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**Consumer Responses to Brands' Corporate Social Responsibility
Messaging and Actions According to Cultural Values**

par

Jérémy Turmel

**Holly Howe
HEC Montréal
Directrice de recherche**

**Sciences de la gestion
(Spécialisation marketing)**

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Résumé

La responsabilité sociale des entreprises (RSE) est une pratique de plus en plus utilisée pour attirer des consommateurs et des travailleurs. Cependant, plusieurs marques communiquent en faveur d'une cause sans nécessairement agir en conformité avec celle-ci. Cette incohérence nous a inspiré à étudier les effets potentiels de décalages entre les actions et les communiqués RSE sur les perceptions d'authenticité et l'intention d'achat de consommateurs. L'authenticité est influencée par plusieurs facteurs, incluant la culture. Nous nous sommes servis du modèle des valeurs de Schwartz pour mesurer les valeurs de participants; l'universalisme et la réalisation. Les participants ont été recrutés par MTurk et exposés à des scénarios fictifs où une marque pouvait communiquer son support pour une cause ou non et agir en lien avec cette cause ou non, afin de créer un format deux-par-deux. À la suite d'analyses, nous avons démontré que le décalage d'activités RSE n'avait pas d'impact sur les variables étudiées. La réalisation n'avait pas d'effet modérateur. Pour des consommateurs avec de hauts scores d'universalisme, une marque peut augmenter l'authenticité perçue et l'intention d'achat en utilisant une activité RSE. Notre recherche démontre que l'authenticité est complexe et qu'elle peut être modifiée par le contexte culturel. Les gestionnaires de communications doivent tenir en compte cette variable chez leur cible en préparant une campagne RSE. Nous proposons de futures recherches, comme d'inclure des scénarios où une marque agit à l'encontre d'une cause, d'inclure des causes environnementales et d'évaluer l'effet modérateur d'autres valeurs Schwartz.

Mots clés : Schwartz, RSE, authenticité, achat, universalisme, réalisation

Méthodes de recherche : Expérimentation, recherche quantitative

Abstract

Corporate social responsibility (CSR) is becoming a more prevalent business practice in order to attract consumers. However, many brands use CSR messaging, but do not necessarily act in accordance with the social or environmental causes mentioned. This seeming incoherence inspired us to study potential impacts of CSR communication-action mismatches from brands on consumers' perceived authenticity and purchase intention. Authenticity perceptions can be influenced by many factors, notably, cultural background. We used the Schwartz values model to measure survey participants' cultural values, notably, universalism and achievement. Participants collected through the MTurk platform were exposed to a fictitious scenario whereby a fake brand either communicated support for a social cause or did not, then either acted in support for the cause or ignored it, creating a two-by-two format. Following quantitative analyses, we found that mismatched CSR activities did not have a significant effect on studied variables in the sample. We found that achievement did not moderate the relationship studied. However, in cases of high universalism we found that any CSR activity from brands increases authenticity perceptions and purchase intention. Our research shows that authenticity is a complex construct that can be modified according to cultural context and that communication managers need to understand their target consumers before enacting a CSR campaign. We propose future directions for research, such as scenarios where brands act against a social cause, act in accordance with environmental causes, and evaluating the moderating effect of other Schwartz values.

Keywords: Schwartz, CSR, authenticity, purchase, universalism, achievement

Research methods: Experimentation, Quantitative Research

Table of contents

Résumé	2
Abstract.....	3
Table of contents	4
List of tables and figures	5
List of Abbreviations	7
Preface.....	8
Acknowledgements	9
Introduction.....	10
Literature review.....	12
Chapter 1.....	21
<i>Methods</i>	<i>21</i>
<i>Results</i>	<i>25</i>
Chapter 2.....	35
Methods.....	35
Results.....	36
Discussion.....	45
Bibliography	50
Appendix 1 – Research Model	60
Appendix 2 – CER Approval Copy.....	61
Appendix 3 – Consent Form.....	62
Appendix 4 – Study 1 Survey.....	64
Appendix 5 – Pilot Survey (included in Meta-analysis).....	80
Appendix 6 – Test Survey (Included in Meta-study).....	115
Appendix 7 - Scenarios used in Meta-Studies.....	131
Appendix 8 - Robustness Tests for Study 1.....	133
Appendix 9 - Robustness Tests for the meta-analysis	139

List of tables and figures

Table 1: Regression results predicting authenticity from brand communication, brand action, Schwartz values and their interactions

Table 2: Regression results predicting purchase intent from brand communication, brand action, Schwartz values and their interactions

Table 3: Indirect effects of moderated mediation illustrating the moderating effects of universalism according to low, average, and high levels of universalism and according to no brand action being done and the brand supporting LGBTQ+ rights

Table 4: Regression results predicting authenticity from brand communication, brand action, universalism, and their interactions

Table 5: Indirect effects of moderated mediation illustrating the moderating effects of universalism according to low, average, and high levels of universalism and according to no brand action being done and the brand supporting LGBTQ+ rights

Table 6: Dimension Reduction Test for Study 1

Table 7: Dimension Reduction Test for Meta-Analysis

Figure 1: Interaction Between Brand Communication, Action, and Universalism on Authenticity in Study 1

Figure 2: Interaction Between Brand Communication, Action, and Universalism on Purchase Intention in Study 1

Figure 3: The effects of CSR action, CSR message, universalism and their interactions on authenticity in the within-paper meta-analysis

Figure 4: The effects of CSR action, CSR message, universalism and their interactions on purchase intent in the within-paper meta-analysis

List of Abbreviations

CSR: Corporate Social Responsibility

LGBTQ+: Lesbian, Gay, Bisexual, Transgender, and Queer

BLM: Black Lives Matter

Preface

I believe that most, if not all, want to have some positive impact on society through their work and their life. Corporate Social Responsibility plays into that desire, not only for managers, but also for consumers who want their purchases to align with their values. If what we buy helps confirm our values, then it is important that brands do good with genuine intentions.

I was particularly inspired by the FIFA 2022 World Cup in Qatar. Though I would not categorize myself as a fan of sports, I found it fascinating, if not a little frustrating, that brands would champion equality for the community back home while also sponsoring events in a country that does not represent those values. It reminded me of seeing the Pride flag in ads, but only in June, or in storefronts, but only in the village. Of course, I understand that doing good does not mean the same thing for everyone and what is culturally acceptable in one country is not necessarily acceptable in another. But after the World Cup took place and Western consumers saw brands stay mute on their favorite social causes, I wondered if there was going to be a backlash, if they were going to feel betrayed.

This research helped soothe my curiosities, but it also helped me learn a lot. Most notably, I learned exactly how imperative it is that brand and communication managers know what their customers expect from their favorite brand before acting. I will keep that in mind as I start my career and look to have a positive impact of my own.

Acknowledgements

I want to thank my family for supporting me throughout my studies, even if my path has been a little uncertain at times. I want to thank Professor Howe, who has guided and supported me through the past year-and-a-half and who made working on this research a breeze. I want to thank my cat for biting my ankles and leaving hair all over my keyboard while I worked on this paper. I dedicate this paper to my community; I hope one day soon that fair treatment for all sexualities and genders will no longer be a cause to champion.

Introduction

In 2022, the FIFA World Cup took place in Qatar, a country with several recognized human rights concerns (The Business Times, 2022). Notably, homosexual men are not allowed to show affection in public without risking jail time (The Business Times, 2022). Many brands, like Budweiser, who had previously run ad campaigns supporting LGBTQ+ consumers, sponsored or advertised during the World Cup (Karlovitch, 2022). This created a mismatch between what these brands advertised (pro-LGBTQ+ values) and what they did (sponsoring the World Cup). The primary question of this research is how consumers perceive mismatches between CSR brand communications and actions, with a focus on whether consumers' perceptions of these CSR mismatches differ according to cultural values of achievement and universalism-concern and tolerance.

The World Cup is not the only instance wherein brands' advertising is mismatched with their behavior. In 2007, TerraChoice found that almost all products sold in stores made environmental claims on their packaging that were either untrue or could lead consumers to believe untrue green benefits of the product. Situations such as this one raise questions for consumers: Just how serious are brands about social causes? And can we trust them when they say that they support a cause in ads or in other corporate communication channels? Or can we only trust them when they act?

Prior studies of consumers' response to brand actions have shown inconsistent effects. Some consumers reward brands that use CSR communication without examining if it is backed-up by action (Lim & Young, 2021), while others focus solely on brand actions, ignoring brand communications entirely, when assessing the value of CSR (Osterhus, 1997). We propose that differences in consumer culture, and thus consumer values, may explain these disparate responses to CSR. In this paper, we use Schwartz's model of values to measure what matters most to people and how that affects their perception of brand actions and communications. We suggest that some cultures value CSR no matter how a brand acts. Other cultures focus on the actions behind CSR, regardless of communication.

More specifically, we suggest that consumers with different cultural values assess authenticity differently. Some cultural values make consumers more action-oriented, meaning that they only perceive brands to be authentic when actions are made (Ramasamy et al., 2020). Meanwhile, other cultural values sensitize consumers to any value-congruent behavior (Smallenbroek et al., 2016) such that brands that communication *or* act in a way that is congruent with consumers' value are likely to be perceived as authentic.

This paper makes two theoretical contributions. Namely, we contribute to the literature on CSR by examining what aspects of brand behavior (communication and action) are important to consumers depending on their Schwartz values. Though Schwartz values have been used to analyze consumer perceptions in some studies before, the contrast between brand action and communication has never been explicitly studied before. By specifying whether consumers are responding to CSR communications or actions, we explain disparate findings in the pre-existing literature about the effect of cultural values on CSR. We also contribute to the literature on brand authenticity by positing that what makes a brand's behavior authentic can vary with consumer culture.

Practically, this paper will help brand and communication managers in charge of CSR campaigns by highlighting the importance of framing CSR activities according to the culture of chosen markets. Moreover, this paper highlights the importance of consistency in brand communication and brand action, especially in certain cultural communities.

The rest of this paper will be structured as followed. First, we conduct a more in-depth literature review, including hypothesis development. Second, we present methods and results for one experimental study and a within-paper meta-analysis. Afterwards, we discuss the results and their implications.

Literature review

Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) is businesses' voluntary integration of "social and environmental concerns in their business operations and their interactions with their stakeholders" (European Commission, 2001, p. 8). Notably, this excludes any actions of communications made by brands as specifically required by law.

CSR has become an increasingly relevant and widely used form of brand communications in the past decade (Durand, 2019), to the point where sustainability reports are becoming near ubiquitous amongst large publicly traded corporations (Global Newswire, 2021). CSR activities can include donations to social causes—like P&G donating 5 cents from every Pampers purchase to UNICEF (Durand, 2019)—and environmental commitments—like Unilever's commitment to reducing its use of plastic in product packaging by 2025 (Unilever). This trend towards CSR is mostly motivated by consumer demand. Indeed, it has been noted that consumers increasingly tend to adopt and behave according to a set of morals and expect brands to do the same (DTI, 2002). Many consumers are *skeptical* of the intentions behind a brand's CSR actions.

Consumer Skepticism Towards CSR

Skepticism can be defined as a "general tendency towards disbelief" (Obermiller & Spangenberg, 1998, p. 160), and often arises in response to brand CSR. This is an important phenomenon for brands to consider as skeptical consumers are more likely to distrust brand communications and try to deconstruct them (Obermiller & Spangenberg, 1998). In their Persuasion Knowledge Model, Friestad & Wright (1994, p. 2-3) detail that when consumers are "targets" to "persuasion attempts," such as marketing communications, they use what they know about the subject, about persuasion tactics, and about the "agent," or brand trying to persuade them, to form a judgement on the content of the communication, or "cope." This means that consumers do not passively accept most brand messages, but often treat them with a skeptical eye.

Though skepticism can extend to any brand activity, consumers are especially and increasingly skeptical of brands' CSR activities. In the late 90s, consumers were generally

receptive to CSR communications by brands (Webb and Mohr, 1998). However, more recent findings have shown that consumers are now more skeptical of brand CSR communication (Delmas & Burbano, 2011). Specifically, a perceived profit motive can make consumer more skeptical (Holt, 2002; Webb & Mohr, 1998). This skepticism is not unfounded. Many brands are willing to stretch the truth in order to increase brand attitude and purchase. An example of this is that in 2007, TerraChoice found that almost all products sold in stores made environmental claims that could be considered greenwashing (Lyon & Montgomery, 2015). It's no wonder that consumers are therefore skeptical of CSR actions, and prone to seeing them as inauthentic. Especially if they believe the brand has a profit motive (Holt, 2002; Webb & Mohr, 1998).

Authenticity in CSR

The success of a CSR campaign is based on the extent to which consumers view the campaign as authentic (Alhouti et al., 2016; Bhattacharya & Sen, 2004; Li et al., 2022). Authenticity has been defined in numerous ways across the literature, including concepts such as honesty, credibility, trust, morality, and naturalness (Bartsch et al., 2022; Bruhn, 2012). For the purposes of this project, we draw on definitions from Morhart et al (2015) and Bartsch et al. (2022) to define authenticity as consumers' belief that a brand can consistently and credibly deliver on its promises to consumers and stay true to itself over time.

Authenticity is a key determinant of the success of brand communications. Indeed, perceived authenticity of a CSR campaign positively affects consumers attitudes towards the firm (Sen & Bhattachary, 2001). Perceived CSR authenticity also improves cognitions about the brand—providing a distinct positioning that sets firms apart from their competitors (Brammer & Millington, 2006). Perhaps most importantly, consumers who perceive a brands' CSR as authentic behave differently. The brand management literature indicates that brands perceived as authentic in general or in the context of a CSR campaign can gain in purchase intention (Loebnitz & Grunert, 2022), brand loyalty (Martínez & Rodríguez del Bosque, 2013), and are less likely to face boycott (Alhouti et al., 2016).

On the flipside, consumers respond negatively to brand CSR actions they perceive as inauthentic. When consumers perceive a brand as inauthentic, they report lower brand attitudes (Mohr et al., 2005) and worse brand perceptions (Berman et al., 2015). This can,

in turn, cause consumers to behave in ways harmful to a brand. Lower brand authenticity can cause consumers to be less loyal (Cha et al., 2016), decrease the brand's stock price, which can affect its valuation (Chatterji et al., 2009), and negate the positive effects of a CSR campaign (Skarmeas & Leonidou, 2013). What's more, brands' CSR activities that are viewed in a negative light by society tend to be more salient in consumers' minds than those viewed in a positive light (Sen & Bhattacharya, 2001).

Consumers perceive brands as inauthentic if CSR communication seems to reflect a profit motive rather than a sincerely held belief. One key indicator of this inauthenticity is when a brand's actions do not match their communication. As such, consumers look for clues that a brand that is engaging in CSR communication is not consistently backed by CSR actions. Examples of this can include engaging in CSR during times of the year when the cause is salient (i.e. Pride month; Kemp, 2017), choosing a social cause with weak ties to the brand's line of activity (Alhouti et al., 2016), or using the CSR action as a key aspect of a promotional plan (Yoon et al., 2006), all of which indicate that CSR actions are unlikely to continue after the promotional campaign ends. Conversely, brands seem authentic when consumers note the way CSR actions match CSR communication.

Previous literature seems to indicate that in situations when consumers are skeptical about a brand, concrete actions made in relevance to CSR campaigns work best. According to Connors et al. (2017), skeptical consumers are more likely to accept a brand's CSR communications as authentic if they are shown concretely, rather than abstractly. This, in turn, can have positive effects on brand attitude and purchase intention. Moreover, consumers are more likely to view positively and sincerely a brand's CSR activity if the contribution to the cause outweighs the advertising costs in communicating the CSR activity (Yoon et al., 2006). However, this focus on brand actions as an indicator of CSR authenticity may not be consistent across consumer groups.

