CONSUMER ATTITUDES AND BEHAVIOURAL INTENTIONS TOWARDS CORPORATE SOCIAL RESPONSIBILITY: EVIDENCE FROM THE AIRLINE INDUSTRY

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ABSTRACT

This paper explores consumers' attitudes and behavioural intentions towards corporate social responsibility (CSR) practices in the airline industry by examining the role of consumers' perceived values and expectations towards CSR initiatives in the airline industry. Data pertaining to customers in the airline industry is used to determine the role of consumer values and expectations in relation to the attitudes and behavioural intentions towards CSR initiatives. According to results, consumer perceptions of value dimensions and CSR expectations have a significant positive effect on customer attitudes when purchasing services in the airline industry. Results also indicate that customer attitudes have a significant positive relationship with consumers' purchase intentions in the airline industry. The paper discusses implications for managers and adds to the understanding of CSR initiatives and how they can increase companies' value proposition.

1. INTRODUCTION

The context of Corporate Social Responsibility (CSR) has been argued over 50 years, and it has never been this vital for companies even before this time (Smith et al., 2001). Also, consumer support for CSR is well established and companies are now expected to engage in some form of CSR (Rundle-Thiele et al., 2008). Over the last 25 years, consumers have become much more aware of the environmental issues caused by human activity (Cowper-Smith and Grosbois, 2011). There is a growing interest towards companies that in relation to their social responsibility whilst doing business (Rundle-Thiele et al., 2008). The tourism sector has received significant attention at this point that while providing economic and social benefits to the society, it also has negative impacts socially, economically, and environmentally (Cowper-Smith and Grosbois, 2011). As the industry is expected to grow significantly, pressure on the companies within the sector for socially responsible tactics is also increasing (Tsai and Hsu, 2008). Within the tourism sector, airline industry has attracted consumers' attention in relation to socially responsible tactics within its businesses (Cowper-Smith and Grosbois, 2011).

For this reason, there is a growing interest among the society towards the Corporate Social Responsibility (CSR) initiatives within the airline industry (Lynes and Andrachuk, 2008), and companies are now expected to engage in some form of CSR. CSR literature suggests that expectations and values are important factors for understanding consumers' behaviours towards socially responsible companies and their CSR initiatives. Consumers' evaluation of CSR initiatives can be related to consumers' expectations; consumer's expectations on CSR initiatives is one of the variables that affect society's opinion about companies (Creyer, 1997; Podnar and Golob, 2007). In addition, literature suggests that consumers' behaviours may be dependent on the value they receive from a specific service/ product (Menon and Kahn, 2003; Peloza, 2009; Green and Peloza, 2011).

However, none of the studies has explicitly measured consumers' perceived values and expectations from CSR within the airline industry (Green and Peloza, 2011). For this reason, the current study focuses on the consumers' attitudes and behavioural intentions in order to underpin the reasoning behind the consumer behaviour towards CSR initiatives in the airline industry. The roles of values and expectations have been examined in order to explore both attitudes and behavioural intentions of the airline industry consumers.

2. LITERATURE REVIEW

2.1 Approaching CSR

Although CSR's importance is increasing, there is still no clear identification for CSR in the literature (Carrigan and Attalla, 2001; Melo and Galan, 2011; Servaes and Tamayo, 2012; WBCSD, 2013). The reason can be the unclear boundaries and debatable legitimacy (Lantos, 2001; Lantos, 2002), or different definitions and unidentified corporate benefit of it (Vaaland et al., 2008). A broad range of views has emerged in an attempt to clarify the nature and scope of CSR (Schwartz and Saiia, 2012). On the other hand, there are several researchers that find it impossible to define CSR in a standardised way due to different cultures and social, economical and political differences (Nippa and Klossek, 2008; Argandona and von Weltzien Hoivik, 2010). World Business Council For Sustainable Development (WBCSD) offers a definition in terms of empirical studies towards CSR: '*Corporate Social Responsibility is the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large'* (WBCSD, 2013, p.3)

