



Web Site Presentation of Corporate Social Responsibility towards Customers Trust and Corporate Image

Mohamad Hisyam Selamat^{1*}, Rafeah Mat Saat², Raja Haslinda Raja Mohd Ali³

¹Faculty of Business, Accounting and Management, SEGi University, Malaysia, ²Tunku Puteri Intan Safinaz School of Accountancy, College of Business, Universiti Utara Malaysia, Malaysia, ³Tunku Puteri Intan Safinaz School of Accountancy, College of Business, Universiti Utara Malaysia, Malaysia. *Email: hisyam@segi.edu.my

ABSTRACT

Corporate social responsibility (CSR) becomes an important tool to create a constructive relationship between companies and consumers. Companies use the potential of their web site in communicating CSR issues. This study aims to examine the role of web site presentation of CSR disclosure and its relationship with trust and corporate image. This study utilizes laboratory experiment with two hundred forty one respondent that are divided into two different groups of presentation richness. The results revealed that trusting belief and emotional trust are the antecedents in determining corporate image. The impacts of web site presentation richness on trust factors are mixed. The rich presentation on CSR has a significant influence on trusting belief and lean presentation has a strong influence on emotional trust. The findings could be used to assist the companies in communicating CSR actions and portray a good image among the consumers.

Keywords: Trusting Belief, Emotional Trust, Corporate Image, Website Presentation, Media Richness

JEL Classification: M14

1. INTRODUCTION

Corporate social responsibility (CSR) is a biggest influential factor in corporate image and hence forces the companies investing more and more in CSR activities (Virvilaite and Daubaraite, 2011). CSR practices increase a company's performance or even competitive advantage if it is strategically implemented (Stanaland et al., 2011). However, to create a positive corporate image, CSR communication using the appropriate channel need to be firstly established. When the consumers understand the company social value regarding their CSR initiatives, they are more willing to associate themselves with the company (Basil and Erlandson, 2008). But, the return of CSR is contingent on consumers' trust (Morsing et al., 2008). The consumers become skeptical of company motives when they aggressively promote their CSR efforts (Jahdi and Acikdilli, 2009). A company is seen as attempting to increase its profits and not really concern about the consumers' benefit. There is a pervasive perception of CSR communication among consumers that a company only makes noise about the issue of responsibility,

but fails to show any action on that (Schmidheiny et al., 2002). Therefore, there is a need for the companies to overcome these issues by communicating their ethical behaviors to the consumers properly. One of the platform is using corporate web site.

The use of web site enables CSR messages to be disseminated to a wide range of consumers. Web site presentation is more attractive due to the use of graphics, hyperlinks, and multimedia elements (Lodhia, 2012). This presentation richness could facilitate consumers in understanding and increase the consumer's impression (Brunelle, 2009). Being impressed with CSR information, the consumers will in turn have a positive outlook on the image of the companies. Media richness theory (MRT) has highlighted the element of richness are successfully obtained consumers' engagement in e-commerce field of study (Jahng et al., 2007; Simon and Peppas, 2004). However, there is a lack of study that incorporates the richness element in CSR web disclosure, even though prior research indicates that web site has the potential to enhance the communication of CSR (Lodhia, 2012).

For example, Cho et al. (2009) examines the impact of media richness on CSR's trust behavior among consumers. Their results showed that rich presentation of CSR on the web site positively influenced the degree of trust. However, the study does not take into account the affective trust dimension. Therefore, this study extends their findings and relates it with the emotional aspect of trust and corporate image. Prior studies had proven the impact of media richness elements to engage consumers' trust with the company (Aljukhadar et al., 2010; Patrakosol and Lee, 2013). But, those studies are in the e-commerce field and this study seeks to remedy this gap.

This study aims to examine the relationship between trust and corporate image in different level of web site presentation richness in the context of CSR. The organization of the rest of the paper as follows; defining trust, describing the association between trust and CSR, the role of MRT in web site presentation, defining corporate image, presenting research methodology and presenting results and discussion. Next, in the last section, the implication of the study is elaborated in detail, together with limitation and future studies.

1.1. Trust

Trust can be defined as a willingness to accept vulnerability based upon beliefs about the trustee's ability and character and the emotional bond between the truster and the trustee (Dunn et al., 2012). The widely cited definition of trust was from Mayer et al. (1995). They defined trust as a willingness to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control the other party (Mayer et al., 1995. p. 712). A person who trusts another person is called a truster, while and the person who may or may not be trusted is known as the trustee. There are two components in the act of trusting, namely, cognitive and emotive (McAllister, 1995; Sun, 2010). The details of each component will be discussed in the following section.

