The Interference Effect of Perceived CSR on Relationship Model of Brand Image

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Abstract

In recent years, both business enterprises and society at large have begun to assign significant value to corporate social responsibility (CSR), and consumer health has come to be an important factor in this regard. This study therefore explores whether different levels of awareness of CSR result in differences in the relationships among brand image, brand attitude, satisfaction and repurchase intention, as well as their intensity. Fast-food chain MOS Burger is used as a case study. In addition, the interference effect of consumer's awareness of CSR on the brand image relational model is analyzed

In order to achieve the above goal, a consumer survey was conducted in Taiwan, from which 535 valid questionnaires were collected. The average value of consumer awareness of CSR was used to categorize respondents into two groups. SEM (structural equation modeling) analysis showed that the impact of experiential image on brand attitude was significantly stronger among consumers with low awareness of CSR, as compared to those who were highly aware of CSR. This suggested that CSR has a partial interference effect. These results can serve as reference for companies in making CSR-related decisions and formulating brand strategies.

Keywords: CSR, brand image, brand attitude, satisfaction, repurchase intention

1. Introduction

Corporate social responsibility (CSR) has received significant attention in recent years as businesses have sought to create favorable images for themselves by fulfilling their social responsibilities. A CSR policy is not just a corporate obligation, as it also offers benefits to stakeholders such as employees, consumers, communities, etc. (Kanji & Chopra, 2010).

When enterprises commit to honoring their social responsibility, they aim to improve their operational efficiency and reduce costs so that they can achieve total quality management (TQM) goals (Sprinkle & Maines, 2010; Zink, 2005), such as tax deductions, free advertising, and attracting consumer, and retaining staff (Sprinkle & Maines, 2010). CSR is thus one of a key factor in TQM, as it will influence business performance. Some studies have focused on this field (Foote, Gaffney, & Evans, 2010).

The other primary reasons for CSR's increasing relevance in today's business world can be summarized as follows: (1). Companies are gradually realizing that exhibiting CSR is vital to their commercial success (Kotler & Lee, 2005); (2). The need for resources among NGOs has inspired businesses to contribute (Lichtenstein, Drumwright & Braig, 2004); (3). Companies believe that fulfilling CSR will meet with public approval (Kotler & Lee, 2005); (4). Companies can create a competitive advantage through exhibiting CSR (Porter & Kramer, 2006); (5). Fulfilling CSR can create goodwill for companies and encourage greater contribution from staff (McWilliams & Siegel, 2001); (6). Companies can enhance their brand image and build stronger reputations by exhibiting CSR (Fombrun & Shanley, 1990).

As explained above, the key outcomes of fulfilling CSR are: enhancing brand image and building a positive reputation (Skard & Thorbjornsen, 2014; He & Lai, 2014). Meanwhile, companies with strong brand images can improve consumer attitudes towards their brands, and thereby increase their satisfaction and repurchase intention (Park, Jaworski, & Maclnnis, 1986; Sprinkle & Maines, 2010). So that, companies fulfilling CSR, can improve

their brand image, attracting more customers and even increasing their satisfaction and loyalty. A key issue, however, is whether consumers are aware of companies' efforts to fulfill their CSR that is a gap of relevant research. Few studies have discussed how difference in awareness of CSR can lead to different behavior response that is another gap of research. Therefore, the main focus of this study is the interference effect of consumer awareness of CSR.

In other words, CSR is regarded as a good strategic marketing tool with significant influence on consumer behavior and brand selection (He & Lai, 2014). Therefore CSR is an important influence factor on brand attitude and purchasing behavior. But, rare studies have explored how awareness of CSR influences consumer decisions. For instance, does consumer's awareness of CSR affect the relationships among brand image, brand attitude, brand satisfaction and repurchase intention? In addition, how does it influence the intensity of these relationships? These issues are worthy of further discussion. It is further worth exploring whether consumers are aware of all these different types of CSR, whether different levels of awareness lead to differences in attitude and behavior, and what influence this has on the brand image relational model.

In this study, brand image was classified as functional, symbolic, or experiential (Park, Jaworski, & Maclnnis, 1986), in order to explore whether brand image affects brand attitude, satisfaction and repurchase intention. Since these three brand image categories are popular in strategic brand concept-image management, many studies have used this concept to support their observations (Jun, Maclnnis, & Park, 2005; Hur, Park, & Kim, 2010; Olsen, Slotegraaf, & Chandukala, 2014). A relational model of brand image was then built using awareness of CSR as an interference variable in the analysis.

