The Effect of CSR Activity on Customer's Behavioral Intention in Insurance Industry

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ABSTRACT

The purpose of this study is to empirically examine the causal relationship of CSR activities, customer trust and CCID, customer behavior intention(B.I) in the relationship between CSR activities and customer behavior intention(B.I) in the insurance industry, thereby enable top management of insurance company to take it in their consideration that CSR activity help link to customer behavioral intention by customer trust in them and CCID. To achieve the purpose of the study, the hypothesis was established based on preceding research and theoretical background regarding CSR, trust, CCID, behavioral intention(B.I). And this study conducted AMOS statistical analysis based on effective 526 survey data collected from insurance customers across country through online research company. The result of this empirical study is as follows. First, insurance company's CSR activity has a positive impact on customer's trust and CCID, but it did not have a direct significant effect on the customer's behavioral intention(B.I). Second, both customer's trust and CCID have a positive and significant effect on customer's behavioral intention. Third, we have also found that both Trust and CCID played a mediating role between CSR activity and B,I. Fourth, it was found that authenticity did not moderate the enfluence relationship between CSR activity and Trust, CCID. The result of this study shows that insurance company's active CSR activity increase customer trust, thereby create a sense of unity between the customer and the company, In addition, it shows that when CSR activities are mediated by customer trust and CCID, it could lead to customer behavioral intention(B.I) such as repurchasing and positive word-of-mouth activities. to others. The result of this study will contribute to the future research on CSR literature and the marketing strategy of insurance companies.

1. Introduction

These days, Corporate Social Responsibility(CSR) policies are drawing keen attention from many companies because of the strategic importance of CSR across industries(Carroll and Shabana, 2010).

And CSR can enhance competitiveness in the market by strengthening the brand by improving the company's reputation and image (Porter and Krammer, 2006) and ultimately leading to consumer behavior such as product purchasing (Jin and Suh, 2008). Eighty percent of Fortune 500 companies said on their website that their CSR activities would increase corporate reputation (Torugsa N.A., 2013). In general, customers have confidence in companies that adopt CSR policies and customer's trust in those companies can also increase the sense of unity with those companies and it consequently affect customer's behavioral intentions (Brown and Dacin, 1977). Like this, trust, which is an intangible asset, is critical to the company's success (Lai et al., 2010).

However, unlike the manufacturing industry that produces tangible products, insurance companies whose intangible services are main business have some difficulty in differentiating them from other competitors in same insurance industry because many insurance companies are providing similar standardized services to their customers. In addition, the growth of the insurance industry has been slowing recently, therefore, insurance companies are seeking a sustainable growth plan. Meanwhile, in connection with this, Homburg(2009) argued that the CSR activities could enable customers to have confidence in the company and to create a sense of unity between the customer and the company, thereby, making customer's perception of the company even more positive (Homburg et al., 2009). In addtion, several existing studies have stated that implementing CSR with high-quality service would increases customer trust in the company and also enhance customer-company identification(CCID), ultimately lead to repurchasing, and customer loyalty (McDonald. and Rundle-Thiele, 2008). Therefore, in order to respond appropriately to these trends, top management and marketing managers of insurance company need to pay a keen attention to this CSR policy, which can lead to the effects of loyalty, positive word of mouth, recommendation to others, and repurchasing of existing customers and so on. For that reason, top management and marketing managers are required to try to change customer's perception of insurance company more positively and favorably through the development of differentiated CSR activities compared to other competitor company.

Therefore, the purpose of this study is to empirically examine the causal relationship of CSR activities, customer trust and CCID, customer behavior intention(B.I) in the relationship between CSR activities and customer behavior intention(B.I) in the insurance industry, thereby enable top management of insurance company to take it in their consideration that CSR activity help link to customer behavioral intention by customer trust in them and CCID. And a detailed purpose of this research is as follows.

First, this research is to empirically examine the causal relationship between CSR activities and customer's trust, customer-company Identification (CCID). Second, this study is to identify the

relationship between customer trust, customer-company Identification(CCID) and customer's behavioral intention(BI). Third, this study is to examine a mediating effect of customer's trust, CCID on the relationship between CSR and customer's behavioral intention(B.I). Fourth, this research is to examine the moderating effect of authenticity on the influence relationship between CSR activity and customer's trust, CCID.

2. Literature Review

2.1 Corporate Social Responsibility (CSR)

CSR can be defined as a company's duty to society(Smith, 2003). Some researchers have defined CSR as a company acts for society or its stakeholders (Lichtenstein et al., 2004). On the other hand, Bowen (1953) defined CSR as the duty of businessmen to pursue desirable policies, make decisions, or pursue such actions in terms of our society's goals and values.

In addition, the European Commission has redefined CSR as "corporate responsibility for the impact of the enterprise on society." And the South China Morning Post(2002) stated that CSR means to do beyond its legal obligations to manage its environmental and social impacts, particularly how companies interact with their employees, suppliers, customers and the communities in which they operate. And Carroll(1991) categorized corporate social responsibility into four responsibilities: economic, legal, ethical, and philanthropic. These four social responsibilities are not in any order. It

must be done within the ethical framework.

