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How does perceived corporate social responsibility contribute to green consumer behavior of Chinese tourists: a hotel context

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How does perceived corporate social responsibility contribute to green consumer behavior of Chinese tourists: a hotel context

Structured Abstract:

Purpose – This study examines consumption emotions and customer-company identification as mediating variables to explore the association of perceived CSR on green consumer behavior in a hospitality lodging context.

Design/methodology/approach – Utilizing a Stimulus-Organism-Response framework, an integrated model is developed. The hypothesized relationships of the research model are tested using the structural equation modeling technique. Data were gathered from hotel guests at a UNESCO World Heritage Site in China.

Findings – Perceived CSR directly impacts positive emotions, negative emotions, and customer-company identification. Positive emotions significantly influence customer-company identification. Positive emotions and customer-company identification partially mediate the relationship between perceived CSR and green consumer behavior. Hotel type was not found to be a moderating factor.

Research limitations/implications – Perceived CSR can act to influence consumers' behaviors more broadly via an increased likelihood of engaging in green consumer behavior. Implementing CSR strategies at the company level may provide additional benefits to society as a whole. The proposed relationships need to be replicated in other service organizations, segments, and cultures to better assess the generalizability of the findings.

Originality/value –This study investigates the association between consumption emotions and customer-company identification, which has been missing in the tourism/hospitality literature. This study also extends prior CSR literature by examining the potential moderating role of hospitality type.

INTRODUCTION

Due to the nature of their services, hotels use a significant amount of energy, water,

and non-reusable products that may cause potential environmental damage (Han and Yoon, 2015). The practice of corporate social responsibility (CSR) for these hospitality providers is important and has received increasing attention among scholars (e.g., Bolton and Mattila, 2015; Kim *et al.*, 2013; Kucukusta *et al.*, 2013; Lee, Seo *et al.*, 2013; Lee, Kim *et al.*, 2014; Martínez and Rodríguez del Bosque, 2013; Nyahunzvi, 2013; Park and Levy, 2014). Much of this research has focused on the relationship between CSR activities and financial outcomes (e.g., Inoue and Lee, 2011; Kang *et al.*, 2012) or the impact of CSR on customer responses and behaviors toward a company (e.g., Grappi *et al.*, 2013; Kim *et al.*, 2013; Liu *et al.*, 2014; Pérez and Rodriguez del Bosque, 2015; Romani *et al.*, 2013; Xu, 2014; Zhang, 2014). The primary focus of these studies has been on firm development, with very little attention to how CSR activities might elicit reciprocal socially responsible responses from customers.

Applying the Stimulus-Organism-Response model to a hospitality lodging context, the current study proposes that perceived CSR (Stimuli) will trigger customers' internal states (Organism). In this study, we examined the internal states of positive and negative consumption emotions (i.e., emotional responses prompted by consumption experiences) and customer-company identification (i.e., a customer's perceived connection with an organization). The resulting approach or avoidance consequence investigated is green consumer behavior (Response).

This paper fills several current gaps in the literature. First, it proposes and tests a model where positive emotions, negative emotions, and customer-company identification act as mediating variables to explore the perceived CSR to green consumer behavior relationship in a hospitality context. This extends research on the mediating role of

emotional/psychological processes in the CSR literature (Grappi *et al.*, 2013; Pérez and Rodriguez del Bosque, 2015; Romani *et al.*, 2013; Xie *et al.*, 2015). Second, the relationship of consumption emotions and customer-company identification is explored. Apart from some work investigating the relationship between emotions and organizational identification in the psychology and organizational literatures (e.g., Smith *et al.*, 2007; Wegge *et al.*, 2012), no study has investigated the likely link between consumption emotions and customer-company identification in a tourism/hospitality context. The present study also further clarifies the emotional processes derived from perceived CSR on customer behavioral responses. Third, this paper focuses on green consumer behavior as a secondary social outcome of perceived CSR (Romani and Grappi, 2014).

Green consumer behavior signifies consumers' endeavors to minimize the likely negative effects exerted on the environment during product purchase, use, and disposal. Prior research has not investigated the relationship of perceived CSR and consumer green behavior in a hotel context. In addition, "few studies have examined green consumer behavior in developed and developing countries, such research is lacking in China" (Zhao *et al.*, 2014, p. 143). The current study examines the impact of perceived CSR on consumer green behavior with a sample of Chinese lodging guests from six different hotels at a UNESCO World Heritage Site in China. Finally, the hospitality industry includes a broad number of fields within the service industry that focus on the relationship between a guest and a host. Prior research suggests that customer response to company CSR activities may differ based on hotel type (Kim *et al.*, 2013). No research to date has explored how hotel type may influence the relationship among perceived CSR and consumption emotions, customer-company

identification, and green consumer behavior.

