

Influential Article Review - Exploring Concrete and Abstract CSR Initiatives

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This paper examines corporate social responsibility and diversity. We present insights from a highly influential paper. Here are the highlights from this paper: Guided by Hofstede's (Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations, 2001) cultural value of uncertainty avoidance, this study tests whether the effect of concrete vs. abstract CSR campaign messages on attitude toward the company and purchase intention varies by cultural difference in uncertainty avoidance and whether such effect is mediated by the perceived clarity of the message and perceived CSR. Lab experiments were performed in the U.S. and South Korea with American and Korean college students. Two-way ANOVA results revealed the relative advantage of concrete message on attitude toward the company and purchase intention among Koreans (vs. Americans) with high (vs. low) uncertainty avoidance. A series of bootstrap analysis testing multiple mediation models showed that the relative advantage of concrete message among Koreans was mediated by their perceived message clarity and perceived CSR in response to the concrete message. By identifying an international CSR campaign message strategy, the findings contribute to research on cross-cultural campaigns and CSR campaign effects. For our overseas readers, we then present the insights from this paper in Spanish, French, Portuguese, and German.

Keywords: Corporate social responsibility, Uncertainty avoidance, Perceived message clarity, Perceived CSR, Cross-cultural campaigns

SUMMARY

- In this study, we examined the role of uncertainty avoidance in influencing the effects of concrete vs. abstract CSR messages on attitude toward the company and purchase intention and the role of perceived message clarity and perceived CSR in mediating such interaction effects. We found the positive effects of concrete message on attitude toward the company and purchase intention were more prominent for Koreans with high uncertainty avoidance than for Americans with low uncertainty avoidance.
- This study also found that Koreans' relatively more positive responses to the concrete message could be explained by different levels of perceptions regarding the CSR campaign message and the CSR activity between two countries. More specifically, Koreans showed more positive attitude toward the company in response to the concrete message than to the abstract message because the concrete message was more likely to lead them perceive that the company incorporated socially responsible

activities into its business . Additionally, Koreans showed greater purchase intention in response to the concrete message than to the abstract message because the concrete message was perceived to be more clear, and it contributed to generating higher perceived CSR.

- This study contributes to the international advertising and public relations literature by applying the cultural dimension of uncertainty avoidance to the CSR campaign context. Based on this study's finding, advertising practitioners are advised to create clear and easily understandable messages for cultural groups with high uncertainty avoidance in order to increase the likelihood of generating better communication outcomes.
- In terms of two mediators, perceived message clarity mediated the effects of concrete message on purchase intention only, whereas perceived CSR mediated the effects of concrete message on attitude toward the company and purchase intention. The finding seems to suggest that perceived CSR could better explain Koreans' positive communication outcomes in response to the concrete message. In other words, Koreans' higher perception of message clarity in response to the concrete message did not lead to attitude toward the company.
- Although this study showed relatively positive effects of the concrete message on attitude toward the company and purchase intention mediated by perceived message clarity and perceived CSR for Koreans, Americans did not show any significant differences in response to both the concrete and abstract messages. Thus, this study addresses the gap in the literature by adopting multiple mediation analyses.
- This study's findings offer useful practical implications for developing effective campaign strategies, particularly focusing on how to effectively communicate CSR activities. Communication practitioners implementing CSR or CRM campaigns across different cultural groups should carefully examine audience's cultural backgrounds and their impacts on individuals' message processing, and develop culturally adaptive messages. For instance, individuals with a high level of uncertainty avoidance are likely to purchase life insurances . In case insurance companies try to communicate their CSR activities with their consumers, they are advised to include specific information in their CSR messages in order to maximize the marketer-intended effects and effectiveness. In other words, this study contributes to developing message strategies for effective CSR campaigns by focusing on individuals' cultural values.
- The multiple mediation approach also offers implications for communication practitioners.

HIGHLY INFLUENTIAL ARTICLE

We used the following article as a basis of our evaluation:

Kim, S., & Bae, J. (2016). Cross-cultural differences in concrete and abstract corporate social responsibility (CSR) campaigns: perceived message clarity and perceived CSR as mediators. *International Journal of Corporate Social Responsibility*, 1(1), 1–14.

This is the link to the publisher's website:

<https://jcsr.springeropen.com/articles/10.1186/s40991-016-0009-1>

INTRODUCTION

According to a recent report from Cone Communications (2012), there is strong evidence of consumers' increasing focus on CSR activities: 83 % of Americans wish brands and companies would support worthy causes, and 41 % have purchased a product associated with a cause. This holds true for consumers with different cultural backgrounds. For instance, 64 and 63 % of consumers in Asia and Latin America are respectively willing to pay more to purchase products or services from companies devoting themselves to CSR activities (Nielsen 2014). This global trend may be linked to companies' active

participation in global CSR activities. According to Reputation Institute (2012), 100 reputable companies across 15 countries have spent 102.6 million dollars for implementing global CSR activities.

Despite companies' active participation in CSR activities, it remains unclear how they may effectively communicate CSR activities with consumers from different cultural backgrounds. CSR communication strategies that are adapted to consumers' cultural backgrounds could be essential (Ding 2006), especially when the message content and audience's message perception are tied to cultural values (e.g., Kim & Johnson 2013). As individuals' cultural backgrounds are important consumer factors influencing campaign effects and effectiveness (de Mooij 2010), previous studies suggest the relative advantages of culturally adapted messages over standardized or culturally non-adapted messages (Han & Shavitt 1994; Zhang & Gelb 1996).

