RESEARCH ARTICLE

Impact of a corporate social responsibility message on consumers' sustainable behaviours and purchase intentions

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Abstract

This study investigates the impact of a water brand's CSR message highlighting the brand's environmental concerns on brand-related variables (attitude towards the brand and CSR) and consumer-related variables (consumer efforts to adopt sustainable behaviours and well-being). A research model is proposed, and the relationships postulated are tested on 414 French consumers. The study establishes the effectiveness of this kind of CSR messaging in influencing French consumers to purchase and recommend a particular brand. It then shows the direct and indirect ways in which a brand's CSR messaging can improve consumers' behavioural intentions (i.e., intentions to purchase the brand's products and to recommend the brand and/or its products). It also underscores that brand-related variables contribute to increasing brands', and thus companies', business performance, whereas consumer-related variables contribute to increasing their social performance. Finally, the REBUS-PLS method emphasises the existence of several consumer groups and identifies the core target customer groups on which companies should focus their communication efforts.

KEYWORDS
CSR, CSR message, purchase intentions, sustainable behaviours, well-being

1 | INTRODUCTION

The concept of sustainability corresponds to satisfying the needs of the present without compromising the resources of future generations.[1] As a result of the deterioration in the natural environment and working conditions, sustainability is becoming increasingly important for society, policymakers, companies and consumers (Kolk, 2016). Consumers comprise part of the fundamental axis of pressure and action for sustainable practices (Hwang & Kim, 2018; Luthra et al., 2016). In France, 85% of consumers expect companies and their brands to contribute to

society's well-being. More specifically, 67% think that companies should contribute to a country's economy, 49% to training young people to enter the labour market and 26% to participating in the environmental transition.[2]

Consequently, most companies engage in positive environmental and/or social activities and communicate, through corporate social responsibility (CSR) messages, about these activities. Companies' successful implementation and communication of their CSR activities contributes to improving their perceived CSR (Du et al., 2010; Lee et al., 2019) and differentiating themselves from their competitors

(Alniacik et al., 2011; Chakraborty & Jha, 2019; Melé et al., 2020). It also encourages consumers to behave favourably towards them via their purchase and word-of-mouth intentions towards their brands (Aramburu & Pescador, 2019; Elg & Hultman, 2016; Latif et al., 2020), which will improve their business performance.

Some companies also prompt consumers to engage in more responsible practices (White et al., 2019). It is essential that companies commit to sustainable practices; however, their activities must also be accompanied by consumers' commitment to sustainable behaviours through the purchase and consumption of products that minimise the use of natural resources (Young et al., 2010) to improve individuals' quality of life (Niinimäki & Hassi, 2011). In France, consumers consider the stakeholders who should promote sustainable behaviours the most to be manufacturers, producers (56%), consumers themselves (55%), retailers (51%) and, lastly, public authorities (47%).[3] Thus, CSR can increase not only companies' business performance but also their social performance (Dang et al., 2020). According to Wood (1991), performance can be financial, environmental or social.

Nevertheless, research on CSR has mainly focused on the effects of companies' CSR activities on their financial performance (Barauskaite & Streimikiene, 2021; Coelho et al., 2023). There has been little research focusing on how a company's CSR activities generate social performance (e.g., raising consumers' awareness of sustainable issues, facilitating behavioural changes beneficial to consumers and society) (Dang et al., 2020; Lee et al., 2019). Moreover, research on CSR has mainly worked at the company level (Abid & Moulins, 2015; Santini et al., 2021), whereas in consumer markets, companies generally focus their budgets on promoting their brands rather than their company name (Kay, 2006). In this regard, companies want to build consumers' preferences for their brands through continuous advertising and marketing campaigns (Kronrod & Huber, 2019).

Considering the above-mentioned research context, this study's objective is to investigate the impacts of CSR messaging on brand and consumer-related variables and the relationships between these variables. The chosen CSR message highlights the concerns a French water brand has for the environment. A research model is proposed that includes brand-related (attitude towards the brand and CSR) and consumer-related variables (consumer efforts to adopt sustainable behaviours and well-being). The direct and indirect impacts of the brand- and consumer-related variables on behavioural intentions (i.e., intentions to purchase the brand's products and to recommend the brand and/or its products), which is the final dependent variable of the research model, are investigated. The proposed research model and the relationships postulated are tested on 414 French consumers. Lastly, the response-based procedure for detecting unit segments in partial least squares (REBUS-PLS) path modelling, as proposed by Esposito Vinzi et al. (2008), are used to test for unobserved heterogeneity in these data. Indeed, as indicated by Lerro et al. (2018), consumers may have heterogeneous preferences for CSR in the food industry.

From a theoretical perspective, this study complements previous research by focusing on brand CSR, which generally includes several different brands, instead of the CSR of the entire company. It offers an integrative model that identifies the causal links, through brand and/or consumer-related variables, between CSR messaging and consumers' behavioural intentions. It thus complements the literature by integrating brand-related variables that contribute to increasing brands', and thus companies', business performance and consumer-related variables that contribute to increasing their social performance. From a managerial perspective, this study indicates how a brand's CSR messaging influences consumers' behavioural intentions (i.e., intentions to purchase the brand's products and to recommend the brand and/or its products). It shows how the perceived CSR of a brand, resulting from CSR messaging, can also increase the social value of brands, and thus companies.

In the remainder of this article, we focus on CSR and CSR communication. We begin by presenting the research model and hypotheses. We then describe the methodology used and the results obtained. The paper concludes with a discussion of the study's contributions, limitations and future avenues of research.

2 | LITERATURE REVIEW

2.1 | Corporate social responsibility: Definition and consequences

We should start by distinguishing the two main points of view of companies' responsibilities. According to shareholders' point of view, such responsibilities are principally to maximise their profits within the boundaries of the law (Friedman, 1970; Levitt, 1958). The stakeholder point of view adopts a broader scope of companies' responsibilities. Freeman's (1984) stakeholder theory posits that a company integrates several stakeholders that have, or claim, rights and interests in the company and its activities. Under this framework, anyone who can have an impact on a company's objectives or be affected by its realisation is considered a stakeholder. A company's activities may affect, directly or indirectly, the well-being of different stakeholders, such as shareholders, the government, the environment, employees, consumers, suppliers, local communities and society in general. Each stakeholder group has its own expectations of the company, which will have an impact on the company's success. In this study, we adopt the stakeholder point of view and focus on a specific stakeholder, namely, consumers. Consumers are key stakeholders because they act as both recipients and judges of companies' CSR activities when making purchase decisions (Aksak et al., 2016; Mohr et al., 2001).

Thus, CSR is a topic of great importance on which to focus (DiRusso & Myrick, 2021). Companies are under increasing pressure to adopt responsible activities (Ettinger et al., 2021), and they implement different CSR activities to indicate to stakeholders (i.e., consumers, in this study) that they respect, in addition to their brands, the environment and society (Nyilasy et al., 2013; Orazi & Chan, 2018; Royne et al., 2012). CSR has been defined in various ways. In this study, we refer to the following definition, which was proposed by Chakraborty and Jha (2019) in their state-of-the-art literature review, that pertains to the stakeholder point of view: 'The

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[3] https://kisaco.io/wp-content/uploads/Conference-Presse-Kisaco-Conso-Resp-202102-.pdf.

practice of favoring altruism over materialism, thinking beyond the shareholder to encompass all the stakeholders and giving back or maintaining the resources from where they are accrued' (p. 428). This definition is in line with Mohr et al.'s (2001) statement stressing that CSR is '*a company's commitment to minimizing or eliminating any harmful effects and maximizing its long-run beneficial impact on society*' (p. 47).

Several impacts of CSR on companies' performance and stakeholders' (i.e., consumers, in this study) responses have been highlighted in previous research. First, the relationship between companies' CSR and financial performance has been extensively studied, but still, the results have been inconsistent and sometimes contradictory. A positive or neutral relationship between CSR and financial results has been obtained in most studies, whereas negative links have been identified less frequently (see Barauskaite & Streimikiene, 2021; Coelho et al., 2023 and their systematic literature reviews). CSR also enables companies to improve their image (Lee et al., 2022; Nguyen et al., 2023; Zhang, 2022), brand-equity (Kang & Hur, 2012; Nguyen et al., 2023), reputation (Bianchi et al., 2019; Lee et al., 2022; Park, 2019) and competitive advantage (Currás-Pérez et al., 2018; Du et al., 2011). Lastly, several studies have indicated that companies' investment in CSR activities has either a direct or an indirect impact on consumer satisfaction (Bianchi et al., 2019; Nguyen et al., 2023; Rivera et al., 2016; Zhang, 2022), trust (Abid et al., 2020; Lee et al., 2022; Nguyen et al., 2023), attitude (Park, 2019; Rathore et al., 2023) and behavioural intentions (Bianchi et al., 2019; Melé et al., 2020; Rathore et al., 2023; Zhang, 2022). In their recent meta-analyses, Santini et al. (2021) established positive links between CSR and brand awareness, brand preference, corporate credibility, loyalty, word-of mouth, trust and purchase intentions and Velte (2022) indicated that CSR improves customer relationship quality and leads to greater loyalty.

