

Summer 5-28-2023

The Influence of Benefit Appeals in CSR Communication on Consumers' Willingness to Co-creation

Xiaoping Liu

College of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing, 404100, China, liuxiaoping@cqupt.edu.cn

Yingqian Liang

College of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing, 404100, China

Shiyu Wang

College of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing, 404100, China

Follow this and additional works at: <https://aisel.aisnet.org/whiceb2023>

Recommended Citation

Liu, Xiaoping; Liang, Yingqian; and Wang, Shiyu, "The Influence of Benefit Appeals in CSR Communication on Consumers' Willingness to Co-creation" (2023). *WHICEB 2023 Proceedings*. 49.
<https://aisel.aisnet.org/whiceb2023/49>

This material is brought to you by the Wuhan International Conference on e-Business at AIS Electronic Library (AISeL). It has been accepted for inclusion in WHICEB 2023 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

The Influence of Benefit Appeals in CSR Communication on Consumers' Willingness to Co-creation

Xiaoping Liu¹, Yingqian Liang¹, Shiyu Wang¹

¹College of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing, 404100, China

liuxiaoping@cqupt.edu.cn (liuxiaoping, corresponding author)

1. INTRODUCTION AND RESEARCH QUESTIONS

CSR communication means that companies anticipate stakeholder expectations, articulate CSR policies social and environmental issues, and truthful and transparent information about their interactions with stakeholders [1]. Co-creation social responsibility is the identification and satisfaction of consumers' demands by companies that invite them to participate jointly in social responsibility activities [2]. As a new model of responsibility, co-creative social responsibility completely overturns the traditional CSR communication method, which breaks the top-down corporate-centered model and turns it into an interactive consumer-centered model [3]. Only a complete understanding of CSR behavior can eliminate information asymmetry and enable stakeholders to make correct value judgments about CSR activities, thereby improving their relationship with the company and promoting consumer participation in CSR value creation. Public participation is crucial to the successful implementation of CSR activities and the creation of social value, and how to get consumers to actively participate has become a common concern for both academia and enterprises.

While there is a large social marketing literature documenting the role that informational appeals play in persuading audiences, there is no clear evidence of the effectiveness of different types of appeals [4]. Therefore, this paper focuses on CSR communication and CSR co-creation to explore the boundary conditions and internal mechanisms of the influence of interest claims in information appeals on consumer participation in CSR co-creation. Our research questions are as follows: (1) whether different benefit appeals have different effects on the different consumers? (2) whether consumer trust has an indirect effect on co-creation willingness?

2. THEORY AND RESEARCH FRAMEWORK

the hypotheses and research framework are proposed herein (Figure 1).

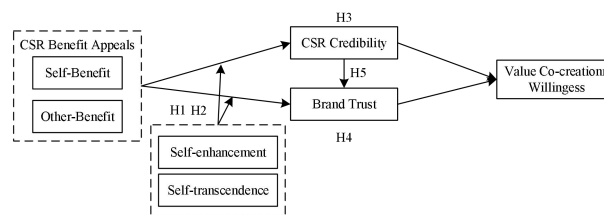


Figure 1. Research framework

In this study, the online research platform was used to collect questionnaires, and 351 questionnaires were collected. After excluding invalid questionnaires (including short response time, incomplete completion, and consecutive selection of the same option), a total of 288 valid questionnaires were collected.

3. RESULTS AND MAJOR FINDINGS

This study observed some valuable and interesting findings: (1) self-enhancement values have a moderating effect between benefit appeals and value co-creation intentions, while self-transcendence values do not have a significant moderating effect (2) CSR credibility and brand trust play a mediating role respectively (3) CSR credibility and brand trust play a chain mediating role in the influence of benefit appeals and self-enhancement values on value co-creation intentions.

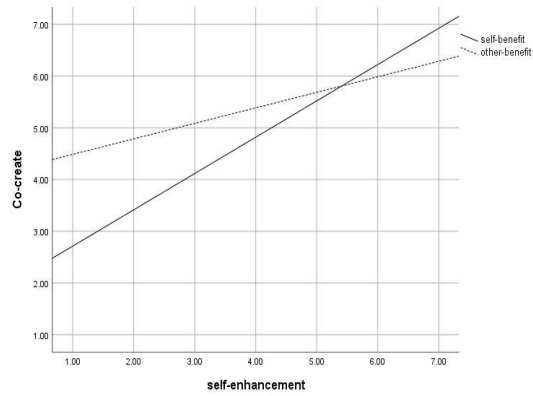


Figure 2. Interactive effects of interest claim types and self-enhancement values on willingness to co-create CSR values

Table 1. Moderated mediating effect of interest claim type on the willingness of CSR co-creation

self- enhancement	Effect of benefit Appeal Type	SE	LLCI	ULCI
Benefit Appeal → CSR Credibility → Co-create				
4.3932 (-1SD)	0.2548	0.0875	0.0792	0.4234
5.2104	0.0621	0.0384	-0.0139	0.1370
6.0277 (+1SD)	-0.1306	0.0604	-0.2532	-0.0177
Benefit Appeal → Brand Trust → Co-create				
4.3932 (-1SD)	0.1573	0.0608	0.0399	0.2801
5.2104	0.0232	0.0276	-0.0300	0.0795
6.0277 (+1SD)	-0.1108	0.0405	-0.1917	-0.0329
Benefit Appeal → CSR Credibility → Brand Trust → Co-create				
4.3932 (-1SD)	0.1231	0.0445	0.0372	0.2130
5.2104	0.0300	0.0195	-0.0066	0.0715
6.0277 (+1SD)	-0.0631	0.0292	-0.1217	-0.0056

4. CONTRIBUTIONS

The results of this paper confirm the congruent effect of consumers' self-enhancement values and benefits appeals while finding that self-transcendent values do not have a moderating role in CSR communication benefit appeals. This paper also explores the internal mechanisms of action that influence consumers' willingness to participate, divides consumer trust into CSR trust and brand trust in the CSR field, and confirms their mediating roles separately. In summary, these findings provide important theoretical and practical implications for the design of CSR messages and branding strategies in social media marketing.

REFERENCES

1. Chu S C, Chen H T, Gan C.: Consumers' engagement with corporate social responsibility (CSR) communication in social media: Evidence from China and the United States. *Journal of Business Research* 110(March), 260-271(2020).
2. Lane A B, Devin B.: Operationalizing Stakeholder Engagement in CSR: A Process Approach. *Corporate Social Responsibility and Environmental Management* 25(3), 267-280(2018).
3. Grönroos C, Voima P.: Critical service logic: making sense of value creation and co-creation. *Journal of the Academy of Marketing Science* 41(2), 133-150(2012).
4. Yap J E, Zubcevic-Basic N, Johnson L W, et al.: Mental health message appeals and audience engagement: Evidence from Australia. *Health Promotion International* 34(1), 28-37(2019).