Making cause-related corporate social responsibility (CSR) count in holiday accommodation choice

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Abstract
We test how different presentations of cause-related corporate social responsibility (CSR) initiatives affect the choice of holiday accommodation bookings. Results of a stated choice experiment indicate that for the tourist population as a whole - information about CSR initiatives affects choice only minimally. One market segment emerges, however, that is highly responsive to all types of CSR message presentations: positive and negative framing, and local and international causes. This tourist segment is characterized by a distinct socio-demographic profile, thus representing a promising target market for tourism managers engaging in cause-related CSR strategies. Other tourist segments are sensitive to the framing of CSR messages. Overall, negatively-framed CSR messages emerge as more effective.

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Compliance with ethical standards

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Competing interests: Randle declares that she has no competing interests. Kemperman declares that she has no competing interests. Dolnicar declares that she has no competing interests.
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ABSTRACT

We test how different presentations of cause-related corporate social responsibility (CSR) initiatives affect the choice of holiday accommodation bookings. Results of a stated choice experiment indicate that – for the tourist population as a whole – information about CSR initiatives affects choice only minimally. One market segment emerges, however, that is highly responsive to all types of CSR message presentations: positive and negative framing, and local and international causes. This tourist segment is characterized by a distinct socio-demographic profile, thus representing a promising target market for tourism managers engaging in cause-related CSR strategies. Other tourist segments are sensitive to the framing of CSR messages. Overall, negatively-framed CSR messages emerge as more effective.

Keywords: Corporate social responsibility, Choice experiment, Segmentation, Message framing, Cause proximity

1. Introduction

CSR initiatives are “actions that appear to further some social good, beyond the interests of the firm and that which is required by law” (McWilliams & Siegel, 2001). Organizations implement CSR initiatives in recognition of the impact they have on the local community and the world more broadly. Such initiatives aim to ‘give back’ (Lindgreen, Swaen, & Johnston, 2009), to distribute the benefits that result from the organization’s operations to all stakeholders, rather than only the organization itself.

While CSR strategies primarily aim to help specific communities and society as a whole, they are also thought to provide benefits to the organization implementing them. These include reputational benefits (Miller, Eden, & Li, 2018), enhanced brand image, brand equity and brand loyalty (He & Li, 2011; Pérez & Bosque, 2015; Singh, 2016) and improved attitudes towards the organisation and its products (Diehl, Terlutter, & Mueller, 2016; Kim, 2016). These benefits, in turn, increase customer loyalty (Chung, Yu, Choi, & Shin, 2015;
Pérez & Bosque, 2015), purchase intention (Diehl et al., 2016; Kim, 2016) and, ultimately, the financial performance of the organization (Rhou, Singal, & Koh, 2016; Saeidi, Sofian, Saeidi, Saeidi, & Saaeidi, 2015; Theodoulidis, Diaz, Crotto, & Rancati, 2017).

However, attempts to benefit from CSR initiatives as an organisation can also backfire (Vallaster, Lindgreen, & Maon, 2012), especially if consumers perceive CSR initiatives as opportunistic or driven by self-interest rather than genuine altruism (Vanhamme & Grobben, 2009). Such consumer perceptions can lead to negative attitudes and reduced willingness to pay for products and services (Becker-Olsen, Cudmore, & Hill, 2006; Habel, Schons, Alavi, & Wieseke, 2016). Some organizations (especially large, multinational organizations) are deliberately humble when promoting their CSR initiatives (Maon, Lindgreen, & Swaen, 2009) to avoid a potential consumer backlash. Many organizations report on their CSR initiatives on websites and other public documents like annual reports (Serra-Cantallops, Peña-Miranda, Ramón-Cardona, & Martorell-Cunill, 2018), assuming that this information, humbly presented, benefits the organisation. The empirical evidence to support this assumption, however, is conflicting. Some studies report that consumers pay little attention to CSR initiatives when making purchase decisions, and conclude that the link between CSR initiatives and stated purchase decisions is unproven (Boccia, Manzo, & Covino, 2019; Carrigan & Attalla, 2001). Others postulate a positive link between CSR, positive attitudes and stated purchase intention (Diehl et al., 2016; Kim, 2016).

While most CSR studies have focused on fast-moving consumer goods, there is growing evidence of the value of CSR strategies in tourism, and for tourist accommodation providers specifically. Many global hotel chains have broad ranging social responsibility strategies. For example Accor’s “Planet 21” programme includes initiatives focused on healthy and sustainable food, eco design of buildings and room features, water and energy saving initiatives and fighting the sexual exploitation of children (Accor Hotels, 2016).
Hilton’s “Travel with a purpose” includes initiatives focused on sustainable travel and tourism, providing opportunities for young people and funding projects that support local communities (Hilton, 2019). Studies have identified numerous positive impacts of CSR strategies for tourism accommodation providers, including increasing consumer trust, customer satisfaction, brand preference, identification with the company, consumer loyalty, corporate and brand reputation and purchase intention (Gao & Mattila, 2014; Liu, Wong, Shi, Chu, & Brock, 2014; Martínez & Bosque, 2013; Su, Swanson, & Chen, 2015). CSR initiatives have also been linked to price, with tourists who have stronger pro-environmental attitudes stating they would pay more for hotels that implement green initiatives (Kang, Stein, Heo, & Lee, 2012). Yet, we have only limited understanding about the relative importance of CSR compared to other product attributes. For example: to what extent would consumers tolerate reductions in accommodation luxury to support socially responsible accommodation providers?

A recent review of CSR research in the hotel context revealed a paucity of empirical studies on this topic, with the authors concluding that “consumer reactions to CSR and the link between CSR and corporate financial performance (CFP) are still important gaps regarding research on CSR in the hotel industry” (Serra-Cantallops et al., 2018, p.15). They note wide variation in the quality and clarity of company communications of their CSR activities, stating that “extra effort trying to find out the best way to communicate CSR to the different stakeholders would be welcomed” (Serra-Cantallops et al., 2018, p.35). Specifically, on the impact of CSR strategies on consumers, the review revealed most studies to be quantitative and use structural equation modelling to examine relationships between variables, and also noted the “absolute predominance of studies on Asian markets and, particularly, in China” (Serra-Cantallops et al., 2018, p.28). They also note the lack of managerially useful segmentation studies (Dolnicar & Lazarevski, 2009) and a general
presupposition by researchers that all consumers will react to CSR messages in the same way. They suggest that “segmentation studies within these groups could shed new light on the underlying mechanisms linking CSR to consumers…” (Serra-Cantallops et al., 2018, p.33).

With a view to filling these identified gaps in knowledge, the present study poses the following research questions in the context of holiday accommodation choice: (1) What is the relative impact of environmental and community CSR initiatives on holiday accommodation choice? (2) If there is impact, does the impact generalize to the entire population or is it limited to specific segments only? (3) What is the most effective way of framing CSR-initiatives in communications? We examine the relative importance of three factors assumed to increase message effectiveness: consumer involvement, message-framing and donation proximity (Grau & Folse, 2007). Methodologically, the present study extends existing knowledge (1) analytically, by using a stated choice modelling technique to examine the relative importance of CSR in consumer decision making; and (2) geographically, by conducting the study in Australia.