2.2 | CSR communication and messages: Definition and consequences

CSR communication refers to the ways '*companies present their CSR principles and practices to the public and investors*' (Tang & Li, 2009, p. 200) and is a critical aspect for companies to influence consumers' perceptions and behaviours towards them and their brands (Edinger-Schons et al., 2018; Rahbar & Wahid, 2011). Podnar (2008) described CSR communication as '*a process of anticipating stakeholders' expectations, articulation of CSR policy and managing of different organization communication tools designed to provide true and transparent information about a company's or a brand's integration of its business operations, social and environmental concerns, and interactions with stakeholders*' (p. 75). Thus, in addition to the importance of investing in their CSR activities, companies should also recognise the importance of communicating through CSR messaging these activities to consumers, who comprise the stakeholder under study in this research (Abdelmoety et al., 2022). Companies' investment in CSR activities will have little benefit if consumers are unaware of such activities (Du et al., 2010).

Consequently, considering the benefits derived from communicating them, CSR activities should be widely disseminated (Gilal et al., 2023).

Indeed, CSR messaging can foster consumers' attitudes towards companies/brands (Folse et al., 2010) and their identification with them (Su & Swanson, 2017). CSR messaging can also improve companies' image (Chen & Huang, 2018) and reputation (Diallo & Lambey-Checchin, 2015). Lastly, CSR messaging can have positive impacts on consumer trust (Diallo & Lambey-Checchin, 2015), satisfaction (Park et al., 2017), attitudinal loyalty (Plewa et al., 2015) and behavioural loyalty, such as on purchase (Deng & Xu, 2015) and word of mouth (Su, Pan, & Chen, 2017) intentions. Since effective CSR messaging could eventually have a favourable impact on the image and profitability of companies (Du et al., 2010; Vitell, 2015), the use of CSR messaging to influence consumers' perceptions and behaviours is becoming increasingly popular (Gangadharbatla et al., 2022). However, consumers' response and CSR message processing may be influenced by company characteristics, such as the fit between its business activity and its CSR activities (Koschate-Fischer et al., 2015) or its attributions towards CSR (Skarmeas & Leonidou, 2013). Consumers' scepticism towards CSR messaging (Skarmeas & Leonidou, 2013) may also limit or have a negative impact on their favourable response (Connors et al., 2017; Mendini et al., 2018; Yin et al., 2020) and, more broadly, sustainable habits (Carrington et al., 2014) and profiles (Medina et al., 2021). Besides, the level of consumers' familiarity with a brand may also have an impact on their responses (e.g., attitudes towards the message, the brand and purchase intentions) (Türkel et al., 2016).

3 | RESEARCH MODEL AND HYPOTHESES

When companies communicate their CSR activities through CSR messaging, they rely on signalling theory. Signalling theory was initially used to explain how individuals communicate information to one another in the context of uncertainty (Spence, 1973, 2020). The sender uses various signals to convey information and influence the receiver's reactions. Signalling theory has since been extensively adopted in the marketing field to explain how companies use extrinsic cues (i.e., messages) to convey information to consumers about their CSR activities and to affect consumers' perceptions and behaviours.

Given that this study focuses on how consumers react to a CSR message, three main constructs linked to advertising effectiveness will be considered, namely, consumers' attitude towards an ad, their attitude towards a brand and their behavioural intentions towards the brand (MacKenzie et al., 1986; MacKenzie & Lutz, 1989). Attitude is defined as a consumer's evaluation of a particular stimulus (in this research, a CSR message and a brand). Specifically, this research examines consumers' attitude towards an ad, to understand how they perceive a CSR message, and attitude towards a brand. The consumers' behavioural intentions examined are their intentions to purchase the brand's products and to recommend the brand and/or its products (Zeithaml et al., 1996).

According to signalling theory (Spence, 1973, 2020) applied in the field of marketing, companies may send various signals to influence consumers' perceptions and behaviours. Celani and Singh (2011)

showed that conveying positive cues about brands can improve consumers' perceptions with regard to corporate reputation. Similarly, Öberseder et al. (2014) argued that retailers that communicate information on relevant activities burnish their CSR reputation. Thus, retailers who convey information on their CSR commitments and activities signal to consumers that they may be considered socially responsible companies. Focusing on image, Mahrinasari (2019) and Lee and Lin (2022) showed that CSR communication has a positive effect on corporate image. In the same vein, Zhao et al. (2020) suggested a link between consumers' receptiveness to a company's CSR communication strategies and their perceptions of its CSR.

Considering these works, we propose the following hypothesis:

H1. Consumers' attitude towards a CSR message has a positive influence on their perceptions of the CSR of the brand mentioned in the message.

Studies of advertising effectiveness have postulated the positive impact of consumers' attitude towards an advertisement on their attitude towards the brand featured in the advertisement (MacKenzie et al., 1986; MacKenzie & Lutz, 1989). Several studies have therefore confirmed that a positive evaluation of an ad by consumers can be transferred to the brand by creating a positive attitude towards the brand for which the ad is made (Ozcelik & Varnali, 2019; Rhee & Jung, 2019; Varnali, 2014). Studies on advertising effectiveness have also postulated the positive impact of consumers' attitude towards the brand featured in an advertisement on their behavioural intentions (e.g., their intentions to purchase the brand's products and/or to recommend the brand and/or its products) (MacKenzie et al., 1986; MacKenzie & Lutz, 1989). Moreover, studies of the theory of planned behaviour (Fishbein & Ajzen, 1975) have provided strong empirical support for this assumption. They have identified a significant and consistent relationship between attitude towards the brand and behavioural intentions (Lee et al., 2017; Ozcelik & Varnali, 2019).

In the CSR field, Türkel et al. (2016) were the first to hypothesise, although they did not test, the positive links between CSR messaging and consumer attitude towards the communicated message and between CSR messaging and consumer attitude towards the brands behind the message. del Mar García-De los Salmones and Perez (2018) indicated that consumer attitude towards a CSR advertisement (i.e., the corporate philanthropy dimension) has a positive influence on consumer attitude towards the brand being advertised. Lastly, Cheng et al. (2021) indicated that customer-related CSR activities on social media have a positive impact on consumer attitude towards brands and behavioural intentions, such as E-WOM (word-of-mouth) and purchase intentions. They also showed that brand attitude mediates the relationship among customer-related CSR, E-WOM and purchase intentions.

Hence, we propose the following hypotheses:

H2. Consumers' attitude towards a CSR message has a positive influence on their attitude towards the brand mentioned in the message.

H3. Consumers' attitude towards the brand mentioned in a CSR message has a positive influence on their behavioural intentions towards the brand.

CSR helps companies to establish their reputation and a positive image in consumers' minds (Singh, 2016). Consumers may perceive companies using CSR as socially responsible, and those who care about ethical behaviours may identify with the companies and consider themselves members of a group that engages with socially responsible companies (Singh, 2016). Consequently, companies' CSR may impact consumers' perceptions and behaviours (Mohr et al., 2001). Research has shown that a company that adopts responsible practices may improve consumers' perceptions of the company and its brands (Bianchi et al., 2019) and may therefore increase its profitability (Luo & Bhattacharya, 2006; Olsen et al., 2014). Moreover, perceived CSR has a direct significant positive effect on attitudes towards brands (Cheng et al., 2021; Louis & Lombart, 2018; Tian et al., 2011) and consumers' behavioural intentions towards those brands (Alniacik et al., 2011; Cheng et al., 2021; Dang et al., 2020; Stanaland et al., 2011).

Therefore, we propose the following hypotheses:

H4. The perceived CSR of a brand has a positive influence on consumers' attitude towards the brand.

H5. The perceived CSR of a brand has a positive influence on consumers' behavioural intentions towards the brand.

In this research, we investigate the direct and indirect consequences of consumer attitude towards a CSR message (i.e., perceived CSR, brand attitude and purchase intentions) using a causal model. This will allow us to increase our understanding of the process in its entirety. In our opinion, there is still a lack of studies integrating all these issues in a causal sequence when explaining consumer attitude towards a CSR message. Indeed, in their recent meta-analysis of the antecedents and consequences of CSR, Santini et al. (2021) did not integrate CSR communication and CSR messaging in the four main antecedents of CSR that they highlighted (i.e., firm strategies and policy, environmental competition, executive and employee psychological characteristics as well as organisational characteristics and aspects). Similarly, while they indicated several times that purchase intention had been considered as a direct consequence of CSR, they did not integrate attitude towards the brand in their proposed list of main consumer perceptions of CSR (see Santini et al., 2021, fig. 3, p. 296).

Aligned with the rising trend of focusing on social performance (Dang et al., 2020; Jia et al., 2023), this research also investigates the impact of CSR on sustainable consumer behaviour. Although a link between a company's perceived CSR and sustainable consumer behaviour has been suggested in the literature, it has not yet been tested. Webb et al. (2008) defined sustainable consumer behaviour as '*a person basing his or her acquisition, usage and disposition of products on a desire to minimize or eliminate any harmful effects and maximize the long-run beneficial impact on society*' (p. 47). Durif et al. (2011) argued that

—**WILEY**—

corporate citizenship behaviours partly explain socially responsible consumer behaviours in that consumers respond positively to corporate citizenship behaviours. Thus, perceived CSR could lead consumers to act more responsibly (Iglesias et al., 2018). Su, Swanson, et al. (2017) specifically showed the positive impact of perceived CSR on green consumer behaviour, mediated by positive emotions and/or consumer–company identification. More broadly, Jia et al. (2023) showed the positive impact of sustainable marketing on responsible consumer behaviour. Lastly, White et al. (2019) highlighted the important role of marketing and companies in promoting sustainable consumer behaviour and proposing ways to help consumers adopt the suggested sustainable behaviours. For instance, marketers can use prompts (White et al., 2019) or messaging given before the occurrence of the behaviours to indicate the desired sustainable behaviours to consumers (Lehman & Geller, 2004).

