

The Influence of Corporate Social Responsibility on Peruvian's Consumers Purchasing Behavior

Percy Marquina
CENTRUM Católica Business School

Corporate social responsibility (CSR) has gained momentum worldwide. This research examines the relationship among corporate associations, CSR and corporate ability on Peruvian consumers' behavior. The major focus of the study is to determine the influence of CSR on consumers purchasing behavior. In an attempt to measure it in terms of their intent to purchase and establish how much they are willing to pay for specific social features, a discrete choice modeling experiment and binary logit model is used. The experiment used a stratified random sample of 120 Peruvian consumers. The findings provide empirical validation of the positive relationship between CSR and Peruvian consumers' behavior in the purchasing of athletic shoes in Lima, Perú. The results demonstrate that the effects of CSR are much stronger than that of corporate ability.

INTRODUCTION

During the last decade, corporate social responsibility (CSR) has gained momentum worldwide. Many surveys developed at an international level suggest that a positive relationship exists between a company's CSR actions and the consumers' reaction to that company and its product (Bhattacharya & Sen, 2004). In addition, a growing body of academic research attests to the generally positive influence of CSR on consumers' company evaluations and product purchase intentions (Brown & Dacin, 1997; Creyer & Ross, 1997; Ellen, Webb, & Mohr 2006), specifically consumers' positive product and brand valuations, brand choice, and brand recommendations.

However, other investigations demonstrate that the relationship between a company's CSR actions and consumers' reaction is not always direct and evident and establish numerous factors that affect whether a firm's CSR activities translate into consumer purchase (Carrigan & Attalla, 2001; Ellen, Mohr & Webb, 2000; Maignan & Ferrell, 2004; Mohr, Webb & Harris, 2001).

Statement of the Problem

Society faces large and global challenges. Environmental deterioration and deepening of social inequalities are by far the most important ones (United Nations, 2007; World Bank, 2004). The humanity environmental demand is 21.9 hectares per person while the Earth's biological capacity is 15.7 ha/person. The environmental deterioration includes the sea-level rising at an increasing rate, the deforestation of 950,000 km² of forests since 2005, and 5,000 animal species and 6,800 plants at risk of extinction. Examples of social inequalities include that nearly 2.4 billion people did not have access to potable water, 80% of the gross national product goes to only 20% of the world's people, and nearly one of every three people lives on less than US\$1 a day (United Nations, 2007; World Bank, 2004).

Because businesses are among the most influential institutions worldwide, they have an important role to play in solving these problems. Markets and society are demanding that companies not only obtain economic benefits but also contribute to the solution of social problems that face the communities in which they operate.

Some see CSR as a way to contribute to sustainable development by maximizing the positive impact for all stakeholders and minimizing the negative effects of business (Lantos, 2001; Wolff & Barth, 2005).

Although many researchers studied the relationship between company's CSR actions and consumer attitudes towards a company and product purchase intentions these variables in developed countries (Aqueveque, 2005; Auger et al., 2007; Bhattacharya & Sen, 2004; Marin & Ruiz, 2007; Sen & Bhattacharya, 2001), a lack of empirical research on this relationship in developing countries is apparent. Despite the increase of CSR consumption in today's worldwide environment, no researches or documented empirical research have been conducted in Peru on this topic.

