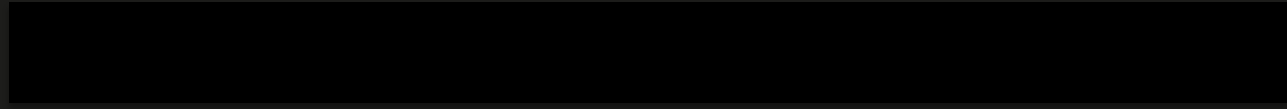


LIFE CITYAdaP3 Project

Perception of CSR communication

Dr. Pedro J. Cuestas Díaz





Redacción [Seguir](#)

Martes, 26 de Abril de 2022 Tiempo de lectura: 1 min

El Puerto ofrece 100.000 € en ayudas para acciones de RSC

La comisión Puerto-Ciudad será la encargada de elegir los proyectos



“The Port provides 100.000€ to support CSR actions”

Why is the Port of Cartagena involving CSR actions?

There can be many reasons:

- Because it's part of the organization's values
- Because it's part of its commitment with society
- To please its stakeholders
- To take advantage of the rise of social awareness (for example, due to COVID19)

The Port now



El Puerto de Cartagena logra el Premio EMAS 2019

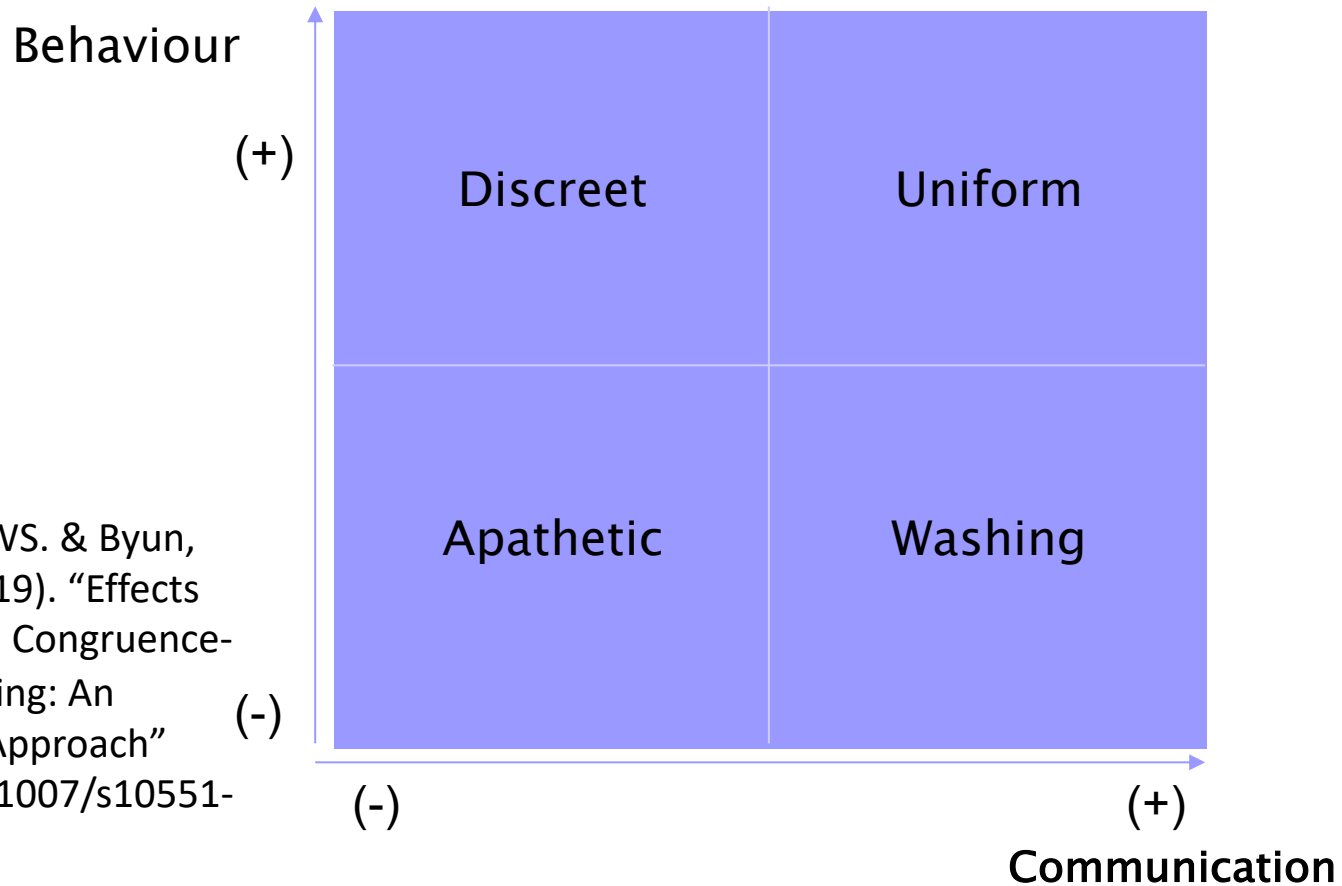
Reconocimiento otorgado por la Comisión Europea en la categoría de organizaciones públicas pequeñas