Considering these works, we propose the following hypotheses:

> **H6.** The perceived CSR of a brand has a positive influence on consumers' efforts to adopt sustainable behaviours.

> **H7.** Consumers' attitude towards a CSR message has a positive influence on consumers' efforts to adopt sustainable behaviours.

Sustainable behaviours adopted in this way can lead to increased consumer well-being, which is '*a subjective state of wholeness resulting from judgments, emotions, and aspirations related to the perception of a current situation, compared to an individual's past or future situation, and/or that of the entourage*' (p. 46) (Ayadi et al., 2019). Given that consumers' participation in pro-environmental and/or social activities may improve their self-image, their efforts to adopt sustainable behaviours should have a positive impact on their well-being (Dunn et al., 2011). According to Jacob et al. (2009), those individuals with the highest perceived well-being scores adopt the most environmentally friendly behaviours. For instance, reducing material attachment and preserving materials for future uses lead to greater happiness and well-being (Lee & Ahn, 2016; Seegebarth et al., 2016). In China, Xiao and Li (2011) reported that purchase intentions and behaviours towards environmentally friendly products have a positive influence on individuals' perceived well-being. Similarly, in the United States, Minton et al. (2018) showed that sustainable consumption has a positive influence on individuals' well-being. Recently, Ramos-Hidalgo et al. (2022) indicated consumers' predisposition towards sustainable behaviour to be positively related to happiness. Lastly, well-being has been shown to have a positive effect on consumers' loyalty to stores (El Hedhli et al., 2013). Similarly, it has a positive influence on customers' behavioural intentions (revisit and/or recommendation intentions) (Abbes & Touil, 2017; El Hedhli et al., 2016).

Hence, we propose the following hypotheses:

> **H8.** Consumers' efforts to adopt sustainable behaviours have a positive influence on their perceived well-being.

> **H9.** Consumers' perceived well-being has a positive influence on their behavioural intentions towards the brand.

Figure 1 offers a synthesis of the research hypotheses.

## 4 | METHODOLOGY

4.1 | Sample and data collection

Consumers were recruited by a market research agency in France. Data were collected following a random sampling procedure. A total of 443 French consumers received an email inviting them to answer a questionnaire on a water brand via a web link. Of those 443 participants, 29 did not pass the attention check questions (i.e., not answering 'strongly disagree' when specifically asked to). Thus, their answers were not integrated in the dataset, resulting in a final sample composed of 414 consumers. The response rate was 41% (sampling error 3%, for a confidence level of 95%). Women comprised 75.4% of the sample, of which 28.5% were aged 18–24, 23.7% were aged 25–34, 23.7% were aged 35–49 and 24.2% were aged 50–64. In terms of civil status, 53.6% were single, 44% had common-law partners or were married and 2.4% were widowed. In terms of employment, 39.6% were white-collar workers, 29% were blue-collar workers and 31.4% were unemployed.

Once the respondents had clicked on the web link, they were required to look at a printed advertisement and read its message. The ad, published in the national press, showed a water brand, Vittel, and contained a CSR message linked to this brand. The Vittel brand pertains to Nestlé Waters Group, originates from the Les Vosges department of France and is sold in grocery stores (supermarkets, hypermarkets and convenience stores) in France (around 65% of its sales) as well as internationally (around 35%). The brand targets are women, since, according to Nielsen IQ, 71% of women in France are responsible for households' daily purchasing decisions, are aged 35 and over, and appreciate the brand and its commitment to the environment. After they had looked at the ad and read its CSR message, the respondents were directed to answer an online questionnaire with the relevant measurement scales and items.

4.2 | The brand and the ad studied

We chose Vittel because the brand has the following three main CSR commitments: (1) to preserve the natural mineral water spring (to maintain its quality for consumers, keep water levels up and monitor natural recharge for the environment); (2) to preserve the biodiversity, as has been done for nearly 30 years in partnership with the National Research Institute for Agriculture, Food and the Environment; and (3) to reduce the environmental impact of its packaging and to limit its carbon and energy footprints. According to OpinionWay,
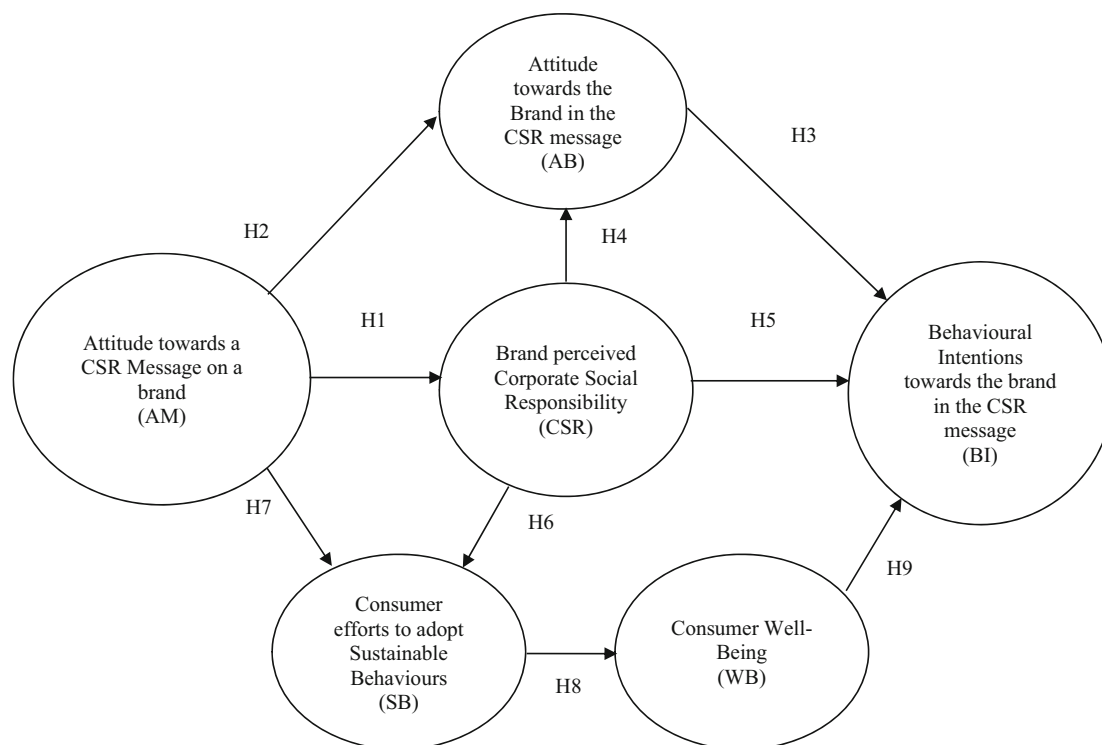
FIGURE 1 Research model proposed.

the market research agency, in France,[4] one in two consumers think that companies should modify their economic activities to make them compatible with ecological imperatives. Moreover, according to a survey carried out among 408 marketing and communication professionals in France,[5] 90% of the commitments made by companies are environmental and if only one commitment had to be retained, 22% would choose to retain this one.

The chosen ad pertains to Vittel's third commitment by featuring, on a white background, a plastic bottle of water on the left. The label on the bottle mentions the brand and contains the following message: '100% recycled material bottle and always 100% recyclable. Keep sorting in mind!'. On the right, the advertisement includes the following text: 'Today, it's possible. Your brand is launching its first 100% recycled plastic water bottle, and it's all thanks to you sorting your bottles! So, let's keep it going together.' Thus, the chosen ad highlights Vittel's concerns for the environment. Moreover, consumers who recycle plastic enable the water brand to offer water bottles made of recycled plastic and limit the environmental impact of its packaging. The Vittel brand, in its 'message for consumer behaviour change' (Fischer et al., 2021), encourages consumers to make efforts to adopt more responsible behaviours, such as sorting their waste and recycling (White et al., 2019). According to the 'Observatoire Société et

Consommation' (Obsoco), in France,[6] sorting of household waste is systematically practiced by 68% of the population, of whom, 23% do so regularly. In addition, 53% sort and recycle their packaging more than they did 5 years ago. Finally, 83% consider sorting household waste and recycling to be the areas in which it is easiest to act, on an individual level, to protect the environment.

4.3 | Measurement scales

Consumers' attitude towards the CSR message (AM) was measured using three items taken from Lacœuilhe et al. (2021). The perceived CSR of the brand (CSR) was measured with six items adapted from the review of Latif and Sajjad (2018). Consumers' attitude towards the brand (AB) was measured using four items from the work of Charton-Vachet and Lombart (2018). Consumers' efforts to adopt sustainable behaviours (SB) were measured with six items adapted from the work of Quoquab et al. (2019). Consumers' behavioural intentions towards the brand in the CSR message (BI) were measured using three items drawn from the work of Zeithaml et al. (1996). Consumers' well-being (WB) was measured with three items taken from the work of Guevara and Howell (2015). For these six measurement scales, consumers were directed to specify their degree of agreement or disagreement with each item (or level of probability for behavioural

[4]https://www.opinion-way.com/fr/sondage-d-opinion/sondages-publies/barometre-opinionway-et-kea-partners-les-entreprises-et-les-consommateurs-face-a-la-transition-ecologique-et-sociale-fevrier-2022/download.html.

[5]https://mediamarketing.ma/article/ZDEEFBPH/quel_est_le_raole_des_marketeurs_dans_la_transformation_rse_de_l_entreprise__html.