In addition to the discussion over its definition, the controversy over CSR becomes much more substantial when it comes to deciding the level of social responsibility that companies should adopt (Lantos, 2001). Although there are different views and perspectives towards the definition of CSR, it seems to be divided into two different approaches (Schwartz and Carroll, 2003; Schwartz and Saiia, 2012). On one hand there is a stream of researchers who are in favour of the view that the companies can only be accounted socially responsible within the limits of legal and ethical compliance (Levitt, 1958; Freidman, 1970) and on the other hand there are supporters of the idea that the companies have broader responsibilities (McGuire, 1963; Andrews 1973; Davis and Blomstrom, 1975; Carroll 1979; Epstein, 1987).

Considering this dispute about the CSR and its borders, Carroll's (1979) four-part model of CSR (The Pyramid of CSR) has been used by many researchers (Wartick and Cochran, 1985; Wood, 1991; Swanson, 1995, 1999) and empirical studies (Aupperle et al., 1985; Spencer and Butler, 1987; O'Neill et al., 1989; Strong and Meyer, 1992 Ibrahim and Angelidis, 1995; Burton and Hegarty, 1999; Smith et al., 2001; Phillips, 2006; Golob et al., 2008).

As an example, in the broad CSR perspective Carroll (2009) suggested that companies have 'four faces' to apply to be good corporate citizens: 1. Economic: Business' responsibility to make profit for owners, 2. Legal: Businesses expected to play by the rules of the game, 3. Ethical: Businesses expected to do what is right and fair, 4. Discretionary/philanthropic: Companies are expected to 'give back'. Although many researchers have used Carroll's four

categories of CSR in the past, it still carries some weaknesses identified by Schwartz and Carroll (2003). Three problems have been identified with Carroll's (1991) Pyramid of CSR; (a) the use of a pyramid to explain the relationship between the four categories of CSR; (b) the role of philanthropy as a detached part from the model; and (c) the unfinished theoretical development of the economic, legal and ethical domains (Schwartz and Carroll, 2003).

Because of its incomplete structure and the increasing need to provide better and much more clear definition for the four-domain approach, Schwartz and Carroll (2003) provided an upgraded version of the pyramid of CSR by Carroll (1991): The Three-Domain Model of Corporate Social Responsibility. This consists of 3 domains (Economic, Legal, Ethical) which, in total, include 7 sub-categories: (i) purely economic, (ii) purely legal, (iii) purely ethical, (iv) economic/ethical, (v) economic/legal, (vi) legal/ethical, (vii) economic/legal/ethical (Schwartz and Carroll, 2003).

1. Economic Domain: The economic domain includes activities that aimed direct or indirect positive impact towards the company. The positive impact is based on two points: (a) maximization of profits and/or (b) the maximization of the share value (Poitras, 1994).

2. Legal Domain: The legal domain belongs to the company's responsiveness towards legislation expected or forced by society in the form of federal, state, jurisdiction or through legal dynamics as developed in case law.

3. Ethical Domain: The ethical domain captures the ethical responsibilities of companies expected by the public and relevant stakeholders. It includes being responsive towards both domestic and global ethical essentials. Carroll's ethical domain also includes three general ethical standards: (a) conventional, (b) consequentialist and (c) deontological.

Schwartz and Carroll (2003) suggested that the domains in the three-domain model can be used to investigate research questions related to the particular role of 3 domains in CSR, their relationships with other variables, or collectively as an overall measurement of CSR.

2.2 Corporate Social Responsibility Initiatives in the Airline Industry

There is a growing interest towards CSR initiatives in the airline industry in order to decrease the negative effects of the industry and contribute to sustainable development (Cowper-Smith and de Grosbois, 2011). This explains why it is hard to find any aviation-related business that does not implement some kind of CSR program (Phillips, 2006). Still, there isn't enough number of research studies towards CSR practice in the airline industry, and the industry's adaptation of CSR has been relatively slower if compared to other industries (Lynes and Andrachuk, 2008) and it is regarded as very limited (Tsai and Hsu, 2008). The studies towards CSR initiatives in airline industry, which have focused on case studies (Tsai and Hsu, 2008), environmental management (Mak and Chan, 2007) or aspect of CSR (Philips, 2006), have

limited and insufficient depth to provide an overview of the CSR initiatives in the airline industry (Cowper-Smith and de Grosbois, 2011). Phillips (2006) used Carroll's Pyramid of Corporate Social Responsibility (Carroll, 1991) while analysing the airline industry CSR initiatives. Philips (2006) categorized the CSR initiatives in the airline industry into 3 groups: (a) Category A, the social outreach and recognition. (b) Category B, ethics. (c) Category C, the environmental protection, health and safety, training and diversity (Phillips, 2006).

