H., & Kotler, P. (1991). A Framework for Marketing Image Management. *Sloan Management Review*, 32, 94-104. Bayton, J. (1959). Researching the Corporate Image. *Public Relations Journal*, 4(October), 3-8. Blackwell, R. D., Miniard, P. W., & Engel, J. (2001). *Consumer Behavior* (9th ed.). Tex: Harcourt College Publishers. Boulding, Kenneth, E. (1956). *The Image, The University of Michigan Press*. Bowen, H. R. (1953). *Social Responsibilities of the Businessman*, New Yourk: Harper & Row. Bowman, E. H., & Haire, M. (1975). A Strategic Posture Towards Corporate Social Responsibility. *California Management Review*, 18(1), 48-58. Brammer, S., & Millington, A. (2005). Corporate reputation and philanthropy: an empirical analysis. *Journal of Business Ethics*, 61, 29-44. Carl, S. (1983). Premiums for High Quality Products as Returns to Reputations. *Quarterly Journal of Economics*, 98(1), 659-679. Carlsen, J., Getz, D., & Ali-Knight, J. (2001). The environmental attitudes and practices of family business in the rural tourism and hospitality sectors. *Journal of Sustainable Tourism*, 9(4), 281-297. Carroll, A. (1979). A Three-Dimensional Conceptual Model of Corporate Social Performance. *Academy of Management Review*, 4, 497-505. DeTienne, K. B., & Lewis, L. W. (2005). The pragmatic and ethical barriers to corporate social responsibility disclosure: The Nike Case. *Journal of Business Ethics* 60, 359-376. Drumwright, M. (1994). Socially responsible organizational buying: environmental concern as a non-economic buying criterion. *Journal of Marketing*, 58(3), 1-19. Ellen, P. S., Lois, A., Mohr., & Deborah, J. W. (2000). Charitable Programs and the Retailer: Do they Mix, *Journal of Retailing*, 76 (3), 393-406. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (8th ed.). New York: Dryden Press. Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: an Introduction to Theory and Research*. Boston: Addison-Wesley. Handelman, J. M., & Arnold, S. J. (1999). The role of marketing actions with a social dimension: appeals to the institutional environment. *Journal of Marketing*, 63(3), 33-48. Hawkins, D. I., Roger, J. B., & Kenneth, A. C. (1992). *Consumer Behavior: Implication For Marketing Strategy* (5th ed.). Mass: Irwin. Holmes, S. L. (1978). Adapting corporate structure for social responsiveness, *California Management Review*, 21(1), 47-54. Hung, J. C. (2002). A study of travelers' behaviors for ecotourism - Take Zchhai-Zsan natural park as an example. Unpublished Institute of Public Affair Management, National Sun University of Yat-Sen. Hungerford, H. R., & Volk, T. L. (1990). Changing learner behavior through environmental education. *The Journal of Environmental Education*, 21(3), 8-21. Hwang, Y., Kim, S., & Jeng, J. (2000). Examining the Causal Relationships Among Selected Antecedents of REB. *Journal Of Environmental Education*, 31(4), 19-25. Jill, G. K., Smith, N. C., & John, A. (2004). Why We Boycott: Consumer Motivations for Boycott Participation. *Journal of Marketing*, 68, 92-109. Kasim, A. (2004). BESR in the hotel sector: A look at tourists propensity towards environmentally and socially friendly hotel attributes in Pulau Pinang, Malaysia. *International Journal of Hospitality and Tourism Administration*, 5(2), 61-83. Keller, K. L. (1993). Conceptualizing, Measuring, and Managing customer-based brand Equity. *Journal of Marketing*, 57, 1-22. Kinnear, T. C., & Taylor, J. R. (1996). *Marketing Research* (5th ed.). New York: McGraw-Hill. Klein, J. G., Smith, C. N., John, A. (2004). Why We Boycott: Consumer Motivations for

Boycott Participation, *Journal of Marketing*, 68(2), 92-109. Kotler, P. (1991). *Marketing Management: Analysis, Planning, Implementation and Control* (7th ed.). New Jersey: Prentice-Hall. Madrigal, R. (2000). The Role of Corporate Associations in New Product Evaluation. *Association for Consumer Research*, 27, 80-86. McWilliams, A., & Donald, S. (2001), *Corporate Social Responsibility: A Theory of the Firm Perspective*, *Academy of Management Review*, 26(1), 117-127. Michael, P. E., & Mark, K. R. (2002). The competitive advantage of corporate philanthropy, *Harvard Business Review*, 80(12), 56-64. Stanley, J. (1988), Movers and shakers. *Industry Week*, 18, 47. Moskowitz, M. (1972), Choosing socially responsible stocks. *Business and Society*, Spring. Moskowitz, Miltom. (1972). Choosing socially responsible stocks. *Business and Society Review*, 1(1), 71-75. Mukesh, M. (2006). Hotels should ' go green ' for lasting economic, social benefits. *Hotel and Motel Management*, 221(6), 21. Nha, N., & Gaston, L. (2001). Corporate image and corporate reputation in customers ' retention decisions in services. *Journal of Retailing and Consumer Services*, 8(4), 227-236. Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). New York: McGraw-Hill. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implication for future research, *Journal of Marketing*, 49, 41-50. Richard, O. C., & Johnson, N. (2001). Strategic human resource management effectiveness and firm performance. *International Journal of Human Resource management*, 12, 299-310. Robert, M. (2000). The Role of Corporate Associations in New Product Evaluation. *Advances in Consumer Research*, 27, 80-86. Robertson, T. S., & Gatignon, H. (1986). Competitive effects on technology diffusion. *Journal of Marketing*, 50(3), 1-12. Rockness, J., Schlachter, P., & Rockness, H. O. (1986). Hazardous Waste Disposal, Corporate Disclosure and Financial Performance in the Chemical Industry. *Advances in Public Interest Accounting*, 1, 167-191. Sen, Sankar, & Bhattacharya, C. B. (2001). Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility. *Journal of Marketing Research*, 38(3), 225-243. Sethi, S., Prakash. (1975). Dimension of Corporate Social Performance: An Analytical Framework, *California Management Review*, 17(3), 58-64. Shapiro, C. (1983). Premiums for High Quality Products as Returns to Reputations. *Quarterly Journal of Economics*, 98, 659-79. Tzou, D. M. (2002). A Study of environmental behavior of students of bioscience and business administration department of Sun Yat-Sen University. Unpublished Institute of Public Affair Management, National University of Sun Yat-Sen. Waddock, S., & Smith, N. (2000). Corporate social responsibility audits: doing well by doing good. *Sloan Management Review*, 41(2), 75-83. Walters, C. G. (1978). *Consumer Behavior: An integrated framework*. New York: Richard D. Watkins, E. B. (1994). Do guests want green hotels. *Lodging Hospitality*, 50(4), 70-72. Zairi, M., & Peters, J. (2002). The impact of social responsibility on business performance. *Managerial Auditing Journal*, 17(4), 174-178.