Interpersonal and Cultural Differences in the Perception of Authenticity

Prior literature has shown that a variety of interpersonal differences, including political views (Lim & Young, 2021), membership to a minority group (Lim & Young, 2021), gender (Alonso-Almeida et al., 2015 and Franco et al., 2017), and age (Franco et al., 2017) can have an impact on perceptions of CSR. More importantly for this paper, consumer's perceptions of CSR vary based on their nationality (Pătări et al., 2017), indicating that

cultural values can also have a significant impact on the way consumers perceive CSR activities by brands.

Culture can be considered as the sum of interactions between individuals, which shape their values, norms, and beliefs, as well as their educational background (Fishbein & Ajzen, 1975; Maseland & van Hoorn, 2017). The academic study of culture is often done at the country level (Hofstede, 2001). Indeed, of the four major frameworks of consumer culture—the Hofstede, Schwartz, Inglehart, and GLOBE (Maseland & van Hoorn, 2017)—two only allow researchers to examine national-level differences in culture. Two additional cultural frameworks allow analysis at the individual-level: the Schwartz and Inglehart methods. The original Schwartz method considers seven dimensions of people’s personal values. Inglehart’s method allows to consider two dimensions of cultural markers, mostly revolving around political opinion (Maseland & van Hoorn, 2017). Considering that our interest in consumers’ cultural markers does not revolve solely around political beliefs, we require a more all-around analysis of beliefs and values. Thus, it is more logical for us to use the Schwartz method to measure cultural markers in this study. This model is relevant to our analysis of consumers’ attitude and behavior in relevance to brands after being exposed to marketing communications and actions. Indeed, according to Schwartz (1992), values are central in explaining people’s behaviors.

Marketing literature also clearly indicates that personal values affect responses to brand CSR communications and actions. Indeed, cultural values and personal backgrounds influence how consumers judge a brand and its chosen CSR action (Chekima et al., 2016; Fishbein & Ajzen, 1975; González-Rodríguez et al., 2019). Based on the space constraints of this paper, we will not examine all seven Schwartz values in relation to consumer perceptions of CSR. Rather, we focus on two Schwartz values which (1) showed promise in pre-tests of consumer’s response to CSR communication-action mismatching (see Appendix 5) and (2) have been shown to influence consumer’s responses to CSR in prior work (i.e., Ramasamy et al., 2020, González-Rodríguez et al., 2016). Our two values of interest are therefore achievement & universalism. In this manuscript, we examine how these cultural values shape assessments of brands following action-communication (in)consistencies.

Achievement

The achievement value represents “striving [of the individual alone] to demonstrate competence in everyday interactions” (Schwartz, 1992, p. 40). In other words, consumers who score highly in the achievement value want to develop valuable skills and desire recognition from their peers. The literature on the effect of achievement values in consumers on perceptions of CSR activities is not unanimous. Some studies have found that individuals who strongly value achievement hold more positive impressions of brands following CSR (Ramasamy et al., 2020; Wang & Juslin, 2011). However, other studies have found that these high achievement individuals are unaffected by ethics when making decisions (Fritzsche & Oz, 2007) or are negatively affected by CSR (González-Rodríguez et al., 2016).

Universalism

Universalism is split into two values; universalism-tolerance, which is “acceptance and understanding of those who are different from oneself,” and universalism-concern, “commitment to equality, justice, and protection for all people” (Schwartz & Cieciuch, 2022 p. 1007). In this paper, we join the two values together in universalism, following pretest results indicating a high correlation between the two. Consumers who score highly in universalism believe it is important that others in society be treated justly. The literature on the effect of universalism values in consumers on perceptions of CSR activities is also not unanimous. Some work has found no relationship between universalism and perceptions of brand’s CSR (Ramasamy et al., 2020) while other work finds that consumers who score highly in universalism values tend to view CSR actions by brands more positively (González-Rodríguez et al., 2016) and even purchase more often from them (Diddi & Niehm, 2017). However, Wang & Juslin (2011) have found that consumers who score highly in universalism tend to be more critical of CSR activities.

Though there is an abundance of literature trying to demonstrate the effect of personal values on perceptions of brand CSR campaigns, there is no literature contrasting brand communication and brand action. For example, González-Rodríguez et al. (2016) and Diddi & Niehm (2017) focused on CSR actions, while Lim & Young (2021) and Delamas & Burbano (2011) considered CSR communication in their studies. Given the importance of matching communication and action for perceived campaign authenticity, and thus

success, it's important to understand how cultural values affect consumers perceptions of (in)consistencies between communication and action.

Hypothesis Development

Basic Effect

As described above, consumers are increasingly skeptical of brand communications in relations to CSR (Delmas & Burbano, 2011), at least partly due to misleading advertising (Lyon & Montgomery, 2015). When consumers are skeptical of a brand's communication, they tend to examine the brand's actions as indicators of intention to do good (Osterhus, 1997). In situations when consumers do not trust a brand, they will most likely only view its CSR activity as positive if it is successfully carried out, rather than only communicated (Osterhus, 1997). To be clear, when CSR communication is mentioned, we reference any message from a brand (ex. ads, press releases, etc.) which shows support for a social or environmental cause. Thus, when we reference a condition of CSR communication, that means that a brand showed support for a cause through their channels. Conversely, a condition of no CSR communication means that a brand has not shown any support for a cause through their channels. CSR action, on the other hand, references concrete actions done by brands in support for a cause (ex. donate money, change their business practices, etc.). When we reference a condition of CSR action, that means that a brand has acted in support for a brand, while a condition of no CSR action means that a brand did not act in support for the brand. We therefore hypothesize that:

H1a: When a brand does not act but communicates in accordance with a cause, it will lead to a decrease in consumer purchase intention compared to when a brand has neither cause-related actions nor communications (i.e., does nothing).

H1b: When a brand acts and communicates in accordance with a cause, it will lead to an increase in consumer purchase intention compared to when a brand has neither cause-related actions nor communications (i.e., does nothing).

H1c: When a brand acts but does not communicate in accordance with a cause, it will lead to an increase in consumer purchase intention compared to when a brand has neither cause-related actions nor communications (i.e., does nothing).

The brand management literature helped us highlight authenticity as a key factor in how consumers judge and respond to brand CSR campaigns. Guèvremont (2018) has found that perceived authenticity is highly influenced by how a brand acts in relation to the values that they communicate. Loebnitz & Grunert (2022) have found that consumers are more likely to purchase from brands that they perceive as authentic. Thus, we posit that:

H2: Authenticity mediates the relationship between CSR communication-action (mis)match and purchase intention.

Moderation by Universalism

Considering the definition of universalism being centered around the equitable treatment of others in society (Schwartz & Cieciuch, 2022), it can be argued that people who score highly in this value would appreciate brands showing support for social causes, regardless of the format.

To make hypotheses about what occurs when consumers score low in universalism, we look to research on contrasting or “opposite” values—that is, consumers who score high on this contrasting value are likely to score low on universalism. Individuals who score highly on vertical individualism—a construct we consider the opposite of universalism due to its focus on autonomous individuality and the acceptance of inequality— (Schwartz, 1992) are more likely to be skeptical towards CSR activities (Kim et al., 2019, p. 427). Thus, this leads us to believe that:

H3a: At low levels of universalism, consumers will perceive any brand CSR action as authentic, regardless of if it is consistent or mismatched with the brand’s communication.

H3b: At high levels of universalism, consumers will report higher authenticity for brands that do any CSR activity (i.e., communication or action) regardless of consistency between communication and action.

H3c: We expect perceptions of authenticity to be related to purchase intent such that the effects hypothesized in H3a and H3b will replicate when purchase intent is the dependent variable.

Moderation by Achievement

A key component of the achievement value is to value an individual's ability to "demonstrate competence in everyday interactions" (Schwartz, 1992, p. 40). Notably, the achievement value emphasizes actions carried out. Thus, we can make the inference that consumers who score highly in achievement are more likely to value brands committing concrete actions in their CSR campaign. Ramasamy et al. (2020) have found that the more a consumer values achievement and is skeptical about a brand's genuine intentions for CSR, the more negatively they perceive the brand. In situations like this, when consumers do not trust a brand, they will most likely only view its CSR activity as positive if it is successfully carried out, rather than only communicated (Osterhus, 1997).

Again, to predict how consumers low in achievement appraise CSR, we look to constructs that oppose achievement. Namely, consumers who score highly in conservation—considered by Schwartz (2012) to be the opposite of achievement—are more likely to view CSR activities by a brand positively (González-Rodríguez et al., 2016). Thus, our hypotheses are as follows:

H4a: At low levels of achievement, consumers will perceive brands as relatively authentic if they perform any form of CSR activity regardless of communication-action consistency.

H4b: At high levels of achievement, consumers will perceive brands as relatively authentic if they do any CSR action regardless of consistency between communication and action.

H4c: We expect perceptions of authenticity to be related to purchase intent such that the effects hypothesized in H4a and H4b will replicate when purchase intent is the dependent variable.

An illustration of the proposed research model proposed is located in Appendix 1.

Overview of Studies

In study one, we created a survey where we randomly exposed respondents to two scenarios about a fictitious brand, one communication scenario (support a social cause or promote a new product), and one action scenario (act in support of a cause or do nothing), and then asked them questions regarding their perception of authenticity and their purchase intention, as well as their values according to the Schwartz model. Next, in a within-paper meta-analysis, we compiled results from three studies (including study 1) using the similar methodology to examine the robustness of our findings.

The data collected and the survey material for Study 1 and the meta-analysis can be found at https://osf.io/y2c5z/?view_only=a9c54de7e60f4657ba6cb214a50cd995 for anyone wishing to verify the results displayed in this paper.

All studies in this research were detailed and submitted to the *Comité d'éthique de la recherche* (CER) of HEC Montréal and approved on April 28th, 2023. All data collection and analysis in relevance to this research took place before the expiration of the CER approval, on April 1st, 2024. A copy of the certificate of approval from the CER is joined in Appendix 2.

Chapter 1

Study 1

Methods

Pre-Registration

Study 1 was pre-registered on AsPredicted, which can be found at https://aspredicted.org/R86_CRR. In this pre-registration, we included items that would be used to measure brand attitude as well as universalism-nature from the Schwartz values. However, we decided to remove these items from the survey after analyzing results from a previous study.

Participants

Amazon's Mechanical Turk workers (MTurkers) were recruited for a survey on Qualtrics. MTurkers were paid \$0.45 and we estimated completing the survey took three minutes. In Appendix 3, the consent form included at the beginning of the survey is included. Of 720 initial participants, 43 had missing data and 116 failed at least one attention check (30 failed the text prompt and 86 failed the multiple-choice prompt). We therefore retained 561 participants (49.9% male, 48.7% female, 1.5% non-binary or self-described; $M_{age} = 42.66$, $SD = 12.5$; 72.5% White or Caucasian, 10.3% Black or African, 0.7% Indigenous North American, 0.2% Arab, 4.8% Latino or Latina, 7% Asian or Pacific Islander, 4.1% multi-racial, and 0.4% prefer to self-describe). All respondents lived in the United States of America.

Given this study's focus on political issues pertaining to the LGBTQ+ community, we asked additional demographic questions pertaining to political ideology as well as acceptance of and identification with the LGBTQ+ community. First, we asked participants to rate their political alignment as: "From a scale of 1 to 5, where 1 is totally liberal and 5 is totally conservative, please indicate which side you feel more in line with in terms of politics, in general." The median for this question was of 3, with a mean of 2.72 ($SD = 1.2$). Second, we asked participants to rate their acceptance of people who identify as LGBTQ+ as "From a scale of 1 to 5 where 1 is do not accept at all and 5 is absolutely accept, please specify your attitude towards people who identify as part of the LGBTQ+ community." For

this question, the median was of 4, with a mean of 3.97 (SD = 1.3). We asked participants for the sexual orientation they identified as, 89.5% answered heterosexual, 3% answered homosexual, 5.9% answered bisexual, 0.7% answered asexual, and 0.9% preferred to self-describe or did not answer.

In order to use the categorical demographic variables as control variables in this study, we have recoded them as binary variables. For ethnicity, answers will be recoded as white and non-white (default). For gender, answers will be recoded as male and non-male (default). For sexuality, answers will be recoded as heterosexual and queer (default).

Procedure

A copy of the questionnaire can be found in Appendix 4. After consenting to participate in the study, participants were randomly exposed to a scenario based on a 2 (brand communication: pro-LGBTQ+, control) x 2 (brand action: advertising with FIFA, pulling ad from FIFA).

Specifically, participants were informed that: “In this study, you will be asked to imagine a fictional advertising campaign and provide your opinions on a brand. Even though the brand is fictitious, we ask you to answer as truthfully as you can, as it will help our research.” In the first scenario, the fictitious brand voiced their support for the LGBTQ+ community in an ad campaign (i.e., “*Jeremy and Holly's INC is a brand that has been making and selling athletic clothing to consumers for 10 years. This brand has recently launched a new ad campaign. In this ad campaign, they show their support to the LGBTQ+ rights movement and displayed their brand logo over a rainbow flag, the symbol of the LBGTQ+ rights movement.*”) In the other possible scenario, the brand simply promoted their new product: “*Jeremy and Holly's INC is a brand that has been making and selling athletic clothing to consumers for 10 years. This brand has recently launched a new ad campaign. In this ad campaign, they display their new black and orange basketball shorts.*” These two possible scenarios represent the independent variable of our study: brand communication. A brand could either show their support for a social cause, here LGBTQ+ rights, or stick to commercial content, here an ad about their new shorts.

Next, participants were given context to a moral dilemma for brands in relevance to the FIFA World Cup 2022, which read: “*The FIFA World Cup 2022 took place in Qatar, a country in the Middle East where it is illegal for homosexual men to display affection or*

be legally married. Considering the vast number of people across the world planning to watch the event on television or online, many brands planned to advertise the event either on site or through media.” This context is based in real world events. Qatar’s government has banned any and all homosexual activities and has a history of transgressing human rights (The Business Times, 2022). The World Cup took place in Qatar in 2022, and many brands, for example, Budweiser, have made ads supporting LGBTQ+ rights to a Western audience, but also considered sponsoring the event (Karlovitich, 2022). After this bit of context, participants were randomly exposed to one of two scenarios, where the fictitious brand made a decision about sponsoring the World Cup in Qatar. In one possible scenario, participants read that: *“Jeremy and Holly's INC initially had plans to broadcast a television ad during the event to promote their brand. Jeremy and Holly's INC decided to not air any ads in relevance to the FIFA World Cup and released a statement explaining that the LGBTQ+ rights of Qatar motivated their decision.”* In the other possible scenario, participants read *“Jeremy and Holly's INC initially had plans to broadcast a television ad during the event to promote their brand. Jeremy and Holly's INC decided to maintain their plans of advertising in the FIFA World Cup.”* These scenarios represent moderating variable: brand action. Following a brand’s communications in the first set of scenarios, it makes a choice of whether to actually support LGBTQ+ rights in a real-world situation by pulling their support for a sports event that is hosted by a country hostile to LGBTQ+ people or to continue pursuing commercial benefits by sponsoring the sports event. It is important to note that this survey was solely distributed during the month of June, which is recognized as Pride month for LGBTQ+ people in the United States of America (Library of Congress). This was done as to ensure that LGBTQ+ rights was a top-of-mind issue in participants’ minds.