LITERATURE REVIEW

Stimuli: Corporate Social Responsibility

The understanding that organizations have societal obligations is the fundamental premise of CSR. The phrase *corporate social responsibility* expresses how organizations put into practice the wide-ranging societal obligation of moving away from only economic measures in an effort to sustain more encompassing expectations (Pomering and Johnson, 2009). There appears to be a growing consensus that CSR is strategic (McWilliams *et al.*, 2006), or, in other words, is woven into the fabric of corporate culture. Such "a strategic, whole-business view of responsibility […] is expected to permeate all areas of operations, across the entire value chain, and with due consideration of the distinctive needs of stakeholder groups" (Coles *et al.*, 2013, p. 126).

Strategic CSR is fundamentally distinct from the selective and instrumental approach, which treats CSR as a public relations instrument having more to do with self-interest than with advancing "the social good, beyond the interest of the firm" (McWilliams and Siegel, 2001, p. 117). Strategic CSR initiatives may include a wide range of activities such as community outreach, charitable donations, improved workplace diversity, and/or the introduction of environmentally friendly programs.

Hospitality-based organizations are not new to engaging in or researching CSR activities. Notable CSR consequents have included areas such as employee loyalty (Fu *et al.*, 2014; Kim *et al.*, 2016), financial performance (Inoue and Lee, 2011; Kang *et al.*, 2010; Lee and Park, 2009), and relationship quality (Lee *et al.*, 2012; Martínez and Rodriguez del

Bosque, 2013). For example, Lee, Song, *et al.* (2013) find that perceptions of CSR initiatives influence the preferences and loyalty of customers of the Macau gaming industry. Su et al. (2016) even suggest that engaging in CSR at an overall destination level can build tourism destinations economically via the establishment of good relationships with local residents. Green and Peloza (2011) found that in addition to social and functional values, CSR can provide emotional values to customers.

Organism: Consumption Emotions

Emotion is "a mental state of readiness that arises from cognitive appraisals of events or thoughts…..and may result in specific action to affirm or cope with the emotion, depending on its nature and meaning from the person having it" (Bagozzi *et al.*, 1999, p. 184). Emotion is an important factor in delineating the consumption experience and subsequent customer responses (Lee *et al.*, 2008). The present study specifically focuses on consumption emotions, the array of emotional responses brought about in response to consumption occurrences (Westbrook and Oliver, 1991). Consistent with prior research, this study investigates emotion with two distinct dimensions: positive and negative (e.g., Jang and Namkung, 2009; Lee *et al.*, 2008; Su, Hsu, et al., 2014).

In a recent examination of the corporate social responsibility literature, Aguinis and Glavas (2012) identify a lack of research and understanding of the underlying mechanisms that link CSR with outcomes. They specifically point out a knowledge gap at the individual level of analysis—specifically, how individuals, such as customers, perceive and react to CSR initiatives emotionally. Other researchers have also pointed out the need to better understand the relationship of CSR and emotions (Grappi *et al.*, 2013; Pérez and Rodriguez

del Bosque, 2015; Romani and Grappi, 2014; Su, Huang *et al.*, 2014). Using fairness theory in an organizational justice framework, Rupp *et al.* (2006) identify that perceptions of CSR affect the emotions of employees. Perceptions of justice, as signified by CSR, can foster and enhance the relationship between organizations and employees, as well as other communities (Rupp *et al.*, 2006). Perceived injustice in the form of corporate irresponsibility also can elicit emotions, even if that injustice is directed toward some other group (Grappi *et al.*, 2013). Su, Huang *et al.* (2014) note that "the effectiveness of a CSR program is not only based on customers' or other stakeholders' cognitive perceptions and evaluation, but more importantly on stakeholders' emotional resonance and identification" (p. 524).

> H1: Perceived corporate social responsibility has a positive association with positive emotions.

> H2: Perceived corporate social responsibility has a negative association with negative emotions.

Organism: Customer-Company Identification

In order to foster a social identity, people will seek to go beyond their individual self as a way to express their distinctiveness (Brewer, 1991). Examining frontline hotel employees in the United States, Park and Levy (2014) find that the level of organizational identification is significantly impacted by perceptions of company CSR activities. Kim *et al.* (2016) obtain like results in their study of casino employees in South Korea. Awareness of CSR activities for hotel employees in the United Kingdom were found to be positively associated with job satisfaction, personal initiative, and engagement in helping and voice behaviors (Raub and Blunschi, 2014). Zientara *et al.* (2015) find a link between CSR and organizational commitment for employees working in Polish hotels. Building on the

organizational identification and social identity theories, it has been proposed that identification can take place even for non-members of a group (Bhattacharya and Sen, 2003).

Prior studies have confirmed that CSR can have a positive effect on consumer identification with a company (e.g., He and Li, 2011; Huang and Cheng, 2016; Martínez and Rodriguez del Bosque, 2013; Pérez and Rodriguez del Bosque, 2015). CSR initiatives can strengthen customers' opinions of an organization's values and social responsiveness, helping to shape the firm's identity attractiveness (Maignan and Ferrell, 2004). For example, a CSR to identification association has been found for customers of hotels (Martínez and Rodriguez del Bosque, 2013) and restaurants (Huang and Cheng, 2016, Swimberghe and Wooldridge, 2014). An organization with a perceived image of being socially responsible could help fulfill a customer's self-definitional needs, thus positively impacting his/her identification with an organization.

