Aboriginal Canadian Inuit community
mines of Diavik Diamond, Rio
Tinto 373–4
abortion 48
National Abortion Federation 130
Planned Parenthood 130
academic theory and marketing
definitions 2004, 2007 108
accountability in business 139, 179
accountability obligation
for right to seek profit 77
Activados campaign
for good eating habits in children
259
activists 95–6
addictive properties, industries,
controversial 128
advertising
and gender portrayal 49
misleading 48, 99
low-fat products 52
AeroenVironment, defense and
military 129
aging, social issue 48
agriculture, technological advances
373
air-drying of clothes 153
air filters 384
alcohol 344
Diageo 129
Michigan Beer & Wine Wholesalers
Association 129
alcoholic beverages, industries,
controversial 128
Amazon
advantaged and disadvantaged
groups of customers 123
American Apparel, Los Angeles, high
prices 387
American Marketing Association 108
‘Statement of ethics’ (2008) 72
American Petroleum Institute
website advertisement 115
America Speaks, diverse groups
dialogue 369–70
animal-free product testing 382
anti-personnel land-mines manufacture
expenditure 83
apparel industry, high score in human
rights need 221
Apple, apps for medical emergency 114
A.P. Smith Manufacturing Company
Supreme Court ruling, 1953 30
Asian markets, adoption of CSR in
Asia 235–6
Asian nations
few positive correlations between
CSR
and bottom-line profitability 249
authenticity of company motivations
230
authoritarian (Theory X) cultures 102
automotive repair businesses,
unnecessary repairs 122
autonomy, sense of 210, 212
Avcare, subsidiary of Monsanto
Australian Gene Tech consensus
conference 360
Awareness and Attribution 298
Baker River hydropower plant,
relicensing 125
balance between CSR and corporate
strategy 382
bars and restaurants, overcharging 122
Bavarian consumer planning cell, 2003
365
behavioral intentions of consumers
product importance 211–12
behavior, non-consumer 198–213
behaviors, socially responsible 91
behavior under restrictions 203–4
behavior unethical, negative effect on
firm 29–30
Ben and Jerry’s luxury ice cream and
organic farming promotion 166
social and environmental consciousness 155–6
benefits of CSR 294
Better Banana Project, Chiquita-Rainforest Alliance 372
Better Business Bureau 61, 122
beverage reduction 51
Big Knit campaign
knitted hats for bottles bought for Age UK 229
biosphere (air, water and soil), no systematic increase 141
blind spots of companies practising CSR 96
body care products 226
boundary problems of CSR 140
boundary violation on Internet 50
bovine spongiform encephalopathy (BSE) crisis
deliberations on consumer protection 356
BP compromise on safety mechanisms
Deepwater Horizon oil drilling platform 83, 295
brand awareness 163
concept
key determinant of consumer responses to CSR 225
equity, global, CSR effects, positive 27, 32, 178
initiatives, non-economic, socially responsible brand prestige,
consumer-purchase intent 192–3
perceptions and attitudes 162–5
positive or negative image 183–4
prestige, final estimated model 190
self-expression of personal identity 181
socially responsible, greater prestige 184
switching to brand with good cause Americans 314
trust 161
brand-based self-esteem 182–5
final estimated model 190
bribery 28
British Petroleum and Gulf oil spill 158–61
Build-a-Bear Workshop, lesson plans online 114
Bureau of Consumer Protection 51
business case for CSR, necessity for 151–2
business case model of CSR 93
prototype, large public company 93
business corruption more common in Philippines 55
business defrauding by unnecessary repairs 122
business motives for CSR, extrinsic or intrinsic 224
business objectives, noneconomic criteria 95
business obligations
economic, legal, ethical and discretionary philanthropic 4
business operation sustainability
Starbucks, Patagonia, Wal-Mart 53–4
business targeting by activists 93
business-to-consumer (B2C) commerce 288
buyer–seller relationship 28
cable TV companies, many channels unwatched 82
Canadian deliberative forums
on national health policy 375
separate deliberation for native populations 375
capitalist system
major role of business 74
nature of 140
transformation 135
capital punishment 48
carbon footprint reduction 163
carbon labeling, informing about carbon footprint
Carbon Trust 223
care for experienced employees 280
car rental companies, high charges 120
Carroll, Archie B., commentator on CSR 71
Cartoon Network
social marketing to prevent bullying in Latin America 263
Catholic social teaching, common good approach 294
causal relations analysis
structural equation modelling 190
cause-brand alliances 31
cause-related marketing program 163
support for philanthropic endeavor 152–3
vs properly designed CSR 391–2
cause-supporting motives 31
C–CI advanced state
in company-consumer relationship 191
C–C identification
final estimated model 190
proposed theoretical model 182, 183
cellphone, banking, credit card businesses
profit from customer confusion 120
Cementos Mexicanos (Cemex)
producer of ready-mix concrete and cement 258–9
certifications, regional 223
influence on adoption of CSR practices 260
CFA results and measurement model psychometric properties 188
change towards sustainability, through whole markets 144
charitable donations 73, 78, 112
childhood obesity epidemic 50
child labor and child abuse 115
children, advertising to
European curtailment 113
United States, business as usual 113, 116
children, obese and overweight
food and beverage companies, concern for childhood health 91–2
children's exposure, to bad food marketing 311–2
child targeting for food choices 99
China
business practices, 'human-based' 'virtue-based' 237
CSR impact on profitability, unclear 248
CSR programs taken hold 246
job and wealth creation for workers, importance 237–8
philanthropic activities, least important to consumers 238, 246
recognition of reciprocal relationships 84
religion and culture in Chinese CSR programs 237
review of CSR practices 237–8
socialist country, collectivist cultural heritage 237
world economic power 237
China Labor Watch (CLW)
on poor working conditions 149
Chinese and Indian CSR comparison 240
Chinese business survey
comparison with USA and Europe 238
Shanghai and Hong Kong 238
Chinese worker's suicide, working in dangerous conditions 149
Chiquita-Rainforest Alliance
corporate self-regulation 372–3
cigarette advertising 52–3, 83
Cimentos de Portugal (CIMPOR cement manufacturer)
cement sacks with message 115
civil-society networks
key actors in democratic will formation 361
clothing and footwear expenditure decrease in developing world 344
Coca-Cola 161
coffee industry, stakeholders 359
Colegio Unión México
school run by Ornelas family 255
collection of personal information, privacy issues 34
collectivization, fed by inequality 290
Commercial Alert, for corporate promotions 52
commitment to CSR behaviors
PSE meetings organising 125
common good 47–51, 74, 109
definition 80–81
communication approaches for different stakeholders
consumers and local community 114, 115
employees 114
shareholders 114
supply chain partner 114, 115
communication, importance of 108
communications approach by
stakeholders 111–16
communication, visual 131
communitarian perspectives
individual sacrifice for common
good 80, 137
communities, disadvantaged 49
community involvement 33, 46, 91
companies supporting causes
Target, Nike, Wal-Mart 35
Company-CSR Alignment 298–9
company founders, commitment to
CSR behaviors 95
company responsibility 179, 219
and reality 221
company self-interest in CSR initiatives
178
compensatory consumption
low-income populations 204
competitive advantage 93, 103
Cone Cause Evolution Study, 2010
consumers’ more positive image of
companies 297
Cone Communications Annual Trend
Report 152
Cone Communications study (2013)
on American ‘green’ consumers 221
conformity to societal norms 59
Confucianism in China, major role in
CSR 237, 247
congruence with CSR behaviors 102
constraints, other-imposed
negative emotional reactions 202
prisons, psychiatric hospitals, gulags,
concentration camps 201
religious community control on food
and clothes 201
consumer awareness of firms’
responsibilities 152–5
consumer backlash avoidance,
accuracy need 229–30
consumer-brand identification 177
consumer-company identification
(C–CI)
role of benefit 175–93
consumer complaints, Better Business
Bureau 61
consumer engagement
supportive, active, lifestyle behavior
262
consumer expenditure, 2000 338
consumer exploitation
necessity for public intervention 81
consumer identification with company
(C–CI)
impact on consumer behavior 181–5
consumer issues, CSR impacts 140
consumer knowledge, lack of 52, 222
consumer preferences formation 221
counter protection 44, 60, 61
legislation 51–3
counter safety
warning labels from consumer
protection legislation 52
counter satisfaction, stakeholder
acceptance, market sustainability
300
counter social responsibility
corporation as facilitator 394
counters’ brand switching for good
causes
some negative outcomes 297
counters, critical factor for CSR
care and awareness 152
counters, world’s neediest 334
counter understandings of CSR
220–23
counter warnings on product 58
consumer welfare issues 43, 44
counter well-being (CWB) 59
humanistic outcome measure 300
counter-as-restriction and CSR
198–213
counter by developed and
developing nations, statistics
340–41
counter change, nature of
developed and developing nations
345
difference contrasts 346–7
counter over time 1990–2000
two-way mixed ANOVA 342–3
counter restrictions, reactions to
199–3
product importance 210–12
contingency model for ethical decision-
making
Ferrell and Gresham (1985) 58
contradictions, syncretic stewards 96
controversial companies, good from ‘evil’ 307–26
controversy over CSR 138–9
corporate cooperation rather than competition, fire ants 272
cooperative mergers and alpha corporations 284
Corporate Accountability International (CAI)
retirement of Ronald McDonald spokescharacter 308–9
corporate ability (CA) associations 180
corporate accountability methods for positive impact 355–76
Corporate Accountability International Ronald McDonald spokesperson, retirement 322–3
corporate charter requirements 84
corporate citizenship 75, 293
important when purchasing 314
Corporate Citizenship poll, Cone Communications 314
corporate corruption, corporate transparency 33–4
corporate gifts 112
corporate governance 55, 60, 91
dependence on cultural environment 55
less interest in marketing, 61
systems of accountability, oversight, control 54–6
corporate irresponsibility
impact on consumers 227–8
corporate philanthropy 30–5, 91
corporate reputation 160–62
corporate responsibility 225
McDonald’s failure 323
corporate social policy entrepreneur 97–8
corporate social responsibility (CSR) 3, 71, 219–31, 288
attitude-behaviour link 165–6
attributions 224–5
behaviors competitive advantage to company 102–3
campaigns, participation and response 171
communications, honesty as policy 230–31
consumer perspective 179
contradictions in many large firms 149–50
descriptive-making implications 228–31
descriptive approach 57–60
dimensions, economic, legal, ethical and philanthropic 179
Eastern nations 234–49
engagement resources, relationships with non-profit organizations 388–9
ethics and compliance with legal requirements 55
final estimated model 190
firm performance, direct/indirect/qualified 26
good business model 138
harm while attempting good 381–95
impact on company image 223–5
infractions in China 149
initiatives, relevant causes 175–93, 228–9
positive impact on society 22
interest from academics and companies 175
legal/ethical studies 7
macro and societal focus 72
managerial responsibility 291
market development
crystallization, expansion growth, turbulence, fragmentation, absorption 257–9
marketing articles
economic 8–12
ethical 12–20
ethical/economic 20–21
philanthropic 21–4
philanthropic/economic 24–5
marketing research 43–63
message communication 156–7
model, internal and external perspective 26
obligation of firm to society 91
philanthropic studies 7
positive aspect on consumer response 180

