

Southern Illinois University Carbondale

OpenSIUC

Research Papers

Graduate School

Spring 4-17-2022

The Roles of Global Identity, Self-Construals, and Construal Level Theory on Consumers' Prosocial Consumption.

Wan Nur Fareeha Wan Ahmad Fauzi

Southern Illinois University Carbondale, fareeha.wan@siu.edu

Follow this and additional works at: https://opensiuc.lib.siu.edu/gs_rp

Recommended Citation

Wan Ahmad Fauzi, Wan Nur Fareeha. "The Roles of Global Identity, Self-Construals, and Construal Level Theory on Consumers' Prosocial Consumption.." (Spring 2022).

This Article is brought to you for free and open access by the Graduate School at OpenSIUC. It has been accepted for inclusion in Research Papers by an authorized administrator of OpenSIUC. For more information, please contact opensiuc@lib.siu.edu.

THE ROLES OF GLOBAL IDENTITY, SELF-CONSTRUALS, AND CONSTRUAL LEVEL
THEORY ON CONSUMERS' PROSOCIAL CONSUMPTION.

by

Wan Nur Fareeha Binti Wan Ahmad Fauzi

B.S., Southern Illinois University, 2018

A Research Paper

Submitted in Partial Fulfillment of the Requirements for the
Master of Science

College of Arts and Media
in the Graduate School
Southern Illinois University Carbondale
December 2021

RESEARCH PAPER APPROVAL

**THE ROLES OF GLOBAL IDENTITY, SELF-CONSTRUALS, AND CONSTRUAL LEVEL
THEORY ON CONSUMERS' PROSOCIAL CONSUMPTION.**

by

Wan Nur Fareeha Binti Wan Ahmad Fauzi

A Research Paper Submitted in Partial

Fulfillment of the Requirements

for the Degree of

Master of Science

in the field of Professional Media & Media Management

Approved by:

Dr. Yuhosua Ryoo, Chair

Graduate School

Southern Illinois University Carbondale

October 27, 2021

AN ABSTRACT OF THE RESEARCH PAPER OF

Wan Nur Fareeha Binti Wan Ahmad Fauzi, for the Master of Science degree in Professional Media & Media Management, presented on October 27, 2021, at Southern Illinois University Carbondale.

TITLE: THE ROLES OF GLOBAL IDENTITY, SELF-CONSTRUALS, AND CONSTRUAL LEVEL THEORY ON CONSUMERS' PROSOCIAL CONSUMPTION.

MAJOR PROFESSOR: Dr. Yuhosua Ryoo

Companies are focusing on creating a successful corporate social responsibility (CSR) campaign to appeal to and appease consumers and shareholders alike. As the business model gains its notoriety, scholars, and practitioners have studied consumers' preferences of CSR messaging by different cultural backgrounds. However, with globalization in mind, consumers' are now bicultural and more globally conscious thanks to the advancement of technology. Very little research investigates the impact of consumers' CSR preferences while considering consumers' global consciousness and their identity in relation to others. This leads me to propose a research investigating the interactions between consumers' self-construals, the globality of CSR initiative (global vs local), and preferred messaging through the construal-level theory. No data collection and analysis were performed based on these proposed interactions; however, a detailed discussion is provided for how a survey and experiment may be tested with visual advertisements with two different CSR initiatives that can be localized and globalized. This paper also proposes expected results from the proposed experiments such that consumers with a global (local) identity would resonate with global (local) CSR initiatives and this tendency would become prevalent when presented with high (low) construal level messages.

TABLE OF CONTENTS

<u>CHAPTER</u>	<u>PAGE</u>
ABSTRACT	i
LIST OF TABLES.....	ii
LIST OF FIGURES.....	iv
CHAPTERS	
CHAPTER 1 – Introduction.....	1
CHAPTER 2 – Theoretical Background.....	3
Global CSR vs Local CSR.....	3
The Moderating Role of Self-Construals	6
The Moderating Role of Construal Level Theory.....	9
CHAPTER 3 – Method.....	13
CHAPTER 4 – Expected Results.....	17
CHAPTER 5 – Conclusions.....	20
Theoretical Implications	20
Managerial Implications	21
Limitations and Recommendations	23

REFERENCES.....24

APPENDICES

APPENDIX A – CSR Campaign Advertisements.....32

APPENDIX B – Example of Participants’ Conditioning Samples36

VITA38

LIST OF FIGURES

<u>FIGURE</u>	<u>PAGE</u>
Figure 1 - CSR Campaign Ad for Global CSR with High CLT	
Messaging.....	14
Figure 2 - CSR Campaign Ad for Local CSR with Low CLT	
Messaging.....	16
Figure 3 – Expected Result for High CLT Interactions	18
Figure 4 – Expected Result for Low CLT Interactions.....	19

CHAPTER 1

INTRODUCTION

Companies have been leveraging the benefits of corporate social responsibilities (CSR) as part of their brands because it appeases consumers and shareholders alike (Murphy, 2021). The movement of conscious consumerism has been gaining momentum since the pandemic, and conscious consumers make up 20% of the global market right now (Latham, 2021; Kantar & GFK, 2020). Conscious consumerism can be defined as purchasing practices that prioritize positive social, economic, and environmental impacts (Nguyen, 2021). Conscious consumers vote with their dollar by prioritizing ethically or sustainably made products from brands that share their values.

As the movement popularizes, we can see the surge in environmental, social, and governance (ESG) investments from various companies to stay competitive (Writer & Mott, 2021). Considering there are more socially centered brands, consumers have more options, eventually creating an echo chamber when marketing CSR campaigns. With that in mind, this research paper proposes the segmentation of CSR campaigns based on target consumers' global consciousness. While previous research has provided valuable insights, most focus on the cross-cultural comparison between East Asian and Western cultures (Alden et al., 1999; Jang & Shin, 2019; Koo et al., 2020). We have limited studies, including the impact of global consciousness on consumers' identities. Because CSR campaigns act as an awareness of social and environmental causes, there is an opportunity to find out the preferences of the target audience when engaging with CSR initiatives based on the level of their global consciousnesses.

It is known that global consciousness influences one's identity to be bicultural, the combination of two cultures' (local and global culture) presence in oneself (Arnett, 2002). Instead of relying on consumers' preferences based on their geographic background, marketers should include consumers' bicultural identity because of the global cultural exchange that happens in their everyday lives—for example, using social media networking with people across the globe and consuming international news from various digital news outlets. In sum, this paper intends to prove consumers' global identity plays a significant part when choosing the type of CSR campaigns to engage with.