2.2 Trust

The definition of "trust" is customer's belief that the customer's requirements would be reflected in the product and service in the long term in the future (Crosby et al.,1990). Existing previous studies have argued that "trust" is an essential factor for firms to establish relationships with customers and to promote their purchase intentions (Bhattacharya and Sen, 2003).

And Keller(1998) defined "trust" as a degree of confidence in the whole process of planning, executing and delivering the company's products and services in order to meet customer needs or needs. Morgan and Hunt(1994) have argued that trust is the most fundamental element in establishing and maintaining long-term relationships in customer-company relationships.

2.3 Customer-Company Identification (CCID)

The definition of Customer Company Identification (CCID) can be defined as the mental state of customers, such as the feeling that a customer is united with a company or the customers themselves perceive that they belong to a company (Bhattacharya. and Sen, 2003).

And Lichtenstein et al.(2004) interpreted the definition of Customer-Company Identification (CCID) as the identification of the customer's own and corporate characteristics. Improving this consumer company identification(CCID) deepens and strengthens relationships with customers and is also

a useful way to extend the scope of relationship marketing with customers (Bhattacharya and Sen, 2003). Homburg et al.(2009), because of the intangible nature and inherent interdependence of the service industry, customer company identification(CCID) plays a more important role than even customer satisfaction.

2.4 Behavioral Intention

Behavioral intention can be defined by each individual's beliefs and willingness to express future behaviors after customers have formed an attitude toward a specific object, Loyalty, and referral intent to others (Ozdemir and Hewett, 2010).

2.5 Authenticity

The definition of authenticity is the expression of the true self, the correspondence between the inner traits and the external behavior, and the honest inner expression (S Sheldon et al., 1997).

Maslow(1968) said that sincerity is a level of honest and consistent expression of the inner self, And Kahn(1992) defined authenticity as a free expression of the inside without being decorated or concealed. On the other hand, Harter(2002) stated that authenticity means that one's inner state and behavior match. Likewise, authenticity is a concept related to honesty, facts, truthfulness, character, and trustworthiness which means that the inner state, such as thought or emotion, is consistent with external behavior(Beverland, 2005).

3. Research Method

3.1 Research Model

Based on CSR, and various precedent papers and theoretical backgrounds, CSR and trust, customer -company identification(CCID) and behavioral intention have a significant impact on each other.

The hypothesis is that both trust and CCID will act as a mediator between CSR, and customer's behavioral intention. In addition, authenticity is playing a moderating role on the influence relationship between CSR and trust, CCID.

Therefore, as shown in ⟨Fig. 3-1⟩, a research model was established for the relationship between latent variables as follows.
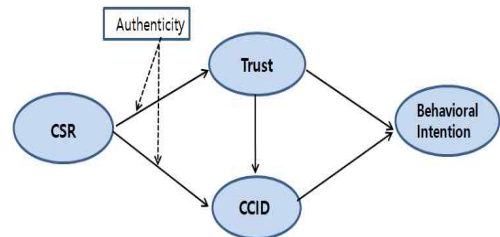
Fig. 3-1 Research Model

3.2 Hypothesis

3.2.1 Relationship between CSR and Trust

Pivato et al.(2008) found that corporate social responsibility(CSR) activities changes consumers' perceptions of the company to the consumer, thereby giving them confidence, trust in the company. And According to Sen and Bhattacharya (2001), CSR activities can instill confidence in consumers. In addition, many researchers have found that CSR has a positive effect on customer

company identification (CCID) growth and repurchase, customer loyalty, and increased trust (Yoon et al., 2006; McDonald and Rundle-Thiele, 2008). Hosmer(1994) noted that social responsibility activities, such as taking ethical responsibility into account in the company's strategic decision-making process, help the company establish trust in its stakeholders.

For customers, CSR is understood as a pro-social enterprise effort to protect and improve social welfare as well as to build trust in consumers through such CSR activities (Sen and Bhattacharya, 2001). Thus, we hypothesized as follows.

H1: Corporate social responsibility (CSR) activities will have a significant positive effect on customer's trust.

3.2.2 Relationship between CSR Activities and Customer- Company Identification(CCID)

In previous studies, CSR also creates a corporate appeal for a company, such as identifying effects on consumers' cognitive and emotional responses (Sen and Bhattacharya, 2003; Brown and Dacin, 1997; Lichten-stein et al., 2004).

And several previous studies have found that CSR has a positive effect on customer-company identification (CCID) (Lich tenstein et al., 2004; Marin et al., 2009; Sen and Bhattacharya, 2001),

In particular, Lichten stein et al. (2004) argue that customers tend to be more identified with companies that actively respond to their obligations to society or stakeholders. Aquino and Reed (2002) found that customers tend to be identified with companies that practice a lot of CSR activities in

order to improve self-esteem and to express self-expression of ethical and moral social image.

Maignan and Ferrel(2004) suggests that a company's response to CSR, that is, its active involvement in CSR, indicates that the company has socially-friendly values, thereby helping consumers identify with the company. It can be useful. Therefore, the hypothesis could be set as follows.