“The Port of Cartagena wins the 2019 EMAS Award”

This recognition is awarded by the European Commission (category for small public organizations)

Reputation = Communication x Behaviour



Ginder, W., Kwon, WS. & Byun, SE. J Bus Ethics (2019). "Effects of Internal-External Congruence-Based CSR Positioning: An Attribution Theory Approach"
<https://doi.org/10.1007/s10551-019-04282-w>

What is being
communicated vs what it
is perceived as
communicated

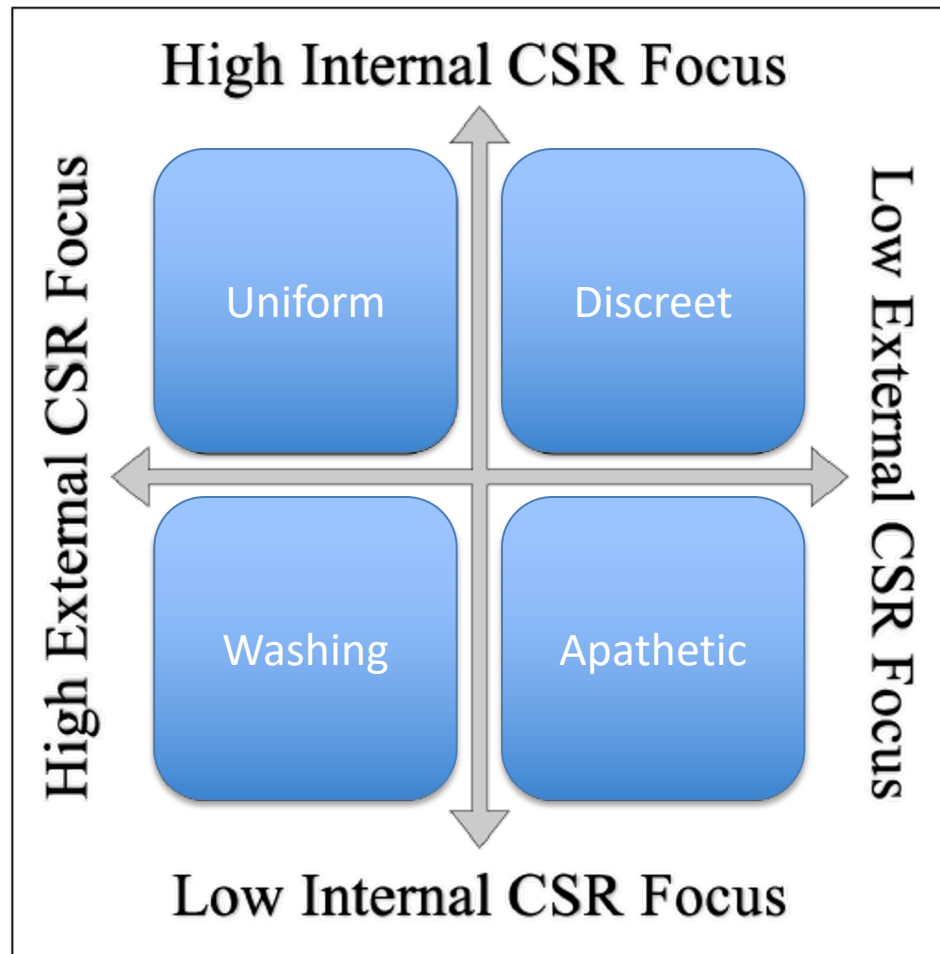
PERCEPTION



What is perception?