CHAPTER 2

THEORETICAL BACKGROUND

GLOBAL CSR VS LOCAL CSR

The notoriety of corporate social responsibility (hereafter CSR) has gained attention from companies, investors, scholars, and consumers in recent years (Chen, 2021). While more companies implement this business model, scholars and marketers are investigating ways to communicate CSR campaigns efficiently, like considering consumers' cultural backgrounds, interests, buying behavior, and expectations (Lim, Sung, & Lee, 2018; Puncheva-Michelotti, Hudson, & Michelotti, 2018; Nadanyiova, 2021;). As previously mentioned, limited studies explore the influence of consumers' bicultural identity and preferred CSR initiatives, whether the campaign is based internationally (global) or locally.

This research paper argues that there is a correlation between one's identity and the proximity to preferred CSR initiatives. Identifying the intensity of consumers' global consciousness and adopting initiatives based on consumers' preferences (global or local) will encourage consumers to engage with the campaign. As more companies establish prosocial branding, finding ways to stand out to the right crowd is more important.

A previous study (similar to this idea) explored moral recognition of CSR based on social proximity (defined by national and global identities) and geographic proximity (one's nation or abroad) (Puncheva-Michelotti et al., 2018). The study indicated that consumers with a high level of global identity resonate more with global CSR initiatives than consumers with high local identity. It means consumers who identify themselves as a part of the global community are more drawn to CSR campaigns that give back or address global causes. For example, Samsung (a South Korean company) has a CSR program called Samsung Hope For Children program. In

2012 they partnered with Korea International Volunteer Organization (KVO) and donated solar-powered LED lanterns to 1,000 homes in a remote village in Oroma, Ethiopia. Based on this example, this research paper defines it as Global CSR, and Global CSR would be more appealing to consumers with high global identity.

There are multiple ways to execute CSR campaigns, and a variety of considerations companies need to consider. Traditionally brands have expanded their global influence through glocalization and cause-related marketing (Business Case Studies, 2018). Glocalization is a popular marketing strategy where global brands modify their design and sell their products or services to resonate with local culture and behavior. Known brands that successfully executed glocalization would be McDonald's and Dunkin Donuts. McDonald's has reached over 101 countries with multiple stores worldwide; it succeeds by adapting to the local tastebuds while maintaining its brand. For example, their Teriyaki McBurger in Japan and Maharaja Mac in India, to name a few. America's favorite coffee chain, Dunkin' Donuts, has done the same with its menus, like in China with its best-selling pastry flavors dry pork and seaweed.

Cause-related marketing (CRM) is an embedded strategy within the company, whereby the company will donate a percentage of profit or sales to a specific cause (Strahilevitz & Myers, 1998). For example, Tom's Shoes' infamous Buy-One-Give-One campaign. One can assume this model to be favored among consumers, but that is not the case. The idea of CRM should be perceived as a beneficiary arrangement to both corporate and consumer values, but some studies have shown CRM to be less preferred by skeptical consumers (Chen & Huang, 2014; Vrioni, 2001).

Scholars have been comparing consumers' preferences between CRM and corporate philanthropy. Corporate philanthropy is a voluntary monetary contribution from corporations to a

given cause; some suggest it's an act of 'good corporate citizen' because the contribution comes with no expectations or benefit for the corporation (Lii & Lee, 2012; Shaw & Post, 1993). However, the preferences between CRM versus corporate philanthropy are still up for discussion.

In the context of CSR campaigns in the global market, scholars have been pivoting on the differences between individualist versus collectivist cultures. The most popular comparison would be Western and East Asian cultures. Most studies compare the cultures' communication styles through disposition attributional style, proximity, thinking styles, and more (Lim, Sung, & Lee, 2018; Puncheva-Michelotti, Hudson, & Michelotti, 2018; Koo, Shavitt, Lalwani & Chinchanchokchai 2018). There are no denials of the relevance for the comparison, but neglecting the impact of globalization on consumers' identity would be a missed opportunity.

It is essential to acknowledge globalization because consumers are not a monolith but bicultural, a merge between local identity and global consciousness (Arnett, 2002). Different cultural backgrounds do not equate to different levels of global consciousness, thanks to the internet and social media. Technological advancement offers consumers access to global issues, cultural exchange, and more global exposure.

As mentioned earlier, CSR is a significant component to compete in the global market. CSR initiatives benefit consumers and corporations by contributing socially responsible efforts for 'the greater good' while making profits (Du, Bhattacharya, & Sen, 2010). Companies looking to expand their influence to a larger market should consider the segmentation of global versus local CSR campaigns based on the target audience.

To conceptualize local and global CSR it should be based on the proximity of target consumers and the CSR initiatives. Local CSR campaigns engage with socially responsible initiatives that give back to local communities of target consumers. It aligns with consumers' local identity, triggering their sense of belonging to their nation without a derogative view of other nations (Duckitt & Sibley, 2016; MummendeyKlink, & Brown, 2001). And Global CSR campaigns are catered for consumers who resonate more with their global identity, which is the "consciousness of an international society or global community transcending national boundaries without necessarily negating the importance of state, nation or domestic society" (Iriye in Shinohara, 2004, p 1).

THE MODERATING ROLE OF SELF-CONSTRUAL

Studies found that consumers show interest in socially responsible contexts based on their self-perception (Shang et al., 2008; Chen & Huang, 2016). In this vein, this research paper posits that self-construals indicate consumers' level of global consciousness and their interactions with the type of CSR campaigns (global vs. local) would occur. The role of self-construals indicates how individuals assign themselves and perceive their individuality (Brewer & Gardner, 1996). Under the umbrella of self-construals, there are two terms which are independent self-construals and interdependent self-construals.

Consumers with independent self-construals prioritize personal goals, perceives themselves as independent from others (Hong, Wan, No, & Chiu, 2007; Markus & Kitayama 1991). Closely match with the concept of local identity, whereby they prioritize local traditions and local events and tend to focus on dissimilarities with others (Yang et al., 2019). In reverse, people with interdependent self-construals subscribe to the fundamentals of connectedness with

others (Markus & Kitayama 1991; Shang et al., 2008). Closely match with the concept of global identity whereby one's relationship with the global community (Shinohara, 2004).

H1: Consumers' preference for CSR is influenced by their self-construals.

As the global market becomes competitive, we should expect consumer preference to be a significant factor in choosing CSR campaigns. Self-construals are a reliable framework to influence and predict consumers' responses based on their self-perception (Polyorat, Alden & Alden, 2005; Brewer & Gardner, 1996). Including the depth of their global vs. local identity would be a valuable segmentation for future CSR implementation on the basis of marketing and advertising.

This suggests the importance of the congruency between campaign appeals and consumers' values. When a campaign matches or resonates with consumers' principles, there would be a higher chance of engagement.