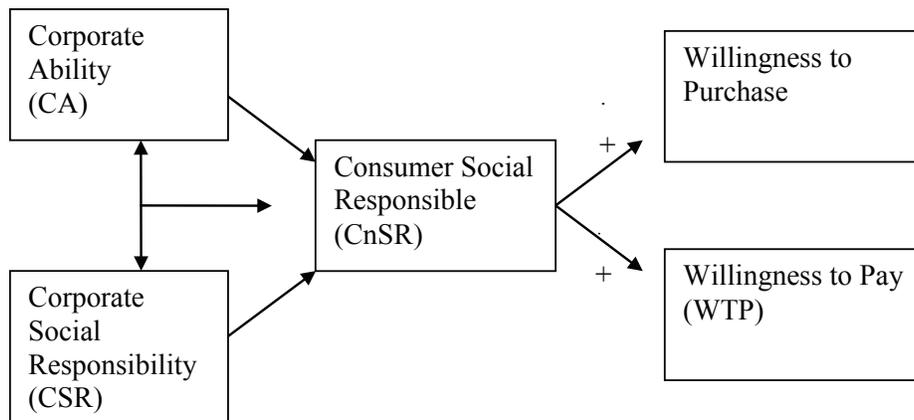
THEORETICAL FRAMEWORK

The general topic is CSR and consumer social responsibility. Consumer responses to corporate social initiatives and trade-offs between functional features and CSR features are associated with the general topic. A quantitative research, that is cross-sectional, and that includes experimental survey techniques to collect data was attempted. The dependent variable for the study is consumer social responsibility (CnSR), and the independent variables are CSR and corporate ability (CA).

The model adapted from Gupta (2002) (see Figure 1) represents the hypotheses that CSR and CA influence CnSR, and CnSR is a predictor for behavioral response. This affects the positive willingness to purchase and willingness to pay attitudes.

FIGURE 1

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE ABILITY ON CONSUMER SOCIAL RESPONSIBILITY



Note. Adapted from "Strategic Dimensions of Corporate Image: Corporate Ability and CSR as Sources of Competitive Advantage via Differentiation," by S. Gupta, 2000, Dissertation Abstracts, 94. (UMI No. 30570736). Copyright 2002 by Proquest Information and Learning Company.

Delimitations

The study confined itself to surveying consumers in Lima, Peru. They were offered two alternative brands of athletic shoes at a time and were asked to choose one of them. The focus of the study included price; different levels of functional attributes (CA features): leadership in the industry, quality of products, technological innovation; and different levels of social attributes (CSR features): company's environmental commitment, corporate giving to worthy causes, and labour practices in order to force consumers to make trade-offs, and allowing for the measurement of the trade-offs they made.

Literature Review

The following sections include a literature review related to the independent variables and then the dependent variable.

Independent Variable: Corporate Social Responsibility

Following a chronological classification (Schwalb & García, 2003), and integrating new concepts found in literature, it is possible to identify the following stages:

1. **Germinal stage:** The germinal stage started during the last decades of the 19th century, an entrepreneurial spirit and a laissez-faire philosophy characterized this stage. During this stage, the terms corporate philanthropy and welfare capitalism emerged. This last concept became the name of the system in which companies provided extensive community facilities and company programs for their workers (Jacoby, 1997). Little direct regulation of business occurred during this period.

2. **Emergent stage:** The second stage began with the Great Depression and a focus on managerial values and principles. This was a normative and ethical-philosophical period. Employee health insurance and pension programs became standard practice in large corporations. The emergence of the formal concept of CSR characterized this stage.

3. **Development stage:** This stage started in the 1960s. The attention shifted away from theorizing about what was good for society to analyzing which demands on business society put forward. The focus was the processes that ensure the capacity of a firm to respond to its environment. This stage had an action-oriented managerial inclination. Social activism and the rise of consumerism; increasing public awareness of environmental and ethical issues; and increasing pressure from environmentalists, consumer advocates, feminists, young people, and civil rights movements characterized this period. Lantos (2001) synthesized the companies' responsibilities suggested by Carroll (1991) in four kinds: economic, legal, ethical and philanthropic (or altruistic or humanitarian).

The emergence and evolution of the principles of sustainable development have had an important impact on the concept of CSR, resulting in two significant contributions to the construct: incorporating the environmental variable as one of the main social expectations to be covered and considering sustainability. Essentially, organizations must satisfy not only the expectations of current society but also those of future generations.