H3: Perceived corporate social responsibility has a positive association with customer-company identification.

Although emotions and identification are important psychological variables, the effect of positive and negative emotions on identification has been under researched (Wegge *et al.*, 2012). Findings have established that social judgments are substantially shaped by emotions. Individuals in a good emotional status are more likely to develop positive judgments of others relative to individuals in a poor emotional state (Mackie and Worth, 1989). There is also consistent evidence that positive judgments are significant contributors of organizational identification (Ahearne *et al.*, 2005).

The prosocial behavior literature suggests that positive emotions can enhance the social orientation of individuals. People provide more support when exhibiting positive

emotions than when exhibiting negative emotions (Holloway *et al.*, 1977). This relationship is also supported by the literature on social identification. Emotions are central to social identity as they can act to increase or decrease group identification (Kessler and Hollbach, 2005). Wegge *et al.* (2012) find that employee-organizational identification is positively associated with positive emotions and inversely associated with negative emotions. Although "emotions are a vital part of human existence" and "it is important to understand how emotional states affect identification processes" (Wegge *et al.*, 2012, p. 132), no previous hospitality-based study has investigated the association of consumption emotions with customer-company identification.

> H4: Positive emotions have a positive association with customer-company identification.

> H5: Negative emotions have a negative association with customer-company identification.

Response: Green Consumer Behavior

Green consumer behavior entails concern about the environmental consequences associated with the acquisition and consumption of products (Lee *et al.*, 2014). According to Mostafa (2007), green consumer behavior denotes consumption behaviors that are: (1) advantageous for the environment; (2) supportive of conservation and recyclability; and/or (3) understanding/receptive to environmental concerns. Similar to Huang *et al.* (2014), green consumer behavior is defined in this study as the acceptance or support of goods and services that are recyclable and environmentally friendly made available by lodging providers.

Environmental damage is not likely to be significant when examining an individual hotel. However, as a group, hotels consume a substantial amount of resources, while also

generating waste. Levy and Park (2011) examined the CSR activities engaged in by hotels and suggest that environmentally focused efforts stand out among CSR efforts. These efforts can be more successful when hotel guests are inspired to support them. Unfortunately, some guests may view these efforts as hypocritical attempts by lodging providers to simply reduce expenditures.

Xie *et al.* (2015) point out that "most studies to date have not considered the mechanisms transforming perceptions of CSR activities into specific responses" (p. 333). Researchers have looked at beliefs (e.g., Han and Kim, 2010; Han, 2015), subjective norms (Han *et al.*, 2010), environmental concerns (Kang *et al.*, 2012), and environmental awareness (Han and Yoon, 2015; Huang *et al.*, 2014) as possible antecedents of green consumer behavior. Exploration of the emotional process in forming customer green behavior in a hospitality context is missing.

H6: Positive emotions have a positive association with green consumer behavior.

H7: Negative emotions have a negative association with green consumer behavior.

Customer-company identification has received growing attention in the marketing literature (e.g., Bhattacharya and Sen, 2003; Keh and Xie, 2009), and has been identified as playing a particularly important role when the offering is intangible (Ahearne *et al.*, 2005), as in the case of hospitality-based services. Previous studies have indicated that an organization can obtain positive outcomes when people identify with that organization (Becerra and Badrinarayanan, 2013; Bhattacharya and Sen, 2003). The fostering of identification decreases destructive behaviors and promotes constructive tendencies, which in turn leads to performance gains (Desivilya and Eizen, 2005).

When customers identify with a company, they form a psychological relationship with that firm and act in a manner that benefits it. As a result, customer-company identification renders individuals emotionally attached to the company, which leads them not only to develop a long-lasting preference for its products, but also to accept with understanding minor imperfections in, or inconveniences related to, its products or services. This attachment to a company drives customers to engage in customer citizenship behaviors (Becerra and Badrinarayanan, 2013).

> H8: Customer-company identification has a positive association with green consumer behavior.

MEDIATING AND MODERATING EFFECTS

Mediating Effects of Consumption Emotions and Customer-Company Identification

Emotion has been found to mediate between perceptions and behaviors (e.g., Gracia *et al.*, 2011; Jang and Namkung, 2009; Kim and Moon, 2009; Walsh *et al.*, 2011). Within a Stimulus-Organism-Response framework (Mehrabian and Russell, 1974), CSR is a perceived social psychological stimuli that could trigger customers' positive and/or negative emotional internal states, resulting in a response, such as engaging in green consumer behaviors.

> H9: The effect of perceived CSR on green consumer behavior is mediated by positive emotions.