However, this study carries the weaknesses of using Carroll's The Pyramid of CSR to explain the relationship between the four categories of CSR and does not take into account the role of philanthropy as a separate part. In an effort to deal with this issues, Schwartz and Carroll (2003) introduced a new model: The Three-Domain Model of Corporate Social Responsibility. Moreover, Cowper-Smith and de Grosbois (2011) offered some evidence that the categorization can be made towards the CSR initiatives of the airline industry. In their research, Cowper-Smith and de Grosbois (2011) identified the most common CSR initiatives among the airline industry. Both environmental initiatives and socio-economic initiatives were examined, and the study provided an adaptation level of the CSR initiatives among the airlines.

Still, there are some limitations as, Cowper-Smith and de Grosbois (2011) used only one source of data in their study; the CSR reports published by airline companies. Therefore, the study may be incomplete since the CSR reports may not include all of the applicable CSR initiatives.

2.3 Consumer Attitudes & Behavioural Intentions

Similar to the definition of Corporate Social Responsibility and CSR initiatives in airline industry, consumer attitudes and behavioural intentions need to be further explained, so further justification is provided on the relationship between attitudes and behaviour intentions. The best-known formulation of attitude model in the literature is probably the theory of reasoned action (Fishbein and Ajzen, 1975; Engel et al., 1995; Chang and Yeh, 2002; Kim et al., 2009). The Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980) is useful for examining consumer attitudes and behaviour intentions. The TRA receives wide support in recent literature (Coleman et al., 2011) and it has been used in both social psychology and marketing literature to explain the reasoning behind some behaviours like smoking, drinking and sexual transmissible diseases-related behaviour (Schlegel et al., 1977; Chassin et al., 1981; Ajzen, 1991). The model was also used within the studies in the airline industry in terms of exploring service quality (Chang and Yeh, 2002) and the consumer acceptance of e-commerce websites (Kim et al., 2009). The parts of TRA are divided into three: behavioural intention (BI), attitude (A), and subjective norms (SN). TRA suggests that a person's behavioural intention relies on

the person's attitude towards the behaviour and subjective norms ($BI = A + SN$). In other words, if a person intends to engage in a certain behaviour it is most likely that he or she will do it (Thompson et al., 1994).

An important factor of theory of reasoned action is individual's intention to perform a given behaviour and intentions are assumed to capture the motivational factors that influence behaviour; they are indicators of how hard people are willing to try, how much an effort they like to show to perform the behaviour (Ajzen, 1991). Also, Ajzen, (1991) concluded that the theory of reasoned action explains two different independent determinants of intention: (a) attitude towards behaviour, which refers to the degree which a person has favourable or unfavourable evaluation of the behaviour in question, (b) social factor or else a subjective norm, which refers to the perceived social pressure to perform or not to perform the behaviour.

TRA provides a defined model to test empirically the relationships between antecedents, attitudes and the behaviour of consumers (Coleman et al., 2011; Yeoh and Paladino, 2013). Yeoh and Paladino (2013) used TRA as a framework to form their casual model, which includes the research of the relationship between altruism and behaviour. In addition, TPA has been used in several research studies to explain the relationship between CSR and exercise behaviour (Maddux, 1993), in the prediction of consumer purchase intentions (Alwitt and Pitts, 1996), in green purchasing decisions (Schlegelmilch et al., 1996) and corporate social responsibility initiatives (Werder, 2008).

