

obvious looking at recent opinion polls suggesting that 75% of customers are highly skeptical of corporate communications in general and CSR communication specifically. Therefore, a second strategy to counter customers' detrimental thought processes is to explain where the budget for the CSR engagement stems from. For example, if a supplier communicates that it finances its CSR engagement from the reduction of top management salaries, customers will be less inclined to think that the supplier marked up its prices, and thus they will not devalue the supplier's price fairness. This communication strategy ensures that CSR engagement not only benefits society but also helps to realize its potential for the customer–supplier relationship.



Notes:

- This post is based on the authors' paper [Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers' Perceived Price Fairness](#), *Journal of Marketing*: January 2016, Vol. 80, No. 1, pp. 84-105.
- This post gives the views of its authors, not the position of LSE Business Review or the London School of Economics.
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