Some CSR campaign messages include the information of a company's CSR activities in detail (e.g., type of CSR activities and donation amount), while others are not more image- or feeling-oriented (Olsen et al. 2003; Pracejus et al. 2003; Yoon 2015). Some researchers suggested that cultural values would play an important role in influencing the effects of CSR campaign messages with various degrees of CSR-related information presented in the messages (e.g., Bae 2011; Lee 2008).

With these situations as backdrops, this study tests the cultural differences of uncertainty avoidance level in the effects of concrete vs. abstract CSR messages on attitudes toward the company and purchase intention. In comparing different cultural groups, this study is based on a sample of Koreans and Americans. Koreans and Americans characterized as individuals with higher and lower uncertainty avoidance, respectively (de Mooij & Hofstede 2010; Hofstede 2001; Hofstede et al. 2010).

In order to further understand the process whereby the effects of concrete vs. abstract CSR messages vary by the level of uncertainty avoidance, this study tests the mediating role of perceived message clarity and perceived CSR as mediators (Kim et al. 2010; Lichtenstein et al. 2004). In particular, this study adopts a multiple mediation approach to examine whether perceived message clarity and perceived CSR vary by cultural difference in response to the abstract vs. concrete messages, which may subsequently influence attitudes toward the company and purchase intention (Kim et al. 2010; Lin et al. 2011; Stanaland et al. 2011; Tian et al. 2011). In doing so, this study would contribute not only to the research stream on CSR communication research and campaign development, especially campaigns targeting different cultural or sub-cultural groups, but also to research on cross-cultural campaign effects.

CONCLUSION

This study has some methodological limitations. Since this study used college students enrolled in Korean and American universities, which are not representative of Koreans and Americans. Consequently, the findings might not be generalizable to the general population of Koreans and Americans. Additionally, the experimental stimuli were created by the researchers, which may affect ecological validity. In order to address the methodological limitation of this experimental study, future researchers are encouraged to conduct survey research to examine a relationship between cultural values (e.g., uncertainty avoidance) and message preference with a representative sample (e.g., Bae & Kim 2013).

Considering the study limitations and building on this study's findings, future researchers are encouraged to replicate this study in other contexts. For example, future researchers should consider replicating this study in the context of other corporate marketing communications, such as CRM, since different cultural groups have different responses to messages promoting a company's donations to worthy causes (Kim & Johnson 2013; Lavack & Kropp 2003). Additionally, given that Du et al. (2010) suggested that communication channels are likely to play an essential role in CSR communications, future researchers are encouraged to focus on the different media (e.g., television and social networking sites) in affecting the effects and effectiveness of CSR campaigns across countries.