2. Literature review

2.1 The relative importance of CSR in consumer choice

Several choice modelling studies investigate the relative contribution of CSR attributes to stated consumer choice by forcing consumers to trade-off social attributes with other product features; most have been undertaken in the context of fast moving consumer goods. For example, one of the earliest choice experiments (Auger, Burke, Devinney, & Louviere, 2003) evaluated ethical and functional attributes for athletic shoes and soap. Consumers indicated they would consider changing their purchase choices if ethical information about the production process was presented (e.g. providing more information about social issues and highlighting their importance) as long as important functional features of the product would not be compromised. A later investigation by the same authors provided further
support for the notion that consumers place relatively high importance on the social features
of products, but not at the expense of functional attributes (Auger, Devinney, Louviere, &
Burke, 2008). Particularly socially conscious segments of consumers emerged from both
studies.

More recently, Boccia, Manzo and Covino (2019) examined people’s willingness to
pay more for socially responsible ready-made foods by conducting a choice experiment with
CSR initiatives, price and brand presence as choice attributes. While consumers had generally
more positive attitudes towards socially responsible companies and their products, CSR was
not strong enough to influence consumer choice.

Choice experiments are also common in tourism research, especially to investigate
hotel and accommodation choice (Kim & Park, 2017; Kim & Perdue, 2013; Lee, Lee, &
Moon, 2018; Lyu, 2017; Martin, Roman, & Mendoza, 2018; Masiero & Pan, 2015; Masiero,
Yang, & Qiu, 2019; Roman & Martín, 2016). These choice models include the most
important purchase criteria, such as price, service and hotel facilities. They do not study
CSR-related attributes. One exception is the study by Njite and Schaffer (2017) who found
that the “green and conservation” attribute was the least important attribute in tourist choice
when compared to a range of other attributes including price, brand name, location and
technology. This result was despite the fact that the study sample included people who had
stayed in an environmentally friendly hotel in the past 12 months, and so could be assumed to
have more pro-environment attitudes (and therefore place more importance on “green” hotel
attributes) than the general population.

A limitation of most choice experiments involving CSR is that they use stated intention
as the dependent variable rather than actual behavior. In a field experiment, the actual
behavior of tourists purchasing tickets for either eco-certified or non-eco-certified boat tours
in Iceland was examined (Karlsson & Dolnicar, 2016). After the tourists bought their tickets,
researchers asked them if they knew whether their chosen tour operator was eco-certified or not. Tourists report the extent to which various product attributes – including environmental impact – influence their choice of boat tour provider. While 60% of tourists indicate that environmental sustainability influenced their choice, only 14% bought tickets for the eco-certified boat and were aware of the boat’s certified status, pointing to only a small niche segment of boat tourists actually considering eco-labelling when choosing among product alternatives.

Various factors can affect the effectiveness of CSR strategies: consumer identification with the organisation (Deng & Xu, 2017; Kim, 2017), perceived match of company and the CSR initiative (Zasuwa, 2017), level of consumer trust (Kim, Hur, & Yeo, 2015), company reputation and competitive advantage (Saeidi et al., 2015) and the extent to which front line staff support the CSR initiative (Edinger-Schons, Lengler-Graif, Scheidler, & Wieseke, 2018). The nature of the CSR initiative also affects the extent to which it positively influences consumer perceptions. For example, philanthropic campaigns produce more favourable attitudinal evaluations than sponsorship or cause-related marketing campaigns (Lii & Lee, 2012). Consumers respond more positively and support CSR activities if they are highly involved with the cause (Lu, Wei, & Li, 2015; Vanhamme, Lindgreen, Reast, & Van Popering, 2012), and they only process ethical information holistically if they attribute a degree of personal relevance to that information (Brunk & de Boer, 2018).

Overall, at the general population level, CSR-related studies provide little compelling evidence for the impact of CSR initiatives on stated intention or actual product choice. Where there is impact, it is usually not sufficient to offset an increase in price, and is often dependent on other functional attributes of the product or service not being compromised.

However, previous empirical studies suggest that one or more particularly socially conscious segments exist within the population. These consumers are more responsive to CSR
attributes, but it is not clear whether they are willing to pay more for the social responsibility of a product, or compromise on other product features. Also, the focus of most choice modelling studies has been on relatively inexpensive fast-moving consumer goods. It is unclear if findings generalise to less frequent, more expensive purchase decisions for which the trade-off between social and functional attributes may come at a greater cost. Tourism products and services typically fall into this category. Furthermore, CSR attributes studied in the past related to the production process, for example the organic production of foods, the eco-certification of a service, greenhouse emissions generated or animal testing during research and development. These cases have in common that the beneficiary of the CSR activities are the consumers. For example, if foods are organically grown, the consumer benefits because they are healthier. The effect of CSR initiatives that do not benefit consumers, such as cause-related marketing strategies involving the donation of money to causes unrelated to the product, are not well understood.

2.2 Communication of CSR messages

In order for companies to fully realise the strategic benefits of their CSR strategies on firm performance, key stakeholders (including customers) need to be aware of them (Pomering & Dolnicar, 2009). Low stakeholder awareness of CSR strategies can undermine the potential benefits of CSR activities on firm outcomes (Rhou et al., 2016). Because of this, the way CSR strategies are communicated to key stakeholders is critically important. Such communications can influence how consumers perceive the credibility of CSR initiatives and, in turn, the extent to which messages are interpreted positively or negatively. In terms of what message is presented, CSR messages are more effective and credible when they are informative, personally relevant, endorsed by a third-party (Kim & Ferguson, 2018), and when they are specific in terms of their real-world impact (Gruber, Kaliauer, & Schlegelmilch, 2017). In terms of how the message is presented, CSR messages should be
consistent, transparent, and avoid self-promotion (Kim & Ferguson, 2018). They are most
effective when they come from sources outside of the company, or when they involve
receiving external awards (Gruber et al., 2017). CSR messages communicated via social
media and through corporate communications are generally considered to be less credible
(Gruber et al., 2017) because they originate from the company implementing them. Despite
this, there is growing recognition of the potential to use social networking sites to
communicate CSR activities because of their ability to engage consumers through
endorsement (liking) and content diffusion (sharing) (Araujo & Kollat, 2018; Wang &
Huang, 2018). In the context of tourist accommodation consumers are already accustomed to
using key social media platforms (for example, TripAdvisor) and so it provides a valuable
opportunity for companies to communicate their CSR strategies to this key stakeholder group
(Mkono & Tribe, 2017). In terms of creative design, sustainability features of products have
more impact when they are explained to consumers in words rather than graphs, and in an
emotional rather than rational way (Hardeman, Font, & Nawijn, 2017; Wehrli et al., 2017).

According to prospect theory (Tversky & Kahneman, 1979, 1981), people react
differently to information that emphasises potential gains than they do if potential losses are
highlighted. This theory, based on a phenomenon called the message framing effect, suggests
that individuals seek to minimize risk when they see positively framed messages, and seek
risk when they see negatively framed messages. Low involvement with the subject matter
leads to superficial information processing. In this case, positive framing is more effective.
High involvement leads to information processing at a high level. Here, negative framing is
more effective (Graaf, Putte, & Bruijn, 2015; Grau & Folse, 2007; Maheswaran & Meyers-
Levy, 1990). In hospitality, empirical studies have demonstrated the value of using prospect
theory to explain tourist behaviour, including that tourism decisions are often made in
relation to reference points, for example past experiences or specific tourism contexts (Masiero, Pan, & Heo, 2016).