> H10: The effect of perceived CSR on green consumer behavior is mediated by negative emotions.

A number of prior studies have identified the mediating role of the identification construct in a variety of contexts. Brand identification is found to fully mediate the impact of prestige and referrals and brand repurchase in a study by Kuenzel and Halliday (2008). Customer-company identification has been found to mediate the effect of corporate reputation

on referrals (Hong and Yang, 2009) and purchase intention (Keh and Xie, 2009). In a hospitality context, identification mediates the relationship of CSR perceptions with post-recovery satisfaction (Siu *et al.*, 2014) and loyalty (Martínez and Rodriguez del Bosque, 2013).

> H11: The effect of perceived CSR on green consumer behavior is mediated by customer-company identification.

Moderating Effect of Hotel Type

Previous findings suggest that CSR can have different effects on predictors based on context. Specific to the current research, the importance of hotel type as a moderating variable has been proposed in a number of prior studies (e.g., Kim *et al.*, 2013; Chand and Katou, 2007; Pine and Phillips, 2005). Specifically, different lodging customers tend to choose different hotel types and, consequently, can have different behavioral responses.

Economy hotels are often small to medium-sized and provide basic accommodations with few to no customized services (e.g., concierge) at a lower average price per night. In China, the relatively less expensive hotels often restrict water and electricity and provide items such as towels, shampoo, and soap in limited quantities where the guest is expected to utilize them several times. All of which are conductive to environmental protection. Thus, customers may be more likely to believe in the sincerity of additional social responsibility activities of economy type hotels. Luxury hotels offer a broad range of amenities and a high level of personalized service at a higher average price per night. Guests are generally provided with fresh towels, bedding, slippers, soaps, and shampoo on a daily basis. This approach is more conducive to waste and environmental pollution. As such, the impact of perceived CSR is predicted to be stronger in economy hotels relative to luxury hotels.

H12: Hotel type moderates the effect of perceived CSR on positive emotions, i.e., perceived CSR has a stronger effect on positive emotions in economy hotels relative to luxury hotels.

H13: Hotel type moderates the effect of perceived CSR on negative emotions, i.e., perceived CSR has a stronger effect on negative emotions in economy hotels relative to luxury hotels.

H14: Hotel type moderates the effect of perceived CSR on customer-company identification, i.e., perceived CSR has a stronger effect on customer-company identification in economy hotels relative to luxury hotels.

METHODOLOGY

Construct Measurement

This study adopted the four-item CSR measure reported in the work of Su, Huang, et al. (2014), and the three-item, scale of Su et al. (2014) to measure emotions. A measurement scale by Mael and Ashforth (1992) was utilized to capture customer-company identification. Green consumer behavior was measured using Huang et al.'s (2014) five-item green consumer behavior scale. All of the measures included five-points with anchors of "Strongly Disagree" (1) and "Strongly Agree" (5).

Hotel type was classified as being either economy or luxury using the rankings provided by the China National Tourism Administration. Three hotels were rated 5-star luxury hotels and three were economy hotels. Prior to the questionnaire being finalized, seven experts, scholars, and managers of full-service hotels reviewed the questionnaire for face validity. Two of the original six items used to measure customer-company identification were deleted based on their recommendations. To establish translation equivalence, the back-translation process specified by Mullen (1995) was followed.

Sample and Procedures

Self-administered questionnaires were provided to lodging guests of six hotels located in a popular tourism destination, Zhangjiajie National Forest Park, a UNESCO World Heritage Site located in the People's Republic of China. With the permission of each hotel's management, potential respondents were intercepted when checking out. Questionnaires were distributed (n = 600) over an 8-week period, 100 questionnaires to each hotel. A total of 486 questionnaires were retrieved. Elimination of forms with incomplete responses provided 416 valid questionnaires for subsequent analysis. Table 1 presents complete sample characteristics.

Insert Table 1 about here

ANALYSIS AND RESULTS

Measurement Model

The research model was examined using the two-stage structural equation modeling approach (Anderson and Gerbing, 1988). With regard to the measurement model, the χ^2/df was less than 3 at 1.531. The RMR and RMSEA values were less than .08 at .031 and .044, respectively. The values of GFI, AGFI, NFI, IFI, TLI and CFI were all above .90. The indices indicate that the measurement model fits the data well (Hu and Bentler, 1999). Cronbach's alpha values varied from .798 to .906. Composite reliability values ranged from .773 to .910 (See Table 2), which is above the .70 threshold recommended by Fornell and Larcker (1981).

Insert Table 2 about here

The AVE of all constructs ranged from .512 to .773; the factor loadings are all greater than .639. All t-statistics were significant at the p < .01 level, indicating adequate convergent

validity (Anderson and Gerbing, 1988). Empirical findings also suggest that all constructs demonstrate discriminant validity (see Table 3).

