

1-1-2019

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

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### Abstract

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### Disciplines

Business

### Publication Details

Randle, M., Kemperman, A. & Dolnicar, S. (2019). Making cause-related corporate social responsibility (CSR) count in holiday accommodation choice. *Tourism Management: research, policies, practice*, 75 66-77.

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

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## **Compliance with ethical standards**

**Funding:** The Australian Research Council funded this study through the Discovery projects scheme (DP110101347). The Jim Whyte Fellowship program at The University of Queensland (UQ) in Australia also provided funding for this research.

**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.

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

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## ABSTRACT

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**Keywords:**

Corporate social responsibility  
Choice experiment  
Segmentation  
Message framing  
Cause proximity

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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## 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;

19 Pérez & Bosque, 2015), purchase intention (Diehl et al., 2016; Kim, 2016) and, ultimately,  
20 the financial performance of the organization (Rhou, Singal, & Koh, 2016; Saeidi, Sofian,  
21 Saeidi, Saeidi, & Saaeidi, 2015; Theodoulidis, Diaz, Crotto, & Rancati, 2017).

22         However, attempts to benefit from CSR initiatives as an organisation can also backfire  
23 (Vallaster, Lindgreen, & Maon, 2012), especially if consumers perceive CSR initiatives as  
24 opportunistic or driven by self-interest rather than genuine altruism (Vanhamme & Grobben,  
25 2009). Such consumer perceptions can lead to negative attitudes and reduced willingness to  
26 pay for products and services (Becker-Olsen, Cudmore, & Hill, 2006; Habel, Schons, Alavi,  
27 & Wieseke, 2016). Some organizations (especially large, multinational organizations) are  
28 deliberately humble when promoting their CSR initiatives (Maon, Lindgreen, & Swaen,  
29 2009) to avoid a potential consumer backlash. Many organizations report on their CSR  
30 initiatives on websites and other public documents like annual reports (Serra-Cantallops,  
31 Peña-Miranda, Ramón-Cardona, & Martorell-Cunill, 2018), assuming that this information,  
32 humbly presented, benefits the organisation. The empirical evidence to support this  
33 assumption, however, is conflicting. Some studies report that consumers pay little attention to  
34 CSR initiatives when making purchase decisions, and conclude that the link between CSR  
35 initiatives and stated purchase decisions is unproven (Boccia, Manzo, & Covino, 2019;  
36 Carrigan & Attalla, 2001). Others postulate a positive link between CSR, positive attitudes  
37 and stated purchase intention (Diehl et al., 2016; Kim, 2016).

38         While most CSR studies have focused on fast-moving consumer goods, there is  
39 growing evidence of the value of CSR strategies in tourism, and for tourist accommodation  
40 providers specifically. Many global hotel chains have broad ranging social responsibility  
41 strategies. For example Accor's "Planet 21" programme includes initiatives focused on  
42 healthy and sustainable food, eco design of buildings and room features, water and energy  
43 saving initiatives and fighting the sexual exploitation of children (Accor Hotels, 2016).

44 Hilton’s “Travel with a purpose” includes initiatives focused on sustainable travel and  
45 tourism, providing opportunities for young people and funding projects that support local  
46 communities (Hilton, 2019). Studies have identified numerous positive impacts of CSR  
47 strategies for tourism accommodation providers, including increasing consumer trust,  
48 customer satisfaction, brand preference, identification with the company, consumer loyalty,  
49 corporate and brand reputation and purchase intention (Gao & Mattila, 2014; Liu, Wong, Shi,  
50 Chu, & Brock, 2014; Martínez & Bosque, 2013; Su, Swanson, & Chen, 2015). CSR  
51 initiatives have also been linked to price, with tourists who have stronger pro-environmental  
52 attitudes stating they would pay more for hotels that implement green initiatives (Kang, Stein,  
53 Heo, & Lee, 2012). Yet, we have only limited understanding about the *relative* importance of  
54 CSR compared to other product attributes. For example: to what extent would consumers  
55 tolerate reductions in accommodation luxury to support socially responsible accommodation  
56 providers?

57 A recent review of CSR research in the hotel context revealed a paucity of empirical  
58 studies on this topic, with the authors concluding that “consumer reactions to CSR and the  
59 link between CSR and corporate financial performance (CFP) are still important gaps  
60 regarding research on CSR in the hotel industry” (Serra-Cantalops et al., 2018, p.15). They  
61 note wide variation in the quality and clarity of company communications of their CSR  
62 activities, stating that “extra effort trying to find out the best way to communicate CSR to the  
63 different stakeholders would be welcomed” (Serra-Cantalops et al., 2018, p.35). Specifically,  
64 on the impact of CSR strategies on consumers, the review revealed most studies to be  
65 quantitative and use structural equation modelling to examine relationships between  
66 variables, and also noted the “absolute predominance of studies on Asian markets and,  
67 particularly, in China” (Serra-Cantalops et al., 2018, p.28). They also note the lack of  
68 managerially useful segmentation studies (Dolnicar & Lazarevski, 2009) and a general

69 presupposition by researchers that all consumers will react to CSR messages in the same way.  
70 They suggest that “segmentation studies within these groups could shed new light on the  
71 underlying mechanisms linking CSR to consumers...” (Serra-Cantallops et al., 2018, p.33).

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

## 83 **2. Literature review**

### 84 *2.1 The relative importance of CSR in consumer choice*

85 Several choice modelling studies investigate the relative contribution of CSR attributes  
86 to stated consumer choice by forcing consumers to trade-off social attributes with other  
87 product features; most have been undertaken in the context of fast moving consumer goods.  
88 For example, one of the earliest choice experiments (Auger, Burke, Devinney, & Louviere,  
89 2003) evaluated ethical and functional attributes for athletic shoes and soap. Consumers  
90 indicated they would consider changing their purchase choices if ethical information about  
91 the production process was presented (e.g. providing more information about social issues  
92 and highlighting their importance) as long as important functional features of the product  
93 would not be compromised. A later investigation by the same authors provided further

94 support for the notion that consumers place relatively high importance on the social features  
95 of products, but not at the expense of functional attributes (Auger, Devinney, Louviere, &  
96 Burke, 2008). Particularly socially conscious segments of consumers emerged from both  
97 studies.