Cause proximity has also received some attention in relation to social responsibility initiatives (also known as donation proximity, Varadarajan & Menon, 1988). Cause proximity – local, regional or national – refers to the perceived distance between the CSR cause and the consumer. Locally-based beneficiaries of CSR activities produce more positive consumer attitudes than nationally-based beneficiaries, particularly for less involved consumers (Grau & Folse, 2007). However this finding is contradicted by more recent research which found that although CSR initiatives significantly influence consumer attitudes toward the organization and buying intention, CSR cause proximity has little effect (Groza, Pronschinske, & Walker, 2011; Kulczycki, Mikas, & Koenigstorfer, 2017).

Based on the empirical findings outlined above, we expect that CSR messages for holiday accommodation will be most effective when they are negatively framed, relate to locally-based social causes, to consumers that are highly involved, with the cause at the centre of the CSR initiative.

3. **Method**

We conduct an empirical study in the context of online holiday accommodation purchases, because (1) it is unclear whether findings relating to fast-moving consumer goods can be generalized to tourism, and (2) tourism accommodation providers place heavy emphasis on CSR initiatives: 80% of hotels implement community-related CSR activities and 60% have CSR strategies related to employment and the marketplace (Accor Hotels, 2016; Hilton, 2019; Holcomb, Upchurch, & Okumus, 2007).

3.1 **Stated choice experiment**
We used a stated choice experiment (Hensher, Rose, & Greene, 2015) to describe and predict the probability that holiday accommodation will be booked online as a function of its characteristics, including CSR attributes. Respondents are asked to trade-off product features, similarly to real life choice situations. Choice experiments also allow for inclusion of attributes of interest, the impact of which can be simulated.

We identified 11 characteristics salient to holiday accommodation choice by reviewing popular online hotel booking sites: price, internet, kitchen, check in, washer and dryer, parking, air conditioning, indoor fireplace and a pool. To check the appropriateness of these characteristics we compared them with another recent study that examined the price impact of the full range of accommodation characteristics which currently appear on Airbnb accommodation websites (Hrobath, Leisch, & Dolnicar, 2017). We then included two types of CSR initiatives commonly employed by accommodation providers (Holcomb et al., 2007): community donations and environmental sustainability. We defined each attribute at a number of levels (Table 1). Price, community donations and contribution to environmental sustainability each had five levels. To test the effect of cause proximity and message framing on CSR messages, we used two levels of cause proximity (local and international) and two levels of message framing (positive and negative). We added a base level (does not donate/contribute) to each CSR attribute. The other attributes were each defined at two levels typical for hotel booking sites. These attributes are either present or not (e.g. pool and fireplace).
Table 1
Attributes and levels for the choice experiment.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community donations</td>
<td>1. 10% of profits go to the local breast cancer recovery centre. With treatment, 90% of patients survive <em>(local proximity, positive framing).</em></td>
</tr>
<tr>
<td></td>
<td>2. 10% of profits go to the local breast cancer recovery centre. Without treatment, 10% of patients will die <em>(local proximity, negative framing).</em></td>
</tr>
<tr>
<td></td>
<td>3. 10% of profits go to international breast cancer recovery centres. With treatment, 90% of patients survive <em>(international proximity, positive framing).</em></td>
</tr>
<tr>
<td></td>
<td>4. 10% of profits go to international breast cancer recovery centres. Without treatment, 10% of patients will die <em>(international proximity, negative framing).</em></td>
</tr>
<tr>
<td></td>
<td>5. This holiday accommodation does not donate to the community.</td>
</tr>
<tr>
<td>Sustainability</td>
<td>1. 10% of profits fund local revegetation projects. Revegetation is critical to the survival of local endangered bird species <em>(local proximity, positive framing).</em></td>
</tr>
<tr>
<td></td>
<td>2. 10% of profits fund local revegetation projects. Without revegetation local endangered bird species will become extinct <em>(local proximity, negative framing).</em></td>
</tr>
<tr>
<td></td>
<td>3. 10% of profits fund international revegetation projects. Revegetation is critical to the survival of endangered bird species around the world <em>(international proximity, positive framing).</em></td>
</tr>
<tr>
<td></td>
<td>4. 10% of profits fund international revegetation projects. Without revegetation endangered bird species will become extinct around the world <em>(international proximity, negative framing).</em></td>
</tr>
<tr>
<td></td>
<td>5. This holiday accommodation does not contribute to environmental protection.</td>
</tr>
<tr>
<td>Price</td>
<td>1. 30% below the average price for a holiday home in this area</td>
</tr>
<tr>
<td></td>
<td>2. 15% below the average price for a holiday home in this area</td>
</tr>
<tr>
<td></td>
<td>3. Average price for a holiday home in this area</td>
</tr>
<tr>
<td></td>
<td>4. 15% above the average price for a holiday home in this area</td>
</tr>
<tr>
<td></td>
<td>5. 30% above the average price for a holiday home in this area</td>
</tr>
<tr>
<td>Internet</td>
<td>1. No internet</td>
</tr>
<tr>
<td></td>
<td>2. Free wireless internet</td>
</tr>
<tr>
<td>Kitchen</td>
<td>1. There is no kitchen; kettle, toaster and microwave are in the dining room along with limited crockery and cutlery.</td>
</tr>
<tr>
<td></td>
<td>2. There is a fully equipped kitchen in the house with a dishwasher, full size fridge, oven and coffee machine.</td>
</tr>
<tr>
<td>Check in</td>
<td>1. The key is in a PIN protected key lock mounted to the side of the house. That means you can arrive anytime.</td>
</tr>
<tr>
<td></td>
<td>2. You can pick up the keys for the house from the neighbours between 10 am – 8 pm.</td>
</tr>
<tr>
<td>Washer and dryer</td>
<td>1. Not available</td>
</tr>
<tr>
<td></td>
<td>2. Available</td>
</tr>
</tbody>
</table>
Parking

1. There is no garage or parking space, but you can park on the street at a minimal fee.
2. There is no garage or parking space, but you can park on the street at no cost.

Air-conditioning

1. The house does not have air conditioning. Note that the climate is very temperate all year round.
2. Air-conditioning is available in the house which can be used to cool or heat all or individual rooms.

Indoor fireplace

1. Not available
2. Available

Pool

1. Not available
2. Available

Given that the choice experiment included three attributes with five levels each and eight attributes with two levels each, 32,000 possible combinations of attributes existed. Because such a large number of combinations cannot be tested empirically, we constructed an orthogonal fraction of this design with 100 hypothetical holiday accommodation options (Hensher, Rose, & Greene, 2015). These 100 holiday accommodation options were randomly divided over choice sets. Each choice set contained three alternative holiday homes to choose from. Study participants could also choose not to book any of the available options. Table 2 shows a sample choice set.