Measures

Following the scenarios, respondents were presented with questions relevant to perceptions of the brand’s authenticity, their purchase intention of the fictitious products, participants’ values (i.e., universalism, achievement), and demographics.

Brand Authenticity

To assess brand authenticity, participants responded to 13 statements on a 1 (*do not agree at all*) to 5 (*absolutely agree*) scale. All items presented to participants were tested in a

previous pilot study to make sure that they are valid and reliable in the context of this research. Given the multiple definitions of authenticity in the literature (Nunes et al, 2021), we took care to create a scale including items pertaining to brand credibility (i.e., “*This brand will provide to you the benefits it promises*”; “*This brand is honest.*”; Bartsch et al., 2022, p. 319-320), integrity (i.e., “*This brand has moral principles*”; “*This brand is true to a set of moral values*”; “*This brand cares about its customers*”; Bartsch et al., 2022, p. 319-320), continuity (i.e., “*The brand stays true to itself*”; “*This brand offers continuity*”; Bruhn et al., 2012, p. 571), reliability (i.e., “*The brand keeps its promises*”; “*This brand delivers what it promises*”; “*This brand’s promises are credible*”; “*This brand makes reliable promises*”; Bruhn et al., 2012, p. 571), and naturalness by (“*This brand makes a genuine impression*”; “*This brand gives the impression of being natural*”; Bruhn et al., 2012, p. 571). This scale was reliable ($\alpha = 0.97$). A factor analysis for the scale is reported in the results section.

Purchase Intent

Second, participants were asked to “Please describe your purchase intentions towards the brand described.” Respondents were then given a list of four bipolar items measuring purchase intention taken from (Spears & Singh, 2004, p. 60). From a scale from one to five, participants were asked to rate their intent from “Definitely do not intend to buy” to “Definitely intend to buy,” “Very low purchase interest” to “Very high purchase intent,” “Definitely not buy it” to “Definitely buy it,” and “Probably not buy it” to “Probably buy it.” This scale was reliable ($\alpha = 0.98$)

Schwartz’s Values

Third, participants were asked to identify how alike they are to a hypothetical person who displays a high score in achievement and universalism-concern & universalism-tolerance values from (Schwartz & Cieciuch, 2022). Participants were asked “Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate how much you are like this person from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.” The three items in relevance to achievement are “It is important to this person to have ambitions in life,” “It is important to this person to be very successful,” and “It is important to this person that people recognize what they achieve.” This scale was reliable ($\alpha = 0.82$). In terms of universalism-

concern and universalism-tolerance, there were six items listed: “It is important to this person that the weak and vulnerable in society be protected,” “It is important to this person that every person in the world have equal opportunities in life,” “It is important to this person that everyone be treated justly, even people they don’t know,” “It is important to this person to be tolerant toward all kinds of people and groups,” “It is important to this person to listen to and understand people who are different from them,” and “It is important to this person to accept people even when they disagree with those people.” This scale was reliable ($\alpha = 0.92$).

Attention Checks

At the end of the survey, participants completed two attention checks. Respondents were first asked “In a sentence, please describe one question you answered in this survey.” Any irrelevant one-word answer or off topic subjects meant that their participation in the survey was removed. A multiple-choice prompt was then given, asking “Which of the following best describes the scenario you read about.” The choices were “A brand promoted their support for LGBTQ+ rights,” “A new brand was launched,” “A brand asked me how I feel about LGBTQ+ rights,” and “A brand promoted their new product.” Participants were removed if they selected an option that did not accord with their assigned condition.

Results

Validity Tests

In order to assure validity of concepts used in a study, it is first important to consider content validity. All items used in the creation of authenticity, purchase intention, achievement, and universalism instruments were taken from peer-reviewed literature relevant to the context of this study. They have been tested in published research papers. All items used measure their attached concept as intended.

It is then important to consider convergent and divergent validity of the items. In order to do this, a factor analysis (varimax rotation) was performed on all dependent variable items simultaneously. Results of this test can be found in Table 6. Based on prior literature (Tabachnick & Fidell, 2013), retained items that loaded greater than 0.71 are considered greatly linked to a factor, while loadings less than 0.45 are considered weakly linked to a factor.

When considering the thirteen authenticity items, they all load strongly in the first factor (all loadings > 0.75), which indicates convergent validity. In terms of divergent validity, only one item (*This brand has moral principles*) loaded significantly (0.40) on another factor representing purchase intent.

All purchase intent items loaded strongly on a single factor (all loadings > 0.8). Each of these items also loads on the authenticity factor (loadings between 0.43 and 0.45). Normally, this would be concerning in relevance to the divergent validity of both concepts. However, part of this study's goal is to demonstrate that authenticity mediates the relationship between a brand's CSR behavior and consumers' purchase intention for that brand, thus we expect authenticity and purchase intent to be strongly correlated. It is thus quite normal that consumers who find a brand to be authentic in its behavior would also have a high purchase intention, which could cause the two concepts to be slightly muddled in participants' minds. Thus, we consider that, overall, the authenticity and the purchase intention concepts have divergent validity.

As for the achievement and universalism items, they all load strongly in their own concept (number two for universalism and number four for achievement) and do not load significantly in any other concept. This indicates convergent and divergent validity for both concepts.

Effect of communication-action (in)consistency, not accounting for culture

Authenticity. In order to understand the average effects of communication-action consistency on authenticity and purchase intent, we ran analyses not including culture as a predictor. First, we use a 2(communication: CSR, control) x 2 (action: CSR, control) ANOVA to predict brand authenticity. In this test, brand communication was not a significant predictor of authenticity $F(1, 557) = 0.602, p = 0.411$, nor was the interaction between communication and message $F(1, 557) = 2.694, p = 0.101$. When the brand took CSR actions, participants rated it as more authentic ($M = 3.69, SD = 0.96$) than when it took no CSR action ($M = 3.40, SD = 0.92$), $F(1, 557) = 15.248, p < 0.001$. In order to validate these results, a second test was done with consideration for the covariates; age, political alignment, support for LGBTQ+ rights, gender, ethnicity, and sexuality. The pattern of results remained the same, though the interaction between brand communication

and action was significant in this test ($p = 0.048$). Note that the significant interaction does not replicate in the meta-analytic data, so we do not examine it further.

Purchase Intention. We conducted another 2(communication: CSR, control) x 2(action: CSR, control) ANOVA with purchase intent as the dependent variable. Mirroring the results on authenticity, communication did not have a significant effect on purchase intention, $F(1, 557) = 0.412, p = 0.521$, nor did the interaction between communication and action, $F(1, 557) = 1.131, p = 0.288$. Participants reported higher purchase intent from brands following a CSR ($M = 3.07, SD = 1.23$) vs. control ($M = 2.77, SD = 1.15$) action, $F(1, 577) = 9.85, p = .002$. A second test was done to ensure robustness to covariates. The pattern stayed the same.

Authenticity mediated the effect of action on purchase intent when brands did not use CSR messaging (LLCI = 0.21, ULCI = 0.57). The indirect effect became non-significant when brands used CSR communication (LLCI = -0.03, ULCI = 0.36), however the index of moderated mediation was not significant (LLCI = -0.49, ULCI = 0.04). These patterns are robust to the inclusion of covariates.

Discussion. These initial results imply that, on average, consumers largely reward brands' CSR actions but not their CSR messages. The match between action and message does not seem to matter to consumers. However, as mentioned in the introduction, this is likely affected by consumer culture. In these following tests, we will now integrate the cultural moderates: universalism belief and achievement belief.

The effect of culture on consumers' perceptions of brand CSR

Authenticity. One of our objectives was to assess how participants with different values assess brand actions that are (in)consistent with their communication. To do so, we ran a regression predicting authenticity from brand communication (pro-LGBTQ+ or control), brand action (advertising with FIFA, pulling ad from FIFA), the value (i.e., achievement and universalism) and the interaction of these terms. We begin by discussing the regression using achievement as the value, then universalism. All effects are robust to the inclusion of age, political orientation, LGBTQ+ support, gender, race, and sexuality (see robustness checks in Appendix 8).

Achievement. Full results are shown in table 1. We observe significant effects of achievement ($B = 0.23, SE = 0.11, p = 0.03$). Importantly, we do not observe the

hypothesized three-way interaction between brand communication, brand action, and achievement values ($B = -0.20$, $SE = 0.18$, $p = 0.25$). Therefore, there is no evidence that achievement values moderate the effect of (in)consistent brand communications and actions on perceptions of authenticity.

Universalism. Full results are shown in table 1. We observe significant effects of brand communication ($B = -2.02$, $SE = 0.53$, $p < 0.001$) and brand action ($B = -2.28$, $SE = 0.52$, $p < 0.001$). We also observe significant interactions between communication and action ($B = 2.31$, $SE = 0.73$, $p = 0.02$), communication and universalism ($B = 0.54$, $SE = 0.13$, $p < 0.001$), and action and universalism ($B = 0.66$, $SE = 0.13$, $p < 0.001$). These effects are superseded by the hypothesized three-way interaction between brand communication, brand action, and universalism values ($B = -0.63$, $SE = 0.18$, $p < 0.001$).

Table 1

Regression results predicting authenticity from brand communication, brand action, Schwartz values and their interactions.

Predictors	Achievement	Universalism
	B (SE)	B (SE)
Brand communication	-0.22 (0.48)	-2.02 (0.53)***
Brand action	0.79 (0.48)	-2.28 (0.52)***
Value	0.23 (0.11) *	-0.02 (0.10)
Communication X Action	0.46 (0.63)	2.31 (0.73)**
Communication X Value	0.12 (0.13)	0.54 (0.13)***
Action X Value	-0.10 (0.13)	0.66 (0.13)***
Communication X Action X Value	-0.20 (0.18)	-0.63 (0.18)***
Observations	561	561
Overall R^2	.08	.22

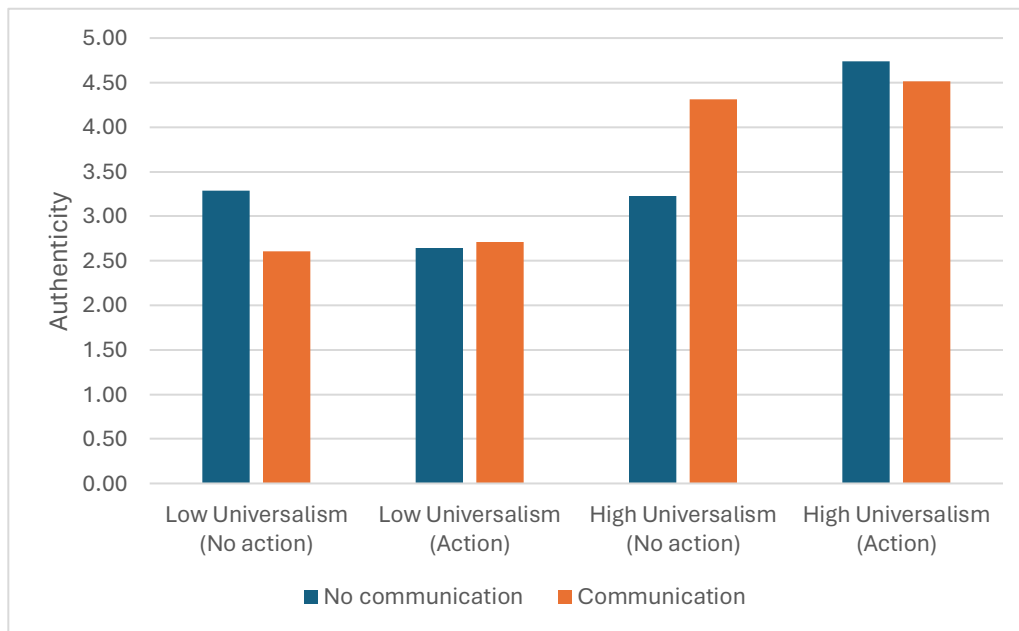
Notes. For brand communication, promoting a new product (control) is specified as the default. For brand action, advertising with FIFA (control) is specified as the default.

* $p < .05$, ** $p < .01$, *** $p < .001$

Median Split. To better understand the interaction results, we median (4.17) split the universalism value. We then conducted separate 2(communication: CSR, control) x 2

(action: CSR, control) ANOVAs for high and low universalism with authenticity as the dependent variable. As can be seen in Figure 1, when universalism is low, there was no significant effect of communication, action, or their interaction (all p s>.23). Conversely, when universalism is high, we observe a significant effect of communication, $F(1, 272) = 6.85, p = 0.009$, action, $F(1, 272) = 26.83, p < 0.001$, and their interaction, $F(1, 272) = 11.13, p < 0.001$. Consumers high in universalism reward any CSR, whether it be acting or messaging. In other words, for consumers high in universalism, the least authentic behavior is no-message, no-action ($M = 3.16, SD = 0.76$)—which is lower than both the no-action CSR-message condition ($M = 3.81, SD = 0.95$), $F(1, 272) = 14.79, p < 0.001$, and the no-message CSR-action condition ($M = 4.09, SD = 0.86$), $F(1, 272) = 30.81, p < 0.001$. No other simple effects were significant.

Figure 1. Interaction Between Brand Communication, Action, and Universalism on Authenticity in Study 1



Where low universalism is defined as -2SD from the mean, and high universalism is +2SD from the mean

Purchase Intent. In this section, we test the relationship between brand communication and brand action, and purchase intent as moderated by the Schwartz values.

All effects are robust to the inclusion of age, political orientation, LGBTQ+ support, gender, race, and sexuality (see robustness checks).

Achievement. Full results are shown in table 2. We observe a significant effect of achievement ($B = 0.35$, $SE = 0.13$, $p = 0.01$). Importantly, we do not observe the hypothesized three-way interaction between brand communication, brand action, and achievement values ($B = -0.42$, $SE = 0.22$, $p = 0.06$). Therefore, there is no evidence that achievement values moderate the effect of (in)consistent brand communications and actions on purchase intent.

Universalism. Full results are shown in table 2. We observe significant effects of brand communication ($B = -1.48$, $SE = 0.71$, $p = 0.04$) and brand action ($B = -2.60$, $SE = 0.69$, $p < 0.01$). We also observe significant interactions between communication and universalism ($B = 0.40$, $SE = 0.17$, $p = 0.02$) and action and universalism ($B = 0.74$, $SE = 0.17$, $p = 0.00$). Importantly, we do not observe the hypothesized three-way interaction between brand communication, brand action, and universalism values ($B = -0.39$, $SE = 0.23$, $p = 0.10$). Therefore, there is no evidence that universalism values moderate the effect of (in)consistent brand communications and actions on purchase intent.

