

The CSR Paradox: When and Why CSR Efforts Enhance Brand Image but Undermine Product Evaluation

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Abstract

Prior research suggests that corporate social responsibility (CSR) endeavors often have a positive impact on brand image, enhancing consumers' product evaluations. The present research shows that although producing certain types of CSR products can indeed bolster brand image, consumers tend to evaluate the brand's core products less favorably. Leveraging both behavioral and neuroimaging methods, we identify the feelings of disgust, triggered by CSR products, as the driver of the adverse effect of CSR endeavors. We conclude with a discussion of the theoretical contributions and managerial implications.

Keywords: *corporate social responsibility, product evaluations, disgust*

The track this paper is intended for: *Social Responsibility & Ethics*