4. **Generalization and audit stage:** Between the 1980s and 1990s, the stakeholder theory contributed significantly to the development of CSR. This theory proposes that a firm is a nexus of contracts between stakeholders and that the responsibility of a business is not to society at large but to legitimate stakeholders: shareholders, employees, customers, suppliers, and local communities (Van der Putten, 2005). Also, three dimensions of sustainability were included in the concept of CSR: social, environmental and economic assessment. Many corporations began systematically to study and report on their own practices. The comparability and the credibility of such reporting were enhanced by the emergence of standards of independent organizations such as International Organization for Standardization 14000 (ISO 14000), Social Accountability 8000 (SA 8000), and the GRI. ISO 14000, launched in 1992, is a series of environmental management standards, developed by the International Organization for Standardization, which provide a guideline for organizations that need to systematize and improve their environmental management efforts.

In summary, eight dimensions together constitute CSR research: ethical values, profits, environment, social expectations or demands, action-oriented managerial strategy, stakeholders, sustainability, and social audits and accountability.

Independent Variable: Corporate Ability

A number of researchers have investigated the degree to which consumers' associations regarding a company influence them (Berens, 2004; Berens, Van Riel & Van Bruggen, 2005; Brown & Dacin, 1997; Dacin & Brown, 2002; Sen & Bhattacharya, 2001). In their germinal work, Brown and Dacin (1997, p.69) defined corporate associations as "a generic label for all the information about a company that a person holds".

Furthermore, Berens (2004, p.17) defined corporate associations as "a heterogeneous set of perceptions, which may relate to a wide variety of aspects of a company". Berens et al. (2005) remarked that perceptions of individual people, rather than groups of people, define corporate associations. In addition, corporate associations are regarded as a set of perceptions, which may or may not be related to one another, rather than as a holistic picture. Also, corporate associations are a heterogeneous set of perceptions, which may be related to a wide variety of aspects of a company.

Berens (2004) stated that in terms of the social role typology, two specific types of corporate associations exist: CA and CSR associations. The CA association, as defined by Brown and Dacin (1997, p.68), is "the company's expertise in producing and delivering products and services, and CSR as the organization's status and activities with respect to its perceived societal objectives". Berens (2004, p.56) explained that these associations are "both abstract dimensions that may summarize a number of different attributes of a company".

Dependent Variable: Consumer Social Responsibility

Devinney, Auger, et al. (2006, p.32) proposed a new concept highlighting the important role that CSR plays in consumer behavior, CnSR: "The conscious and deliberate choice to make certain consumption choices based on personal and moral beliefs". Conversely, recent investigations demonstrate that the relationship between CSR and consumer social responsibility is not always direct and evident; Mohr et al. (2001) concluded that consumers' beliefs about the virtues of CSR are often inconsistent with their buying behavior and that a company's reputation for social responsibility is not usually the most important factor in the consumer's purchase decision. The results are in many cases contradictory and establish numerous factors that affect whether a firm's CSR activities translate into consumer purchase. They include tradeoffs with traditional criteria like price, quality, and convenience and lack of information; corporate brand dominance; and the type of CSR, quality of products, consumers' personal support for the CSR issues, and their general beliefs about CSR.

Moreover, the studies of Devinney, Auger, et al. (2006, p.35) suggest that consumers take CSR product features into consideration, but "they are not interested in sacrificing functionality for a cause". According to Marin and Ruiz (2007, p.246), "These relatively contradictory results call for further investigation about CSR's consequences in consumer perceptions".

METHODOLOGY

This study attempted to assess the influence of CSR product features on the Peruvian consumer buying behavior by designing and implementing an experiment that involved using discrete choice modeling (DCM) with a lab setting (Adamowicz et al., 1998; Hensher et al., 2005; Lancsar, 2002; Louviere et al., 2004). This method allows the researcher to probe whether beliefs and behaviors are connected. The DCM is not the only approach that has been used to understand and model consumer decision making, but it has proved to be particularly valuable since its introduction by Daniel Mc Fadden (winner of the Nobel Prize for economics in 2000).