[6]https://lobsoco.com/wp-content/uploads/2021/01/LObSoCo_CITEO_Observatoire-de-la-consommation-responsable_RAPPORT-COMPLET.pdf.

—WILEY | 585

intentions) on a six-point Likert scale ranging from 'disagree completely' to 'agree completely' (or 'very unlikely' to 'very likely').

4.4 | Statistical analysis

Partial least squares structural equation modelling (PLS-SEM) and a bootstrap procedure with 5000 replications (Tenenhaus et al., 2005) were used to analyse the data. We chose PLS-SEM (using XLSTAT 2022 software), referred to as variance-based, instead of covariance-based structural equation modelling (CB-SEM) (Hair et al., 2017) for two main reasons, as stressed by Hair et al. (2012, 2014) in their meta-analyses of the use of PLS-SEM in marketing research. First, PLS-SEM does not require the variables to follow a multivariate normal distribution, and the computed Mardia's coefficient was superior to |3| in this research. Second, PLS-SEM is suitable for working with models that include a large number of latent variables (there were six variables in the proposed research model and an average of 7.94 in the marketing field).

To test the mediating effects, we used the procedure recommended by Cepeda et al. (2018), which was specifically developed for PLS-SEM. The significance of a direct effect (c') and an indirect effect ($a \times b$) was estimated. The response-based procedure for detecting unit segments in partial least squares (REBUS-PLS) path modelling, proposed by Esposito Vinzi et al. (2008), was used to test for unobserved heterogeneity and identify classes of units or groups with similar behaviours (with respect to the postulated model). Next, multi-group analyses and permutation tests were performed considering the groups formed (Chin & Dibbern, 2010).

5 | RESULTS

5.1 | Test of the measurement model

Confirmatory factor analysis was performed on the data, at this stage, for the total sample ($n = 414$). First, this analysis confirmed the supposed unidimensional factor structures of the measurement scales used. Table 1 indicates, for all the items of the six constructs of the research model, their loadings and Student's t test values. These loadings, which were greater than 0.5 and statistically significant at the 1% level, were satisfactory. Table 2 indicates the computed Jöreskog's (1971) rho coefficients or composite reliabilities (CR). These coefficients established the reliability of the measurement scales (CR > 0.7). Lastly, the approach proposed by Fornell and Larcker (1981) established the convergent validity as all average variances extracted (AVE) in Table 2 were above 0.50. The discriminant validity of the measurement scales was also proven through the heterotrait-monotrait (HTMT) method, which was recommended by Henseler et al. (2015) for variance-based SEM. The values in Table 2, in diagonal from columns 1 to 6, are below the threshold of 0.85 recommended by Henseler et al. (2015).

5.2 | Descriptive statistics

Table 3 indicates, for the total sample ($n = 414$) at this stage and the six constructs of the research model, the mean scores, recalculated between 0 and 100, to facilitate the comparison of the weights of the different mean scores between the six constructs. This table shows high levels of consumer well-being, efforts to adopt sustainable behaviours, perceived CSR and attitude towards the water brand (about 75 out of 100). The levels of attitude towards the CSR message and behavioural intentions were slightly lower (around 60 out of 100).

5.3 | Test of the structural model

Table 4 indicates, for the total sample ($n = 414$) at this stage, the path coefficients, Student's t test and R^2. Figure 2 provides a schematic presentation of the established significant coefficients. Table 4 shows that consumers' attitude towards the CSR message had a significant positive influence on their efforts to adopt sustainable behaviours (path coefficient [PC] = 0.356; $p < 0.01$), their attitude towards the brand (PC = 0.436; $p < 0.01$) and the perceived CSR of the brand (PC = 0.456; $p < 0.01$). Therefore, hypotheses H7, H2 and H1 are supported by our data.

The perceived CSR of the brand had a significant positive influence on consumers' attitude (PC = 0.291; $p < 0.01$) and behavioural intentions towards the brand (PC = 0.158; $p < 0.01$). Therefore, hypotheses H4 and H5 are supported. Attitude towards the brand also had a significant positive influence on consumers' behavioural intentions towards the brand (PC = 0.558; $p < 0.01$), supporting H3. Attitude towards the brand was therefore a partial mediator of the relationship between perceived brand CSR and consumers' behavioural intentions towards the brand. Perceived brand CSR also had a significant positive influence on consumers' efforts to adopt sustainable behaviours (PC = 0.144; $p < 0.01$), supporting H6.

Finally, consumers' efforts to adopt sustainable behaviours had a significant positive impact on their well-being (PC = 0.388; $p < 0.01$), which in turn influenced their behavioural intentions towards the brand in the CSR message (PC = 0.154; $p < 0.01$). Therefore, hypotheses H8 and H9 are supported. Consumers' efforts to adopt sustainable behaviours and well-being partially mediated the relationship between the perceived brand CSR and their behavioural intentions towards the brand. The model that was proposed and tested explained 46.1% of the variance in consumers' behavioural intentions towards the brand.

5.4 | Test of unobserved heterogeneity with the REBUS-PLS method

A REBUS analysis was conducted to explore potential heterogeneity among consumers, and it established three consumer groups. Complementary variables helped us to describe the following subgroups: consumer scepticism towards advertising, consumer familiarity with the

TABLE 1 Results of confirmatory factor analyses.

Constructs	Items	Total sample (n = 414)		Group 1 (n = 200)		Group 2 (n = 50)		Group 3 (n = 164)	
		Loadings	t	Loadings	t	Loadings	t	Loadings	t
AM	My opinion about this ad is that …								
	I like this ad	0.897	36.643***	0.920	34.592***	0.939	10.453***	0.869	21.118***
	I think it's a good ad	0.902	39.107***	0.899	35.678***	0.860	9.527***	0.924	23.293***
	I could talk to people around me about this ad	0.676	26.676***	0.767	32.167***	0.684	7.794***	0.650	17.846***
CSR	Through this ad, I think that the water brand wants to …								
	reduce its consumption of natural resources	0.635	18.205***	0.609	10.368***	0.774	13.145***	0.589	9.392***
	make its production process more environment friendly	0.717	23.005***	0.671	17.960***	0.831	16.701***	0.691	8.847***
	make its products as environment friendly as possible	0.716	23.793***	0.674	13.417***	0.822	16.935***	0.752	14.698***
	respect consumers' rights (e.g., regarding information guarantees)	0.761	26.470***	0.809	21.224***	0.816	16.418***	0.675	12.979***
	take care of the planet and by extension of its inhabitants	0.818	27.576***	0.796	22.883***	0.866	10.606***	0.833	17.672***
	give consumers correct information on what its products are made of	0.759	25.028***	0.723	13.780***	0.901	12.957***	0.777	20.653***
SB	After seeing this ad, I could …								
	recycle more of my plastics	0.852	45.730***	0.849	29.430***	0.760	7.550***	0.830	24.236***
	recycle more of my boxes	0.838	38.167***	0.838	18.798***	0.836	16.625***	0.771	25.413***
	recycle more of my paper	0.886	50.638***	0.880	28.136***	0.807	11.308***	0.896	24.521***
	purchase reusable products more often	0.861	49.493***	0.855	28.453***	0.816	13.304***	0.828	32.570***
	purchase sustainable products more often	0.873	53.910***	0.862	36.652***	0.828	10.994***	0.863	21.889***
	purchase recyclable products more often	0.857	61.082***	0.873	37.501***	0.876	18.092***	0.742	26.511***
AB	Based on this ad, I think the water brand is …								
	a good brand	0.878	62.800***	0.863	44.652***	0.919	17.490***	0.887	42.279***
	a pleasant brand	0.883	60.534***	0.896	38.430***	0.774	16.048***	0.897	37.422***
	a brand I like	0.889	58.089***	0.865	43.324***	0.886	18.819***	0.924	30.376***
	a brand towards which I have a favourable attitude	0.871	64.313***	0.883	37.906***	0.868	18.324***	0.852	56.128***
BI	After seeing this ad, I could …								
	buy the water brand products	0.841	59.276***	0.908	69.451***	0.658	7.696***	0.728	24.115***
	recommend the water brand products to my friends and/or family	0.960	64.276***	0.967	62.959***	0.932	17.402***	0.957	28.290***
	recommend the water brand to my friends and/or family	0.947	69.796***	0.966	65.375***	0.977	17.704***	0.918	29.897***

TABLE 1 (Continued)

Constructs	Items	Total sample (n = 414)		Group 1 (n = 200)		Group 2 (n = 50)		Group 3 (n = 164)	
		Loadings	t	Loadings	t	Loadings	t	Loadings	t
WB	Overall, I would say that …								
	protecting the environment contributes to my happiness	0.876	84.173***	0.784	35.482***	0.751	14.327***	0.744	8.691***
	recycling and protecting the environment improve my well-being	0.920	56.247***	0.878	32.295***	0.809	15.225***	0.857	12.695***
	recycling and protecting the environment contribute to my overall satisfaction with life	0.911	53.871***	0.828	26.555***	0.941	12.345***	0.701	8.372***

Note: Student's *t* test values higher than |2.575| indicate parameters significant at the 1% level. AM: Attitude towards a CSR message on a brand. CSR: Brand perceived corporate social responsibility. SB: Consumer efforts to adopt sustainable behaviours. AB: Attitude towards the brand in the CSR message. BI: Behavioural intentions towards the rand in the CSR message. WB: Consumer well-being.
***Coefficient significant.

water brand, regular consumer adoption of sustainable behaviours and the perceived altruistic motivations of companies that invest in CSR. These complementary variables were suggested in previous research on consumers' relationships to advertising (Luo et al., 2020; Matthes & Wonneberger, 2014), brands (Rew & Cha, 2021; Türkel et al., 2016), companies' CSR policies (Louis et al., 2019; Swaen & Chumpitaz, 2008) and sustainable behaviours (Durif et al., 2011; Xiao & Li, 2011).