Index 401
practices, profitability, positive word of mouth 357
programs, meaning of 169–70
record of firm 169
related cause-driven campaigns 164
related certification 223
research movement on 63
resources, allocation of 33
risk, detriment to business strategy 381
search terms 7
sharing, not altruism 285
successful marketing 44
use as marketing endeavor
Kentucky Fried Chicken 390
use as tactical marketing tool 393
corporate societal marketing 91
corporate transparency, and ethical considerations 33–4
corporational tendency
‘corporate responsibility’ instead of CSR 71, 75
corporations’ duty not to advertise unhealthy food
McDonald’s company 312
corruption mitigation 55
Costco company, retail packaging changes 79
cost reduction strategies 383
costs of side-effects of business endeavors 74
countries, less developed 235
credit card cheating, Credit CARD Act, 2010 120
social awareness, 388
cultural influences 57–8
customer communication 117–24
customer-company identification, higher levels 27
Customer-CSR Alignment consumer-company identification (C–CI) 298–9
customer dissatisfaction legal action, media exposure, defections 123
customer exploitation 120
customer favoring, Amazon 123
customer loyalty 358
customer monitoring online 119
customer needs identification 115
product design for 109
customer relationship management (CRM) 117–19
customer retention 211
and customer development 75
customer service as CSR 212
dairy products industry 185
Danish Board of Technology consensus conference and scenario workshops 362–3
Danone, brand-based self-esteem, Spanish consumers 187
Danone, industry market leader 185–7
data collection on internet
on CSR efforts for controversial companies 309–10
decisions of individual managers 70–71
defection of workers to another leader fire ant queens 280–81
defense/military, AeroVironment 129
deliberative and participatory methods of CSR 356–7, 376
accountability of companies 372
benefits of 371–4
citizens’ juries 363, 364
conflict prevention, expressions of respect 374
democratization of process 360–62
fair procedures 365
knowledge sharing 373–4
limitation, 374–6
online consultation 366–8
participatory budgeting, 363
public hearings 364–5
representative participation 364–6
deliberative polling, representative sampling 370–71
Dell, Apple and Gap 163
demands for inexpensive goods off-shore pressures, sweat-shop labor 76
Denso (Toyota’s sole navigation system supplier) 114
deontology 57
moral duty, adherence to rules 137
developed and developing nations competitive turbulence and fragmentation stage 257
Index 403