Table 2

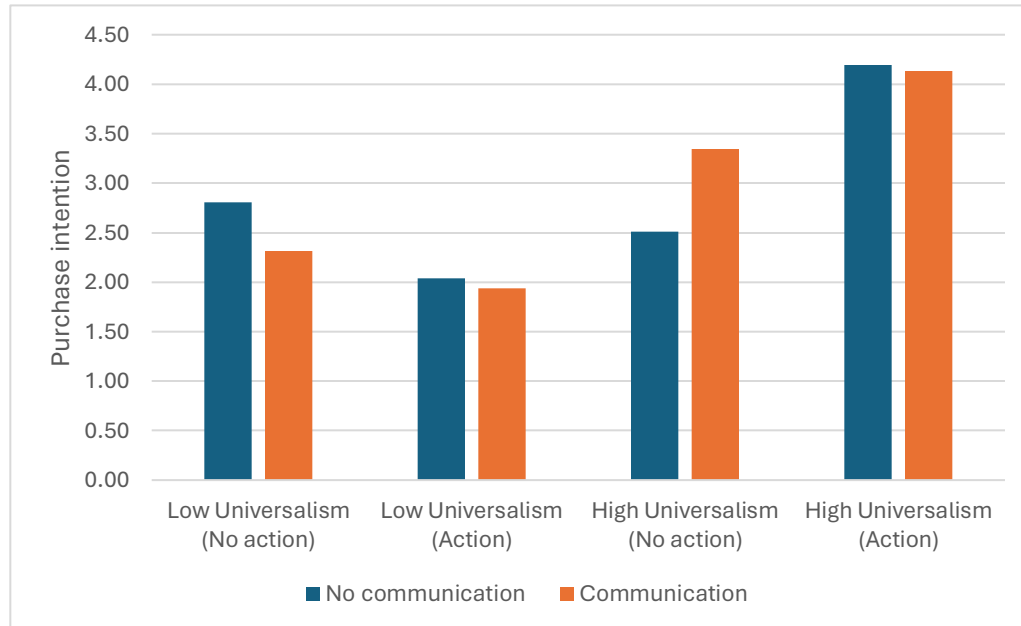
Regression results predicting purchase intent from brand communication, brand action, Schwartz values and their interactions.

Predictors	Achievement	Universalism
	<i>B (SE)</i>	<i>B (SE)</i>
Brand communication	-0.20 (0.60)	-1.48 (0.71)*
Brand action	0.42 (0.60)	-2.60 (0.69)***
Value	0.35 (0.13)**	-0.09 (0.13)
Communication X Action	1.27 (0.80)	1.36 (0.98)
Communication X Value	0.10 (0.17)	0.40 (0.17)*
Action X Value	-0.001 (0.17)	0.74 (0.17)***
Communication X Action X Value	-0.42 (0.22)	-0.39 (0.23)
Observations	561	561
Overall R ²	0.08	0.14

Notes. For brand communication, promoting a new product (control) is specified as the default. For brand action, advertising with FIFA (control) is specified as the default.

* $p < .05$, ** $p < .01$, *** $p < .001$

Figure 2. Interaction Between Brand Communication, Action, and Universalism on Purchase Intention in Study 1



Where low universalism is defined as -2SD from the mean, and high universalism is +2SD from the mean

Full Model Test

In this section, we test the full model using a single moderated mediation test. This will allow us to validate the moderating effects of the Schwartz values and the mediating effect of authenticity on the relationship between the independent variable, brand action, and the dependent variable. We used Process model twelve to accomplish this (i.e., a-path and direct effect moderation).

Achievement. We consider the indirect effect of brand communication on authenticity and authenticity on purchase intention as moderated by achievement and action. The overall index of moderated mediation was not significant ($B = -.17$; $LLCI = -0.50$, $ULCI = 0.16$). This tells us that achievement does not moderate the effect of condition on purchase intent through authenticity.

Universalism. We consider the indirect effect of brand communication on purchase intention mediated by authenticity. Brand action and universalism were included as a-path moderators. The overall index of moderated mediation was significant ($B = -.53$, $LLCI = -0.87$, $ULCI = -0.20$). Therefore, universalism moderates the effect of condition on purchase

intent through authenticity. However, when we consider the indices of conditional moderated mediation by brand action, we notice that the indirect effect is not significant at universalism levels one standard deviation below the average ($M-1SD_{universalism} = 3.29$; $B = .22$, $LLCI = -0.14$, $ULCI = 0.59$) nor at average levels of universalism ($M_{universalism} = 4.11$; $B = -.22$, $LLCI = -0.45$, $ULCI = 0.01$). The indice is only significant at levels of universalism one standard deviation above the average ($M+1SD_{universalism} = 4.93$; $B = -.66$; $LLCI = -1.03$, $ULCI = -0.31$). In Table 3, full results are shown for the conditional indirect effects of brand communication on purchase intention as mediated by authenticity, when considering low, average, and high levels of universalism, as well as no brand action being done and the brand supporting LGBTQ+ rights. The only significant condition is found when no statement is made by the brand and universalism scores are higher than average ($B = 4.93$; $LLCI = 0.26$, $ULCI = 0.80$). This is the only condition in which authenticity mediates the effect of condition on purchase intent.

Table 3

Indirect effects of moderated mediation illustrating the moderating effects of universalism according to low, average, and high levels of universalism and according to no brand action being done and the brand supporting LGBTQ+ rights

Conditions	LLCI	ULCI
No Action X Low Universalism	-0.48	0.04
No Action X Average Universalism	-0.02	0.32
No Action X High Universalism	0.26	0.80
Action X Low Universalism	-0.26	0.26
Action X Average Universalism	-0.23	0.09
Action X High Universalism	-0.38	0.11

Observations: 561

Notes. For brand action, no statement is considered the default and statement is considered the experimental value.

For universalism, values are considered according to the average and the standard deviation, where low universalism = 3.29, average universalism = 4.11, and high universalism = 4.93.

Discussion. Consumer culture, specifically universalism, has a meaningful effect on how CSR actions and messages are perceived. As shown previously, averaged across consumer culture, it appears that consumers reward CSR actions and pay little attentions to (in)consistencies with the messages that accompany them.

However, we find a different pattern when we account for universalism as a cultural difference. Consumers who score lowly in universalism are non-responsive to any CSR actions or messages. However, consumers high in universalism are highly responsive to both actions and messages. High universalism consumers rate brands as relatively inauthentic if they do not espouse any support (action or message) for CSR, but rate these brands as authentic as soon as they perform a CSR action or communicate a CSR message. A similar pattern unfolds for purchase intent, with both actions and messages increasing purchase intent for high universalism consumers. The 3-way interaction (message-action-universalism) is not significant, indicating that for purchase intent, communication alone is helpful, but ultimately is not as effective as action.

Chapter 2

Within-Paper Meta-Analysis

Methods

We aggregated all the databases from three recall studies (Pilot $N = 201$; Study 1 Test $N = 470$; and Study 1 $N = 561$) we collected for this project, creating a single dataset with 1232 observations across three studies. Study was used as a control variable in all of the tests in the Meta-Analysis and results remained consistent. In all three studies, participants were collected through the MTurk platform. Our goal in running this meta-analysis was to provide a large-scale replication of the findings presented above.

All three studies are based on the same experiment, except for a different scenario being presented to participants in the Pilot and in Study 1 Test, as opposed to Study 1 (Scenarios are listed in Appendix 7). Questionnaires used can be found in Appendices 3, 4, and 5. In short, two social causes were used: LGBTQ+ rights and their relevance in the FIFA 2022 World Cup in Qatar and the Black Lives Matter movement and protesters' rights. In the case of the FIFA World Cup, we presented a fictional brand, Jeremy and Holly Inc., that would consider sponsoring the event after making ads either supporting LGBTQ+ rights or promoting new basketball shorts. In the case of BLM, we presented, Jeremy and Holly Inc., that would consider bailing out some BLM protesters after making an ad either supporting the movement or promoting a new ice cream flavor. We used the same items to measure authenticity, universalism, and purchase intention across all studies. The studies differed in whether additional scales were included. We ran the meta-analysis only on the variables of purchase intent, authenticity, and universalism. It is important to note that achievement was not analyzed in the meta-analysis, following non-significant results in Study 1. All bots and incomplete responses were removed prior to analysis. In order to use the categorical demographic variables as control variables in this study, we have recoded them as binary variables. For ethnicity, answers will be recoded as white and non-white (default). For gender, answers will be recoded as male and non-male (default).

We controlled for study as a dummy variable in all analyses.

Measures

We used Cronbach's alpha to test the reliability of the instruments created in this study: authenticity ($\alpha = 0.98$), purchase intention ($\alpha = 0.97$), and universalism ($\alpha = 0.92$).

In order to conclude on our hypotheses, we first did 2 (communication: CSR, control) x 2 (action: CSR, control) ANOVAs with the dependent variable being Authenticity, then purchase intention without considering the moderating effect of universalism. We then conducted regressions to predict authenticity (then purchase intention) from brand communication (pro-social cause or control), brand action (support cause or do nothing), universalism and the interaction of these terms. Finally, we tested the entire model through a moderated mediation test.

Results

Validity Tests

In order to assure the validity of the instruments created in this study, we used a factor analysis.

In table 7, full results of a factor analysis can be found. When considering the thirteen authenticity items, they all load strongly in on a single factor (all loadings ≥ 0.75), which indicates convergent validity. In terms of divergent validity, no item loaded significantly (≤ 0.38) on another factor.

All purchase intent items loaded strongly on a single factor (all loadings ≥ 0.8). Each of these items also loads on the authenticity factor (loadings between 0.42 and 0.44). Just as in study 1, we do not consider this a problem. Thus, we consider that, overall, the authenticity and the purchase intention concepts have divergent validity.

When considering the six universalism items, they all load strongly on a single factor (all loadings ≥ 0.77), which indicates convergent validity. In terms of divergent validity, no item loaded significantly (≤ 0.30) on another factor.

Effect of communication-action (in)consistency, not accounting for culture

Authenticity. Just as in Study 1, it is important to first consider the effect of brand action and communication on dependent variables without considering the moderating

effects of consumer values. In this first 2 (communication: CSR, control) x 2 (action: CSR, control) ANOVA, we test for effects on authenticity. Brands that used control communication (i.e., promotion as usual) seemed more authentic ($M = 3.62$, $SD = 0.87$) than brands that promoted CSR messages ($M = 3.49$, $SD = 1.07$), $F(1, 1228) = 4.333$, $p = 0.038$. Conversely, brands that performed CSR actions were perceived as more authentic ($M = 3.73$, $SD = 1.00$) than brands that performed control actions ($M = 3.33$, $SD = 0.93$), $F(1, 1228) = 50.055$, $p < 0.001$. The interaction between communication and action was not significant, $F(1, 1228) = 0.051$, $p = 0.821$. A second test was done with covariates included: study, age, political alignment, ethnicity, and gender. However, the pattern remained the same.

Purchase Intention. We conducted another 2(communication: CSR, control) x 2 (action: CSR, control) ANOVA with purchase intention as the dependent variable. Consumers had higher purchase intent for brands that used control communication (i.e., promotion as usual) ($M = 3.20$, $SD = 1.99$) than brands that promoted CSR messages ($M = 2.98$, $SD = 1.30$), $F(1, 1228) = 9.233$, $p = 0.002$. Conversely, consumers had higher purchase intent for brands that performed CSR actions ($M = 3.21$, $SD = 1.30$) than brands that performed control actions ($M = 2.93$, $SD = 1.18$), $F(1, 1228) = 14.513$, $p < 0.001$. The interaction between communication and action was not significant, $F(1, 1228) = 0.523$, $p = 0.470$. A second test was done to consider covariates' effect, but the pattern stayed the same.

Authenticity mediated the effect of action on purchase intent both when brands did (LLCI = 0.23, ULCI = 0.52) and did not (LLCI = 0.22, ULCI = 0.47) communicate a CSR message. The index of moderated mediation was not significant (LLCI = -0.16, ULCI = 0.22). Therefore, authenticity has a mediating effect on the relationship between brand CSR activity and purchase intention in all conditions of CSR communication. It is important to note that this pattern stayed the same when we included covariates.

Discussion. Replicating the effects of Study 1, we find that—averaging across cultures—consumers reward brands that act by considering them more authentic and having higher purchase intent for their products. In this analysis, consumers also seem to reward (e.g., higher authenticity, higher purchase intent) brands that do not use CSR

messaging. The interaction between them is not significant, indicating that—averaged across cultural variables—(in)consistencies between messaging and action do not matter to consumers.

In the following section, we determine if the moderating effects of universalism replicate in the meta-analytic sample.

Effect of communication-action (in)consistency, accounting for universalism

Authenticity. Our first objective was to assess how participants with different levels of universalism assess brand actions that are (in)consistent with their communication. To do so, we ran a regression predicting authenticity from brand communication (pro-social cause or control), brand action (support cause or do nothing), universalism and the interaction of these terms. All effects are robust to the inclusion of age, political orientation, gender, and race (see robustness checks in Appendix 9). All tests done below include study as a control variable.

Full results are shown in table 4. We observe significant effects of brand communication ($B = -2.05, SE = 0.37, p < 0.001$) and brand action ($B = -2.30, SE = 0.36, p < 0.001$). We also observe significant interactions between communication and action ($B = 1.81, SE = 0.50, p < 0.001$), communication and universalism ($B = 0.46, SE = 0.09, p < 0.001$), and action and universalism ($B = 0.65, SE = 0.09, p < 0.001$). These effects are superseded by the hypothesized three-way interaction between brand communication, brand action, and universalism values ($B = -0.43, SE = 0.12, p < 0.001$).

Table 4

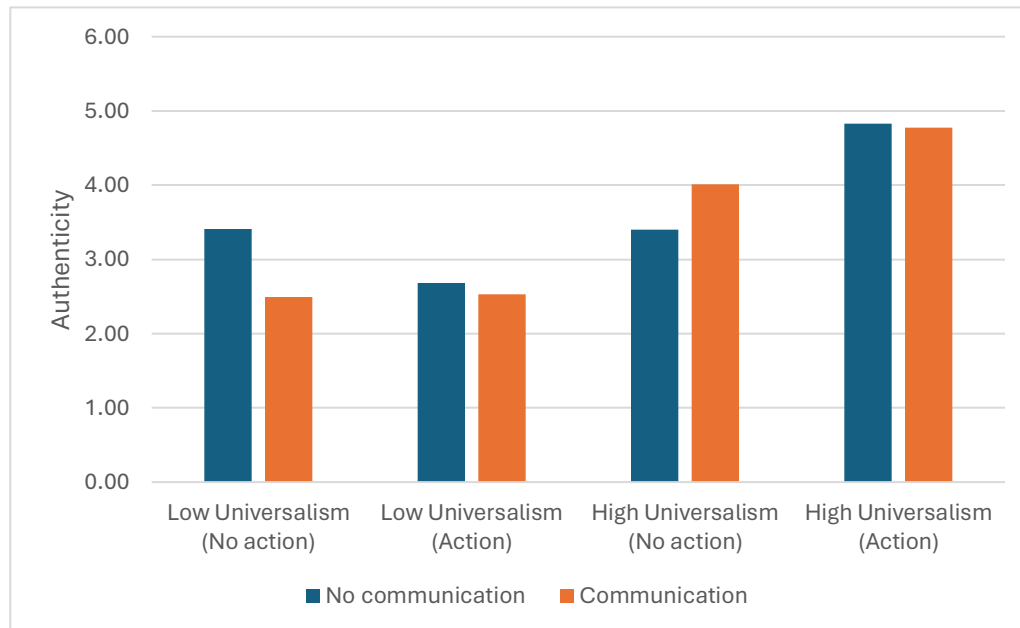
Regression results predicting authenticity from brand communication, brand action, universalism, and their interactions.

Predictors	Authenticity <i>B (SE)</i>	Purchase Intent <i>B (SE)</i>
Brand communication	-2.05 (0.37)***	-1.94 (0.49)***
Brand action	-2.33 (0.36)***	-2.97 (0.48)***
Universalism	-0.001 (0.06)	-0.04 (0.09)
Study Pilot	0.04 (0.07)	0.32 (0.09)***
Study Test	-0.05 (0.05)	0.23 (0.07)**
Communication X Action	1.81 (0.50)***	1.66 (0.66)*
Communication X Universalism	0.46 (0.09)***	0.41 (0.12)***
Action X Universalism	0.65 (0.09)***	0.77 (0.12)***
Communication X Action X Universalism	-0.43 (0.12)***	-0.38 (0.16)*
Observations	1232	1232
Overall R ²	.25***	0.18***

Notes. For brand communication, promoting a new product (control) is specified as the default. For brand action, advertising with FIFA is specified as the default.