APPENDIX

FIGURE 1
THE INTERACTION EFFECT BETWEEN MESSAGE CONDITION AND CULTURAL GROUP
ON ATTITUDES TOWARD THE COMPANY

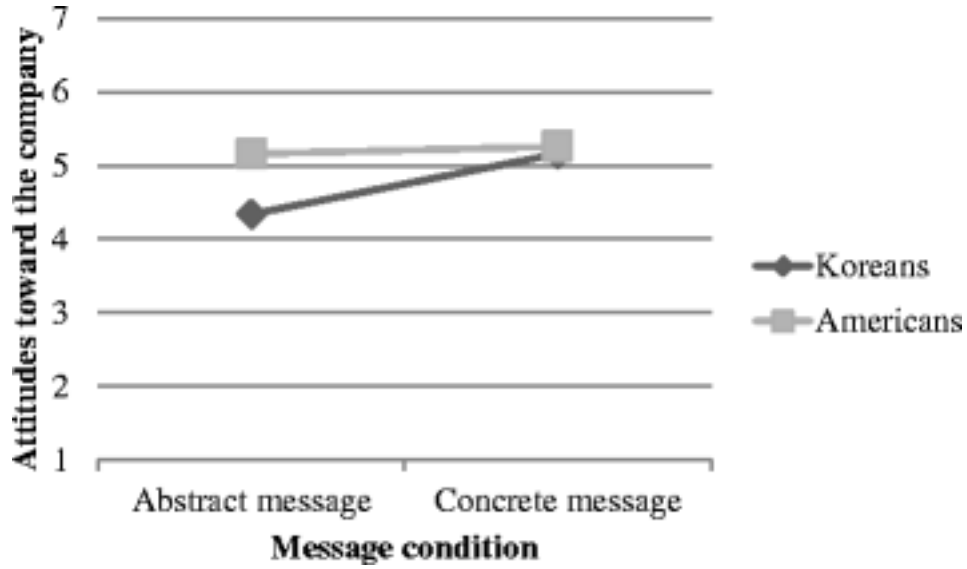


FIGURE 2
THE INTERACTION EFFECT BETWEEN MESSAGE CONDITION AND CULTURAL GROUP
ON PURCHASE INTENTIONS

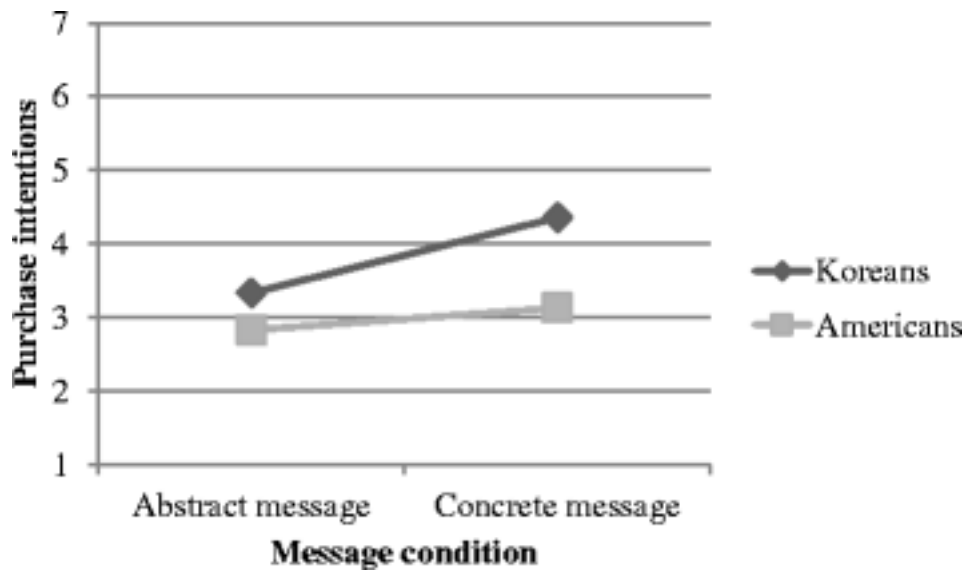
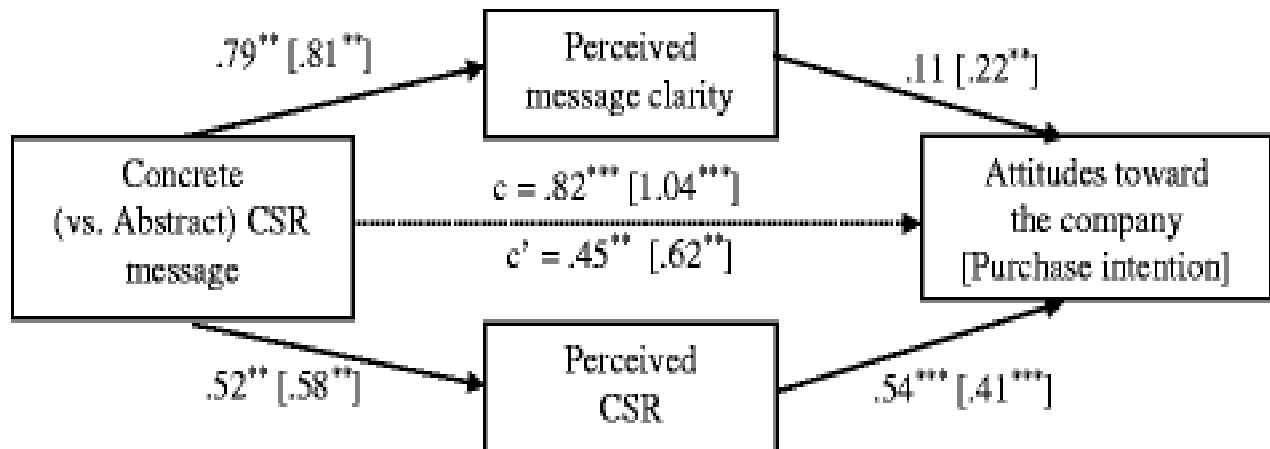
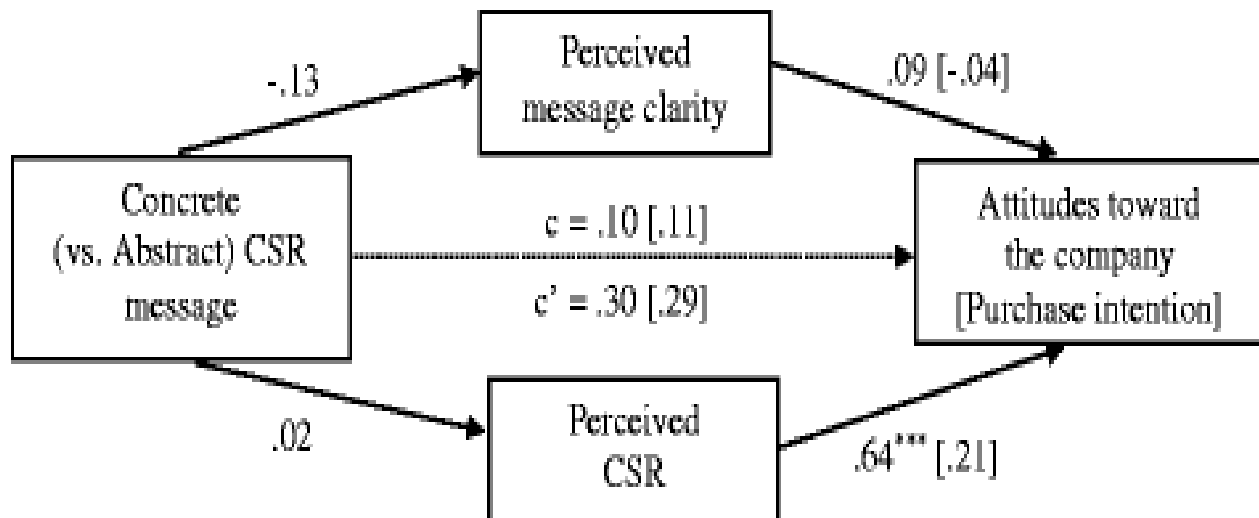


