

Humane-oriented CSR on social media: The roles of other-praising emotions and social justice values

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Abstract. Despite their potential to enhance CSR communication effectiveness, research on customer responses to humane-oriented CSR appeals on social media remains limited. In particular, little attention has been paid to the role of other-praising emotions - gratitude, elevation, admiration, and awe - in shaping the impact of online humane CSR initiatives. Thus, this paper aims to investigate how humane orientation in CSR posts predicts other-praising emotions and how these emotions mediate the relationship between CSR and customer behavioral intentions, including purchasing and social media engagement. Moreover, the moderating roles of social justice values and self-construal are examined. Data were collected via survey from Jordanian Facebook users and analyzed using moderation and mediation techniques. Results revealed that humane orientation positively affected other-praising emotions, which mediated the relationship between humane CSR and consumer behavior. Social justice values moderated emotional responses to CSR, while self-construal had no significant moderation effect on the emotion-behavior links. Addressing gaps in CSR communication literature, these findings emphasize the importance of humane CSR and moral emotions in driving successful CSR discourse on social media. They also provide

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practical insights to help firms select and communicate CSR practices that effectively achieve their business goals.

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JEL Classification: M10, M14, M30, D11, D12, D91, L82

1. INTRODUCTION

CSR involves businesses fulfilling their financial obligations, complying with laws, acting ethically, and contributing to society through voluntary initiatives (Carroll, 1991). Driven by stakeholder demands and the pursuit of financial gains, companies are increasingly engaging in CSR activities (Fernández et al., 2022). Today, stakeholders judge companies based on their societal and environmental contributions. They also demand clear information about their CSR activities, making effective CSR communication essential for businesses' survival (Toker, 2020).

Social media, with its unique characteristics, has become one of the most effective communication channels in contemporary business, making it ideal for conveying CSR-related messages (Inversini & Derchi, 2024). The growing global use of social media underscores its importance, with over 5.17 billion users worldwide in 2024. Facebook remains the leading social network, with 3.065 billion active users (Team, 2024). Additionally, many organizations have established business pages across various social platforms to engage with stakeholders. A recent report reveals that over 200 million businesses use Facebook tools to interact with customers (Facebook, 2021).

Not only do social networks offer a wide reach for businesses (Dutot et al., 2016), but they also enable effective, technology-based targeting of customers (Yang et al., 2020). Moreover, they foster dialogic communication, allowing businesses and customers to engage in two-way conversations, fundamentally changing how firms and their customers interact (Fatma et al., 2020). In the meantime, recent studies have shown that firms can reap significant benefits by communicating their CSR initiatives on social media. This includes increased purchase intentions (Gupta et al., 2021; Mir & Dwivedi, 2023), greater consumer advocacy behavior (Ahmad et al., 2024; Ahmad et al., 2023; Z. Li et al., 2023), enhanced corporate reputation (Park & Kim, 2022), improved financial performance (Han et al., 2024), and strengthened brand loyalty (He et al., 2022).

Despite the significant advantages of social media CSR communication, social media users' engagement with CSR posts remains low. Firms are not effectively leveraging social media's powerful opportunities for CSR communication. CSR communication efficacy on digital networks is traditionally measured by brand-related outcomes such as buying behavior, corporate attitudes, and reputation, as well as social media performance indicators such as liking, commenting, and sharing the CSR post. Among the key drivers of the success of CSR messages on social media is the content of the message itself. However, previous research has focused on the influence of CSR fit (i.e., the alignment between the CSR initiative and corporate products and services), often sidelining emotional CSR appeal impacts, particularly humane-oriented ones (Fernández et al., 2022). Humane-oriented CSR is defined as those CSR activities targeting social justice issues and individuals' well-being (Diehl et al., 2016). Thus, the first objective of this study is to examine the effects of humane CSR appeals on customers' behavior on Facebook, including purchase intention and social media engagement intentions.

Most CSR research and approaches are based on rational and cognitive underpinnings, overlooking emotional aspects (Ahmad et al., 2024; Xie et al., 2019). Ignoring emotions can be problematic, as they have

a key role in shaping consumer decisions (Schreiner et al., 2021) and amplifying organic reach through virality (Berger, 2016). Responsible brands can evoke positive emotions among customers, converting them into brand advocates (Ahmad et al., 2024; Ahmad et al., 2023; Xie et al., 2019). This can be seen in Maya Angelou's words: "People will forget what you said...but people will never forget how you made them feel." Despite the promising outcomes of emotions, studies that examine moral emotions' role in the efficacy of communicating CSR on social media are scarce (Fernández et al., 2022). These emotions arise in reaction to conduct or events deemed morally right or wrong (Haidt, 2003). This research aims to fill these gaps by exploring the role of emotions, particularly moral ones, in humane CSR communication success.

This paper builds on the theoretical model proposed by Fernández et al. (2022). This model suggests that humane-oriented CSR posts can activate moral emotions, leading to positive downstream consequences. This study extends the proposed model by introducing other-praising emotions as a key mediator between the humane orientation level in CSR posts and consumer responses to them. These emotions are often dwarfed by focusing on other emotions, such as guilt, pride, empathy, or happiness (Ahmad et al., 2024; Bagozzi et al., 2020; He et al., 2022; Jung & Hur, 2022; Septianto et al., 2021). Even though some studies emphasize this emotional cluster, they address one emotion (e.g., Ahmad et al., 2023; Castro-González et al., 2019; Gupta et al., 2021; Hericher et al., 2023; Jang et al., 2019; Jung & La, 2020; Kim & Park, 2020; Z. Li et al., 2023; Park & Kim, 2022; Romani & Grappi, 2014; Romani et al., 2013; Yan et al., 2024; Zheng et al., 2019) or a limited subset (e.g., Phung et al., 2024; Wannow et al., 2024; Xie et al., 2019). Other praiseworthy emotions include gratitude, elevation, admiration, and awe (Algoe & Haidt, 2009; Haidt, 2003), which arise from exemplary conduct such as virtuous practices, moral goodness, and exceptional skills (Algoe & Haidt, 2009). Since CSR implies moral practices, studying the role of such emotions offers valuable insights for explaining customer online behavior. Hence, the second goal of this paper is to evaluate the mediating role of other-praising emotions between perceived humane CSR and customer behavioral intentions, including purchasing and social media engagement. As the first study to examine the full spectrum of these emotions in the context of CSR communication, it contributes to the current literature and enriches the discourse on the implications of positive emotions.