Each respondent evaluated 12 choice sets (saw 36 choice alternatives). This means that responses from three respondents were needed to evaluate one complete design. For each choice set, respondents saw the following instructions: “Imagine you are planning a one-week summer holiday with six friends. They have given you the job of booking a holiday home. You will now see a number of holiday homes which are available at the desired destination. All of them have enough beds, bed linen and towels, a TV, a laptop-friendly workspace, a hair dryer, hangers, and iron, a safety card, first aid kit, fire extinguisher and smoke detector. Shops and a gym are only 10 minutes’ walk away. All of the holiday homes you will see also have a garden, are child-friendly and wheelchair accessible, but they do not provide breakfast.”
Evaluating 12 choice sets is not a particularly onerous task; even higher numbers of choice sets do not affect response rates or parameter estimates systematically (Bech, Kjaer, & Lauridsen, 2011). Also, the choice sets were embedded in an online questionnaire system developed by one of the author’s universities specifically to support random distribution of choice alternatives across choice sets. This approach avoids dominant choice sets (where the most desirable choice is obvious) and prevents order effects.
### Table 2
Choice set example.

<table>
<thead>
<tr>
<th></th>
<th>Holiday home A</th>
<th>Holiday home B</th>
<th>Holiday home C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>30% below the average price for a holiday home in this area.</td>
<td>15% above the average price for a holiday home in this area.</td>
<td>15% below the average price for a holiday home in this area.</td>
</tr>
<tr>
<td><strong>Community donations</strong></td>
<td>10% of profits go to the local breast cancer recovery centre. With treatment, 90% of patients survive.</td>
<td>This holiday accommodation does not donate to the community.</td>
<td>10% of profits go to international breast cancer recovery centres. With treatment, 90% of patients survive.</td>
</tr>
<tr>
<td><strong>Sustainability</strong></td>
<td>10% of profits fund international revegetation projects. Without revegetation local endangered bird species will become extinct.</td>
<td>This holiday accommodation does not contribute to environmental protection.</td>
<td>10% of profits fund local revegetation projects. Revegetation is critical to the survival of local endangered bird species.</td>
</tr>
<tr>
<td><strong>Internet</strong></td>
<td>Free wireless internet</td>
<td>No internet</td>
<td>No internet</td>
</tr>
<tr>
<td><strong>Kitchen</strong></td>
<td>There is a fully equipped kitchen in the house with a dishwasher, full size fridge, oven and coffee machine.</td>
<td>There is a fully equipped kitchen in the house with a dishwasher, full size fridge, oven and coffee machine.</td>
<td>There is no kitchen; kettle, toaster and microwave are in the dining room along with limited crockery and cutlery.</td>
</tr>
<tr>
<td><strong>Check in</strong></td>
<td>The key is in a PIN protected key lock mounted to the side of the house. That means you can arriveneighbours between 10 am – 8 pm.</td>
<td>You can pick up the keys for the house from the house. That means you can arrive anytime.</td>
<td>The key is in a PIN protected key lock mounted to the side of the house. That means you can arrive anytime.</td>
</tr>
<tr>
<td><strong>Washer and dryer</strong></td>
<td>Available</td>
<td>Available</td>
<td>Not available</td>
</tr>
<tr>
<td><strong>Parking</strong></td>
<td>There is no garage or parking space, but you can park on the street at no cost.</td>
<td>There is no garage or parking space, but you can park on the street at no cost.</td>
<td>There is no garage or parking space, but you can park on the street at a minimal fee.</td>
</tr>
<tr>
<td><strong>Aircon</strong></td>
<td>The house does not have air conditioning. Note that the climate is very temperate all year used to cool or heat all or round.</td>
<td>Air-conditioning is available in the house which can be</td>
<td>The house does not have air conditioning. Note that the climate is very temperate all year round.</td>
</tr>
<tr>
<td><strong>Indoor fireplace</strong></td>
<td>Available</td>
<td>Not available</td>
<td>Available</td>
</tr>
<tr>
<td><strong>Pool</strong></td>
<td>Not available</td>
<td>Not available</td>
<td>Available</td>
</tr>
</tbody>
</table>
Involvement in community issues was measured with an altruism scale (Rushton, Chrisjoh, & Fekken, 1981). The full scale has 20 items, but three were not relevant to this study (e.g. one item refers to pulling a neighbour’s car out of the snow; most parts of Australia never see snow). Examples of items include “I have given money to a charity”, “I have given directions to a stranger” and “I have helped an acquaintance to move households”.

Involvement with environmental issues was measured using the revised New Environmental Paradigm scale (Dunlap, Van Liere, Mertig, & Jones, 2000). Participants saw 15 statements about the environment and indicated their agreement from strongly disagree (-2) to strongly agree (+2). Examples of items include “humans are severely abusing the environment”, “plants and animals have just as much right to exist as humans” and “the balance of nature is very delicate and easily upset”.

Important aspects of holiday travel was measured using a list of 25 features of holidays. Participants expressed importance on a binary (yes/no) answer scale. Aspects included: “I want to rest and relax”, “I want many entertainment facilities”, “I am interested in the lifestyle”, “it is important to me that I can feel safe” and “cultural offerings and sights are a crucial factor”.

Personal characteristics of participants included age, sex, marital status, employment status, whether they have children and perceptions of their household income level compared to most Australians.

3.2 Fieldwork administration and sample characteristics
The stated choice experiment and the survey questions took about 30 minutes to complete using an online self-completion questionnaire. We collected data in September 2017 with approval of the university’s human research ethics committee. We recruited participants using an online research panel company. Study participants representative of the Australian adult population received an email invitation; they must have booked holiday accommodation
online in the past three years to be eligible to complete the survey. Table 3 shows key sample characteristics of the 1052 respondents.

### Table 3

Sample characteristics (n=1052).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Levels</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>50.1</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>49.9</td>
</tr>
<tr>
<td>Age</td>
<td>18 &lt; 30 years</td>
<td>18.1</td>
</tr>
<tr>
<td></td>
<td>30 &lt; 40 years</td>
<td>24.0</td>
</tr>
<tr>
<td></td>
<td>40 &lt; 49 years</td>
<td>17.4</td>
</tr>
<tr>
<td></td>
<td>50 &lt; 65 years</td>
<td>24.4</td>
</tr>
<tr>
<td></td>
<td>&gt;=65 years</td>
<td>16.2</td>
</tr>
<tr>
<td>Household type</td>
<td>Single</td>
<td>29.1</td>
</tr>
<tr>
<td></td>
<td>Couple</td>
<td>70.9</td>
</tr>
<tr>
<td>Children</td>
<td>Yes, living with me</td>
<td>34.8</td>
</tr>
<tr>
<td></td>
<td>Yes, but not living with me</td>
<td>24.4</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>40.8</td>
</tr>
<tr>
<td>Perceived income level</td>
<td>Higher than most Australians</td>
<td>19.4</td>
</tr>
<tr>
<td></td>
<td>About the same as most Australians</td>
<td>51.0</td>
</tr>
<tr>
<td></td>
<td>Lower than most Australians</td>
<td>29.7</td>
</tr>
<tr>
<td>Employment</td>
<td>Part-time</td>
<td>19.0</td>
</tr>
<tr>
<td></td>
<td>Full-time</td>
<td>43.4</td>
</tr>
<tr>
<td></td>
<td>Retired</td>
<td>18.6</td>
</tr>
<tr>
<td></td>
<td>Not</td>
<td>18.9</td>
</tr>
</tbody>
</table>