* $p < .05$, ** $p < .01$, *** $p < .001$

Figure 3. The effects of CSR action, CSR message, universalism and their interactions on authenticity in the within-paper meta-analysis.



Where low universalism is defined as -2SD from the mean, and high universalism is +2SD from the mean

In order to better understand our results, we median (4.33) split the data on universalism. We then conducted two 2 (communication: CSR, control) x 2 (action: CSR, control) ANOVAs with authenticity as the dependent variable (for high and low universalism).

For consumers low in universalism, there was no effect of CSR action, $F(1, 608) = 0.20, p = 0.655$, nor a significant interaction between message and action¹, $F(1, 608) = 3.37, p = 0.067$. CSR communication had a significant effect $F(1, 608) = 15.29, p < 0.001$, such that the brand seemed less authentic after a CSR message ($M = 3.10, SD = 1.05$) than a control message ($M = 3.39, SD = .78$).

For consumers high in universalism, CSR communication does not have a significant effect $F(1, 616) = 0.40, p = 0.529$, but action does $F(1, 616) = 103.10, p < 0.001$. The interaction between the two variables is significant $F(1, 616) = 3.85, p = 0.05$. This pattern remains

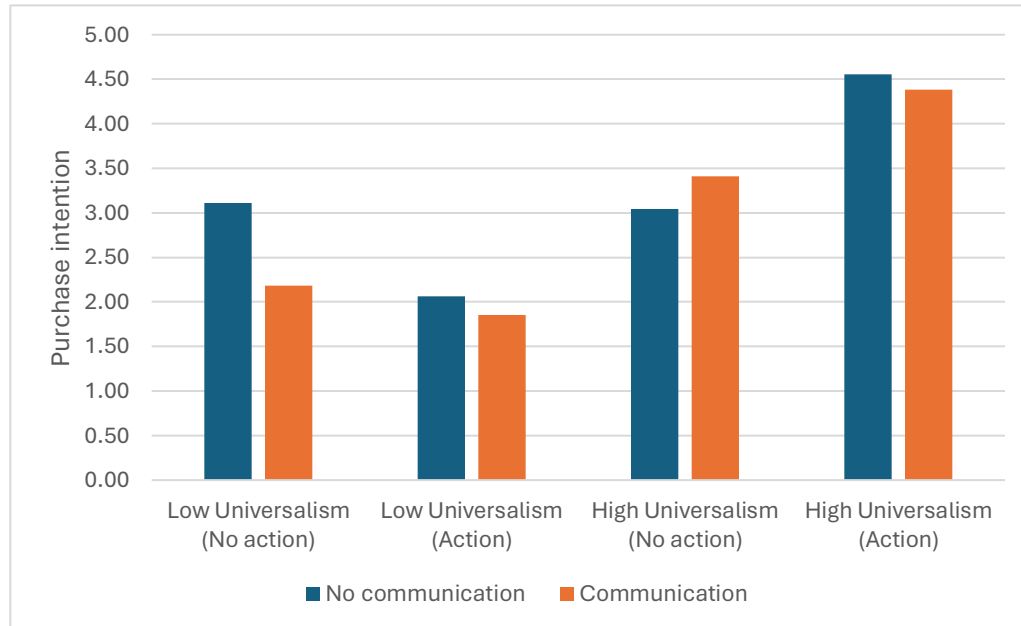
¹ The interaction between the two variables was marginally significant. However, the interaction was no longer when covariates were included $F(1, 594) = 2.26, p = .133$.

the same when covariates are included. Mimicking the results of Study 1, simple effects tests revealed that consumers punished brands that did nothing in support of social causes. Authenticity was lower for brands in the no-message no-action condition ($M = 3.35$, $SD = 0.84$) than in either the no-message action condition ($M = 4.21$, $SD = 0.78$), $F(1, 616) = 65.94$, $p < 0.001$, and the message no-action condition ($M = 3.53$, $SD = 1.02$), $F(1, 616) = 2.97$, $p = 0.09$ (marginal). Unlike in Study 1, we also find that consumers think brands that communicate and act ($M = 4.12$, $SD = 0.84$) are more authentic than brands that just communicate, $F(1, 616) = 37.83$, $p < 0.001$

Purchase Intent. In this section, we test the relationship between brand communication and brand action, and purchase intent as moderated by universalism. All effects are robust to the inclusion covariates.

Full results are shown in table 4. We observe significant effects of brand communication ($B = -1.94$, $SE = 0.49$, $p < 0.001$) and brand action ($B = -2.97$, $SE = 0.48$, $p < 0.001$). We also observe significant interactions between communication and action ($B = 1.66$, $SE = 0.66$, $p = 0.01$), communication and universalism ($B = 0.41$, $SE = 0.12$, $p < 0.001$), and action and universalism ($B = 0.77$, $SE = 0.12$, $p < 0.001$). These effects are superseded by the hypothesized three-way interaction between brand communication, brand action, and universalism values ($B = -0.38$, $SE = 0.16$, $p = 0.02$).

Figure 4. The effects of CSR action, CSR message, universalism and their interactions on purchase intent in the within-paper meta-analysis.



Where low universalism is defined as -2SD from the mean, and high universalism is +2SD from the mean

In order to better understand the interaction, we median (4.33) split universalism into low and high conditions. We then conducted a 2(communiation: CSR, control) x 2 (action: CSR, control) ANOVA with purchase intention as the dependent variable. The patterns described below remain the same when covariates are included.

In low universalism conditions, participants had higher purchase intent for brands that did not engage in CSR communication ($M = 2.98, SD = 1.13$) than for those who did ($M = 2.62, SD = 1.22$), $F(1, 608) = 15.59, p < 0.001$. There was also a marginal effect of action, $F(1, 608) = 3.74, p = 0.054$, such that low universalism consumers had a higher purchase intent for brands that did not do CSR actions ($M = 2.88, SD = 1.13$) than those that did ($M = 2.71, SD = 1.24$). There was not a significant interaction between message and action, $F(1, 608) = 1.87, p = 0.17$.

In high universalism conditions, CSR communication does not have a significant effect $F(1, 616) = 0.61, p = 0.43$, nor does the action x communication interaction, $F(1, 616) = 0.341, p = 0.56$. Consumers high in universalism reported higher purchase intent for brands

that took CSR actions ($M = 3.67$, $SD = 1.18$) than those who did not ($M = 2.98$, $SD = 1.23$), $F(1, 616) = 50.30$, $p < 0.001$.

Moderated Mediation

In this section, we test the full model using a single moderated mediation test. This will allow us to validate the moderating effects of universalism and the mediating effect of authenticity on the relationship between the independent variable, brand action, and the dependent variable. We used PROCESS model twelve to accomplish this (i.e., moderation on the a-path and direct effect).

We test the indirect effect of brand communication on purchase intention mediated by authenticity and moderated by brand action and universalism. The overall index of moderated mediation was significant ($B = -.37$, $LLCI = -0.60$, $ULCI = -0.16$). This tells us that universalism moderates the effect of condition on purchase intent through authenticity. However, when we consider the indices of conditional moderated mediation by brand action, we notice that the effect is not significant at the average universalism level ($M_{\text{universalism}} = 4.13$; $B = .03$, $LLCI = -0.13$, $ULCI = 0.20$). The index is significant at levels of universalism one standard deviation above the average ($M+1SD_{\text{universalism}} = 4.96$; $B = -.28$; $LLCI = -0.53$, $ULCI = -0.03$) and at levels of universalism one standard deviation below the average ($M-1SD_{\text{universalism}} = 3.30$; $B = .13$, $LLCI = 0.10$, $ULCI = 0.60$). In Table 5, full results are shown for the conditional indirect effects of brand communication on purchase intention as mediated by authenticity, when considering low, average, and high levels of universalism, as well as no brand action being done and the brand supporting human rights. The only significant conditions are found when the brand takes no action to support human rights and universalism scores are higher than average ($B = .21$, $LLCI = 0.02$, $ULCI = 0.40$) or lower than average ($B = -.46$, $LLCI = -0.64$, $ULCI = -0.28$). These are the only conditions in which universalism moderates the effect of condition on purchase intent through authenticity.

Table 5

Indirect effects of moderated mediation illustrating the moderating effects of universalism according to low, average, and high levels of universalism and according to no brand action being done and the brand supporting LGBTQ+ rights

Conditions	LLCI	ULCI
No Action X Low Universalism	-0.64	-0.28
No Action X Average Universalism	-0.25	0.01
No Action X High Universalism	0.02	0.40
Action X Low Universalism	-0.29	0.07
Action X Average Universalism	-0.20	0.02
Action X High Universalism	-0.22	0.09

Observations: 1232

Notes. For brand action, no statement is considered the default and statement is considered the experimental value.

For universalism, values are considered according to the average and the standard deviation, where low universalism = 3.30, average universalism = 4.13, and high universalism = 4.96.

Discussion

First, we examined whether communication-action (in)consistencies in CSR messaging mattered to consumers, not accounting for cultural differences. Replicating prior research, we find that people have higher purchase intention for brands that take CSR actions than those who do not. Results largely demonstrate that this increase in purchase intent is mediated by perceptions of authenticity—brands that perform CSR actions are seen as more authentic than brands that do not (i.e., **H2** supported). However, we note that the indirect effect of action on purchase intent was not significant for consumers in the CSR-message condition in study 1.

We also, somewhat surprisingly, found that consumers believe that brands that communicate in-line with CSR causes (vs. standard promotional ads) are less authentic and they are therefore less likely to purchase from them. However, this finding is limited to the meta-analytic data and should be interpreted with caution.

Importantly, we never find a significant communication-action interaction on either purchase intent or authenticity. This means that —averaging across cultural differences— (in)consistencies between actions and messages do not seem to affect purchase intent (i.e., we reject **H1a**, **H1b**, and **H1c**) or authenticity.

Second, we examined the moderating role of universalism on the effect of communication-action inconsistencies on consumer perceptions of authenticity. We observed a significant 3-way interaction between communication, action, and universalism in both studies.

We consistently find that people low in universalism do not change their perceptions of brand authenticity in response to brand actions, regardless of whether they are consistent or inconsistent with brand communications (i.e., reject **H3a**). However, in the meta-analysis we did find that consumers believed brands were, in general, less authentic following a CSR message vs. a regular promotional message.

We also consistently find that people high in universalism are very responsive to CSR actions and messages when rating authenticity. In both datasets, consumers rated brands that did nothing (i.e., no-CSR-communication, no-CSR-action) as relatively less authentic compared to brands that communicated only or acted only. In study 1, consumers did not assign more authenticity to brands that both communicated and acted in line with a CSR

cause (i.e., were consistent with action and messaging). However, in the meta-analysis, we find that consumers think that brands that communicate and act (i.e., are consistently promoting CSR) are more authentic than those who just communicate a CSR message. In other words, any brand CSR activity has a positive effect on authenticity for consumers who score highly in universalism. Thus, **H3b** is supported.

The moderating effect of universalism on purchase intent is less consistent across studies. Across both studies, we find consistent two-way interactions between (1) universalism and communication, and (2) universalism and action: As consumers score higher in universalism, they have higher purchase intent for brands that do either CSR messaging or CSR action. In the meta-analysis, we also find a 3-way interaction (i.e., universalism-communication-action). However, following a universalism median-split, the interaction between communication and action was not significant in low or high universalism conditions, making this effect difficult to interpret.

A moderated mediation test indicates that brand communication has a significant indirect effect on purchase intention through authenticity in conditions of no brand action and of high universalism, meaning that high universalism consumers believe that brands that message only are more authentic than brands that do nothing and are more likely to purchase. We reject **H3c**, but it is important to note that high universalism consumers value both CSR communication and action from brands more than no brand action and no brand communication.

The achievement value did not have a significant effect on authenticity or purchase intention in Study 1. **H4a**, **H4b**, and **H4c** are not supported.

Some results presented are contrary to what were expected based on the literature review. First, we hypothesized that a mismatch between brand CSR communications and action would result in lower purchase intention. Results were however not significant. We based ourselves on the brand management literature in authenticity to form our hypotheses. We took from multiple definitions of authenticity to illustrate it as consumers' belief that a brand can consistently and credibly deliver on its promises to consumers and stay true to itself over time. In this definition, it is clear that a brand viewed as authentic would not use mismatched actions and communications in a CSR campaign (ex. communicating support for a social cause, but then not acting in accordance with this cause). However, we find that

the average consumer (i.e., not accounting for culture), does not judge authenticity this way. Rather, we find that brands seem more authentic, and consumers have higher purchase intent for them, when they act—regardless of if that action is consistent with their messaging. This adds an interesting nuance to the literature on brand authenticity—that consistency matters less than action. Of course, the non-CSR message and action conditions in our studies represent business-as-usual. Our finding should therefore be followed-up by other work examining more egregious messaging-action mismatches (e.g., funding police while using messaging aimed at BLM activists; funding pro LGBTQ+ causes while using messaging aimed at fundamentalist Christians).

Second, we were not also able to find a significant result for the moderating effect of the achievement value in the studied relationship. In marketing research, the literature was not unanimous on the effect of achievement on consumer perceptions of brand CSR. Papers consulted indicated possible positive (ex. Wang & Juslin, 2011) and negative effects on perceptions of CSR activities done by brands (ex. González-Rodríguez et al., 2016). What's more, Fritzsche & Oz (2007) have found that high achievement individuals disregard ethics altogether when making decisions. We set out to clarify the effect and help the literature reach a consensus. However, our results were not significant. Taken together, the conflicting prior literature and our findings suggest that achievement values likely do not affect consumers' perceptions of CSR.

Contributions

This paper has contributed to the overall marketing literature in two significant ways. On the topic of CSR, we have shown that a coordination of action and communication can have a significant impact on consumer perceptions and that this differs according to cultural backgrounds, specifically the Schwartz value of universalism. We demonstrate that consumers who score highly in universalism are more likely to value brands that participate in CSR activities, regardless of if they are communication- or action-based.

On the topic of brand authenticity, we proposed a definition based on other attempts in the literature in hopes of coming closer to a widely accepted definition. What's more, our research shows that authenticity is widely affected by culture and cannot be understood universally.

More practically, this paper highlights the importance for communication managers to understand what their target consumers value the most. We have shown that consumer values can have a significant effect on how they perceive CSR activities by brands. Though we set out to show that consistency in CSR activities is necessary for success, we have found that this is highly dependent on culture. Notably, consumers who score highly in universalism look for any CSR activities from brands, regardless of consistency.

Limits

Though we are confident in the methodology used and the results obtained in the research, there are some key limits to keep in mind. First, consumers interrogated through the MTurk platform were all American. This means that conclusions found here may not be generalizable to all cultures. Though the Schwartz method has been tested in several different countries (Schwartz, 1992), they can impact behavior differently according to cultural background. Wang & Juslin (2011) have found that Chinese consumers who score highly in achievement are more likely to view CSR activities positively. Meanwhile, González-Rodríguez et al. (2016) found opposite results in a Spanish context. Second, participants responded to a survey featuring hypothetical scenarios. In other words, respondents were asked if they would purchase from a brand, but they did not actually purchase anything. Though this method allows to isolate variables and test for significant effects, it lacks ecological validity. There is no way to know if consumers would truly behave in the ways reported in the surveys. Third, a fake brand was presented in the scenario of the surveys. This brand existed in a vacuum and was only affected by the events introduced in the scenario. In the real world, consumers have connections to brands and events changing perceptions occur all of the time. What's more, consumers tend to be more critical of brands that they have a relationship with (MacInnis & Folkes, 2017). Thus, our scenario may not fully represent consumer affect and behavior towards brands participating in CSR campaigns.