While emotions are essential to understanding consumer responses, they do not act in isolation. They are closely related to personal values (Conte et al., 2023). Particularly, altruistic and social justice values can moderate the relationship between CSR and emotions (Ahmad et al., 2024; Romani et al., 2013; Xie et al., 2019). This paper adds to Fernández et al.'s (2022) theoretical model by identifying social justice values as a moderating factor of the humane CSR-emotions nexus. This brings fresh perspectives on the role of personal values in shaping customer reactions to CSR. Moreover, it originally tests how self-construal moderates the relationships between customers' other-praising emotions and their purchasing and social media engagement behavioral intentions. This answers the call of Raza et al. (2023) to explore how self-construal adjusts the link between emotions and customer CSR-related behavior. Hence, the third goal of this research is to examine how social justice values and self-construal moderate the paths from humane CSR to emotions and from emotions to behavioral intentions, respectively. This analysis contributes to a better understanding of the CSR communication process via social media.

Finally, CSR research has primarily focused on developed countries, leaving a gap in understanding the perspectives of developing nations (Haque, 2023). This paper offers insights from Jordan, expanding the debate on CSR in diverse economic contexts.

In a nutshell, this study addresses a critical gap in understanding customer response to human CSR posts by examining the underlying psychological mechanisms that are often understudied in existing research. It offers valuable guidance for firms in selecting CSR strategies and designing effective CSR posts that deliver measurable outcomes. The study proposes a model in which other-praising emotions function as a mediating variable between perceived humane CSR and customer behavior, while social justice values

and self-construal serve as moderating factors influencing these effects. The conceptual framework of this research is illustrated in Figure 1.

The remainder of the paper is structured as follows. Section 2 presents the literature review and proposed hypotheses. Section 3 outlines the methodology. Section 4 covers the results and discussion, while Section 5 presents the conclusion, implications, and limitations.

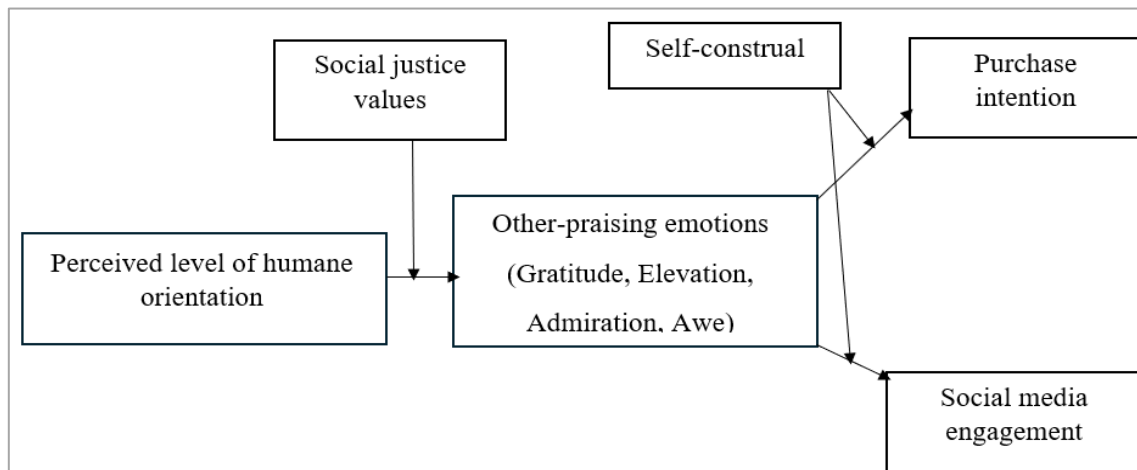


Figure 1. Theoretical framework

Source: own study.

2. LITERATURE REVIEW

2.1. Humane-oriented CSR

CSR signifies society’s economic, legal, ethical, and philanthropic expectations of businesses. This implies that society requires firms to make profits, follow the laws, act ethically, and promote the community’s welfare (Carroll, 1991; Oliinyk et al., 2023). According to the GLOBE study (House et al., 2004, p. 569), “Humane orientation is the degree to which a collective encourages and rewards (and should encourage and reward) individuals for being fair, altruistic, generous, caring, and kind to others.” From such humanistic principles emerges the humane-oriented CSR term, which refers to “CSR activities that focus on social justice and the well-being of people (as opposed to improvements to environmental quality)” (Diehl et al., 2016, p. 731). This type of CSR involves a wide range of initiatives, such as reducing poverty (Chang & Lee, 2010), supporting orphans (Kleber et al., 2016), aiding adolescents with disabilities (Chang, 2012), improving children’s education in underprivileged areas (Diehl et al., 2016), and enabling individuals facing social stigma, such as former addicts and offenders, to create a new beginning (Milfeld et al., 2021).

Within humane-oriented CSR, cause-related marketing (CRM) stands out as one of the most versatile and popular strategies. CRM involves a partnership between a company and a charitable organization or social cause, where the company ties its product sales or brand promotion to support that cause, such as pledging to donate a certain amount for every purchase of its products or services (Nan & Heo, 2007). Using a cause related to children's education in underdeveloped nations, Diehl et al. (2016) analyzed how customers from different cultures reacted to humane-oriented CSR advertisements. Results across studied countries - Austria, Switzerland, Germany, France, the United States, and Chile - revealed that a greater level of humane orientation in the CSR ad resulted in the firm's perception of being socially responsible, a positive assessment of the ad, and a positive attitude for the advertised product. This favorable attitude boosted

buying willingness. Research on the intersection of business sustainability practices demonstrates that companies implementing sustainability initiatives often achieve utilitarian objectives while addressing social and environmental concerns (Mumcu, 2024). The alignment between corporate social responsibility and sustainable business practices creates a framework where humane-oriented initiatives can simultaneously serve community welfare and business interests, supporting the theoretical foundation for examining CSR effectiveness through moral emotions. Such findings crystallize the key role of humane CSR advertising in stimulating positive customer responses and achieving business goals. In addition, they present humane CSR as a successful strategy in global advertising.