The items needed to measure these complementary variables were included in our research questionnaire. Table 5 provides a synthesis of the satisfying psychometric properties of the items (loadings obtained from exploratory factor analyses) and constructs used (CR and AVE). Table 6 provides a description of the three consumer subgroups highlighted by the REBUS analysis, indicating, for the four complementary variables considered, the mean scores, which were recalculated between 0 and 100, to facilitate a comparison of the weights of the different scores between groups. First, Anovas were computed to highlight statistical differences between the mean scores of the three groups. Then, independent *t*-test determined whether there were statistically significant differences between the mean scores in each pair of groups (groups 1 and 2, 1 and 3 and 2 and 3).

Confirmatory factor analysis was again performed using multi-group analyses and permutation tests for the variables of our research model for the three subsamples highlighted by the REBUS method. The analysis showed the partial invariance of the measurement scales for the three subsamples. Of the 75 differences computed, 13 are significant at the 5% level. The loadings were greater than 0.5 and statistically significant at the 1% level (see Table 1 for the three subgroups at this stage). The composite reliabilities were above 0.7, and the average variances extracted were above 0.5 (see Table 2 for the three subgroups at this stage).

Consumers in group 1 were 'familiar with the water brand and sceptical of advertising' (48.4% of the total sample). They were the most familiar with the brand and the most sceptical about advertising in general. They were responsible (but not the most responsible) and attributed altruistic motivations to companies committed to CSR.

Consumers in group 2 were 'the least familiar with the water brand and moderately responsible' (12%). They obtained the lowest score for familiarity with the brand. They were moderately responsible (had the lowest score for adopting sustainable behaviours among the three groups) but, like those in group 1, attributed altruistic motivations to companies committed to CSR. These two groups (groups 1 and 2) therefore seemed to be the most receptive to companies' CSR commitments and activities. Consumers in the second group were slightly less sceptical than those in the first group about advertising in general.

Consumers in group 3 were 'the most responsible and sceptical of companies' CSR policies' (39.6%). They obtained the highest score concerning the regular adoption of sustainable behaviours. However, they were less likely than the two other groups to attribute altruistic motivations to companies committed to CSR. They had the same level of scepticism about advertising as those in group 2.

Table 7 indicates that these three consumer groups also differed in their sociodemographic characteristics (sex, age, marital status and employment category). Women were slightly over-represented in group 1 and under-represented in group 2 ($\chi^2 = 17.407$; $p < 0.01$), corresponding to the target consumers of the water brand. People aged 25–34 years were over-represented and those aged 35–49 years under-represented in group 2, compared to group 1, again corresponding to the target group for this brand ($\chi^2 = 20.431$; $p < 0.01$). Therefore, there were more single people in group 2 and more people who were married or living together in group 1 ($\chi^2 = 13.203$; $p < 0.01$).

5.5 | Structural models for the three consumer groups highlighted by the REBUS-PLS method

Table 3 indicates the Anovas computed to highlight the statistical differences between the mean scores of the three groups as well as the independent *t*-test conducted to determine whether there were

TABLE 2 Test of discriminant validity.

Total sample (n = 414)	CR	AVE	1.	2.	3.	4.	5.	6.
1. AM	0.869	0.692						
2. CSR	0.876	0.542	0.561					
3. SB	0.945	0.742	0.499	0.336				
4. AB	0.932	0.775	0.679	0.559	0.302			
5. BI	0.941	0.842	0.696	0.505	0.444	0.711		
6. WB	0.930	0.815	0.191	0.106	0.427	0.052	0.219	
Group 1 (n = 200)	**CR**	**AVE**	**1.**	**2.**	**3.**	**4.**	**5.**	**6.**
1. AM	0.898	0.748						
2. CSR	0.863	0.514	0.548					
3. SB	0.944	0.739	0.390	0.256				
4. AB	0.930	0.769	0.699	0.627	0.238			
5. BI	0.963	0.898	0.692	0.564	0.258	0.830		
6. WB	0.869	0.690	0.121	0.150	0.025	0.161	0.206	
Group 2 (n = 50)	**CR**	**AVE**	**1.**	**2.**	**3.**	**4.**	**5.**	**6.**
1. AM	0.871	0.696						
2. CSR	0.933	0.699	0.845					
3. SB	0.925	0.675	0.817	0.698				
4. AB	0.921	0.746	0.738	0.403	0.284			
5. BI	0.899	0.752	0.761	0.598	0.730	0.258		
6. WB	0.875	0.701	0.384	0.072	0.424	0.130	0.462	
Group 3 (n = 164)	**CR**	**AVE**	**1.**	**2.**	**3.**	**4.**	**5.**	**6.**
1. AM	0.861	0.678						
2. CSR	0.867	0.524	0.432					
3. SB	0.926	0.678	0.493	0.188				
4. AB	0.939	0.793	0.607	0.545	0.376			
5. BI	0.905	0.763	0.639	0.365	0.556	0.627		
6. WB	0.813	0.593	0.171	0.100	0.327	0.044	0.213	

Note: CR: composite reliability. AVE: average variance extracted. AM: Attitude towards a CSR message on a brand. CSR: Brand perceived corporate social responsibility. SB: Consumer efforts to adopt sustainable behaviours. AB: Attitude towards the brand in the CSR message. BI: Behavioural Intentions towards the rand in the CSR message. WB: Consumer well-being.

statistically significant differences between mean scores in each pair of groups (groups 1 and 2, 1 and 3 and 2 and 3). According to this table, group 1 had the highest scores in terms of perceived CSR of the brand (with group 2), attitude (with group 3) and behavioural intentions towards the brand. These results seem to be related to the characteristics of this group, as highlighted previously (see Table 7). Group 2 had the highest scores for attitude towards the CSR message (with group 3) and perceived CSR of the brand (with group 1). Group 3 stood out from the two other groups, as it had the highest scores in terms of the efforts made to adopt sustainable behaviours and well-being, along with attitude towards the CSR message (with group 2) and attitude towards the brand (with group 1). These results seem to be related to the characteristics of this group, as highlighted above (see Table 7).

Table 4 indicates, for the three subgroups at this stage, path coefficients, Student's t test and R^2. It also indicates the statistically significant differences between the path coefficients in each pair of groups (groups 1 and 2, 1 and 3 and 2 and 3), obtained through multi-group analyses and permutation tests.

For group 1 (Figure 3), attitude towards the CSR message had a significant positive influence on the perceived CSR of the brand (PC = 0.478; $p < 0.01$), attitude towards the brand (PC = 0.453; $p < 0.01$) and consumers' efforts to adopt sustainable behaviours (PC = 0.299; $p < 0.01$). Perceived CSR had a significant positive influence on attitude towards the brand (PC = 0.337; $p < 0.01$) and consumers' behavioural intentions towards the brand (PC = 0.122; $p < 0.05$). Finally, attitude towards the brand had a significant positive impact on consumers' behavioural intentions towards this brand (PC = 0.691; $p < 0.01$). This influence was the most significant ($p < 0.05$) for the three groups of consumers studied, which seems logical, given that these consumers were the most familiar with the water brand (see Table 6) and had the best attitude score for this brand (see Table 3). Thus, 60.3% of the variance in the consumers'

TABLE 3 Descriptive statistics.

The mean scores have been recalculated between 0 and 100	Total sample (n = 414)	Group 1 (n = 200)	Group 2 (n = 50)	Group 3 (n = 164)	ANOVAs		Comparison of means tests for independent samples					
							(1) versus (2)		(1) versus (3)		(2) versus (3)	
					F	p-value	t	p-value	t	p-value	t	p-value
AM	64.63	56.22	66.44	64.97	8.078	0.000	−3.804	0.000	0.871	0.384	−3.656	0.000
CSR	74.41	75.36	74.59	70.00	3.221	0.041	0.573	0.567	2.009	0.049	1.715	0.091
SB	75.46	58.89	74.80	80.14	38.064	0.000	−6.999	0.000	−8.024	0.000	−3.314	0.001
AB	72.95	72.92	67.00	74.80	4.973	0.007	2.372	0.018	−1.151	0.251	−3.357	0.001
BI	61.03	64.28	49.11	60.70	11.607	0.000	5.631	0.000	1.688	0.092	−4.049	0.000
WB	80.43	54.00	74.19	92.17	332.291	0.000	−14.297	0.000	20.193	0.000	−10.380	0.000

Note: AM: Attitude towards a CSR message on a brand. CSR: Brand perceived corporate social responsibility. SB: Consumer efforts to adopt sustainable behaviours. AB: Attitude towards the brand in the CSR message. BI: Behavioural intentions towards the brand in the CSR message. WB: Consumer well-being.

TABLE 4 Results of the structural equations model.