Academically, individuals' self-construals are assumed by their cultural background. Whereby Western cultures are primarily individualistic, which resonates with independent self-construals. Furthermore, East Asian cultures are collectivist cultures that resonate with interdependent self-construals (Markus & Kitayama, 1991). However, we should not to rely on one's geographic area to dictate their self-construals. Scholars have found that the system of ones' self-construals can be influenced by their contemporary social identities and other relevant factors (Oyserman, 2009). More reason to explore the impact on consumers' identity, consumers' preferences of the globality or locality of CSR campaigns.

This paper believes self-construals allow us to predict the response to CSR campaigns. Since independent self-construals emphasize individuality and less with social context, the

initiative should relate to consumers' personal goals and the campaign should have a direct messaging, in other words, no fluff (Chua, Leu, & Nisbett, 2005; Polyorat et al., 2005). Giving the sense of autonomy for independent consumers to participate. In contrast to interdependent consumers, they find contextual information important (Kuhnen & Oyserman, 2002). The social context of initiatives expands the essence of 'we' and how they can contribute for the better globally.

Scholars have been using the concept of self-construals to measure the effectiveness of purpose-driven marketing. Mostly, studies compared preferences of cause-related marketing (CSM) and corporate philanthropy (Chen & Huang 2016; Varadarajan & Menon, 1988; Lii & Lee, 2012). The conclusions have been inconsistent; hence, this research paper proposes the type of initiative that could motivate consumers based on their self-construals. The concept has been proven to dictate consumers' empathy, moral identity, and charitable behaviors (Yang & Yen, 2018; Sen and Bhattacharya, 2001). With globalization being considered, this research paper aims to help maximize CSR campaigns with the malleability of consumers' self-construals (Markus and Kitayama 1991; Oyserman 2009; Zhang 2013). Thus, the context of this study proposed the following hypothesis:

There would be a two-way interactions between self-construals and local vs. global CSR. More favorable reactions will be reported when there is a match between self-construals and local vs. global CSR ; specifically, consumers with interdependent self-construals will express a higher PI for global (vs. local) CSR campaigns, while participants with independent self-construals will express a higher PI for local (vs. global) CSR campaigns.

H2: Independent consumers prefer local CSR over global CSR.

Independent consumers are expected to prefer local CSR to global CSR because of the local characteristic and proximity to CSR initiatives. As stated earlier, the link between independent self-construals and local identity has a matching characteristic.

H3: Interdependent consumers prefer global CSR over local CSR.

Interdependent self-construals closely match the concept of global identity, which includes positive relations, feelings, and concerns about global issues (Puncheva-Michelotti et al., 2018). This does not mean consumers who are more globally conscious do not care for local issues; instead, they extend the sense of responsibility toward distant communities.

MODERATING ROLE OF CONSTRUAL-LEVEL

Construal-level theory (CLT) predicates that the psychological distances of events or objects influence the mental representation of a given context (Trope & Liberman, 2010). Psychological distance is described as "a subjective experience that something is close or far away from the self, here, and now" (Trope and Liberman 2010, p. 440). To further explain, CLT conceptualizes the mental process of perceiving, understanding, and responding to a given situation while considering the psychological distance of events, objects, or tasks. For example, when asked a freshman about their graduation plans, they may reply with an abstract or vague response like getting a job or moving out of town. Conversely, when asking a senior the same question, they will probably give a more concrete response like moving to a specific state, getting a job with a specific company, or a specific role.

According to the framework of CLT, psychological distance can be described in two ways, objects or events that are near or close to the self are considered to be low-level and concrete construals. Opposite to that would be referred as high-level and abstract. Studies

describe low-level characteristics as by the peripheral, concrete, and local features (Fujita et al. 2006). The features of high-level are abstract, general, superordinate compared to low-level (Trope & Liberman, 2010). In this research paper, I assume that low-level approach to CSR campaigns would be more favorable to independent consumers than interdependent consumers, vice versa to high-level approach to CSR campaigns would be more favorable to interdependent consumers.

According to past studies, CLT can influence behavior, predict reactions, and be manipulated or primed (Liberman et al., 2002; Liberman & Förster, 2009; Fujita, 2008). This entails matching the CLT with self-construals can enable marketers to predict the best language for consumers' engagement. This research paper will utilize CLT through the campaign's advertising verbiage, observing participants' responses to CLT messaging (low-level vs. high-level).

Currently, there is no literature exploring CSR campaigns (global vs. local) interactions moderated by self-construals and CLT. However, several works of literature have encouraging evidence supporting the congruency effects on different concepts with similar attributes. When different concepts have congruent effects, previous research reveals participants experience a smooth information process and leads to favorable results (Lee & Aaker, 2004; Lee and Labroo 2004 ; Ryoo et al., 2017).

Based on the literature review that has been done, this research paper proposes an experiment to be implemented. If I were to conduct a study, CLT would be implemented through CSR advertisements, manipulating the psychological distance of two different initiatives. The location of initiatives emphasizes the psychological distance between consumers' geographical

proximity. In addition, the manipulation of concrete and abstractness of the CSR would become accomplished through how (concrete) vs. why (abstract) messaging.

The positive effect of proper matches between self-construals and CSR (local vs. global) would be prevalent when it is paired with a CLT message that is congruent with the processing style. Specifically, independent consumers' preference to local CSR campaigns would be significant only when it comes with a low CLT message. In contrast, interdependent consumers' preference to global CSR campaigns would be significant only when it comes with a high CLT message, not with a low CLT message.

The congruent concepts (independent + local CSR + low CLT / interdependent + global CSR + high CLT) will allow a fluent processing, which in turn leads to heightened perceptions of self-efficacy. The higher self-efficacy consequently contributes to more favorable responses.

H4: Moderation of CLT messaging will determine the effectiveness of CSR campaigns when match with consumers' self-construals and CSR local-global.

This research paper intends to use the concept of construal-level theory (CLT) to find the best match for persuading consumers to engage with CSR campaigns based on the global vs. local initiatives and consumers' self-construals (independent vs. interdependent) through verbiage. Under CLT, low-level construals constitute near events with concrete and local characteristics (Fujita et al., 2006). In contrast, high-level construals feature the mental representation of faraway events with abstract and global features (Ryoo et al., 2017). This means psychological proximity influences consumers' mental representation of an object or event.

It should be noted that CLT has effectively manipulated participants' self-construal through priming (Liberman, Trope, and Stephan 2007; Kyung, Menon, and Trope 2010). This indicates that incorporating CLT into campaign messaging can be a strategy to gain influence.

H5: Low CLT messaging with concrete construals verbiage would entice independent consumers compared to high CLT messaging and abstract construals verbiage. The characteristics of the two concepts should have a congruency effect because of the conceptual match.