Future Directions

Our paper presents key avenues for future research. First, scenarios of brand activity proposed in our surveys were either favorable or neutral to a social cause. In future research, consumer responses to brands acting against social causes could be studied. For example, brands that sponsor the National Rifle Association (NRA) in the context of a

national discussion on gun regulation could be considered (NRA Industry Ally). Second, future research could consider mismatched CSR brand actions and communications in the context of other causes, such as environmentalism. It is likely that other Schwartz values could have an effect on consumer perceptions. Third, we chose universalism and achievement as the Schwartz values studied based on results from a small-sample pretest. However, this does not mean that the other values do not play into the relationship studied. More research could uncover these effects.

Conclusion

In this paper, we set out demonstrate the effects of mismatched CSR actions and communications from brands on consumer perceptions of authenticity and on purchase intention, moderated by universalism and achievement values. We however found that mismatched CSR activities did not have a significant effect on studied variables in the sample. We found that achievement values did not moderate the relationship studied. However, in cases of high universalism we found that any CSR activity from brands can increase authenticity perceptions and purchase intention. Our research shows that authenticity is a complex construct that can be modified according to cultural context and that communication managers need to understand their target consumers before enacting a CSR campaign. We propose future directions for research, such as scenarios where brands negatively affect a social cause, act in accordance with environmental causes, and evaluating the moderating effect of other Schwartz values.

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Table 6*Dimension Reduction Test for Study 1*

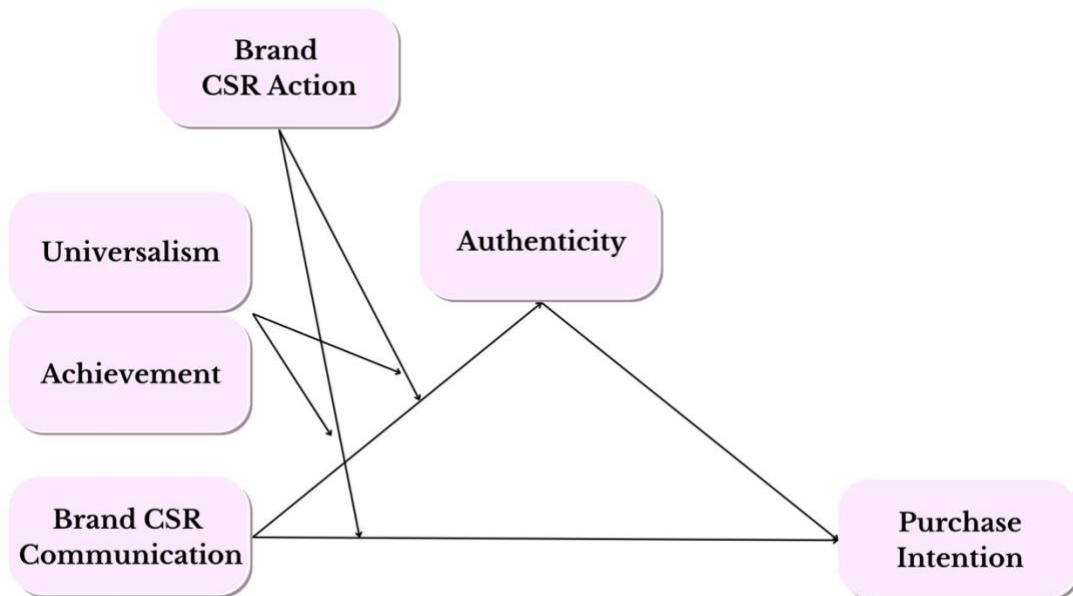
Item	Factor Loadings			
	1	2	3	4
Authenticity 1	0.761			
Authenticity 2	0.836			
Authenticity 3	0.737		0.403	
Authenticity 4	0.776		0.342	
Authenticity 5	0.818			
Authenticity 6	0.851			
Authenticity 7	0.823			
Authenticity 8	0.887			
Authenticity 9	0.884			
Authenticity 10	0.893			
Authenticity 11	0.894			
Authenticity 12	0.831			
Authenticity 13	0.756		0.355	
Purchase Intention 1	0.441		0.842	
Purchase Intention 2	0.445		0.840	
Purchase Intention 3	0.437		0.842	
Purchase Intention 4	0.438		0.842	
Achievement 1				0.846
Achievement 2				0.906
Achievement 3				0.800
Universalism 1		0.783		
Universalism 2		0.842		
Universalism 3		0.841		
Universalism 4		0.844		
Universalism 5		0.855		
Universalism 6		0.786		

Table 7*Dimension Reduction Test for Meta-Analysis*

Item	Factor Loadings		
	1	2	3
Authenticity 1	0.786		
Authenticity 2	0.835		
Authenticity 3	0.750		0.378
Authenticity 4	0.785		0.331
Authenticity 5	0.805		
Authenticity 6	0.825		
Authenticity 7	0.801		
Authenticity 8	0.878		
Authenticity 9	0.875		
Authenticity 10	0.875		
Authenticity 11	0.889		
Authenticity 12	0.818		0.310
Authenticity 13	0.745		0.369
Purchase Intention 1	0.432		0.847
Purchase Intention 2	0.442		0.840
Purchase Intention 3	0.425		0.853
Purchase Intention 4	0.434		0.845
Universalism 1		0.801	
Universalism 2		0.822	
Universalism 3		0.839	
Universalism 4		0.841	
Universalism 5		0.842	
Universalism 6		0.772	

Appendix 1 – Research Model

The independent variable of brand CSR communication affect the dependent variable of purchase intention through the mediator of authenticity. Brand CSR action moderates the relationship through the a-path (CSR communication-action to authenticity) and c-path (CSR communication-action to purchase intention). Consumer values of universalism and achievement moderate the relationship between brand action and the a-path as well as the relationship between brand action and the c-path.



Appendix 2 – CER Approval Copy

CERTIFICAT D'APPROBATION ÉTHIQUE

La présente atteste que le projet de recherche décrit ci-dessous a fait l'objet d'une évaluation en matière d'éthique de la recherche avec des êtres humains et qu'il satisfait aux exigences de notre politique en cette matière.

HEC MONTRÉAL

Comité d'éthique de la recherche

Projet # : 2023-5428

Titre du projet de recherche : LGBTQ+ commitments and lack of perceived brand authenticity in the scope of different cultural dimensions

Chercheur principal : Jérémy Turmel,

Directrice : Holly Howe, Professeur - HEC Montréal

Date d'approbation du projet : April 28, 2023

Date d'entrée en vigueur du certificat : April 28, 2023

Date d'échéance du certificat : April 01, 2024



Maurice Lemelin
Président
CER de HEC Montréal

Signé le 2023-05-01 à 09:27

Appendix 3 – Consent Form

Subject: Consumer's reponse to brand actions and advertisements

The following pages contain an anonymous questionnaire, which we invite you to complete. This questionnaire was developed as part of a research project at HEC Montréal.

Since your first impressions best reflect your true opinions, we would ask that you please answer the questions included in this questionnaire without any hesitation. We have estimated that this survey should take about 3 minutes.

The information collected will remain strictly confidential. It will be used solely for the advancement of knowledge and the dissemination of the overall results in academic or professional forums.

The online data collection provider agrees to refrain from disclosing any personal information (or any other information concerning participants in this study) to any other users or to any third party, unless the respondent expressly agrees to such disclosure or unless such disclosure is required by law.

Please note that the following is automatically collected by the survey software: Worker ID, IP address, approximate geolocation. Although it is not the intent of the research team to do so, collecting your Worker ID means that information you provide in this survey could be linked to other responses you provide in other surveys.

De-identified data from this experiment (i.e., data without personal identifiers like your Worker ID, IP address, approximate geolocation, or any additional identifying details you provide) may be published on open science websites.

You are free to refuse to participate in this project and you may decide to stop answering

the questions at any time. By completing this questionnaire, you will be considered as having given your consent to participate in our research project and to the potential use of data collected from this questionnaire in future research.

You may end the study at any time by exiting out of the browser window. You will not be paid for studies you do not complete.

If you have any questions about this research, please contact the principal investigator, Jérémy Turmel, at jeremy.turmel@hec.ca . The supervisor of this research is Holly Howe, you can contact this person at holly.howe@hec.ca .

HEC Montréal's Research Ethics Board has determined that the data collection related to this study meets the ethics standards for research involving humans. If you have any questions related to ethics, please contact the REB secretariat at (514) 340-6051 or by email at cer@hec.ca.

Thank you for your valuable cooperation!

Appendix 4 – Study 1 Survey

Subject: Consumer's response to brand actions and advertisements

The following pages contain an anonymous questionnaire, which we invite you to complete. This questionnaire was developed as part of a research project at HEC Montréal.

Since your first impressions best reflect your true opinions, we would ask that you please answer the questions included in this questionnaire without any hesitation. We have estimated that this survey should take about 3 minutes.

The information collected will remain strictly confidential. It will be used solely for the advancement of knowledge and the dissemination of the overall results in academic or professional forums.

The online data collection provider agrees to refrain from disclosing any personal information (or any other information concerning participants in this study) to any other users or to any third party, unless the respondent expressly agrees to such disclosure or unless such disclosure is required by law.

Please note that the following is automatically collected by the survey software: Worker ID, IP address, approximate geolocation. Although it is not the intent of the research team to do so, collecting your Worker ID means that information you provide in this survey could be linked to other responses you provide in other surveys.

De-identified data from this experiment (i.e., data without personal identifiers like your Worker ID, IP address, approximate geolocation, or any additional identifying details you provide) may be published on open science websites.

You are free to refuse to participate in this project and you may decide to stop answering the questions at any time. By completing this questionnaire, you will be considered as having given your consent to participate in our research project and to the potential use of data collected from this questionnaire in future research.

You may end the study at any time by exiting out of the browser window. You will not be paid for studies you do not complete.

If you have any questions about this research, please contact the principal investigator, J  r  my Turmel, at jeremy.turmel@hec.ca . The supervisor of this research is Holly Howe, you can contact this person at holly.howe@hec.ca .

HEC Montr  al's Research Ethics Board has determined that the data collection related to this study meets the ethics standards for research involving humans. If you have any questions related to ethics, please contact the REB secretariat at (514) 340-6051 or by email at cer@hec.ca.

Thank you for your valuable cooperation!

In this study, you will be asked to imagine a fictional advertising campaign and provide your opinions on a brand. Even though the brand is fictitious, we ask you to answer as truthfully as you can, as it will help our research.

Communication condition

Scenario 1

Jeremy and Holly's INC is a brand that has been making and selling athletic clothing to consumers for 10 years. This brand has recently launched a new ad campaign.

In this ad campaign, they show their support to the LGBTQ+ rights movement and displayed their brand logo over a rainbow flag, the symbol of the LGBTQ+ rights movement.

OR

Scenario 2

Jeremy and Holly's INC is a brand that has been making and selling athletic clothing to consumers for 10 years. This brand has recently launched a new ad campaign.

In this ad campaign, they display their new black and orange basketball shorts.

Action condition

Scenario 1

The FIFA World Cup 2022 took place in Qatar, a country in the Middle East where it is illegal for homosexual men to display affection or be legally married. Considering the vast number of people across the world planning to watch the event on television or online, many brands planned to advertise the event either on site or through media. Jeremy and Holly's INC initially had plans to broadcast a television ad during the event to promote their brand.

Jeremy and Holly's INC decided to not air any ads in relevance to the FIFA World Cup and released a statement explaining that the LGBTQ+ rights of Qatar motivated their decision.

OR

Scenario 2

The FIFA World Cup 2022 took place in Qatar, a country in the Middle East where it is illegal for homosexual men to display affection or be legally married. Considering

the vast number of people across the world planning to watch the event on television or online, many brands planned to advertise the event either on site or through media. Jeremy and Holly's INC initially had plans to broadcast a television ad during the event to promote their brand.

Jeremy and Holly's INC decided to maintain their plans of advertising in the FIFA World Cup.

Please read each of the following statements about the brand you were described in the previous sections and rate your agreement to the statements from 1 to 5, where 1 means do not agree at all and 5 is absolutely agree.

	Do not agree at all	2	3	4	Absolutely agree
This brand will provide to you the benefits it promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is honest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has moral principles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is true to a set of moral values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand cares about its customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand stays true to itself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand offers continuity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand keeps its promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This brand
delivers what
it promises

This brand's
promises are
credible

This brand
makes
reliable
promises

This brand
makes a
genuine
impression

This brand
gives the
impression of
being natural

Please describe your purchase intentions towards the brand described:

	1	2	3	4	5	
Definitely do not intend to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely intend to buy
Very low purchase interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high purchase intent
Definitely not buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely buy it
Probably not buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Probably buy it

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to have ambitions in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be very successful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that people recognize what they achieve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person that the weak and vulnerable in society be protected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that every person in the world have equal opportunities in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that everyone be treated justly, even people they don't know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It is important
to this person
to be tolerant
toward all
kinds of
people and
groups.

It is important
to this person
to listen to
and
understand
people who
are different
from them.

It is important
to this person
to accept
people even
when they
disagree with
those people.

Thank you for your responses. Now we have some questions about you. Please note that your answer to these questions will not be used to identify you, rather to further our research.

Please write your current age in number (e.g., 20 if you are 20 years of age)

Please select your gender identity.

- Male
- Female
- Nonbinary
- Prefer to self describe _____
- Do not want to specify

From a scale of 1 to 5, where 1 is totally liberal and 5 is totally conservative, please indicate which side you feel more in line with in terms of politics, in general.

- Totally liberal
- 2
- 3
- 4
- Totally conservative

From a scale of 1 to 5 where 1 is do not accept at all and 5 is absolutely accept, please specify your attitude towards people who identify as part of the LGBTQ+ community.

Do not accept at all

2

3

4

Absolutely accept

Please indicate your ethnic identity

White or caucasian

Black, African, Afro-Latino/Afro-Latina, or Afro-Caribbean

Indigenous American or Canadian

Arab

Latino/Latina

Asian or Pacific Islander

Bi or multi racial

Prefer to self describe _____

What country do you currently reside in?

- Canada
- United States of America (USA)
- United Kingdom (UK)

Please indicate your sexual orientation

- Straight / Heterosexual
- Gay / Lesbian / Homosexual
- Bi or Pan sexual
- Asexual
- Prefer to self describe _____

In a sentence, please describe one question you answered in this survey:

Which of the following best describes the scenario you read about

- A brand promoted their support for LGBTQ+ rights
- A new brand was launched
- A brand asked me how I feel about LGBTQ+ rights
- A brand promoted their new product

Thank you for participating in this survey. For your information, the brand used in this experiment was entirely fictitious and was not made to reflect any real organization.

Thank you again for participating. If you have additional questions, please feel free to contact me at jeremy.turmel@hec.ca

Appendix 5 – Pilot Survey (included in Meta-analysis)

Subject: Consumer's response to brand actions and advertisements

The following pages contain an anonymous questionnaire, which we invite you to complete. This questionnaire was developed as part of a research project at HEC Montréal.

Since your first impressions best reflect your true opinions, we would ask that you please answer the questions included in this questionnaire without any hesitation. We have estimated that this survey should take about 12 minutes.