Hypothesised links	Total sample (n = 414)			Group 1 (n = 200) (1)			Group 2 (n = 50) (2)			Group 3 (n = 164) (3)			Results (p-value) of tests of differences between the two PC		
	PC	t	R^2	PC	t	R^2	PC	t	R^2	PC	t	R^2	(1) versus (2)	(1) versus (3)	(2) versus (3)
AM → CSR	0.456	10.405***	0.208	0.478	7.648***	0.228	0.682	6.468***	0.466	0.334	4.516***	0.112	0.082	0.134	0.006
AM → SB	0.356	7.165***	0.195	0.299	3.967***	0.134	0.405	2.932***	0.522	0.388	5.090***	0.168	0.483	0.373	0.918
CSR → SB	0.144	2.905***		0.112	n.s.		0.383	2.779***		0.055	n.s.		0.098	0.623	0.060
SB → WB	0.388	8.558***	0.151	0.049	n.s.	0.002	0.390	2.934***	0.152	0.240	3.151***	0.058	0.038	0.080	0.379
AM → AB	0.436	10.074***	0.390	0.453	7.627***	0.465	0.583	3.727***	0.385	0.365	5.380***	0.341	0.347	0.289	0.096
CSR → AB	0.291	6.712***		0.337	5.687***		0.052	n.s.		0.350	5.156***		0.045	0.900	0.024
CSR → BI	0.158	3.792***	0.461	0.122	2.261**	0.603	0.410	3.247***	0.418	0.060	n.s.	0.320	0.042	0.535	0.012
AB → BI	0.558	13.410***		0.691	12.713***		0.071	n.s.		0.512	6.926***		0.002	0.026	0.002
WB → BI	0.154	4.225***		0.058	n.s.		0.385	3.305***		0.121	1.852*		0.030	0.491	0.052

Note: Student's t test values higher than |2.575/1.96/1.645| indicate parameters significant at the 1%/5%/10% level. AM: Attitude towards a CSR message on a brand. CSR: Brand perceived corporate social responsibility. SB: Consumer efforts to adopt sustainable behaviours. AB: Attitude towards the brand in the CSR message. BI: Behavioural intentions towards the rand in the CSR message. WB: Consumer well-being.

Abbreviations: n.s., non-significant coefficient; PC, path coefficients.

***/**/* Coefficient significant.
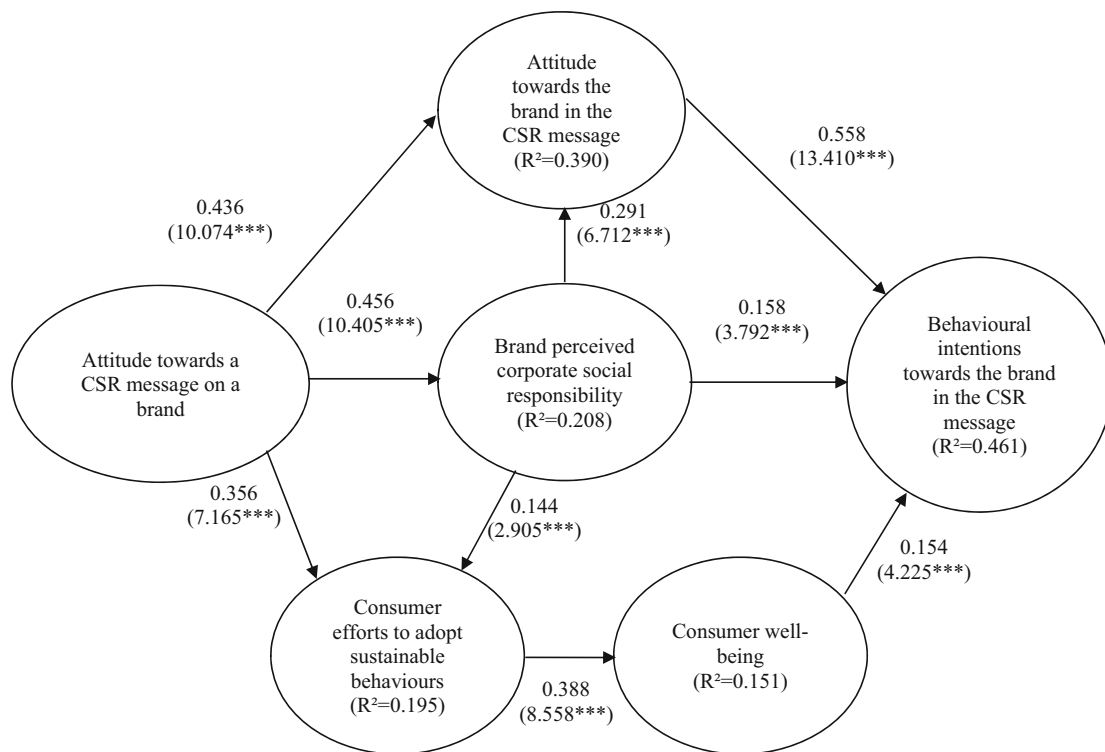
FIGURE 2 Results—total sample ($n = 414$).

behavioural intentions towards the brand in the CSR message was explained.

For group 2 (Figure 4), unlike the two other groups ($p < 0.05$), attitude towards the brand did not significantly influence consumers' behavioural intentions towards the brand. These intentions were influenced only by the perceived CSR of the brand (PC = 0.410; $p < 0.01$). This influence was stronger than that observed in the two other groups ($p < 0.05$). The behavioural intentions towards the brand in the CSR message was also affected by consumers' well-being (PC = 0.385; $p < 0.01$), which was in turn influenced by their efforts to adopt sustainable behaviours (PC = 0.390; $p < 0.01$). For this group of consumers, attitude towards the CSR message had a very strong impact (PC = 0.682; $p < 0.01$) on the perceived CSR of the brand ($p < 0.10$), attitude towards the brand (PC = 0.583; $p < 0.01$) and consumers' efforts to adopt sustainable behaviours (PC = 0.405; $p < 0.01$). Lastly, the brand's perceived CSR has a significant positive impact on consumers' efforts to adopt sustainable behaviours (PC = 0.383; $p < 0.01$), but only for group 2 ($p < 0.10$). Together with group 1, this group had the highest perceived CSR scores for the brand (see Table 3). Thus, 41.8% of the variance in consumers' behavioural intentions towards the brand in the CSR message was explained, although this group of consumers had the lowest behavioural intentions score among the three groups (see Table 3).

For group 3 (Figure 5), unlike the other two groups, the perceived CSR of the brand did not have a significant influence on consumers' behavioural intentions towards the brand. These intentions were influenced only by attitude towards the brand (PC = 0.512; $p < 0.01$) and consumers' well-being (PC = 0.121; $p < 0.10$), which was in turn influenced

by their efforts to adopt sustainable behaviours (PC = 0.240; $p < 0.01$). The link between consumers' efforts to adopt sustainable behaviours and their well-being was significant and positive only for this group and for group 2 ($p < 0.10$). These results show that attitude towards the brand was a full mediator of the relationship between perceived brand CSR and consumers' behavioural intentions towards the brand.

Finally, for group 3, attitude towards CSR message had almost equal influence on attitude towards the brand (PC = 0.365; $p < 0.01$), the perceived CSR of the brand (PC = 0.334; $p < 0.01$) and consumers' efforts to adopt sustainable behaviours (PC = 0.388; $p < 0.01$). The perceived CSR of the brand subsequently had a significant positive impact on attitude towards the brand (PC = 0.350; $p < 0.01$), as it did for group 1, but it had no impact on consumers' efforts to adopt sustainable behaviours, unlike group 2 ($p < 0.10$). Only 32% of the variance in consumers' behavioural intentions towards the brand in the CSR message was explained. This result could be attributed to the lack of a direct impact of the brand's perceived CSR on consumers' behavioural intentions towards the brand, which was specific to group 3. Therefore, group 3 seemed less receptive to companies' CSR commitments and activities.

Table 8 provides a summary of the hypotheses supported or rejected for the total sample and for the three consumer sub-groups.

6 | DISCUSSION

First, this research establishes the effectiveness of a water brand's CSR message highlighting its concerns for the environment in

TABLE 5 Variables used to describe the three consumer subgroups.

References	Variables	Items	Loadings	t	CR	AVE
Parguel and Benoît-Moreau (2007)	Consumer scepticism towards advertising	Overall, I would say that… I often doubt the truthfulness of advertising messages	0.826	47.398***	0.915	0.730
		… I find it hard to believe advertising promises	0.901	43.558***		
		… I am not convinced by the merits of a product stated in advertisements	0.896	49.872***		
		… I think that advertisements usually lie	0.791	49.847***		
Edwards et al. (2010)	Consumer familiarity with the water brand	Overall, I would say that…the water brand is a brand that I am quite familiar with	0.816	57.994***	0.893	0.736
		… I consider myself rather well informed about the water brand	0.860	50.666***		
		… The water brand is a brand I know quite well	0.895	47.777***		
Swaen and Chumpitaz (2008)	Perceived altruistic motivations of companies that invest in CSR	Overall, I think companies are getting involved in social and environmental activities… because they want to give something back in return for what society gives them	0.841	26.525***	0.794	0.565
		because they understand that they are part of society	0.744	20.734***		
		out of pure altruism	0.660	16.559***		
Durif et al. (2011)	Consumer regular adoption of sustainable behaviours	In the last 12 months, … I have made an effort to buy products that are less harmful to the environment	0.818	21.766***	0.891	0.507
		… I chose to buy local	0.692	19.830***		
		… when I had the choice, I bought products/services from companies that help people in need	0.688	20.798***		
		… I avoided buying products made from endangered animals	0.731	21.778***		
		… I stopped buying products/services that I did not really need	0.692	21.822***		
		… I recycled	0.661	17.494***		
		… I have used modes of transportation other than the car (walking, bus, bicycle, subway)	0.706	24.214***		
		… I composted	0.696	20.936***		

Note: Student's *t* test values higher than |2.575| indicate parameters significant at the 1% level. CR: composite reliability. AVE: average variance extracted. ***Coefficient significant.

influencing French consumers' behavioural intentions (i.e., intentions to purchase the brand's products and recommend the brand and/or its products) through their attitude towards the brand in the CSR message. It thus extends the founding research of MacKenzie et al. (1986) and MacKenzie and Lutz (1989) to CSR messaging highlighting a brand's concerns for the environment. It also confirms, in this specific context, previous work that showed these links between CSR messaging and consumer attitude towards a brand (del Mar García-De los Salmones & Perez, 2018) and consumer attitude towards a brand and behavioural intentions towards the brand (Cheng et al., 2021) in other contexts (e.g., CSR messaging on corporate philanthropy activities) or more globally (CSR messaging on CSR initiatives).