Humane-oriented CSR communication can also enhance customers' positive feelings toward the brand (Milfeld et al., 2021; Han et al., 2025). Hence, crafting humane-driven CSR messages on social platforms can be an effective means to the success of CSR communication. Not only do these messages feature emotional appeals, but they also induce moral emotions in social media users and shape their responsive behavior (Fernández et al., 2022). Incorporating emotional appeals in CRM messages on social media is proven to generate favorable attitudes and increase their virality (Mora et al., 2024). However, there is scarce knowledge of the variables and processes that explain the efficacy of humane CSR communication on social networks. Therefore, this research deciphers how social media audiences interact with humane CSR, analyzing their perceptions, moral emotions, contingent factors, and behavior simultaneously.

2.2. Other-praising emotions and CSR

Moral emotions are those emotions “that are linked to the interests or welfare of society as a whole or at least of persons other than the judge or agent” (Haidt, 2003, p. 853). There is scarce research that investigates how moral emotions impact the success of CSR communication (Fernández et al., 2022). We propose that humane orientation in CSR posts can evoke other-praising emotions. This family of emotions refers to “positive emotional responses elicited by exemplary others.” (Algoe & Haidt, 2009, p. 105). So, other-praising emotions are triggered by witnessing behaviors or qualities that are exceptional. They include gratitude, elevation, admiration, and awe (Algoe & Haidt, 2009; Haidt, 2003).

Previous research on CRM and CSR has mainly focused on negative emotions (e.g., Bigné et al., 2023; Grappi et al., 2013; Xie et al., 2015; Xu, 2022; Zemack-Rugar et al., 2016). Despite the recent blossoming of positive emotional studies, research explicitly addressing other praiseworthy emotions is still limited. Most studies have targeted other positive emotions, like pride and empathy (e.g., He et al., 2022; Jung & Hur, 2022; Septianto & Garg, 2021; Sung et al., 2025), or have examined a single emotion from the other-praising emotional group, such as gratitude or admiration (e.g., Ahmad et al., 2023; Castro-González et al., 2019; Gupta et al., 2021; Kim & Park, 2020; Mir & Dwivedi, 2023; Romani et al., 2013; Septianto & Garg, 2021; Xie et al., 2015), rather than exploring their full range. These emotions are an essential component of the human emotional repertoire (Algoe & Haidt, 2009), so studying them in the context of CSR communication offers valuable knowledge.

2.2.1. Gratitude

Gratitude is a positive emotion that a person feels upon becoming aware of the benefits he or she gains from someone's valuable, intentional, and voluntary behaviors. It mirrors the state of being grateful and thankful (McCullough et al., 2002). Gratitude sparks better relationships with benefactors and prosocial behavior (Mora et al., 2024). Several studies have shown that CSR actions can evoke gratitude (Guzzo et al., 2022; Kim & Park, 2020; Romani et al., 2013; Xie et al., 2019). Consumers feel grateful for corporate responsible actions, such as ethical labor practices, even if they do not directly benefit them, because these practices reinforce their moral sensibilities and values (Romani et al., 2013). Moreover, CSR strategies

targeting the community can produce gratitude in customers. They benefit from these initiatives because they are part of the community. They may also gain indirect benefits from furthering their moral objectives (Xie et al., 2019). Irrespective of the beneficiaries, customers might perceive CSR as helpful to society as a whole and hence sense gratitude (Kim & Park, 2020; Strouhal et al., 2025).

Gratitude serves dual roles: it acts as a reaction to moral actions and also catalyzes moral behavior (McCullough et al., 2002). It fosters a sense of loyalty and advocacy as consumers appreciate the firm's CSR engagement (Xie et al., 2019). It activates reciprocity concerns and increases the purchase in the CRM context (Septianto & Garg, 2021). Relatedly, it encourages customers to disseminate positive electronic word of mouth (eWOM) regarding sustainable luxury companies on social networks (Septianto et al., 2021).

2.2.2. Elevation

Elevation is a moral emotion that arises when people witness exceptional actions of goodness, moral beauty, or kindness. Elevated people not only experience uplifting and warm feelings, but they also gain more faith in humanity and aim to be better people. They also tend to engage in prosocial behavior, build positive connections with others, and emulate role models (Algoe & Haidt, 2009). A strand of literature has proved that CSR efforts evoke elevation (Eisingerich et al., 2023; Hericher et al., 2023; Kim & Johnson, 2013; Romani & Grappi, 2014; Romani et al., 2016; Xie et al., 2019; Zheng et al., 2019). In the context of social media, when a video depicting human beauty and moral virtues induces elevation among viewers, they tend to share it without anticipating reciprocal gains, making the video viral (Jang et al., 2019). Also, emotionally elevated customers are more likely to buy agricultural products impulsively (i.e., suddenly and without planning) in live streams (X. Li et al., 2023).

2.2.3. Admiration

Admiration is the moral emotion felt when individuals observe someone's exceeding standards of achievements, abilities, and talents. It drives individuals to emulate the admired one and fuels success (Algoe & Haidt, 2009). Growing literature reports that CSR generates brand admiration among consumers (Bagozzi et al., 2020; Castro-González et al., 2019; Jung & La, 2020; Phung et al., 2024). Customers view responsible firms as heartfelt because they assume such firms are not just interested in monetary gains but care about the community and environment (Castro-González et al., 2019). CSR communication in social media literature supports the notion that brand admiration shapes the customers' behavior, such as purchase intentions (Coutinho, et al., 2023; Mir & Dwivedi, 2023) and positive eWOM intentions (Park & Kim, 2022).