The information collected will remain strictly confidential. It will be used solely for the advancement of knowledge and the dissemination of the overall results in academic or professional forums.

The online data collection provider agrees to refrain from disclosing any personal information (or any other information concerning participants in this study) to any other users or to any third party, unless the respondent expressly agrees to such disclosure or unless such disclosure is required by law.

Please note that the following is automatically collected by the survey software: Worker ID, IP address, approximate geolocation. Although it is not the intent of the research team to do so, collecting your Worker ID means that information you provide in this survey could be linked to other responses you provide in other surveys.

De-identified data from this experiment (i.e., data without personal identifiers like your Worker ID, IP address, approximate geolocation, or any additional identifying

details you provide) may be published on open science websites.

You are free to refuse to participate in this project and you may decide to stop answering the questions at any time. By completing this questionnaire, you will be considered as having given your consent to participate in our research project and to the potential use of data collected from this questionnaire in future research.

You may end the study at any time by exiting out of the browser window. You will not be paid for studies you do not complete.

If you have any questions about this research, please contact the principal investigator, Jérémy Turmel, at jeremy.turmel@hec.ca . The supervisor of this research is Holly Howe, you can contact this person at holly.howe@hec.ca .

HEC Montréal's Research Ethics Board has determined that the data collection related to this study meets the ethics standards for research involving humans. If you have any questions related to ethics, please contact the REB secretariat at (514) 340-6051 or by email at cer@hec.ca.

Thank you for your valuable cooperation!

In this study, you will be asked to imagine a fictional advertising campaign and provide your opinions on a brand. Even though the brand is fictitious, we ask you to answer as truthfully as you can, as it will help our research.

Communication condition

Scenario 1

Jeremy and Holly's INC is a brand that makes and sells ice cream to consumers. This brand has recently launched a new ad campaign.

In this ad campaign, they **show their support to the Black Lives Matter movement** and displayed their brand logo over a black closed fist, a symbol for the Black Lives Matter movement.

OR

Scenario 2

Jeremy and Holly's INC is a brand that makes and sells ice cream to consumers. This brand has recently launched a new ad campaign. In this ad campaign, they display their new flavor of ice cream: mint and chocolate chip.

Action condition

Scenario 1

In the last few years, several protests across the United States have occurred over events of police brutality that have mostly impacted Black communities. During some of these protests, some protesters were arrested. In order to be released from jail, they needed to post bail.

Jeremy and Holly's INC decided to step in and **pay for some of the protesters' bails** in order to grant their release.

Fin de bloc: EXP2-1

OR

Scenario 2

In the last few years, several protests across the United States have occurred over events of police brutality that have mostly impacted Black communities. During some of these protests, some protesters were arrested. In order to be released from jail, they needed to post bail.

Jeremy and Holly's INC **did not release a statement** over the events that occurred.

Please read each of the following statements about the brand you were described in the previous sections and rate your agreement to the statements from 1 to 5, where 1 means do not agree at all and 5 is absolutely agree.

	Do not agree at all	2	3	4	Absolutely agree
This brand will not betray you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand will provide to you the benefits it promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is honest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Do not agree at all	2	3	4	Absolutely agree
This brand gives back to its customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has moral principles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is true to a set of moral values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand cares about its customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Do not agree at all	2	3	4	Absolutely agree
This brand is consistent over time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand stays true to itself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand offers continuity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand has a clear concept that it pursues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Do not agree at all	2	3	4	Absolutely agree
This brand is different from all other brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand stands out from other brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think this brand is unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand clearly distinguishes itself from other brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Do not agree at all	2	3	4	Absolutely agree
The brand keeps its promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand delivers what it promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand's promises are credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand makes reliable promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Do not agree at all	2	3	4	Absolutely agree
This brand does not seem artificial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand makes a genuine impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand gives the impression of being natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Do not agree at all	2	3	4	Absolutely agree
This brand is committed to the traditional way of doing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand respects its heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has values that are in line with other ice-cream companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand follows the stated and unstated rules of how an ice cream company should behave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Do not agree at all	2	3	4	Absolutely agree
This brand is authentic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please describe your overall feelings about the brand described:

	1	2	3	4	5	
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable
Unlikable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likable

Please describe your purchase intentions towards the brand described:

	1	2	3	4	5	
Definitely do not intend to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely intend to buy
Very low purchase interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high purchase intent
Definitely not buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely buy it
Probably not buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Probably buy it

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to form their views independently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to develop their own opinions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to figure things out themselves.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to make their own decisions about their life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to plan their activities independently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be free to choose what they do by themselves.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person always to look for different things to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to take risks that make life exciting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to have all sorts of new experiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to have a good time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to enjoy life's pleasures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to take advantage of every opportunity to have fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to have ambitions in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be very successful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that people recognize what they achieve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person that people do what they say people should.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to have the power to make people do what they want.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be the one who tells others what to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to have the power that money can bring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be wealthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to own expensive things that show their wealth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person that no one should ever shame them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to protect their public image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person never to be humiliated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is very important to this person to avoid disease and protect their health.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be personally safe and secure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to avoid anything dangerous.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person that their country is secure and stable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to have a strong state that can defend its citizens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that their country protect itself against all threats.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to maintain traditional values and ways of thinking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to follow their family's customs or the customs of a religion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to honor the traditional practices of their culture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person never to violate rules or regulations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to follow rules even when no-one is watching.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to obey all the laws.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to avoid upsetting other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person never to annoy anyone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person never to make other people angry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person never to think they deserves more than other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be humble.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be satisfied with what they have and not ask for more.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to care for nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to take part in activities to defend nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to protect the natural environment from destruction or pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person that the weak and vulnerable in society be protected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that every person in the world have equal opportunities in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that everyone be treated justly, even people they don't know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to be tolerant toward all kinds of people and groups.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to listen to and understand people who are different from them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to accept people even when they disagree with those people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to take care of people they are close to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is very important to this person to help the people dear this person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to concern themselves with every need of their dear ones.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person that people they know have full confidence in them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be a dependable and trustworthy friend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that all their friends and family can rely on them completely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your responses. Now we have some questions about you. Please note that your answer to these questions will not be used to identify you, rather to further

our research.

Please write your current age in number (e.g., 20 if you are 20 years of age)

Please select your gender identity.

Male

Female

Nonbinary

Prefer to self describe _____

Do not want to specify

From a scale of 1 to 5, where 1 is totally liberal and 5 is totally conservative, please indicate which side you feel more in line with in terms of politics, in general.

- Totally liberal
- 2
- 3
- 4
- Totally conservative

Please indicate your ethnic identity

- White or caucasian
- Black, African, Afro-Latino/Afro-Latina, or Afro-Caribbean
- Indigenous American or Canadian
- Arab
- Latino/Latina
- Asian or Pacific Islander
- Bi or multi racial
- Prefer to self describe _____

What country do you currently reside in?

- Canada
- United States of America (USA)
- United Kingdom (UK)

In a sentence, please describe one question you answered in this survey:

Which of the following best describes the scenario you read about

- A brand promoted their support for Black Lives Matter
- A new brand was launched
- A brand asked me how I feel about Black Lives Matter
- A brand promoted their new product

He is the oldest man in the world.

Which of the following is true?

- He is not as old as my grandfather
- Many men are older
- There are no older men anywhere
- He is older than some other men

Thank you for participating in this survey. For your information, the brand used in this experiment was entirely fictitious and was not made to reflect any real organization.

Thank you again for participating. If you have additional questions, please feel free to contact me at jeremy.turmel@hec.ca

Appendix 6 – Test Survey (Included in Meta-study)

Subject: Consumer's response to brand actions and advertisements

The following pages contain an anonymous questionnaire, which we invite you to complete. This questionnaire was developed as part of a research project at HEC Montréal.

Since your first impressions best reflect your true opinions, we would ask that you please answer the questions included in this questionnaire without any hesitation. We have estimated that this survey should take about 3 minutes.

The information collected will remain strictly confidential. It will be used solely for the advancement of knowledge and the dissemination of the overall results in academic or professional forums.

The online data collection provider agrees to refrain from disclosing any personal information (or any other information concerning participants in this study) to any other users or to any third party, unless the respondent expressly agrees to such disclosure or unless such disclosure is required by law.

Please note that the following is automatically collected by the survey software: Worker ID, IP address, approximate geolocation. Although it is not the intent of the research team to do so, collecting your Worker ID means that information you provide in this survey could be linked to other responses you provide in other surveys.

De-identified data from this experiment (i.e., data without personal identifiers like your Worker ID, IP address, approximate geolocation, or any additional identifying

details you provide) may be published on open science websites.

You are free to refuse to participate in this project and you may decide to stop answering the questions at any time. By completing this questionnaire, you will be considered as having given your consent to participate in our research project and to the potential use of data collected from this questionnaire in future research.

You may end the study at any time by exiting out of the browser window. You will not be paid for studies you do not complete.

If you have any questions about this research, please contact the principal investigator, Jérémy Turmel, at jeremy.turmel@hec.ca . The supervisor of this research is Holly Howe, you can contact this person at holly.howe@hec.ca .

HEC Montréal's Research Ethics Board has determined that the data collection related to this study meets the ethics standards for research involving humans. If you have any questions related to ethics, please contact the REB secretariat at (514) 340-6051 or by email at cer@hec.ca.

Thank you for your valuable cooperation!

In this study, you will be asked to imagine a fictional advertising campaign and provide your opinions on a brand. Even though the brand is fictitious, we ask you to answer as truthfully as you can, as it will help our research.

Communication condition

Scenario 1

Jeremy and Holly's INC is a brand that makes and sells ice cream to consumers. This brand has recently launched a new ad campaign.

In this ad campaign, they **show their support to the Black Lives Matter movement** and displayed their brand logo over a black closed fist, a symbol for the Black Lives Matter movement.

OR

Scenario 2

Jeremy and Holly's INC is a brand that makes and sells ice cream to consumers. This brand has recently launched a new ad campaign. In this ad campaign, they display their new flavor of ice cream: mint and chocolate chip.

Action condition

Scenario 1

In the last few years, several protests across the United States have occurred over events of police brutality that have mostly impacted Black communities. During some of these protests, some protesters were arrested. In order to be released from jail, they needed to post bail.

Jeremy and Holly's INC decided to step in and **pay for some of the protesters' bails** in order to grant their release.

OR

Scenario 2

In the last few years, several protests across the United States have occurred over events of police brutality that have mostly impacted Black communities. During some of these protests, some protesters were arrested. In order to be released from jail, they needed to post bail.

Jeremy and Holly's INC **did not release a statement** over the events that occurred.

Please read each of the following statements about the brand you were described in the previous sections and rate your agreement to the statements from 1 to 5, where 1 means do not agree at all and 5 is absolutely agree.

	Do not agree at all	2	3	4	Absolutely agree
This brand will provide to you the benefits it promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is honest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has moral principles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is true to a set of moral values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand cares about its customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand stays true to itself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand offers continuity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand keeps its promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This brand
delivers what
it promises

This brand's
promises are
credible

This brand
makes
reliable
promises

This brand
makes a
genuine
impression

This brand
gives the
impression of
being natural

Please describe your overall feelings about the brand described:

	1	2	3	4	5	
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable
Unlikable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likable

Please describe your purchase intentions towards the brand described:

	1	2	3	4	5	
Definitely do not intend to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely intend to buy
Very low purchase interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high purchase intent
Definitely not buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely buy it
Probably not buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Probably buy it

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to have ambitions in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to be very successful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that people recognize what they achieve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person to care for nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to take part in activities to defend nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person to protect the natural environment from destruction or pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here we briefly describe different people. Please read each description and think about how much that person is or is not like you. Please rate **how much you are like this person** from 1 to 5, where 1 is not like them at all and 5 is absolutely like them.

	Not at all like them	2	3	4	Absolutely like them
It is important to this person that the weak and vulnerable in society be protected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that every person in the world have equal opportunities in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to this person that everyone be treated justly, even people they don't know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It is important
to this person
to be tolerant
toward all
kinds of
people and
groups.

It is important
to this person
to listen to
and
understand
people who
are different
from them.

It is important
to this person
to accept
people even
when they
disagree with
those people.

Thank you for your responses. Now we have some questions about you. Please note that your answer to these questions will not be used to identify you, rather to further our research.

Please write your current age in number (e.g., 20 if you are 20 years of age)

Please select your gender identity.

- Male
- Female
- Nonbinary
- Prefer to self describe _____
- Do not want to specify

From a scale of 1 to 5, where 1 is totally liberal and 5 is totally conservative, please indicate which side you feel more in line with in terms of politics, in general.

- Totally liberal
- 2
- 3
- 4
- Totally conservative

Please indicate your ethnic identity

- White or caucasian
- Black, African, Afro-Latino/Afro-Latina, or Afro-Caribbean
- Indigenous American or Canadian
- Arab
- Latino/Latina
- Asian or Pacific Islander
- Bi or multi racial
- Prefer to self describe _____

What country do you currently reside in?

- Canada
- United States of America (USA)
- United Kingdom (UK)

In a sentence, please describe one question you answered in this survey:

Which of the following best describes the scenario you read about

- A brand promoted their support for Black Lives Matter
- A new brand was launched
- A brand asked me how I feel about Black Lives Matter
- A brand promoted their new product

Thank you for participating in this survey. For your information, the brand used in this experiment was entirely fictitious and was not made to reflect any real organization.

Thank you again for participating. If you have additional questions, please feel free to contact me at jeremy.turmel@hec.ca

Appendix 7 - Scenarios used in Meta-Studies

For the two studies other than study 1, a scenario related to the Black Lives Matter Movement was presented to participants. The structure of the scenario was the same as the one relevant to LGBTQ+ rights shown in study 1.

After consenting to participate in the study, participants were randomly exposed to a scenario based on a 2 (brand communication: pro-BLM, control) x 2 (brand action: no statement, paying protesters' bails).

Specifically, participants were informed that: "In this study, you will be asked to imagine a fictional advertising campaign and provide your opinions on a brand. Even though the brand is fictitious, we ask you to answer as truthfully as you can, as it will help our research." In the first scenario, the fictitious brand voiced their support for the BLM movement in an ad campaign (i.e., "Jeremy and Holly's INC is a brand that makes and sells ice cream to consumers. This band has recently launched a new ad campaign. In this ad campaign, they show their support to the Black Lives Matter movement and displayed their brand logo over a black closed fist, a symbol for the Black Lives Matter movement.") In the other possible scenario, the brand simply promoted their new product: "Jeremy and Holly's INC is a brand that makes and sells ice cream to consumers. This band has recently launched a new ad campaign. In this ad campaign, they display their new flavor of ice cream: mint and chocolate chip." These two possible scenarios represent the independent variable of our study: brand communication. A brand could either show their support for a social cause, here BLM, or stick to commercial content, here an ad about their new ice cream flavor.

Next, participants were given context to a moral dilemma for brands in relevance to BLM protests, which read: "In the last few years, several protests across the United States have occurred over events of police brutality that have mostly impacted Black communities. During some of these protests, some protesters were arrested. In order to be released from jail, they needed to post bail." This context is based in real world events. After the death of George Floyd in the United States, several protests over police brutality erupted across the country and several protesters who were arrested were left scrambling to post bail (Bromwich, 2020). After this bit of context, participants were randomly exposed to one of

two scenarios, where the fictitious brand made no statement on the situation. In one possible scenario, participants read that: “Jeremy and Holly's INC did not release a statement over the events that occurred.” In the other possible scenario, participants read “Jeremy and Holly's INC decided to step in and pay for some of the protesters’ bails in order to grant their release.” These scenarios represent a moderating variable: brand action. Following a brand’s communications in the first set of scenarios, it makes a choice of whether to actually support BLM in a real-world situation by posting protesters’ bails or to continue simply pursuing commercial benefits by not getting involved in the ongoing crisis.

