

The Moderating Role of Personality Trait on the Relationship between Corporate Social Responsibility and Consumer Identification among Clients of Safaricom Ltd Company, Kenya

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Abstract

The main objective of this research was to examine the moderating role of Personality Trait on the Relationship between Corporate Social Responsibility (CSR) and Consumer Identification among Safaricom Limited Company Kenya clients in Kajiado County. Kajiado County was the area of study; explanatory survey was adapted where questionnaires in a seven point likert scale were administered to 325 Safaricom clients in the month of February 2014. Cluster sampling technique was used in selecting primary schools where Safaricom clients were studied, clients were divided into administrative divisions and then simple random sampling was done. Using the four factors of Corporate Social Responsibility; ethical, legal, philanthropic and economic, adequate evidence in the study to support the various theories that underpinned the study. The data obtained was analyzed using inferential statistics namely Pearson product moment correlation, Analysis of Variance (ANOVA), and multiple regression methods. The statistical methods were used for testing the hypotheses at $\alpha=0.1$. The results indicated that different personality traits moderated the relationship between the various dimensions of CSR differently. Self efficacy personality trait moderate the relationship of economic CSR ($\beta= -1.050$, $p<0.1$) and philanthropic CSR ($\beta=1.798$ $p<0.1$). The β value for economic was negative while for philanthropic was positive for the same personality trait of self efficacy. Perceived control moderated legal CSR ($\beta=1.161$, $p< 0.1$) and self esteem moderated ethical CSR ($\beta=.978$, $p=0.1$). However Machiavellianism type of personality trait did not moderate any relationship. The model successfully extended personality traits to the various dimensions of economic, philanthropic, ethical, legal CSR and consumer identification relationship among safaricom clients in Kenya. The study recommended further research on Machiavellianism type of personality trait on other CSR dimensions and consumer identification.

Keywords: moderating role, personality trait, relationship, corporate social responsibility, consumer identification.

Introduction

Moderating Role of Personality Trait

Sharma et, al. (1986) looked at classic validation model and how it is used in consumer related research to establish the degree of association between a predictor variable and a criterion variable. Moderators have been constantly understood to either modify in form and/ or strengthen the relationship between a predictor, and a criterion variable. Personality traits of perceived control, self esteem, Machiavellianism and self efficacy were used to test whether the relationship between corporate social responsibility and consumer identification will be strengthened or modified in form. Personality trait as a construct has been used as a predictor variable, this study wants to introduce it as a moderating variable this has not been done.

Personality Trait and the Trait Theory

According to Tsai (2011), Gordon Allport is one of the founders of trait theories suggested that trait has taken the viewpoint of personality hierarchy and suggested that traits are to be classified by the degree to which they pervade behavior. The highest to the lowest level of pervading behavior is from the cardinal disposition to

central disposition and finally to secondary disposition. Allport on personality alludes to the fact that personality is a dynamic organization within the individual which determines his or her unique adjustments to the environment, personality therefore indirectly or directly affects business. Personality psychologists have developed many theories to explain the human personality; theories of personality are Trait, psychoanalytic, behavioral, social learning and situational theories. Allport (1960) defines trait theory as a term which has a broad disposition to behave in a particular way; trait is an enduring or persistent characteristics or dimension of different individuals. Allports (1960) definition of trait theory: "As that what a person will do when faced with a defined situation

Dholakia (1978) Personality trait is defined differently by both sociologists and psychologists, the later agree that individuals can be categorized into different groups or classes, the theories in psychology explain inter group differences, psychologists look at the differences in the individual consumer level. Sociologists on the other hand are attached to social class reference group, peer influence, family life cycle and other concepts to explain the behavior of the consumer. Okorodudu argues that Powell (1983) did an elaborate study on human behavior on activity altitude and the response to the outside proceedings. This author did conclude that personality has an effect on the type of response an individual will take. Individuals are likely to behave in their own way in similar situations since their thought is different and ones emotional behavior which indicates how he relates to the world are all so different (Santrock, 2006).