FIGURE 3
A MULTIPLE MEDIATION MODEL FOR KOREANS



Unstandardized regression coefficients from a bootstrap analysis are provided along the paths, with effects on attitude toward the company outside brackets and effects on purchase intention inside brackets. Note. *c* is the total effect, which refers to the effect of concrete message on outcome variables without two mediators, and *c'* is the direct effect, which refers to the effect of concrete message on outcome variables after controlling for two mediators. ***p* < .01. ****p* < .001

FIGURE 4
A MULTIPLE MEDIATION MODEL FOR AMERICANS



Unstandardized regression coefficients from a bootstrap analysis are provided along the paths, with effects on attitude toward the company outside brackets and effects on purchase intention inside brackets. Note. *c* is the total effect, which refers to the effect of concrete message on outcome variables without two mediators, and *c'* is the direct effect, which refers to the effect of concrete message on outcome variables after controlling for two mediators. ****p* < .001

**FIGURE 5
THE ABSTRACT MESSAGE**

**We will deliver hope to places in need and
step up for the happiness of global citizens**



**Young Telecommunications is creating a world with
dreams and a future through the Habitat movement**

**We will strive to empathize the sufferings
of local residents in developing countries
and resolve residential problems based on
our confidence that only we can do this.**

**Global Communication Leader
Young Telecommunications**



**FIGURE 6
THE CONCRETE MESSAGE**

**We will deliver hope to places in need and
step up for the happiness of global citizens**



**Young Telecommunications is creating a world with
dreams and a future through the Habitat movement**

**Young Telecommunications is beginning a movement
to build houses for families suffering from poor
residential surroundings in Southeast Asia**

**Because of the Habitat movement of Young
Telecommunications 2,012 families in Indonesia,
Papua New Guinea, and Sri Lanka were able to have
a new house in the last 5 years**

**We will strive to empathize the sufferings of local
residents in developing countries and resolve
residential problems based on our confidence that
only we can do this**

**Global Communication Leader
Young Telecommunications**



TABLE 1
DIFFERENCES IN ATTITUDES TOWARD THE COMPANY AND PURCHASE INTENTION

Dependent variables		Mean	SD	f	p
Attitudes toward the company					
Koreans	The concrete message	5.16	1.08	17.11	.00*
	The abstract message	4.34	.98		
Americans	The concrete message	5.26	.91	.21	.65
	The abstract message	5.16	1.23		
Purchase intentions					
Koreans	The concrete message	4.36	.85	23.48	.00*
	The abstract message	3.33	1.34		
Americans	The concrete message	3.13	1.29	1.51	.22
	The abstract message	2.83	1.01		

Note: *p < .05

TABLE 2
INDIRECT EFFECTS FOR KOREANS AND AMERICANS

Paths	Koreans			Americans		
	Beta	SE	95 % CI	Beta	SE	95 % CI
H3: Perceived message clarity as a mediator						
Concrete message → Perceived message clarity → A _{company}	.08	.07	-.01 to .26	-.01	.04	-.14 to .03
Concrete message → Perceived message clarity → PI	.18	.09	.05 to .41	.01	.03	-.03 to .13
H4: Perceived CSR as a mediator						
Concrete message → Perceived CSR → A _{company}	.28	.11	.10 to .52	.01	.11	-.20 to .25
Concrete message → Perceived CSR → PI	.24	.10	.08 to .48	.00	.04	-.07 to .11

Note: A_{company} Attitudes toward the company, BI Purchase intention, CI confidence intervals
The confidence intervals containing zero indicate that the indirect effects are not significant

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TRANSLATED VERSION: SPANISH

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

VERSION TRADUCIDA: ESPAÑOL

A continuación se muestra una traducción aproximada de las ideas presentadas anteriormente. Esto se hizo para dar una comprensión general de las ideas presentadas en el documento. Por favor, disculpe cualquier error gramatical y no responsabilite a los autores originales de estos errores.

INTRODUCCIÓN

Según un informe reciente de Cone Communications (2012), hay pruebas sólidas de que los consumidores se centran cada vez más en las actividades de RSE: el 83 % de las marcas y empresas que desean los estadounidenses apoyarían causas dignas, y el 41 % ha comprado un producto asociado a una causa. Esto es válido para los consumidores con diferentes orígenes culturales. Por ejemplo, el 64 y el 63 % de los consumidores de Asia y América Latina están dispuestos respectivamente a pagar más por comprar productos o servicios de empresas que se dedican a actividades de RSC (Nielsen 2014). Esta tendencia global puede estar vinculada a la participación activa de las empresas en las actividades globales de RSE. Según Reputation Institute (2012), 100 empresas de renombre en 15 países han gastado 102,6 millones de dólares en la implementación de actividades globales de RSC.

A pesar de la participación activa de las empresas en las actividades de RSE, no está claro cómo pueden comunicar eficazmente las actividades de RSC con consumidores de diferentes orígenes culturales. Las estrategias de comunicación de RSC que se adaptan a los orígenes culturales de los consumidores podrían ser esenciales (Ding 2006), especialmente cuando el contenido del mensaje y la percepción de los mensajes de la audiencia están vinculados a valores culturales (por ejemplo, Kim & Johnson 2013). Dado que los antecedentes culturales de las personas son factores importantes para los consumidores que influyen en los efectos y la eficacia de las campañas (de Mooij 2010), estudios anteriores sugieren las ventajas relativas de los mensajes adaptados culturalmente sobre los mensajes estandarizados o culturalmente no adaptados (Han & Shavitt 1994; Zhang & Gelb 1996).