### 3.3 Data analysis

We used a latent class modelling approach to group respondents into segments (latent classes) that differ in holiday accommodation attribute preferences (Boxall & Adamowicz, 2002; Greene & Hensher, 2002; Swait, 1994). The model estimation leads to separate parameters for each segment. We assume that the utility tourists derive from booking a
holiday home is based on the attributes of holiday homes (including the CSR attributes). For
the multinomial logit model (MNL), the utility for tourist $i$ for a holiday home alternative $j$
when making a choice at time $t$ is:

$$U_{ijt} = \beta'X_{ijt} + \varepsilon_{ijt}$$

where $x_{ijt}$ represents attributes with their relative weights (parameters $\beta'$), which are estimated
by the model. An error term ($\varepsilon_{ijt}$) represents unobserved heterogeneity in the utility. The
MNL model assumes the same parameters across all tourists. It is reasonable to assume the
existence of homogeneous tourist segments, which have different holiday home booking
preferences. If a tourist is a member of segment $s$ ($s=1,\ldots,S$), the utility for tourist $i$
belonging to segment $s$ for holiday home alternative $j$ for choice $t$ is:

$$U_{ijt} = \beta_s'X_{ijt} + \varepsilon_{ijt}$$

where $\beta_s'$ is the segment parameter vector for segment $s$. Choice probabilities result from the
utility function of the latent class multinomial model (LCM). The probability that tourist $i$
chooses to book holiday home $j$ when making choice $t$ is:

$$P(y_{it} = j|\text{segment} = s) = \frac{\exp(\beta_s'X_{ijt})}{\sum_{j=1}^{J} \exp(\beta_s'X_{ijt})}$$

The probability of being a member of segment $s$ for each tourist $i$ is:
\[ P(\text{segment} = s) = \frac{\exp(\theta_s^i Z_i)}{\sum_{s=1}^{S} \exp(\theta_s^i Z_i)} \]

\([\text{Z}_i\) represents additional characteristics which do not vary across choice situations. If there are no \(Z_i\), the segment-specific probabilities are fixed constants adding up to one. Each tourist is assumed to belong to the segment with maximum probability.

We estimate latent class parameters using maximum likelihood estimation (Greene, 2001), using the likelihood ratio test statistic \((G^2 = -2[\text{LL}(0) - \text{LL}(B)])\) to assess whether or not the estimated model \(\text{LL}(B)\) is significantly better than the null model \(\text{LL}(0)\). We estimate model fit using McFadden's Rho square \((\rho^2 = 1 - \text{LLB}/\text{LL0}),\) and choose how many segments to extract with the help of the Akaike Information Criterion (AIC = -2(\text{LLB}-P), e.g. Gupta & Chintagunta, 1994; Kamakura & Russell, 1989).

4. Results

3.1 The impact of CSR on stated accommodation choice

First we estimated a multinomial logit (MNL) model. The dependent variable is the accommodation option chosen. Dummy coded attribute levels serve as independent variables. Appendix 1 contains the model estimation output. The 12,624 choices of 1,052 study participants form the basis for the statistics in the model.

The MNL model assuming homogeneity among tourists indicates that all holiday home features under study are strongly significant, meaning that they all play an important role in online holiday home booking decisions. The difference between lowest and highest attribute level parameter values can be interpreted as attribute importance. Fig. 1 shows relative attribute importance.
Price is the most important attribute, followed by the availability of free wireless internet and a fully equipped kitchen. After that, the importance value drops substantially from the 30%-16% range to the 5%-7% range. The latter range contains the availability of air-conditioning to heat or cool the house, private pool, and a washing machine and dryer. The two CSR-related attributes of primary interest in our study, environment and community, both have an importance value of 6%.

For community donations, *local* donations are more effective than *international* donations. Negative message framing is slightly more effective than positive framing for local community donations. For international donations, positive framing is more effective. For sustainability, approximately equal weights are assigned to the positively and negatively-framed messages. The local positive sustainability message is slightly more effective than the negative message, while for the international sustainability messages consumers prefer negative framing over positive framing. Least important in choosing holiday accommodation...
is the availability of a washer and dryer, an indoor fireplace, free on-street parking, and
check-in with a protected key lock (meaning you can check in anytime).

4.2 Heterogeneity of the impact of CSR on stated accommodation choice

To account for heterogeneity in attribute preferences for holiday accommodation
across tourists, we estimate a latent class model. The convergence log likelihood values and
rho-squares improve with the number of segments increasing from 1 to 5. The AIC indicates
that the 5-segment model performs best (shown on the left in the table in Appendix 1). The
model fit for the 5-segment model is good (rho-square is .267), confirming the existence of
heterogeneity, or latent segments, among consumers in terms of holiday home preferences.
The market segments resulting from this analysis clearly differ in terms of attribute
significance and importance. Fig. 2 shows the significant utility values for all attributes for all
segments.
Segment #1 contains 13% of respondents, and we refer to them as *offline bookers*. The large constant parameter indicates that members of this segment do not like booking holiday homes online. When they do, they care most about the availability of a kitchen and free parking.

Segment #2 contains 15% of respondents. Price is extremely important for this segment, although a wide range of attributes influence their choice. The local negatively-framed message for community donations and the international negatively-framed message for sustainability emerge as most effective, suggesting that negative framing represents a promising communication strategy for this segment. Segment #3 contains 23% of respondents. CSR-related attributes affect the purchase decisions of this segment, especially local negatively-framed messages for community donations and negatively-framed messages relating to sustainability at both local and international level. As is the case for Segment #2, negative framing of CSR communications emerges as a promising strategy for Segment #3.

Segment #4 contains 12% of respondents. Community-oriented CSR activities affect booking decisions of this segment, particularly if they are framed positively. Environment-focused CSR has no effect on accommodation choice. A range of other attributes also play a significant role.

**Fig. 2.** Significant utility values for all attributes for all market segments.
Segment #5 contains 38% of respondents, referred to as *CSR-sensitive bookers*. For this segment, both community and environment-focused CSR attributes are important. Positive or negative message framing is not of primary importance to Segment #5. For community donations, they prefer positively-framed messages. This segment has high parameter values for the sustainability attribute, compared to the other segments. This means that Segment #5 is significantly more likely to choose a holiday home if it makes CSR-related donations. For local causes, positive framing is more effective. For international causes, negative framing is slightly more effective.

The market segments also differ in terms of descriptor variables (Dolnicar, Grün, & Leisch, 2018): personal characteristics other than the factors driving their product choices. Consumer age, employment type, and whether they have children or not represent significant differences across holiday home booking segments (Table 4). Most importantly: members of Segment #5, the *CSR-sensitive bookers*, are significantly younger than members of other segments. Age differences are also reflected in distinct patterns of employment, with almost half of *CSR-sensitive bookers* working full-time (46%), and this segment also having the highest proportion of people who are not working (21%). The younger age of Segment #5 is consistent with the high proportion who either have no children (45%) or who have children currently living at home (39%). *CSR-sensitive bookers* have the lowest proportion of members who are retired (12%).