H2: CSR will have a significant positive impact on customer-company identification (CCID).

3.2.3 Relationship between Trust and Behavioral Intention

Pivato et al.(2008) found that customer's trust in corporate ethical behavior is one of the outcomes of corporate social responsibility activities, and that consumer trust has a significant effect on customer behavioral intention (Osterhus, 1997). Many previous studies have shown that the greater the customer's trust in a company, the higher the customer's intention, such as repurchase intentions (Gefen et al., 2004). In addition, research results suggest that customer trust affects brand attitudes and behavioral intentions. David(2005) said that customer trust in a company has a positive effect on brand attitudes and behavioral intentions.

On the other hand, some researchers have shown that CSR not only has a customer-company identification effect on customers, but also has the effect of repurchasing, positive word of mouth, and recommendation to others (Yoon et al., 2006; McDonald and Rundle-Thiele, 2008). Therefore, the hypothesis is set as follows.

H3: Trust will have a significant positive effect

on behavioral intention.

3.2.4 Relationship between CCID and Behavioral Intention

Reinforcing customer-company identification (CCID), that is, the degree to which a customer feels unity with the company, is a useful way to lead customers to buying behavior for the company. Existing previous research literature suggests that CCID influences customer behaviors such as positive word of mouth and repurchase intention (Ahearne et al, 2005; Homburg et al., 2009).

Haumann et al.(2014) conducted a comparative analysis of the effects of customer satisfaction and customer-company identification(CCID). As a result, customer satisfaction and customer-company identification(CCID) revealed consumer behavioral intentions such as loyalty and repurchase intention. Cornwell et al.(2005) also found that, in his research, the identification of firms, the integration phenomenon influences customer's behavioral intentions such as purchase intention. Therefore, based on these previous studies, the hypothesis could be set as follows.

H4: customer-company identification (CCID) will have a significant positive impact on customer's behavioral intentions

3.2.5 Relationship between Trust and CCID

Aquino and Reed(2002) found that customers tend to have a favorable perception for a company that is doing a lot of CSR activities, and that they tend to create confidence in their customers and identify them. Therefore, the hypothesis is set as follows.

H5: Trust will have a significant positive effect on customer company identification (CCID)

3.2.6 Relationship between CSR and Behavioral Intention(B.I)

Many researchers have found that CSR increase trust and CSR also has positive effect on customer behavioral intention such as repurchase, positive word of mouth(McDonald and Rundle-Thiele, 2008). Therefore, based on these previous studies, the hypothesis is set as follows.

H6: CSR will have a significant positive impact on behavioral intention(B.I)

3.2.7 Mediating effect of Trust in the Relationship between CSR and B.I.

According to previous studies, customers have a favorable feeling and trust in companies that actively engage in social responsibility(CSR) activities such as social contribution activities and ethical management. This has a positive effect on customer behavioral intentions such as purchase intention, positive word of mouth intention and repurchase(Sen and Bhattacharya, 2001). Goldsmith et al.(2000) found that corporate social responsibility(CSR) activities build consumer confidence in the company and that trust also affects consumer attitudes and purchase intentions.

Therefore, based on these previous studies, the hypothesis is set as follows.

H7: Trust will play a mediating role in the relationship between CSR and Behavioral Intentions.

3.2.8 Mediating effect of CCID on the relationship between CSR and Behavioral Intentions

In previous studies, several researchers found that CSR affects customer company identification (CCID) and that customer-company identification (CCID)also affects repurchase and customer loyalty (Yoon et al., 2006; McDonald and Rundle-Thiele, 2008). And Anisimova(2007) and Bhattacharya et al. (2003) also suggests that CSR gives consumers a positive perception of a company, and as a result, the consumer feels a sense of identity or unity with the company and ultimately results in consumer behavior such as positive word of mouth, recommendation, and repurchase.

On the other hand, Aquino and Reed(2002) argues that customers tend to be identified with companies that practice a lot of CSR activities, and that this CCID influences customer behaviors such as positive word of mouth and repurchase intentions (Ahearne et. al, 2005; Homburg et al., 2009). Therefore, based on these previous studies, the hypothesis is set as follows.

H8: customer company identification(CCID) will play a mediating role in the relationship between CSR activities and Behavioral Intentions.

3.2.9 Mediating effect of Trust on the relationship between CSR and CCID.

Goldsmith et al.(2000) found that corporate social responsibility(CSR) activities create a sense of trust in the company and change the customer's perception of the company. As that result, customers feel a sense of identity and unity with the company and it ultimately lead to consumer behavior such as positive word of mouth, recommendation, and repurchase. Therefore, the hypothesis is set as follows

H9: Trust will play a mediating role in the relationship between CSR activities and CCID.

3.2.10 Moderating Effect of Authenticity on the relationship between CSR activities and Trust

Goldsmith et al.(2000) suggests that CSR activities create a sense of trust in the company and change the customer's perception of the company. And Price et al.(1995) stated that when customers perceive authenticity in their CSR activities, they feel friendly and positive about their CSR activities. Therefore, the hypothesis was established as follows.