Since customer health has become an important issue currently, it will be directly influenced by food sold. Thus, using the focus group method, food chain MOS Burger was chosen as a case study, because a health-oriented image is central to MOS's business and it is committed to fulfilling CSR**.** A consumer survey was then conducted to collect preliminary data which would aid in understanding how aware consumers are of MOS's CSR, as well as their brand image, brand attitude, satisfaction and repurchase intention. The survey respondents were consumers in Taiwan who had previously purchased products at MOS Burger.

The remainder of this study respectively presents a literature review, hypotheses, research methodology, research results, discussion, conclusions, limitations and recommendations for future research.

2. Literature Review

2.1 Brand Image

Brand image is the set of feelings, attitudes and concepts that consumers associate with a brand. It is the sum total of all brand messages that consumers receive from experience, word of mouth, advertising and services (He & Lai, 2014). Brand image is an external clue to product quality, and is relied upon by consumers in evaluating the perceived value of products (Hur, Park, & Kim, 2010). A strong brand promotes a positive impression of its product. The better the brand image in the eyes of consumers, the more favorable their judgment of the product, encouraging them to make the purchase (Pina, Iversen, & Martinez, 2010). Brand image is a perceived image that is created through the activities and communications of the company. Consumers will develop a free association with the brand through relevant activities. Brand image can be categorized as functional, symbolic and experiential (Park, Jaworski, & Maclnnis, 1986).

The above concepts can be applied in the research of fast-food chain that is novel. Such as following:

1). Functional brand image: This refers to the functional performance of the product and how effective it is in helping consumers solve relevant problems. For example: MOS Burger can sated hunger and leave customers happy after a tasty meal.

2). Symbolic brand image: Product image of satisfying the internal needs of consumers. For example: MOS Burger can enhance self-esteem of consumer, improving their social status.

3). Experiential brand image: The brand is able to meet the consumers' need for variety and excitement, thereby providing emotional benefit. Such as, MOS Burger can enhance the feelings of happiness and joy.

This study utilized these three categories to explore the implications of brand image and to design questions about how it is perceived by consumers.

2.2 Brand Attitude

Attitude refers to the extent to which consumers expect a brand to meet their specific needs. The attitude of consumers towards a brand can be evaluated from their brand awareness (Pina, Iversen, & Martinez, 2010). After consumers have made an overall assessment of a brand, they make judgments about whether its attributes

or benefits are advantageous to themselves, and thereby develop brand attitude (Folse & Burton, 2013).

Brand attitude refers to the extent to which consumers like or dislike a brand (Choi & Winterich, 2013). As a measure of whether consumers feel positively or negatively about a brand, brand attitude can be used to predict satisfaction and intention to repurchase. Consumers who have a good attitude towards a brand are more likely to purchase it (Kotler & Keller, 2008). Brand attitude therefore plays a pivotal role in the purchase decision-making process, and can be used to forecast consumer satisfaction and intention to repurchase.

This study based on above concepts to design questions to measure brand attitude of consumer.

2.3 Satisfaction

Customer satisfaction is an awareness of the pleasure experienced from the product or service during the consumption process (Li & Murphy, 2013). It is a type of behavior that results from the gap between pre-purchase expectations or experiences and post-purchase evaluation (Day, 1984). Satisfaction is thus the result of consumers comparing the perceived performance of a product or service with their personal expectations (Kotler, 2000; Pappas, Pateli, Giannakos, & Chrissikopoulos, 2014). Customer satisfaction is therefore based on the comparison between how consumers perceive a product or service prior to purchase and their evaluation of the purchasing experience (Joewono & Kubota, 2007).

According to Reichheld (1996), improving satisfaction levels is essential to the future success of a company as it can create positive word of mouth and contribute to maintaining strong prices. This is because customer satisfaction directly influences brand loyalty, word of mouth, market share and corporate image, enhancing the competitiveness of a business (Hamza, 2013).

Since satisfaction is an awareness of the pleasure experienced during the consumption process, thus the above concepts are used to design questions to measure customer satisfaction of MOS.