corporate social responsibility (CSR) 27–31
corporation, duty of firm, maximize economic gains 358

corporate social performance 123

duty to help world’s impoverished consumers 351
duty to help world’s impoverished consumers 351

discrimination 295

distribution from multi-stakeholder perspective 79
distributive justice (John Rawls, 1971) 'justice as fairness' 336–7

distributive justice 78, 80, 335, 337

dominican Republic 258

double standards, of corporate rhetoric and behavior 301

dove advertising on Facebook 127
drinks company, innocent, big knit campaign 229
drug to cure river blindness, Merck Pharmaceutical 162
drying of jeans, environmental impact 153

dubai contest and awards ceremony, Rolex 167
duty of firm, maximize economic gains 358
duty to help world’s impoverished consumers 351

economic and noneconomic objectives balance 98
economic CSR, and marketing research 32–4
economic growth in USA from end of Second World War, 1948 135
economic perspective of CSR and role of marketing, 25–7
economistic approach concerns 292, 295–6

ecosystems (oceans, forests and watersheds) no systematic degradation 141

education, access to common good 80

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358
corporation, duty of firm, maximize economic gains 358
corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358

corporation, duty of firm, maximize economic gains 358
environmental claims, study findings as misleading 156–7
environmental destruction, current obvious problem 289
environmental impact 53
environmental movements, 1980s 136
environmental outreach 383
environmental pollution 74
environmental protection 114–15, 374 consumer importance 220
environmental stewardship 73
environmental sustainability 112, 294
environmental sustainability, lack of threat to business 288
environment, CSR initiatives 257
equitable marketing 355–6
ethical behaviors, reinforcement 28
ethical beliefs, in supplier relationships 59
ethical consumption, class-based and elitist 137–8
ethical CSR, research opportunities 33–4
ethical decisions basis on participating of stakeholders 359
ethical food values 226
ethical leadership of firms 167–8
ethical marketing (EM), 69–71, 357 central component of CSR 85
ethical perspective 29
CSR and marketing 28–30
ethical products, growing importance of 59–60
ethical responsibilities, managerial 293
ethical theories 57, 73
ethics and CSR 137–41
ethics in marketing 56–7
exchange relationships with marketplace 198
expenditure minimization no expensive clean-ups legally unproven to be long-term 76
expertise, local or indigenous, scientific 373
Facebook 124, 367
initial public offering (IPO) 34
web-based advertising 127
facilitation of CSR, grants for specific issues 301
factor analysis, restriction recognition 211
fair labor practices of firms 167–8
fairness, marketing value 73, 112
fair prices on quality products 115
fair trade farmers, support for 382
fair trade movement, 12, 60, 355 consumer demand for responsible food options 386
Fair Trade system, better conditions for stakeholders 360
Family Smoking Prevention and Tobacco Control Act, 2009 52
fast food and children's obesity versus McDonald's right 325
fast food, bad for children parents miss the advertising's message 315, 321
Federal Communications Commission (FCC) 51
green guidelines 54
Federal Trade Commission (FTC) consumer protection 51
FedEx, redesigned investor factsheet 114
feedback mechanisms, communication media 113
Ferrell and Gresham (1985) contingency model for ethical decision-making 58
financial expansion 382
financial performance objectives 116, 177–8
Financial Planning Association, world cafe method 368–9
financial reporting, fraudulent 54–5
financial returns and GDP (macro) standard model 83
fire ants Solenopsis invicta and CSR 269
alpha and beta queens 282–4, 281, 282
coping strategies in different food-supply conditions 274–5
diversity in distribution of body size 270
division of labor 279
injury test, injured sheltered 280
mean per capita egg production and survival 283
number of eggs produced per queen 284
quality of alpha and beta queens 281
recruitment behaviors 276
recruit response 278
scouts, recruits, donors responses to food quality 277
similarities to human life 269
workers and queens 279
firearms
   National Shooting Sports Foundation, Inc 129
   Remington Model 700, rifle 129
firm identity, ‘resource allocation’ to ethics 59
firm performance tracking, ethical marketing (EM) 81
firms’ packaging and social media use for advertising CSR 155
firms, reputation tied to CSR initiatives 161
fish palatability 374
fit and cause congruence for firm 168
fit between brand and cause, ‘overall fit’ 31
fit between company and cause 225
flash mobs organization promotion of positive values 367
food, adequate 337
Food and Drug Administration (FDA) regulations
   lowering of market value 30
food brands advertisements for children 311
food bundling 51
food companies, fast-food restaurants 307–8
food companies, processed food producers 307
food consumption expenditures variation, developed and developing nations 343
food packaging, social responsibility claims 226
food products, Fairtrade coffee, perceptions 226
foods, genetically modified 360
Ford Hall Forum and Federal Forum Project 361
   competition becoming cooperation 273
Fortune 500
   explicit CSR spending and initiatives 151
Framework for Strategic Sustainable Development (FSSD) 141, 142
free market exchanges 81, 143
free-market oriented political leaders, 1980s 136
Friedman, Milton
   argument against CSR 151, 381–2
   business must maximise profit 76
   ‘cleansing’ corporation 135–6
   CSR and potential gain of company 285
   economistic approaches of CSR 292
   shareholder serving 143
Fundación Caminantes por la Vida promotion of health consciousness, breast cancer awareness among Dominican women 258
Fundación Pachacútec 260
fund distribution by transnational organizations for eradication of extreme poverty 351
furs
   Donna Salyers’ Fabulous Furs 130
   Fur Commission USA 130
gains through mergers 285
gambling industries, controversial 128
gambling/gaming, Ameristar, Harrah 129
Gap, licensee in (RED) Campaign to facilitate ‘AIDS-free generation’ 393
Gap partnering Cotton Inc. denim jeans cotton 392–3
   ‘Recycle Your Blues’ 392–3
Gap, support of global causes marketing campaigns, cleverly designed 392–3
General Electric, power use responsibility 77
General Electric use of website Ecomagination Challenge, 2005 159–60
on energy star light bulbs 159
General Mills 161