H6: High CLT messaging with abstract construals verbiage would resonate with interdependent consumers compared to low CLT messaging and concrete consturals verbiage. The conceptual match between self-construals and CLT would make it easier for consumers to process the information.

CHAPTER 3

METHOD

A 2 (Global CSR ad: high CLT vs. low CLT) \times 2 (Self-construal: independent vs. interdependent) \times 2 (Construal level: high vs. low) between-subjects design will be employed. The experiment plans to recruit about 400 participants who are residing in the United States through Amazon's MTurk. Prior to participating, they will receive an agreement for the study, through an online link to the survey and will be randomly assigned to one of eight conditions.

The local-global identity manipulation will be accomplished by showing different scenarios. Considering that local identity resonates with independent self-construals, participants in the local identity condition will read a scenario pertinent to the narratives like "independent", "separate forces that are all unique", and "separate from everything else." In contrast, participants in the global identity condition who have interdependent self-construals will read a scenario that contains narratives like "interdependent", "inherently bound together" and "part of the same essence".

The independent variables will be manipulated in the study. Eight full-color advertisements will be created, two separate CSR initiatives will be chosen out of the United Nations' 17 goals for Sustainable Development: Decent Work and Economic Growth, and Responsible Consumption and Production. We chose two initiatives that can equally be applicable as both local and global CSR initiatives.

For the study to manipulate CSR initiatives and the construal level messaging, the research will adapt to previous research (e.g., Ryoo, 2017) in creating the verbiage of advertisement by using the how (low-level construal) messaging and why (high-level construal)

messaging to investigate the relationship between self-construals (independent vs. interdependent), construal-level messaging (high-level vs low-level), and CSR initiatives (local vs global).

The local-global identity manipulation will be accomplished by showing different scenarios. Considering that local identity resonates with independent self-construals, participants in the local identity condition read a scenario pertinent to the narratives like “independent”, “separate forces that are all unique”, and “separate from everything else.” In contrast, participants in the global identity condition who have interdependent self-construals will read a scenario that contains narratives like “interdependent”, “inherently bound together” and “part of the same essence”.



Figure 1 CSR Campaign Ad for Global CSR with High CLT messaging.

We will manipulate both CSR globalization and CLT messages in the form of advertisements. For the research, we will create a virtual fashion and homeware brand called Flow+Co. The brand focuses on ethical practices by working with artisans, providing sustainable

income, and uses environmentally friendly resources within the supply chain. This CSR campaign pertains to the Decent Work and Economic Growth initiative of the UN's 17 Sustainable Development Goals.

The global CSR aspect will be highlighted in the advertisement by stating “brand that supports artisans from all over the world”, while the local CSR will state, “brand that supports Midwest artisans.” The construal levels will be manipulated through either 'why' or 'how' approach. Previous studies indicated that high-level construals pertain to the aspiration of action (i.e., the reason behind the motivation or interaction), while low-level construal has relevance to the realistic or practicality of an action (i.e., how will it be executed)(Ryoo et al., 2017 ; Trope & Liberman, 2010).

Accordingly, we will manipulate the CLT message by adding how and why messaging to the advertisements while maintaining the local-global context. Specifically, as for the global campaign advertisement, the “how” message is “Our entire supply chain is ethical and sustainable. We provide livable wages and steady jobs...” And the “why” message “To share beautifully crafted products while empowering makers and artisans around the world...” In contrast, the “how” message for the local campaign advertisement will state “Our entire supply chain is ethical and sustainable. We partner with local artisans providing living...” whereas the “why” message for the global campaign advertisement will say “To share beautifully crafted products while empowering makers and artisans in local communities...” sharing the idea behind the ethical brand.



Figure 2 CSR Campaign Ad for Local CSR with Low CLT Messaging.

As a dependent variable, we will measure purchase intentions on a seven-point scale (1 = extremely unlikely, 7 = extremely likely). As for manipulation checks, we will measure participants' local-global identity using the short 8-item local-global identity scale with a 7-point Likert type scale (Tu, Khare, & Zhang, 2011). Then we will measure participants' self-construal by using a scale adopted from Hardin and Leong's research (2004). We will also adapt CLT manipulation check items from a previous research (Ryoo et al., 2017). After completing demographic measures, they will be debriefed and thanked.

CHAPTER 4

EXPECTED RESULTS

In this chapter, I provide a detailed discussion for data that might result from the proposed experiment if this were to be conducted. I expect that the manipulation check for global identity would reveal that participants in the global identity condition would report higher scores for interdependent self-construals than for independent self-construals. Participants viewing the global CSR campaign would indicate that the campaign had a more global impact than a local impact. With respect to manipulation checks for CLT, we predict participants would perceive the why-message to be significantly more related to high-construal than low-construal, whereas the how-message would be perceived to be significantly more focused on low-construal than high-construal. Thus, all manipulations would be valid and effective.

To test our hypotheses, an ANOVA is desirable. The analysis would reveal a significant three-way interaction among identity types, campaign types, and CLT for purchase intentions. The data would further show that identity types have a significant two-way interaction with CSR campaign types when the message is framed with both high and low construal level. Specifically, we predict that when the message is framed with high CLT, participants with a global identity would express a higher purchase intention for global CSR campaign than local CSR campaign, not those with a local identity. Similarly, when the message is framed with low CLT, participants with a local identity would show a higher purchase intention for local CSR campaign than global CSR campaign. Thus, this research paper is predicted to support the proposed hypothesis.

