



Stéphane GANASSALI (USMB, IREGE),

### Speak to their hearts! Promoting consumer social responsibility through emotional appeals

The promotion of responsible consumption behaviour has become a crucial issue for our contemporary societies, both from the point of view of the public policy makers and from the companies or brands' marketing strategies, positioned on social responsibility. Then, CSR or sustainability disclosures are more important than ever for businesses (Camilleri, 2022).

Based on an extensive analysis of the potential antecedents of sustainable consumption development, our research aims at identifying the most efficient promotional appeals to enhance buyer social responsibility. More specifically, our paper aims at assessing the theory of consumer value as a relevant theoretical framework for analysing and predicting sustainable consumption attitudes and intentions. We evaluate the key consumer value dimensions, in their capacity of positively influencing the development of sustainable consumption attitudes and intentions.

To reach those objectives, we first cover the various definitions of sustainable consumption behaviour and consumer social responsibility, and we analyse the different theoretical models mobilised to study the antecedents of consumer social responsibility. Then, we discuss promotion and advertising, as possible drivers of consumer social responsibility development and present the different types of sustainable appeals. After presenting the main contributions of our paper and posing our hypotheses, we introduce the methodology of our research, consisting of an online experimental study. Our results are finally presented and discussed in the final section of the document.

Co author :Justyna Matysiewicz (University of Economics, Katowice)

❖ 12h30 – Salle 103 / Comodal

❖ Participer à la réunion Zoom

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❖ Calendrier des séminaires

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