# CONSUMER E-LIFESTYLE, COOPERATE SOCIAL RESPONSIBILITY ACTIVITIES, AND LOYALTY: A CASE STUDY OF SPA CONSUMERS IN PHUKET PROVINCE

## รูปแบบการดำเนินชีวิตของผู้บริโภคที่ใช้สื่ออิเล็กทรอนิกส์ กิจกรรมความรับผิดชอบต่อสังคม และสิ่งแวดล้อมขององค์กร และความภักดีในตราสินค้า: กรณีศึกษาลูกค้าสปาในจังหวัดภูเก็ต

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## Abstract

This study aims to understand and conceptualize the consumer e-lifestyle and examine the influence of consumer e-lifestyle (i.e., e-activities, e-interests, e-opinions, and e-values) on consumer's perception of Corporate Social Responsibility (CSR) activities. This study also investigates whether consumers' brand loyalty is influenced by CSR activities in the context of spa business. The study employed purposive judgment sampling using questionnaire to collect data from 368 local and foreign consumers for spa products and services in Phuket, Thailand. The Partial Least Squares Structural Equation Modelling (PLS-SEM) techniques were applied to analyze the data. The results revealed that consumer e-interests and consumer e-values have positive effect on CSR activities, while consumer e-activities and consumer e-opinions do not affect CSR activities. Furthermore, the study found that CSR activities have a positive impact on consumer's brand loyalty. The empirical results and findings from this paper would be beneficial for business marketers and practitioners involved in the spa business to gain better understanding of the factors that could increase the consumer's loyalty and formulate marketing communication strategies and facilitate this industry's development.

**Keywords:** Consumer e-lifestyle, CSR activities, Loyalty

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**บทคัดย่อ**

      การวิจัยในครั้งนี้มีจุดมุ่งหมายเพื่อทำความเข้าใจและวางกรอบแนวคิดเกี่ยวกับรูปแบบการดำเนินชีวิตของผู้บริโภค
ที่ใช้สื่ออิเล็กทรอนิกส์ และอิทธิพลของรูปแบบการดำเนินชีวิตของผู้บริโภคที่ใช้สื่ออิเล็กทรอนิกส์ที่มีต่อการรับรู้ด้าน
กิจกรรมความรับผิดชอบต่อสังคมและสิ่งแวดล้อมขององค์กร และยังค้นหาว่า ความภักดีในตราสินค้าของลูกค้า
ในบริบทของธุรกิจสปาได้รับอิทธิพลมาจากการรับรู้ด้านกิจกรรมความรับผิดชอบต่อสังคมและสิ่งแวดล้อมขององค์กร
การศึกษาครั้งนี้ใช้วิธีการสุ่มตัวอย่างแบบเจาะจง ใช้แบบสอบถามในการเก็บรวบรวมข้อมูลจากลูกค้าทั้งชาวไทยและ
ชาวต่างชาติ จำนวน 368 ตัวอย่าง วิเคราะห์ข้อมูลโดยใช้โมเดลสมการโครงสร้างแบบกำลังสองน้อยสุดบางส่วน
ผลการวิจัยพบว่า ผู้บริโภคที่ใช้สื่ออิเล็กทรอนิกส์เพื่อตอบสนองความสนใจการเรียนรู้ด้านต่างๆ และผู้บริโภคที่ใช้
สื่ออิเล็กทรอนิกส์เพื่อตอบสนองประโยชน์ด้านต่างๆ ส่งผลต่อการรับรู้เกี่ยวกับกิจกรรมความรับผิดชอบต่อสังคมและ
สิ่งแวดล้อมขององค์กร ในขณะที่ผู้บริโภคที่ใช้สื่ออิเล็กทรอนิกส์เพื่อตอบสนองการทำกิจกรรมต่างๆ บนโลกออนไลน์
และผู้บริโภคที่ใช้สื่ออิเล็กทรอนิกส์เป็นช่องทางในการแสดงความคิดเห็นบนโลกออนไลน์ ไม่ส่งผลกระทบต่อการรับรู้
ด้านกิจกรรมความรับผิดชอบต่อสังคมและสิ่งแวดล้อมขององค์กร นอกจากนี้ผลการศึกษาพบว่า การรับรู้ของผู้บริโภค
ที่มีต่อกิจกรรมความรับผิดชอบต่อสังคมและสิ่งแวดล้อมขององค์กร มีผลกระทบในเชิงบวกต่อความภักดีในตราสินค้า
ผลการวิจัยนี้จะเป็นประโยชน์สำหรับธุรกิจสปาเพื่อทำความเข้าใจปัจจัยต่างๆ ที่ส่งผลต่อการเพิ่มความภักดีของลูกค้า
และกำหนดกลยุทธ์การสื่อสารทางการตลาดและเพิ่มศักยภาพในการพัฒนาอุตสาหกรรมนี้