Algunos mensajes de campaña de RSC incluyen la información detallada de las actividades de RSC de una empresa (por ejemplo, el tipo de actividades de RSC y el importe de la donación), mientras que otros no están más orientados a la imagen o al sentirse (Olsen et al. 2003; 2003; Yoon 2015). Algunos investigadores sugirieron que los valores culturales desempeñarían un papel importante para influir en los efectos de los mensajes de la campaña de RSC con varios grados de información relacionada con la RSE presentados en los mensajes (por ejemplo, Bae 2011; Lee 2008).

Con estas situaciones como telón de fondo, este estudio pone a prueba las diferencias culturales del nivel de prevención de la incertidumbre en los efectos de los mensajes concretos frente a los abstractos de RSC sobre las actitudes hacia la empresa y la intención de compra. Al comparar diferentes grupos culturales, este estudio se basa en una muestra de coreanos y estadounidenses. Coreanos y estadounidenses caracterizados como individuos con mayor y menor incertidumbre de evasión, respectivamente (de Mooij & Hofstede 2010; Hofstede 2001; 2010).

Con el fin de comprender mejor el proceso mediante el cual los efectos de los mensajes de RSC concretos frente a los abstractos varían según el nivel de evitación de la incertidumbre, este estudio pone a prueba el papel mediador de la claridad del mensaje percibido y la RSE percibida como mediadores (Kim et al. 2010; 2004). En particular, este estudio adopta un enfoque de mediación múltiple para examinar si la claridad percibida del mensaje y la RSE percibida varían según la diferencia cultural en respuesta a los mensajes abstractos frente a los concretos, que posteriormente pueden influir en las actitudes hacia la empresa y la intención de compra (Kim et al. 2010; 2011; 2011; 2011). Al hacerlo, este estudio contribuiría no sólo a la corriente de investigación sobre la investigación de la comunicación de RSE y el desarrollo de campañas, especialmente las campañas dirigidas a diferentes grupos culturales o subculturales, sino también a la investigación sobre los efectos de las campañas interculturales.

CONCLUSIÓN

Este estudio tiene algunas limitaciones metodológicas. Dado que este estudio utilizó estudiantes universitarios matriculados en universidades coreanas y americanas, que no son representativos de coreanos y estadounidenses. En consecuencia, los hallazgos podrían no ser generalizables para la población general de coreanos y estadounidenses. Además, los estímulos experimentales fueron creados por los investigadores, lo que puede afectar a la validez ecológica. Con el fin de abordar la limitación metodológica de este estudio experimental, se alienta a los futuros investigadores a realizar investigaciones en encuestas para examinar una relación entre los valores culturales (por ejemplo, la prevención de la incertidumbre) y la preferencia del mensaje con una muestra representativa (por ejemplo, Bae & Kim 2013).

Teniendo en cuenta las limitaciones del estudio y sobre la basación en los resultados de este estudio, se alienta a los futuros investigadores a replicar este estudio en otros contextos. Por ejemplo, los futuros investigadores deberían considerar replicar este estudio en el contexto de otras comunicaciones de marketing corporativo, como CRM, ya que diferentes grupos culturales tienen respuestas diferentes a los mensajes que promueven las donaciones de una empresa a causas dignas (Kim & Johnson 2013; Lavack & Kropp 2003). Además, dado que Du y otros (2010) sugirieron que es probable que los canales de comunicación desempeñen un papel esencial en las comunicaciones sobre RSC, se alienta a los futuros investigadores a centrarse en los diferentes medios de comunicación (por ejemplo, sitios de televisión y redes sociales) para afectar los efectos y la eficacia de las campañas de RSC en todos los países.

TRANSLATED VERSION: FRENCH

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VERSION TRADUITE: FRANÇAIS

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INTRODUCTION

Selon un récent rapport de Cone Communications (2012), il existe de solides preuves de l'attention croissante des consommateurs sur les activités de RSE : 83 % des Américains souhaitent que les marques et les entreprises soutiennent des causes valables, et 41 % ont acheté un produit associé à une cause. Cela vaut pour les consommateurs d'origines culturelles différentes. Par exemple, 64 et 63 % des consommateurs d'Asie et d'Amérique latine sont respectivement prêts à payer plus cher pour acheter des produits ou des services auprès d'entreprises se consacrant à des activités de RSE (Nielsen, 2014). Cette tendance mondiale peut être liée à la participation active des entreprises aux activités mondiales de RSE. Selon reputation institute (2012), 100 entreprises réputées dans 15 pays ont dépensé 102,6 millions de dollars pour la mise en œuvre des activités mondiales de RSE.

Malgré la participation active des entreprises aux activités de RSE, on ne sait toujours pas comment elles peuvent communiquer efficacement les activités de RSE avec des consommateurs de différents milieux culturels. Des stratégies de communication RSE adaptées aux origines culturelles des consommateurs pourraient être essentielles (Ding, 2006), surtout lorsque le contenu du message et la perception des messages de l'auditoire sont liés à des valeurs culturelles (p. Ex., Kim et Johnson, 2013). Comme les antécédents culturels des individus sont d'importants facteurs de consommation influençant les effets et l'efficacité des campagnes (de Mooij, 2010), des études antérieures suggèrent les avantages relatifs des messages adaptés à la culture par rapport aux messages normalisés ou culturellement non adaptés (Han et Shavitt, 1994; Zhang et Gelb, 1996).