Appendix 8 - Robustness Tests for Study 1

Effect on Authenticity

First, we tested the regression between the independent variable and authenticity, as moderated by the Schwartz values and brand action to see if there would be any significant changes to the results if we control for the six demographic variables in the same test.

Achievement

Full results are shown in table 8. We observe significant effects of brand action ($B = 1.09, SE = 0.46, p = 0.02$) and achievement ($B = 0.29, SE = 0.10, p = 0.004$). In terms of the control variables, we observe significant effects for age ($B = 0.01, SE = 0.003, p = 0.005$), LGBTQ+ support ($B = 0.20, SE = 0.04, p < 0.001$), and gender as a reference to male identity ($B = -0.17, SE = 0.07, p = 0.03$). Importantly, as in uncontrolled tests, we do not observe the hypothesized three-way interaction between brand communication, brand action, and achievement values ($B = -0.06, SE = 0.17, p = 0.74$). Considering that the three-way interaction is also non-significant without the control variables taken into account, the focal effect is robust when considering the covariates.

Universalism

Full results are shown in table 8. We observe significant effects of brand communication ($B = -1.78, SE = 0.53, p = 0.01$) and brand action ($B = -1.97, SE = 0.52, p < 0.001$). In terms of the control variables, we observe a significant effect for LGBTQ+ support ($B = 0.13, SE = 0.04, p < 0.001$). We also observe significant interactions between brand communication and action ($B = 1.90, SE = 0.73, p = 0.01$), brand communication and universalism ($B = 0.48, SE = 0.13, p < 0.001$), and brand action and universalism ($B = 0.59, SE = 0.13, p < 0.001$). Importantly, we observe the hypothesized three-way interaction between brand communication, brand action, and universalism values ($B = -0.54, SE = 0.18, p = 0.002$). Considering that the three-way interaction is also significant without the control variables taken into account, the focal effect is robust when considering the covariates.

Table 8

Regression results predicting authenticity from brand communication, brand action, Schwartz values and their interactions.

Predictors	Achievement	Universalism
	<i>B (SE)</i>	<i>B (SE)</i>
Brand communication	-0.06 (0.45)	-1.78 (0.53)**
Brand action	1.09 (0.46)*	-1.97 (0.52)***
Value	0.29 (0.10)**	-0.07 (0.10)
Communication X Action	-0.07 (0.60)	1.90 (0.73)**
Communication X Value	0.07 (0.12)	48 (0.13)***
Action X Value	-0.18 (0.13)	0.59 (0.13)***
Communication X Action X Value	-0.6 (0.17)	-0.54 (0.18)**
Age	0.01 (0.003)**	< 0.01 (< 0.03)
Political alignment	-0.07 (0.04)	< 0.01 (0.04)
LGBTQ+ support	0.20 (0.04)***	0.13 (0.04)***
Male vs non-male	-0.17 (0.07)*	-0.09 (0.73)
White vs non-white	-0.08 (0.09)	-0.14 (0.08)
Heterosexual vs queer	0.02 (0.13)	-.07 (0.12)

Observations: 551

Overall R²: 0.20 for achievement, 0.25 for universalism

Notes. For brand communication, promoting a new product (control) is specified as the default.

For brand action, advertising with FIFA is specified as the default.

* $p < .05$, ** $p < .01$, *** $p < .001$

Direct Effect on Purchase Intent

Third, we tested the regression between the independent variable and purchase intention, as moderated by the Schwartz values and brand action to see if there would be any significant changes to the results if we control for the six demographic variables in the same test.

Achievement

Full results are shown in table 9. We observe significant effects of achievement ($B = 0.42, SE = 0.12, p = 0.001$). In terms of the control variables, we observe significant effects for political alignment ($B = -0.13, SE = 0.05, p = 0.01$) and LGBTQ+ support ($B = 0.29, SE = 0.04, p < 0.001$). Importantly, as previously, we do not observe the hypothesized three-way interaction between brand communication, brand action, and achievement values ($B = -.20, SE = 0.21, p = 0.33$). Considering that the three-way interaction is also non-significant without the control variables taken into account, the focal effect is robust when considering the covariates.

Universalism

Full results are shown in table 9. We observe significant effects of brand action ($B = -2.28, SE = 0.67, p < 0.001$). In terms of the control variables, we observe significant effects for age ($B > -0.01, SE < 0.01, p = 0.04$) and LGBTQ+ support ($B = 0.26, SE = 0.05, p = 0.00$). We also observe significant interactions between brand action and universalism ($B = 0.67, SE = 0.16, p = 0.00$). Importantly, we do not observe the hypothesized three-way interaction between brand communication, brand action, and universalism values ($B = -0.28, SE = 0.23, p = 0.21$). Considering that the three-way interaction is also non-significant without the control variables taken into account, the focal effect is robust when considering the covariates.

Table 9

Regression results predicting authenticity from brand communication, brand action, Schwartz values and their interactions.

Predictors	Achievement	Universalism
	<i>B (SE)</i>	<i>B (SE)</i>
Brand communication	0.13 (0.56)	-1.10 (0.69)
Brand action	0.70 (0.57)	-2.28 (0.67)***
Value	0.42 (0.12)***	-0.22 (0.12)
Communication X Action	0.54 (0.75)	0.90 (0.95)
Communication X Value	0.004 (0.15)	0.31 (0.17)
Action X Value	-0.08 (0.16)	0.67 (0.16)***
Communication X Action X Value	-0.20 (0.21)	-0.28 (0.23)
Age	-0.001 (0.003)	-0.01 (0.004)*
Political alignment	-0.13 (0.05)**	-0.05 (0.05)
LGBTQ+ support	0.29 (0.04)***	0.26 (0.05)***
Male vs non-male	-0.02 (0.09)	0.04 (0.09)
White vs non-white	-0.07 (0.11)	-0.16 (0.11)
Heterosexual vs queer	-0.02 (0.16)	0.08 (0.16)
Observations	551	551
Overall R ²	.23	.22

Notes. For brand communication, promoting a new product (control) is specified as the default. For brand action, advertising with FIFA is specified as the default.

* $p < .05$, ** $p < .01$, *** $p < .001$

Full Model Test

In this section, we test the full model using a single moderated mediation test. We included all six control variables in order to test the robustness of our previous results.

Achievement

We consider the indirect effect of brand communication on authenticity and authenticity on purchase intention as moderated by achievement. The overall index of moderated mediation was not significant ($B = -.04$; $LLCI = -0.37$, $ULCI = 0.27$). This tells us that achievement does not moderate the effect of condition on purchase intent through authenticity, just as it did not when we did not consider the control variables. Our results here are robust.

Universalism

We consider the indirect effect of brand communication on purchase intention mediated by authenticity. Brand action and universalism were included as a-apth moderators. The overall index of moderated mediation was significant ($B = -.44$, $LLCI = -0.79$, $ULCI = -0.11$). When we consider the indices of conditional moderated mediation by brand action, we notice that the indirect effect is not significant at universalism levels one standard deviation below the average ($M-1SD_{universalism} = 3.29$; $B = .11$, $LLCI = -0.25$, $ULCI = 0.48$). The indice is significant at average levels of universalism ($M_{universalism} = 4.11$; $B = -.25$ $LLCI = -0.49$, $ULCI = -0.03$) and at levels of universalism one standard deviation above the average ($M+1SD_{universalism} = 4.94$; $B = -.62$; $LLCI = -0.98$, $ULCI = -0.26$). In Table X, full results are shown for the conditional indirect effects of brand communication on purchase intention as mediated by authenticity, when considering low, average, and high levels of universalism, as well as no brand action being done and the brand supporting LGBTQ+ rights. The only significant condition is found when no statement is made by the brand and universalism scores are higher than average ($B = -0.49$ $LLCI = 0.21$, $ULCI = 0.77$). This is the only condition in which authenticity mediates the effect of condition on purchase intent. Considering that the index of moderated moderation is significant with and without considering the control variables and the direction of the effect is the same for the conditional indirect effects, we consider the results to be robust.

Table 10

Regression results illustrating the moderating effects of universalism according to low, average, and high levels of universalism and according to no brand action being done and the brand supporting LGBTQ+ rights

Conditions	LLCI	ULCI
No Action X Low Universalism	-0.43	0.11
No Action X Average Universalism	-0.01	0.34
No Action X High Universalism	0.21	0.77
Action X Low Universalism	-0.29	0.20
Action X Average Universalism	-0.23	0.06
Action X High Universalism	-0.35	0.10

Observations: 551

Notes. For brand action, no statement is considered the default and statement is considered the experimental value.

For universalism, values are considered according to the average and the standard deviation, where low universalism = 3.29, average universalism = 4.11, and high universalism = 4.93.

Appendix 9 - Robustness Tests for the meta-analysis

Effect on Authenticity

First, we tested the regression between the independent variable and authenticity, as moderated by universalism and brand action to see if there would be any significant changes to the results if we control for the six demographic variables in the same test.

Universalism

Full results are shown in table 11. We observe significant effects of brand communication ($B = -2.05, SE = 0.37, p < .001$) and brand action ($B = -2.22, SE = 0.36, p < .001$). We also observe significant interactions between brand communication and action ($B = 1.79, SE = 0.50, p < 0.001$), brand communication and universalism ($B = 0.46, SE = 0.09, p < 0.001$), and brand action and universalism ($B = 0.63, SE = 0.09, p < 0.001$). Importantly, we observe the hypothesized three-way interaction between brand communication, brand action, and universalism values ($B = -0.43, SE = 0.12, p < 0.001$). Considering that the three-way interaction is also significant without the control variables taken into account, the focal effect is robust when considering the covariates.

Table 11

Regression results predicting authenticity from brand communication, brand action, universalism, and their interactions.

Predictors	Universalism <i>B (SE)</i>
Brand communication	-2.05 (0.37)***
Brand action	-2.22 (0.36)***
Value	-0.01 (0.07)
Communication X Action	1.79 (0.50)***
Communication X Value	0.46 (0.09)***
Action X Value	0.63 (0.09)***
Communication X Action X Value	-0.43 (0.12)***
Pilot Study	0.04 (0.07)
Test Study	-0.04 (0.05)
Age	< 0.01 (< 0.03)
Political alignment	-0.02 (0.02)
Male vs non-male	-0.08 (0.05)
White vs non-white	< 0.01 (0.06)
Observations:	1220
Overall R ² :	0.26

Notes. For brand communication, promoting a new product (control) is specified as the default. For brand action, advertising with FIFA is specified as the default.

* $p < .05$, ** $p < .01$, *** $p < .001$

Direct Effect on Purchase Intent

Third, we tested the regression between the independent variable and purchase intention, as moderated by universalism and brand action to see if there would be any significant changes to the results if we control for the four demographic variables in the same test.

Universalism

Full results are shown in table 12. We observe significant effects of brand communication ($B = -1.84$, $SE = 0.49$, $p < 0.001$) and brand action ($B = -2.81$, $SE =$

0.48, $p < 0.001$). When considering the study values, we observe significant effects for the pilot study ($B = 0.29$, $SE = 0.09$, $p = 0.002$) and the test study ($B = 0.24$, $SE = 0.07$, $p < 0.001$). In terms of the control variables, we observe significant effects for age ($B = -0.01$, $SE < 0.01$, $p = 0.003$) and political alignment ($B = -0.13$, $SE = 0.03$, $p < 0.001$). We also observe significant interactions between brand communication and brand action ($B = 1.51$, $SE = 0.66$, $p = 0.02$), brand communication and universalism ($B = 0.38$, $SE = 0.12$, $p = 0.01$), and brand action and universalism ($B = 0.74$, $SE = 0.11$, $p < 0.001$). Importantly, we observe the hypothesized three-way interaction between brand communication, brand action, and universalism values ($B = -0.35$, $SE = 0.16$, $p = 0.03$). Considering that the three-way interaction is also significant without the control variables taken into account, the focal effect is robust when considering the covariates.

Table 12

Regression results predicting authenticity from brand communication, brand action, universalism, and their interactions.

Predictors	Universalism <i>B (SE)</i>
Brand communication	-1.84 (0.49)***
Brand action	-2.81 (0.48)***
Value	-0.07 (0.09)
Pilot Study	0.29 (0.09)**
Test Study	0.24 (0.07)***
Communication X Action	1.51 (0.66)*
Communication X Value	0.38 (0.12)*
Action X Value	0.74 (0.11)***
Communication X Action X Value	-0.35 (0.16)*
Age	-0.01 (< 0.01)**
Political alignment	-0.13 (0.03)***
Male vs non-male	-0.02 (0.07)
White vs non-white	-0.13 (0.8)
Observations	1220
Overall R ²	.21

Notes. For brand communication, promoting a new product (control) is specified as the default. For brand action, advertising with FIFA is specified as the default.

* $p < .05$, ** $p < .01$, *** $p < .001$

Full Model Test

In this section, we test the full model using a single regression test. This will allow us to validate the moderating effects of universalism and the mediating effect of authenticity on the relationship between the independent variable, brand action, and the dependent variable. We used Process model twelve to accomplish this (i.e., moderation on the a-path and direct effect).

We test the indirect effect of brand communication on purchase intention mediated by authenticity and moderated by brand action and universalism. The overall index of

moderated mediation was significant ($B = -.37$, $LLCI = -0.61$, $ULCI = -0.15$). This tells us that universalism moderates the effect of condition on purchase intent through authenticity. When we consider the indices of conditional moderated mediation by brand action, we notice that the effect is not significant at the average universalism level ($M_{\text{universalism}} = 4.13$; $B = .01$, $LLCI = -0.16$, $ULCI = 0.18$) The index is significant at levels of universalism one standard deviation above the average ($M+1SD_{\text{universalism}} = 4.96$; $B = -.30$; $LLCI = -0.54$, $ULCI = -0.04$) and at levels of universalism one standard deviation below the average ($M-1SD_{\text{universalism}} = 3.30$; $B = .32$, $LLCI = 0.07$, $ULCI = 0.57$). In Table X, full results are shown for the conditional indirect effects of brand communication on purchase intention as mediated by authenticity, when considering low, average, and high levels of universalism, as well as no brand action being done and the brand supporting human rights. The only significant conditions are found when the brand takes no action to support human rights and universalism scores are higher than average ($B = .23$, $LLCI = 0.02$, $ULCI = 0.43$) or lower than average ($B = -.45$, $LLCI = -0.63$, $ULCI = -0.27$). These are the only conditions in which universalism moderates the effect of condition on purchase intent through authenticity. Considering that the index of moderated moderation is significant with and without considering the control variables and the direction of the effect is the same for the conditional indirect effects, we consider the results to be robust.

Table 13

Regression results illustrating the moderating effects of universalism according to low, average, and high levels of universalism and according to no brand action being done and the brand supporting LGBTQ+ rights

Conditions	LLCI	ULCI
No Action X Low Universalism	-0.63	-0.27
No Action X Average Universalism	-0.24	0.02
No Action X High Universalism	0.02	0.43
Action X Low Universalism	-0.30	0.05
Action X Average Universalism	-0.21	0.01
Action X High Universalism	-0.22	0.08

Observations: 1232

Notes. For brand action, no statement is considered the default and statement is considered the experimental value.

For universalism, values are considered according to the average and the standard deviation, where low universalism = 3.30, average universalism = 4.13, and high universalism = 4.96.