**คำสำคัญ:** รูปแบบการดำเนินชีวิตของผู้บริโภคที่ใช้สื่ออิเล็กทรอนิกส์ กิจกรรมความรับผิดชอบต่อสังคมสิ่งแวดล้อม
ขององค์กร ความภักดีในตราสินค้า

## Introduction

    Business firms have come under dramatically increasing pressure to engage in practices described as Corporate Social Responsibility (CSR). CSR has achieved unavoidable interest among the firms across different sectors, such as fashion related products (e.g. jewelry, cosmetics, clothes, etc.), and tourism sector (Groza, Pronschinske & Walker, 2011), hospitality and leisure sector (Coles, Fenclova, & Dinan, 2013), the industry thus being no exception regarding the rising importance of CSR in the business world (Andrea, Sonja & Ralf, 2018). In the same vein, several CSR strategies have been implemented by the focal firm to advance the attention of their respective consumers which significantly affect their post-purchasing behavior (Lacey & Kennett-Hensel, 2010; Lee & Heo, 2009). Therefore, numerous scholars paid attention to study the impact of consumer perception for engaging in CSR activities of organizations (Marin, Ruiz & Rubio, 2009; Vlachos et al., 2009).

    From one side, the importance of CSR and social impact has significantly enforced the firms. On the other side, consumers become aware of CSR activities and are interested more to purchase their products and services from firms that regulate these certain activities and practices (de Grosbois, 2012; Smerecnik & Andersen, 2011). Previous literature denotes one key success to understand the consumer

behavior is to identify their lifestyle. However, scant literature exists to determine the link between e-lifestyle, CSR activities and loyalty.

According to recent research literature, another important achievement in understanding consumer behavior is that organizations must be able to understand the lifestyle of their consumers. Especially nowadays, the lifestyle has changed. Technology is becoming more and more involved in everyday life and making more purchasing decisions (E-lifestyle). According to the survey of travel behavior in Thailand in 2014, 48.7 percent of Thai and 82.8 percent of foreign tourists are using the internet for travel purposes, such as searching for information on travel, accommodation, purchasing travel packages, etc. (Ministry of Tourism and Sports, 2014).

It is therefore important for businesses to understand the changing lifestyles in order to adapt their business strategies in order to meet consumer needs and keep the consumer to stay with the business in long-term. However, there is lack of research that studies the relationship between E-lifestyle, CSR and loyalty. As a result, most businesses do not have enough information to develop their strategies to suit the changing situations.

Thailand has earned a reputation as the spa capital of Asia. Indeed, spa business in Thailand has grown significantly since last decade due to increased consumer's demand for these services (Boonyarit & Phetvaroon, 2011). The Thai Spa Association announced that the value of spa tourism is THB16 billion in 2017 (Forbes, 2017). More importantly, the Thai government has made a policy to promote Thailand as the Spa capital of Asia (Sankrusme, 2012). Due to increase in trend of spa business in Thailand, the government has even taken on a role in spa regulation in order to protect the consumer's right. This ensures the maximum rate of efficacy and safety of the spa services across Thailand. Additionally, scholars found that Thai spa gained the most percentage of interesting strategic spa plan compared to other Southeast Asian countries such as Indonesia and Malaysia (Phongvivat & Pandais, 2011).