Insert Table 3 about here

Structural Path Model

Based on suggested values by Hu and Bentler (1999), the proposed structural model performance was linked to several satisfactory goodness-of-fit indices (χ^2 = 315.886, df = 127, χ^2/df = 2.487, RMR = .051, RMSEA = .060, GFI = .921, AGFI = .894, NFI = .918, RFI = .901, IFI = .949, TLI = .938, CFI = .949).

Hypotheses testing. The effect of perceived CSR on positive emotions, negative emotions, and customer-company identification were all statistically significant. H1, H2 and H3 are confirmed. Positive emotions significantly influenced customer-company identification and green consumer behavior. However, negative emotions did not significantly impact customer-company identification or green consumer behavior. The findings support H4 and H6, but do not confirm H5 and H7. H8 is confirmed as customer-company identification significantly impacts green consumer behavior. Figure 1 illustrates the structural path model results, and Table 4 summarizes the hypotheses test outcomes.

Insert Table 4 about here

Insert Figure 1 about here

Mediating effects testing. The conceptual model suggests that perceived CSR should influence travelers' green consumer behavior through three mediators (i.e., positive emotions, negative emotions, and customer-company identification). Table 5 provides the standardized mediation estimates along with their corresponding 95% confidence intervals computed

across 2,000 bootstrapped samples (Jose, 2013). The bootstrap findings reveal that significant mediation occurred between perceived CSR and guests' green consumer behavior through positive emotions and customer-company identification, which provides support to H9 and H11. However, the mediating role of negative emotions is not statistically significant (p > .10), which provides no support for H10.

Insert Table 5 about here

The moderating role of hotel type. In this study the hypothesized moderator (hotel type) is a categorical variable where "1" represents economy hotel (n = 216), and "2" represents luxury hotel (n = 200). The value of Δz was used to judge whether there were significant differences between the estimated regression coefficients of economy and luxury hotels. A two-step calculation was followed to obtain the value of Δz.

First, perceived CSR was regressed on positive emotions using the economy and luxury hotel samples, respectively. The resulting standard path coefficient of $CSR_{Economy} \rightarrow PE_{Economy}$ is .506, with a corresponding t-value of 8.529 and an adjusted R^2 of .253 ($p < .01$). The standard path coefficient of $CSR_{Luxury} \rightarrow PE_{Luxury}$ is .513, with a corresponding t-value of 8.403 and an adjusted R^2 of .259 ($p < .01$). To identify if there is a significant difference between the two path coefficients, the Fisher z-transformation was calculated using the following formula:

$$z = \frac{1}{2} \ln \frac{1+r}{1-r}$$

In the formula, *ln* represents the natural logarithm while *r* signifies the correlation coefficient between the dependent and independent variables. Using SPSS 23.0 to execute the correlation analysis and inserting r_1 (.506) and r_2 (.513.) into formula 1, the following values

were obtained: $z_1 = .557$, $z_2 = .567$. Next, Δz was calculated using the following formula:

$$\Delta z = \frac{z_1 - z_2}{\sqrt{\frac{1}{n_1 - 3} + \frac{1}{n_2 - 3}}}$$

Findings ($|\Delta z| = 1.691 < 1.96$, p $>$ .05) reveal no significant path coefficient differences between economy and luxury hotels. H12 is not supported. Following the same procedures and methods, the full findings are reported in Table 6. The effect of perceived CSR on negative emotions and customer-company identification are not significantly different across economy and luxury hotels. H13 and H14 are not confirmed. When the moderating effect of hotel type was examined in a SEM framework, the same conclusions were reached. To test for the moderating role of hotel type, separate but identical path models were created for the economy hotel sub-sample and the luxury hotel sub-sample. Subsequently, an invariant path model (in which both types of hotels are constrained to share the same path coefficients) and a variant path model (in which economy hotels and luxury hotels are allowed to have different CSR path coefficients; CSR → PE, CSR → CI, CSR → NE) were compared using the Chi-square difference test. An insignificant Chi-square value ($\chi^2 = .946$, p = .814) between the invariant path model (i.e., the three CSR path coefficients were constrained to be equal across the economy and luxury hotel types) and the variant path model (i.e., an unconstrained model) provided additional support to the previously identified insignificant findings.

Insert Table 6 about here

DISCUSSION AND CONCLUSIONS

Conclusions

This study investigated how perceived CSR influences consumer green behavior

through consumption emotions (positive and negative) and customer-company identification, and how these effects differ across two hotel types: economy and luxury. The findings suggest that perceived CSR directly impacts positive emotions, negative emotions, and customer-company identification. Moreover, this research delivered evidence for the empirical relationship between consumption emotions and customer-company identification in a hospitality-lodging context. More specifically, the results suggest that experiencing positive emotions leads to higher levels of customer-company identification. Interestingly, the findings also indicate that negative emotions might not significantly decrease the likelihood of a customer identifying with a company.