**Table 4**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Levels</th>
<th>Seg1</th>
<th>Seg2</th>
<th>Seg3</th>
<th>Seg4</th>
<th>Seg5</th>
<th>Total</th>
<th>Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18 &lt; 30 years</td>
<td>11.3</td>
<td>17.4</td>
<td>12.1</td>
<td>10.7</td>
<td>26.5</td>
<td>18.1</td>
<td>$\chi^2 = 92.647$</td>
</tr>
<tr>
<td></td>
<td>30 &lt; 40 years</td>
<td>22.6</td>
<td>18.6</td>
<td>24.6</td>
<td>13.9</td>
<td>29.3</td>
<td>24.0</td>
<td>$p = .000^*$</td>
</tr>
<tr>
<td></td>
<td>40 &lt; 49 years</td>
<td>16.5</td>
<td>20.5</td>
<td>21.3</td>
<td>11.5</td>
<td>15.9</td>
<td>17.4</td>
<td></td>
</tr>
</tbody>
</table>
We also asked respondents directly about aspects important to them when going on a holiday. Again, the CSR-sensitive bookers display a distinct pattern which differs from that of other market segments: CSR-sensitive bookers indicate that nature and the natural landscape, experiencing nature intensely and efforts to maintain unspoilt surroundings are important to them.

Table 5

<table>
<thead>
<tr>
<th>Aspects</th>
<th>Seg1</th>
<th>Seg2</th>
<th>Seg3</th>
<th>Seg4</th>
<th>Seg5</th>
<th>Total</th>
<th>Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rest &amp; relax</td>
<td>91.7</td>
<td>97.5</td>
<td>96.7</td>
<td>94.3</td>
<td>94.9</td>
<td>95.2</td>
<td>6.873 (.142)</td>
</tr>
<tr>
<td>Luxury</td>
<td>42.9</td>
<td>46.0</td>
<td>51.3</td>
<td>36.9</td>
<td>59.3</td>
<td>50.8</td>
<td>25.898 (.000)*</td>
</tr>
<tr>
<td>Sport activities</td>
<td>22.6</td>
<td>24.4</td>
<td>20.0</td>
<td>17.2</td>
<td>33.6</td>
<td>25.8</td>
<td>22.418 (.000)*</td>
</tr>
<tr>
<td>Excitement &amp; experience</td>
<td>56.4</td>
<td>67.7</td>
<td>62.1</td>
<td>55.7</td>
<td>67.4</td>
<td>63.5</td>
<td>10.137 (.038)</td>
</tr>
<tr>
<td>Within planned budget</td>
<td>69.2</td>
<td>83.9</td>
<td>77.1</td>
<td>81.1</td>
<td>77.8</td>
<td>77.9</td>
<td>10.022 (.040)</td>
</tr>
<tr>
<td>Creativity</td>
<td>32.3</td>
<td>35.4</td>
<td>32.1</td>
<td>24.6</td>
<td>50.0</td>
<td>38.5</td>
<td>39.052 (.000)*</td>
</tr>
<tr>
<td>Fun &amp; entertainment</td>
<td>61.7</td>
<td>82.0</td>
<td>75.0</td>
<td>69.7</td>
<td>80.3</td>
<td>75.8</td>
<td>24.799 (.000)*</td>
</tr>
<tr>
<td>Socializing</td>
<td>63.9</td>
<td>76.4</td>
<td>69.6</td>
<td>77.9</td>
<td>76.3</td>
<td>73.4</td>
<td>11.572 (.021)</td>
</tr>
<tr>
<td>Health &amp; beauty</td>
<td>36.1</td>
<td>41.0</td>
<td>34.2</td>
<td>27.9</td>
<td>57.1</td>
<td>43.3</td>
<td>53.725 (.000)*</td>
</tr>
<tr>
<td>Free &amp; easy going</td>
<td>77.4</td>
<td>88.2</td>
<td>76.3</td>
<td>86.9</td>
<td>83.6</td>
<td>82.2</td>
<td>14.188 (.000)*</td>
</tr>
<tr>
<td>Entertainment facilities</td>
<td>36.1</td>
<td>47.2</td>
<td>43.3</td>
<td>34.4</td>
<td>64.1</td>
<td>49.8</td>
<td>58.561 (.007)</td>
</tr>
<tr>
<td>No attention prices</td>
<td>36.8</td>
<td>28.6</td>
<td>33.3</td>
<td>28.7</td>
<td>49.7</td>
<td>38.7</td>
<td>35.601 (.000)*</td>
</tr>
<tr>
<td>Interest local people</td>
<td>67.7</td>
<td>81.4</td>
<td>73.8</td>
<td>76.2</td>
<td>79.0</td>
<td>76.4</td>
<td>10.301 (.036)</td>
</tr>
</tbody>
</table>

*=significant after Bonferroni correction
Study participants reported their degree of community involvement using 17 altruism scale items (Rushton et al., 1981). For each item, participants express using a five point scale (end labelled: never and very often) the frequency of engaging in specific types of behavior. We calculated summated scores (Table 6). A Bonferroni post hoc test (performed after the F-test shows significant differences) only indicates a difference between Segment #3 and Segment #5 ($p = .039$), meaning that the CSR-sensitive bookers have a slightly higher level of community involvement than Segment #3.

We also calculated summated scores for the 15 items of the pro-environmental attitude scale (Dunlap et al., 2000; 7 items recoded). The F-test, followed by a Bonferroni post hoc test, points to significant differences between Segment #1 and Segment #2 ($p = .008$), and between Segments #2 and Segment #5 ($p = .003$). This means that CSR-sensitive bookers have a weaker pro-environmental attitude than members of Segment #2.

Table 6

Community involvement and pro-environmental attitude of the segments.

<table>
<thead>
<tr>
<th></th>
<th>Seg1</th>
<th>Seg2</th>
<th>Seg3</th>
<th>Seg4</th>
<th>Seg5</th>
<th>Total</th>
<th>Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature</td>
<td>56.4</td>
<td>57.1</td>
<td>52.9</td>
<td>48.4</td>
<td>69.7</td>
<td>59.8</td>
<td>28.620 (.000)*</td>
</tr>
<tr>
<td>Familiar atmosphere</td>
<td>51.1</td>
<td>64.0</td>
<td>57.9</td>
<td>63.9</td>
<td>65.4</td>
<td>61.5</td>
<td>10.616 (.031)</td>
</tr>
<tr>
<td>Keep surroundings</td>
<td>52.6</td>
<td>67.1</td>
<td>60.4</td>
<td>58.2</td>
<td>72.2</td>
<td>64.6</td>
<td>22.859 (.000)*</td>
</tr>
<tr>
<td>Organized</td>
<td>45.1</td>
<td>50.9</td>
<td>51.3</td>
<td>50.8</td>
<td>67.9</td>
<td>56.7</td>
<td>34.407 (.000)*</td>
</tr>
<tr>
<td>Unspoilt nature</td>
<td>57.1</td>
<td>62.1</td>
<td>67.9</td>
<td>66.4</td>
<td>75.3</td>
<td>68.3</td>
<td>19.539 (.001)*</td>
</tr>
<tr>
<td>Culture</td>
<td>52.6</td>
<td>70.2</td>
<td>60.0</td>
<td>60.7</td>
<td>67.7</td>
<td>63.6</td>
<td>14.571 (.006)</td>
</tr>
<tr>
<td>Change of surroundings</td>
<td>78.9</td>
<td>92.5</td>
<td>87.5</td>
<td>89.3</td>
<td>84.1</td>
<td>86.1</td>
<td>14.096 (.007)</td>
</tr>
<tr>
<td>Romantic &amp; nostalgic</td>
<td>37.6</td>
<td>43.5</td>
<td>43.3</td>
<td>32.0</td>
<td>53.8</td>
<td>45.2</td>
<td>24.047 (.000)*</td>
</tr>
<tr>
<td>Destination offerings</td>
<td>70.7</td>
<td>87.0</td>
<td>84.6</td>
<td>91.8</td>
<td>79.0</td>
<td>81.9</td>
<td>25.542 (.000)*</td>
</tr>
<tr>
<td>Cater children’s needs</td>
<td>33.1</td>
<td>37.9</td>
<td>40.0</td>
<td>33.6</td>
<td>53.0</td>
<td>43.0</td>
<td>28.587 (.000)*</td>
</tr>
<tr>
<td>Safety</td>
<td>84.2</td>
<td>93.8</td>
<td>90.4</td>
<td>94.3</td>
<td>91.4</td>
<td>91.0</td>
<td>10.749 (.030)</td>
</tr>
<tr>
<td>Little traffic</td>
<td>46.6</td>
<td>45.3</td>
<td>49.6</td>
<td>51.6</td>
<td>63.1</td>
<td>53.9</td>
<td>23.217 (.000)*</td>
</tr>
</tbody>
</table>