Spa consumers in Thailand are both Thai and foreign tourists. However, in 2010, it was found that most of the foreign tourists and health care recipients are mainly from North Asia (China, South Korea, and Japan) and ASEAN, due to the recession of the European Union and the United States, including the liberalization of the ASEAN Economic Community and the emergence of low cost airlines in the ASEAN region.

The growth of tourism, hospitality, and leisure sector in Thailand has led to social and environmental problems (Coles, Fenclova & Dinan, 2013). This could cause a degradation of resources in Thailand if there are no plans to take care of the specific needs of this group. On December 2004, the Indian Ocean Tsunami severely hit Phuket, Thailand. The disaster brought attention to the importance of various forms of CSR in the region that was an unlikely place for CSR before the disaster. A prominent venue for CSR initiatives in the wake of the

storm was the hospitality sector (Jin-Su et al., 2015). Spa business is one of the popular hospitality businesses in Phuket; still appear indifferent or unwilling to incorporate CSR into their business strategies and operation. In the first decade of the 21st century, there has been a growing interest in CSR within the hospitality sector; however, the literature on the linkage between lifestyle, spa firm lacks empirical support (Jin-Su et al., 2015).

In the context of spa, early empirical studies investigated the ability of spa services in Phuket's Andaman tourism, Phang Nga, and Krabi (Boonyarit & Phetvaroon, 2011) and Hirankitti, Mechinda & Manjing (2009) conducted a study to identify general information on spa services, marketing strategies and business operations. This is the strategic source of Asia's spa services. (Sankrusme, 2012) studied the development of health promotion strategies related to Thailand's tourism industry to the global market.

The significant growth of spa industry, have caused many scholars conduct research in this area. For instance, Boonyarit & Phetvaroon (2011) investigate the performance areas of service quality at spas in the Andaman Tourism Cluster including Phuket, Phang Nga and Krabi. Hirankitti, Mechinda & Manjing (2009) identify the general information on the spa business, marketing strategies for the day spa and resort spa operations in Thailand as the strategic location at the crossroads of Asia. Sankrusme (2012) develops strategies to promote health related tourism businesses in Thailand to the global market.

However, previous researches have not addressed the issue of the role of corporate social responsibility (CSR) and the environment of the organization. There are many social problems in emerging countries. Therefore, further studies are required to investigate more about the relationship between consumer lifestyle and CSR, and consumer loyalty by using sample of spa consumers. By doing so, businesses will notice and understand clearly their needs of the consumers. Ample opportunity exists to understand spa consumer's lifestyle in Thailand and their behavior toward CSR activities in health-related tourism businesses; Furthermore, the major spa-related businesses are located in the tourist destinations located at provinces such as Prachuap, KhiriKhan, Phuket, Phang, Nga and Krabi (Sankrusme, 2012). In particular, Phuket has the highest number of tourists in the Andaman tourism development, there are about 10.9 million (5.4 million Thai tourists, and 5.5 million foreign tourists) (Ministry of Tourism and Sports, 2017). Due to its potential and prominence in many aspects, both in terms of tradition, culture, attractions and scenery, it has become a cost-effective resource for continuous improvement. For that reason, Phuket became the main tourist destination of Andaman (Ministry of Tourism and Sports, 2017). Therefore, this research is to define Phuket as the main target for data collection. It is a pilot province to study the role of consumer lifestyle in the use of electronic media. Corporate social responsibility activities affect the loyalty of spa business consumers.

## Research Objectives

1. To understand and conceptualize the consumer e-lifestyle among the Thai spa consumers.

2. To determine the impact of consumer e-lifestyle (i.e., e-activities, e-interest, e-opinions and e-values) on CSR activities.

