

Do you really want to be part of my CSR initiatives? The impact of requesting consumer's co-participation on retailers and products' evaluation

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Abstract

This research examines the moderating role of consumer co-participation on consumers' evaluations of corporate social responsibility practices and purchase intentions towards retailers and its products, across different types of CSR initiatives (social, environmental and philanthropic). Results from 2 experimental studies indicate that the initiatives that request the involvement of consumers in the CSR programs impair consumers' attitudes towards the retailers and their products. Interestingly, this negative effect of co-participation seems to be dependent on the type of CSR initiatives, being more pronounced for the initiatives of environmental nature. This research offers practical implications for retailers involved in corporate responsibility and sustainability practices, identifying the type of initiatives more valued by consumers, especially those for which they do not wish to participate conjointly with retailers.

Keywords: *CSR initiatives; Co-Participation; Retailer & Product Evaluation*

Track: Social Responsibility & Ethics