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

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

115 A limitation of most choice experiments involving CSR is that they use stated intention  
116 as the dependent variable rather than actual behavior. In a field experiment, the actual  
117 behavior of tourists purchasing tickets for either eco-certified or non-eco-certified boat tours  
118 in Iceland was examined (Karlsson & Dolnicar, 2016). After the tourists bought their tickets,



119 researchers asked them if they knew whether their chosen tour operator was eco-certified or  
120 not. Tourists report the extent to which various product attributes – including environmental  
121 impact – influence their choice of boat tour provider. While 60% of tourists indicate that  
122 environmental sustainability influenced their choice, only 14% bought tickets for the eco-  
123 certified boat and were aware of the boat’s certified status, pointing to only a small niche  
124 segment of boat tourists actually considering eco-labelling when choosing among product  
125 alternatives.

126 Various factors can affect the effectiveness of CSR strategies: consumer identification  
127 with the organisation (Deng & Xu, 2017; Kim, 2017), perceived match of company and the  
128 CSR initiative (Zasuwa, 2017), level of consumer trust (Kim, Hur, & Yeo, 2015), company  
129 reputation and competitive advantage (Saeidi et al., 2015) and the extent to which front line  
130 staff support the CSR initiative (Edinger-Schons, Lengler-Graif, Scheidler, & Wieseke,  
131 2018). The nature of the CSR initiative also affects the extent to which it positively  
132 influences consumer perceptions. For example, philanthropic campaigns produce more  
133 favourable attitudinal evaluations than sponsorship or cause-related marketing campaigns (Lii  
134 & Lee, 2012). Consumers respond more positively and support CSR activities if they are  
135 highly involved with the cause (Lu, Wei, & Li, 2015; Vanhamme, Lindgreen, Reast, & Van  
136 Popering, 2012), and they only process ethical information holistically if they attribute a  
137 degree of personal relevance to that information (Brunk & de Boer, 2018).

138 Overall, at the general population level, CSR-related studies provide little compelling  
139 evidence for the impact of CSR initiatives on stated intention or actual product choice. Where  
140 there is impact, it is usually not sufficient to offset an increase in price, and is often  
141 dependent on other functional attributes of the product or service not being compromised.  
142 However, previous empirical studies suggest that one or more particularly socially conscious  
143 segments exist within the population. These consumers are more responsive to CSR

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

## 157 2.2 *Communication of CSR messages*

158 In order for companies to fully realise the strategic benefits of their CSR strategies on  
159 firm performance, key stakeholders (including customers) need to be aware of them  
160 (Pomering & Dolnicar, 2009). Low stakeholder awareness of CSR strategies can undermine  
161 the potential benefits of CSR activities on firm outcomes (Rhou et al., 2016). Because of this,  
162 the way CSR strategies are communicated to key stakeholders is critically important. Such  
163 communications can influence how consumers perceive the credibility of CSR initiatives and,  
164 in turn, the extent to which messages are interpreted positively or negatively. In terms of  
165 *what* message is presented, CSR messages are more effective and credible when they are  
166 informative, personally relevant, endorsed by a third-party (Kim & Ferguson, 2018), and  
167 when they are specific in terms of their real-world impact (Gruber, Kaliauer, &  
168 Schlegelmilch, 2017). In terms of *how* the message is presented, CSR messages should be

169 consistent, transparent, and avoid self-promotion (Kim & Ferguson, 2018). They are most  
170 effective when they come from sources outside of the company, or when they involve  
171 receiving external awards (Gruber et al., 2017). CSR messages communicated via social  
172 media and through corporate communications are generally considered to be less credible  
173 (Gruber et al., 2017) because they originate from the company implementing them. Despite  
174 this, there is growing recognition of the potential to use social networking sites to  
175 communicate CSR activities because of their ability to engage consumers through  
176 endorsement (liking) and content diffusion (sharing) (Araujo & Kollat, 2018; Wang &  
177 Huang, 2018). In the context of tourist accommodation consumers are already accustomed to  
178 using key social media platforms (for example, TripAdvisor) and so it provides a valuable  
179 opportunity for companies to communicate their CSR strategies to this key stakeholder group  
180 (Mkono & Tribe, 2017). In terms of creative design, sustainability features of products have  
181 more impact when they are explained to consumers in words rather than graphs, and in an  
182 emotional rather than rational way (Hardeman, Font, & Nawijn, 2017; Wehrli et al., 2017).

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

193 relation to reference points, for example past experiences or specific tourism contexts  
194 (Masiero, Pan, & Heo, 2016).

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

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

### 208 **3. Method**

209 We conduct an empirical study in the context of online holiday accommodation  
210 purchases, because (1) it is unclear whether findings relating to fast-moving consumer goods  
211 can be generalized to tourism, and (2) tourism accommodation providers place heavy  
212 emphasis on CSR initiatives: 80% of hotels implement community-related CSR activities and  
213 60% have CSR strategies related to employment and the marketplace (Accor Hotels, 2016;  
214 Hilton, 2019; Holcomb, Upchurch, & Okumus, 2007).