Although the TRA has been used to examine the relationship between CSR and behaviour, the theory has some limitations. (a) it assumes that behaviour is both voluntary and consciously pre-analysed. (b) it doesn't have the ability to explain or predict impulsive or irrational behaviours (Coleman et al., 2011). To overcome these limitations, the model was upgraded by Ajzen (1991) and renamed as Theory of Planned Behaviour (TPB).

The TBP was developed by adding perceived behavioural control to the TRA. In this way, the new theory gained the ability to account for behaviours that occur without voluntary control of the person (Coleman et al., 2011). Sheu (2006) investigated whether TRA or TPB better predicts students' behavioural intentions towards CSR and the results showed that TBP is a better model than TRA in predicting favourable behavioural intentions and TRA and TBP has equal performance in predicting unfavourable behavioural intentions. The literature provides reasonable information that the TBP can also be used, just like the TRA, to investigate the

relationship between attitude and behaviour intentions towards CSR initiatives (Madden et al, 1992; Sheu 2006; Coleman et al., 2011).

2.4 The Relationship between CSR and Consumer Attitudes

There have been many studies in the literature in support of a positive relationship between CSR and consumer attitudes along with positive affective, cognitive and behavioural responses (Murray and Vogel, 1997; Folkes and Kamins, 1999; Ellen et al., 2000; Sen and Bhattacharya, 2001). Also, some consumers seek to make purchases based on a company's social responsibility level (Moisander and Personen, 2002; Auger et al., 2003; Marin et al., 2009; McEachern et al., 2010). Bhattacharya and Sen (2004) concluded that consumers have a supportive attitude towards companies that employ CSR. On the other hand, in many other studies, CSR applications are thought to be indefinitely accepted by the consumers, and the consequences of CSR initiatives are unknown (Brown and Dacin, 1997; Creyer and Ross 1997; Bhattacharya and Sen 2004; Becker-Olsen et al., 2006). Some researchers suggest that consumers punish the firms that they regard as dishonest (Sen and Bhattacharya, 2001; Simmons and Becker-Olsen, 2004).

This can be attributed to the difference in consumers' attitudes towards companies and their different attitudes towards different CSR initiatives. There is a significant difference in consumer reactions towards CSR initiatives (Bhattacharya and Sen, 2004; Green and Peloza, 2011) and as Bhattacharya and Sen (2004) suggest, what works for one customer doesn't work for another. Consumers are individuals with distinct personalities and form different attitudes and intentions towards the same events or situations (Bhattacharya and Sen, 2004). Because of the different ways of creating attitudes, it also makes sense that consumers have different attitudes towards various CSR initiatives, and that's why the consequences of CSR actions are unknown in terms of reward or punishment towards the company (Bhattacharya and Sen, 2004).

Even though consumers' reactions are unknown towards CSR initiatives, companies can predict consumers' attitudes and purchase behaviour. As Green and Peloza, (2011) concluded, one way to do this is by focusing on consumers' evaluation of the CSR initiatives. When asked, consumers evaluate how companies' CSR behaviour matches with their own values, morals, standards, expectations and priorities and how each CSR initiative can add additional value to their purchase (Green and Peloza, 2011). Following the Green and Peloza, (2011)'s suggestion a review on the current literature towards values and expectations is reasonable to achieve the research objectives.

2.5 The Role of Value and Expectations

In the marketing literature, perceived value has been identified as one of the most important ways of gaining a competitive edge (Parasuraman, 1997) and it has been argued to be the most vital indicator of purchase intentions (Parasuraman and Grewal, 2000). However, in the leisure and tourism services, the airline industry included attitudes, purchase intentions and consumer loyalty are usually forecasted by measuring consumer satisfaction and/or service quality (Petrick, 1999). Woodruff (1997) concluded that, perceived value that underlines customer evaluation has to be taken into consideration to forecast consumer attitudes and purchase intentions. Since consumer perceived value is an important pointer of purchase intentions and attitudes (Chang and Wildt, 1994; Jayanti and Ghosh, 1996; Petrick, 1999; Petrick et al., 1999; Woodruff, 1997), consumers' perceived values need to be examined in order to understand consumer attitudes and behaviour intentions towards CSR initiatives in airline industry.