1.2. Cognitive/Trusting Belief

The cognitive component involves a rational decision to place trust in a trustee, which is normally based on the trustor's evaluation over the trustee. Gefen (2000) believed that the trustee will fulfill the trustor's expected commitment and that the trustee will not take any advantage of the situation. Komiak and Benbasat (2006) further stated that the trustor believed that the trustee will have the appropriate attributes that the trustor can relied on. Earlier Gefen et al. (2004) and McKnight et al. (1998) viewed cognitive trust as a set of specific beliefs about the trustee's attributes such as competence (the ability of the trustee to do what the trustor needs), benevolence (the trustee's caring, and faith that the trustee will act upon the trustor's interests), integrity (the trustee's honesty and keeping the trustor's promises), and predictability (the predictability of a trustee's behavior). Various studies have been conducted to conceptualize the trusting beliefs dimensions especially in traditional marketing environment. For example, Mayer et al. (1995) conceptualize the dimensions in terms of competence beliefs that means trustor's have confidence that the company has the necessary skills to perform the job; benevolence beliefs is reflect consumers' confidence that the company has a positive orientation toward them and not only consider their profit goals; and integrity beliefs reflect consumers' confidence that the company following a set of moral principles or professional standards that guide consumer-company relationships.

In another study, McKnight et al. (1998) conceptualize in terms of competence which means consumer believes that the vendor has ability to provide the good and services according to what they offered; benevolent which means that vendor care about consumers and will not take advantage of them. Benevolence reflects the specific relationship between vendor and consumers, not consumers' kindness to all; and integrity which means that one believes that the other party makes good- faith agreements, tells the truth, acts ethically, and fulfills promises. In the online environment, trusting beliefs is conceptualized differently. For example, McKnight et al. (2002) conducted a study that concentrates on the integrity trusting belief, which include morality, credibility, reliability, and dependability. In their study, the web user must sense these characteristics in order to achieve the desired trust level. The used of sophisticated multimedia features and innovative technologies has enhanced the presentation of disclosures by engaging the user, emotionally. They proposed that users who evaluate social responsibility information disclosed on a company's web site also engage in trust-related behaviors, particularly by developing a corporate image of the company. These behaviors will be triggered by the level of trust and perception gained from the web site presentation.

Various studies have been conducted that involved trust and corporate image in the online environment. For example, Lowry et al. (2008) who explores how less-familiar e-commerce Web sites can use branding alliances and web site quality to increase the initial consumer trust. Using the associative network model of memory to explain brand knowledge and to show how the mere exposure effect can be leveraged to improve a web site's brand image. They extended their study to explain how branding alliances are able to increase initial trust and transfer positive effects to web sites. Their results show that the most important constructs for increasing initial trust are branding and Web site quality.

In another study, Cho et al. (2009) determines whether the presentation medium of corporate social and environmental web site disclosure has an impact on user trust. They examined the effect of media richness on user perception about corporate social and environmental responsibility. Their findings show that the presentation medium richness of social and environmental website disclosures is positively associated with: Trusting intentions, but not trusting beliefs, of web site users; and user perception of corporate social and environmental responsibility.

1.3. Emotional/Affective Trust

Emotional trust or also called as affective trust refers to the emotional bonds between trustors and trustees (McAllister, 1995). This emotional bonds suggests there is an emotional security feeling and a belief that one's concern for another (McAllister, 1995). The trustors are willing to make themselves emotionally accessible to the trustee as they expect the trustee to respond in a considerate way. According to Dunn et al. (2012) affective trust is a willingness to be vulnerable to the trustee that is based primarily on the emotional bond between the trustor and the trustee. Komiak and Benbasat (2006) stated that without emotional trust, cognitive trust is inadequate to account for how people actually make decisions about whether to trust or not.

While most of the studies conducted related to trust assessment focusing on cognitive, the affective factor has been overlooked

(Lewicki et al., 2006). One should be aware of that emotional trust is as important as cognitive trust as there is an emotional bond between the parties, especially in close interpersonal relationships (Lewis and Weigert, 1985). Few studies have been conducted related to affective trust especially in online environment study.

For example, Johnson and Grayson (2005) examined the relative impact of service provider expertise, product performance, firm reputation, satisfaction, and similarity in influencing customer's perception of these dimensions of trust in a service provider. Data were collected via questionnaire survey from 349 customers of a firm of financial advisers in the United Kingdom. They found out that affective trust contributes significantly to a customer's willingness to meet with a service provider in the future.

In another study, Komiak and Benbasat (2006) conducted an experiment study to examine the impact of cognitive trust and emotional trust on the intention to adopt the recommendation agents (RA) either as a decision aid or as a delegated agent. Two commercial RAs were used. Result from partial least squares (PLS) analysis show that the emotional trust plays an important role in determining customers' intention to adopt. Further, emotional trust fully mediates the impact of cognitive trust on the intention to adopt the RA as a delegated agent, and partially mediates the impact of cognitive trust on the intention to adopt the RA as a decision aid.