#### 215 *3.1 Stated choice experiment*

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

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

236

237

Attribute	Levels
Community donations	<ol style="list-style-type: none"> <li>10% of profits go to the local breast cancer recovery centre. With treatment, 90% of patients survive (<i>local proximity, positive framing</i>).</li> <li>10% of profits go to the local breast cancer recovery centre. Without treatment, 10% of patients will die (<i>local proximity, negative framing</i>).</li> <li>10% of profits go to international breast cancer recovery centres. With treatment, 90% of patients survive (<i>international proximity, positive framing</i>).</li> <li>10% of profits go to international breast cancer recovery centres. Without treatment, 10% of patients will die (<i>international proximity, negative framing</i>).</li> <li>This holiday accommodation does not donate to the community.</li> </ol>
Sustainability	<ol style="list-style-type: none"> <li>10% of profits fund local revegetation projects. Revegetation is critical to the survival of local endangered bird species (<i>local proximity, positive framing</i>).</li> <li>10% of profits fund local revegetation projects. Without revegetation local endangered bird species will become extinct (<i>local proximity, negative framing</i>).</li> <li>10% of profits fund international revegetation projects. Revegetation is critical to the survival of endangered bird species around the world (<i>international proximity, positive framing</i>).</li> <li>10% of profits fund international revegetation projects. Without revegetation endangered bird species will become extinct around the world (<i>international proximity, negative framing</i>).</li> <li>This holiday accommodation does not contribute to environmental protection.</li> </ol>
Price	<ol style="list-style-type: none"> <li>30% below the average price for a holiday home in this area</li> <li>15% below the average price for a holiday home in this area</li> <li>Average price for a holiday home in this area</li> <li>15% above the average price for a holiday home in this area</li> <li>30% above the average price for a holiday home in this area</li> </ol>
Internet	<ol style="list-style-type: none"> <li>No internet</li> <li>Free wireless internet</li> </ol>
Kitchen	<ol style="list-style-type: none"> <li>There is no kitchen; kettle, toaster and microwave are in the dining room along with limited crockery and cutlery.</li> <li>There is a fully equipped kitchen in the house with a dishwasher, full size fridge, oven and coffee machine.</li> </ol>
Check in	<ol style="list-style-type: none"> <li>The key is in a PIN protected key lock mounted to the side of the house. That means you can arrive anytime.</li> <li>You can pick up the keys for the house from the neighbours between 10 am – 8 pm.</li> </ol>
Washer and dryer	<ol style="list-style-type: none"> <li>Not available</li> <li>Available</li> </ol>

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

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240

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

249 Each respondent evaluated 12 choice sets (saw 36 choice alternatives). This means that  
250 responses from three respondents were needed to evaluate one complete design. For each  
251 choice set, respondents saw the following instructions: *“Imagine you are planning a one-*  
252 *week summer holiday with six friends. They have given you the job of booking a holiday*  
253 *home. You will now see a number of holiday homes which are available at the desired*  
254 *destination. All of them have enough beds, bed linen and towels, a TV, a laptop-friendly*  
255 *workspace, a hair dryer, hangers, and iron, a safety card, first aid kit, fire extinguisher and*  
256 *smoke detector. Shops and a gym are only 10 minutes’ walk away. All of the holiday homes*  
257 *you will see also have a garden, are child-friendly and wheelchair accessible, but they do not*  
258 *provide breakfast.”*

259 Evaluating 12 choice sets is not a particularly onerous task; even higher numbers of choice  
260 sets do not affect response rates or parameter estimates systematically (Bech, Kjaer, &  
261 Lauridsen, 2011). Also, the choice sets were embedded in an online questionnaire system  
262 developed by one of the author's universities specifically to support random distribution of  
263 choice alternatives across choice sets. This approach avoids dominant choice sets (where the  
264 most desirable choice is obvious) and prevents order effects.

265



266 **Table 2**

267 Choice set example.

	Holiday home A	Holiday home B	Holiday home C
Price	30% below the average price for a holiday home in this area.	15% above the average price for a holiday home in this area.	15% below the average price for a holiday home in this area.
Community donations	10% of profits go to the local breast cancer recovery centre. With treatment, 90% of patients survive.	This holiday accommodation does not donate to the community.	10% of profits go to international breast cancer recovery centres. With treatment, 90% of patients survive.
Sustainability	10% of profits fund international revegetation projects. Without revegetation local endangered bird species will become extinct.	This holiday accommodation does not contribute to environmental protection.	10% of profits fund local revegetation projects. Revegetation is critical to the survival of local endangered bird species.
Internet	Free wireless internet	No internet	No internet
Kitchen	There is a fully equipped kitchen in the house with a dishwasher, full size fridge, oven and coffee machine.	There is a fully equipped kitchen in the house with a dishwasher, full size fridge, oven and coffee machine.	There is no kitchen; kettle, toaster and microwave are in the dining room along with limited crockery and cutlery.
Check in	The key is in a PIN protected key lock mounted to the side of the house. That means you can arrive anytime.	You can pick up the keys for the house from the neighbours between 10 am – 8 pm.	The key is in a PIN protected key lock mounted to the side of the house. That means you can arrive anytime.
Washer and dryer	Available	Available	Not available
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 no cost.	There is no garage or parking space, but you can park on the street at a minimal fee.
Aircon	The house does not have air conditioning. Note that the climate is very temperate all year round.	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	Available
Pool	Not available	Not available	Available

268

269

270 *Involvement in community issues* was measured with an altruism scale (Rushton,  
271 Chrisjoh, & Fekken, 1981). The full scale has 20 items, but three were not relevant to this  
272 study (e.g. one item refers to pulling a neighbour's car out of the snow; most parts of  
273 Australia never see snow). Examples of items include "I have given money to a charity", "I  
274 have given directions to a stranger" and "I have helped an acquaintance to move households".

275 *Involvement with environmental issues* was measured using the revised New  
276 Environmental Paradigm scale (Dunlap, Van Liere, Mertig, & Jones, 2000). Participants saw  
277 15 statements about the environment and indicated their agreement from strongly disagree (-  
278 2) to strongly agree (+2). Examples of items include "humans are severely abusing the  
279 environment", "plants and animals have just as much right to exist as humans" and "the  
280 balance of nature is very delicate and easily upset".

