

# CORPORATE CITIZENSHIP AS A WORTHWHILE MARKETING PRACTICE: PAST FINDINGS AND NEW RESEARCH VENUES

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## ABSTRACT

Despite the growing interest for corporate citizenship and the emerging idea that corporate citizenship supports employee performance and customer relationships (Jones 1997; Leonard 1997; Suzman 1995), marketing scholars have paid limited attention to this notion. Marketing academic research has focused extensively on industrial and organizational ethics (e.g., Laczniak and Murphy 1993; Smith and Cooper-Martin 1997), which represent only one type of initiatives undertaken by businesses to promote corporate citizenship (e.g., Laczniak and Murphy 1993; Smith and Cooper-Martin 1997).

This paper first integrates past research conducted both inside and outside of the marketing field in order to assess our current state of knowledge about the potential marketing benefits of corporate citizenship. First, a definition of corporate citizenship is proposed based on a review of two main research streams: (1) the social performance model (Carroll 1979), and (2) the stakeholder management framework (Clarkson 1995; Donaldson and Preston 1995; Goodpaster 1991; Jones 1995).

Second, the findings of the abundant literature on the

relationship between corporate citizenship and financial performance are discussed. Overall, the results of past research are ambiguous: some studies identify a positive relationship between corporate citizenship and performance, some observe a negative relationship, while still others do not find any significant association. These conflicting findings can be largely accounted for by the variety of research methodologies employed in past research, and by the lack of theoretical arguments underpinning empirical investigations.

Third, the paper discusses the results of the rare studies examining the impact of corporate citizenship on three different stakeholder groups – customers, channel members, and employees. Theoretical frameworks are proposed to guide future research. Overall, the paper highlights how academic marketing research could provide a thorough understanding of the effect of corporate citizenship especially on customers, channel members, and customers. Corporate citizenship may emerge as fruitful instrument of external marketing first through its effect on product evaluations, customer loyalty, and positive word-of-mouth, and second through its impact on the selection and maintenance of trusting channel relationships. In addition, corporate citizenship may be an effective instrument of internal marketing by generating a sense of pride and belonging among the workforce.

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# WHY DOESN'T SHE JUST LEAVE? A CONSUMER-BEHAVIOR PERSPECTIVE ON DOMESTIC VIOLENCE AGAINST WOMEN

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## ABSTRACT

This research uses a consumer-behavior perspective to examine women's experiences of and responses to domestic violence. From in-depth interviews with a demographically diverse group of women, themes emerged showing how batterers use possessions to exert

symbolic and physical control over their partners, how victims employ possessions in attempts to cope with the abuse, and how consumption restrictions impede women seeking to escape the abuse. These themes are explored in the context of the notion of extended self. The paper closes with a discussion of implications for the theory of extended self.

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