Tsai (2011) asserts that Trait as a personality variable has been investigated, by various scholars. A trait is seen as a state where individual differences can be highlighted. Academicians look at personality as presented on a hierarchy and is based on their degree of abstractness while others look at this variable as classified by the degree to which they pervade behavior. Mowen and Spears (1999) identify three tier personality traits namely cardinal, central and surface but Mowen (2000), floated a four tier majorly the elemental, compound, situational and surface. The idea of this meta-analysis is to identify predictive traits at every level in this hierarchy of particular consumer behavior as well as a causal relationship. Surface is seen as the psychological issues that are representative of consumer behavior. Compound traits and situational traits are in effect antecedents of surface traits.

Foxall and Carraso (2006) argue that personality psychology should study an individual in three tiers individually and overlapping levels of analysis, these studies should pay particular attention to the information on customer's personality because psychological traits consider studies on the control of marketing outcomes. These influences cannot be manipulated by companies. Studies on CSR and consumer company identity have used various moderators and mediators such as consumer responses to CSR, competitive positioning, perceived external prestige, employee company identification and CSR communication. According to social exchange gurus Clark and Mills (1979) psychologist argue that the extent to which a person endorses reciprocity is different and is dependent on the extent to which one's orientations is, the stronger the orientation the more likely the orientation is reciprocated. This exchange ideology is accepted as a universal principle. Based on this theory this study looks into personality traits.

Personality trait is a recent incorporation in the marketing field and therefore this particular study explored personality as a moderator, the traits of self esteem, Machiavellianism, self efficacy and perceived control were our area of focus in this study. These traits have not been used with another scholar as a moderator in the relationship between CSR and consumer identification, therefore the contribution to knowledge. Personality traits and CSR are not related as according to Irwin and McClelland (2001) moderator cannot be a significant predictor variable nor should it be related to any other predictor variable.

Perceived Control

Lefcourt (1976) and Rotter (1966) wrote that locus of control began from the social learning theory. The belief that individuals reward is through one's own ability, characteristics and control over one's environment that is an internal locus of control. While the belief that situations are determined by external sources for example fate, chance or by important others external locus of control. Accordingly internal locus control looks at personal exchange interaction as independent and task fulfilling.

According to Mills et, al., (1983), Consumer's involvement with commodities and services will be determined by their locus of control. When consumers think they are partners or even partly employees they will have more control during an interaction. Silpakit and Fisk (1984) observed that internally oriented consumers are likely to be purposive and may exude a prior planning behavior in the act of shopping. These individual will feel much more in control and shall have a positive utilitarian attitude and likely to analyze their encounter favorably than

consumer's with external locus of control. Externally leaning customers will on the other hand have optimistic hedonic attitude. Perceived control will be defined as the expectation of the power that one will have to take part in making decisions in the event of gaining favorable consequences and a feeling of personal fitness in a given situation.

Self Esteem

This trait is looked at as the way an individual feels about oneself (Brown et al 2001). While Kernberg (1975) defines self esteem as an ancient impulse to perception that one is a valued member of a meaningful universe, Solomon et. al. (1991) defines self esteem as the perception that one is a valued member of the universe. Individuals with self esteem tend to be emotionally stable, extraverted, conscientious, agreeable, and open to experience (Richard et al., 2001). The momentary emotional state especially those that arise from negative or positive experiences for example self esteem may be high after a promotion or low after a divorce. Researchers use self esteem when referring to a state of self worth, therefore individuals with self esteem that is high will promote, protect their feeling of self worth. High self esteem individuals have a number of ways to restore and rebuild their self worth. These individuals also engage in selective social comparison processes, they will compare themselves with others only when they are in favorable positions. Participants in a research done on self esteem were told that the agenda of measurement was on cognitive ability known as integrative orientation. The rating therefore for an individual with high self esteem would be high when describing his/her own ability (Jonathon et. al., 2001).

Machiavellianism Trait

Machiavelli looks at an individual as an immoral being when dealing with others, manipulative of others in interpersonal situations; he lacks concern moral and ethics, which is important for corporate ethics and social responsibility Shafer and Simmons (2008). On the other hand, Machiavellian orientation as an individual general strategy in which individuals feel they can manipulate but the question here is the degree in which this manipulation can occur (Christie & Geis, 1970). The study adopted this view and used the measure used by these scholars. Machiavellianism as a personality trait is an individual's way of manipulating others.