H10: Customer's Perception of Insurance Company's CSR authenticity will moderate the influence relationship between CSR activity and customer's Trust

3.2.11 Moderating Effect of Authenticity on the relationship between CSR activities and CCID

Goldsmith et al.(2000) suggests that CSR activities create a sense of trust in the company and change the customer's perception of the company. As that result, customers feel a sense of identity and unity with the company And Price et al.(1995) stated that when customers perceive authenticity in their CSR activities, they feel friendly and positive about

their CSR activities. Thereby, customer feels a sense of identity to that company, Therefore, the hypothesis was established as follows.

H11: Customer's Perception of Insurance Company's CSR Authenticity will moderate the influence relationship between CSR activity and customer company identification(=CCID).

3.3 Operational Definition

For the empirical analysis of this study, researcher conducted operational definitions regarding five constructs by selecting or modifying and supplementing the measurement items of each latent variable based on the related previous literatures on the five constructs applied in this study. The operational definition of an exogenous variable, Corporate Social Responsibility(CSR) means to understand the degree of customer perception of corporate social responsibility(CSR) activities. And the operational definition of mediating variables such as trust and customer-company identification (CCID) were used to measure customer's trust level about the company and the degree of customer perception of integration between insurance company and customers.

And the endogenous variables, customer's behavioral intention could be measured by dividing the customer's repurchase intention, positive word of mouth intention, and recommendation to others.

The detailed operational definition of each latent variable is as follows.

3.3.1 Corporate Social Responsibility (CSR)

The survey items of corporate social responsibility(CSR) activities were applied to four items used by Carrol(1995) and Maignan(2004). Measurement items are divided into four main categories as follows. : economic, legal, ethical and charitable CSR.

3.3.2 Trust

The questionnaire of Customer Trust used measurements items developed by Fombrun(1996) and Keller(1998), and the trust questionnaire consisted of seven categories as follows.: feeling trustworthy, confidence, transparency, reliability, and response to customer needs.

3.3.3 Customer-Company Identification (CCID)

The customer-company identification(CCID) survey items were applied to six measurement items developed by Homburg et al.(2009) and Bhattacharya and Sen(2003), which consist of six questions such as how much they identify with the insurance company, how familiar they are with the insurance company, how fit they are with the insurance company, and so on.

3.3.4 Behavioral Intention

The questionnaire of behaviour was applied to seven measurement items that were used by Zeithaml(1996) and Boulding et al.(1993) and consisted of seven survey items, including goodwill toward insurance company, recommendation to others, positive oral activity intention, and re-purchase intention, positive word of mouth.

3.3.5. Authenticity

The questionnaire of authenticity used measurements items developed by Price, Amould and Deiber(1995). The authenticity questionnaire consisted of five categories as follows: feeling sincere, honest, humane, voluntary, proactive.

Tab. 3-1 Operational Definition

Variables	Operational Definition	No. of items	Source
CSR (Corporate Social Responsibility)	• Economic Responsibility (continuous economic growth) • Legal Responsibility(obey the law) • Ethical Responsibility(right management) • Philantropic Responsibility(donation to ommunity)	4	Carrol(1995) Maignan(2004)
Trust	• I feel generally that my insurnace company is trustworthy. • I trust that my insurance company is transparent at what it is doing • I feel that my insurance company is honest with customer. • I feel safe with my insurance company. • My insurance company is very responsive to customer demand.	7	Keller (1998) Fombrun (1996)
CCID (Customer-Company Identification)	• I strongly identify with my insurance company. • I feel good being a customer of my insurance company. • I feel familiar with my insurance company. • I like saying that I am a customer of my insurance company. • My Insurance company fits my personality.	6	Bhattacharya and Sen(2003) Homburg et al. (2009)
Behavioral Intention (B.I)	• Positive Recommendation to others • Repurchase Intention • Loyalty Intention • Word of Mouth Behavior • Affective Behavior	7	Zeithaml (1996) Boulding et al. (1993)
Authenticity (AUT)	• Insurer does voluntary action for environmental protection. • Insurer has sincerity for preserving environment • Insurer does proactive action for environment law. • I feel sincerity about insurer`s CSR activity. • I feel humanity with insurer`s CSR activity.	5	Price, Amould and Deibler(1995)

4. Empirical Analysis

4.1 Sample

This study surveyed insurance policyholders who are currently insured through on line survey company. And the sample of those surveyed selected adults aged 20 or older across the country through online research companies and collected effective 526 responses through online access to 1,053 people across the country from Jan. 18-20, 2018. The collected responses were analyzed in SPSS 23.0 and AMOS 23.0. This study conducted empirical analysis with statistics such as frequency analysis, correlation, CFA and structural equation, mediating analysis using phantom variable, moderating effect analysis and so on.