2.4 Repurchase Intention

Repurchase intention is a direct result of customer loyalty (Lam & Shankar, 2014). Daugherty, Stank and Ellinger (1998) indicate that repurchase intention includes intention to continue the relationship, purchase the product in the future, recommend it to others and evaluate the consumption experience. Therefore, repurchase intention is the possibility that consumers will want to repurchase or continue to use a product (Davidow, 2003; Tsiros & Mittal, 2000; Hamza, 2013). With a relatively strong effect on purchasing decisions, repurchase intention is determined by the beliefs, attitudes, appraisal and perceived value of consumers in relation to products. Repurchase intention is often measured according to whether customers may repurchase, would like to repurchase, or are considering a repurchase (Zeithaml, 1988; Huang, Yen, Liu, & Chang, 2014). These items are used to design questions to measure repurchase intention of MOS's customer.

2.5 Consumer Awareness of CSR

Companies face an obligation to fulfill their CSR, which is a general label for all activities that aim to pursue social value and meet the needs of society (He & Lai, 2014; Skard & Thorbjornsen, 2014). Consumer awareness of CSR influences consumers' attitude towards companies, and thereby affects their purchasing behavior (Lichtenstein et al., 2004). Although CSR covers a wide range, companies should meet their obligations towards all parties of interest, as categorized below (Clarkson, 1995; Mitchell, Agle & Wood, 1997; Waddock et al., 2002; Brunk, 2010; Wu & Wang, 2014):

Customer CSR: Meet commitments to customers by providing high quality products and services.

1) Employee CSR: Treat employees fairly, support their development and assist them in maintaining a work-life balance.

2) Environmental CSR: Develop goals and implement measures to protect the environment.

3) Economic CSR: Sell products at fair prices, and generate reasonable profit and return for investors.

4) Community CSR: Take the initiative to support and donate towards local charities and educational activities, improving quality of life for the community.

Consumer awareness of CSR was measured in this study using the five elements described of above, and consumers were categorized according to the level of awareness of CSR.

3. Hypotheses

3.1 Influence of Brand Image on Brand Attitude

Howard (1994) demonstrates that consumers' recognition and trust of a brand image directly affects their attitude

toward the brand and repurchase intentions. People are more likely to purchase products they are familiar with and that have a positive image (Choi & Winterich, 2013). A strong brand image can convey a feeling of safety and dependability, and make consumers who purchase the product feel more positive and satisfied.

Brand attitude is mainly determined by the degree of perceived fit between the product and the brand image (Pina, Iversen, & Martinez, 2010). Thus, the more confidence consumers have in a brand image, the more trusting they are of the product. Brand image does not only directly affect brand attitude, but also drives purchases (He & Lai, 2014; Wu & Wang, 2014). Therefore, brand image has a significant, positive correlation with the reputation of a company; the stronger its brand image, the better consumers feel about its products, as demonstrated by brand attitude (Cretu & Brodie, 2007; Skard & Thorbjornsen, 2014).

The above researchers show that brand image will direct affect brand attitude, but almost no research studies the influence of different brand images on brand attitude. Since this study classifies brand image as functional, symbolic and experiential based on the work of Park et al. (1986), thus the following hypotheses are proposed:

H1a: The functional image of a company has a significant, positive influence on brand attitude.

H1b: The symbolic image of a company has a significant, positive influence on brand attitude.

H1c: The experiential image of a company has a significant, positive influence on brand attitude.

3.2 Influence of Brand Attitude on Satisfaction

Consumers form brand attitude based on their previous purchasing experiences, and this attitude affects their satisfaction (Li & Murphy, 2013). Brand attitude is therefore a key antecedent to satisfaction. According to Jamal and Goode (2001), consumers who have a consistently positive attitude towards a brand will start to prefer the brand and experience greater satisfaction. When brand attributes are linked to a positive image, customers develop a stronger brand attitude, which enhances their satisfaction (Romaniuk & Sharp, 2003). In order to fully understand the purchase decisions and behavior of consumers, it must first be understood how they see and evaluate brands, as well as their brand attitudes. The reason brand attitude plays such an essential role is because it allows the prediction of how satisfied consumers are with a brand, and thereby enables a forecast of their repurchase intention (Krystallis & Chrysochou, 2014).