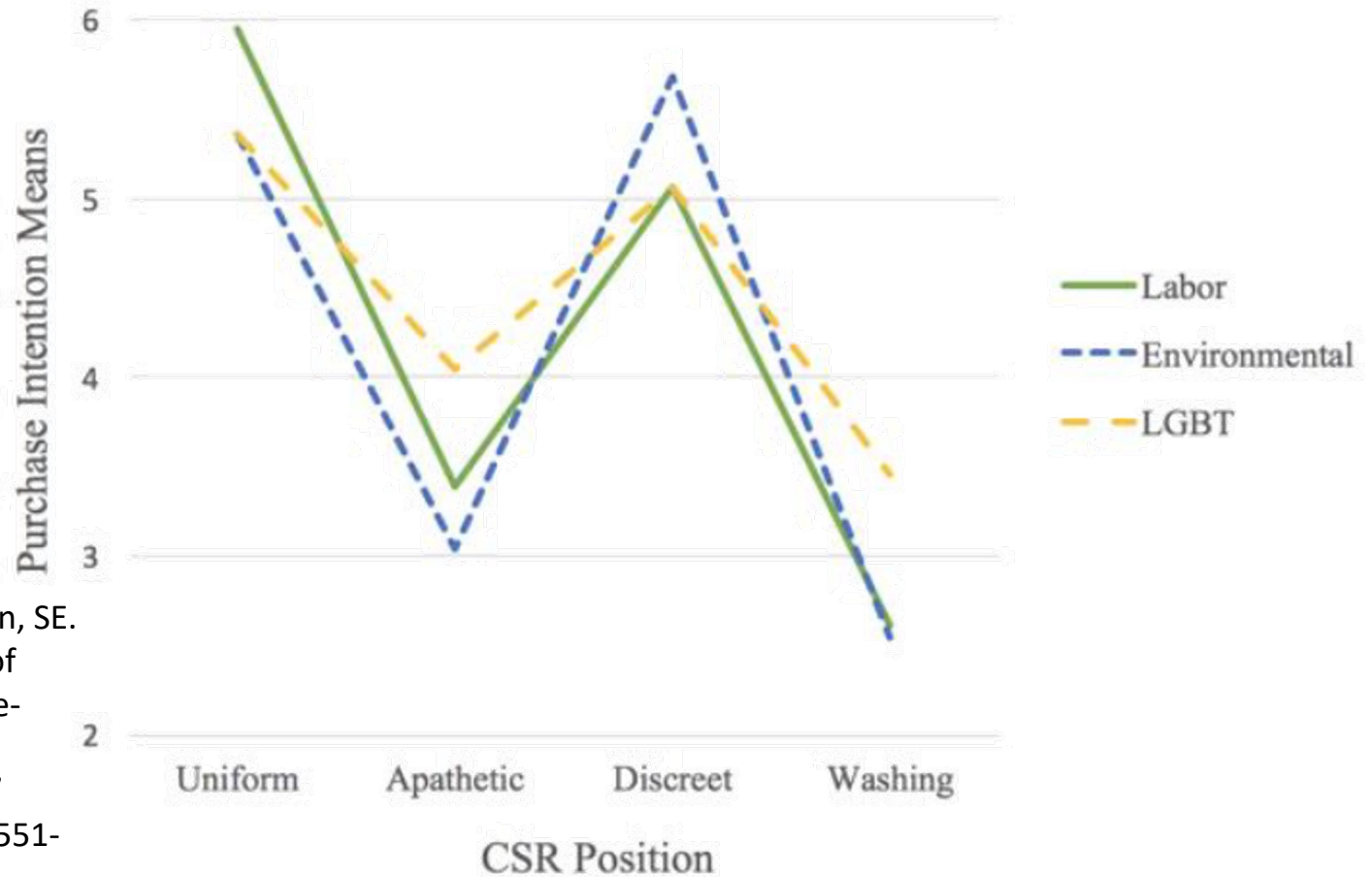
- Classic psychology vision (Neisser):
 - Active-constructive procedure in which the perceiver builds an anticipatory informative scheme before processing the new information with the data collected by his consciousness,
- Element
 - Stimulus, through the senses
 - The person's previous information (for example, memories, experiences, etc.)

And then, what do we do?



Ginder, W., Kwon, WS. & Byun, SE. J Bus Ethics (2019). "Effects of Internal-External Congruence-Based CSR Positioning: An Attribution Theory Approach" <https://doi.org/10.1007/s10551-019-04282-w>

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- People expect to understand what happens around them as a way to get properly adapted to the environment.
- People uses knowledge to predict and explain reality
- Causality depends more on dispositional factors (personal-internal) than situational (environmental-external).
- **IMPORTANT:** People behaves depending on their perception of the facts, more than depending on the facts themselves

When it is more important?

- Unexpected events (for example price rise).
- When facing incongruous information for the person (for example, a CSR campaign for a company without history, or for something that really differs from its principal activity).
- Motivation to control the environment (for example the person's characteristics, trusting vs. mistrusting).