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

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

### 289 3.2 *Fieldwork administration and sample characteristics*

290 The stated choice experiment and the survey questions took about 30 minutes to complete  
291 using an online self-completion questionnaire. We collected data in September 2017 with  
292 approval of the university's human research ethics committee. We recruited participants  
293 using an online research panel company. Study participants representative of the Australian  
294 adult population received an email invitation; they must have booked holiday accommodation

295 online in the past three years to be eligible to complete the survey. Table 3 shows key sample  
296 characteristics of the 1052 respondents.

297

298 **Table 3**

299 Sample characteristics (n=1052).

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

300

301 *3.3 Data analysis*

302 We used a latent class modelling approach to group respondents into segments (latent  
303 classes) that differ in holiday accommodation attribute preferences (Boxall & Adamowicz,  
304 2002; Greene & Hensher, 2002; Swait, 1994). The model estimation leads to separate  
305 parameters for each segment. We assume that the utility tourists derive from booking a

306 holiday home is based on the attributes of holiday homes (including the CSR attributes). For  
307 the multinomial logit model (MNL), the utility for tourist  $i$  for a holiday home alternative  $j$   
308 when making a choice at time  $t$  is:

309

$$310 \quad U_{ijt} = \beta' X_{ijt} + \varepsilon_{ijt}$$

311

312 where  $x_{ijt}$  represents attributes with their relative weights (parameters  $\beta'$ ), which are estimated  
313 by the model. An error term ( $\varepsilon_{ijt}$ ) represents unobserved heterogeneity in the utility. The

314 MNL model assumes the same parameters across all tourists. It is reasonable to assume the  
315 existence of homogeneous tourist segments, which have different holiday home booking  
316 preferences. If a tourist is a member of segment  $s$  ( $s=1, \dots, S$ ), the utility for tourist  $i$   
317 belonging to segment  $s$  for holiday home alternative  $j$  for choice  $t$  is:

318

$$319 \quad U_{ijt} = \beta'_s X_{ijt} + \varepsilon_{ijt}$$

320

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

324

$$325 \quad P(y_{it} = j | \text{segment} = s) = \frac{\exp(\beta'_s X_{ijt})}{\sum_{j=1}^{J_i} \exp(\beta'_s X_{ijt})}$$

326

327 The probability of being a member of segment  $s$  for each tourist  $i$  is:

328

329 
$$P(\text{segment} = s) = \frac{\exp(\theta'_s Z_i)}{\sum_{s=1}^s \exp(\theta'_s Z_i)}$$

330

331  $Z_i$  represents additional characteristics which do not vary across choice situations. If there are  
332 no  $Z_i$ , the segment-specific probabilities are fixed constants adding up to one. Each tourist is  
333 assumed to belong to the segment with maximum probability.

334 We estimate latent class parameters using maximum likelihood estimation (Greene,  
335 2001), using the likelihood ratio test statistic ( $G2 = -2[LL(0)-LL(B)]$ ) to assess whether or not  
336 the estimated model  $LL(B)$  is significantly better than the null model  $LL(0)$ . We estimate  
337 model fit using McFadden's Rho square ( $\rho^2=1-LLB/LL0$ ), and choose how many segments to  
338 extract with the help of the Akaike Information Criterion ( $AIC = -2(LLB-P)$ ), e.g. Gupta &  
339 Chintagunta, 1994; Kamakura & Russell, 1989).

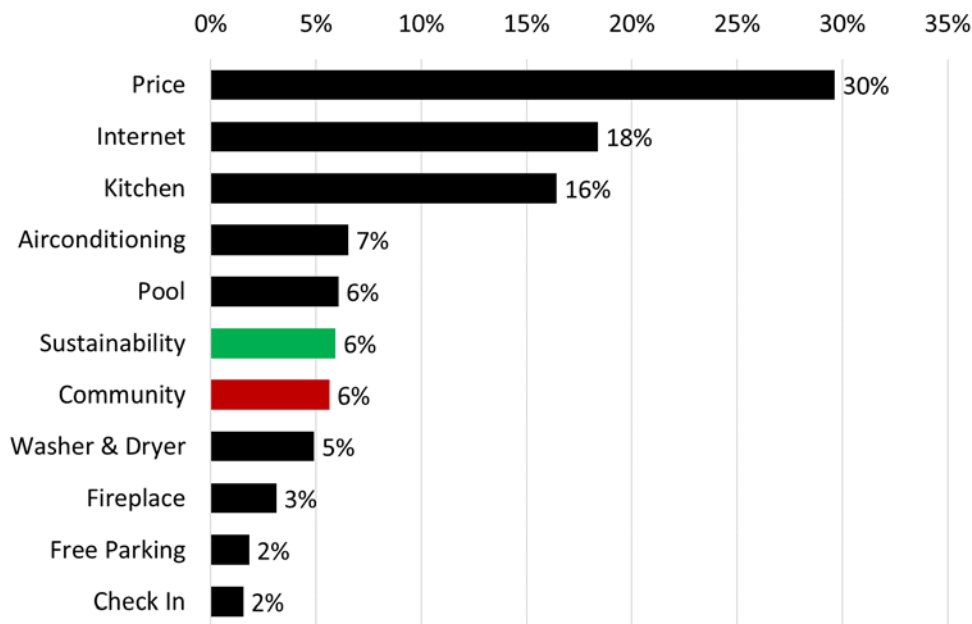
## 340 4. Results

### 341 3.1 *The impact of CSR on stated accommodation choice*

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

346 The MNL model assuming homogeneity among tourists indicates that all holiday home  
347 features under study are strongly significant, meaning that they all play an important role in  
348 online holiday home booking decisions. The difference between lowest and highest attribute  
349 level parameter values can be interpreted as attribute importance. Fig. 1 shows relative  
350 attribute importance.

351



**Fig. 1.** Relative importance of attributes for all tourists.

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

368 is the availability of a washer and dryer, an indoor fireplace, free on-street parking, and  
369 check-in with a protected key lock (meaning you can check in anytime).