This paper proposed green consumer behavior as a secondary social outcome of perceived CSR. The results show that positive emotions and customer-company identification were significantly associated with green consumer behavior, but negative emotions were not. Why this might be the case is not clear. Previous studies indicate that travel activity itself is an emotional experience and that positive emotions can have a greater influence on customer behaviors in tourism contexts (e.g., Su and Hsu, 2013). Considering the partial mediating roles of emotions and identification together, perceived CSR has three paths to influence green consumer behavior:

- *perceived CSR → positive emotions → green consumer behavior;*
- *perceived CSR → customer-company identification → green consumer behavior;*
- *perceived CSR → positive emotions → customer-company identification → green consumer behavior.*

Hotel type did not moderate the relationship between perceived CSR activities and positive emotions, negative emotions, or customer-company identification.

Theoretical Implications

The findings provide valuable theoretical insights into an important "secondary" social outcome of CSR and some of the mechanisms that can help to explain the effectiveness of CSR activities. The current study contributes to the hospitality literature by starting to address knowledge gaps regarding the underlying processes that link CSR to behavioral outcomes at the individual level of analysis by including emotions that external stakeholders (i.e., customers) may experience because of perceived CSR initiatives. Findings demonstrate that perceived CSR could enhance customer positive emotions and customer-company identification with a hotel. These results suggest that a hotel's investment in increasing customers' CSR perceptions toward the hospitality provider may bring additional benefits as more positive emotions and greater identification can lead to increased loyalty. Thus, the investment into CSR programs does more than simply save lodging companies money by reducing expenses.

Consumption emotions and customer-company identification were examined as mediating variables to explore the association of perceived CSR on green consumer behavior in a hospitality-lodging context. In addition, this study investigated the association between consumption emotions and customer-company identification, which has been missing in the hospitality literature. This study also extended prior CSR literature by examining the potential moderating role of hospitality type. The findings suggest that the impacts of perceived CSR activities on consumer green behaviors are profound irrelevant of type of hotel. Thus, perceived CSR plays no less role in a luxury (5-star) hotel than in economy lodging.

Managerial Implications

The findings indicate that engaging in CSR activities can provide greater societal benefits through supportive green customer behaviors. Managers should include CSR activities as part of their marketing strategy and continuously monitor customer perceptions of the organization's CSR efforts. This also can help the firm respond more quickly to any real, or perceived, misbehaviors. The Green Resource Center provided by the AH&LA offers a number of best practices and guidelines for lodging-based hospitality organizations that seek to become more eco-friendly. As hospitalities expand their initial CSR efforts, they need to move towards identifying performance indicators "to benchmark, monitor, and compare CSR achievements and performance, or using any independent sourcing and/or verification of the data used to evidence CSR performance against commitments" (Jones *et al.*, 2006, pp. 337-338).

Managers should communicate the hotel's CSR activities to its client base. Reporting CSR in the hospitality industry is important, but organizations often fear that communicating CSR achievements can appear self-serving and result in customer, as well as other stakeholders, cynicism (Illia *et al.*, 2013). However, if an organization's socially responsible actions are not evident, the organization is not likely to be perceived as being socially responsible (Wry and Deephouse, 2006). Hence, hospitality providers need to be proactive in telling their socially responsible story. The conceptual framework by Du *et al.* (2010) offers more specific directions to managers seeking to effectively communicate their CSR activities.

The identified relevance of both perceived CSR and customer-company identification implies that hotels should consider investment in corporate identity management. In the process of identification building, managers and marketers should use controllable channels,

which customers are likely to perceive as distinctive and prestigious (Bhattacharya and Sen, 2003). Su *et al.* (2015) rightly note that hotel managers should monitor the success of their efforts over time utilizing available tools such as Internet Honey, or Trustyou, among others.

Limitations and Future Research Directions

This study used a self-report convenience sampling method, which suggests that caution is in order when interpreting and generalizing the findings. The sample consisted of domestic Chinese tourists who were guests of six hotels located in a particular geographic location. This study focused on a narrow part of the hospitality industry, and the investigated relationships need to be more broadly evaluated. Specifically, results need to be replicated using generalizable random sampling techniques and more varied segments not only in China but also across a multiplicity of other cultures.

The particular scales chosen to represent the constructs of interest in the current study should also be noted as a potential limitation to the findings. Dahlsrud (2008) found that many articles consider CSR from the perspective of environmental, social, economic, and stakeholder dimensions. Measurement of perceived CSR using additional scale items to provide a more encompassing view of the construct could be instructive. This study examined a relatively short list of green consumer behaviors. Given the increasingly broader scope of green hotel practices, future studies may want to measure hotel consumers' green consumer behavior using additional question items. Future studies could also be expected to investigate the relationship between perceived corporate social responsibility and green consumerism in other tourism/hospitality contexts (e.g., heritage tourism, religious tourism, urban tourism).