2.2.4. Awe

Another key praising emotion that can be induced by CSR is awe (Hu & Meng, 2022; Xie et al., 2019). Awe is elicited when people encounter something vast that they cannot simply understand through their current mental schemas (Keltner & Haidt, 2003). It can enrich personal meaning in life, promoting socially responsible consumption (Yan et al., 2024). This emotion influences many customers' actions, such as viral sharing (Nikolinakou & King, 2018), social media engagement (Kim et al., 2023; Tuominen et al., 2025), engagement in online brand communities (Zhao et al., 2022), and green purchase intentions (Li & Julie, 2024; Oláh et al., 2024). This paper focuses on the type of awe that emerges from others' virtuous practices. Xie et al. (2019) argue that when businesses perform virtuous CSR practices benefiting the community, they cultivate awe among customers because such actions are occasional.

2.3. The mediating role of other-praising emotions

Several CSR researchers delineate the mediation function of other-praising emotions to describe various consumer behaviors from a CSR perspective. For instance, Romani et al. (2013) confirm that gratitude bridges CSR and customer reactions, including positive WOM and advocacy practices. Romani and Grappi (2014) report that CSR activities can influence customers' actual and intended behaviors in volunteering and donations for social causes via elevation as a mediator. Several scholars further this research line by verifying the intervening role of admiration in the association between CSR and consumer advocacy actions (Ahmad et al., 2023; Castro-González et al., 2019). In the scope of CSR communication on social networks, Gupta et al. (2021) posit that the firm's CSR communication boosts buying intentions when brand admiration serves as a mediator.

Xie et al. (2019) establish the mediating mechanism of feelings of awe, gratitude, and elevation to explain the link between customers' perceptions of a brand's CSR and their advocacy behavior toward it. Gratitude and elevation can also mediate the impact of brand activism initiatives on customer attitudes, especially when the firm's stance aligns with the moral values of customers (Wannow et al., 2024). As a form of CSR (Sarkar & Kotler, 2020), brand activism denotes a values-oriented approach where companies adopt a position on social or political matters to create positive change within society and achieve a competitive advantage (Vredenburg et al., 2020). From the theoretical and empirical evidence outlined, the subsequent hypotheses are articulated:

H1. The level of humane orientation in CSR communication positively predicts customer-other praising emotions.

H2. Customer-other praising emotions mediate between humane orientation level in CSR communication and (a) purchase intention and (b) social media engagement.

2.4. Moderating effects of social justice values and self-construal

The literature highlights several potential moderators within CSR frameworks and customer responses. This paper focuses on consumer-based variables that are related to CSR, other praiseworthy emotions, and social media communication. In particular, it examines the moderating role of social justice values in the relationship between perceived humane orientation and other-praising emotions. Moreover, this study explores how self-construal modifies the pathways from other-praising emotions to purchase and engagement intentions.

2.4.1. Social justice values

Personal values represent principles that direct a person's decisions and behavior. A value represents "a desirable trans-situational goal varying in importance, which serves as a guiding principle in the life of a person or other social entity" (Schwartz, 1992, p. 21). Due to its clarity, popularity, and continuing applicability in studying customer behavior in CSR research, this definition is adopted in this paper. Social justice values embody principles of promoting freedom, fairness, dignity, integrity, and human rights (Mishchuk et al., 2019). They predispose customers to care for the needy and rectify social injustice (Xie et al., 2019). These values fall under the types of universalistic values, which are part of a higher-order self-transcendence value that embraces altruism and social focus (Schwartz, 1992). The more a person appreciates social justice, the more sensitive they are to CSR (Balqiah et al., 2022).

Several researchers argue that customers holding altruistic values experience stronger positive emotions towards socially responsible firms, leading to favorable consumer behavior (Ahmad et al., 2024; Romani et al., 2013). The relationship between emotions and personal values is profound (Conte et al., 2023). Feelings

are frequently reflections of firmly possessed values, and values are instrumental in forming emotional reactions (Agost & Vergara, 2014). When emotions become interwoven with personal values, needs, goals, and standards, their depth increases (Petersen et al., 2019).

Customers with strong social justice values are more likely to experience the triad of gratitude, awe, and elevation in response to corporate ethical actions than those with lower social justice values (Xie et al., 2019). These other-praising emotions are considered self-transcendent, fostering a sense of connection that extends beyond the self. Self-transcendence values influence CSR perceptions positively (Alsyooof, 2024; Bartosova et al., 2025). Accordingly, individuals who embrace social justice values are more prone to experience other-praising emotions when exposed to humane CSR initiatives. Based on these arguments, the following hypothesis is proposed:

H3. Social justice values moderate the relationship between the level of humane orientation in CSR communication and customer other-praising emotions, with the relationship being stronger for those who hold high social justice values.

2.4.2. Self-construal

Self-construal represents the way people across cultures perceive their relationships with others. It is typically categorized into two main forms: independent and interdependent. Individuals who exhibit an independent self-construal orientation see themselves as autonomous and self-reliant, while those with an interdependent one valorize their connectedness to others and social relationships (Markus & Kitayama, 1991). Relative to independents, interdependent ones are more attuned to prosocial behavior (Cross et al., 2011) and tend to have more favorable attitudes toward CSR campaigns (Lee, 2017).

Interdependence has a positive relationship with social responsibility (Cheng et al., 2021) and buying intentions for a product with social causes (Xu, 2017, 2022). Also, when it comes to purchasing intent, customers with an interdependent self-construction are strongly influenced by moral emotions. For instance, gratitude as an other-oriented emotion plays a key role in motivating interdependents to buy cause-related products because they are more focused on maintaining and enhancing social bonds (Kim & Johnson, 2013). Moreover, self-construal moderates the impact of positive other-focused emotions, like empathy, on buying intentions. Specifically, interdependence-oriented individuals are more strongly influenced by empathy when making decisions about purchasing cause-related products (Xu, 2017).