4.2 Demographic Characteristics of Samples

The demographic characteristics of samples are as <Tab. 4-1>. The composition of respondents are 50 percent of men and 50 percent of women. And the age composition of the survey respondents was 19 percent for those under age of 30, 19.6 percent for those aged 30-39, and 20.3 percent for those aged 40-49. The monthly income consists of 10.3 percent less than 1 million won, 36.1 percent more than 1-3 million won, 31.9 percent more than 3 to 5 million won, 21.7 percent more than 5 million won. And in terms of their academic records, they comprise 37.8 percent of high school and junior college graduates, 51.9 percent of university graduates and 10.3 percent of graduate students

and above. In the meantime, jobs include jobs in various fields, including 7.6 percent for students, 17.3 percent for housewives, 9.7 percent for public servants, 11.4 percent for managers and 54 percent for office workers.

Tab.4-1 Respondents Characteristics

Classification		Frequency	Percent
Gender	Male	263	50.0
	Female	263	50.0
Age	under 30	100	19.0
	30~39	103	19.6
	40~49	107	20.3
	50~59	104	19.8
	60~	112	21.3
Education Background	High School	121	23.0
	College	78	14.8
	University	273	51.9
	Postgraduate	54	10.3
Monthly Income (thousand won)	under 1,000	54	10.3
	1,000~3,000	190	36.1
	3,000~5,000	168	31.9
	5,000~	114	21.7
Job	Student	40	7.6
	House keeper	91	17.3
	Public Servant	51	9.7
	Employer	60	11.4
	Employee	284	54.0
Total		526	100

4.3 Confirmatory Factor Analysis (CFA)

In order to measure the validity of the measurement model, confirmatory factor analysis

(CFA) was conducted using AMOS 23.0. Prior to the validity analysis, x^2 / df, RMR, NFI, IFI, CFI, and RMSEA were compared in order to measure the Model Fit of the measurement model. The measuring result of the Measurement Model Fit was as <Tab.4-2> that CMIN/df=2.904 RMR =.036, GFI=.910, AGFI=.882, NFI=.957, IFI =.972, TLI=.966 CFI=.971, RMSEA=.060. <Tab.4-2> showed that the Measurement Model Fit was generally appropriate. Subsequently, the average variance extraction (AVE) and construct reliability (C.R.) values were verified in order to measure the convergent validity. The average variance extraction(AVE) of all latent variables exceeded the reference value of 0.5, and the construct reliability(C.R) value also exceeded the reference value of 0.7. Therefore, all measured variables satisfied the convergent validity.

Meanwhile, as a result of verifying the discriminant validity of each latent variable, as in <Tab.4-3>, the square root of the AVE values of all two latent variables is larger than the correlation coefficient between two latent variables. Therefore, this measurement model can be considered to have obtained discriminant validity.

Tab. 4-2 AVE & Construct Reliability

Factors		Regression Weight	Standardiz-ed Regression Weightg	t	AVE	C.R.
CSR	ETHN	1.000	.908		.732	.920
	ECON	.926	.855	28.5		
	PHIL	.902	.815	28.1		
	LEGA	.884	.842	27.5		
Trust	Tru 7	1.000	.909		.747	.921
	Tru 5	.938	.821	26.6		
	Tru 6	1.020	.892	32.3		
	Tru 2	1.004	.850	28.8		

	Tru 4	.965	.849	28.7		
CCID	CCI 6	1.000	.832		.759	896
	CCI 4	1.016	.886	25.6		
	CCI 3	1.042	.882	25.4		
	CCI 5	1.104	.884	28.6		
Behavior Intention (B.I)	B I 2	1.000	.913		.738	.904
	B I 4	.899	.828	27.1		
	B I 1	.855	.858	29.4		
	B I 3	.940	.861	29.7		
	B I 5	.924	.834	27.6		

Model Fit: x^2 =560.550 df=193, p=.000, CMIN/df=2.904 RMR=.0.036 GFI=.910,AGFI=.882, NFI=.957, IFI=.972, TLI=.966 CFI=.971, RMSEA=.060

Tab. 4-3 The result of the correlation matrix and Discriminant Validity analysis

Variables	CSR.	Trust	CCID	B I	Auth
CSR.	0.855				
Trust	0.824	0.865			
CCID	0.788	0.773	0.871		
B. I.	0.763	0.787	0.838	0.859	
Auth	0849	0.841	0.788	0.777	0.870

* Number of Diagonal Direction means Root of AVE.

4.4 Research Model Fit

Meanwhile, Model Fit Index of the entire research model for hypothesis verification was as <Tab.4-4>. Model Fit Indices of this research model were GFI 0.930 and AGFI 0.903, which exceeded the fitness reference criteria of 0.9.

In addition, the NFI, IFI, and TLI, which are indexes of incremental fitness are all above 0.9, especially 0.977 in the case of CFI. Therefore, this

research model is considered appropriate.