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Table 1 Characteristics of the sample

	n	%		n	%
Gender			**Age in Years**		
Female	210	50.5	16 to 24	170	40.9
Male	206	49.5	25 to 44	176	42.3
			45 or Older	70	16.8
Monthly Income					
Less than 2000￥	83	20.0	**Level of Education**		
2000 to 2999￥	86	20.7	Less than High School	72	17.3
3000 to 3999￥	110	26.4	High School/Technical School	136	32.7
4000 to 4999￥	63	15.1	Undergraduate/Associates Degree	187	45.0
5000￥ or More	74	17.8	Postgraduate Degree	21	5.0

Table 2 Confirmatory factor analysis results

Constructs and Scale Items	Mean	SD	Standard Loading	t-statistic	CR	AVE	Cronbach's Alpha
Perceived Corporate Social Responsibility					.864	.614	.863
[Hotel name] seems to give back to the local community	3.48	.83	.801	18.680			
[Hotel name] seems to be successful	3.34	.95	.799	18.639			
[Hotel name] seems to treats its stakeholders well	3.49	.94	.773	17.778			
[Hotel name] seems to be environmentally responsible	3.36	.94	.759	17.302			
Positive Emotions					.809	.588	.799
My experience at [hotel name] makes me feel excited	3.80	.83	.873	20.356			
My experience at [hotel name] makes me feel happy	3.43	.87	.707	15.422			
My experience at [hotel name] makes me feel relaxed	3.89	.82	.707	15.421			
Negative Emotions					.871	.693	.869
My experience at [hotel name] makes me feel bored	2.08	.95	.835	19.728			
My experience at [hotel name] makes me feel angry	1.88	.80	.833	19.667			
My experience at [hotel name] makes me feel annoyed	2.00	.88	.830	19.551			
Customer-Company Identification					.827	.615	.826
The hotel's successes are my successes	3.53	.88	.850	19.286			
When someone praises the hotel, it feels like a personal compliment	3.21	.84	.756	16.629			
I am very interested in what others think about the hotel	3.59	.88	.743	16.272			
When someone criticizes the hotel, I would feel embarrassed [a]	3.52	.78					
Green Consumer Behavior					.864	.560	.863
It is acceptable for the hotel I am staying at to inform me that they will not actively change the bed sheets and quilt covers during my stay	3.57	.79	.783	18.121			
It is acceptable for the hotel I am staying at to inform me that it does not provide bottled water	3.45	.84	.760	17.348			
It is acceptable for the hotel I am staying at to inform me of the reduction of water pressure during the night	3.54	.86	.772	17.747			
It is acceptable for the hotel I am staying at to inform that it does not actively provide disposable toiletries	3.59	.86	.726	16.273			
It is acceptable for the hotel I am staying at to inform me of the reuse of towels and bath towels	3.59	.82	.699	15.478			

[a] Item deleted

[b] Goodness-of-fit: $\chi^2/df = 1.996$, RMR = .032, RMSEA = .049, GFI = .938, AGFI = .915, NFI = .935, RFI = .921, IFI = .967, TLI = .959, CFI = .966

Table 3 Correlation matrix and average variance extracted

	Perceived Corporate Social Responsibility	Positive Emotions	Negative Emotions	Customer-Company Identification	Green Consumer Behavior
Perceived Corporate Social Responsibility	**.783**				
Positive Emotions	.596[a]	**.767**			
Negative Emotions	-.351[a]	-.494[a]	**.832**		
Customer-Company Identification	.415[a]	.480[a]	-.241[a]	**.784**	
Green Consumer Behavior	.577[a]	.546[a]	-.258[a]	.436[a]	**.749**

[a] Statistically significant (p < .001)
[b] Square root of average variance extracted (AVE) is shown on the diagonal of the matrix; inter-construct correlations is shown off the diagonal

Table 4 Structural model evaluation indices and hypotheses test outcomes

Hypothesis	Predicted Relationships	Path Label	Standard Path Loadings	T-value	Standard Error	Hypothesis Test Outcome
H1	Perceived corporate social responsibility → Positive emotions	λ_{21}	.644[b]	10.154	.053	Supported
H2	Perceived corporate social responsibility → Negative emotions	λ_{31}	-.389[b]	-6.890	.051	Supported
H3	Perceived corporate social responsibility → Customer-company identification	λ_{41}	.195[a]	2.402	.071	Supported
H4	Positive emotions → Customer-company identification	β_{42}	.355[b]	4.410	.084	Supported
H5	Negative emotions → Customer-company identification	β_{43}	-.010	-.172	.056	Not Supported
H6	Positive emotions → Green consumer behavior	β_{52}	.473[b]	6.915	.069	Supported
H7	Negative emotions → Green consumer behavior	β_{53}	-.012	-.244	.047	Not Supported
H8	Customer-company identification → Green consumer behavior	β_{54}	.212[b]	3.485	.059	Supported

[a] Statistically significant (p < .05)
[b] Statistically significant (p < .001)

Table 5 Standardized mediation effects: Parameter estimate and bootstrap percentile method confidence intervals