With regard to social media, research establishes a link between interdependent self-construal and user behavior on these platforms. Interdependent individuals spend more time on digital channels, such as Facebook (Chang et al., 2015), share more content, and feel like part of their Facebook community (Lee et al., 2012). Facebook is considered a medium that individuals use to present themselves to society. It provides the opportunity for users to communicate with a diverse network of people, ranging from close members, such as family, to acquaintances (Kim & Yi, 2016). Alongside, Facebook members can select who can see their content, enabling them to manage their social image. People with interdependent orientations place importance on making positive impressions on others. So, they are more likely to participate in charitable donations on Facebook, as their actions are visible. This allows them to show themselves as selfless and socially responsible (Lee et al., 2020). Regardless of their motivations, whether for a sense of connectedness or a positive image, the above arguments clearly recognize interdependent individuals as highly engaged social media users.

Given the evidence suggesting that interdependent individuals have strong social ties and active social media behavior, as well as that self-construal modifies the relationship between emotions and purchase behavior, these individuals can be expected to exhibit higher behavioral intentions toward purchasing and engagement with the CSR post. Thus, the authors hypothesize that:

H4. Self-construal moderates the path between customer other-praising emotions and (a) purchase intention and (b) social media engagement, such that the relationship is stronger for interdependent customers and weaker for independent ones.

3. METHODOLOGY

To test the proposed hypotheses, this study adopted a quantitative, cross-sectional research design. A survey methodology targeting Facebook users in Jordan was used. Facebook was selected because it dominates the social networking space, both globally and in Jordan. By the end of January 2024, Facebook had 7.2 million users in Jordan, accounting for 65.9% of the population (NapoleonCat.com, 2024).

For sampling, a combination of convenience and snowball sampling methods was applied. Convenience sampling enabled quick access to participants through easily reachable Facebook pages and groups, while snowball sampling allowed existing participants to refer additional respondents, thus expanding the sample size. This dual approach ensured a broader reach within the target population and helped capture diverse responses. Data collection occurred from January to July 2024. To ensure accessibility and comprehension, the survey was translated from English to Arabic by a professional translation office. Precise translation processes are essential for ensuring that questionnaire respondents understand survey items correctly and improving the quality and comparability of research findings (Behr & Braun, 2023). This study was conducted in Jordan, where the mother tongue of most people is Arabic, and English proficiency is low (First, 2021). Accordingly, translating the survey guaranteed the accuracy of the collected data. Respondents were assured that their responses would remain anonymous.

The first questions in the questionnaire were related to socio-demographics such as gender, age, education level, place of residence, and occupation. Following this, the questionnaire assessed the frequency of Facebook usage. Subsequent questions addressed the moderating variables (i.e., self-construal and social justice values). Then, participants were presented with a Facebook post depicting a humane-oriented CSR initiative and asked to imagine encountering it on their newsfeeds. The design of the post followed the steps of Diehl et al. (2016) to feature a humane CSR. Moreover, it was created like a real Facebook post, but without showing the number of likes or comments because such information may affect the results. Figure 2 shows the English version of the post. A fictitious brand name (Tropimix) was employed to eliminate the prior associations and biases that customers may have with real brands. In fact, several studies adopted this approach and used fictional brands (Diehl et al., 2016; Weber et al., 2023; Xie et al., 2019). Subsequently, participants answered questions about their perceived level of humane orientation in the post, their emotional responses, social media engagement intentions, and purchase intent.



Figure 2. English version of the CSR post

Source: Own study

3.1. Measures

The CSR post's perceived level of humane orientation was gauged by adopting the scale created by Diehl et al. (2016). This scale comprised five items (e.g., This firm seems caring to me) rated on a 7-point scale, ranging from (1) strongly disagree to (7) strongly agree.

Other-praising emotions were measured following previous research that listed a set of terms characterizing different emotions. Respondents were asked to rate how much they felt the following emotions on a scale from 1 to 7 (1 = very weak; 7 = very strong). Gratitude was measured by the two-item scale from Romani and Grappi (2014), consisting of "grateful" and "thankful." We measured the emotion of elevation by "touched" and "moved", and the awe emotion by "amazed" and "feeling of wonder" (Xie et al., 2019). Admiration was measured by "admiration," "respect," and "inspiration." (Sweetman et al., 2013).

We measured social media engagement intentions using the scale developed by DiRusso and Myrick (2021), which includes four items, each rated on a 7-point Likert scale (1 = very unlikely, 7 = very likely), such as liking the post. To assess purchase intention, respondents answered a single-item question regarding the probability of buying the product, anchored on a 1-5 scale from very unlikely to very likely (Eastman et al., 2019).

Self-construal was assessed through a 12-item, 7-point scale adapted from Xu (2022). Six items represented independence (e.g., "My personal identity is important to me"), and the other six items represented interdependence (e.g., "I respect the majority's wishes in groups of which I am a member"). Social justice values were gauged using a two-item, 7-point scale (Xie et al., 2019) anchored from "not at all important" to "very important." Participants were questioned about the importance of "caring for the poor" and "correcting social injustices."

3.2. Statistical analysis

For data analysis, Jamovi software (The Jamovi Project, 2024, Version 2.5.5) and JASP software (Version 0.18.3) were used. We evaluated the validity and reliability of the other-praising moral emotions dimension (incorporating gratitude, elevation, admiration, and awe) using confirmatory factor analysis and Cronbach's alpha, respectively. The reliability of other scales was also assessed using Cronbach's alpha. As the items of these scales were not changed, the validity recheck was not needed. To analyze the association between variables, we calculated the average score for each construct, following procedures adopted in prior research using these scales. To use self-construal values in the inferential statistics, and consistent with Xu (2022), we calculated the difference between each participant's independent and interdependent self-construal scores. Positive values indicate a predominant independent self-construal, whereas negative values indicate a dominant interdependent self-construal.

