

The Impact of Corporate Social Responsibility on Religious Consumers' Luxury Consumption

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Cite as:

Hang Haiming (2023), The Impact of Corporate Social Responsibility on Religious Consumers' Luxury Consumption . *Proceedings of the European Marketing Academy*, 52nd, (112329)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

Our research explores whether the luxury industry engaging corporate social responsibility (CSR) initiatives provides religious consumers a sense of meaningfulness in their luxury consumption, leading to positive word-of-mouth (WOM). Our two experiments jointly suggest that engaging CSR (vs. control) increases religious consumers' sense of meaningfulness in their luxury consumption. This is important because a sense of meaningfulness mediates the impact of CSR on religious consumers' positive WOM. We also empirically rule out perceived hedonism and negative moral emotions as alternative explanations. These results have important theoretical implications for the literature on the incompatibility between CSR and luxury, religiosity and luxury consumption as well as existing CSR literature.

Subject Areas: *Consumer Behaviour, Hedonic Products*

Track: Social Responsibility & Ethics