Discrete Choice Modeling (DCM)

DCM is based on a probabilistic choice theory named random utility theory (McFadden, 2001) and is consistent with neoclassical economics. When the perceived stimuli are interpreted as levels of satisfaction, or utility, this can be understood as a model for economic choice in which the individual chooses the option yielding the greatest realization of utility.

The stated preference studies “appear to be quite successful in providing some structure to the distribution of tastes, and uncovering preferences along dimensions where revealed preferences data shows inadequate variation in attributes” (Louviere, 2001, p. 508). Researchers can use a consumer response to estimate a model of choice behavior that allows estimation of separate marginal values for each attribute of total values for any particular collection on attribute levels. Researchers can also estimate the marginal rate of substitution, or trade-offs, respondents are willing to make between any two attributes (Kanninen, 2002). McFadden (2000) noted that the random utility theory prediction has been tested frequently and found to be a close first approximation in most cases to understand consumer’s preferences (as cited in Louviere, 2001).

The DCM takes a causal perspective to understand the behavioral process that leads to the agent’s choice. Researchers can observe some of the factors that determine the agent’s choice and cannot observe others (ε). Those factors are related to the agent’s choice through the function $y = h(x, \varepsilon)$. The unobserved terms are considered random with density $f(\varepsilon)$. The utility consists of a part that will be observed ($\beta'x$) and a part that will not be observed (ε), $U = \beta'x + \varepsilon$, where x is a vector of variables and β is a vector of parameters. It was assumed that the person would buy the products (that maximize his utility) only if the utility is positive. According to the assumption that each choice is independent of the others (ε is independent and identically distributed, and unobserved factors are uncorrelated over alternatives and have the same variance for all alternatives), a binary logit discrete choice model was used.

Experiment’s Design

Stated preference discrete choice data will be generated “following a systematic and planned design process in which the attributes and their levels are pre-defined without measurement error and varied to create preference” (Louviere et al., 2004, p. 83). In this study, a binary discrete choice experiment was developed, where the respondents were asked a series of hypothetical choice questions. Each experiment included a description of two sets of alternatives products, with different functional (CA) and social (CSR) attributes, and the respondents would state which they would buy. The proposed alternatives in each choice are all different in terms of the goods described to the respondents. The variations across the alternatives in the choice sets are achieved by assigning different levels of the attributes, according to the experimental design, and the sequence of choices by each respondent will be observed.

Auger and Devinney (2005) stated that an “experimental methodology that more closely mimics a real purchase situation may be appropriate for this type of research” (p. 26). The process used in generating and setting the discrete choice experiment followed the steps proposed by Verma, Iqbal, & Plaschka (2004): (a) identification of determinant attributes; (b) specification of attribute levels; (c) experimental design.

Identification of Determinant Attributes

The preliminary list of attributes and levels associated with each one of the variables were identified from a recent local research (Alcedo, Torres & Wong, 2008) and from previous studies found in the international literature (Bhattacharya & Sen, 2003; Berens, 2004; Brown, Dacin, Pratt & Whetten, 2006; Dacin & Brown, 2002; Dacin & Brown, 2006; Marin & Ruiz, 2007; Mohr & Webb, 2005). Finally, the resultant list of functional attributes for the CA and CSR was (1) leadership in the industry, (2) quality of the products, (3) technological innovation, (4) company’s environmental commitment, (5) corporate giving to worthy causes, and (6) labour practices. Additionally a (7) price attribute was included in order to capture the willingness to pay (WTP) for each attribute.

Specification of Attribute Levels

Attribute ranges often are chosen to represent actual values observed in the marketplace. At the same time this range should also be small enough to keep the experiment to a realistic and practical size, so as not to overwhelm the respondents with too many scenarios from which to choose. Therefore a main effects study was developed. Additionally an *end-point* design (Louviere, Hensher, & Swait, 2004) was applied utilizing the attribute levels at the extremes only. That is, each attribute would have only two attributes levels. Both at the two extremes of the attribute level range. In this study two attributes levels were selected for each of the seven attributes described earlier. These two levels are sufficient to estimate the linear effects of the attributes on choice, and reflect the upper and lower extreme for each attribute. In the case of price the two labels represent 10% upper and 10% lower the average retail price of the product.