*=significant after Bonferroni correction
### Table

<table>
<thead>
<tr>
<th></th>
<th>Mean (sd)</th>
<th>Mean (sd)</th>
<th>Mean (sd)</th>
<th>Mean (sd)</th>
<th>Mean (sd)</th>
<th>Mean (sd)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community involvement</td>
<td>27.56 (12.07)</td>
<td>28.96 (9.74)</td>
<td>27.06 (10.62)</td>
<td>28.59 (9.63)</td>
<td>29.62 (11.25)</td>
<td>28.56 (10.85)</td>
</tr>
<tr>
<td>F</td>
<td>= 2.444</td>
<td>p = 0.045</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pro-environmental attitude</td>
<td>5.54 (8.70)</td>
<td>9.01 (9.23)</td>
<td>7.66 (9.12)</td>
<td>7.01 (9.08)</td>
<td>6.01 (8.49)</td>
<td>6.90 (8.90)</td>
</tr>
<tr>
<td>F</td>
<td>= 4.522</td>
<td>p = .01</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 5. Discussion and conclusions

CSR strategies are widely implemented by organizations in an attempt to maximize the positive impact of their business on the local community and society as a whole. Although a key purpose of CSR initiatives is to benefit stakeholders other than the organization implementing the CSR strategies, there is an assumption that CSR initiatives also strengthen the organization’s reputation and, with it, increase consumer goodwill and purchase intentions. The present study investigates (1) the extent to which CSR initiatives affect choice of holiday accommodation, a service which is distinctly different in nature than those previously investigated (relatively expensive and infrequently purchased); (2) whether such an affect occurs among all tourists or only specific segments; and (3) how the most effective communication messages about CSR initiatives relating to causes external to the organization can be designed.

In the context of choosing holiday homes, our key findings are threefold. First, information about environmental and community-related CSR initiatives has little impact on the entire tourist population, with each attribute only contributing 6% to holiday home choice. This finding supports prior studies conducted in other purchase contexts that conclude that, while CSR initiatives may positively influence consumer attitudes, they have little influence as choice criterion for purchase decisions (Boccia et al., 2019). However, our
finding stands in contrast to other tourism studies which identify various positive impacts of CSR strategies for tourist accommodation providers, including greater brand preference, consumer loyalty and purchase intention (Gao & Mattila, 2014; Liu et al., 2014; Martínez & Bosque, 2013; Su et al., 2015). The discrepancy in these findings is likely due to methodological factors, in particular the social desirability bias common to self-completion questionnaires involving socially sensitive issues like the impact of social factors on personal purchase decisions. Our study utilised a choice experiment, forcing participants to trade-off product features instead of giving absolute ratings for factors affecting their choices. In tourism, only few choice experiments have included CSR as an attribute in the model. They align with the findings of the present study, concluding that such attributes have little influence on tourist decision making (Karlsson & Dolnicar, 2016; Njite & Schaffer, 2017), thus lending support to the methodological argument for the discrepancy of findings between choice experiments and other prior studies.

Second, market segments are affected differently by holiday home attributes. This finding supports prior research, which identifies that consumer characteristics, such as the consumer identification with the organisation (Deng & Xu, 2017; Kim, 2017), can influence the effectiveness of CSR strategies. Both community and environment-focused CSR initiatives significantly affect the holiday home choices of the segment referred to as CSR-sensitive bookers; they are younger than other segments, reflecting also their distinct pattern of employment and having children. When going on holiday, CSR-sensitive bookers care about nature and the natural landscape, experiencing nature intensely, and efforts to maintain unspoilt surroundings. They do not score higher than other segments on pro-environmental attitude. They do score significantly higher on community involvement. These findings suggest that studies that consider tourists at the population level only risk masking significant differences between population sub-groups that could potentially provide valuable insights.
into the mechanisms that underpin the consumer-CSR initiative relationship (Serra-
Cantallops et al., 2018). Further, findings support prior calls for recognition of heterogeneity
in the tourist market such that identified differences can be translated to targeted marketing
strategies (Dolnicar & Lazarevski, 2009).

Third, when communicating CSR messages, the proximity of the cause (i.e. whether it
is local or international) makes little difference in terms of message effectiveness. This result
supports recent research, suggesting that cause proximity has minimal effect on consumer
attitudes and purchase intention (Kulczycki et al., 2017). It contradicts other prior findings
that locally-based beneficiaries of CSR strategies have a more positive impact than when they
are further afield (Grau & Folse, 2007). Notably, the study by Grau and Folse (2007) focused
on the purchase of products (e.g. calcium supplements) in the context of participants’ area of
residence. Conversely, in the present study the product being purchased (tourist
accommodation) is not in the individual’s local area, and so the fact that CSR beneficiaries
are local to it may lessen the importance of proximity in the context of tourism. Further
research directly comparing the impact of CSR strategies for local versus non-local (tourism)
purchase decisions is required to confirm this hypothesis. In relation to message framing,
negative framing is the more promising option in terms of positively influencing consumer
intentions. Although CSR-sensitive bookers are responsive to both positive and negative
message framing, other segments that react only to some CSR-messages are more likely to
respond to negative framing (e.g. referring to the potential for people to die or species to
become extinct). Given that vacations are often relatively high cost, high involvement
purchase decisions, this result is consistent with prior findings that high involvement
decisions require high levels of information processing and therefore negative framing of
messages is more effective (Graaf et al., 2015; Grau & Folse, 2007; Maheswaran & Meyers-
6. Implications

6.1 Theoretical implications

This study makes two key theoretical contributions: it is the first study investigating the relative effect of information about cause-related CSR on stated tourist accommodation choices. Prior research in other contexts supports the positive influence of CSR strategies on consumer decisions, however the present study forced participants to go beyond making absolute statements about the importance of CSR, instead forcing them to trade-off CSR attributes against other key product features. In this respect the present study provides more holistic insights into the true role of CSR when tourists make accommodation choices, and highlights the relatively weak role such attributes play in this context. Findings suggest that, in reality, consumers are unlikely to sacrifice other important features of tourism accommodation to support socially responsible providers.

Second, while our study confirms prior work from the study of fast moving consumer goods that market segments react differently to such information (Auger et al., 2003; Auger et al., 2008), it adds to this body of work detailed understanding of specific segment preferences. This finding adds to understanding of the underlying structure of the tourist market, and emphasises the importance of researchers accounting for such heterogeneity in order to produce valid insights into the market of potential tourists.