Certains messages de campagne de RSE comprennent l'information détaillée sur les activités de RSE d'une entreprise (p. Ex., type d'activités de RSE et montant du don), tandis que d'autres ne sont pas davantage axés sur l'image ou le sentiment (Olsen et al., 2003; Pracejus et coll. 2003; Yoon 2015). Certains chercheurs ont suggéré que les valeurs culturelles joueraient un rôle important en influençant les effets des messages de campagne RSE avec divers degrés d'information sur la RSE présentés dans les messages (p. Ex., Bae, 2011; Lee, 2008).

Dans ces situations comme toile de fond, cette étude teste les différences culturelles du niveau d'évitement de l'incertitude dans les effets des messages RSE concrets par rapport aux messages abstraits sur les attitudes à l'égard de l'entreprise et l'intention d'achat. En comparant différents groupes culturels, cette étude est basée sur un échantillon de Coréens et d'Américains. Les Coréens et les Américains se caractérisaient comme des individus ayant des incertitudes de plus en plus élevées et plus faibles, respectivement (de Mooij et Hofstede, 2010; Hofstede, 2001; Hofstede et coll. 2010).

Afin de mieux comprendre le processus selon lequel les effets des messages concrets par rapport aux messages abstraits de RSE varient selon le niveau d'évitement de l'incertitude, cette étude teste le rôle de médiateur de la clarté perçue des messages et de la perception de la RSE comme médiateurs (Kim et coll., 2010; Lichtenstein et coll. 2004). En particulier, cette étude adopte une approche de médiation multiple pour examiner si la clarté perçue des messages et la RSE perçue varient selon la différence culturelle en réponse aux messages abstraits par rapport aux messages concrets, ce qui peut par la suite influencer les attitudes à l'égard de l'entreprise et l'intention d'achat (Kim et coll., 2010; Lin et coll. 2011; Stanaland et

coll. 2011; Tian et coll. 2011). Ce faisant, cette étude contribuerait non seulement au volet de recherche sur la recherche en communication sur la RSE et au développement des campagnes, en particulier les campagnes ciblant différents groupes culturels ou sous-culturels, mais aussi à la recherche sur les effets des campagnes interculturelles.

CONCLUSION

Cette étude a certaines limites méthodologiques. Depuis cette étude utilisé des étudiants inscrits dans les universités coréennes et américaines, qui ne sont pas représentatifs des Coréens et des Américains. Par conséquent, les résultats pourraient ne pas être généralisables à la population générale des Coréens et des Américains. En outre, les stimuli expérimentaux ont été créés par les chercheurs, ce qui peut affecter la validité écologique. Afin de s'attaquer à la limitation méthodologique de cette étude expérimentale, les futurs chercheurs sont encouragés à mener des recherches d'enquête afin d'examiner une relation entre les valeurs culturelles (p. Ex., évitement de l'incertitude) et la préférence des messages avec un échantillon représentatif (p. Ex., Bae et Kim, 2013).

Compte tenu des limites de l'étude et en s'insérant des résultats de cette étude, les futurs chercheurs sont encouragés à reproduire cette étude dans d'autres contextes. Par exemple, les futurs chercheurs devraient envisager de reproduire cette étude dans le contexte d'autres communications de marketing d'entreprise, comme le CRM, puisque différents groupes culturels ont des réponses différentes aux messages faisant la promotion des dons d'une entreprise à des causes valables (Kim et Johnson, 2013; Lavack et Kropp, 2003). De plus, étant donné que Du et coll. (2010) ont laissé entendre que les canaux de communication sont susceptibles de jouer un rôle essentiel dans les communications RSE, les futurs chercheurs sont encouragés à se concentrer sur les différents médias (p. Ex., les sites de télévision et de réseautage social) pour affecter les effets et l'efficacité des campagnes de RSE dans tous les pays.

TRANSLATED VERSION: GERMAN

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ÜBERSETZTE VERSION: DEUTSCH

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EINLEITUNG

Laut einem aktuellen Bericht von Cone Communications (2012) gibt es starke Anzeichen dafür, dass sich die Verbraucher zunehmend auf CSR-Aktivitäten konzentrieren: 83 % der Amerikaner wünschen sich, dass Marken und Unternehmen würdige Zwecke unterstützen, und 41 % haben ein Produkt gekauft, das mit einer Ursache verbunden ist. Dies gilt für Verbraucher mit unterschiedlichem kulturellem Hintergrund. So sind 64 bzw. 63 % der Verbraucher in Asien und Lateinamerika bereit, mehr für den Kauf von Produkten oder Dienstleistungen von Unternehmen zu zahlen, die sich CSR-Aktivitäten widmen (Nielsen 2014). Dieser globale Trend kann mit der aktiven Beteiligung von Unternehmen an globalen CSR-Aktivitäten zusammenhängen. Laut Reputation Institute (2012) haben 100 seriöse Unternehmen in 15 Ländern 102,6 Millionen Dollar für die Umsetzung globaler CSR-Aktivitäten ausgegeben.