Zeithaml, (1988) identified perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Depending on this definition, Zeithaml (1988) identified four different meanings of value: (a) value is low price, (b) value is whatever individual wants in the product, (c) value is the quality that the consumer receives for the price that paid, (d) value is what the consumer gets for what they give. Most of the studies in the literature on perceived value have focused on the last definition (d) (Zeithaml, 1988; Bojanic, 1996; Petrick, 2002). Similarly, Seth et al. (1991a, 1991b) developed an extensive theoretical framework for perceived value. At their framework, Seth et al. (1991a, 1991b) named consumer choice as a function of multiple consumption dimensions, making different contributions in different choice situations. Seth et al. (1991a, 1991b) suggested five different dimensions: (a) social, (b) emotional, (c) functional, (d) epistemic, and (e) conditional value, pertaining to the purchase decision at the product level or at the brand level. Seth et al. (1991a, 1991b) establish the most useful foundation for using the existing value constructs in many fields, including economics, social, and clinical psychology (Sweeney and Soutar, 2001). Green and Peloza (2011) argued that consumer categorisation of CSR and their subsequent perception of value corresponds to the three value drivers from Seth et al. (1991a, 1991b)'s framework. At the same time, some studies suggest that the value consumers receive from CSR is variable (Green and Peloza, 2011) and consumer behaviour may be dependent on the value they receive (Creyer and Ross, 1996; Menon and Kahn, 2003; Peloza, 2009; Green and Peloza, 2011). Prior studies in the literature also agree that consumer perceived value is an important variable in the investigation of the purchase intentions and attitudes (Chang and Wildt, 1994; Jayanti and Ghosh, 1996; Woodruff, 1997; Petrick, 1999; Petrick et al., 1999), but it needs to be further investigated in terms of CSR.

Based on Seth et al.'s (1991b) framework for values, Green and Peloza (2011) argued that CSR could provide 3 types of values for the customers; emotional value, social value and functional value. (a) The emotional value is received when a consumer makes a purchase with social or environmental attribute: (b) Social value occurs from the purchases from companies which are applying CSR initiatives since people are making judgments about each other by their purchases and lastly, (c) Functional value, which is the benefit that a consumer receives from actual product or service. Besides, Sheth et al. (1991a, p.12) argued that value dimensions are independent as the dimensions 'relate additively and contribute incrementally to choice'. However, prior research indicates that hedonic and utilitarian components of attitude may be interrelated (Osgood et al., 1957). Moreover, many other studies that used multidimensional constructs, which include organizational commitment (Mowday et al., 1979), well-being at work (Warr, 1990), retail service quality (Dabholkar et al., 1996), communication-evoked mental imagery (Babin and Burns, 1998), consumer perceived value (Sweeney and Soutar, 2001) and corporate social responsibility (Green and Peloza, 2011), have been found to be interrelated. To sum up, even though Sheth et al. (1991a) argued that the dimensions are interdependent, Green and Peloza (2011)'s consumption value model for CSR effectiveness, which interrelates value dimensions (emotional, social and functional) has an acceptable theoretical validity in the literature. The three value drivers provide the ability to forecast consumer behaviour in terms of attitudes and behaviour intentions towards CSR initiatives.

Creyer and Ross, (1997) concluded that expectations are the beliefs of what is to be expected. Expectations are playing an essential role in many types of consumer decisions (Creyer, 1997). At the same time, they are linked with both marketing concepts and CSR (Podnar and Golob, 2007). Parasuraman et al., (1988) concluded that consumer expectations are based on what they believe a company needs to do instead of what a company would do. In the last decade, CSR issues have become a major driver for society's opinion (Dawkins and Lewis, 2003). Additionally, Creyer and Ross (1997) found that consumers form expectations about corporate behaviour's ethicality. Expectations towards CSR initiatives are increasing and consumers are intolerant towards companies which are failing to do their obligations (Dawkins and Lewis, 2003) As Creyer (1997) also explained, it is important to understand how consumers interpret, and react to the outcome of the corporate decision and ethicality of corporate behaviour. The evaluation of the CSR initiatives by consumers can be defined with the use of consumer expectations (Dawkins and Lewis, 2003) since the latter is one of the variables that affects the individuals' opinions about companies (Creyer and Ross, 1997; Podnar and Golob, 2007).