Tab. 4-4 The result of model fit

Model Fit Index	Reference Value	Research Mode
χ2(p)	p >0.05	360.53(.000)
χ2 / df	< 3.0	2.908
RMR	< 0.05-0.08	0.035
GFI	> 0.9	0.930
AGFI	> 0.8-0.9	0.903
NFI	> 0.9	0.965
IFI	> 0.9	0.977
TLI	> 0.9	0.971
CFI	> 0.9	0.977
RMSEA	< 0.05-0.08	0.060

4.5 Result of Hypothesis Testing

The hypothesis verification results of the research model are shown in <Fig.4-1> and <Tab.4-5>
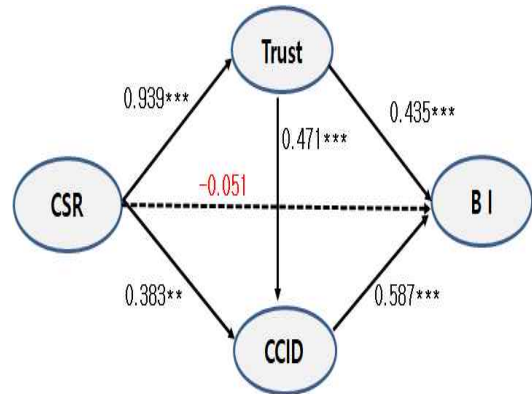
Fig. 4-1. Hypothesis Verification Result

Tab. 4-5. The result of Hypothesis Testing

Hypothesis		Hypothesis Path		B	S.E	C.R(=t)	p	result
H1	CSR	——>	Trust	0.939	0.038	27.289	***	Adopted
H2	CSR	——>	CCID	0.383	0.146	2.987	**	Adopeted
H3	Trust	——>	B.I.(Bebavioral Intention)	0.435	0.116	4.355	***	Adopted
H4	CCID	——>	B.I.(Bebavioral Intention)	0.587	0.058	11.373	***	Adopted
H5	Trust	——>	CCID	0.471	0.131	3.703	***	Adopted
H6	CSR	——>	B.I.(Bebavioral Intention)	−0.051	0.129	−0.501	.616	**Rejected**

First, the test result of hypothesis H1 that the corporate social responsibility (CSR) activity would affect trust is the path coefficient=0.939, t value= 27.289, p=0.000, and the path coefficient is positive and t>1.965, p<0.05, therefore, hypothesis H1 was adopted. Secondly, the test result of hypothesis H2 that the corporate social responsibility(CSR) activities would affect the customer-company identification (CCID) is the path coefficient=0.383, t value=2.987, p=0.000 and the path coefficient is

positive and t>1.965, p<0.05, therefore, the hypothesis H2 was also adopted. Third, the test result of hypothesis H3 that trust will affect the behavior intention is the path coefficient=0.435, t value=4.355 and p=0.000 and the path coefficient is positive and t>1.965, p<0.05, so the hypothesis H3 was adopted. Fourth, the test result of hypothesis H4 that the customer–company identification (CCID) would affect the behavioral intention is the path coefficient = 0.587, t value=11.373, p=0.000 and the path coefficient is positive direction, t>1.965, p<0.05, therefore, hypothesis H4 was also adopted. Fifth, the test result of hypothesis H5 that trust would affect customer–company identification(CCID) was the path coefficient=0.471, t value=3.703, p=0.000, and the path coefficient was positive and t>1.965, p<0.05. so hypothesis H5 was adopted. Likewise, Sixth, the test result of hypothesis H6 that CSR would affect the behaviorl intention (B.I) was the path coefficient=-0.051, t value=-0.501, p=0.000, and the path coefficient was negative and t<-1.965, p>0.05. therefore, hypothesis H6 was rejected.

In the meanwhile, with regard to mediating effects analysis, there are two methods of verifying the mediating effects of trust and customer–company identification (CCID), which are mediating variable in the relationship between the corporate social responsibility (CSR) activities and customer's behavioral intention(B.I.) such as Bootstrapping and Phantom Variable Analysis.

However, in the case of a multi-mediation type as this research model, the indirect effect size of each path of "exogenous variables–> mediating variable–> endogenous variable " is not shown when using the Bootstrapping method. But when using the Phantom variable, all the indirect effect size of each path can be precisely examined as <Fig.4-2> and <Tab. 4-6>. Therefore, H7, H8, H9 are are adopted as <Tab. 4-6>.