Trotz der aktiven Beteiligung der Unternehmen an CSR-Aktivitäten bleibt unklar, wie sie CSR-Aktivitäten effektiv mit Verbrauchern unterschiedlicher kultureller Herkunft kommunizieren können. CSR-Kommunikationsstrategien, die an den kulturellen Hintergrund der Verbraucher angepasst sind, könnten

von wesentlicher Bedeutung sein (Ding 2006), insbesondere wenn der Nachrichteninhalt und die Nachrichtenwahrnehmung des Publikums an kulturelle Werte gebunden sind (z. B. Kim & Johnson 2013). Da der kulturelle Hintergrund des Einzelnen wichtige Verbraucherelemente sind, die die Wirkung und Wirksamkeit von Kampagnen beeinflussen (de Mooij 2010), legen frühere Studien die relativen Vorteile kulturell angepasster Botschaften gegenüber standardisierten oder kulturell nicht angepassten Botschaften nahe (Han & Shavitt 1994; Zhang & Gelb 1996).

Einige CSR-Kampagnenbotschaften enthalten die detaillierten Informationen über die CSR-Aktivitäten eines Unternehmens (z. B. Art der CSR-Aktivitäten und Spendenbetrag), während andere nicht bild- oder gefühlorientierter sind (Olsen et al. 2003; Pracejus et al. 2003; Yoon 2015). Einige Forscher schlagen vor, dass kulturelle Werte eine wichtige Rolle bei der Beeinflussung der Auswirkungen von CSR-Kampagnenbotschaften mit verschiedenen Graden von CSR-bezogenen Informationen spielen würden, die in den Botschaften dargestellt werden (z. B. Bae 2011; Lee 2008).

Vor diesem Hintergrund testet diese Studie die kulturellen Unterschiede der Unsicherheitsvermeidung. In den Auswirkungen konkreter vs. Abstrakter CSR-Botschaften auf Einstellungen gegenüber dem Unternehmen und kaufwillige. Beim Vergleich verschiedener kultureller Gruppen basiert diese Studie auf einer Stichprobe von Koreanern und Amerikanern. Koreaner und Amerikaner charakterisierten sich als Personen mit höherer bzw. Geringerer Unsicherheitsvermeidung (de Mooij & Hofstede 2010; Hofstede 2001; Hofstede et al. 2010).

Um den Prozess, bei dem die Auswirkungen konkreter vs. Abstrakter CSR-Meldungen je nach Grad der Unsicherheitsvermeidung variieren, zu verstehen, testet diese Studie die vermittelnde Rolle der wahrgenommenen Nachrichtenklarheit und der wahrgenommenen CSR als Vermittler (Kim et al. 2010; Lichtenstein et al. 2004). Insbesondere verfolgt diese Studie einen multiplen Mediationsansatz, um zu untersuchen, ob wahrgenommene Nachrichtenklarheit und wahrgenommene CSR je nach kulturellem Unterschied in der Reaktion auf die abstrakten und konkreten Botschaften variieren, die später die Einstellung gegenüber dem Unternehmen und der Kaufabsicht beeinflussen können (Kim et al. 2010; Lin et al. 2011; Stanaland et al. 2011; Tian et al. 2011). Damit würde diese Studie nicht nur zum Forschungsstrom über CSR-Kommunikationsforschung und Kampagnenentwicklung beitragen, insbesondere kampagnen für verschiedene kulturelle oder subkulturelle Gruppen, sondern auch zur Erforschung interkultureller Kampagneneffekte.

SCHLUSSFOLGERUNG

Diese Studie hat einige methodische Einschränkungen. Seit dieser Studie verwendet College-Studenten an koreanischen und amerikanischen Universitäten eingeschrieben, die nicht repräsentativ für Koreaner und Amerikaner sind. Folglich sind die Ergebnisse möglicherweise nicht verallgemeinerbar für die allgemeine Bevölkerung von Koreanern und Amerikanern. Zusätzlich wurden die experimentellen Reize von den Forschern geschaffen, die die ökologische Gültigkeit beeinflussen können. Um die methodische Einschränkung dieser experimentellen Studie anzugehen, werden zukünftige Forscher ermutigt, Umfrageforschungen durchzuführen, um einen Zusammenhang zwischen kulturellen Werten (z. B. Unsicherheitsvermeidung) und Nachrichtenpräferenz mit einer repräsentativen Stichprobe (z. B. Bae & Kim 2013) zu untersuchen.

Unter Berücksichtigung der Studienbeschränkungen und aufbauend auf den Ergebnissen dieser Studie werden zukünftige Forscher ermutigt, diese Studie in anderen Kontexten zu replizieren. Zukünftige Forscher sollten beispielsweise erwägen, diese Studie im Kontext anderer Unternehmensmarketing-Kommunikationen wie CRM zu replizieren, da verschiedene kulturelle Gruppen unterschiedliche Reaktionen auf Nachrichten haben, die die Spenden eines Unternehmens für würdige Zwecke fördern (Kim & Johnson 2013; Lavack & Kropp 2003). Angesichts der Tatsache, dass Du et al. (2010) vorgeschlagen haben, dass Kommunikationskanäle wahrscheinlich eine wesentliche Rolle in der CSR-Kommunikation spielen werden, werden zukünftige Forscher ermutigt, sich auf die verschiedenen Medien (z. B. Fernseh- und Soziale Netzwerke) zu konzentrieren, um die Auswirkungen und die Wirksamkeit von CSR-Kampagnen in den einzelnen Ländern zu beeinflussen.