3. To determine the impact of CSR activities on loyalty among the Thai spa consumers.

## Literature Review

### Loyalty

One of the main purposes of marketing activities is to maintain consumer loyalty because loyal consumers affect the profitability of the businesses. Loyal consumers will offer a long-term revenue for a company (Dick & Basu, 1994; Lam et al., 2004). Thereby, building consumer loyalty in the spa business is not about maintaining consumers' overtime, but also nurturing the relationships with consumers for their continuous future purchases (Rauyruen & Miller, 2007). Loyalty is a part of consumer behavioral intention which is defined as "the willingness of consumers to take action towards services offered" (Grewal, Monroe & Krishnan, 1998), and is considered from two viewpoints namely behavioral loyalty and attitudinal loyalty (Eid, 2015). As previously mentioned, one of the major factors affecting consumer's loyalty is consumer e-lifestyle. The following subsection reveals details about this particular concept.

### Consumer e-lifestyle

Lifestyle can be defined as patterns of action which differentiate people in order to help to understand what people do and why they do it (Chaney, 1996). The term lifestyle has become central, while the personality concept has become marginal to psychographic studies and the latter is currently replaced by lifestyle concept (Vyncke, 2002). Individual lifestyles seem to be stronger predictors of consumer behavior including use and disposition of products and services (Murry, Lastovicka & Austin, 1997). More specifically, due to increased number of smart-phone users and usage of internet, the term lifestyle has been changed to e-lifestyle (Chen & He, 2006). E-lifestyle, in this research, conceives as patterns in which people live and spend their time and money through internet and electronically. Lifestyle theories agreed that consumer behaviors can be predicted by a function of sociological and psychological variables.

Mitchell (1983) developed VALS instrument by observing the relations among individual values, lives, beliefs, and actions. He explained that a mixture of personal life and perceived value determine consumer behavior, while a perceived value is a synthesis of individual beliefs, attitudes, hopes and demands. Therefore, many scholars argue that value is one of the necessary constructs, beside activities, interests, and opinions, to assess consumer lifestyle (Lin, 2003). Interestingly, in parallel with that, Yu (2011) operationalized e-lifestyle employing four constructs of e-activities, e-opinions, e-interests, and e-values. Furthermore, based on theory of lifestyle, lifestyle is a set of behaviors reflecting individual psychological concerns (internal beliefs)

and sociological consequences (external stimuli). This research adopts from seminal work of Yu (2011) to conceptualize e-lifestyle construct.

**Corporate Social Responsibility (CSR) activities**

CSR refers to firm's commitment to minimizing or eliminating any harmful effects and maximizing its long-run beneficial impact on society. CSR is associated with the activities of businesses, particularly in terms of their contribution to obtaining economic, social and environmental sustainability (Jenkins, 2009). The primary social responsibility of a firm is producing socially desirable products and services to the consumers (Wood, 1991). Reviewing the CSR literature reveals certain activities. For example, (Maignan & Ferrell, 2001) refer to discretionary responsibilities which are designed in order to reflect society's desire to see firms participate in the betterment of society beyond the standards set by the legal, economic, and ethical responsibilities (Maignan & Ferrell, 2001). Sen & Bhattacharya (2001) include community support, diversity, the environment and employee support as major CSR practices. Substantially, (David, Kline & Dai, 2005) develop three CSR activities including ethical, discretionary and relational practices.

Beckmann (2007) addressed the association between CSR activities, consumer's perception, attitudes, and behavior. Most traditional studies previously were based on demographic, sociographic, and later psychographic criteria in order to identify consumer's perception with regard

to socially responsible marketing (Anderson & Cunningham, 1972; Mayer, 1976). The result of most of these studies were relatively inconsistent and sometimes contradictory, it can safely be noted that the effect of CSR activities on consumer behavior depends on number of factors that are intertwined in a complex manner, such as consumer's awareness and interest in some CSR activities (Beckmann, 2007). It is a potential opportunity to seek the impact of consumer e-lifestyle on CSR activities from consumer perspective and whether it has effect on their loyalty.