#### 370 4.2 *Heterogeneity of the impact of CSR on stated accommodation choice*

371 To account for heterogeneity in attribute preferences for holiday accommodation  
372 across tourists, we estimate a latent class model. The convergence log likelihood values and  
373 rho-squares improve with the number of segments increasing from 1 to 5. The AIC indicates  
374 that the 5-segment model performs best (shown on the left in the table in Appendix 1). The  
375 model fit for the 5-segment model is good (rho-square is .267), confirming the existence of  
376 heterogeneity, or latent segments, among consumers in terms of holiday home preferences.  
377 The market segments resulting from this analysis clearly differ in terms of attribute  
378 significance and importance. Fig. 2 shows the significant utility values for all attributes for all  
379 segments.

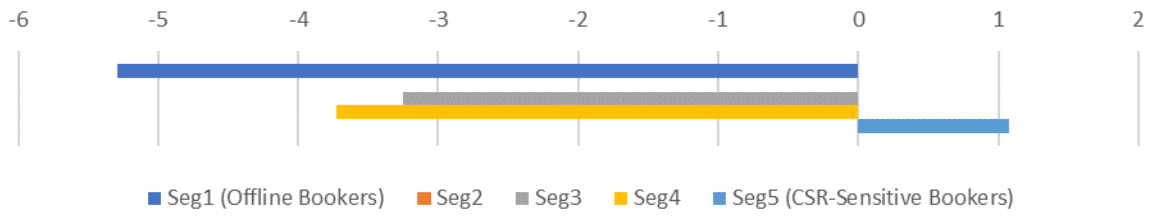
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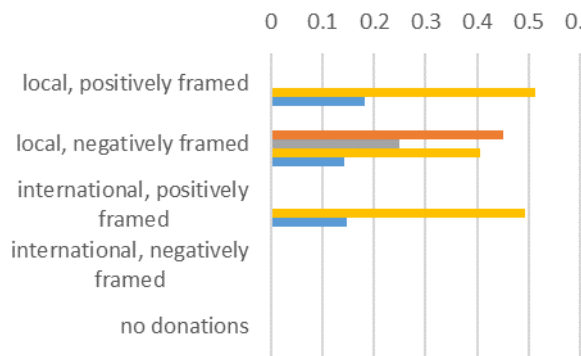
382