TRANSLATED VERSION: PORTUGUESE

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

VERSÃO TRADUZIDA: PORTUGUÊS

Aqui está uma tradução aproximada das ideias acima apresentadas. Isto foi feito para dar uma compreensão geral das ideias apresentadas no documento. Por favor, desculpe todos os erros gramaticais e não responsabilize os autores originais responsáveis por estes erros.

INTRODUÇÃO

De acordo com um relatório recente da Cone Communications (2012), existem fortes indícios de que os consumidores se concentram cada vez mais nas atividades da RSE: 83 % dos americanos desejam que as marcas e as empresas apoiem causas dignas e 41 % tenham comprado um produto associado a uma causa. Isto aplica-se aos consumidores com diferentes origens culturais. Por exemplo, 64 e 63 % dos consumidores da Ásia e da América Latina estão, respectivamente, dispostos a pagar mais para comprar produtos ou serviços a empresas que se dedicam às atividades da RSE (Nielsen 2014). Esta tendência global pode estar ligada à participação ativa das empresas nas atividades globais da RSE. De acordo com o Reputation Institute (2012), 100 empresas de renome em 15 países gastaram 102,6 milhões de dólares para implementar atividades globais de RSE.

Apesar da participação ativa das empresas nas atividades da RSE, não é claro como podem comunicar eficazmente as atividades da RSE com consumidores de diferentes origens culturais. As estratégias de comunicação da RSE adaptadas às origens culturais dos consumidores podem ser essenciais (Ding 2006), especialmente quando o conteúdo da mensagem e a perceção da mensagem do público estão ligados a valores culturais (por exemplo, Kim & Johnson 2013). Dado que as origens culturais dos indivíduos são fatores importantes para os consumidores que influenciam os efeitos da campanha e a eficácia (de Mooij 2010), estudos anteriores sugerem as vantagens relativas das mensagens culturalmente adaptadas sobre mensagens normalizadas ou culturalmente não adaptadas (Han & Shavitt 1994; Zhang & Gelb 1996).

Algumas mensagens de campanha da RSE incluem em pormenor a informação das atividades de RSE de uma empresa (por exemplo, tipo de atividades de RSE e valor de doação), enquanto outras não são mais orientadas para a imagem ou para o sentimento (Olsen et al. 2003; Pracejus et al. 2003; Yoon 2015). Alguns investigadores sugeriram que os valores culturais desempenhariam um papel importante na influência dos efeitos das mensagens de campanha da RSE com vários graus de informação relacionada com a RSE apresentadas nas mensagens (por exemplo, Bae 2011; Lee 2008).

Com estas situações como pano de fundo, este estudo testa as diferenças culturais de nível de prevenção da incerteza nos efeitos de mensagens de RSE concretas vs. Abstratas da RSE sobre atitudes em relação à empresa e intenção de compra. Ao comparar diferentes grupos culturais, este estudo baseia-se numa amostra de coreanos e americanos. Coreanos e americanos caracterizados como indivíduos com maior e menor incerteza evitando, respectivamente (de Mooij & Hofstede 2010; Hofstede 2001; Hofstede et al. 2010).

A fim de compreender melhor o processo pelo qual os efeitos das mensagens de RSE concretas vs. Abstratas variam em função do nível de evitação da incerteza, este estudo testa o papel mediador da clareza da mensagem percebida e a RSE percebida como mediadores (Kim et al. 2010; Lichtenstein et al. 2004). Em particular, este estudo adota uma abordagem de mediação múltipla para examinar se a clareza da mensagem percebida e a perceção de RSE variam em função da diferença cultural em resposta às mensagens abstratas vs. Concretas, que podem posteriormente influenciar atitudes em relação à empresa e à intenção de compra (Kim et al. 2010; Lin et al. 2011; Stanaland et al. 2011; Tian et al. 2011). Ao fazê-lo, este estudo contribuiria não só para o fluxo de investigação sobre a investigação da comunicação e para o

desenvolvimento de campanhas, em especial para campanhas dirigidas a diferentes grupos culturais ou subculturais, mas também para a investigação sobre os efeitos das campanhas interculturais.

CONCLUSÃO

Este estudo tem algumas limitações metodológicas. Desde que este estudo utilizou estudantes universitários matriculados em universidades coreanas e americanas, que não são representativas de coreanos e americanos. Consequentemente, as conclusões podem não ser generalizáveis para a população geral de coreanos e americanos. Além disso, os estímulos experimentais foram criados pelos investigadores, que podem afetar a validade ecológica. A fim de abordar a limitação metodológica deste estudo experimental, os futuros investigadores são encorajados a realizar pesquisas para examinar uma relação entre valores culturais (por exemplo, evasão à incerteza) e preferência de mensagens com uma amostra representativa (por exemplo, Bae & Kim 2013).

Considerando as limitações do estudo e baseando-se nas conclusões deste estudo, os futuros investigadores são encorajados a replicar este estudo em outros contextos. Por exemplo, os futuros investigadores devem considerar a replicação deste estudo no contexto de outras comunicações de marketing corporativo, como a CRM, uma vez que diferentes grupos culturais têm respostas diferentes a mensagens que promovem doações de uma empresa a causas dignas (Kim & Johnson 2013; Lavack & Kropp 2003). Além disso, dado que Du et al. (2010) sugeriu que os canais de comunicação são suscetíveis de desempenhar um papel essencial nas comunicações da RSE, os futuros investigadores são encorajados a concentrarem-se nos diferentes meios de comunicação (por exemplo, sites de televisão e redes sociais) para afetar os efeitos e a eficácia das campanhas de RSE em todos os países.