Brand attitude is clearly an important impact factor on consumer satisfaction, which leads to the following hypothesis to test whether the same results existed in fast-food chain:

H2a: The brand attitude of consumers has a significant and positive influence on their satisfaction.

3.3 Influence of Brand Attitude on Repurchase Intention

Previous findings suggest that brand attitude significantly influences consumer behavioral loyalty (Krystallis & Chrysochou, 2014). This is why it is possible to directly or indirectly gain an understanding of repurchase intention through brand attitude (Riley et al., 1997).

To a certain extent, consumers identify product quality with the brand, and the resulting brand attitude affects their repurchase intention (Taute & Sierra, 2014). As consumers make purchases based on their brand preferences, brand attitude affects purchase decisions (Neal, 2000).

According to Kotler (2000), a stronger brand image reduces the perceived risk of consumers, leading them to identify with the brand, and encouraging a positive brand attitude. This fosters greater trust in the brand, as consumers feel they are incurring less risk in purchasing its products, which increases their purchase/repurchase intention. Based on the above, the following hypothesis is proposed to test whether brand attitude will positive impact on repurchase intention in fast-food chain:

H2b: The brand attitude of consumers has a significant and positive influence on their repurchase intention.

3.4 Influence of Satisfaction on Repurchase Intention

There is a relatively strong link between satisfaction and repurchase intention (Lam and Shankar, 2014). Customer satisfaction will encourage consumers to use products and spread positive word of mouth while increasing their repurchase intention (Hamza, 2013; Wu & Lin, 2014). Conversely, dissatisfaction weakens repurchase intention. The more consumers are satisfied, the more committed they are to the company, and the stronger their repurchase intention (Huang, Yen, Liu, & Chang, 2014). A long-term, strong relationship between customers and businesses increases satisfaction and enhances repurchase intention (Anderson & Sullivan, 1993). Therefore, brand satisfaction is positively correlated with repurchase intention (He & Lai, 2014; Pappas, Pateli, Giannakos, & Chrissikopoulos, 2014).

Today's fiercely competitive markets have forced businesses to focus more on customer satisfaction in order to

encourage repurchases and to gain a greater market share (Bai, Law, & Wen, 2008). According to Mittal and Kamakura (2001), the added value of greater customer satisfaction is far-reaching. Repurchase intention increases in proportion to customer satisfaction.

Based on the above, the following hypothesis is proposed to test whether brand satisfaction will positive impact on repurchase intention in fast-food chain:

H3: Consumer satisfaction has a significant and positive influence on repurchase intention.

3.5 Interference from Consumer Awareness of CSR

The opinions of consumers about a brand are affected by the efforts of the business to fulfill its CSR (Sen et al., 2006). Fulfillment of CSR can provide consumers with important clues to a company's brand image (Becker-Olsen et al., 2006), and is also a determining factor in whether consumers purchase its products (Pivato et al., 2008). Therefore, when companies meet their CSR as a good strategic marketing tool, it provides consumers with an important cue to making purchase decisions (Maignan & Ferrell, 2001; He & Lai, 2014).

This means that in addition to generating profit and protecting the rights of their shareholders, companies must also meet their social obligations to staff, consumers, the community and the environment (Kanji & Chopra, 2010). According to Brunk (2010), CSR can be classified into five general categories: customers, staff, environment, economy and community. By fulfilling CSR on these five fronts, companies can effectively improve their brand image and positively drive purchasing decisions (Park, Jaworski, & Maclnnis, 1986). However, no research studied the interference effect of awareness of CSR on relational model of brand image.

This study measured consumer awareness based on five general categories of CSR (Brunk, 2010), and then divided consumers into different CSR perception groups in order to determine whether awareness of CSR interferes with the constructed relational model. The following hypothesis is therefore proposed:

H4: Consumer awareness of CSR interferes with the intensity of the relationships in the brand image model.

4. Research Methodology

4.1 Research Framework

The independent variables used herein were consumer perception of the three aspects of brand image: functional, symbolic and experiential. The influence of the three brand images on brand attitude, satisfaction and repurchase intention was examined in order to build the relational model. This concept framework is novel in the area of CSR research. Especially, the comparison of relationship models between different clusters of CSR awareness, and to explore the interference.