Second, this research validates the direct link postulated between consumers' attitude towards a CSR message highlighting a water brand's environmental concerns and their perceptions of the CSR of the brand. Thus, this research complements previous work indicating that a company's CSR communication has a favourable impact on its corporate reputation (Celani & Singh, 2011; Öberseder et al., 2014) and corporate image (Lee & Lin, 2022; Mahrinasari, 2019). Moreover, this research

confirms, in the context under study, two main consequences of CSR, namely, consumer attitude towards a brand (Cheng et al., 2021; Louis & Lombart, 2018; Tian et al., 2011) and behavioural intentions towards it (Alniacik et al., 2011; Cheng et al., 2021; Dang et al., 2020; Stanaland et al., 2011), which were previously suggested in the literature.

Lastly, this research establishes a link between a water brand's CSR message and consumers' efforts to adopt sustainable behaviours. This link has been suggested by the literature (Durif et al., 2011; Iglesias et al., 2018) but not yet tested, although Su, Swanson, et al. (2017) demonstrated a link between perceived CSR and green consumer behaviour and Jia et al. (2023) showed one between sustainable marketing and responsible consumer behaviour. This research also confirms, in a French context, the findings of Minton et al. (2018) in the United States and Xiao and Li (2011) in China. Indeed, there is a positive influence of consumers' efforts to adopt sustainable behaviours and level of well-being. Similarly, it confirms that their level of well-being has a positive influence on their behavioural intentions (revisit and recommendation intentions), as indicated by El Hedhli et al. (2016) and Abbes and Touil (2017).

TABLE 6 Description of three consumer subgroups.

The mean scores have been recalculated between 0 and 100	Group 1: Familiar with the water brand, and sceptical of advertising (1) (48.4%)	Group 2: Least familiar with the water brand (2) (12%)	Group 3: Most responsible, and sceptical of companies' CSR policies (3) (39.6%)	ANOVAs		Comparison of means tests for independent samples					
						(1) versus (2)		(1) versus (3)		(2) versus (3)	
				F	p-value	t	p-value	t	p-value	t	p-value
Consumer scepticism towards advertising	73.71	68.67	66.46	10.337	0.000	2.021	0.044	4.526	0.000	0.904	0.367
Consumer familiarity with the water brand	62.78	53.33	58.94	5.551	0.004	3.253	0.001	1.906	0.057	−1.831	0.069
Perceived altruistic motivations of companies that invest in CSR	59.94	59.69	46.22	20.455	0.000	0.171	0.864	6.319	0.000	−6.398	0.000
Consumer regular adoption of sustainable behaviours	71.70	62.42	81.85	81.428	0.000	11.429	0.000	9.176	0.000	−5.066	0.000

6.1 | Theoretical contributions

First, this study complements previous research by focusing on brand CSR, instead of the CSR of a company (Abid & Moulins, 2015; Santini et al., 2021), which generally comprises several brands. It offers an integrative model that highlights the causal links between a CSR message and consumer behavioural intentions. These links may be mediated by brand-related variables (attitude towards the brand and CSR) and/or consumer-related variables (consumer efforts to adopt sustainable behaviours and well-being). Thus, this study shows the different pathways through which a brand's CSR messaging can improve consumers' behavioural intentions towards the brand. These pathways integrate variables that are linked to the brand, to consumers or to these two kinds of variables.

Second, this study complements previous research on companies' performance. According to Wood (1991), performance can be financial, environmental or social. Research on CSR has mainly focused on the effects of companies' CSR activities on their financial performance (Barauskaite & Streimikiene, 2021; Coelho et al., 2023). There has been little research focusing on how a company's CSR activities generate social performance (Dang et al., 2020; Lee et al., 2019). This study indicates that a company's CSR activities and communication can increase not only its business performance but also its social performance. Indeed, it shows that they also have a positive impact on consumer efforts to adopt sustainable behaviours and level of well-being.

Lastly, this study enriches the research on signalling theory (Spence, 1973, 2020) applied in the field of marketing, as it indicates that companies can use CSR messaging that highlights their concerns for the environment to positively influence consumer behavioural intentions (i.e., their intentions to purchase a brand's products and recommend a brand and/or its products) towards a brand. This kind of environmental CSR messaging also has a positive influence on consumer efforts to adopt sustainable behaviours (i.e., sorting household waste and recycling). Besides, this study confirms Lerro et al.'s (2018) findings that consumers have a heterogeneous preference for CSR in the food industry. Indeed, the REBUS-PLS method used in this study emphasises the existence of several consumer groups that do not have the same reactions to a brand's CSR messaging.

6.2 | Managerial contributions

First, this study indicates that brands must continue to invest in CSR environmental activities and that they must also communicate about the activities they are implementing. Without this communication, consumers may not be aware of such activities, which will not improve the brands' perceived CSR. The results of this study clearly indicate that brands' activities and messaging are necessary to improve their perceived CSR as well as increase consumers' intentions to buy and recommend their products.

Second, this study shows that brands' environmental messaging must involve consumers by indicating to them the role they must play

TABLE 7 Sociodemographic characteristics of three consumer subgroups.

			Group 1 (n = 200)	Group 2 (n = 50)	Group 3 (n = 164)
Sex		Female	83.0%	56.0%	72.0%
		Male	17.0%	44.0%	28.0%
Age		18–24	32.0%	28.0%	24.4%
		25–34	18.0%	44.0%	24.4%
		35–49	27.0%	8.0%	24.4%
		50–64	23.0%	20.0%	26.8%
Marital status		Single	59.0%	44.0%	50.0%
		Common-law or married	37.0%	52.0%	50.0%
		Widowed	4.0%	4.0%	0.0%
Employment category		White-collar workers	41.0%	40.0%	37.8%
		Blue-collar workers	28.0%	36.0%	28.0%
		Unemployed	31.0%	24.0%	34.1%
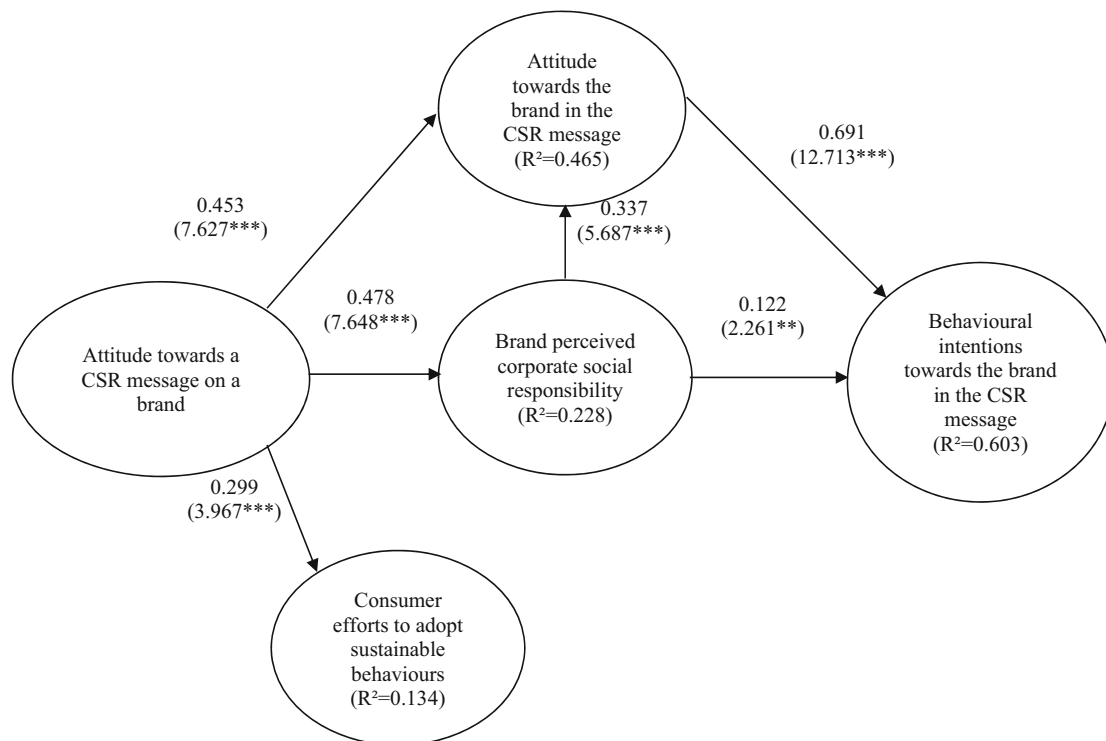
FIGURE 3 Results—group 1 (n = 200).

in contributing to the protection of the environment. In this study, the brand studied clearly indicated the need for consumers to make efforts to sort and recycle their household waste. It is indeed thanks to these efforts that brands can offer their consumers 100% recycled plastic bottles. This research indicates that this kind of messaging sent to consumers, which shows them how they contribute, has a favourable impact on efforts to adopt sustainable behaviours and well-being, in addition to helping brands to be sustainable and protect the environment.