Genetically modified foods 360
Genetic engineering in animals criticism from citizen panel 374
Geological processes of interchange between biosphere and lithosphere 141
German parliament, e-petition site for citizens 367
Global codes of ethical business conduct
advocacy against bribery and corruption 84
letter and spirit of law, adherence 84
motivation on centrality of human dignity 84
protection of physical environment 84
Global consumption data Euromonitor International (EI) 338
Global Fund to Fight AIDS, Tuberculosis and Malaria 163
Globalization impact on less advanced economies 352
Globalization, rich over poor 290
Global norms of marketing reduction of business uncertainty 84
Global perspective 333–52
‘global public goods’ concept 337
Global Reporting Initiative 259
recognition of Natura, Brazil 258
Global warming 390
doubt-casters financially underwritten 76
GoodGuide website, product comparisons 223
government duty, welfare of external stakeholders 358
government regulation threat 93–4
green claims, doubts 222
green consumers 176, 262
Greenhouse-Geisser correction to adjust degrees of freedom 343
green marketing, sustainability of 53–4, 226, 229
Greenpeace and Berne Declaration ‘The Public Eye Awards’ 228
greenwashing 93, 219
Huggies Pure and Natural diapers 156
misleading green marketing claims 222
suspect sustainability 54
gross national happiness, Bhutan 83
Guatemala, example of private support maintenance of highway from Guatemala City to Antiguan hotel 256
Häagen-Dazs Honey Bees campaign 155
honeybee population, measurement 170
Häagen-Dazs Vanilla Honey Bee 155
Haiti, poor and less developed country 257
Halliburton (safety protocol formulator) BP oil spill 2010 83
Hay Group 2002
American employees, negativity to workplace 290
health and medical expenditures increase in developed world 344
health 61
benefits, tailoring 110
care, basic 153, 334
common good 80
product safety 356
health-club companies long-term contracts 122
health/nutrition information in food advertising 314
health-related concerns, tobacco, obesity, drugs, alcohol, sex marketing to children, USA 115–16
H.E.But Grocery Company (HEB) Pollution and crime 2010 115
Hewlett Packard, recycling electronics 2010 389
Hobsbawm, Eric, Marxist historian (1994) Capitalism versus communism 143–4
Holding Associates, Corebrand, KLD
model of impact of CSR on brand
dimensions 162
Holocaust victims
and consumption options
(Buchenwald Report) 199
home values, inflated, financial crisis
of 2008 117
honesty, marketing value 73, 112
honeybee population loss
food pollination at risk 155
Häagen-Dazs’ Honey Bees campaign
155
impact on all food manufacturers
155
horse-meat crisis in European Union
McDonald’s campaign in Latin
America 263
hotel companies, information about
customers 119
housing
developed world, increase in
expenditure 343
Hotel Casa Santo Domingo, Antigua
256
humanistic approaches to CSR
human interaction 292–4
humanistic perspective
secondary outcomes for CSR 294
human rights, CSR impacts 140
human rights global perspective
obligations of businesses 333
human rights violations in apparel
industry 227
human sustainability 53–4
Hunt-Vitell model of ethical decision
making
normative relationships 58–9
hyper norms 84, 85, 359
sacrosanct ethical values 85
Hyundai car company
support of cancer research group
168
identification, ‘interorganizational’
CSR behaviors 94
identification with company employees
103
independent social identity 32
illiteracy in exchange relationships 199
image theory, marketing ethics,
conceptual approaches 29
India
CSR initiatives, philanthropic,
infrastructure development,
community empowerment 239
CSR programs seen as acts of
charity 248
CSR programs taken hold 246
globalization effect 239
long history of CSR 238–40
moral and strategic motives for CSR
239
necessity of small facilitating
payments 84
philanthropic activities,
infrastructure development,
community empowerment 246
report of companies on their CSR
practices 240
rule-based government influence
247
stakeholder approach favored to
CSR 239
Western-like approach to CSR 239
indigenous groups 91, 95–6
indigenous rights movements, pressure
from 359
individual autonomy 200–201
individual consumptive rights 335
individual-group identification (I-GI)
consumer buying 176
individualism ethos 335
individualism versus collectivism
in CSR programs in Asia 247
individualist ethos
lack of concern for impoverished,
and others 335–6
Indonesia
advanced in CSR 245
CSR programs taken hold 246
government as driving force for CSR
248
Law 40 active participation in CSR
activities 245
Indonesia, limited focus on culture
248
industries, controversial
communication with stakeholders
128
influence of philanthropic choices 35
information asymmetries in supplier relationships 59
information misuse 119–20
infrastructure, CSR initiatives 257
Institute of Corporate Social Responsibility Malaysia
non-profit organization 243
integrated marketing communication (IMC)
advertising, sales promotions, personal selling 112–13
integrated social contracts theory (ISCT) 84
intentions to purchase, C–CI positive influence 185
interdependence and equality respect, openness, altruism, innovation, responsibility 102
interface 126
international accounting standards 84
international certification
WORLDCOB-CSR labor, social, environmental 260
International Chamber of Commerce 258
international companies 95
international consumer policy 43
international organizations proactive, socially responsible ventures 374
Internet advertising of children’s food 50
Internet and spyware 119
Internet business communication 366–7
Internet campaigns, retaliatory 123
Internet emergence, competition to markets 136
Internet tracking and privacy 50
Internet World Stats (2012)
Internet users in Latin America and Caribbean 261
investment in CSR behaviors, driving business results 93
investments, ‘socially responsible’ 3
investors, socially responsible, CSR behaviors 94
iPhone 5, Apple, recent disadvantage 121
Islamic values and CSR programs
Malaysia 247–8
Jack in the Box restaurants
deadly E.coli outbreak 158
Japan
corporate governance structure 241
foreign direct investment 241
importance of philanthropic activity
246
interest in CSR 241
life-long employment, historical
240–41
Japan, lavish gift-giving 84
Japan’s earthquake efforts
wristbands’ sale to benefit 391
job creation from business 76
job opportunity, access to common good 80
job satisfaction 103
Johannesburg Stock Exchange (JSE) integrated report 295
journal articles about CST in marketing, 1995–2005 72