First, a valid questionnaire was designed which used reliability and validity analysis to survey the consumers of MOS Burger in Taiwan. Next, consumers were categorized into two groups based on their awareness of MOS Burger fulfilling its CSR. Finally, the two groups were compared by the competing model analysis of SEM (structural equation modeling), in order to test the interference effect of consumer's awareness of a company fulfilling its CSR (see Figure 1).
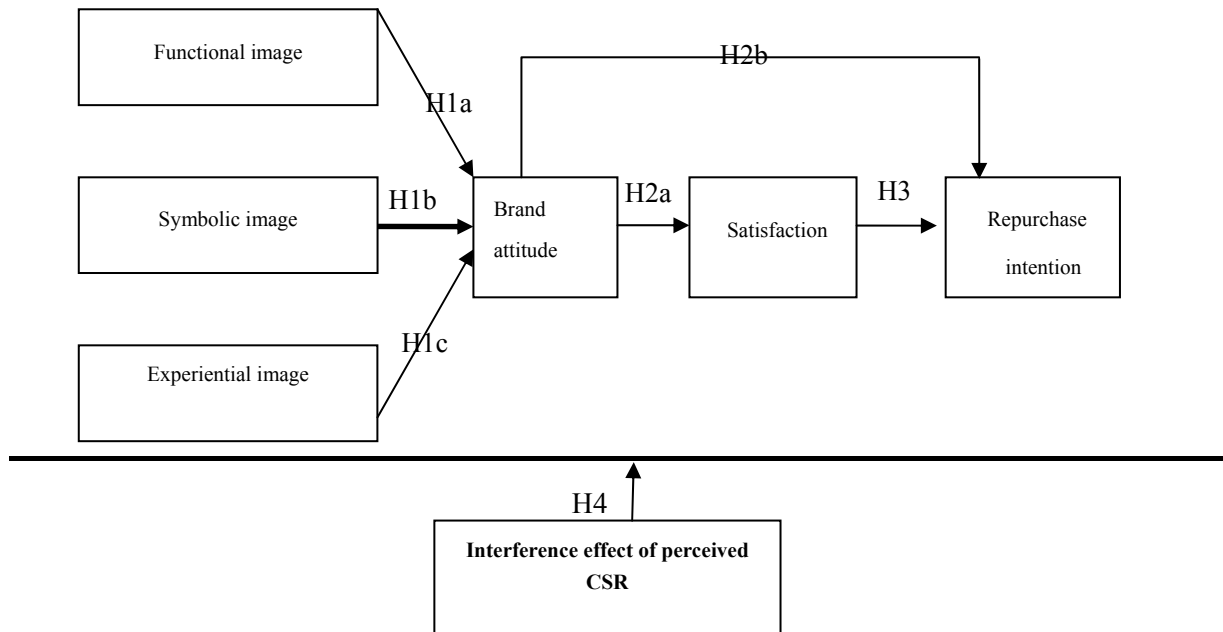
Figure 1. Research framework

4.2 Questionnaire Design

A consumer questionnaire was drafted based on the conceptual framework of the literature review and information gathered from interviews with businesses. Prior to the formal survey, a pre-test and pilot test of the questionnaire were conducted in order to ensure its effectiveness as a measurement instrument. For the pre-test, in-depth interviews were conducted with 30 MOS consumers selected using convenience sampling. Results showed that two questions were unclear, and these were deleted from the questionnaire.

The amended questionnaire was then distributed to 100 pilot test subjects, again selected using convenience sampling, and the reliability and validity of the results were analyzed. Analysis outcomes showed that the Cronbach's α of each construct met the > 0.7 criterion (Nunnally, 1978); item to total correlation coefficients were all > 0.5 (Kerlinger, 1978), indicating strong reliability. Factor analysis showed that the eigenvalue of each construct exceeded 1, cumulative explained variance exceeded 0.5, and the factor loading of each variable exceeded 0.5, showing strong convergent validity (Kaiser, 1958). The formal survey then conducted using questionnaire which was developed by this study through above process.