According to Monsen (1972), CSR's consumer expectations represent the minimum level of CSR or the least level of CSR that companies are expected to apply. On the other hand, recent studies (Creyer and Ross, 1997; Sen and Bhattacharya, 2001; Podnar and Golob, 2007) found that CSR's beliefs and expectations actually form their responses towards corporate behaviour. If a company, perceived by consumers as highly active and efficient in CSR, this would create high expectations. So, if this firm performed a CSR initiative not as efficiently as before, this would make the consumer feel even more dissatisfied (Creyer and Ross, 1997). In addition, consumers tend to project their expectations and concerns into their behaviour towards companies (Klein et al., 2002; Maignan et al., 2005) and consumer expectations towards CSR initiatives significantly impact the consumer behaviour towards the companies (Creyer and Ross, 1997; Nebenzahl et al., 2001). Thus, expectations are at the core of the consumers' decision-making while determining the level of satisfaction or dissatisfaction towards the corporate behaviour (Creyer, 1997). For this reason, some studies used Prospect Theory (Kahneman and Tversky, 1979) in order to forecast how the consumers react against both ethical and unethical behaviour (Creyer, 1997).

The prospect theory (Kahneman and Tversky, 1979) is a model of risky choice process, and is used in marketing in order to forecast consumers' behaviour towards both ethical and unethical behaviour of the company; this theory has been used to predict behaviour in a number of marketing situations (Creyer, 1997; Puto, 1987; Ross, 1991; Creyer and Ross, 1996). From the theory of Kahneman and Tversky (1979), Creyer (1997) argued that if consumers expect firms to behave ethically, then the firm's ethical behaviour is taken as a reference point while consumers are evaluating the behaviour of the company. If the company is only meeting with the expectations of the consumer in terms of ethicality, which is the reference point, there is no gain or loss for the company for its CSR activities (Creyer, 1997). In addition, from the Creyer's (1997) perspective, if the companies are not meeting with the ethical reference point, which is developed by the consumers knowledge and attitudes towards company, then the activities below the reference point should provide a loss for the company. However, Kahneman and Tversky's (1979) Prospect Theory highlights that the evaluation of outcomes is highly dependent on a reference point. Regarding the latter, Klein and Oglethorpe (1987), based on Della Bitta and Monroe (1973), showed 3 levels for the reference points; (a) aspiration based (what consumer would like to see happens in the company), (b) market based (what is the current standing of the market) and (c) the experience-based (what consumer experienced in the past) (Klein and Oglethorpe, 1987).

As Klein and Oglethorpe (1987) concluded, the depth of processing and level of involvement can vary regarding to the class that has been selected. In addition, there is a high potential

to use an aspiration-based reference point (Klein and Oglethorpe, 1987). Under these circumstances, Klein and Oglethorpe (1987) conclude that consumers' evaluation of CSR initiatives is expected to be: a. Involving, since the consumers believe that ethicality of the firm is important; b. Abstract, since most of the aspects of the firm's motivations and behaviors must be considered at the point of judgment of behavior's ethicality. Because of these reasons, while evaluating CSR initiatives, consumers are expected to use aspiration-based reference point (what consumer would like to see happens in the company) (Klein and Oglethorpe, 1987).

The Kahneman and Tversky's (1979) Prospect Theory and Klein and Oglethorpe (1987)'s reference points provides this study an important information towards understanding consumer expectations towards companies CSR initiatives. With their study, it has been clarified that to investigate consumer expectations towards CSR initiatives, the main focus should be consumers' aspiration-based expectations. In other words, what consumer would like to see happens in the company in terms of CSR initiatives, projects the consumer expectations towards companies CSR initiatives. In sum, following the extant literature regarding CSR practices and the consumers' expectations and perceived value of CSR related services, this study aims to offer new knowledge and data in an overlooked market, the airline industry. As such, the following hypotheses are proposed:

H1: In the airline industry it is expected that consumers' perception of value dimensions of services involving CSR initiatives will positively effect consumers' attitudes towards CSR initiatives.