To assess if humane orientation in CSR communication positively predicts customer-other praising emotions (H1) and whether customers who highly value social justice are more likely to feel these emotions than those who do not (H3), we used linear regression-based moderation analysis. The same analysis and ordinal logistic regression were employed to assess if the emotional effects on purchase intention and social media engagement are higher among customers with an interdependent self-view than those with an independent one (H4a and H4b). Mediation analysis was used to assess if customer other-praising emotions mediate between humane orientation level in the CSR post and purchase intentions and social media engagement, respectively (H2), after meeting the analysis assumptions. A p-value < 0.05 was used as a cutoff for significance. Descriptive statistics like percentages, grand mean, and standard deviations (SD) - where applicable- were presented in text and tables.

4. EMPIRICAL RESULTS AND DISCUSSION

4.1. Results

After analyzing the data, the following results were seen: The total number of participants was 400, the majority of whom were females ($n = 264$, 66%). Most of the participants were aged 18-27 ($n = 199$, 49.8%), and 56.8% of participants had a bachelor's degree as the highest educational level. Of note, 80% of participants use Facebook daily. Table 1 demonstrates some demographics of the participants.

Table 1

Demographics and Participants' Facebook Usage Frequency

Gender	Counts	% of Total
Female	264	66.0 %
Male	136	34.0 %
Age	Counts	% of Total
18-27	199	49.8 %
28-43	149	37.3 %
44-59	45	11.3 %
60-78	7	1.8 %
Facebook use frequency	Counts	% of Total
Every day	320	80.0 %
A few times per week	54	13.5 %
One per month	5	1.3 %
Rarely	21	5.3 %

Source: Authors' calculations

We found that most participants had a dominant independent self-construal ($n = 239$, 59.8%). Furthermore, the majority (72.1%) were likely or very likely to purchase the product after reading the post. Table 2 shows the descriptives of the scales used in this paper.

Table 2

Descriptive statistics of the scales used in the study

	Independent self-construal	Interdependent self-construal	Overall Self-construal	Social justice	Humane orientation	Emotions	Social media engagement	Purchase intention
Grand Mean	5.04	4.68	4.87	5.79	4.68	4.61	3.55	3.82
Median	6	5.33	5.68	6.5	5	5	3.38	4
SD	2.13	1.75	1.9	1.66	1.59	1.75	2.02	1.06
Skewness	-1.01	-0.81	-1.01	-1.57	-0.61	-0.48	0.30	-1.09

Source: Authors' calculations

Because we combined the four discrete emotions into one overall variable, we re-evaluated the validity and reliability of the dimension utilizing confirmatory factor analysis and Cronbach's alpha, respectively. Due to the ordinal nature of the variables, the CFA was executed via the diagonally weighted least squares (DWLS) estimation method. The fit indices for the CFA were fully acceptable (CFI = 1, TLI = 1, GFI = 1,

RMSEA = 0.028, AVE = 0.80). Furthermore, the Cronbach’s alpha value was 0.97, which indicates high reliability. Thus, we proceeded with this dimension in the following analyses. In addition, the reliability of the perceived human orientation level scale was high, as revealed by the reliability analysis ($\alpha = 0.97$). Equivalent results were seen for the scales of independent self-construal ($\alpha = 0.98$), interdependent self-construal ($\alpha = 0.95$), social justice values ($\alpha = 0.93$), and social media engagement ($\alpha = 0.93$).

After assuring adequate model fit indices ($R^2 = 0.26$), we found that both humane orientation and social justice values significantly predicted other-praising emotions. Thus, H1 is supported. Furthermore, moderation analysis revealed that social justice values significantly moderate the relationship between perceived human orientation and other-praising emotions. For those with higher social justice values, the greater the human orientation level, the greater their positive emotions. Hence, H3 is supported. Table 3 and Figure 3 display the corresponding results in detail.

Table 3

Regression estimates for associations between human orientation levels and other-praising emotions while considering social justice values as moderators

	Estimate	SE	95% Confidence Interval	Z	p
Human Orientation	0.57	0.05	0.47 – 0.66	11.3	< .001
Social Justice	0.14	0.045	0.05 – 0.23	3.06	0.002
Human Orientation * Social Justice	0.1	0.024	0.05 – 0.15	4.2	< .001

Source: Authors’ calculations

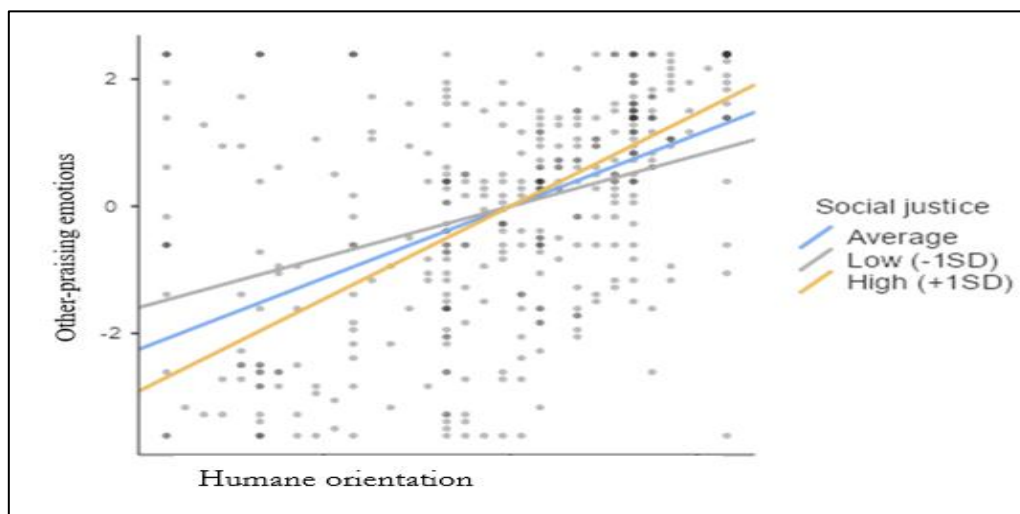


Figure 3. The moderating effect of social justice values on the relationship between humane orientation levels and other-praising emotions

Source: own compilation

A mediation analysis revealed - after square-root transformation of the dependent variable to confirm that assumptions of the analysis were met - that emotions partially mediated the path between human orientation and purchase intentions. Table 4 summarizes these findings. The estimates are back-transformed by squaring the estimates. This provides support for H2a.

