The Impact of Different CSR Messages on Consumers’ Pride, Empathy, and Behaviors

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Corporate social responsibility (CSR) has been discussed as an important marketing strategy (Du, Bhattacharya, & Sen, 2010; Islam & Rahman, 2016; Ko, Rhee, Kim, & Kim, 2014). Other studies have examined the role of CSR on pride and sport fan behaviors (Chang, Kang, Ko, & Connaughton, 2017; Chang, Ko, Connaughton, & Kang, 2016). Du and her colleagues suggested a framework to understand how CSR messages influence human emotions (i.e., pride and empathy) and behaviors, and their study suggested an examination of the impact of different types of CSR. Among several types, the current study attempts to examine the role of a sense of urgency, intent of CSR activity, and community relevance.

A sense of urgency reflects whether the activities that a company deals with are something that should be handled soon or not (Du et al., 2010). The intent of CSR activity refers to how consumers recognize CSR activities as either contributions to the community or marketing activities (Menon & Kahn, 2003). Finally, the current study examines if consumers’ emotions or behavioral intentions can be influenced by whether CSR activities are related to their own community or not. Hence, the current study will test the following hypotheses:

H1. CSR messages regarding a sense of urgency influence consumers’ (a) empathy, (b) pride, (c) intention to donate, (d) intention to purchase, and (e) intention to visit the hometown.

H2. CSR messages regarding intent of CSR activity influence consumers’ (a) empathy, (b) pride, (c) intention to donate, (d) intention to purchase, and (e) intention to visit the hometown.

H3. CSR messages regarding community relevance influence consumers’ (a) empathy, (b) pride, (c) intention to donate, (d) intention to purchase, and (e) intention to visit the hometown.

H4. Two-way interactions between a sense of urgency and intent of CSR activity will be present in consumers’ (a) empathy, (b) pride, (c) intention to donate, (d) intention to purchase, and (e) intention to visit the hometown.

H5. Two-way interactions between a sense of urgency and community relevance will be present in consumers’ (a) empathy, (b) pride, (c) intention to donate, (d) intention to purchase, and (e) intention to visit the hometown.

H6. Two-way interactions between the intent of CSR activity and community relevance will be present in consumers’ (a) empathy, (b) pride, (c) intention to donate, (d) intention to purchase, and (e) intention to visit the hometown.

H7. A three-way interaction among a sense of urgency, intent of CSR activity, and community relevance will be present in consumers’ (a) empathy, (b) pride, (c) intention to donate, (d) intention to purchase, and (e) intention to visit the hometown.

The current study will employ an experimental design. The participants will go through a screening process, informed consent, watch videos that utilize different types of CSR messages, answer construct and demographic questions. The analysis will consist of descriptive statistics, confirmatory factor analysis, ANOVA testing, and process-modeling. Results and discussion will be provided in the presentation.