

Research article

Aesthetics of CSR communication and perception of ethical leadership, impact on purchase intention in high and low rank CSR firms

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Appendix 1. Definition of variables and correlation matrix.

Variable	Abbreviation	Definition
Purchase intention	<i>PI</i>	Average response to the 2 questions of the survey about purchase intention.
Ethical leadership	<i>ELQ</i>	Average response to the 14 questions of the survey about ethical leadership.
High ethical leadership	<i>High ELQ</i>	Indicator variable equal to 1 if <i>ELQ</i> is above the sample median and 0 otherwise.
Aesthetic differential	<i>AttDiff</i>	Average response to the 7 questions of the survey about aesthetic differential.
High aesthetic differential	<i>High AttDiff</i>	Indicator variable equal to 1 if <i>AttDiff</i> is above the sample median and 0 otherwise.
Rank	<i>Rank</i>	Nominal position a firm occupies in the CSR ranking.
Female	<i>Female</i>	Indicator variable equal to 1 if the respondent to the survey is a female and 0 otherwise.
Student	<i>Student</i>	Indicator variable equal to 1 if the respondent to the survey is a non-executive student and 0 if the respondent is an executive student.

	<i>PI</i>	<i>ELQ</i>	<i>AttDiff</i>	<i>Rank</i>	<i>Female</i>	<i>Student</i>
<i>PI</i>	1					
<i>ELQ</i>	0.5606*	1				
<i>AttDiff</i>	0.5361*	0.5670*	1			
<i>Rank</i>	0.0616	0.1036*	-0.0321	1		
<i>Female</i>	-0.0138	-0.012	-0.0328	-0.0476	1	
<i>Student</i>	-0.0999*	-0.0335	-0.1201*	-0.0019	0.0495	1

This table reports the correlation coefficients among the variables. * denotes statistical significance at a 5% p-value level.

Appendix 2. Questionnaire

1. Questions about purchase intention

1. Purchase intention (Yi 1990) after (Goldsmith et al., 2000) (7-point bi-polar scales):

How likely it would be that you would consider buying from (here the name of a firm) if you were considering a purchase of such product/service. Please rate your answer on the following scales:

- a. Improbable/probable;
- b. Impossible/possible.

2. Questions about ethical leadership

2. Ethical leadership (Yukl et al., 2013), adjusted and updated to 7-points:

In your opinion, do the following statements describe the presented organization? Please rate your answers on a scale (1: definitely not; 7: definitely yes).

- a. Shows a strong concern for ethical and moral values.
- b. Communicates clear ethical standards for members.
- c. Sets an example of ethical behavior in actions.
- d. Is honest and can be trusted.
- e. Keeps actions consistent with stated values (“walks the talk”).
- f. Is fair and unbiased.
- g. Can be trusted to carry out promises and commitments.
- h. Insists on doing what is fair and ethical even when it is not easy.
- i. Acknowledges mistakes and takes responsibility for them.
- j. Regards honesty and integrity as important individual values.
- k. Sets an example of dedication and self-sacrifice for the stakeholders.
- l. Opposes the use of unethical practices to increase performance.
- m. Puts the needs of others above own self-interest.
- n. Holds members accountable for using ethical practices in their work.

3. Questions about attractiveness differential

3. Attractiveness differential (Mõttus et al., 2017) (aesthetics of interaction, 7-point bi-polar scales)

How would you rate the communication of the presented organization? Please consider all materials shown using the scales below:

- a. unpleasant/pleasant;
- b. ugly/attractive;
- c. disagreeable/likeable;
- d. rejecting/inviting;
- e. bad/good;
- f. repelling/appealing;
- g. discouraging/motivating.