Finally, this research indicates that different consumer groups exist and that brands must adapt the initiatives they implement to these groups. Thus, for consumers in group 1 (familiar with the water brand and sceptical of advertising), the brand must provide proof of its CSR activities to improve their attitude towards the brand and, eventually, their behavioural intentions. For consumers in group 2 (the least familiar with the water brand and moderately responsible), the brand must communicate the impact of its responsible activities on consumers, society in general and well-being to improve their
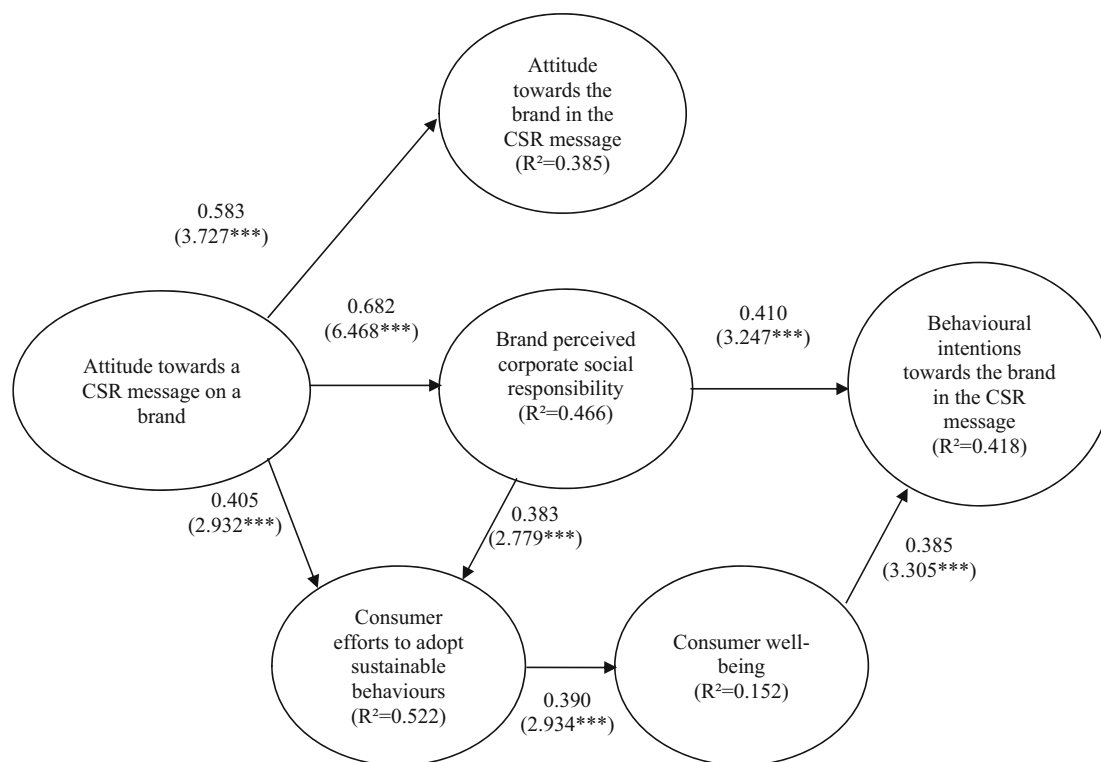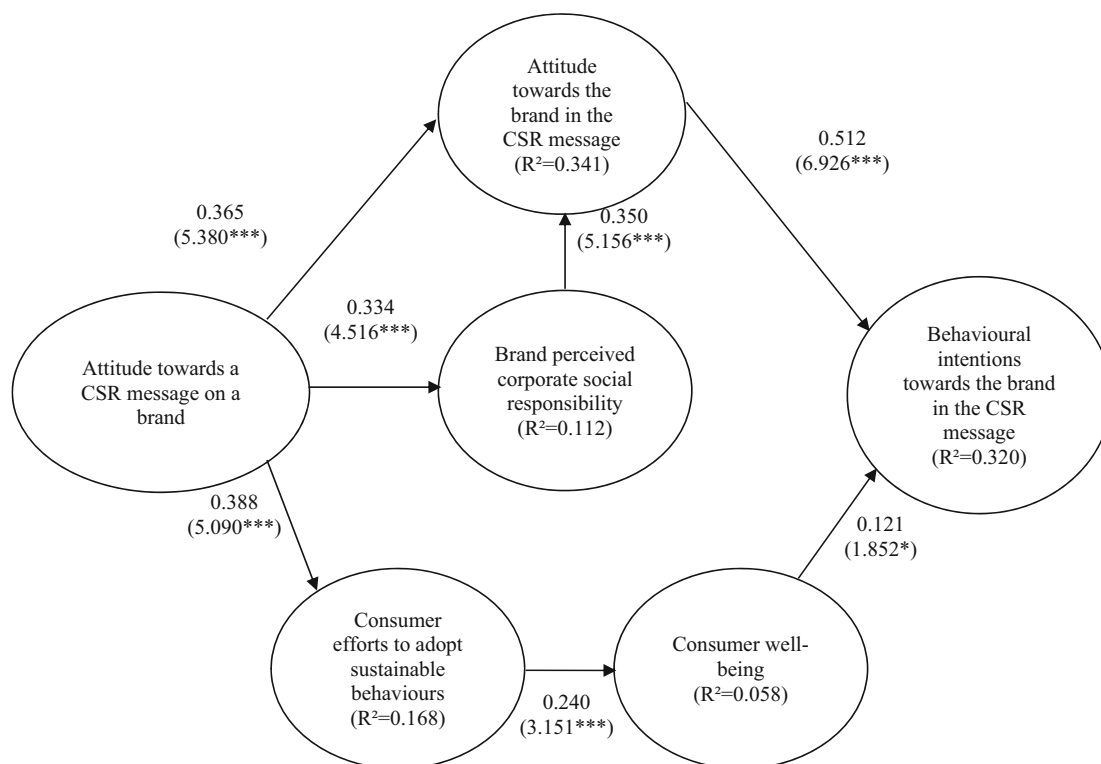
FIGURE 4 Results—group 2 ($n = 50$).

FIGURE 5 Results—group 3 ($n = 164$).

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TABLE 8 Recapitulation of results obtained.

Hypotheses and hypothesised	Total sample (n = 414)	Group 1: Familiar with the water brand, and sceptical of advertising (48.4%)	Group 2: Least familiar with the water brand (12%)	Group 3: Most responsible, and sceptical of companies' CSR policies (39.6%)
H1: AM → CSR	Supported	Supported	Supported	Supported
H2: AM → AB	Supported	Supported	Supported	Supported
H3: AB → BI	Supported	Supported	Rejected	Supported
H4: CSR → AB	Supported	Supported	Rejected	Supported
H5: CSR → BI	Supported	Supported	Supported	Rejected
H6: CSR → SB	Supported	Rejected	Supported	Rejected
H7: AM → SB	Supported	Supported	Supported	Supported
H8: SB → WB	Supported	Rejected	Supported	Supported
H9: WB → BI	Supported	Rejected	Supported	Supported

Note: AM: Attitude towards a CSR message on a brand. CSR: Brand perceived corporate social responsibility. SB: Consumer efforts to adopt sustainable behaviours. AB: Attitude towards the brand in the CSR message. BI: Behavioural intentions towards the rand in the CSR message. WB: consumer well-being.

behavioural intentions towards the brand. For consumers in group 3 (the most responsible and sceptical of companies' CSR policies), it would be appropriate to mix up the previous recommendations, even if these consumers are quite sceptical of companies' responsible commitments.

6.3 | Limitations and future research directions

This research has limitations, which provide avenues for future research.

First, the research could be reproduced over a more diversified sample of consumers, as the sample presented a higher number of women (75.4%). In this research, we considered a water brand sold in grocery stores (supermarkets, hypermarkets and convenience stores), and, since 71% of women in France are responsible for households' daily purchasing decisions, this may explain the high percentage of women in the sample. Consequently, countries other than France and other brands (water brands or brands in other product categories that are either national or private label) could be studied to increase external validity.

Second, a multidimensional approach of CSR could be favoured to refine the analysis of the results obtained with a unidimensional approach. The dimensions proposed by the founding research of Carroll (1979) could be considered (economic, legal, ethical and discretionary responsibilities); so too could the dimensions suggested 40 years later by Chakraborty and Jha (2019) in their review of the state-of-the-art literature (social, governance, economic, employees, external stakeholders and environmental). In the same vein, other business (satisfaction, trust, etc.) or social (consumer citizenship, etc.) outcomes could also be integrated into the model.

Lastly, future experimental research could disentangle the different components of CSR messaging to determine the message that most influences the perceptions of a brand's CSR and consumers' efforts to adopt sustainable behaviours. Researchers could adopt

longitudinal measures of consumers' perceptions and behaviours to check the long-term impact of CSR messaging. Activities other than sorting and recycling, such as local consumption, animal protection, composting or environmental protection in a broad sense, could also be examined.

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