



# RESEARCH SEMINAR

## ICOR – Marketing Research Seminar

**“The role of thinking style in consumer reactions to corporate social responsibility”**

Yoshiko DeMotta - Fairleigh Dickinson University, USA

**Thursday, February 21st, 2019 – 14:00 – 16:00**

**Abstract:**

This research investigates the effect of individuals’ thinking style on their evaluations of a company that engages in a corporate social responsibility (CSR) initiative with varying degrees of a company-cause fit. Although a high fit CSR initiative has been associated with more favorable consumer reactions than a low fit CSR initiative, we suggest that this is true only for analytic thinkers. Compared to analytic thinkers, holistic thinkers are more likely to perceive a low fit CSR initiative to be socially driven and respond favorably to such an initiative.