High CLT

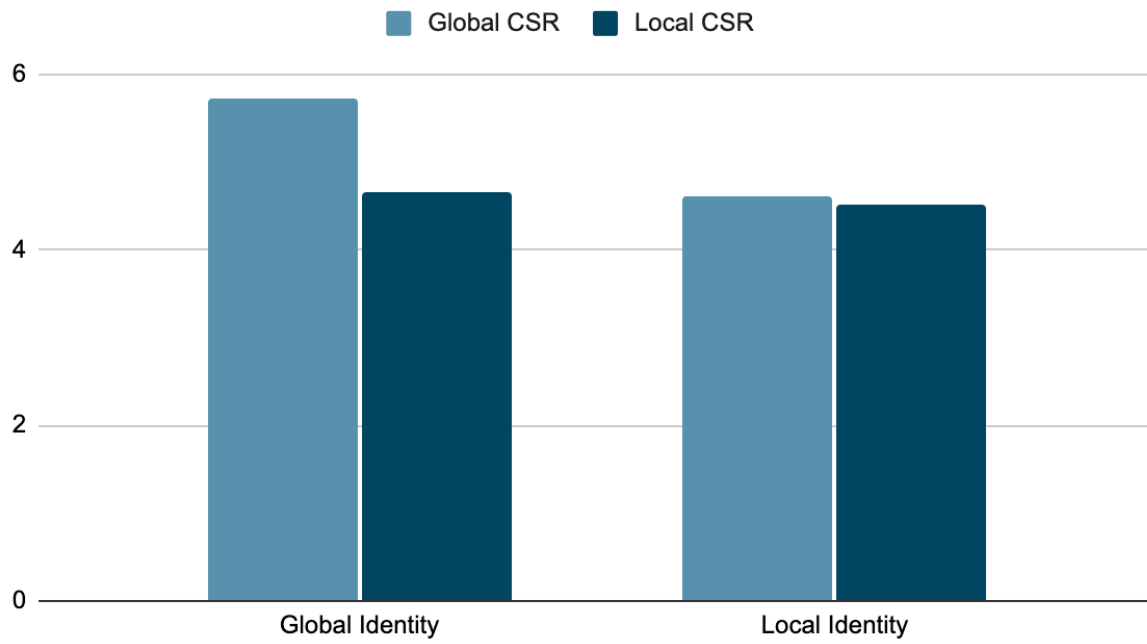


Figure 3 Expected Result for High CLT Interactions

Low CLT

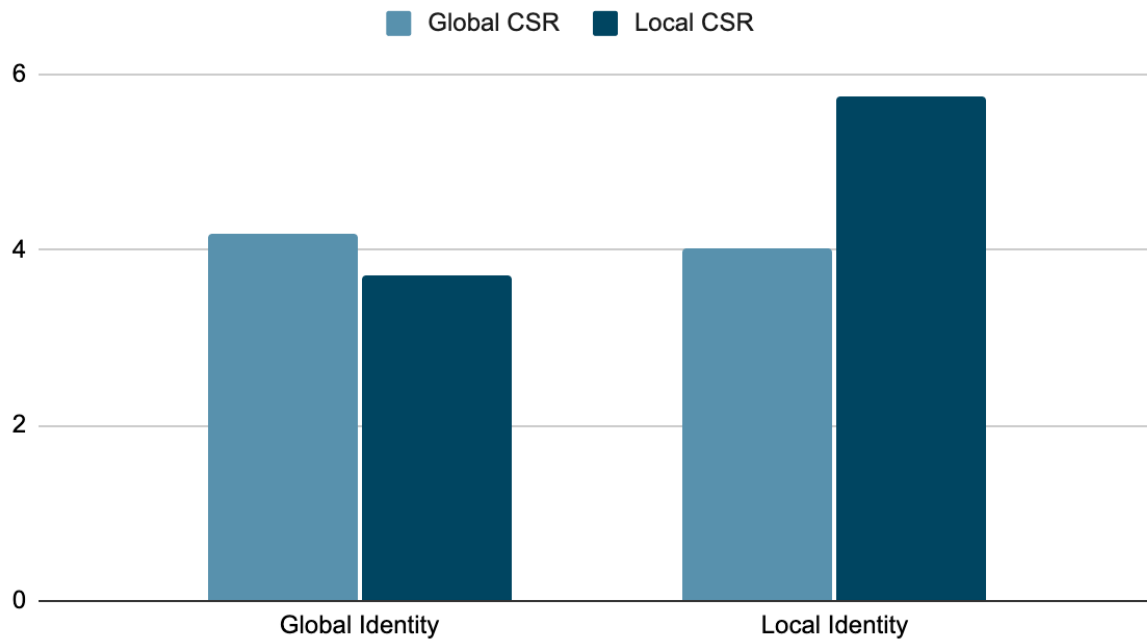


Figure 4 Expected Result for Low CLT Interactions

CHAPTER 5

CONCLUSIONS

If I were to conduct this study, this research paper would show that self-construals and CLT messaging influence consumers' preference for CSR campaigns (local vs. global). The proposed experiment would show that the proximity of CSR initiatives (local vs. global) would be considered when planning future CSR. Since consumers participate in prosocial activities based on how they identify themselves, this would suggest that marketers should be more intentional when producing CSR campaigns moving forward (Shang et al., 2008; Chen & Huang, 2016). This research paper also expects a strong match between global identity (local identity) and interdependent (interdependent) self-construals if the proposed experiment were conducted. Interdependent consumers would show a favorable response to global CSR with high-level CLT messaging, while independent consumers would prefer low-level CLT messaging.

This research paper is expected to echo the priorities of consumers' when it comes to the proximity of the initiatives and preferred communications styles. Not to forget, the geographical demographic in this study has traditionally (in academia) considered being individualistic, which entails being more independent. However, based on the expected results, interdependent participants fall under the characterization of a collectivist culture. This means biculturalism exists and should be considered as a factor when influencing consumers' purchasing behavior. Furthermore, in academia, we should explore consumers' biculturalism instead of relying on a monolithic perspective.

THEORETICAL IMPLICATIONS

The insights this research paper would provide contribute to the study of CSR marketing in two important ways. First, CSR campaigns should include consumers' biculturalism in

segmentation. By separating CSR campaigns through consumers' proximity to the initiatives, we could predict consumers' engagement with initiatives based on how they relate to the world. Close proximity to the initiative may invoke proximity to their personal goals and familiarity with a given cause for independent consumers (Hong, Wan, No, & Chiu, 2007; Markus & Kitayama 1991; Yang et al., 2019). In contrast, interconnectedness to the global conscious appeals to interdependent consumers compared to independent consumers. This phenomenon is a manifestation of biculturalism since participants were exclusively in America.

Academically, self-construals are traditionally compared between individualist and collectivist countries. As mentioned earlier, consumers are not exclusive to one consciousness but two because of technological advancement, immigration, and social media (Arnett, 2002). If the study were to show consistent findings with our hypotheses, exploring the role of biculturalism in this context would give scholars additional insights into behavioral and cross-cultural trends to come.

This brings us to our potential second contribution, the impact of communication styles when utilizing CLT messages for prosocial engagements. In this research paper, it was hypothesized that a high CLT message would express higher purchase intention with interdependent participants for the global CSR campaign. Independent participants would engage more with low CLT messages for local CSR campaigns.

MANAGERIAL IMPLICATIONS

The research paper will suggest a couple of managerial implications regarding how practitioners should choose and design their CSR campaigns. Our experiment will suggest that segmentation of local vs. global CSR allows an in-depth target audience. If the brand intends to target independent consumers, choosing a grass-roots movement may encourage more

engagement with CSR campaigns compared to a global movement. In addition, the predicted findings from our CLT messaging can be used as a guide for effective storytelling for the campaign.

This research paper hopes to encourage marketers and practitioners to be intentional when participating and designing CSR efforts moving forward. It has no intention of contributing to greenwashing, which is a process of delivering misleading impressions about corporations' products or services to be sustainably centered (Kenton, 2021). Instead, to highlight the opportunities when using the lens of conscious consumers with different priorities and perspectives.