Table 4

Mediation analysis for the effect of human orientation on purchase intention while considering other-praising emotions as a mediator

Effect	Estimate (back-transformed after square-root transformation)	95% Confidence Interval		
		Lower	Upper	p
Indirect	0.00066	0.00022	0.0013	<.001
Direct	0.0033	0.0014	0.0059	<.001
Total	0.0069	0.0043	0.010	<.001

Source: Authors' calculations

A mediation analysis also revealed - after confirming that assumptions of the analysis were mainly met - that other praising emotions partially mediated the path between human orientation and social media engagement intentions, as shown in Table 5. Therefore, H2b is confirmed.

Table 5

Mediation analysis for the effect of human orientation on social media engagement while considering other-praising emotions as a mediator

Effect	Estimate	95% Confidence Interval		P
		Lower	Upper	
Indirect	0.39	0.31	0.48	<.001
Direct	0.14	0.04	0.25	0.009
Total	0.53	0.42	0.65	<.001

Source: Authors' calculations

To check if the impact of praiseworthy emotions towards firms on purchase intention and social media engagement is higher among interdependents compared to independents, linear regression and ordinal logistic regression analyses were conducted with acceptable model fit indices ($R^2 = 0.44$ for the social media engagement model and Nagelkerke's $R^2 = 0.104$ for the purchase intention model). Interestingly, we found that self-construal did not moderate the link between moral emotions and purchase intention or the path between moral emotions and social media engagement. However, an unmoderated analysis revealed that other-praising emotions do predict higher purchase intentions and higher social media engagement. In turn, H4 is not supported. Of note, the purchase intention model was built using an ordinal logistic regression analysis due to the obvious violations of linear regression assumptions. These results are summarized in Table 6.

Table 6

Moderation analysis for the association between other-praising emotions, self-construal, and social media engagement and purchase intention

Model Coefficients - Purchase intention						
					95% Confidence Interval	
Predictor		Z	p	Odds ratio	Lower	Upper
Other-praising Emotions		7.3	< .001	1.78	1.52	2.07
Self-construal classified:						
Interdependent – Independent (Ref)		0.57	0.572	1.34	0.49	3.72
Other-praising emotions * self-construal classified:						
		-1.06	0.29	0.89	0.72	1.1
Model Coefficients - Social Media Engagement						
			95% Confidence Interval			
Predictor	Estimate	SE	Lower	Upper	t	p
Intercept ^a	-0.19	0.29	-0.77	0.39	-0.65	0.517
Self-construal classified:						
Interdependent – Independent (Ref)	0.49	0.43	-0.35	1.34	1.15	0.25
Other-praising Emotions	0.8	0.06	0.68	0.91	13.26	< .001
Other-praising Emotions * self-construal classified:						
	-0.07	0.09	-0.24	0.1	-0.76	0.446

Source: Authors' calculations

4.2. Discussion

This study explored how humane-oriented CSR communication on social networks affects customer responses (i.e., purchase and engagement intentions) via other praiseworthy emotions. Furthermore, it examined how social justice values modify the relationship between the humane orientation level and those emotions. Besides, it investigated how self-construal buffers the link from customers' emotions to behavioral intentions. Overall, the findings emphasize the role of humane-oriented CSR appeals and emotional mechanisms in shaping customer behavior on social media. This is the first study that pulls together humane CSR, other-praising emotions, social justice values, and self-construal and studies their interactions simultaneously.

Findings confirmed that the humane orientation level in the CSR post positively affects other-praising emotions such as gratitude, elevation, admiration, and awe among customers. These positive moral emotions arise in response to witnessing virtuous behavior and qualities. Humane-oriented CSR practices portray the firm as caring, fair, helpful, and sympathetic. These qualities mesh strongly with the elicitors of other praiseworthy emotions and make customers view the firm as morally exceptional. This result is corroborated by academic research that states the ability of CSR to evoke feelings of gratitude (Guzzo et al., 2022; Kim & Park, 2020; Romani et al., 2013; Xie et al., 2019), elevation (Eisingerich et al., 2023; Kim & Johnson, 2013; Romani & Grappi, 2014; Romani et al., 2016; Xie et al., 2019; Zheng et al., 2019), admiration (Bagozzi et al., 2020; Jung & La, 2020; Phung et al., 2024), and awe (Hu & Meng, 2022; Xie et

al., 2019). Hence, when firms communicate their humane CSR initiatives on social networks, they can weave strong, praiseworthy emotional threads between themselves and their customers.

The data also underscores the intermediary function of other-praising emotions in the relationship between humane-oriented CSR communication and customer behavior. The experienced quartet of other-praising emotions leads customers to respond positively by intending to buy the firm's product and to interact with the CSR post. This finding is consistent with previous research postulating other praiseworthy emotions as significant mediators between CSR and downstream consumer behavior (Ahmad et al., 2023; Castro-González et al., 2019; Gupta et al., 2021; Romani et al., 2013; Xie et al., 2019). It presents emotional engagement as a prerequisite for the success of CSR campaigns on social media. When customers feel positive emotions, they enter a pleasant state, which prompts them to share this delight with others. They also respond positively to praiseworthy CSR actions, with the aim of broadening and building on their good emotions, which helps them preserve or even deepen their general sense of well-being (Xie et al., 2019). This aligns with the broaden-and-build theory, which proposes that positive emotions broaden individuals' cognitive and behavioral repertoires, building beneficial actions and focusing on others (Fredrickson, 1998; Fredrickson & Branigan, 2005). Moreover, other praising emotions encourage prosocial behavior, which involves actions that benefit or help others (Penner et al., 2005). In a similar vein, it can be considered a prosocial practice when social media members contribute to the success of a humane CSR campaign by buying the marketed goods and sharing the post or forwarding it to their friends. Based on the above arguments, it is reasonable to find that the other-praising emotions elicited by humanitarian CSR communication not only increased purchasing intent but also enhanced social media engagement.