Therefore, this research may infer that consumer e-lifestyle (i.e., e-activities, e-interests-opinions, and e-values), and CSR activities can be regarded as influencing loyalty (see fig.1). Thus:

H1: E-activities have positive effect on CSR activities from spa consumers' perception in Thailand.

H2: E-interests have positive effect on CSR activities from spa consumer's perception in Thailand.

H3: E-opinions have positive effect on CSR activities from spa consumer's perception in Thailand.

H4: E-values have positive effect on CSR activities from spa consumer's perception in Thailand.

H5: CSR activities (i.e. relational, discretionary, and ethical) have positive effect on loyalty among the spa consumer's in Thailand.
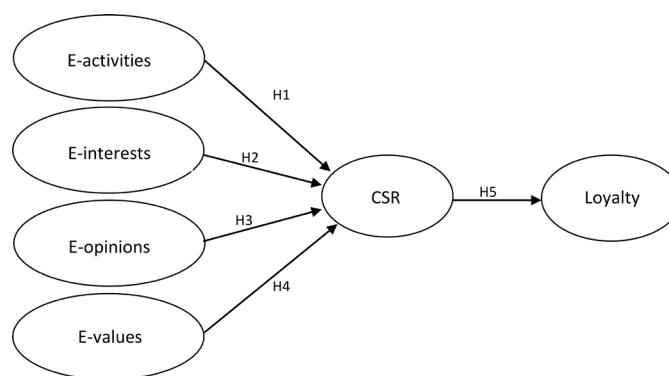
**Figure 1** Research Model

## Methodology

A self-administered questionnaire was applied in this study. The researcher approached the consumer at the tourist area Phuket in various locations such as beaches, restaurants, spa shops, and etc. The required sample size for this study relied on the number of studied variables and the statistical technique being used (i.e., factor analysis). (Hair et al., 2010), the minimum requirement for sample size is to have at least five participants per variable/item. Since we were not able to obtain the list of total population in the suggested area, thereby a non-probability purposive sampling approach is employed whereby only local and foreign consumer of spa in some area of Phuket were chosen and the rest were excluded from the data set. The questionnaire consists of three major sections. The first section included four sub constructs underlying consumer e-lifestyle as the second-order construct. The four subcontracts include e-activities, e-opinions, e-interests, and e-values adapted from previous research (Mitchell, 1983; Wells & Tigert, 1971; Yu, 2011). The second part includes CSR and loyalty. The last section gathers demographic information on the respondents.

## Results and Discussion

The purposive judgment sampling method was employed to identify a sample of 368 participants drawn from local and foreign consumers for spa business in Phuket, Thailand. Phuket was chosen as a setting for this study as the major spa-related businesses are located in the tourist destinations located at Phuket (Sankrusme, 2012). SmartPLS 2.0 software (Ringle, Wende & Will, 2005) was used to evaluate the relationships among the constructs of the research model by conducting partial least squares (PLS) analysis. There are three main reasons why PLS was considered to be more appropriate for this study. First, PLS makes fewer demands regarding sample size than other methods (Chin, Marcolin & Newsted, 2003). Second, PLS can be applied to complex structural equation models with a large number of constructs (Chin, 2010). Third, it advances the choice to analyze constructs' association compared to other techniques (Acedo & Jones, 2007).