As globalization plays its role, a plethora of information and conversation regarding local and global issues in the scope of environmental and social will take place. Practitioners who intend to participate in the global market should know how to navigate these conversations and communicate with target consumers efficiently. It allows brands to build a better relationship with current and prospective consumers. Instead of greenwashing tactics or surface-level initiatives, take the time to understand the depth of consumers' concerns and why particular initiatives motivate the target consumers to engage.

Regarding consumers' identity, reliance on their geographical area or nationality should be supplemented with their local vs. global identity to better cater to them. With the advancement of technology, one's global consciousness cannot be assumed by where they are from but what content they prefer to engage with. Based on our findings, matching CSR narrative to consumers' identity encourages consumers' engagement and expected return of investment.

LIMITATIONS AND FUTURE RESEARCH

With the lack of literature regarding the interactions between local vs. global CSR, biculturalism, and self-construals, there are a couple of limitations that should be acknowledged. As our findings should support our hypothesis, there could be other explanations for the predicted result. Instead of the initiatives, maybe other factors or concepts could explain the interactions with the CSR advertisements more. The proposed study is planning to only include American participants; we are not planning to include other Western (individualist) countries or Asian (collectivist) countries to compare the interactions at the moment. However, we believe observing interactions between independent participants from different countries with preferred CLT messaging or reactions to the conditioning would give us more insights.

Another suggestion for future research would be comparing biculturalism in prosocial behaviors with different generations; generation Y vs. millennials vs. generation Z. Future research may find exciting insights into how biculturalism manifests itself based on local cultural norms and age groups.

REFERENCES

- Alden, D. L., Steenkamp, J.-B. E., & Batra, R. (1999). Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. *Journal of Marketing*, 63(1), 75. <https://doi.org/10.2307/1252002>
- Appiah-Adu, K., & Singh, S. (1998). Customer orientation and performance: a study of SMEs. *Management Decision*, 36(6), 385–394. <https://doi.org/10.1108/00251749810223592>
- Arnett, D. B., German, S. D., & Hunt, S. D. (2003). The identity salience model of relationship marketing success: The case of nonprofit marketing. *Journal of Marketing*, 67(2), 89–105. <https://doi.org/10.1509/jmkg.67.2.89.18614>
- Arnett, J. (2002). The Psychology of Globalization . Retrieved June 22, 2021, from http://jeffreymarrett.com/ArticleArnett_2002_AmPsy.pdf.
- Aslam, A., Eugster, J., Ho, G., Jaumotte, F., Osorio-Buitron, C., & Piazza, R. (2019, March 14). *Globalization Helps Spread Knowledge and Technology Across Borders*. Insight & Analysis on Economics & Finance. Retrieved July 11, 2021, from <https://blogs.imf.org/2018/04/09/globalization-helps-spread-knowledge-and-technology-across-borders/>.
- Business Case Studies. (2018, April 30). *Global brands marketing case study*. Business Case Studies. Retrieved August 29, 2021, from <https://businesscasestudies.co.uk/global-brands-marketing-case-study/>.

- Chen, J. (2021, May 19). *Corporate Accountability Definition*. Investopedia. Retrieved July 11, 2021, from <https://www.investopedia.com/terms/c/corporate-accountability.asp#:~:text=Key%20Takeaways-,Corporate%20accountability%20refers%20to%20a%20publicly%20traded%20company's%20performance%20in,its%20employees%20and%20community%20members.>
- Chen, Z., & Huang, Y. (2016). Cause-related marketing is not always less favorable than corporate philanthropy: The moderating role of self-construal. *International Journal of Research in Marketing*, 33(4), 868–880. <https://doi.org/10.1016/j.ijresmar.2016.03.003>
- Corporate social responsibility (CSR)*. Business benefits of corporate social responsibility. (n.d.). Retrieved July 12, 2021, from <https://www.nibusinessinfo.co.uk/content/business-benefits-corporate-social-responsibility>.
- Feiler, D. C., Tost, L. P., & Grant, A. M. (2012). Mixed reasons, missed givings: The costs of blending egoistic and altruistic reasons in donation requests. *Journal of Experimental Social Psychology*, 48(6), 1322–1328. <https://doi.org/10.1016/j.jesp.2012.05.014>
- Fujita, K. (2008). Seeing the forest beyond the trees: A construal-level approach to self-control. *Social and Personality Psychology Compass*, 2(3), 1475–1496. <https://doi.org/10.1111/j.1751-9004.2008.00118.x>
- Fujita, K., Trope, Y., Liberman, N., & Levin-Sagi, M. (2006). Construal levels and self-control. *Journal of Personality and Social Psychology*, 90(3), 351–367. <https://doi.org/10.1037/0022-3514.90.3.351>

- Gecas, V. (1989). The social psychology of self-efficacy. *Annual Review of Sociology*, 15(1), 291–316. <https://doi.org/10.1146/annurev.so.15.080189.001451>
- Hou, C.-E., Lu, W.-M., & Hung, S.-W. (2017). Does CSR matter? Influence of corporate social responsibility on corporate performance in the creative industry. *Annals of Operations Research*, 278(1-2), 255–279. <https://doi.org/10.1007/s10479-017-2626-9>
- Jang, J. M., & Shin, S. (2019). Content Order in Advertising and Thinking Styles: A Cross-Cultural Study of the United States and South Korea. *Journal of Advertising*, 48(5), 457–472. <https://doi.org/10.1080/00913367.2019.1663319>
- Kantar, & GFK. (2020). # WhoCares, who Does 2020 - p. turtl.co. Retrieved August 26, 2021, from <https://kantar.turtl.co/story/whocares-who-does-2020-p/page/4/2>.
- Kaul, A., & Luo, J. (2017). An economic case for CSR : T he comparative efficiency of for-profit firms in meeting consumer demand for social goods. *Strategic Management Journal*, 39(6), 1650–1677. <https://doi.org/10.1002/smj.2705>
- Kenton, W. (2021, May 19). *What you should know about greenwashing*. Investopedia. Retrieved October 23, 2021, from <https://www.investopedia.com/terms/g/greenwashing.asp>.
- Kiessling, T., Isaksson, L., & Yasar, B. (2015). Market Orientation and CSR: Performance Implications. *Journal of Business Ethics*, 137(2), 269–284. <https://doi.org/10.1007/s10551-015-2555-y>