1.4. Trust and CSR

Trust is based on "The expectation of ethically justifiable behavior" (Hosmer 1995. p. 399). Companies make all kinds of efforts in order to build long-term and strong relationships with consumers by enhancing company capability in building a social responsible image by implementing CSR (Hosmer, 1995; Sen and Bhattacharya, 2001). It is proven that socially responsible behavior can affect consumers' loyalty to the company (Lichtenstein et al., 2004). Companies that are known for their high social responsibility are more able to relate with consumers and consumers that hold favorable associations on CSR are more likely to maintain active relationships with the company (Lichtenstein et al., 2004; Xie and Peng, 2011). Because of these benefits, several researchers introduced a conceptual model to link between CSR and consumer relationship strength through trust variable (Castaldo et al., 2008; Cho et al., 2009; Vlachos et al., 2009; Xie and Peng, 2011).

At the same time, socially oriented companies can achieve competitive advantage, provided that the companies have a social responsible image such as respecting consumers' rights and satisfying what they need (Berens and Popma, 2014). It is proven based on Castaldo et al. (2008) finding. Their result confirmed that consumers who believe that a retailer is committed to respecting consumers' rights and to voluntarily satisfying their needs are more likely to be trusted. This finding indicates that investment in CSR must be aligned with strategy and policies where a company's specific CSR is relevant and appreciated by consumers (Elving, 2013; Fieseler, 2011). Failure to do so, consumers will not appreciate the company's CSR profile. In this case, the impact of CSR is expected to be negative (Castaldo et al., 2008).

In sum, there is an association between CSR and trust. Consumers that hold positive social responsible behavior are more likely to

believe that the involved company is an amicable, caring, and helpful corporate citizen. Such types of compassionate companies strive to treat others fairly, and consumers as their key stakeholders or partners will be well taken care of (Xie and Peng, 2011). Arguably, as central in evaluating the performance of CSR, trust factor is a crucial factor (Vlachos et al., 2009). It is believed that the use of media richness when communicating CSR message can diminish uncertainty and sharpen consumers' judgment of its trustworthiness (Aljukhadar, et al., 2010). The next section will discuss about media richness and its association with trust.

1.5. Media Richness and Trust

MRT is constructed from trust. In fact, MRT is an emphasis on solving the problems of ambiguity using the communication medium (Daft and Lengel, 1986). According to MRT, communication medium is categorized into two, namely; lean medium and rich medium. The difference between these two is about how many cues that associate with a particular medium (Daft and Lengel, 1986). Previous studies showed that on-line system eliminate many cues that convey trust (Daft et al., 1987). However, there are studies that claimed web-based communication medium has the capacity to convey multiple cues and develop trust.

For example, Aljukhadar et al. (2010) examined the effect of media richness on e-commerce messages (i.e. privacy disclosures), consumer cognitive responses and intentions. In their study, four versions of e-commerce were developed: Three with a privacy disclosure (made available by video, audio, or in text format) and one with no disclosure function as a control variable. The finding showed that the use of media richness applications in delivering messages affects the process of trust formation. It establishes a link between rich message and trust, and behavioral intention. This result extends the finding that the use of rich media when in communicating messages on-line can favorably affect trust performance.

As MRT is always related to trust, it is necessary to explore how this construct may be applied to web site disclosures. Most of the above studies had measured trust in a single variable, thus it is difficult to identify which aspect of trust that impact trust building. A multifaceted view of trust in rich media environments seems to be vital to an understanding of the process of trust formation on-line (Aljukhadar et al., 2010). Previous studies, mostly look at the cognitive part of trust whereas the element of CSR include emotional feeling towards it. The use of web site in order to deliver the CSR message involves consumer emotions (Lodhia, 2012; Patrakosol and Lee, 2013). Multimedia capabilities, richness, and interactivity of the web site have the potential to stimulate consumer emotions (Sung and Cho, 2012). Therefore, this study is further investigating CSR disclosure from the perspective of trust including emotional trust.

1.6. Corporate Image

Corporate image concepts have long been explored since 1950s. Various definitions have been offered by marketing, and organisational behaviour scholars (Balmer and Greyser, 2006). The organisational studies views the concept of image as related to organisational members' perception of their company's identity and defined it as corporate image (Dutton and Dukerich, 1991). The marketing field considered corporate image as similar to corporate reputation and defined as the accumulation of views about a

company over time by external members (Dutton and Dukerich, 1991). In recent years, several authors of marketing (e.g. Brown and Dacin, 1997; Fombrun, 1996; Fombrun and Shanley, 1990; Gray and Balmer, 1998) have argued that corporate image is an immediate picture of a company that is based on the aggregated multiple images that are held by all its stakeholders over the years (Fombrun, 1996; Fombrun and Shanley, 1990).

It is concluded that corporate image is an outcome of what is seen in the eye of the beholder (Brown, 1998; Stern et al., 2001). In corporate branding and corporate identity studies, it is asserted that the corporate brand promise is the basis for creating this appeal (Balmer, 2001; Schultz and De Chernatony, 2002), which conveys emotional meanings to outsiders (Harris and De Chernatony, 2001). Therefore, in the context of consumers as in this study, the corporate image is defined as an emergent mental picture of a company based on feelings and opinions of individuals (Brown et al., 2006).