Self Efficacy Trait

Lau (2012) defines self efficacy as a person's views in his or her own capability to rally the cognitive, motivational and behavioral assets required to satisfy a given situational demand. It is believed as a stable comprehensive belief that one has in mobilizing resources required to transact, and deal with challenges that one will experience. This is a trait in which one does belief in their competencies. Self efficacy is therefore able to influence the mood but also predict the future behavior. Self efficacy as the belief in an individual's capability of rallying resources of motivation, cognitive and courses of action required to meet give situational demand (Wood, 1989). This author looked at self efficacy as the ability of an individual to complete a task. There are factors that affect self efficacy that they experience, modeling, social persuasion, and physiological factors. These factors are viewed as follows: one, experience is seen as the way success raises self efficacy. Two Modeling will be looked at as when we see people succeed our self efficacy should increase; modeling is considered to be useful to individuals who are unsure of themselves. Three, social persuasion is seen as a direct support or lack of support from another individual. Accordingly the definition of self efficacy is "one's estimate of one's overall ability to perform successfully in a wide variety of achievement" Lau (2012). This study adapted the definition of self efficacy as "the belief in one's capabilities to perform one's particular behavior and successfully execute certain actions to attain goals" Bandura (1977).

Materials and Methods

The study was based on the hypothesis that Personality trait does not significantly moderate the relationship between CSR (economic, philanthropic, ethical and legal) and consumer identification.

The study used the explanatory survey design; that minimizes bias and gives an opportunity for probability sampling. Manoj and Varun (1998) agree that explanatory survey can be done to explain hypothesized relationships. Further Hair et, al., (2006) confirms that explanatory survey design allows the use of inferential statistics to find out the relationship between the dependent and independent variables. This therefore helped to explain the moderating role of personality trait on relationship between CRS and consumer Identification. The study covered Safaricom clients among teachers in various primary schools within Kajiado County covering the

seven administrative divisions of central, Loitokitok, Magadi, Mashuru, Namanga and Ngong division. Cluster sampling was applied, as it provides a practical sampling frame, area sampling are applied to national populations, county populations and smaller areas where well defined political or natural boundaries are available (Blumberg et al, 2008). A sample of 325 respondents was used. Questionnaires were administered to all those Safaricom clients included in the sample.

Results

Factor Analysis for Perceived Control Personality Trait

Perceived control personality trait is a moderating variable on the relationship between CSR and consumer identification on Safaricom clients in Kajiado County. The moderating variable was measured by 6 observed items. KMO test for sampling adequacy and Bartlett's sphericity test was done.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling adequacy		.731
Approx. Chi-Square		264.575
Bartlett's Test of Sphericity	Df	15
	Sig.	.000

Table 2: Total Variance Explained

Total Variance Explained						
Com	Initial Eigen Values			Rotation Sums of Squared Loadings		
	Total	% Variance	Cu%	Total	% Variance	Cum %
1	1.088	18.126	56,421	1,537	25,613	56,421
2	.805	13,421	69,842			
3	.636	10,598	80,440			
4	.624	10,408	90,848			
5	.549	9,152	100,000			

Source: Research 2014

Factor analysis for Self Esteem personality trait moderator

In this study self esteem is a moderator variable on the relationship between CSR and consumer identification. The moderator was hypothesized to influence the relationship. The moderating variable was measured using seven items. KMO test of sampling adequacy and Bartlett's sphericity was done on self esteem.

Table 3: Self Esteem KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling adequacy		.751
Approx. Chi-Square		415.725
Bartlett's Test of Sphericity	Df	21
	Sig.	.000

Source: Research data (2014)

Factor analysis was done on self esteem two components were extracted using principal components extraction method. Table 4 shows that the extracted component accounted for 53.619%. This indicates that 46.381% balance of the variance is explained by the rest of the four components that are not extracted since their Eigen values were not greater than 1.

Table 4 Self Esteem Total Variance Explained

Total Variance Explained						
Components	Initial Eigen Values			Rotation Sums of Squared Loadings		
	Total	% Variance	Cu%	Total	% Variance	Cu %
1	2.593	37.041	37.041	2.591	37.018	37.019
2	1.160	16.578	53.619	1.162	16.600	53.619
3	.917	13.105	66.724			
4	.808	11.548	78.273			
5	.628	8.972	87.527			

Source: Research (2014)

Factor Analysis of Machiavellianism personality Trait

Machiavellianism is a moderating variable on the relationship CSR and consumer identification on Safaricom clients at Kajiado County. The moderating variable was measured using 10 items. The ten items were factor analysed, KMO test of sampling adequacy and Bartlett's tests were performed and found to be appropriate for factor analysis.

