

There are no translations available.

Publication date: September 2014

Source: Journal of Business Research, Volume 67, Issue 9

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This study shows the value of a set-theoretic comparative technique—namely, fuzzy-set qualitative comparative analysis—as a means to supplement other traditional techniques, such as regression analysis and structural equation modeling. The study illustrates the technique by using the empirical dataset in Skarmeas and Leonidou's (2013) study on consumer skepticism about corporate social responsibility (CSR). The investigation provides more nuanced coverage of the role of CSR skepticism than the conventional “net effect” symmetrical explanation and illustrates that CSR skepticism and its impact are contingent on combinations of complex antecedent conditions and several alternative paths. Specifically, the study expands on Skarmeas and Leonidou's findings by showing that the degree of CSR skepticism depends on the combination of “ingredients” in the CSR-induced consumer attribution causal “recipes.” The study also shows that the deleterious influence of CSR skepticism on consumer-related outcomes, such as retailer equity, resilience to negative information about the retailer, and word of mouth, is conditional and depends on the combination of antecedent conditions that occur in the causal statements.

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