This study will relate the corporate image to two factors; trusting belief and emotional trust. The following section describes research methodology.

2. RESEARCH MODEL AND HYPOTHESES

In today's challenging business environment, companies intend to focus on CSR as their image building (Chang, 2009; Plewa et al., 2014). This CSR image is defined as consumer perceptions of company responses to the social concerns (Pérez and Rodríguez del Bosque, 2012). According to Pomeroy and Johnson (2009), a company that commits to CSR has become an identity-based on corporate image. Previous study agreed that CSR has positive impact on corporate image and beneficial for companies to be the leader in the current market place (Flavian et al., 2004; Lichtenstein et al., 2004; Xie and Peng, 2011). This encourages companies investing more and more on CSR activities (Virvilaite and Daubaraite, 2011).

Based on the above studies, CSR is seen as crucial in creating a corporate image. However, the role of CSR activities as a communication tool to convey social image to consumers, has gone largely unnoticed (Plewa et al., 2014; Virvilaite and Daubaraite, 2011). There are researches that have examined the use of marketing communications in communicating CSR has an impact on the corporate image (Jahdi and Acikdilli, 2009). However, it did not contribute to the understanding as to the specific communication medium by which this image is developed. This fails to explain specifically the use of communication tool that influence consumer perceptions of CSR towards corporate image.

According to Morsing and Schultz (2006), the objective of CSR communication is to create awareness with the purpose of drawing a positive image of the company. Consumers that hold high confidence in company in terms of value, goals and thinking are more willing to incorporate and associate themselves with the company (Hoeffler and Keller, 2002). However, the consumers exhibit skepticism and cynicism when the companies overstate their CSR efforts (Plewa et al., 2014). This illustrates that trust is an important element to ensure the company acceptance towards CSR initiatives. It is aligned with Xie and Peng (2011) study that explained on how CSR link

with trust in the consumer-company relationship. Their result posited CSR affected the trust of the company and interestingly, it is the most effective driver of relationship strength. This is consistent with the study by Vlachos et al. (2009) that leads trust in CSR initiatives becomes the important sub-process that regulated the effect of consumer loyalty towards the companies. Other studies showed that the impact of corporate image and trust positively influence consumer loyalty and become an important hallmark of a successful company (Balmer and Greyser, 2006; Stanaland et al., 2011). The results explained that trust and image play a strong role in developing loyalty (Balmer and Greyser, 2006). In turn, this study argues that trust on CSR would influence corporate image. There is much effort could be done on the level of trust and corporate image. However, prior studies given much attention to examine CSR, image and trust in isolation. Therefore, there is a lack of study that covers the relationship of CSR between trust and corporate image directly. It is suggested that with the usage of communication technology such as website to further increase the awareness of CSR image. Similarly Plewa et al. (2014) found the use of website engaged the relationship between consumer and company. It is proven that communication technology has radically affected trust behavior among consumers. Therefore, this study is relating the CSR website presentation richness with trusting belief and emotional trust and how these two factors impact corporate image.

The theoretical framework of this study is developed based on MRT. MRT was introduced by Daft and Lengel (1986) that stated that the ability of media to convey messages and cues and in turn facilitate users' understanding is different that is based on the type of media and how the companies choose and use the right media. According to Schmitz and Fulk (1991), there are four characteristics to classify either the medium is rich or lean: (1) The ability to handle multiple cue simultaneously; (2) the ability to facilitate rapid feedback; (3) the ability to establish personal focus; and (4) language variety. Lean media is the media with less ability on the stipulated characteristics. In the early research on media richness, face to face is the richest medium because of its ability to appreciate all the characteristics. However, the emergence of new media changes the meaning of richness.

Multiple addressability, external recording and computer-processing memories, which do not exist in traditional media, are attributes of MRT in determining richness in electronic communication (Markus, 1994). The intensive use of website in presenting organizational products and services has also impacted towards MRT. The website is considered rich if it has interactive presentation of visual images, symbols, sounds and navigating functions (Allen et al., 2004). In some studies, rich website is described as a web site that has text, pictures, sound and video clips whereas lean web site contains only text or text and pictures (Cho et al., 2009; Jiang and Benbasat, 2007; Simon and Peppas, 2004). As for commercial web sites, most companies are using rich presentation, such as video or other kind of multimedia features where consumers can interact or experience the product as if in reality (Jiang and Benbasat, 2007). This study includes MRT theory in two different groups of respondents based on different level of richness.

Figure 1 illustrates the research model used in this study. Two hypotheses are proposed:

- H1: Trusting beliefs will positively influence corporate image when the CSR message is presented in difference richness of the website.
- H1a: Trusting beliefs will positively influence corporate image when the CSR message is presented in rich website.
- H1b: Trusting beliefs will positively influence corporate image when the CSR message is presented in lean website.
- H2: Emotional trust will positively influence corporate image when the CSR message is presented in difference richness of the website.
- H2a: Emotional trust will positively influence corporate image when the CSR message is presented in rich website.
- H2b: Emotional trust will positively influence corporate image when the CSR message is presented in lean website.