The formal questionnaire comprised six sections, with the first being 11 questions on the three brand image constructs (see Park, Jaworski, & Maclnnis, 1986); the second consisted of four questions on brand attitude (see Kotler and Keller, 2008); the third consisted of five questions on satisfaction (see Kotler, 2000); the fourth consisted of four questions on repurchase intention (see Zeithaml, 1988); and the fifth consisted of 20 questions on CSR perception (see Brunk, 2010). A 7-point Likert scale was used for the above sections, ranging from "strongly disagree" (1 point), to "strongly agree" (7 points). The sixth section comprised eight questions on basic demographics, measured using a nominal scale.

4.3 Sample Structure

Respondents in this study were MOS Burger consumers in Taiwan. Our staff randomly distributed a total of 600 questionnaires over a period of two months. After eliminating invalid questionnaires, 535 valid questionnaires were recovered, for a response rate of 89.17%. Sample analysis showed that 46.9% of respondents were male and 53.1% female; the 21-30 age bracket accounted for most of the respondents at 47.0%, followed by the 31-40 age bracket at 23.9%. In relation to place of residence, the highest number of subjects lived in central Taiwan (35.5%), followed by northern Taiwan (31.1%); 57.5% had a university/college level of education and 23.2% had a high school/vocational high school education. Students accounted for the largest group of respondents at 22.9%, followed by those employed in the finance and service industries at 21.8%. As for average monthly income, 37.29% fell into the 10,001-30,000 NTD (Taiwanese dollar) category, while another 31.2% fell into the category of 30,001-50,000 NTD. The majority of respondents (76.5%) visited MOS Burger two (inclusive) or fewer times per month, and another 19.8% visited three to four times per month.

4.4 Reliability and Validity Analysis of the Questionnaire

The reliability of the questionnaire was assessed using Cronbach's α and correlation analysis. According to Nunnally (1978), who suggested that Cronbach's $α > 0.7$ indicates strong reliability, and Kerlinger (1978), who established the criterion of item to total correlation > 0.5, results showed that the questionnaire had strong overall reliability (shown in Table 1).

According to Kaiser (1958), the eigenvalues extracted using exploratory factor analysis (EFA) must exceed 1, and cumulative explained variation, as well as the factor loading of each variable, must exceed 0.5. The results for this questionnaire exceed of all these criteria, indicating strong convergent validity (shown in Table 1).

According to Gaski and Nevin (1985), two constructs have discriminant validity if their correlation coefficient is smaller than their individual Cronbach's α values. This study tested the relevant aspects against this principle and found that the questionnaire had discriminant validity.

Reference was made to international research in designing the first draft of the questionnaire, which was modified after discussion with academics and industry professionals to form the pre-test version. The pilot-test was then used to ensure the validity of the formal questionnaire. Thus, the questionnaire had content validity. Because reference was made to previous literature in developing the research model and framework, the questionnaire also had nomological validity.

4.5 Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) using AMOS software was conducted to verify the effectiveness of the measurement model. According to rigorous criteria, the ratio of chi-square to degrees of freedom ($χ^2/df$) must not exceed 3 (Carmines & MacIver, 1981); RMSEA (root mean square error of approximation) must be smaller than 0.05, and GFI (goodness of fit), AGFI (adjust goodness of fit), NFI (normed fit index), RFI (relative fit index) and CFI (comparative fit index) must exceed 0.9 (Bagozzi & Yi, 1988; Joreskog & Sorbom, 1989) to show the goodness fit of the measurement model.

Table 1. Reliability and validity of the questionnaire

Measurement indicators	Item-total correlation	Factor loading	Eigenvalue	Cumulative explained variance (%)	Reliability α
Functional image					
1. MOS Burger products are reasonably priced.	0.448	0.724	2.134	68.758	0.788
2. MOS Burger provides good service.	0.658	0.863			
3. MOS Burger products are of high quality.	0.598	0.886			
Symbolic image					
1. MOS Burger products are on trend.	0.679	0.868	2.358	69.412	0.857
2. Using MOS Burger products symbolizes quality of life.	0.755	0.902			
3. MOS Burger is a leading brand.	0.694	0.889			
4. The MOS Burger brand and products are in line with my personal image.	0.507	0.658			
Experiential image					
1. MOS Burger products have a fresh and interesting feel.	0.758	0.869	2.969	72.659	0.825
2. MOS Burger products make me feel warm and assured.	0.836	0.902			
3. The store environment at MOS Burger is comfortable.	0.696	0.836			
4. The marketing activities at MOS Burger are fun.	0.652	0.791			
Brand attitude					
1. My overall impression of MOS Burger's products is positive.	0.754	0.898	3.259	78.964	0.963
2. MOS Burger products make me feel happy.	0.853	0.935			