383

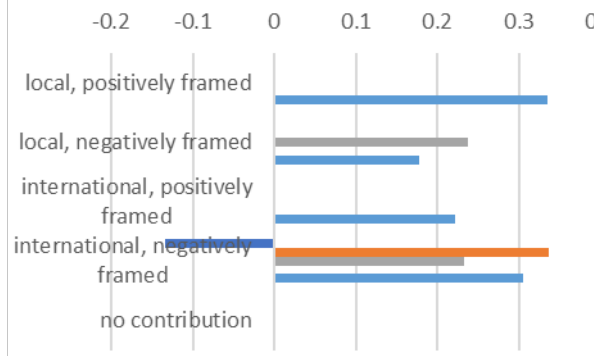
### Booking a holiday home



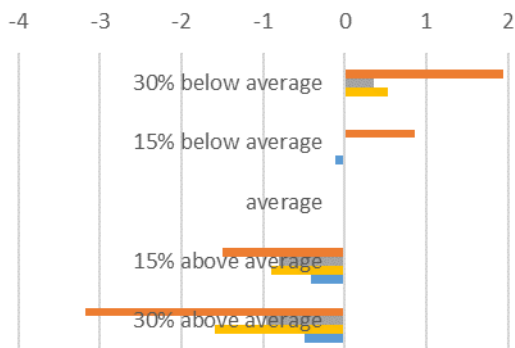
### Community donations



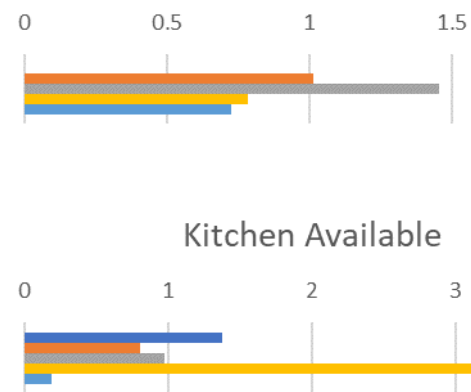
### Sustainability



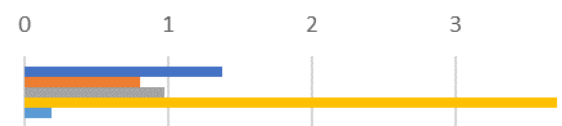
### Price



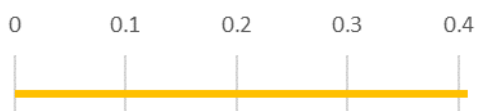
### Free Internet



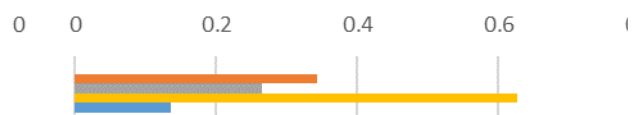
### Kitchen Available



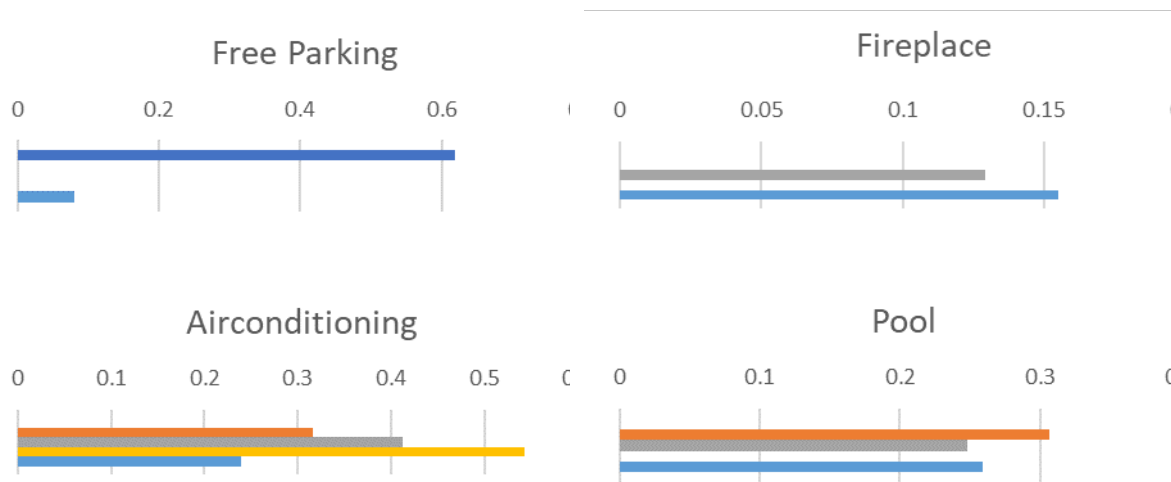
### Check In Anytime



### Washer & Dryer







384 **Fig. 2.** Significant utility values for all attributes for all market segments.  
 385  
 386 Segment #1 contains 13% of respondents, and we refer to them as *offline bookers*. The large  
 387 constant parameter indicates that members of this segment do not like booking holiday homes  
 388 online. When they do, they care most about the availability of a kitchen and free parking.  
 389 Segment #2 contains 15% of respondents. Price is extremely important for this segment,  
 390 although a wide range of attributes influence their choice. The local negatively-framed  
 391 message for community donations and the international negatively-framed message for  
 392 sustainability emerge as most effective, suggesting that negative framing represents a  
 393 promising communication strategy for this segment. Segment #3 contains 23% of  
 394 respondents. CSR-related attributes affect the purchase decisions of this segment, especially  
 395 local negatively-framed messages for community donations and negatively-framed messages  
 396 relating to sustainability at both local and international level. As is the case for Segment #2  
 397 negative framing of CSR communications emerges as a promising strategy for Segment #3.  
 398 Segment #4 contains 12% of respondents. Community-oriented CSR activities affect booking  
 399 decisions of this segment, particularly if they are framed positively. Environment-focused  
 400 CSR has no effect on accommodation choice. A range of other attributes also play a  
 401 significant role.

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

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

421

422 **Table 4**

423 Socio-demographic characteristics of the segments.

Variables	Levels	Seg1	Seg2	Seg3	Seg4	Seg5	Total	Test
		%	%	%	%	%	%	
Age	18 < 30 years	11.3	17.4	12.1	10.7	26.5	18.1	$\chi^2 = 92.647$
	30 < 40 years	22.6	18.6	24.6	13.9	29.3	24.0	$p = .000^*$
	40 < 49 years	16.5	20.5	21.3	11.5	15.9	17.4	

	50 < 65 years	26.3	31.1	26.3	31.1	17.9	24.4	
	>=65 years	23.3	12.4	15.8	32.8	10.4	16.2	
Children	Yes, living with me	30.1	32.9	32.5	32.0	39.4	34.8	$\chi^2 = 39.343$
	Yes, not living with me	30.1	25.5	27.5	40.2	15.4	24.4	$p = .000^*$
	No	39.8	41.6	40.0	27.9	45.2	40.8	
Employment	Part-time	24.8	15.5	16.3	17.2	20.7	19.0	$\chi^2 = 43.407$
	Full-time	33.8	49.7	46.3	32.0	46.0	43.4	$p = .000^*$
	Retired	25.6	15.5	19.6	33.6	12.4	18.6	
	Not	15.8	19.3	17.9	17.2	21.0	18.9	

424 \*=significant after Bonferroni correction

425

426 We also asked respondents directly about aspects important to them when going on a  
427 holiday. Again, the *CSR-sensitive bookers* display a distinct pattern which differs from that of  
428 other market segments: *CSR-sensitive bookers* indicate that nature and the natural landscape,  
429 experiencing nature intensely and efforts to maintain unspoilt surroundings are important to  
430 them.

431

#### 432 **Table 5**

433 Holiday travel characteristics of the segments.

Aspects	Seg1	Seg2	Seg3	Seg4	Seg5	Total	Test
Yes, important	%	%	%	%	%	%	$\chi^2$ ( $p$ -value)
Rest & relax	91.7	97.5	96.7	94.3	94.9	95.2	6.873 (.142)
Luxury	42.9	46.0	51.3	36.9	59.3	50.8	25.898 (.000)*
Sport activities	22.6	24.4	20.0	17.2	33.6	25.8	22.418 (.000)*
Excitement & experience	56.4	67.7	62.1	55.7	67.4	63.5	10.137 (.038)
Within planned budget	69.2	83.9	77.1	81.1	77.8	77.9	10.022 (.040)
Creativity	32.3	35.4	32.1	24.6	50.0	38.5	39.052 (.000)*
Fun & entertainment	61.7	82.0	75.0	69.7	80.3	75.8	24.799 (.000)*
Socializing	63.9	76.4	69.6	77.9	76.3	73.4	11.572 (.021)
Health & beauty	36.1	41.0	34.2	27.9	57.1	43.3	53.725 (.000)*
Free & easy going	77.4	88.2	76.3	86.9	83.6	82.2	14.188 (.000)*
Entertainment facilities	36.1	47.2	43.3	34.4	64.1	49.8	58.561 (.007)
No attention prices	36.8	28.6	33.3	28.7	49.7	38.7	35.601 (.000)*
Interest local people	67.7	81.4	73.8	76.2	79.0	76.4	10.301 (.036)

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

434 \*=significant after Bonferroni correction

435

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

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

448

449 **Table 6**

450 Community involvement and pro-environmental attitude of the segments.

	Seg1	Seg2	Seg3	Seg4	Seg5	Total	Test
--	------	------	------	------	------	-------	------