6.2 Practical implications

Our study has a number of practical implications. Most importantly: accommodation providers have nothing to lose by actively promoting their cause-related CSR activities to the population of potential tourists. Cause-related CSR initiatives may not demonstrate a positive effect on consumer purchase decisions across all segments, but there is no evidence of a negative demand effect either. This means that accommodation providers have little to lose by communicating their CSR initiatives to tourists. There are, however, significant potential
benefits of promoting CSR activities for accommodation providers who wish to specifically target the segment of CSR-sensitive bookers. This may be a key target segment for accommodation providers differentiated by pristine natural surroundings and environmental features, and who have an interest in preserving the quality of the natural environment in order to maintain this as a competitive advantage.

Another important insight from this study with immediate practical implications is that market segments differ in their responsiveness to CSR communications, and have specific preferences in terms of CSR message presentation. Understanding such preferences is the key to tailoring CSR communications in a way that they are most effective in influencing the specific target group of tourists. This is particularly the case for the framing of messages, which is a relatively simple thing to change that will likely improve the impact of CSR strategies. Negatively framed CSR messages (e.g. the negative impact on people or the environment that will occur without the CSR initiative) can be easily developed for the promotional materials of accommodation providers by simply re-wording messages and choosing images that communicate this effectively. Understanding that CSR cause proximity has minimal impact in the context of tourist accommodation choices gives providers more flexibility in the causes they choose to support and communicate to potential tourists.

6.3 Limitations

Limitations of our study include the specific context of the investigation: relatively expensive services (holiday accommodation) and cause-related marketing strategies (community and environment). While it is important to extend the body of work (which to date has focused primarily on relatively inexpensive fast-moving consumer goods), it would be important to systematically examine differences in consumer reactivity to different types of CSR initiatives across different products and services within the tourism industry. Our findings, in contrast to conclusions drawn from previous studies, certainly suggest that
reactivity is different for fast moving consumer goods and relative expensive service choices, such as holiday homes. Similarly, our findings suggest that different types of CSR initiatives elicit different reactions from consumers. Specifically, CSR initiatives that directly relate to the production of a product appear to elicit stronger consumer reactions than CSR initiatives that are unrelated to the product itself.

6.4 Future work

There is plenty of opportunity for replication studies in this under-researched area. Most importantly, to ensure a thorough understanding of the effect of cause-related marketing on booking, replication studies should be undertaken in the context of booking a wide range of tourism-related services. Variation in terms of the price of those services may also prove important, because it is reasonable to assume that tourists may be more reactive if the price differential between the socially responsible option and the alternative is low. Variation in the nature of the CSR initiative communicated to tourists would also ensure that future research contributes to a robust body of work on the effect of CSR on consumer purchase decisions.
### Attributes Levels

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Levels</th>
<th>5 Segment model</th>
<th>1 Segment model</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Segment #1</td>
<td>Segment #2</td>
</tr>
<tr>
<td>Constant</td>
<td>• Booking a holiday home</td>
<td>-5.294***</td>
<td>-.044</td>
</tr>
<tr>
<td></td>
<td>• Not booking a holiday home</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Community donations</td>
<td>• 10% of profits go to the local breast cancer recovery centre. With</td>
<td>-.825</td>
<td>.126</td>
</tr>
<tr>
<td></td>
<td>treatment, 90% of patients survive</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 10% of profits go to the local breast cancer recovery centre. Without</td>
<td>.273</td>
<td>.450***</td>
</tr>
<tr>
<td></td>
<td>treatment, 10% of patients will die</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 10% of profits go to international breast cancer recovery centres.</td>
<td>-.751</td>
<td>.109</td>
</tr>
<tr>
<td></td>
<td>With treatment, 90% of patients survive</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 10% of profits go to international breast cancer recovery centres.</td>
<td>-.775</td>
<td>.092</td>
</tr>
<tr>
<td></td>
<td>Without treatment, 10% of patients will die</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• This holiday accommodation does not donate to the community.</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sustainability</td>
<td>• 10% of profits fund local revegetation projects. Revegetation is critical to the survival of local endangered bird species</td>
<td>.023</td>
<td>-.040</td>
</tr>
<tr>
<td></td>
<td>• 10% of profits fund local revegetation projects. Without revegetation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>local endangered bird species will become extinct</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
- 10% of profits fund international revegetation projects. Revegetation is critical to the survival of endangered bird species around the world.
- 10% of profits fund international revegetation projects. Without revegetation endangered bird species will become extinct around the world.
- This holiday accommodation does not contribute to environmental protection.

<table>
<thead>
<tr>
<th>Price</th>
<th>- .214</th>
<th>.164</th>
<th>.238**</th>
<th>.036</th>
<th>.177***</th>
<th>.155***</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% below the average price for a holiday home in this area</td>
<td>- .725</td>
<td>.112</td>
<td>.180</td>
<td>.065</td>
<td>.222***</td>
<td>.176***</td>
</tr>
<tr>
<td>15% below the average price for a holiday home in this area</td>
<td>- .134</td>
<td>.336**</td>
<td>.233**</td>
<td>.056</td>
<td>.305***</td>
<td>.238***</td>
</tr>
<tr>
<td>Average price for a holiday home in this area</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>15% above the average price for a holiday home in this area</td>
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<td>.056</td>
<td>.305***</td>
<td>.238***</td>
</tr>
</tbody>
</table>

| Internet | Free wireless internet | .401 | 1.012*** | 1.457*** | .786*** | .724*** | .737*** |
| No internet | 0 | 0 | 0 | 0 | 0 | 0 |

| Kitchen                          | 1.373*** | .804*** | .972*** | 3.711*** | .189*** | .658*** |
| There is a fully equipped kitchen in the house with a dishwasher, full size fridge, oven and coffee machine. | 0 | 0 | 0 | 0 | 0 | 0 |
| There is no kitchen; kettle, toaster and microwave are in the dining room along with limited crockery and cutlery. | 0 | 0 | 0 | 0 | 0 | 0 |

| Check in                          | - .208 | .135 | .066 | .408*** | .026 | .062** |
| The key is in a PIN protected key lock mounted to the side of the house. That means you can arrive anytime. | 0 | 0 | 0 | 0 | 0 | 0 |
| You can pick up the keys for the house from the neighbours between 10 am – 8 pm. | 0 | 0 | 0 | 0 | 0 | 0 |

| Washer and dryer                  | .041 | .342*** | .265*** | .627*** | .135*** | .197*** |
| Available | 0 | 0 | 0 | 0 | 0 | 0 |
Parking
- There is no garage or parking space, but you can park on the street at no cost.
- There is no garage or parking space, but you can park on the street at a minimal fee.

Air-conditioning
- Air-conditioning is available in the house which can be used to cool or heat all or individual rooms.
- The house does not have air conditioning. Note that the climate is very temperate all year round.

Indoor fireplace
- Available
- Not available

Pool
- Available
- Not available

Segment Probabilities

Model Statistics
Based on 12624 choices from 1052 respondents
Loglikelihood at convergence $LL(B)$
Loglikelihood evaluated at 0 $LL(0)$
$\rho^2$
AIC

* $p < .1$; ** $p < .05$; *** $p < .01$
References