3. I trust MOS Burger's products	0.863	0.945			
4. The style of MOS Burger products really suits me.	0.695	0.841			
Satisfaction					
1. The sales process at MOS Burger is very efficient.	0.625	0.758	3.364	65.968	0.837
2. The staff at MOS Burger is very helpful.	0.445	0.585			
3. The products or services at MOS Burger meet my expectations.	0.734	0.893			
4. I am satisfied with the products or services provided by MOS Burger.	0.744	0.876			
5. My experiences with MOS Burger products or services have been pleasant.	0.765	0.856			
Repurchase intention					
1. I will continue to purchase MOS Burger products.	0.695	0.857	2.836	72.244	0.887
2. I will recommend MOS burger products to others.	0.803	0.934			
3. I will buy more products when MOS Burger has promotions.	0.693	0.846			
4. I am willing to pay a higher price for MOS Burger products.	0.645	0.726			

5. Research Results/Findings

5.1. Competing Model Analysis

The results show that this questionnaire exceeded all reliability and validity criteria, indicating strong measure effectiveness. In addition, confirmatory factor analysis results showed that $\chi^2/df = 1.243$; RMSEA = 0.021; GFI = 0.965; AGFI = 0.947; NFI = 0.975; RFI = 0.965; CFI = 0.995. The measurement model was shown to have good fitness, with effective indicators that have construct validity.

Consumers were categorized using the average value (4.69) of consumer awareness of CSR. The 268 respondents with an average of less than 4.69 were categorized as having weak consumer awareness of CSR; the 267 respondents with an average equal to or greater than 4.69 were classified as having strong consumer awareness of CSR.

AMOS was used for competing model analysis of SEM in order to understand the differences between groups. Results showed $\chi^2/df = 1.061$; GFI = 0.945; AGFI = 0.910; NFI = 0.951; RFI = 0.925; CFI = 0.997 and RMSEA = 0.011, indicating that the models met the criteria for strong models. The competing model used is therefore satisfactory, as it was shown to have good fitness (shown in Table 2).

5.2 Two-Group Comparison Using Competing Model

The relation paths of competing model analysis showed that some differences exist between the two groups, which are explained below:

In the low perception group of CSR, functional and experiential images had a significant and positive influence on brand attitude, supporting H1a and H1c. Thus, functional and experiential images are important factors that will influence consumer attitude in the low perception group of CSR. Meanwhile, brand attitude was shown to significantly and positively influence satisfaction and repurchase intention, supporting H2a and H2b. Satisfaction also had a significant, positive influence on repurchase intention, supporting H3. However, the relationship between symbolic image and brand attitude was not significant, indicating that this group is mainly influenced by functional and experiential images (shown in Table 2).

In the high perception group of CSR, functional image had a significant and positive influence on brand attitude, supporting H1a. This means that a high functional image such as: good service, high quality, etc., will enhance consumer's attitude toward a company brand. Brand attitude was shown to significantly and positively influence satisfaction and repurchase intention, supporting H2a and H2b. However, the relationships between H1b, H1c and H3 were not significant. The results showed that satisfaction and repurchase intention are primarily

influenced by functional image. Thus, functional image is a major influence factor in the high perception group of CSR (shown in Table 2).

The two groups were also compared in terms of the intensity of variable relationships (as shown in Table 2). After analyzing the relationship between experiential image and brand attitude, it was found that both groups showed significant differences in this relationship, with stronger t test results in the low CSR group. This showed that CSR awareness interferes with the relationship between experiential image and brand attitude, partially supporting H4.

Table 2. The competing model analysis for different groups

Paths	Standardized Regression Weights		T-test (H4)
	Group of low level CSR perception (268)	Group of high level CSR perception (267)	
H1a : Functional image → Brand attitude	0.465***	0.730***	0.067
H1b : Symbolic image → Brand attitude	0.065	-0.004	-0.902
H1c : Experiential image → Brand attitude	0.418***	0.175	-2.113**
H2a : Brand attitude → Satisfaction	0.955***	0.879***	0.287
H2b : Brand attitude → Repurchase intention	0.605***	0.689***	-0123
H3 : Satisfaction → Repurchase intention	0.193*	0.208	-0.316

Note. *: $P < 0.05$; **: $P < 0.01$; ***: $P < 0.001$.