And in the meanwhile, with regard to verifying the moderating effect of authenticity in the relationship between CSR and Trust. multi-group analysis as <Tab.4-7> was conducted by dividing the authenticity cognitive group into two groups, low , high group and creating a free model and a constraint model. The result of multi-group analysis is as <Tab. 4-7> and the difference between Free Model and Constraint Model is $\Delta\chi2$ = 0.131, Δ DF = 1. However, $\Delta\chi2$ = 0.131 is turned out to be smaller than the reference value of 3.841. It means that there is no difference between the free model and the constraint model. Therefore, this analysis result shows that authenticity has no moderating effect on the relationship between CSR and Trust. That is, H10 was rejected. Likewise, verifying the moderating effect of authenticity in the relationship between CSR and CCID as <Tab.4-7>, the difference between Free Model and Constraint Model is $\Delta\chi2$ = 1.020, Δ DF=1. And $\Delta\chi2$ = 1.020 is smaller than the reference value of 3.841. It means that there is no difference between the free model and the constraint model. Therefore, this analysis result shows that authenticity has no moderating effect on the influence relationship between CSR and CCID. Therefore, H11 was rejected.
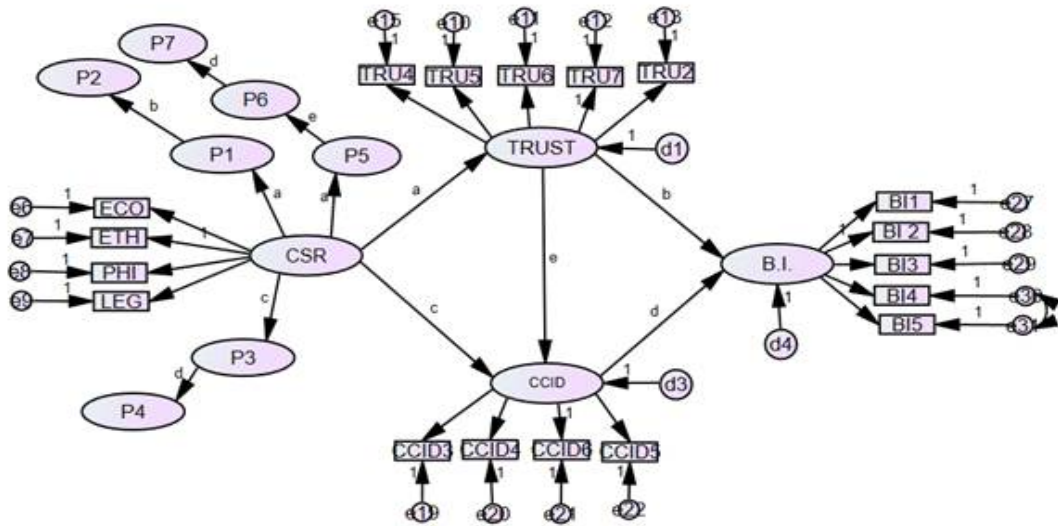
Fig. 4-2 Research Model using Phantom Variables

Tab. 4-6. Mediating Effect Verification using Phantom Variables

Hypothesis	Hypothesis Path	Direct Effect	Indirect Effect Size	Indirect Effect Significance (p)	mediating Effect
H7	CSR—> Trust—-> Bebavioral Intention(B.I.)	No Direct Effect	0.470	0.003	Perfect Mediiation (adopted)
H8	CSR—> CCID—-> Bebavioral Intention(B.I.)	No Direct Effect	0.279	0.031	Perfect Mediiating (adopted)
H9	CSR-> Trust -> CCID->Bebavioral Intention	No Direct Effect	0.335	0.005	(adopted)
Total	CSR->Trust, CCID -> Bebavioral Intention		1.085	0.002	mediating Effect(adopted)

Tab. 4-7. The result of Moderating Effect

	Free Model	Constraned Model 1 (Trust)	Constrained Model 2 (CCID)
χ^2	544.308	544.439	545.328
D.F	248	249	249
$\Delta\chi^2$	-	0.131	1.020
ΔD.F	-	1	1
p		0.426	0.466

5. Conclusion

5.1 Summary of Research Results

The purpose of this study is to empirically examine the causal relationship of CSR activities, customer trust and CCID, customer behavior intention(B.I) in the relationship between CSR activities and customer behavior intention(B.I) in the insurance industry, thereby enable top management of insurance company to take it in their consideration that CSR activity help link to customer behavioral intention by customer trust in them and CCID. And this research also examined the mediating effect of trust and CCID on the relationship between insurance company's CSR activity and customer's behavioral intentions. In addition, this study also attempted to examine the moderating effects of authenticity on the influence relationship between CSR and Trust, CCID, The result of the empirical analysis of this study is as follows.

First, CSR activity of insurance companies was found to have a positive effect on customer's trust and customer-company identification(CCID).

Second, both customer's trust and CCID also have a significant positive effect on behavioral intention. Third, it was found that the CSR activity of an insurance company did not have a direct and significant effect on the customer's behavioral intention, However, this empirical analysis shows that the insurance company's active CSR activity gives insurance customers a positive and friendly perception of the insurance company and it also enhance trust in the insurance company, thereby, increasing CCID as well.

In the meantime, this research used phantom variables in order to examine the mediating effects of customer's trust and CCID on the relationship between CSR activity and customer's behavioral intention(B.I). And the test result of the mediation effects for each path is as follows

First, it was found that customer's trust plays a mediating role in the relationship between CSR activities and customer's behavioral intentions(B.I).

Second, it was found that customer- company identification(CCID) also has a mediating effect on the relationship between CSR activities and behavioral intentions(B.I). In addition to this, this study examined the moderating effect of authenticity on the influence relationship between CSR activity and customer Trust, CCID. And the result shows that authenticity has no moderating effect on the influence relationship between CSR activity and Trust, CCID.

5.2 The implications and limitations

Based on the results of this study, the implications and limitations of this study could be summarized as belows First, the implication of this study could be divided into two aspects such as academic and strategic implication,

5.2.1 Academic Implication

The academic implications of this study is as follows.