- Koo, M., Shavitt, S., Lalwani, A. K., & Chinchanchokchai, S. (2020). Engaging in a culturally mismatched thinking style increases the preference for familiar consumer options for analytic but not holistic thinkers. *International Journal of Research in Marketing*, 37(4), 837–852. <https://doi.org/10.1016/j.ijresmar.2020.03.004>
- Kyung, E. J., Menon, G., & Trope, Y. (2010). Reconstruction of Things Past: Why do some memories feel so close and others so far away? *Journal of Experimental Social Psychology*, 46(1), 217–220. <https://doi.org/10.1016/j.jesp.2009.09.003>
- Latham, K. (2021, January 14). *Has coronavirus made us more ethical consumers?* BBC News. Retrieved August 29, 2021, from <https://www.bbc.com/news/business-55630144>.
- Lee, A. Y., & Aaker, J. L. (2004). Bringing the frame into focus: The influence of regulatory fit on processing fluency and persuasion. *Journal of Personality and Social Psychology*, 86(2), 205–218. <https://doi.org/10.1037/0022-3514.86.2.205>
- Lee, A. Y., & Labroo, A. A. (2004). The effect of conceptual and perceptual fluency on Brand Evaluation. *Journal of Marketing Research*, 41(2), 151–165. <https://doi.org/10.1509/jmkr.41.2.151.28665>
- Li, L. M., Masuda, T., Hamamura, T., & Ishii, K. (2018). Culture and Decision Making: Influence of Analytic Versus Holistic Thinking Style on Resource Allocation in a Fort Game. *Journal of Cross-Cultural Psychology*, 49(7), 1066–1080. <https://doi.org/10.1177/0022022118778337>

- Liberman, N., & Förster, J. (2009). The Effect of Psychological Distance on Perceptual Level of Construal. *Cognitive Science*, 33(7), 1330–1341. <https://doi.org/10.1111/j.1551-6709.2009.01061.x>
- Liberman, N., Sagristano, M. D., & Trope, Y. (2002). The effect of temporal distance on level of mental construal. *Journal of Experimental Social Psychology*, 38(6), 523–534. [https://doi.org/10.1016/s0022-1031\(02\)00535-8](https://doi.org/10.1016/s0022-1031(02)00535-8)
- Liberman, N., Trope, Y., & Stephan, E. (2007). Psychological Distance . In *Social Psychology: Handbook of Basic Principles*. essay, Guilford Press.
- Lim, R. E., Sung, Y. H., & Lee, W.-N. (2018). Connecting with global consumers through corporate social responsibility initiatives: A cross-cultural investigation of congruence effects of attribution and communication styles. *Journal of Business Research*, 88, 11–19. <https://doi.org/10.1016/j.jbusres.2018.03.002>
- MONGA, A., & JOHN, D. (2008). When does negative brand publicity hurt? The moderating influence of analytic versus holistic thinking. *Journal of Consumer Psychology*, 18(4), 320–332. <https://doi.org/10.1016/j.jcps.2008.09.009>
- Morris, M. W., & Peng, K. (1994). Culture and cause: American and Chinese attributions for social and physical events. *Journal of Personality and Social Psychology*, 67(6), 949–971. <https://doi.org/10.1037/0022-3514.67.6.949>
- Mueller, B., & Diehl, S. (2011). *A Multicountry Advertising Research Framework: Lessons Learned from Testing Global Consumer Culture Positioning*. A Multicountry Advertising

Research Framework: Lessons Learned from Testing Global Consumer Culture Positioning
| Emerald Insight. Retrieved June 17, 2021, from
[https://www.emerald.com/insight/content/doi/10.1108/S1474-7979\(2011\)0000022007/full/html](https://www.emerald.com/insight/content/doi/10.1108/S1474-7979(2011)0000022007/full/html).

Murphy, C. B. (2021, June 29). *Why is social responsibility important to some businesses?*
Investopedia. Retrieved August 27, 2021, from
<https://www.investopedia.com/ask/answers/041015/why-social-responsibility-important-business.asp>.

Nguyen, J. (2021, May 26). *Conscious consumerism: What it is & why its important in 2021*.
Grow Ensemble. Retrieved August 29, 2021, from <https://growensemble.com/conscious-consumerism/>.

Nisbett, R. E., Peng, K., Choi, I., & Norenzayan, A. (2001). Chapter 48: Culture and Systems of Thought: Holistic versus Analytic Cognition. *Culture and Systems of Thought: Holistic versus Analytic Cognition*. <https://doi.org/10.1037/0033-295X.108.2.291>

Okazaki, S., Mueller, B., & Diehl, S. (2011). A Multicountry Advertising Research Framework: Lessons Learned from Testing Global Consumer Culture Positioning. *Advances in International Marketing*, 73–96. [https://doi.org/10.1108/s1474-7979\(2011\)0000022007](https://doi.org/10.1108/s1474-7979(2011)0000022007)

Polyorat, K., Alden, D. L., & Alden, D. L. (2005). Self-construal and need-for-cognition effects on brand attitudes and purchase intentions in response to comparative advertising in thailand and the united states. *Journal of Advertising*, 34(1), 37–48.
<https://doi.org/10.1080/00913367.2005.10639179>

Puncheva-Michelotti, P., Hudson, S., & Michelotti, M. (2018). The role of proximity to local and global citizens in stakeholders' moral recognition of corporate social responsibility.

Journal of Business Research, 88, 234–244. <https://doi.org/10.1016/j.jbusres.2018.03.027>

Ryoo, Y., Hyun, N. K., & Sung, Y. (2017). The effect of descriptive norms and construal level on consumers' sustainable behaviors. *Journal of Advertising*, 46(4), 536–549.

<https://doi.org/10.1080/00913367.2017.1396514>

Townsend, S. (2018, November 21). *88% Of Consumers Want You To Help Them Make A*

Difference. Forbes. Retrieved June 17, 2021, from

<https://www.forbes.com/sites/solitairetownsend/2018/11/21/consumers-want-you-to-help-them-make-a-difference/?sh=59097afa6954>.

Trope, Y., & Liberman, N. (2010). Construal-level theory of psychological distance.

Psychological Review, 117(2), 440–463. <https://doi.org/10.1037/a0018963>

United Nations. (2015). *The 17 goals | sustainable development*. United Nations. Retrieved September 2, 2021, from <https://sdgs.un.org/goals>.

White, K., & Peloza, J. (2009). Self-benefit versus other-benefit marketing appeals: Their effectiveness in generating charitable support. *Journal of Marketing*, 73(4), 109–124.

<https://doi.org/10.1509/jmkg.73.4.109>

Writer, J. A.-H. | C., & Mott, C. F. D. (2021, August 19). *How social responsibility is becoming a focus for investors*. The Breeze. Retrieved August 29, 2021, from

https://www.breezejmu.org/business/how-social-responsibility-is-becoming-a-focus-for-investors/article_eeb193f2-0072-11ec-b576-1b5fd9aa25ab.html.