Experimental Design

The statistical technique of the fractional factorial design was used to reduce the number of choice options presented to each respondent. This design aspect involves planning the experiment to rule out as many other influences as possible and to permit the best inference from the data. Therefore, the design is important because it influences how much information can be extracted. For a detailed process design, see Train (2003), Kjaer (2005), Hensher et al. (2005), and Louviere et al. (2004).

Sampling Frame

When establishing the sample, it was considered that discrete-choice responses are categorical; therefore, “several hundred observations are needed to satisfy the asymptotic conditions specified for estimating the model’s parameters and obtaining reliable statistical tests” (Verma, Plascka & Louviere, 2002, p. 19). However, the total number of respondents should not be so many in this study because each participant will receive 16 choice scenarios. Each respondent will be shown 16 choice sets as part of the experiment; thus, the minimum total number of individuals would be 96 (i.e., 1,536 / 16). However, as six rotations of each choice set was developed to avoid any bias due to the order in which the attributes are presented, a random stratified sample of 120 people was finally used ranked by socioeconomic level (SEL).

TABLE 1
RESULTS - INDIVIDUAL MODEL PARAMETERS

Variables	Parameters	SD
Company’s environmental commitment	0.713*	0.070
Corporate giving to worthy causes	0.646*	0.070
Good labour practices	0.652*	0.070
Price	-0.474*	0.070
Leadership in the industry	0.305*	0.070
Quality of products	0.733*	0.070
Technological innovation	0.358*	0.070
Brand	-0.734*	0.070
Constant	-1.095*	0.11

*p<.05

The table shows the results of the estimated random utility model, presented with the errors of the robust estimates, where all the parameters of the CSR and CA attributes are significant with a $p < 0,05$ value, which shows that consumers from Lima, Perú are sensible to these attributes in their buying decisions. To test the significance of the model as a whole a likelihood ratio test was developed as recommended by Louviere, Hensher and Swait (2004). The model is significant at the $p < 0.01$.

The relative importance of each attribute can be inferred from the values of the individual parameters estimated in the model. The most to least preferred attributes are: quality of products, company's environmental commitment, good labour practices, corporate giving to worthy causes, technological innovation, and leadership in the industry. Consumers do not show the same level of preference for the various aspects of CSR. In terms of CA attributes quality of products is by far preferred over technological innovation, which is greater than leadership in the industry. In general, the whole set of CSR attributes produce the bigger contribution to consumers' utility of athletic shoes in Lima.

One of the most useful features of the choice experiment methodology is its ability to convert the probability of consideration and purchase directly into conditional monetary equivalents, its mean willingness to pay estimates. This approach for establishing the relative importance of all attributes valued in terms of a numeraire attribute, such as price, allows for the quantification of the marginal rates of substitution. The relative weights of each one of the attributes (β) were used to calculate customers' willingness to pay for a specific attributes offering. As price in this experiment is a discrete variable, the delta of the price levels (S/. 40) has been considered the monetary unit for purposes of calculating WTP, according with Louviere et al. (2004, p. 280). By comparing the monetary value of specific bundles of product features it is then possible to determine the monetary equivalent of the utility that a consumer gets from the addition or absence of a specific feature. The results showed that respondents from the sample were willing to pay a greater portion of the purchase price for ethical features relative to functional features, with the only exception of quality of products. In fact, three of the CSR features, company's environmental commitment, good labour practices and corporate giving to worthy causes, have a WTP estimate that is close to duplicating the WTP estimate for functional attributes such as leadership in the industry and technological innovation. The results show that consumers of the sample value tend to focus on the company's environmental commitment attribute as the most salient factor defining CSR.