Journal of Business Ethics 44, 60
Journal of Financial Economics 136
Journal of Marketing 5, 7, 44, 59, 60
Journal of Public Policy & Marketing 44, 59, 60
Journal of the Academy of Marketing Science, 5, 44, 59, 60
Justice as Fairness
‘Law of Peoples’ (Rawls 1999) 337
Kennedy, Robert F. on GNP 1968 83
Kentucky Fried Chicken
‘Buckets for the Cure’ campaign 390
Kettering Foundation, 1980s 361
knowledge and practice links 144
Korea
employee-company identification and effective
CSR programs 242
ownership of firms, effect of CSR ratings 242
purchase intentions and CSR of Korean customers 242
social traditionalism, effect on Korean CSR 241–2
labor practices, damaging 140
labor practices, unfair, China
forced overtime 149
high levels of dangerous chemicals 149
no contract reading prior to working 149
poor earnings 149
sewing workers’ fingers crushed 149
labor violations in China 149
Lady Gaga’s legal trouble, falsification of donations 391
Latin America
altruism and solidarity common drivers of CSR 254
CSR evolution through community investment 254
CSR marketing tool 264
European influence 259
multinational companies 255
opportunity for short-term programs 256–7
reasons for CRS initiative, ethics and religious values 254
small and medium enterprises (SME) 254
Latin American millennial consumers
social responsibility programs 262–3
Latin American view of CSR and marketing
less engaged with CSR 252–64
Latin Trade, business publication in Latin America 2012
CSR programs in Latin America 255
laws of thermodynamics 141
law suits, consumer protests, avoidance of 374
LawyersandSettlements.com (2012) 120
legal compliance 61
legal protection 119
legal responsibilities 112
legal violations, full disclosure of 82
leisure and recreation time expenditure more for developed world 344–5
Les Amis de la Terre (Friends of the Earth) France
‘Pinocchio Sustainable Development Awards’ 222
Levi-Strauss campaign, ‘Care to Air’ program 159, 69
libertarianism, individual rights 137
Lifestyle of Health and Sustainability (LOHAS) 159
customer habit study in US and Europe 154
light-rail project in San Francisco
divergence with Federal Highway Administration 374
lithosphere (petrochemicals and heavy metals)
no systematic increase 141
Louis Vuitton bags, arts sponsorship 167
luxury-brand consumers
social and hedonistic values 166
luxury brands
CSR conflict with position of perfection 166
mismatch with CSR 225
luxury goods brand 27
McDonald’s company
advertising bad food online 313
cause of obesity epidemic in America 315
controversial or not 309
data collection on internet 310–11
evil for marketing junk food to children 311
letter from health professionals 323
obligation to shareholders 320
Ronald McDonald Housing Charities 308–9
targeting children 312
macro analysis of marketing sectors 82
macromarketing 43, 57, 59, 108
mechanisms for restorative justice for market failure 82
necessary information for consumers 82
product/service, safety of 82
reasonable service choice for buyers 82
Malaysia 242–4
CSR programs taken hold 246
financial performance and CSR 243
government as driving force for CSR 248
improved financial performance with CSR 248
Islamic values and CSR programs 243
role of culture in CSR 243
role of management, positive 243–5
Malaysia Institute of Integrity, 2004 ethical principles, good value, integrity 243
malnutrition 337
management philosophy and stakeholder marketing 99–104
management theory and economics rethinking need 288–9
management theory and practice challenges threat to business 288
managerial capabilities in CSR 389
managerial ethical behaviours 59 mandates for CSR business practice rethinking 288–91
mandation and regulation of CSR programs 301–2
manmade substances (pesticides and chemical waste) no systematic increase 141
manufacturing companies, China and India more CSR communication 240
marketers’ power over consumers 316
marketing attempts, failed, Crystal Pepsi, New Coke 317
marketing 3–35 and corporate social responsibility 43–63
social, educational, health, celebrity, church, cultural 62
marketing and society 44
marketing articles addressing CSR 8–25
marketing audit of social and environmental activities 81–2 marketing, cause-related 390
marketing claims, misunderstandings ‘environmentally friendly’ 221
marketing communication and CSR 111 marketing ethics (ME) 43, 45, 56–60, 71
conceptual approaches 29 CSR in marketing 61, 85 function-specific 71–2
normative approach 56–7 positive and normative 69 research 28, 30 serving stakeholders 68–85 study of moral standards in marketing 69 marketing, exploitative to vulnerable populations in different countries 49 marketing function, brand-focused approach 295 marketing, history 45 marketing in disguise 390–93 marketing journals 5 marketing literature Journal of Marketing article (1987) 71–2 marketing moral mandate (MMM) 335–8 ‘marketing myopia’ narrow definition of customer 100 single focus on customer 100 marketing of CSR unhealthy food 50 marketing organizations, social contribution to community welfare beyond profits 82 marketing, predatory, McDonald’s company 311–13 marketing programs, CSR-driven, in developing countries 256 consumer protection issue 51 marketing reform addressing societal issues 62 marketing research, ignoring of poor 334 marketing, responsible organizational culture, personal culture differences, moral intensity of decisions 357 marketing to children, USA health-related concerns 115–16 marketing values
honesty, responsibility, fairness, respect, transparency, citizenship 73
market mechanisms 79
for sustainable development 375
market-responsible CSR
distributive justice 78
proportionality 77
stakeholder orientation adoption 77
stewardship principle 79
markets and CSR, attitude variance 92–3
markets, transformation 142–3
Marks and Spencer
Plan A campaign 163
sponsorship of 7000 local charities and schools 163
materialism, toxic for well-being 291
Mattel, Donguan Province, China 149
CSR position inconsistent 150–51
lead paint recall 158
Mattel-owned testing site
Consumer Product Safety Commission standards 149
Maximin Criterion
on distributive justice 336
maximum profits, sacrificing 108
means by condition 207
means by factor grouping, restriction recognition 211
means by hypothesis grouping 209
media selection, communication media 113
medical care 337
mental illness victims, treatment, expenditure 83
Merck Pharmaceutical
drug Vioxx highly profitable, information withheld 162
strong CSR record 162
Mexican Center of Philanthropy 259