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

451

## 452 5. Discussion and conclusions

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

464 In the context of choosing holiday homes, our key findings are threefold. First,  
465 information about environmental and community-related CSR initiatives has little impact on  
466 the entire tourist population, with each attribute only contributing 6% to holiday home  
467 choice. This finding supports prior studies conducted in other purchase contexts that conclude  
468 that, while CSR initiatives may positively influence consumer attitudes, they have little  
469 influence as choice criterion for purchase decisions (Boccia et al., 2019). However, our

470 finding stands in contrast to other tourism studies which identify various positive impacts of  
471 CSR strategies for tourist accommodation providers, including greater brand preference,  
472 consumer loyalty and purchase intention (Gao & Mattila, 2014; Liu et al., 2014; Martínez &  
473 Bosque, 2013; Su et al., 2015). The discrepancy in these findings is likely due to  
474 methodological factors, in particular the social desirability bias common to self-completion  
475 questionnaires involving socially sensitive issues like the impact of social factors on personal  
476 purchase decisions. Our study utilised a choice experiment, forcing participants to trade-off  
477 product features instead of giving absolute ratings for factors affecting their choices. In  
478 tourism, only few choice experiments have included CSR as an attribute in the model. They  
479 align with the findings of the present study, concluding that such attributes have little  
480 influence on tourist decision making (Karlsson & Dolnicar, 2016; Njite & Schaffer, 2017),  
481 thus lending support to the methodological argument for the discrepancy of findings between  
482 choice experiments and other prior studies.

483       Second, market segments are affected differently by holiday home attributes. This  
484 finding supports prior research, which identifies that consumer characteristics, such as the  
485 consumer identification with the organisation (Deng & Xu, 2017; Kim, 2017), can influence  
486 the effectiveness of CSR strategies. Both community and environment-focused CSR  
487 initiatives significantly affect the holiday home choices of the segment referred to as *CSR-*  
488 *sensitive bookers*; they are younger than other segments, reflecting also their distinct pattern  
489 of employment and having children. When going on holiday, *CSR-sensitive bookers* care  
490 about nature and the natural landscape, experiencing nature intensely, and efforts to maintain  
491 unspoilt surroundings. They do not score higher than other segments on pro-environmental  
492 attitude. They do score significantly higher on community involvement. These findings  
493 suggest that studies that consider tourists at the population level only risk masking significant  
494 differences between population sub-groups that could potentially provide valuable insights

495 into the mechanisms that underpin the consumer-CSR initiative relationship (Serra-  
496 Cantallops et al., 2018). Further, findings support prior calls for recognition of heterogeneity  
497 in the tourist market such that identified differences can be translated to targeted marketing  
498 strategies (Dolnicar & Lazarevski, 2009).

499 Third, when communicating CSR messages, the proximity of the cause (i.e. whether it  
500 is local or international) makes little difference in terms of message effectiveness. This result  
501 supports recent research, suggesting that cause proximity has minimal effect on consumer  
502 attitudes and purchase intention (Kulczycki et al., 2017). It contradicts other prior findings  
503 that locally-based beneficiaries of CSR strategies have a more positive impact than when they  
504 are further afield (Grau & Folse, 2007). Notably, the study by Grau and Folse (2007) focused  
505 on the purchase of products (e.g. calcium supplements) in the context of participants' area of  
506 residence. Conversely, in the present study the product being purchased (tourist  
507 accommodation) is not in the individual's local area, and so the fact that CSR beneficiaries  
508 are local to it may lessen the importance of proximity in the context of tourism. Further  
509 research directly comparing the impact of CSR strategies for local versus non-local (tourism)  
510 purchase decisions is required to confirm this hypothesis. In relation to message framing,  
511 negative framing is the more promising option in terms of positively influencing consumer  
512 intentions. Although *CSR-sensitive bookers* are responsive to both positive and negative  
513 message framing, other segments that react only to some CSR-messages are more likely to  
514 respond to negative framing (e.g. referring to the potential for people to die or species to  
515 become extinct). Given that vacations are often relatively high cost, high involvement  
516 purchase decisions, this result is consistent with prior findings that high involvement  
517 decisions require high levels of information processing and therefore negative framing of  
518 messages is more effective (Graaf et al., 2015; Grau & Folse, 2007; Maheswaran & Meyers-  
519 Levy, 1990).

## 520 6. Implications

### 521 6.1 *Theoretical implications*

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

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

### 538 6.2 *Practical implications*

539 Our study has a number of practical implications. Most importantly: accommodation  
540 providers have nothing to lose by actively promoting their cause-related CSR activities to the  
541 population of potential tourists. Cause-related CSR initiatives may not demonstrate a positive  
542 effect on consumer purchase decisions across all segments, but there is no evidence of a  
543 negative demand effect either. This means that accommodation providers have little to lose  
544 by communicating their CSR initiatives to tourists. There are, however, significant potential



545 benefits of promoting CSR activities for accommodation providers who wish to specifically  
546 target the segment of *CSR-sensitive bookers*. This may be a key target segment for  
547 accommodation providers differentiated by pristine natural surroundings and environmental  
548 features, and who have an interest in preserving the quality of the natural environment in  
549 order to maintain this as a competitive advantage.

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

### 562 6.3 *Limitations*

563 Limitations of our study include the specific context of the investigation: relatively  
564 expensive services (holiday accommodation) and cause-related marketing strategies  
565 (community and environment). While it is important to extend the body of work (which to  
566 date has focused primarily on relatively inexpensive fast-moving consumer goods), it would  
567 be important to systematically examine differences in consumer reactivity to different types  
568 of CSR initiatives across different products and services within the tourism industry. Our  
569 findings, in contrast to conclusions drawn from previous studies, certainly suggest that

570 reactivity is different for fast moving consumer goods and relative expensive service choices,  
571 such as holiday homes. Similarly, our findings suggest that different types of CSR initiatives  
572 elicit different reactions from consumers. Specifically, CSR initiatives that directly relate to  
573 the production of a product appear to elicit stronger consumer reactions than CSR initiatives  
574 that are unrelated to the product itself.