3. METHODOLOGY

3.1. Research Design

The nature of this study is laboratory experiment where the researchers need to manipulate the richness level of website presentation on CSR information towards customers' behavior. It is difficult to control different levels of web site presentation in a real life setting; therefore, artificial web site setting is required to control different level of media richness.

In this study, existing fast-food web sites in Malaysia were adopted to create the two websites of Hungryme, a fictional fast food restaurant. The fictional website is created to control for any predisposition participants may have related to real companies (Cho et al., 2009). Web sites of "Hungryme," adopted the content of CSR information from the existing fast-food websites. While, the web site appearance of existing fast-food restaurants contain both text and multimedia elements of information. The two web sites that were created for the present study show the details of CSR information with different level of richness. The web sites showed different pages of the fast-food services related to CSR. The development of CSR content is based on previous studies. For example, Jones et al. (2006) found the top-ten food retailers in UK recognizes that health is a key concern for its customers. The companies' website also includes some extensive advice on healthy eating. Xu (2014) studied on information about McDonald's CSR activities that is accessed through the corporate homepage. McDonald's focus areas of CSR are in nutrition and well-being, sustainable supply chain, environmental sustainability, employee experience and community. Nowadays, most of fast-food companies take the responsibility by providing information about the nutritional value of their products online and in their restaurants. To sum up, each page of this study's web sites disclosed different types of CSR information that includes food safety practices, food quality, nutritional values and CSR activities.

The elements of richness were operationalized by using the combination of text and static images (lean media) or the combination of text, images, animation and video (Figure 2). The using of text, images and animation is majorly applied in corporate web site (Gomez and Chalmeta, 2011).

In the Condition 1, the web pages of fast-food services were shown in the high media richness. Each page is using an interactive presentation,

particularly the CSR activity page showed a video of charity contribution to cleft lip and palate children. The video was 5 min duration and the speed of the video was pre-tested by the investigators of the present study and was considered to be ideal for this condition.

Condition 2 (low media richness) showed the same six pages of web site presented in condition 1 but the difference is the weighted of richness elements. The web site of fast-food services shows CSR disclosure in text and still images.

This study has chosen to disclose the CSR of food companies because of this sector has a strong impact and a high dependence on the economy, environment and society. CSR in food industry faces many significant risks, especially about health and safety because food safety outbreaks could tarnish the image of company, loss of customer trust and legal actions (Maloni and Brown, 2006).

Apart from using the experiment methodology, this study uses survey as one of the research methodology. Mixed method of experimental research and survey is implemented in this study to better understand the subjects view of CSR issues and its impact towards corporate image from two different level of richness. It has been applied in the previous study of media richness and further clarification on consumers' behavior (Sung and Cho, 2012).

3.2. Procedures

Due to the fact that consumers are major stakeholders and understanding their reactions on CSR is a fundamental issue in CSR communication, they were selected as the target group to apply the study. Convenience sampling of university students is chosen to represent gender and the group of consumers in fast-food's company. The researcher contacted the instructors of business program in Malaysia local university and asked their permission in participating students in this study. Upon obtaining the consent, the subject is randomly assigned to one of the two conditions of website presentation, namely, rich elements and lean elements. In this case, the experiment is done in the computer lab and researcher gave a brief explanation about the study. Subjects are given a sufficient

Figure 1: Research model

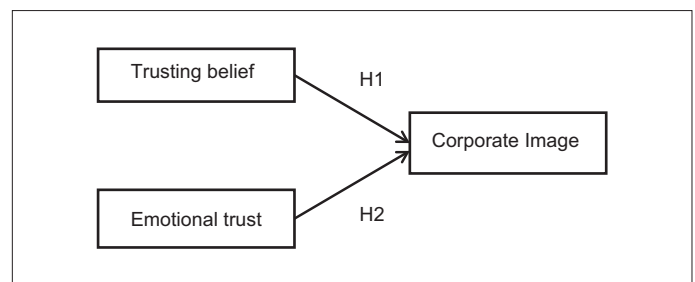


Figure 2: Web site design

Rich website presentation (Condition 1)	Lean web site presentation (Condition 2)
Details of CSR message (nutritional values, halal product, food safety and food quality)	Details of CSR message (nutritional values, halal product, food safety and food quality)
Text and still image	Text, images, animation and video

time browsing on the assigned corporate website so that they are able to answer the questionnaire. After browsing the website, the subjects are instructed to answer the questionnaire regarding their perception on trusting belief, emotional trust and corporate image. Finally, the subjects answer demographic questions. The above experimental task aimed at creating a realistic environment for the subjects in a naturalistic setting.