**Table 1** Measurement Model Assessment of Second-Order Construct and Other Constructs

| Construct | Item | Loading | CR[*] | AVE[**] |
|---|---|---|---|---|
| E-Activities | E-activities2 | 0.69 | 0.85 | 0.50 |
| | E-activities3 | 0.71 | | |
| | E-activities6 | 0.73 | | |
| | E-activities7 | 0.68 | | |
| | E-activities8 | 0.71 | | |
| | E-activities9 | 0.69 | | |
| E-Interests | E-interests1 | 0.72 | 0.90 | 0.56 |
| | E-interests2 | 0.80 | | |
| | E-interests3 | 0.77 | | |
| | E-interests4 | 0.74 | | |
| | E-interests5 | 0.76 | | |
| | E-interests6 | 0.76 | | |
| | E-interests7 | 0.66 | | |
| E-Opinions | E-opinions1 | 0.67 | 0.88 | 0.54 |
| | E-opinions2 | 0.78 | | |
| | E-opinions3 | 0.77 | | |
| | E-opinions4 | 0.67 | | |
| | E-opinions5 | 0.78 | | |
| | E-opinions6 | 0.74 | | |
| E-Values | E-values1 | 0.70 | 0.88 | 0.52 |
| | E-values2 | 0.74 | | |
| | E-values3 | 0.69 | | |
| | E-values4 | 0.76 | | |
| | E-values5 | 0.65 | | |
| | E-values6 | 0.75 | | |
| | E-values7 | 0.76 | | |
| CSR activities | CSR Activities | 1.00 | 0.93 | 0.81 |
| Loyalty | L-oyalty1 | 0.85 | 0.94 | 0.77 |
| | L-oyalty2 | 0.90 | | |
| | L-oyalty3 | 0.92 | | |
| | L-oyalty4 | 0.87 | | |
| | L-oyalty5 | 0.85 | | |

Participants returned approximately 73.60% of the questionnaires in a complete state. Demographic analysis of the data collected indicates that approximately 55.70% of participants were female, and most of participants were in the 20-24 years age range (28.10%). Approximately 50.30 percent of the respondents possess bachelor degree qualifications, and the personal income with highest representative in the sample was less than 10,000 per month (32.60%). Finally, most of them spent less than 10,000 baht on spa products and services (53.80%).

The measurement model is tested using the PLS Algorithm to check the reliability and validity of items. The measurement model establishes how well the indicators load on the theoretically defined constructs. Table 1 shows the loading, composite reliability (CR), and average variance extracted (AVE). The results show that 51 of the items had a main loading of more than 0.708, except for the first, fourth and fifth item of e-activities (EA1, EA4, and EA5). However, a factor loading of less than 0.7 but greater than 0.5 can be accepted if other items in the same construct present high scores, which is the case in this study (Chin, 2010). Nonetheless, to assess the main loading 0.7 and AVE 0.5, the first item of e-activities (EA1) was removed from the model since this item had a low loading and its removal led to increase in value of AVE (financial value) to above 0.50 (Hair et al., 2014).

The results of the second testing run show that 38 items had a loading value above 0.5. The composite reliability (CR) for all constructs ranged satisfactory as their values were above 0.708. This result confirms internal consistency among the items for all constructs. Convergent validity assessment builds on the AVE values as the evaluation criterion. The results show that all constructs have AVE above 0.50, which means AVE were satisfactory in terms of convergent validity. Therefore, internal consistency and convergent validity of all measurement models are confirmed.

**Table 2** Discriminate Validity of Second-Order Constructs

|  | CSR | EA | EI | EO | EV | Loyalty |
|---|---|---|---|---|---|---|
| CSR | 0.75 |  |  |  |  |  |
| EA | 0.35 | 0.70 |  |  |  |  |
| EI | 0.43 | 0.60 | 0.75 |  |  |  |
| EO | 0.38 | 0.52 | 0.62 | 0.74 |  |  |
| EV | 0.44 | 0.53 | 0.67 | 0.68 | 0.72 |  |
| Loyalty | 0.46 | 0.35 | 0.33 | 0.34 | 0.25 | 0.88 |

Note: Diagonals represent the square root of the AVE and off-diagonals represent the correlation

Discriminant validity is performed to see the level to which a construct is really dissimilar from other construct by empirical standards. Two approaches, namely cross loading and Fornell-Larcker criterion, are employed to assess discriminant validity. Table 2 shows the correlations between the constructs should be lower than the square root of AVE. According to the results, discriminant validity met for all constructs.