Yang, H.-T., & Yen, G.-F. (2018). Impact of consumers' self-construal, empathy, and moral identity on purchase intention toward cause-related marketing goods: A perspective of the moderated mediation model. *Psychology, 09*(02), 260–279.

<https://doi.org/10.4236/psych.2018.92017>

Yang, Z., Sun, S., Lalwani, A. K., & Janakiraman, N. (2019). How does consumers' local or global identity influence price–perceived quality associations? the role of perceived quality variance. *Journal of Marketing, 83*(3), 145–162.

<https://doi.org/10.1177/0022242918825269>

Zhang, J. (2009). *The effect of Advertising Appeals in Activating SELF-CONSTRUALS: A case of Bicultural Chinese Generation X CONSUMERS*. Taylor & Francis. Retrieved August 29, 2021, from <https://www.tandfonline.com/doi/abs/10.2753/JOA0091-3367380105>.

APPENDIX A

CSR CAMPAIGN ADVERTISEMENTS

Example of Stimuli, Global CSR with low-level CLT vs High-level CLT.



Flow+Co. is an ethical homeware and loungewear brand that supports artisans from all over the world.

Our entire supply chain is ethical and sustainable. We provide livable wages and steady jobs. The materials we use are upcycled, products are hand-dyed with planet-based colors and woven by skilled artisans.

How we do it.

Flow+Co. 



Flow+Co. is an ethical homeware and loungewear brand that supports artisans from all over the world.

To share beautifully crafted products while empowering makers and artisans around the world. Cultures should be appreciated, respected, and celebrated, not exploited. We believe in helping them do what they love while sustaining their unique culture and heritage.

Why we do it.

Flow+Co. 

Example of Stimuli, Local CSR with low-level CLT vs High-level CLT.



Flow+Co. is an ethical homeware and loungewear brand that supports Midwest artisans.

How we do it. Our entire supply chain is ethical and sustainable. We partner with local artisans providing living wages and professional development programs. Our materials are organic, upcycled, and our dyes are non-toxic.



Flow+Co. is an ethical homeware and loungewear brand that supports Midwest artisans.

Why we do it. To share beautifully crafted products while empowering makers and artisans in local communities. Cultures should be appreciated, respected, and celebrated, not exploited. We believe in amplifying the art of communities, embracing heritage, and sustain local cultures.




Example of Stimuli, Global CSR with Low-level CLT vs High-level CLT.

About Us
Our Global Community.

Cofftea People is a proud ethical multinational chain coffeehouse that serves over 10 different countries worldwide. Every Wednesday our Global Cofftea People has to bring their own mug or purchase our mugs for their beverage. We call it 'Bring a Mug or Buy a Mug Day.'

How We Make Impact.

We are proud citizens of the world because of that we donate 30% of our profits from sold mugs to global organizations that research environmental technology, climate change and provide accessible education for the youth all around the world about sustainability.




About Us
Our Global Community.

Cofftea People is a proud ethical multinational chain coffeehouse that serves over 10 different countries worldwide. Every Wednesday our Global Cofftea People has to bring their own mug or purchase our mugs for their beverage. We call it 'Bring a Mug or Buy a Mug Day.'

Why We Are Who We Are.

We are proud citizens of the world and believe everything is interconnected. Encouraging sustainable practices within our community while educating the importance of sustainable consumption is our way to protect people and the planet.




Example of Stimuli, Local CSR with Low-level CLT vs High-level CLT.

About Us
Sustaining our community.

Cofftea People is a proud local ethical coffeehouse started in Southern Illinois and we are growing! Every Wednesday our Cofftea People has to bring their own mug or purchase our mugs for their beverage. We call it 'Bring a Mug or Buy a Mug Day.'

How We Contribute to Community.

We growing with our community by donating 30% of our profits from sold mugs to local environmental organizations to support our environment and host sustainability workshops, accessible environmental education, and more community programs.




About Us
Sustaining our community.

Cofftea People is a proud local ethical coffeehouse started in Southern Illinois and we are growing! Every Wednesday our Cofftea People has to bring their own mug or purchase our mugs for their beverage. We call it 'Bring a Mug or Buy a Mug Day.'

Why we are proud to be local.

As we grow our business, we want our community to grow with us. We infuse sustainability within our coffeehouse culture to promote the importance of sustainable consumption to protect and sustain our community and planet.



APPENDIX B

SAMPLES OF PARTICIPANTS CONDITIONING: MANIPULATION CHECK SELF- CONSTRUALS CONDITIONING.

Interdependent verbiage. Please read a paragraph below describing a person's meditation experiences.

Zandra had been practicing meditation for past 10 years. Her quest to understand world at a deeper level could not have been more mentally tormenting. Her earnest desire was to understand what is the world? Where are we? And, how this world functions? Her meditation resulted in deep trances where she could feel the flow. She learned how to immerse herself with the waves around her and was about to discover a strange but vivid truth. One day early in the morning when Zandra was in her meditation, she had an epiphany. As a feeling, it was a sudden realization or comprehension of the essence or meaning of something. She felt that the world is all connected and everything is related with every other thing. We, as human beings are part of a cosmos and deep down everything can affect anything. Her realization was that the universe is essentially a system of interdependent, connected forces that are inherently bound together, all of which are part of the same essence and influence everything else. She realized that all entities are inseparable from each other, that birth and death are simply part of a longer journey, and that everything is one with everything else, linked together by a single, unifying presence. Zandra met herself that day.

Independent verbiage. Please read a paragraph below describing a person's meditation experiences.

Zandra had been practicing meditation for past 10 years. Her quest to understand world at a deeper level could not have been more mentally tormenting. Her earnest desire was to understand what is the world? Where are we? And, how this world functions? Her meditation resulted in deep trances where she could feel the flow. She learnt how to immerse herself with the waves around her and was about to discover a strange but vivid truth. One day early in the morning when Zandra was in her meditation, she had an epiphany. As a feeling, it was a sudden realization or comprehension of the essence or meaning of something. She felt that we, as human beings are distinct from each other, we possess a unique presence and deep down every element in the cosmos is distinct and unrelated with each other. She came to the realization that the universe is essentially a system of independent, separate forces that are all unique, self-contained, and which do not exert any meaningful impact on other elements or events. She realized that all entities have their own distinct and unique properties, that birth and death are finite and permanent, and that everything is kept separate from everything else by a larger spiritual presence.

VITA

Graduate School
Southern Illinois University

Wan Nur Fareeha Binti Wan Ahmad Fauzi

fareehawanfauzi@gmail.com

Southern Illinois University Carbondale

Bachelor of Science, Communication Studies, December 2018

Research Paper Title

The Roles of Glocal Identity, Self-construals, and Construal Level Theory on Consumers' Prosocial Consumption.

Major Professor: Dr. Yuhosua Ryoo