

# Analyzing Perceived Corporate Social Responsibility Effects across Nations: Do Country-Specific Differences Matter?

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# Analyzing Perceived Corporate Social Responsibility Effects across Nations: Do Country-Specific Differences Matter?

## **Abstract**

Many multinational corporations (MNC) reduce their ecological footprint and signal corporate social responsibility (CSR) globally but thereby attract consumers' trust, quality or purchases differently across nations. Therefore, it is important to analyze how corporations profit from perceived CSR or whether they are limited by country-specific contexts. We refer to theory and apply multilevel modeling to analyze moderated direct and indirect effects of perceived CSR through trust and quality on purchase intentions across nations. We rely on data from 35,457 consumer evaluations of a corporation in 43 countries. The results show, a major indirect pathway to purchase intentions is found. The degree of country development and regulative, normative and cultural-cognitive institutions differently moderate the effects, but major levers are evident. The findings have direct implications for decision-makers interested in understanding how centrally managed CSR attracts consumers across nations.

**Keywords:** *Corporate Social Responsibility; National Institutions; Multilevel Structural Equation Modelling*

**Track:** Social Responsibility & Ethics