

Conveying Sustainability: Product-Related CSR Communication in Social Media

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Abstract

As sustainable products become increasingly important to consumers firms have started to include product-related Corporate Social Responsibility (CSR) contents into their social media communication. Although there is research on CSR communication in social media, the specific effects of product-related CSR in contrast to general CSR communication have been widely neglected by research. Therefore, the purpose of this paper is to identify which aspects to consider in product-related CSR communication in social media. To achieve this goal, we apply an established taxonomy development method with three iterations. The resulting taxonomy consists of three parts: general communication dimensions, social media specific dimensions and dimensions specific to product-related CSR content. The taxonomy helps future research and practitioners to better understand which product-related CSR communication characteristics are important to consider as they influence consumer behaviors.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing, Marketing Strategy, Promotion*

Track: Digital Marketing & Social Media