Table 5 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling adequacy		.688
Approx. Chi-Square		397,208
Bartlett's Test of Sphericity	Df	45
	Sig.	.000

Source: Research (2014)

Machiavellianism factor analysis converged into four components using principal component extraction method. The extracted component had Eigen values greater than 1. These four components explained 60.813% of the variance.

Table 6 Total Variance Explained for Machiavellianism

Total Variance Explained						
Com	Initial Eigen Values			Rotation Sums of Squared Loadings		
	Total	% Variance	Cu%	Total	% Variance	Cu %
1	2.488	23.876	24.876	1.727	17.269	17.269
2	1.424	14.244	39.121	1.472	14.719	31.988
3	1.161	11.612	50.733	1.447	14.468	46.456
4	1.008	10.081	60.813	1.436	14.357	60.813
5	.831	8.307	69.120			
6	.770	7.703	76.823			
7	.686	6.856	83.679			
8	.607	6.067	89.746			
9	.548	5.476	95.225			
10	.478	4.775	100.000			

Source: Research (2014)

Factor analysis for Self Efficacy personality trait moderator

Self efficacy moderating variable was measured using 11 items. KMO and Bartlett's were significant as shown by table

Table7 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling adequacy		.723
Approx. Chi-Square		723.050
Bartlett's Test of Sphericity	Df	21
	Sig.	.000

Source: Research (2014)

Table 8: Total Variance Explained for Self Efficacy

Self efficacy factor analyses was done, two components were extracted principal component analysis. The

Com	Initial Eigen values		Extraction Sums of Squared Loadings		
	Total	% of Variance	Total	% of Variance	Cum %
1	2.630	37.577	37.577	2.630	37.577
2	2.004	28.625	66.202	2.004	66.202
3	.611	8.723	74.925		
4	.591	8.447	83.372		
5	.493	7.044	90.416		
6	.360	5.140	95.557		
7	.311	4.443	100.000		

Source: Research (2014)

extracted component had Eigen values above 1. The two components extracted accounted for 66.202% .This indicates that the balance 33.798% variance is explained by the rest of the 5 components that were not extracted because they had Eigen values less than 1.

Discussion

The study aimed to establish the moderating role of personality on the relationship between CSR and consumer identification and was based on the hypothesis that Personality trait does not significantly moderate the relationship between CSR (economic, philanthropic, ethical and legal) and consumer identification. Moderators alter in form and/ or strength the relationship between predictor and criterion variable (Sharma et al. 1986). Trait as a variable of personality is understood as the extent to which they pervade behavior (Tsai, 2011). Individuals behave differently in similar situations because people have different thought processes, though ones emotion will determine how they behave with the outside world. Surface traits are psychological issues that represent consumer behavior (Mowen, 2000).

The results can be discussed based on the four elements of personality traits. H_{01a} : Perceived control personality does not significantly moderate the relationship between CSR and consumer identification.

Perceived control is a personality type looked at as consumers involvement with commodities and services is to be determined by their locus of control. Factor analysis of perceived control was done and loaded into two factors, those that deal with other people, and those that deal with an individual. This could imply external and internal locus of control respectively. Moderation with control variable level of education was found to be negatively significant in the model. This means that education negatively affect consumer identification. Moderated hierarchical regression was performed using seven models. The interaction between legal CSR and perceived control had a positive β which had some evidence that H_{05a} was rejected at $\alpha = 0.1$. The fitness of the model was tested using ANOVA and was significant at $\alpha = 0.05$. The other dimensions of CSR all had a positive β , but not significant. Personality trait is a state where individual differences are highlighted (Tsai, 2011). The consumers who highlighted the perceived control trait were able to strengthen the relationship of legal CSR and consumer identification positively. Legal CSR is seen as obeying the laws, regulations and also protection of workers and consumer rights. These personality traits are individuals that are in control and have a positive utilitarian attitude. Therefore these individuals have control during an interaction (Marglies et al, 1983). The consumers under these categories are individuals that could be in touch with the laws and regulations. Organizations should be cognizant to understand that such consumers will enhance strategies that highlight an organization as legally compliant. Perceived control personality trait theory has been proved by this study