First, this study is very meaningful in that it has conducted empirical research on the causal relationship between the insurance company's CSR activity, customer trust, CCID and customer's behavioral intention(B.I.) in insurance industry where trust is regarded important.

Second, it is also meaningful that the result of this study showed that insurance company's CSR activity and customer's trust and CCID could be important factors of customer's behavioral intention (B.I) that can lead to purchasing, positive word of mouth, recommendation to others.

Third, with regard to mediating effect analysis, it would be very meaningful that this study could figure out the exact size of indirect effect of each path through using the Phantom variable as 〈Tab. 4-6〉, 〈Fig. 4-2〉.

Fourth, it was found that authenticity has no moderating effect on the influence relationship between CSR activity and Trust, CCID. The result seems to be somewhat different from ordinary people's thinking.

5.2.2 Strategic Implication

The strategic implications of this research is as follows.

First, this study shows empirically that CSR activity could be used as one of corporate marketing strategies to overcome the current constraint elements of the insurance industry, which is difficult to differentiate significantly from competitors because all insurance companies are providing similar standardized insurance services to their customers.

Second, this research also shows that regardless of the purpose of an insurance company's CSR activities, majority of insurance customers are more likely to trust and favor insurance companies that actively participate in CSR activities and thereby have a sense of unity between customer and insurance company. Therefore, top management and marketing managers of insurance company need to take it in their consideration that they use CSR activity as one of marketing strategies and try to change customer's perception of insurance company more positively and favorably through implementing active CSR activity.

5.2.3 Limitation

In the meantime, the limitations of this study is as belows.

It is a limitation of generalization. As this survey was conducted only on insurance customers, there is some limitations in applying the result of this study to other financial services industry such as banks, securities companies. Therefore, future research needs to be conducted by detailed service industry groups, such as bank, securities company or other financial and it would be very meaningful to compare the study result and find differences by each financial service industry groups.

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보험산업에서의 기업의 사회적책임(CSR) 활동이 고객행동의도에 미치는 영향에 관한 연구

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요 약

이 연구의 목적은 보험산업부문에서의 기업의 사회적책임(CSR)활동과 고객행동의도(B.I) 간의 관계에서 CSR활동 및 고객신뢰, 고객기업동일시(CCID), 고객행동의도(B.I) 등의 각 잠재변수들 간의 상호 인과관계에 대한 실증조사를 하는 것이다. 또한 이러한 실증조사를 바탕으로 고객들은 적극적인 CSR활동을 하는 기업을 신뢰하며 또한 이로 인하여 고객들이 그 기업과 일체감을 느껴 궁극적으로는 재구매, 신규고객 추천 등과 같은 고객행동의도(B.I)으로 연결될 수 있음을 인식하게 함으로써 현재 어려운 사업환경하에 있는 보험기업의 최고경영층에서 이러한 CSR활동을 보험기업의 마케팅전략의 하나로 고려하도록 하려는데 그 목적이 있다. 이 연구목적달성을 위하여 CSR 및 고객신뢰, 기업고객동일시(CCID), 고객행동의도(B.I) 등과 관련한 선행연구 및 이론적 배경을 기준으로 가설을 수립하였다. 한편 본 연구의 표본은 전국 보험가입자 1053명들을 대상으로 온라인 전문조사기관을 통해 설문조사 실시하여 수집한 526개의 유효자료들을 바탕으로 AMOS 통계분석 방법을 활용 분석하였다. 이 실증조사의 결과는 다음과 같다. 첫째, 보험기업의 CSR활동은 고객신뢰 및 기업고객동일시(CCID)에 정(+)의 유의한 영향을 미치는 것으로 나타났으며 보험고객의 행동의도에는 직접적으로는 유의한 영향을 미치지 않는 것으로 나타났다. 둘째, 고객신뢰와 고객기업동일시(CCID) 두 잠재변수는 고객행동의도에 정(+)의 유의한 영향을 주었다. 셋째, 고객신뢰 및 고객기업동일시(CCID) 두 변수는 CSR활동과 고객행동의도 두 잠재변수들 사이에서 매개역할을 하고 있음을 발견하였다. 넷째, 보험기업의 CSR활동에 대한 고객이 지각하는 기업의 CSR활동 진정성은 CSR활동–고객신뢰, 그리고 CSR활동 –고객기업동일시(CCID)간의 각각의 경로에 있어서의 상호영향관계를 조절하지 않는 것으로 나타났다. 본 연구 결과는 보험기업의 CSR 활동이 고객신뢰 및 고객-기업동일시를 증대시키며 또한 이러한 보험기업의 CSR 활동이 고객 신뢰와 고객-기업 동일시(CCID)에 의하여 매개되어 질 때 재구매, 긍정적인 구전활동 등의 고객행동으로 연결되어짐을 나타내 보여주고 있다. 이 연구결과는 CSR문헌과 보험기업의 마케팅전략에 관한 향후 연구에 매우 기여할 것이다.

표제어: 기업의 사회적 책임, 신뢰, 고객기업동일시, 행동의도, 진정성

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