

Can I Trust This? Credibility Strategies in Product-Related CSR Communication in Social Media

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Abstract

To meet growing sustainability demands, companies perform product-related CSR actions and communicate them in social media. The content of these posts can influence credibility perceptions and thus consumer reactions. However, it remains unclear which communication strategies firms pursue and how different credibility enhancing contents impact these behaviors. This study utilizes a latent class cluster analysis of real-world social media posts to identify four distinct communication strategies and identifies differing numbers of likes and comments based on the communication strategies. These strategies include those that provide a significant amount of precise information, those that provide only vague information, and those that focus on communicating recycling initiatives with and without validation. This validation leads to more likes but less comments. The findings provide insights into current communication practices and highlight the importance of credibility contents.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing, Market Analysis and Response, Marketing Strategy, Segmentation*

Track: Social Responsibility & Ethics