Mexico, Colegio Subiré, Guadalajara
socially responsible business, school 254–5
MGM Resorts International
safety and security enhancement 114
micro financing, CSR initiatives 257
Microsoft Argentina
student training in computer literacy 259–60
misconduct, institutional pressures for 59
mixed objectives marketing 100–101
monologic communication
versus dialogic communication 124
moral and legal duties to constituencies and society at large 70
moral duty of marketing 68, 83–4
morality of profits 137
‘moral muteness’, no talking about moral issues 105
‘moral myopia’ 104–5
moral orientation (hard-form) 110
moral philosophy, behaviour on 71
moral reasoning
 corporate social policy entrepreneurs 97–8
moral sensitivity 102
mortgage-backed securities, financial crisis of 2008 117
mortgage payment rates from banks 82
multidisciplinary fields, interest in CSR 175
multinational companies (MNCs) 236
culture differences 55
multiple ways of knowing 144
mutual aid among nations 337
mutuality
Puget Sound Energy (PSE) grant offer 125
National Issues Forums, communities, groups of 361
National Organic Standards Board 367
Natura in Brazil
ban on animal testing 258
marketing company, eco-friendly beauty products 258
Natura, in Corporate Knights (2013) annual list
worldwide sustainable company 258–9
natural disaster causes, perceived benefit 31
natural environment, CSR impacts 140
natural resource consumption by average American 289
natural sciences 141
negative financial performance, greenwashing 54
negative impact on solid waste,
company product 96
negative information risk to company
long-term CSR commitment 227–8
negative outcomes of marketing
decisions
cost of fixing 83
negative product qualities 206
negative return on investment (ROI)
298
Nestlé
CSR report, commitment to dairy
farmers 158
infant formula in less developed
countries 359
networking conversations in small
groups 368
new media and dialogic
communication
current marketing practice 124–7,
126
New York City, 21st century town
meeting 370
Nike, Sport for Social Change
Networks 50
noneconomic factors, of CSR and
marketing 57
noneconomic goals and objectives 104
noneconomic objectives
socially responsible behaviors 101
non-governmental organizations
(NGOs)
key actors in democratic will
formation 361
pressure from 359
non-organic products
fear vocabulary, ‘pesticides’
‘chemicals’
for higher prices 386–7
nonprofit of CSR behaviors 104
nonprofit organizations 95–6
normative approach of CSR research
358
normative approach to marketing
ethics 57
Hunt-Vitell model (1986) 69
normative philosophies
deontology and teleology 58–9
normative theory of ethical marketing
358
North Face company 387
Noteo, French organization
purchase decisions from technology-
based tool 223
Novo Nordisk
genetic engineering in animals 374
research for animal medications 374
nutritional information
on genetically modified foods, 356
obesity crisis in USA, health issues 45,
307
offshoring, social consideration 48–9
oil and gas industry
renewable energy sources investment
53
oil/energy, Marcellus Shale Coalition,
Shell 129
oil’s future demand, threat to 76
oil spill disaster Deepwater Horizon
bad for BP’s reputation 48
online consultation methods 367
customer dissatisfaction 119
online purchases, wariness 119
OPEC–driven energy crisis, 1973 135
organic food market, higher pricing
386
Organic Foods Production Act 1990
367
organic food standards 367
organizational congruence 97
and socially responsible behaviors
91–106
organizational dynamics
contingency model for ethical
decision-making 58
outsourcing, social consideration 48–9
‘overall fit’, ‘prominence fit’ and
‘strategy fit’ 31
overpackaging 79
Pachacútec Culinary Institute
chef training school in Peru 260
package warnings 52
packaging, environmentally friendly 82
packaging, excessive
from Indonesian rainforests 149
packaging with Smart Choices icon 52
paid corporate sponsorships 51–2
Pantene in USA, cancer 176
parental concern about advertising for children 312
parental influence, stronger than advertising 317–18
parental laziness about cooking 319
parenthood in capitalist world 324
parents’ responsibility for children’s food 316–22
participative (Theory Y) cultures 102
participatory rural appeal 364
partner companies for CSR 301
Patagonia sports equipment company 384–5, 387, 391
social and environmental consciousness 155–6
Patrimonio Hoy program from Cemex, offers of micro-credits 258
people as moral equals, premise violation 347
PepsiCo Foundation
Educampo program for low-income families 259
perceived moral intensity (PMI) of situation 28–9
performance measurement criteria 122
personal outcomes from C–CI 178, 179
persuasive communication 99
pharmaceuticals, need in parts of world 213
philanthropic causes deforestation, homelessness, healthcare 164
philanthropic CSR 30–32, 34–5, 295
physical limitations and challenges in entrance to retail establishments 199
planetary capital, living off 289
Pollination Partnership donation of bee-friendly flower seeds 155
pollution reduction 301
populations, underserved, needs of 34
pornography, industries, controversial 128
portion size reduction of food 51
positive ethics, definition 69
positive philanthropic perceptions on corporate performance 32
positive values and education 114
‘potentially harmful products (PHPs)’ alcohol, tobacco, fast food 307, 320
poverty and inequality 48
threat to world stability 290
poverty and wealth in world 62, 153, 334–7
prices of CSR-related products, inflation 386
pricing strategy, product cost and consumer demand 386
prison maintenance, expenditure 83
privacy invasion from new technologies 50, 119–20
privacy violation, Amazon, Toys R Us 120
product category and type influence on purchase intention 166
product discontinuation 48, 206, 208
product importance interaction with length of restriction 203, 210
product packaging, public disposal need 76
product performance misconceptions 230
product rating tools 223
Product Red line
Global Fund to Fight AIDS, Tuberculosis and Malaria 163, 393
product safety 294
products, socially-oriented, reasons for buying 176–7
profit generation and socially minded endeavors 391
profit maximization 290, 382–3, 385
‘prominence fit’ 31
proper treatment of employees 383
protection of personal property 80
psychological foundations of CSR 32–3
public deliberation problem-solving form of discourse 355–6
public policy and marketing 43
Puget Sound Energy (PSE) 125
punishment for weakness, or bad luck morality of 335
purchase intention, influence of CSR 165
final estimated model 190