CONCLUSIONS

1. This research indicates that consumers were sensitive to the definition of the attributes of CSR and CA in their purchase decision of athletic shoes. This constructs and variables have captured the major sources of variability in choice behavior by the set of attributes in the observed component of the utility expression.
2. The signs of all CSR and CA attributes are positive, which means that the probability of selecting an athletic shoe increases if it offers company's environmental commitment, good labour practices, corporate giving to worthy causes, quality of products, technological innovation, and leadership in the industry.
3. The study indicates that consumers do not show the same level of preference for the various aspects of CSR. It can be seen that the CSR attribute that contributes most to an individual's utility is company's environmental commitment, which is greater than corporate giving to worthy causes, which is preferred over good labour practices.
4. In terms of CA attributes quality of products is by far preferred over technological innovation, which is greater than leadership in the industry.
5. The whole set of CSR attributes produce the bigger contribution to consumers' utility of athletic shoes. The CSR effects are more important than CA effects, and both are higher than the main effect of Price. In other words, CSR as a whole is the single most important feature driving customer choices.

Theoretical Contributions

One important contribution of this study is the empirical validation in Perú, of the role of CSR on consumers' behavior. According to literature review, no researches or documented empirical research have been conducted in Peru on this topic, or examined this relationship before.

A second contribution is the successful attempt to measure the impact of CSR in terms of consumer responses such as willingness to purchase and willingness to pay. The study also gives evidence of the role of CA and CSR, and in explaining the exact source of their relatives' impacts in purchase decisions of athletic shoes. This study tested a theoretical framework linking CA and CSR using a lab setting. The tests reveal that each dimension of both constructs, CA and CSR, have a significant impact over consumer behavior.

Implications

The pattern of findings highlights the influential role of CSR or ethical criteria in buying behavior, even in developing countries. Despite the facts that these findings are based only in athletic shoes, and that some studies tend to say the contrary (Brown & Dacin, 1997; Mohr et al., 2001, Berens et al., 2005), the results are not entirely unexpected given the theoretical and empirical literature in developed countries suggesting that CSR is critical in actual consumer behavior. (Auger, Burke, Devinney, & Louviere, 2003; Bhattacharya & Sen, 2004; Carrigan et al., 2004; Ellen, Webb, & Mohr, 2006; Mohr & Webb, 2005; Uusitalo & Oksanen, 2004; Marin & Ruiz, 2007) Which means that the Peruvian companies will find in the development of its external and internal activities of CSR, not only the moral gratification to comply with an ethical imperative, but also the possibility of adding value to their organizations through the generation of competitive advantage through the differentiation of their products. The results evidenced that the business case of CSR in Perú may include enhanced brand value and reputation, and improved financial performance through a higher willingness to pay. The results also show that the profit maximization approach is not necessarily in conflict with a better social return investment.

REFERENCES

- Aqueveque, Claudio. (2005). Marketing and market development signaling corporate values: Consumers' suspicious minds. *Corporate Governance*, 5, (3), 70-81.
- Auger, Pat, Devinney, Timothy & Louviere, Jordan. (2007). Using best-worst scaling methodology to investigate consumer ethical beliefs across countries. *Journal of Business Ethics*, 70, (1), 299-326.
- Auger, Pat & Devinney, Timothy. (2007). Do what consumers say matter? The misalignment of preferences with unconstrained ethical intentions. *Journal of Business Ethics*, 76, (4), 361-383.
- Auger, Pat, Burke, P., Devinney, Timothy, & Louviere, Jordan. (2003). What will consumers pay for social product features? *Journal of Business Ethics*, 42, (3), 281-304.
- Berens, Guido. (2004). Corporate Branding: The development of corporate associations and their influence on stakeholder reaction (Doctoral dissertation, Erasmus University Rotterdam, 2004). Dissertation Abstracts International, AAT CA58619.
- Berens, Guido, Van Riel, Cees & Van Bruggen, Gerrit. (2005). Corporate associations and consumer product responses: The moderating role of corporate Brand dominance. *Journal of Marketing*, 69, (3), 35-48.
- Bhattacharya, C. & Sen, Sankar. (2004). Doing better at doing good: When, why and how consumers respond to corporate social initiatives. *California Management Review*, 47, (1), 9-24.