5.3 Discussion

Fast food is the term given to food that is prepared and served very quickly. While any meal with low preparation time can be considered fast food, typically the food sold with preheated or precooked ingredients, and served to the customer in a packaged form. Fast food restaurants are traditionally separated by their ability to serve food via a standard operating process (Wikipedia, 2015). However, face extremely competitive market, fast-food companies fulfilling CSR in order to highlight their unique advantage that becoming very important. Therefore, this research explored the interference effect of consumer's awareness of CSR on the brand image relational model. No research has studied this concept framework before.

From the perspective of consumers, the relationships among brand image (functional, symbolic and experiential), brand attitude, satisfaction and repurchase intention, as well as the interference effects of CSR were analyzed.

This study found that functional image was shown to significantly and positively affect brand attitude in both of CSR perception groups. The results showed that the more aware customers were of functional brand image, the better their attitude towards the brand. Therefore, functionality is clearly an essential requirement of consumers in the fast-food chain.

The research results show that symbolic image did not significantly influence brand attitude in either group, indicating that consumers' attitude was not affected by symbolic brand image. This is an important finding, as it indicates that the influence of brand reputation on consumer attitude is insufficient. This is a key difference of fast-food chain compared with other industries.

Experiential image was shown to significantly and positively influence brand attitude in low perception group of CSR; however, it was no significant influence in high perception group. Evidently, consumers in the low perception group focused more on the experiential image of a brand, and a pleasant experience was relatively important to them. Conversely, those in the high perception group placed more emphasis on whether companies fulfilled their CSR rather than experiential requirements, which is a notable finding.

Satisfaction was shown to significantly and positively influence repurchase intention in low perception group. However, it was no significant influence in high perception group, indicating that even if they are satisfied with MOS Burger products, this will not necessarily encourage them to purchase more products or prefer the brand

over others. Even if they are satisfied with a brand, they may still decide to purchase another brand. This, too, is a notable finding.

The competing model analysis showed that consumer awareness of a company fulfilling CSR had an interfering effect on the relationship between experiential image and brand attitude. This is a key issue for future research.

6. Conclusions and Recommendations

6.1 Conclusions

Based on the literature review this study developed a reliability and validity questionnaires. Then through empirical analysis, the relationship model including six aspects of three brand-images, brand attitude, satisfaction and repurchase intention were established. Further, the differences among consumer clusters with varying awareness of CSR were compared. Thus, a conceptual framework was proposed, as well as variables for the measurement of efficiency, which could offer useful concepts and measure tool for academics and managers in the fast-food industry. This is main contribution of this study.

The research results show that the more functional a brand image, the better the attitude of consumers towards the brand. Both groups of CSR perception, high level and low level, were most susceptible to the influence of functional image. Thus, companies should emphasize functionality in their branding strategies, by guaranteeing food product safety and improving the quality of services. These will not only enhance the functional image of the company, but will also encourage consumers to identify with the brand and generate positive word of mouth. These are very important in fast-food industry.

The results show that better brand attitude implied greater satisfaction and repurchase intention in both groups. Meaning companies focus on improving the brand attitude of their customers, will causes customers to appraise the brand more highly, and reduces their perceived risk, enhancing their satisfaction. Thus, apart from striving to improve the quality of products and services, fast-food chain must also work to strengthen brand attitude.

This study finds that consumers with low awareness of CSR were more influenced by experiential image. That means if companies targeting this group should focus on building an experiential brand image, such as providing consumers with pleasant consumption experiences, especially, in fast-food industry. Thus, companies must gain an in-depth understanding of the characteristics of different consumer groups in order to formulate suitable brand strategies.

6.2 Limitations and Recommendations for Future Research

Our respondents are MOS Burger consumers in Taiwan, so these results may not be applicable to other sectors, as different types of industries may yield different research results. However, these results give an insight into how similar research in other environments might be conducted. Therefore, future studies can apply our model to other types of industries in order to demonstrate the generality of the proposed concept and model.

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