## Structural model assessment

Structural model analysis is employed to test the hypotheses with loyalty on as the dependent variable and the proposed determinants- e-lifestyle (i.e., e-activities, e-interests, e-opinions, and e-values) and CSR activities. The results of the models are provided in Table 3.

**Table 3** Hypotheses Testing

| Hypothesis | Relationship | Beta | SE | t value | Decision |
|---|---|---|---|---|---|
| H1 | EA -> CSR | 0.07 | 0.06 | 1.22 | Not supported |
| H2 | EI -> CSR | 0.21 | 0.06 | 3.33[**] | Supported |
| H3 | EO -> CSR | 0.07 | 0.07 | 1.09 | Not supported |
| H4 | EV -> CSR | 0.21 | 0.07 | 2.99[**] | Supported |
| H5 | CSR -> Loyalty | 0.45 | 0.05 | 9.38[**] | Supported |

Note: [*]p < .05, [**]p < .01

Among the five hypotheses built on the direct relationship between consumer e-lifestyle (i.e., e-activities, e-interests, e-opinions, and e-values) and CSR activities, two hypotheses were found to be significant. Consumer e-interest had the most positive significant related to CSR activities ($\beta = 0.21$, $p = 0.01$). Thus, the results showed that consumers who have high e-interests in their lifestyle are more likely to intent to CSR activities (supporting H2). Then this study found that e-values had positive significant impact on CSR activities ($\beta = 0.21$, $p = 0.01$). According to the results, consumers who have high e-values were interested in CSR activities

(supporting H4). Finally, the results showed that CSR activities have a positive impact on loyalty ($\beta = 0.45$, $p = 0.01$). Thus, the results support H5.

There were several findings that resulted from this study, first study conceptualized the model of consumer e-lifestyle, CSR and brand loyalty among the Thai spa consumers to grasp a deeper understanding of the factors that influence the consumer's loyalty. The most important of which were the mains effects of consumer e-interests and e-values on CSR activities. These results support the work of Beckmann (2007) by showing the association

between CSR activities and consumer's perception and behavior. One of the possible explanations is that those consumers who have e-interests and e-values lifestyle have a higher interesting in CSR activities because these consumers believe that they can ascertain the new things and benefit from more values in their life by using electronic media. Another interesting finding pertains to the effect of CSR activities on consumer loyalty. The results are consistent with the previous research by Beckmann (2007), who stated that the effect of CSR activities on consumer behavior depends on number of factors that are intertwined in a complex manner, such as consumer's interest in some CSR activities.

## Conclusion and implications

Nowadays dynamic global environment is important to understand how consumer's e-lifestyle affects consumer's loyalty toward the spa service provider. The competition among the spa businesses in Thailand is more intense now than ever before as the market has not yet reached its optimal level and there are still ample opportunities to enhance their services. This research is focused on consumer e-lifestyle and CSR activities in spa business. The empirical results and findings from this study could provide the marketers in the spa business some marketing implication strategies. First recommendation, the results support the use of segmentation based on differences in consumer e-lifestyle. Especially among group of consumer e-interests and e-values lifestyle, the business efforts should be directed to these groups to enhance consumers' understanding of social and environmental sustainability and favorable consequences of choosing spa service providers. To do so, the businesses are supposed to share their CSR activities to encourage them "doing the right thing" through online channel which is one of the effective channel to connect with these two groups of consumers.

Second, as the results show that CSR activities influence consumer's loyalty, that is, commercial massages will tend to affect consumers' perceptions of the likelihood that positive social and environmental consequence will be obtained when certain services or product types are purchased. When, on the average, consumers' attitudes toward CSR activities are more favorable, their intentions to stop supporting the spa businesses that pollute (Or use from spa service providers that do not pollute as much) and to make consumer sacrifices to slow down pollution will be stronger and lead to more loyalty behaviors.

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