qualitative and quantitative methods 5, 6
qualitative assessment of restriction motivations 206
quality of appliances
energy efficiency, environmental impact 223
quality of life (QoL), shaped by marketing 83
Qualtrics Software Program
survey conditions on restriction scenarios 205

raft composition by worker size 271
Rawlsian social justice 57, 351–2
Reagan, Ronald, political leader, USA 136
recycling, mandatory 301–2
Reich, Robert, US Secretary of Labor 135–6
*Supercapitalism* (2007) 135, 143
relationship between leaders and workers 280
relationship marketing, social and symbolic benefits 184
religion and culture, Asia, harmonic approach to CSR 247
rent-seeking, predatory 74
repeated measures analysis 339–40
representative participation 365, 371–2
and deliberation across methods 364
Reputation Institute
global reputation studies, 2008–2009 161
reputation management 294
resistance movement, Occupy Wall Street 117
resource misappropriation 388–9
resource scarcity 337
respect and responsibility, marketing value 73,
responsibility of business in society 220
‘responsible’ actions for enhancing profitability 75
responsible supplier relations 91
restriction acceptance, by consumers 203
restrictions, other-imposed 199–200, 204, 208
return on investment (ROI) 142
return visits, generation of 126
reward systems, noneconomic criteria 95
rights and duties 112
right to access higher-order goods and services goods 337
risk 125, 294
risk, perceived, higher levels in product or service 27
roasting companies, for coffee domination of small farmers 359–60
Rolex, philanthropic-based CSR program 166–7
Ronald McDonald spokescharacter 314–18, 321–3
distraction for parents and children from fast food 315
as face of charity arm of McDonald’s but doing harm 314
Ronald McDonald House Charities 309