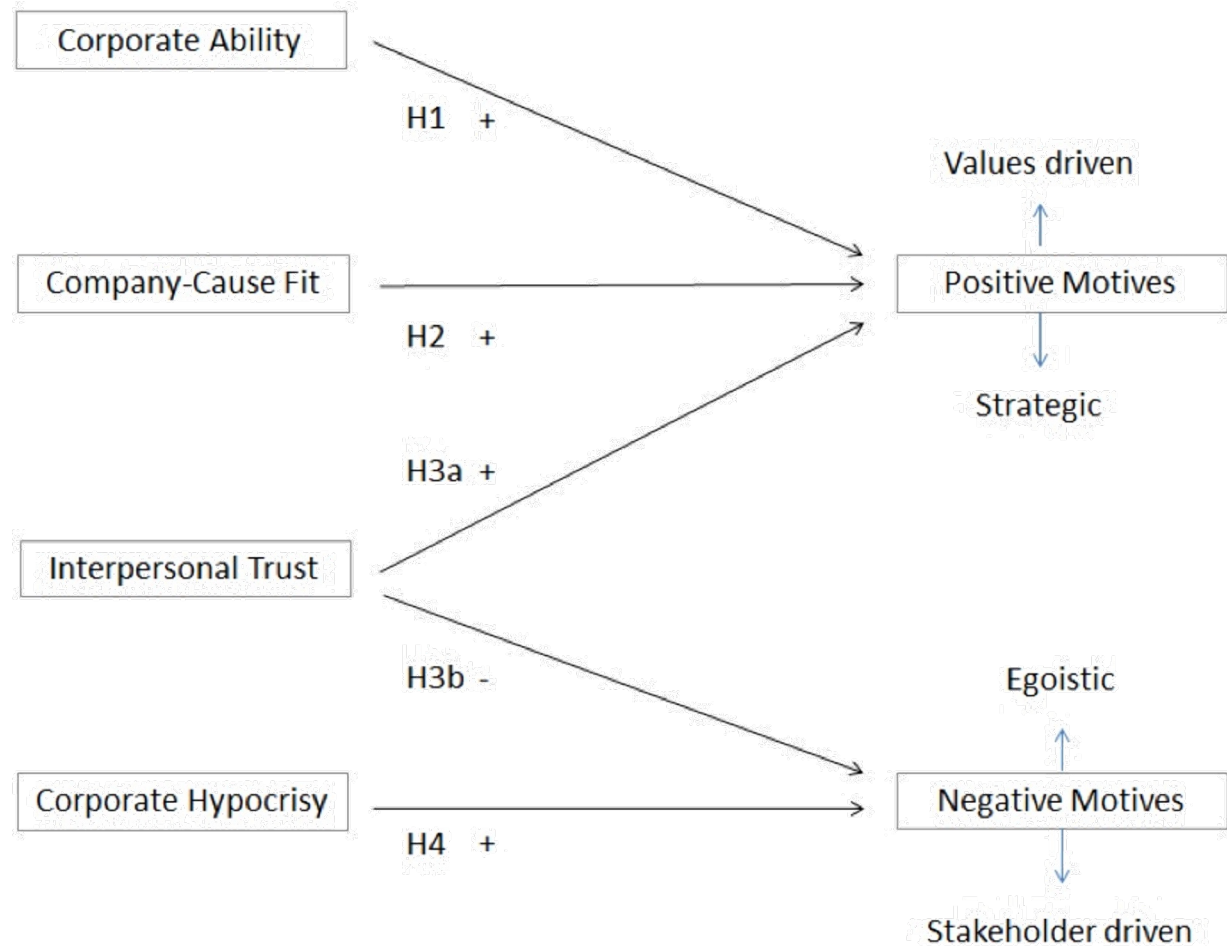
Attributions made by customers (Ellen et al. 2006):

– Positives

1. Values-driven. Because it's aligned to the company's values
2. Strategic-driven. Because the company's goals are advanced too

– Negatives

1. Egoistic-driven. To take advantage of the cause for his own benefit.
2. Stakeholder-driven. Because it's pressured to do so by any stakeholders.



Determinants of Consumer Attributions of Corporate Social Responsibility

Longinos Marín, Pedro J. Cuestas and Sergio Román



Journal of Business Ethics
Vol. 138, No. 2 (October 2016), pp. 247-261 (15 pages)

Published by: [Springer](http://www.springer.com)

1. Importance of the **relation** between the cause/project and the business
2. Doing your business **well** so it works as a positive influence so the social actions are believed
3. The most **trusting** ones value the action more positively. **Be careful**, pendulum effect.
4. Hypocrisy influences negatively. Be careful with non-CSR informations
5. Only what will be done must be communicated, not more, in order to not seem hypocritical



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