3.3. Measurement of Instrument

Trust is categorized into two variables, namely, trusting belief and emotional trust. Trusting belief consists of benevolence, integrity and competence that were originated from McKnight et al. (2002). Emotional trust is derived from Basso et al. (2001) and corporate image adapted from Chang (2009) (Table 1). Each of item is measured using a five-point Likert scale. The CSR information is presented in two different websites that have different level of richness richness. The following section discusses on procedure and subject task of this study.

3.4. Sample Selection

The student has been chosen to represent consumers in this study. They are also one of the biggest groups that consume fast-food in Malaysia (Habib et al., 2011). However, student subject has sometimes been questioned on the ground of external validity (Lynch, 1999). According to McKnight et al. (2002) the reason for the selection of student is because, in most of experimental treatment, they are requested to imagine themselves as somebody in the organizational context to represent the real world such as investor or top management. Sometimes the researcher has asked them to respond to the situations that are unrealistic and unfamiliar; for example, termination of employees.

This study believes that using student as a subject of the study does not pose threat to validity. This is because of several reasons that as same mentioned in McKnight et al. (2002). First, this study does not require students to imagine any position in an organization, they play their role as a customer that can decide on their own. Second, the situation that has been set up in this study is familiar to students because of their high use of web based applications. In Malaysia, the highest usage of Internet is among people age 20-24,

with spending hours around 22.3 h/week (The Nielsen Company, 2011). This makes student sample close to online consumer population (The Nielsen Company, 2011). Third, the issue of CSR web disclosures amongst fast-food operators is basically relevant to the educated customers like a student that have an awareness of nutritious food as well. It is strongly believed that students, through their browsing and learning experience, have a higher level of food awareness on CSR web disclosure amongst fast food operators.

4. ANALYSIS AND RESULTS

The respondents of two experiments setting had equal numbers. The rich presentation website had 121 respondents and the number of respondents is same in the lean presentation website. According to respondents demographic, 75.1% were women and 24.9% were men. The respondents age groups from 19 to 25 years old, where the highest score is around 21-22 years old groups.

Further analysis of this paper is using PLS-structural equation modeling (SEM). The PLS-SEM assessment is based on two step process; measurement model and structural model. The first step is examining the reliability and validity of the construct using measurement model. Estimate of an internal consistency reliability of a block of manifest variables (Henseler et al., 2009). Composite reliability (CR) takes into account the differences of indicators loading according to their reliability during model estimation, which consistent with PLS-SEM algorithm. The value of CR that is >0.70 is regarded as satisfactory (Nunnally and Bernstein, 1994). Likewise, each indicator's reliability that refers as the reliability of manifest variable should have absolute standardized loading higher than 0.70 (Hair et al., 2011). Table 2 for rich CSR information website (rich website) and Table 3 represent lean CSR information website (lean website). Both Tables 2 and 3 show that all latent variables remain are above the suggested threshold and fulfill the internal consistency reliability and indicator reliability.

Validity is the extent to which the scale or set of measures accurately represents the concept of interest (Hair et al., 2010). Construct validity is the extent to which a set of measured items

Table 1: Measurement instruments

Variables	Items	Sources
Trusting belief	Company is competent in providing the service Company performs of giving services very well Company is capable and proficient as a service provider Company is very knowledgeable about CSR I believe that this company would act in my best interest The company appears to go out of its way to help me This company is interested in my well-being, not just its own I would characterize this company as honest This company would keep its commitment The company is sincere and genuine	McKnight et al. (2002)
Emotional trust	I feel friendly interaction when I read CSR information on this website I feel in control when I read CSR information on this website I feel a pleasant experience when I read/watch CSR information on this website I feel the company displays warm and caring attitude toward me	Basso et al. (2001)
Corporate image	This company participates in public activities positively This company emphasizes on the goodwill and morality This company emphasizes the right of customers	Chang (2009)

CSR: Corporate social responsibility

actually reflects the theoretical latent construct for those items that designed to measure (Hair et al., 2010). Two requirements that measurement model have to comply are convergent validity and discriminant validity of the construct.

Convergent validity is determined by average variance extracted (AVE). AVE value of 0.50 and higher indicates a sufficient degree of convergent validity, meaning that the latent variable explains more than half of its indicators' variance (Henseler et al., 2009). In this study, the entire construct have reached 0.5 value of AVE and achieved convergent validity (Tables 4 and 5). Discriminant validity was tested by comparing the inter construct correlations with the square roots of their respective AVE (shown on the diagonal in Tables 6 and 7 for rich website and lean website, respectively). The results indicate that the discriminant validity of the latent variables was satisfactory.

A structural model was built using SmartPLS 2.0 software program (Ringle et al. 2005). The data were divided into subsamples according to the level of the website presentation of CSR information and the PLS path model was estimated for each subsample. Each subsample becomes subject to a separate bootstrap analysis. Bootstrapping procedure is essentially a re-sample using the available observations as a basis. The path coefficients are produced using a bootstrapping procedure. There are two criteria in assessing the structural model; the level of significance of the path coefficients and R² measures (Hair et al., 2011). The level of significance of the path coefficients was derived from bootstrapping procedure. From the analysis, it showed that explained variance (R²) is 31% (rich website presentation group) and 49% (lean website presentation group).