Hypothesis	Parameter	Estimate	Lower Bound	Upper Bound	P-value	Hypothesis Testing Outcome
H9	Panel I[a] CSR→ PE → GCB CSR → PE → CI → GCB	0.388	0.280	0.482	0.010	Supported
H10	Panel II[b] CSR → NE → GCB CSR → NE → CI → GCB	0.006	-0.037	0.066	0.712	Not Supported
H11	Panel III[c] CSR → CI → GCB	0.042	0.001	0.115	0.034	Supported

[a]Goodness-of-fit: χ^2/df = 2.514, RMSEA = .060, RMR = .052, CFI = .947 ["CSR → CI" & "CSR → NE" were constrained to be zero]

[b]Goodness-of-fit: χ^2/df = 2.514, RMSEA = .060, RMR = .052, CFI = .947 ["CSR → CI" & "CSR → PE" were constrained to be zero]

[c]Goodness-of-fit: χ^2/df = 2.218, RMSEA = .054, RMR = .042, CFI = .958 ["CSR → PE" & "CSR → NE" were constrained to be zero]

Note: CSR = Perceived Corporate Social Responsibility; PE = Positive Emotions; NE = Negative Emotions; CCI = Customer-Company Identification; GCB = Green Consumer Behavior

Table 6 Moderating role of hotel type

Hypotheses	Paths	adR²	Coefficient	T-statistic	p-value	Δz	p-value	Hypothesis Test Outcome
H12	CSR $_{Economy}$ → PE $_{economy}$	.253	.506	8.592	$p < .001$	1.691	$p > .05$	Not Supported
	CSR $_{Luxury}$ → PE $_{Luxury}$	.259	.513	8.403	$p < .001$			
H13	CSR $_{Economy}$ → NE $_{economy}$	.084	-.297	-4.555	$p < .001$	0.382	$p > .05$	Not Supported
	CSR $_{Luxury}$ → NE $_{Luxury}$	.105	-.331	-4.929	$p < .001$			
H14	CSR $_{Economy}$ → CI $_{economy}$	.169	.416	6.697	$p < .001$	1.679	$p > .05$	Not Supported
	CSR $_{Luxury}$ → CI $_{Luxury}$	.068	.270	3.948	$p < .001$			

Note: CSR = Perceived Corporate Social Responsibility; PE = Positive Emotions; NE = Negative Emotions; CCI = Customer-Company Identification
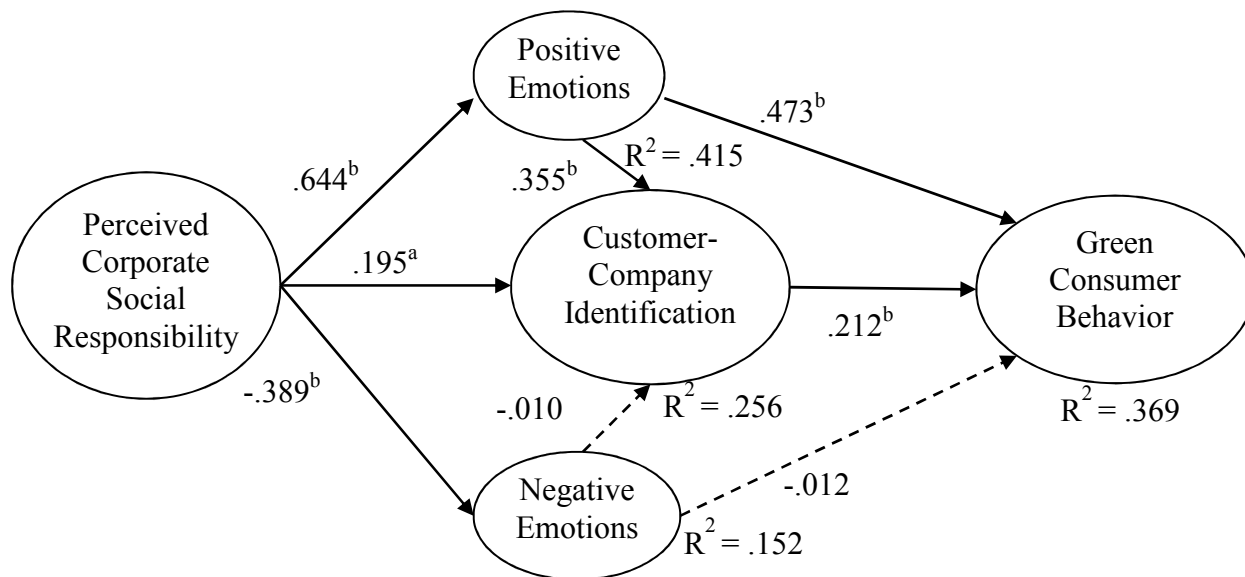
Figure 1 Structural Path Model Results

Notes:
[a] Statistically significant (p < .05)
[b] Statistically significant (p < .01)