- Brown, Tom & Dacin, Peter. (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing*, 61, (1), 68-84.
- Carrigan, Marylyn & Atalla, Ahmad. (2001). The myth of the ethical consumer—Do ethics matter in purchase behavior? *Journal of Consumer Marketing*, 18, (7), 560-577.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34, (4), 39-48.
- Creyer, Elizabeth & Ross, William. (1997). The influence of firm behaviour on purchase intention: Do consumers really care about business ethics? *Journal of Consumer Marketing*, 14, (6), 421-433.
- Dacin, Peter & Brown, Tom. (2002). Corporate identity and corporate associations: A framework for future research. *Corporate Reputation Review*, 2/3, (5), 254-263.
- Devinney, Timothy, Auger, Pat, Eckhardt, G. & Birtchnell, T. (2006). The other CSR. *Stanford Social Innovation Review*, 4, (3), 30-37.
- Ellen, Pam, Mohr, Lois & Webb, Deborah. (2000). Charitable programs and the retailers: Do they mix? *Journal of Retailing*, 76, (3), 393-406.
- Ellen, Pam, Webb, Deborah & Mohr, Lois. (2006). Building corporate associations: Consumer attributions for corporate socially responsible programs. *Academy of Marketing Science*, 34, (2), 147-157.
- Gupta, Shruti. (2002). Strategic dimensions of corporate image: Corporate ability and corporate social responsibility as sources of competitive advantage via differentiation. *ProQuest Digital Dissertations*. (UMI No. 30570736).
- Jacoby, S. M. (1997). *Modern manors: Welfare capitalism since the New Deal*. Princeton, NJ: Princeton University Press.
- Lantos, Geoffrey P. (2001). The boundaries of strategic corporate social responsibility. *Journal of Consumer Marketing*, 18, (7), 595-630.
- Louviere, J., Hensher, D. & Swait, J. (2004). *Stated choice methods*. Cambridge, England: Cambridge University Press.
- Maignan, Isabelle & Ferrell, O. (2004). Corporate social responsibility and marketing: An integrative framework. *Journal of the Academy of Marketing Science*, 32, (1), 3-19.
- Marin, Longinos & Ruiz, Salvador. (2007). “I need you too!” Corporate identity attractiveness for consumers and role of social responsibility. *Journal of Business Ethics*, 71, (1), 245-260.
- Mohr, Lois, & Webb, Deborah. (2005). The effects of corporate social responsibility and price on consumer responses. *The Journal of Consumer Affairs*, 39, (1), 121-147.
- Mohr, Lois, Webb, Deborah & Harris, Katherine. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *The Journal of Consumer Affairs*, 35, (1), 45-67.

Schwalb, María Matilde & García, Emilio (2003). *Evolución del compromiso social de las empresas: historia y enfoques*. Lima: Universidad del Pacífico.

Sen, Sankar & Bhattacharya, C. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38, (2), 225-243.

United Nations. (2007). *Global environment outlook*. Retrieved January 9, 2009 from <http://www.unep.org/geo/>

Uusitalo, O. & Oksanen, R. (2004). Ethical consumerism: A view from Finland. *Journal of Consumer Studies*, 28, (3), 214-221.

Van der Putten, F. P. (2005). *A research agenda for international corporate social responsibility*. Retrieved Jan 6, 2009 from Social Science Research Network web page http://papers.ssrn.com/sol3/papers.cfm?abstract_id=896672.

World Bank. (2004). *Responsible growth for the new millennium*. Retrieved March 12, 2007 from http://publications.worldbank.org/e-commerce/catalog/product?item_id=2432169.

Wolff, Franziska & Barth, Regine. (2005). *Corporate social responsibility: Integrating a business and societal governance perspective. The RARE project's approach*. Retrieved January 6, 2009 from www.rare-eu.net/fileadmin/user_upload/documents/RARE_Background_Paper.pdf