The result of hypothesis testing for rich website presentation group is shown in Table 6. After examining the paths, the results supported 1 of the proposed hypothesis. Hypothesis 1a proposed a positive relationship between customer's trusting belief of CSR information and corporate image. This hypothesis is supported by t-statistic equal to 4.48 and P < 0.01. However, there is no significant relationship between customer's emotional trust of CSR information and corporate image (coefficient = 0.15, P > 0.05) and thus Hypothesis 2a is rejected.

The statistical results (Table 7) for lean website presentation group indicate that all path coefficients are significant. The path coefficient from trusting belief and corporate image is significant with t-statistic is 5.87 and P value is more than 0.01 and thus Hypothesis 1b is supported. Hypothesis 2b is also supported by the data (coefficient = 0.37, P > 0.01). The significant positive coefficient in hypothesis indicates that emotional trust is positively related to corporate image.

5. DISCUSSION

Result showed trusting belief in CSR has a significant relationship with corporate image in rich presentation website (accept Hypotheses 1a and Hypotheses 1b). Trusting belief is important in this study because the scope of this study is about fast-food that has been described as providing unhealthy food. The motive of fast-food companies involves in CSR is considered as trying to gain customers trustworthiness and therefore improve its image. The findings of this study show that consumers believe that the company has sincere motives when implementing CSR. This is

Table 2: Measurement model of rich website presentation group

Constructs	Items	Loadings	AVE	CR
TBB	TBB1	0.68	0.54	0.92
	TBB2	0.62		
	TBB3	0.76		
	TBB4	0.77		
	TBB5	0.75		
	TBB6	0.78		
	TBB7	0.68		
	TBB8	0.79		
	TBB9	0.70		
	TBB10	0.73		
ET	ET1	0.81	0.56	0.83
	ET2	0.63		
	ET3	0.78		
	ET4	0.75		
CI	CI1	0.82	0.73	0.89
	CI2	0.88		
	CI3	0.86		

TBB: Trusting belief, ET: Emotional trust, CI: Corporate image, AVE: Average variance extracted, CR: Composite reliability

Table 3: Measurement model of lean website presentation group

Constructs	Items	Loadings	AVE	CR
TBB	TBB1	0.84	0.74	0.96
	TBB2	0.80		
	TBB3	0.88		
	TBB4	0.87		
	TBB5	0.88		
	TBB6	0.87		
	TBB7	0.79		
	TBB8	0.92		
	TBB9	0.89		
	TBB10	0.82		
ET	ET1	0.71	0.58	0.84
	ET2	0.77		
	ET3	0.80		
	ET4	0.75		
CI	CI1	0.80	0.73	0.89
	CI2	0.88		
	CI3	0.87		

TBB: Trusting belief, ET: Emotional trust, CI: Corporate image, AVE: Average variance extracted, CR: Composite reliability

Table 4: Inter-construct correlations and squares roots of AVEs for rich website presentation group

Items	TBB	ET	CI
TBB	0.73		
ET	0.60	0.75	
CI	0.54	0.42	0.85

Diagonals represent the square root of the AVE while the off-diagonals represent the correlations. AVE: Average variance extracted, TBB: Trusting belief, ET: Emotional trust, CI: Corporate image

Table 5: Inter-construct correlations and squares roots of AVEs for lean website presentation group

Items	TBB	ET	CI
TBB	0.98		
ET	0.51	0.92	
CI	0.59	0.62	0.94

Diagonals represent the square root of the AVE while the off-diagonals represent the correlations. AVE: Average variance extracted, TBB: Trusting belief, ET: Emotional trust, CI: Corporate image

Table 6: Hypotheses testing for rich website presentation group

Hypothesis	Path	Standard path coefficient	Standard error	t-value	P-value	Decision
H1a	Trusting belief->Corporate image	0.45	0.10	4.48	0.00**	Supported
H2a	Emotional trust->Corporate image	0.15	0.09	1.52	0.13	Not supported

AQ3 **P<0.01, *P<0.05

Table 7: Hypotheses testing for lean website presentation group

Hypothesis	Path	Standard path coefficient	Standard error	t-value	P-value	Decision
H1b	Trusting belief->Corporate image	0.42	0.07	5.87	0.00**	Supported
H2b	Emotional trust->Corporate image	0.37	0.08	4.73	0.00**	Supported

AQ3 **P<0.01, *P<0.05

in line with Vlachos et al. (2009) who found that consumers are likely to accept attributions of value-driven motives. Consumers recognized the company are acting sincerely and benevolently. They believe in the companies that implement CSR because it's showing the company has taken care and has a good behavior towards their consumers (Xie and Peng, 2011). This eventually will portray a positive corporate image that is important for gaining competitive advantage in the market (Lichtenstein et al., 2004).

