

Attributions of message authenticity in CSR communication

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Abstract

In this paper we explore how consumer attributions of CSR message authenticity affect several responses to CSR communication (i.e., scepticism, attitude towards the information, trust, attitude towards the company). We also identify antecedents of CSR message authenticity (i.e., social topic specificity, social topic information). Using data collected from 302 consumers, the findings suggest that the effect of message authenticity is so important that it almost completely eliminates the effect of scepticism on consumer attitude towards the company. Consumer attributions of message authenticity can be notably improved with a message design based on social topic information and specificity.

Keywords: *CSR; Authenticity; Message*

Track: Social Responsibility & Ethics