H_{01b} : Self esteem personality trait does not significantly moderate the relationship between CSR and consumer identification

Self esteem as a personality trait is the way an individual feels about oneself. Factor analysis was done on self esteem and two factor loadings were found. This could be explained as individuals with high and low self esteem. The ANOVA for this moderation variable was significant at $p < 0.001$, this was a clear indication of the model fitness. Moderation of self esteem and ethical CSR had a positive β coefficient that was significant at $\alpha = 0.1$. there was therefore some evidence that H_{01b} was rejected. Self esteem in this study meant self worth, Researchers have found out that individuals with high self esteem will guard their feelings, and will rebuild their self worth if destroyed. Individuals with high self esteem will rate themselves favorably (Jonathan et al, 2001). The relationship between ethical CSR and consumer identification is enhanced by consumers who portray self esteem personality trait. Organizations may use marketing strategies that boost consumer self esteem when engaging in ethical CSR program.

H_{01c} : Self efficacy personality trait does not significantly moderate the relationship between CSR and consumer identification. Self efficacy as a personality trait is looked at as an individual who believes in their competencies. The interaction of self efficacy and philanthropy was significant at 95% level of confidence. It implies that the philanthropic CSR explains better the variance in consumer identification when self efficacy is introduced. The null hypothesis was rejected.

The interaction between self efficacy and economic CSR had a negative β coefficient that was an indication that the direction of the relationship changed from positive to negative. According to Baron and Kenny (1986), when the strength or direction of the relationship between an independent variable and a dependent variable is altered by the introduction of a moderator variable, then moderation as occurred. Kajiado County relies on tourism as the major economic activity; the wild animals need a land that is conducive for the wild animals. This could probably explain the reason why consumers in this region may not want any economic activity to interfere with their environment. This interaction was significant at $\alpha = 0.1$, there was therefore some evidence that H_{01c} was rejected.

H_{01d} : Machiavellianism personality trait does not significantly moderate the relationship between CSR and consumer identification. Machiavellianism as a personality trait should be seen as an individual who manipulates others. It was established that the interaction between Machiavellianism and all the different dimensions of CSR, was not significant. The negative β coefficient for philanthropic CSR and ethical CSR was established. However economic and legal CSR had a positive β coefficient. According to Shafer and Simmons (2008), Machiavelli looks at persons as immoral especially when dealing with others in an interpersonal situation, has therefore utter lack for moral and ethics, which is important for corporate social responsibility. This study supported Simmons' findings however the study findings were not statistically significant. The study therefore failed to reject the null hypotheses H_{01d} .

To establish the moderating role of personality trait on the relationship between CSR and consumer identification, Stepwise regression model was applied to the variables of the study with personality trait as a moderator the effect were as follows:

When perceived control as a moderator was introduced the results did not significantly affect the model. However when the interaction of Perceived control personality trait and legal CSR was introduced, there was evidence of interaction. Therefore perceived control personality trait moderates the relationship between legal CSR and consumer identification.

When self esteem moderator was introduced the interaction between self esteem and ethical CSR was significant with a positive β , this shows that the relationship was strengthened.

When self efficacy was introduced to the model it strengthened the relationship between philanthropic CSR and consumer identification. However self efficacy changed the direction of economic CSR and consumer identification.

Machiavellianism as a moderator was introduced and it failed to moderate the relationship between any of the four dimension of CSR and consumer identification.

Conclusion and Recommendation

The study objective was to establish the moderating role of personality trait on the relationship between CSR and consumer identification. The outcome of stepwise regression showed that different personality traits moderated diverse CSR dimensions. Perceived control moderated the relationship between legal CSR and consumer identification. Self esteem moderated ethical CSR and consumer identification; Self efficacy moderated economic and philanthropic relationships with consumer identification. Organizations should and can attract consumers by providing unique identity; CSR can therefore encourage organizations to use the ability of consumers to identify with the organization products (Raman et al, 2012).

Further research should be done on Machiavellian type of personality trait to establish the reasons it did not moderate any of the relationships in our model. Other dimensions of CSR maybe explored with this moderator. Self efficacy personality trait changed the direction of the relationship between economic CSR and consumer identification, further research should be done to establish reasons why this was the only moderator that changed the direction of the interaction.

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