H2: In the airline industry it is expected that consumers' expectations of CSR initiatives will positively effect consumers' attitudes towards CSR initiatives.

H3: In the airline industry it is expected that consumers' attitudes towards CSR will positively effect consumers' purchase intentions towards services involving CSR initiatives.

3.METHODOLOGY AND RESULTS

A conclusive research design was selected in order to examine the relationships described in the conceptual framework. Convenience sampling was used, and an online questionnaire was developed and distributed via the social networks. The sample consisted of 201 respondents who agreed to participate, 41.3% of which were male and 58.7% female, similar to the gender structure of the airline industry customers (Golob et al., 2008). The questionnaire was pretested in order to increase the validity and reliability and a pilot survey was conducted.

In order to measure attitudes towards CSR, we examined several studies within the literature that were deemed as useful. As an example, attitudes towards helping others scale (AHO)

and attitudes towards charitable organisations scale (ACO) were useful for this study (Webb et al., 2000). Webb et al. (2000) also suggested that the measures could be used to understand the relationship between values and charitable behaviour. However, the scale was not efficient to measure the attitudes towards CSR initiatives in the airline industry since AHO and ACO scales were effective for measuring attitudes towards charitable organisations and consumer's donation behaviour. Their scale could have been useful if this study aimed to explore consumers' willingness to pay a premium price. For this reason, AHO and ACO scales was rejected. For the attitude questions, a scale was taken from Kolodinsky et al. (2010) that measured the consumer attitudes towards CSR initiatives with the use of this scale. The reliability of Kolodinsky et al. scale was high (0.73 Cronbach's alpha). Respondents evaluated all items on a 7-point scale, ranging from strongly disagree (1) to strongly agree (7). The questions were as follows: 'The most important concern for an airline company is making a profit, even if it means bending or breaking the rules', 'The overall effectiveness of an airline company can be determined to a great extend by the degree to which it is ethical and socially responsible', 'Social responsibility and profitability can be compatible', 'Business ethics and social responsibility are critical to the survival of an airline company', 'Airline companies have a social responsibility beyond making profits', 'Good ethics is often good business'.

3.1. SCALE FOR MEASURING VALUES

For measuring consumer perceived value towards CSR initiatives in airline industry, the 12-item PERVAL scale was taken from Walsh et al. (2013)'s study. Walsh et al. replicated, validated and reduced the length of the PERVAL scale (The original 19-item PERVAL scale was developed by Sweeney and Soutar (2001) to measure consumer perceived value). Although Walsh et al. have also developed an 8-item PERVAL scale, for this study, the 12- item scale was preferred since it contains psychometric properties (Walsh et al., 2013). The PERVAL scale was originally designed to measure the consumers' perceived value in services and goods context (Walsh et al., 2013). Walsh et al. (2013) PERVAL scale consists of three consumer perceived value elements. First, the functional value, second, the emotional value, and third, the social value (Respondents evaluated all items on a 7-point scale ranging from 'Strongly Disagree' (1) to 'Strongly Agree' (7).

Two scales were initially found useful in order to measure consumer expectations towards CSR initiatives in the airline industry. One of them was 14-item scale from Poolthong and Mandhachitara (2009) study, where the researchers examined consumer expectations in Thai retail banking. Although their scale was found eligible for this study, it was rejected since the questions in the scale did not capture the possible CSR initiatives in the airline industry. Their scale focused more on the CSR initiatives towards retail banking. The scale for measuring

expectations towards CSR initiatives in the airline industry was taken from Creyer (1997), which measured consumer expectations towards firms' ethical behaviour. Respondents evaluated all items on a 7-point scale ranging from strongly disagree (1) to strongly agree (7). The questions were as follows: 'Airlines really should be ethical in all of their dealings in the marketplace', 'I expect the Airlines that I deal with to act ethically at all times', 'All of the airline companies will be unethical sometimes; it is normal', 'It is no big deal if airline companies are sometimes unethical', 'Airline companies have a responsibility not to ever act unethically', 'All of the airline companies will not uphold the highest ethical standards sometimes; nobody is perfect', 'Airline companies have a responsibility to always act with the highest of ethical standards'.