Sabritas in Mexico, corn buying 259
sad faces in advertising, increase in giving 32
safe and secure workplace 114
safe products, expense of litigation 75
safety, common good 80
sample and data sources 338–9
saving the planet 153
saving versus spending, restriction recognition 201
scepticism, ‘greenwashing’ perceptions 222
scientific and indigenous knowledge
Aboriginal Canadian Inuit community 374
Scotiabank, Peru, support to poor families 263
self-concept improvement, for individuals 183–5
self-enhancement from luxury brands 177
self-esteem increase 191–2
self-imposed restriction 199–200, 208
self-regulation of industries 51
Sephora cosmetic stores, Operation Smile 163
service-dominant logic (S-D) 59
marketing ethics, conceptual approaches 29
shareholder-centered capitalism
shareholder value maximization 77–8, 143, 289–92
Shell Oil environmental claim, unclarified 157
shelter, secure and habitable 334, 337
short-term monetary savings 206
significant others, influence of, and ethical issues 58
Simply Amish, handcrafted Amish furniture 225
sincerity, perceived 298–300
skepticism countering labeling and CSR-relation certification 223
skiing, fishing, trail running, sports, Patagonia company 385
smokestacks use, in manufacturing industry 384
social alliance entrepreneur 97
social alliances, companies and nonprofits 104
social and environmental issues company identification 219
social bottom line of firm 99
social causes 94
specific, cancer, harvest protection, gas emissions 62, 176
strong commitment citizen-social identification (C–SI) 176
social consciousness as revenue driver 46, 234
social contracts between parties 293, 359
marketing ethics, conceptual approaches 29
social contract with business 73–4
social friendliness, China, India, Japan 247
social issues 44, 60–61
capital punishment, abortion, suicide 47–51
censorship, gun rights, immigration, corruption, child labor, poverty 61
smoking, obesity, gambling 48
social learning
contingency model for ethical decision-making 58
socially desirable actions, rejection for cost reasons 75
socially responsible behavior mandating 91–2, 288–302
socially responsible corporations 383–93
socially responsible decision-making 102, 381
social media, young consumer engagement 159
social networking, global 261
customer dissatisfaction 119
social obligation to stakeholders 73–4
social performance model, by Archie Carroll 4
social responsibilities of firms 73, 110, 302
business proportional to its power 77
companies, six main ways 313
considerations 357
Gap’s (RED) campaign fighting HIV/AIDS in Africa 110
programs, some consumers don’t care 153–4
serving current non-consumers with needs 213
social role of business, use of CSR into CR 76
social traditionalism, effect on Korean CSR 247
social-values-led firms 101
corporate social policy entrepreneurs 95, 97–8
society as client and supervisor 75
South Asia, area of poverty 334
South Korea (Korea)
increase in employment commitment to firms 248
philanthropic activity valued 246
positive picture of impact of CSR 246, 248
Spanish consumers of Danone products 185–7
stakeholder approach, ethical issues 44, 110
stakeholder communication in controversial industries 129
stakeholder identification
employees, customers, suppliers, shareholders, investors, government, media, communities 112
stakeholder management, soft-form, hard-form 110–11
stakeholder marketing 99–100, 102, 109
and CSR perspective 45–7
stakeholder orientation 78, 100, 109
conceptual models of CSR 27
economic downturn, new media 110
regulations 110–11
and wealth creation 55
stakeholders, effective communication with 108–32
stakeholders, paying the price 385–8
stakeholder trust, decrease in 290
stakeholder value enhancement 381
stakeholder welfare versus shareholders 143
Starbucks’ CAFÉ Practices Program
better conditions for stakeholders 360
‘Statement of ethics’ (AMA)
‘foster trust in the marketing system’ 72–3
stealth marketing ethics 59
stewardship principle, Costco company 79
strategic business units (SBUs) 33
strategic framework, basic science grounding 144
subpopulations, impoverished 335
sub-prime lending, financial crisis of 2008 117
sub-prime mortgage market 78
Sub-Saharan Africa, area of poverty 334
success stories
Ben and Jerry’s Whole Foods, Toyota Prius 138
suppliers, treatment of 82
sustainability 60, 61
broad and narrow interpretations 79
definition of, green marketing 53
science-based market-holistic approach 135–44
sustainable energy in Texas 370, 371
sustainable environment concerns of firms 167–8
sustainable products, ‘weak’ or ‘gentle’ 60
‘sweet spot’, CSR and profit maximization 382
syncretic stewards
corporate social policy entrepreneurs 95–8
and mixed objectives 101
system conditions, definitions of sustainable society 141
Taiwan
banking customers and CSR initiatives 245
Confucian familism 245
CSR programs taken hold 246
limited focus on culture 248
mass industrialization 245
targeted messages, communication media 113
targeted selection of customers of business preference 122–3
Target, REDcard program 50
technology-based communications on impacts of products 223
technology, influence of, on ethical behaviors 30
television advertising children’s food 50, 116
terrorism, fed by inequality 290
Tesco, press releases addressing CSR 115
Thailand
banking firms, good trust level of customers 245
competitive in global CSR 244
consumer satisfaction, market sustainability 244
CSR programs taken hold 246
human issue focus of companies 244
limited focus on culture 248
positive impact on customer loyalty 248–9
small firms, low level of link with CSR 244
Timberland in Europe 176
timing consideration, communication media 113
tobacco 128, 344
Altria/Philip Morris USA 130
Altria/US Smokeless Tobacco Co 130
tobacco and alcohol manufacture sustainability, environmental but not social 140
TOMS Shoes 2006 ‘philanthropic capitalism’ 296
shoes bought, another pair donated to child in need 156
TopTen (Best Products of Europe) consumer-oriented online search tool 223
toxic emissions 384
toy-painting in China
high lead concentration paints 149
transnational corporations 333, 352
Transocean, BP oil spill 2010 83
transparency, marketing value 73
transportation nature of change difference between developed and developing countries 344
trust between company and consumer 33, 48, 61
Twitcause campaign, HelpHoneyBees hashtag 155
two-way mixed ANOVA analyses results 343
UK financial industry
no representatives from human rights and development organizations 375
UN Global Compact, universal human rights 293
Unilever company, communication to customers 295
United Nations Declaration of
Universal Human Rights sustainable business perspective 80, 294
United Nations documents 333
United Nations ‘Free, Prior, and Informed Consent’, principles 374
United Nations Global Compact Initiative 259
United Nations Habitat Business Award 258
United Nations Human Development Index (HDI) 339
United States Department of Agriculture (USDA) 336–7
Universal Declaration of Human Rights 333, 337, 351
use of CR instead of CSR, reasons given for 75, 76
use of digital platforms, advergames for children 311
value-added, value-extracted approach 117, 118
value in business 139
value measurement of CSR campaigns 170–71
Veja, French brand of Fairtrade footwear
company admission of limitations 230
Village Women Development Program, India
women dairy farmers and other work for women 158
VISA brand 167
Vodafone, controversial issues 372
Voltaire, French intellectual and philosopher
on definition 69
voluntariness 73, 382, 384
vulnerable populations, grieving families 49
Wal-Mart business model for sustainability 142
CSR position inconsistent 150–51
warning labels on goods 52
water conservation, Ariel in Spain 176
water, potable 334
water quality monitoring 374
water use, responsible 82
wealth versus extreme poverty 351
wealthy societies onus on, to help less fortunate ones 337
website use 124
Wegman’s Food Stores
local schools and charities food
donations 169
Whole Foods, Zara, humanistic stance
on CSR 296
women empowerment, CSR initiatives
257
worker exploitation 74
worker rights over consumptive rights
335
world cafe method 364, 368–9
World Consumer Lifestyles (WCL)
Databook 338, 339
World Economic Forum (WEF) 2006
290
against corporate scandals in world
228
World Health Organization 338
World Tourism Organization 338
World Trade Center
21st century town meeting 369–70
worldwide distribution system of
goods and services
lack of Rawlsian justice 352
Worldwide Responsible Apparel
Production
labor practice improvement
seeking in southern hemisphere
375
North Americans only stakeholders
375
Yoplait’s Save Lids to Save Lives 155
breast cancer research support
295