

Academic Weekly Digest

School of Hospitality & Tourism Management

CORPORATE SOCIAL RESPONSIBILITY



The effects of message framing in Corporate Social Responsibility advertising

While recent studies on sustainability communication demonstrate the relevance of message framing, research on the effects of message framing on consumers' emotions remains scant in the current literature. [Dr Alector Ribeiro](#), [Prof Xavier Font](#) and colleagues developed an experimental design study to better understand how companies can use message frames in their CSR advertising to influence consumers' emotions, attitudes and behaviour.

The effects of message framing in CSR advertising on consumers' emotions, attitudes, and behavioral intentions

Dr Alector Ribeiro & Prof Xavier Font

Rooted in the Stimulus- Organism-Response (S-O-R) framework, this study examines the impact of environmental advertisements (stimuli) on two discrete emotions – hope and guilt – (organism) and how these emotions influence consumers' behavioural intentions (responses). Relying on the prospect theory, this study focuses on positive (gain) and negative (loss) message frames. Study 1 shows that, in the context of Corporate Social Responsibility (CSR), a gain message elicits hope while a loss message triggers the feeling of guilt. Study 2 demonstrates that both emotions positively influence consumers' attitudes toward the cause. However, the findings show that only hope affects attitude toward the company. Attitudes toward the cause and the company influence consumers' behavioural intentions. The study examines how such emotions influence consumer attitudes and behavioural intentions toward the cause and the company.



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To induce feelings of hope, companies can either highlight the positive outcomes of their CSR initiative or highlight the negative consequences avoided resulting from the target behaviour
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The findings contribute to the body of literature on the effects of discrete emotions on consumer responses to advertising stimuli, particularly in the context of message framing of CSR ads. It offers practical insights for the hospitality industry to enhance the effectiveness of its CSR communication. As evidenced by National Geographic's Planet or Plastic campaign, it is relatively easy to incorporate cues inducing discrete emotions into CSR messages.

Further Reading:

Stadlthanner, K. A., Andreu, L., Ribeiro, M. A., Font, X., & Mattila, A. S. (2022). The effects of message framing in CSR advertising on consumers' emotions, attitudes, and behavioral intentions. *Journal of Hospitality Marketing & Management*.

Link: bit.ly/3LPHmG5