Previous studies have proven that emotional trust plays an important role beyond cognitive trust in determining consumer decision, especially in web-based situation where they cannot experience it directly (Komiak and Benbasat, 2006; Lwin and Phau, 2013). Consumers will make emotional investments in relationships and express genuine care and concern for the company who is believed not to behave opportunistically (Lee et al., 2010). Besides, it is also known that the company requires a high level of trust (including emotional trust) to attract consumers, mainly for relationship-oriented users (Ranaweera and Prabhu, 2003). It is also believed that emotional-oriented factors increase feelings of attraction, loyalty and increase confidence on the corporate image (Basso et al., 2001). CSR along with products and services continue to play the biggest role in driving emotional appeal, and corporate image (Morsing et al., 2008). For that reason, companies tend to manipulate CSR as for their motive to enhance corporate image. To inform consumers about CSR implementation, company uses corporate web site. Elements such as richness are embedded on the web site. It is believed that rich presentation website suppresses more cues and could engage users.

However, this study did not find any significant relationship between emotional trust and corporate image in rich presentation web site (reject Hypotheses 2a). This result contradicts with MRT rules of thumb. According to MRT, the higher level of richness, the more social, non-verbal and complex cues (e.g. gestures, vocal inflection, touch, and stance) can be communicated and greater feedback can be provided (Daft and Lengel, 1986; Simon and Peppas, 2004). These cues could engender emotional and affect involvement from consumers (Ragas and Roberts, 2009).

The result of this study is different from the norms of media richness findings, but consistent with Basso et al. (2001) who found the richness of media is not necessarily increasing trust. This is shown in their study that use four types of user interfaces based on the richness level: (1) Standard web interface with no audio; (2) a web interface with text and audio; (3) a web interface augmented with internet messenger and, (4) a TV-based application that allowed interaction

with users. Their result indicated that real-time interactivity without voice (not the highest rich level) increased the trustworthiness towards the company. The reason for this finding most likely due to individual differences in emotion affects the way how consumers process information and form attitude (Brunelle, 2009). Lee and Thorson (2008) confirmed this argument when they studied on the role of individual difference of needs for emotion variables of the affective web sites influence the effectiveness of the advertisement. Their results implied that if the consumers emphasize more on emotion in processing information on the web site, the interactive of advertisement is then not the main focus. It is translated in the result of this study that rich element is not the main component in order to attract consumers' emotion with the CSR information on the web site.

However, result from this study shows that lean website affects emotional trusts compared to rich website (accept Hypotheses 2b). It is suggested that emotional trust is one of the factors that influence the positive corporate image. Thus, the company is suggested to use lean presentation on the corporate web site to gain the impact on emotional trust and image respectively.

6. CONCLUSION

The results of this study have provided insight into some prediction factors that have significant effects in explaining the variation in the determinants of corporate image by manipulating CSR presentation. These finding provide additional evidence to the growing body of knowledge concerning the importance of CSR communication strategy to corporate image. With regards to the factors influencing corporate image, several inferences can be concluded from the findings. The SEM-PLS analysis reveals that some of variables, namely trusting beliefs and emotional trust are significantly related as predictors of this relationship.

Further analysis also revealed that the use of different level of richness of CSR presentation has impact on consumer trust. For instance, consumers have more trusting belief towards corporate image if CSR information is presented in rich website. But, the result is contradicted in emotional trust. To engage with consumers' emotional trust, the web site needs to exploit lean presentation. These findings give the company a much stronger basis than intuition and anecdotes for recommending CSR communication strategy specifically using web site in order to increase their image.

As with any research, this study has some limitations that should be highlighted in order to warrant a fair interpretation of the results.

A limitation of this study is the lack of diversity in industries demographic because this study only focuses an single industry that is food industry specifically fast-food company. While the findings are useful in a preliminary study of the effect of trust and corporate image, general scope of industries should also be assessed in order to examine the effects further.

Another limitation is research design. This study focuses on experimental laboratory to control the richness element of web site presentation which has a higher level of internal validity that require a certain tradeoff with external validity. However, because the structure and content of the web site design used in this study based on information found on actual corporate web sites, it is believed that external validity of this study is strengthened. This study also uses fictional fast-food's company in order to control existing corporate image in the mind of consumers. This is in-line with Assiouras (2013) that posited the use of fictitious company is to minimize the bias, so that prior attitudes would not affect the response. Moreover, this study has focused on the process of trust formation in the context of no prior knowledge or experience with the company. Studying trust in its early stages is vital because new consumers depend largely on trust in making their decisions, not their experience (Aljukhadar et al., 2010; McKnight et al., 2002).

The use of corporate web site as a platform for consumers to understand about CSR is insufficient. Therefore, companies should use a variety of communication channels and not to limit it to corporate web site only. It is recommended for companies to channel their CSR information to others relevant media. One of them is social media. The company should be proactive in using social media to make consumers become their CSR advocate. Hence, further study may look from this perspective.

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Author Qurey

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