To measure the purchase intentions of consumers towards CSR initiatives in the airline industry, the scale was taken from David et al. (2005), where consumer purchase intentions towards companies that have CSR initiatives were measured. Respondents evaluated the item on a 7-point scale ranging from not at all likely (1) to extremely likely (7). The question was: 'How likely is it that you would buy products from the airline company X?' (Company X was the same company that respondents asked to imagine in the previous parts).

All scales were proved to be reliable and internally consistent and the summated multi-item scales were constructed based on the mean scores (Spector, 1992). Moreover, all measures were found to be unidimensional and valid in terms of both discriminant and convergent validity. To check the validity of our research hypotheses and the significance of the model's causal relationships, we followed the SEM analysis. According to the results (Table 1) there is a good fit of the hypothesized model to our data, and all hypotheses are accepted.

Table 1. Fit Indices and Path Coefficients

PATH MODEL CFI =0.90, RMSEA=0.07	STZD BETA	T	SIG.
CONSUMER PERCEPTIONS OF VALUE → CONSUMER ATTITUDES	0.13	4.33	< 0.05
CONSUMER EXPECTATIONS → CONSUMER ATTITUDES	0.09	2.25	< 0.05
CONSUMER ATTITUDES → PURCHASE INTENTIONS	0.52	3.14	< 0.05

4. DISCUSSION AND CONCLUSIONS

Despite the growing interest in researching CSR practises in the airline industry, there aren't enough studies (Lynes and Andrachuk, 2008; Tsai and Hsu, 2008). The existing studies regarding CSR initiatives in the airline industry are limited in-depth and are insufficient to provide an overview of the airline industry's CSR initiatives (Cowper-Smith and de Grosbois, 2011). This study contributes to the relevant literature by providing insights on the consumers' attitudes and purchase intentions towards CSR practises in the airline industry by examining

consumer perceived values and expectations. Firstly, this study revealed that the CSR practises in the airline industry increase the airline companies' perceived quality, and it supports the idea that CSR initiatives are a useful tool for marketing tactics that aim to increase the perceived value of the airline companies. Moreover, data analysis revealed that there is a positive between consumers' attitudes towards CSR initiatives in the airline industry and consumers' purchase intentions in relation to services involving CSR initiatives in the airline industry. The results were consistent with the existing literature (Ajzen, 1991; Alwitt and Pitts, 1996; Schlegelmilch et al., 1996; Coleman et al., 2011), and stressed out the role of attitudes as a significant predictor of purchase intentions within the airline industry. Expectations were also found to be a significant predictor of attitudes towards the companies with CSR initiatives in the airline industry. Airline companies can benefit from market research to thoroughly investigate consumers' profile and, thus, determine the level of investment required to meet consumers' expectations. This can lead to the creation of favourable attitudes towards the company and, in turn, to increased purchase intentions. Advertising and promotion campaigns can also increase the perceived value of the consumers by focusing on the CSR initiatives of the company within the airline industry. Future research could be directed towards the CSR expectations research in the airline industry. Specifically, the development of a new scale to measure consumer expectations for CSR initiatives could increase the efficiency of measuring the airline industry expectations. Future research can also investigate the role of values within a different value definition. A new research design to investigate the consumers' perceived values towards the airline industry may increase the validity of the perceived value from CSR initiatives and find more results to interpret the relationship between consumers' perceived values and attitudes and the relationship between consumer perceived values and expectations.Moreover, an investigation towards perceived value dimensions towards CSR initiatives can propose new additional dimensions, with respect to the Green and Peloza's (2011). Finally, future research could focus on the role of consumer satisfaction for consumer attitudes and behavioural intentions towards CSR initiatives of airline industry.

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