#### 575 6.4 *Future work*

576 There is plenty of opportunity for replication studies in this under-researched area.  
577 Most importantly, to ensure a thorough understanding of the effect of cause-related marketing  
578 on booking, replication studies should be undertaken in the context of booking a wide range  
579 of tourism-related services. Variation in terms of the price of those services may also prove  
580 important, because it is reasonable to assume that tourists may be more reactive if the price  
581 differential between the socially responsible option and the alternative is low. Variation in the  
582 nature of the CSR initiative communicated to tourists would also ensure that future research  
583 contributes to a robust body of work on the effect of CSR on consumer purchase decisions.  
584

## 7. Appendix 1 – Complete model output

		5 Segment model					1 Segment model
Attributes	Levels	Segment #1	Segment #2	Segment #3	Segment #4	Segment #5	
		<i>Offline bookers</i>				<i>CSR-sensitive bookers</i>	
Constant	• Booking a holiday home	-5.294***	-.044	-3.254***	-3.725***	1.074***	-1.592***
	• Not booking a holiday home	0	0	0	0	0	0
Community donations	• 10% of profits go to the local breast cancer recovery centre. With treatment, 90% of patients survive	-.825	.126	.188	.514***	.181***	.190***
	• 10% of profits go to the local breast cancer recovery centre. Without treatment, 10% of patients will die	.273	.450***	.249**	.406**	.143**	.226***
	• 10% of profits go to international breast cancer recovery centres. With treatment, 90% of patients survive	-.751	.109	.034	.493**	.146**	.139***
	• 10% of profits go to international breast cancer recovery centres. Without treatment, 10% of patients will die	-.775	.092	.096	.284	.045	.106*
	• This holiday accommodation does not donate to the community.	0	0	0	0	0	0
Sustainability	• 10% of profits fund local revegetation projects. Revegetation is critical to the survival of local endangered bird species	.023	-.040	.105	.100	.335***	.212***
	• 10% of profits fund local revegetation projects. Without revegetation local endangered bird species will become extinct						

	<ul style="list-style-type: none"> <li>• 10% of profits fund international revegetation projects. Revegetation is critical to the survival of endangered bird species around the world</li> </ul>	-0.214	.164	.238**	.036	.177***	.155***
	<ul style="list-style-type: none"> <li>• 10% of profits fund international revegetation projects. Without revegetation endangered bird species will become extinct around the world</li> </ul>	-0.725	.112	.180	.065	.222***	.176***
	<ul style="list-style-type: none"> <li>• This holiday accommodation does not contribute to environmental protection.</li> </ul>	-0.134	.336**	.233**	.056	.305***	.238***
		0	0	0	0	0	0
Price	<ul style="list-style-type: none"> <li>• 30% below the average price for a holiday home in this area</li> </ul>	-0.532	1.936***	.358***	.528***	-.002	.367***
	<ul style="list-style-type: none"> <li>• 15% below the average price for a holiday home in this area</li> </ul>	-0.277	.861***	.109	.202	-.118*	.100***
	<ul style="list-style-type: none"> <li>• Average price for a holiday home in this area</li> </ul>	0	0	0	0	0	0
	<ul style="list-style-type: none"> <li>• 15% above the average price for a holiday home in this area</li> </ul>	-0.538	-1.500***	-.800***	-.895***	-.409***	-.571***
	<ul style="list-style-type: none"> <li>• 30% above the average price for a holiday home in this area</li> </ul>	-0.414	-3.177***	-.971***	-1.595***	-.496***	-.821***
Internet	<ul style="list-style-type: none"> <li>• Free wireless internet</li> </ul>	.401	1.012***	1.457***	.786***	.724***	.737***
	<ul style="list-style-type: none"> <li>• No internet</li> </ul>	0	0	0	0	0	0
Kitchen	<ul style="list-style-type: none"> <li>• There is a fully equipped kitchen in the house with a dishwasher, full size fridge, oven and coffee machine.</li> </ul>	1.373***	.804***	.972***	3.711***	.189***	.658***
	<ul style="list-style-type: none"> <li>• There is no kitchen; kettle, toaster and microwave are in the dining room along with limited crockery and cutlery.</li> </ul>	0	0	0	0	0	0
Check in	<ul style="list-style-type: none"> <li>• The key is in a PIN protected key lock mounted to the side of the house. That means you can arrive anytime.</li> </ul>	-0.208	.135	.066	.408***	.026	.062**
	<ul style="list-style-type: none"> <li>• You can pick up the keys for the house from the neighbours between 10 am – 8 pm.</li> </ul>	0	0	0	0	0	0
Washer and dryer	<ul style="list-style-type: none"> <li>• Available</li> </ul>	.041	.342***	.265***	.627***	.135***	.197***
	<ul style="list-style-type: none"> <li>• Not available</li> </ul>	0	0	0	0	0	0

Parking	• There is no garage or parking space, but you can park on the street at no cost.	.618*	-.027	.021	.112	.080**	.073***
	• There is no garage or parking space, but you can park on the street at a minimal fee.	0	0	0	0	0	0
Air-conditioning	• Air-conditioning is available in the house which can be used to cool or heat all or individual rooms.	-.265	.316***	.413***	.544***	.239***	.262***
	• The house does not have air conditioning. Note that the climate is very temperate all year round.	0	0	0	0	0	0
Indoor fireplace	• Available	.507	-.062	.129*	.017	.155***	.125***
	• Not available	0	0	0	0	0	0
Pool	• Available	.631	.307***	.248***	.166	.259***	.243***
	• Not available	0	0	0	0	0	0
	Segment Probabilities	.129***	.151***	.226***	.115***	.379***	
Model Statistics	Based on 12624 choices from 1052 respondents						
	Loglikelihood at convergence $LL(B)$	-12829.46					-16052.97
	Loglikelihood evaluated at 0 $LL(0)$	-17500.58					-17500.58
	$\rho^2$	.267					.083
	AIC	25876.9					32147.9

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

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