As expected, social justice values adjust the association between the perceived level of humane orientation in the CSR post and other focused praise emotions. Particularly, higher social values strengthen this association. This dovetails neatly with the results of Xie et al. (2019), suggesting that people with strong social justice values, in contrast to those with weak ones, are more likely to feel awe, elevation, and gratitude when they perceive firms' ethical CSR. The focus of humane CSR is to advance social justice and the welfare of people. This resonates strongly with customers who prioritize social justice values, thereby experiencing stronger emotional responses to humane CSR. This finding inescapably shows that feelings are mirrors of one's core values. Moreover, it highlights the significance of personal values in the efficacy of CSR communication and guides marketers to focus on specified customer segments based on their psychographics, like social values.

Contrary to expectations, self-construal did not moderate the relationship between other-praising emotions and purchase or social media intentions. This finding contrasts with prior research that reports moderating effects of self-construal on the link between positive other-focused emotions and purchase willingness (Xu, 2017). Notably, this study is the first to examine self-construal as a moderator in the other praiseworthy emotions - social media behavior nexus. This lack of moderation suggests that the effect of other praiseworthy emotions on customers' responses is less contingent on self-construal distinctions. These emotions in themselves are strong enough to impact purchase and social media intentions, regardless of an individual's self-construal type. Additionally, the sample's collectivistic cultural orientation and continuous exposure to global media may have blurred traditional self-construal distinctions, reducing their moderating effects.

In summary, our empirical analysis shows that humane CSR communication leads to positive feelings comprising gratitude, elevation, admiration, and awe, which then encourage people to purchase from the firm and engage with its social media posts. Also, the greater the users' social justice values, the greater their emotions. This presents other praiseworthy emotions and social justice values as key factors in the success of CSR communication on social media platforms.

5. CONCLUSION

Social media platforms are fertile environments for publicizing CSR activities and harvesting social and financial gains. However, poor engagement with CSR posts is a major stumbling block to achieving these goals. Conspicuously, purchasing CSR products and engaging with CSR posts, such as liking, commenting, and sharing, are the insignia of effective CSR communication. This empirical study investigated how humane-oriented CSR messages on Facebook enhance purchase and social media engagement intentions by examining the underlying mediation mechanisms and boundary conditions influencing this relationship.

The findings showed that a CSR message with a humane focus stimulated content engagement through likes, comments, shares, and even sending the post in a private message, in addition to increasing purchase intent. Interestingly, this occurred through the partial mediation of other-praising emotions involving gratitude, elevation, admiration, and awe. The corollary is that moral emotions, especially other praiseworthy ones, are crucial to explaining customer behavior and driving CSR communication success.

A further investigation into customer-based factors revealed that values associated with social justice constituted a moderating variable in the relationship between humane perceptions in the CSR post and other-praising emotions. Specifically, individuals possessing high social justice values felt these emotions more strongly. However, self-construal (i.e., independent vs. interdependent) did not modify the relationships between these emotions and purchase or engagement intentions. Overall, these findings highlight the importance of understanding moral emotions and personal differences in the success of CSR communication. This research offers significant theoretical contributions by providing a deeper understanding of the role of moral emotions and personal differences in the effectiveness of humane CSR narratives on social media. Specifically, it adds to the literature focused on enhancing the effectiveness of digital CSR communication by addressing the underexplored area of humane emotional CSR appeals. It expands our understanding of how and when these appeals influence customer behavior which was heretofore lacking.

By introducing other-praising emotions as a mediating variable, this study offers a novel perspective on how humane CSR influences the behavior of social media participants. It provides new insights into the role of emotions in shaping customer behavior beyond rational factors and enriches the spectrum of emotions explored in CSR communication scholarship. Furthermore, it supports the broaden-and-build theory, which highlights the role of positive emotions in expanding thinking and developing behavioral and psychological resources in individuals, resulting in positive outcomes and practices (Fredrickson & Branigan, 2005). Customers' positive feelings for laudable, humane CSR practices inspire them to reward firms in various ways, from purchasing products to endorsing CSR messages on social media.

Another valuable contribution of the current study is analyzing the boundary conditions of customers' moral emotions and behavioral intentions. The findings show that while self-construal does not moderate the relationship between emotions and consumer behavior, social justice values strengthen the effect of humane orientation on other-praising emotions. This emphasizes the importance of integrating value dimensions when studying customer responses to CSR communication and examining other psychological and cultural variables in these relationships.

Lastly, this study contributes to the CSR literature from the perspective of a developing country like Jordan. While CSR research in developing regions is growing, it still lags behind developed nations (Haque, 2023). There is a persistent need for more CSR research in developing countries, since the contextual nature of CSR often hinders the replication of findings from developed countries' studies to developing ones (Ahmad et al., 2023). Conducting this research in Jordan expands our understanding of CSR in underrepresented settings and addresses a gap in the current literature.

From a practical perspective, our findings assist firms in successfully curating and communicating their CSR practices on social media. Firms can improve the effectiveness of their CSR communication by crafting CSR messages that use humane-oriented appeals. Moreover, the results emphasize the importance of tailoring CSR posts that elicit other-praising emotions within the social media community since they can lead to higher engagement and profitability. Companies can implement modern analytical approaches for sentiment analysis, like artificial intelligence tools, to understand how customers feel about them and their social media posts (Ahmed et al., 2022). This enables firms to modify their strategies and optimize emotional engagement. Furthermore, we suggest marketers strategically leverage special cultural or religious occasions to communicate their humane CSR campaigns, as it would be easier to evoke other praiseworthy emotions. For instance, Thanksgiving in the United States is inherently related to feelings of gratitude (Allan et al., 2013). Likewise, during the holy month of Ramadan, Muslims generally feel grateful, have more compassion for the poor, and engage more in their communities (Possamai et al., 2022). Finally, the study's findings call for businesses to involve psychological factors such as personal values in customer segmentation strategies. Given that those with high social justice values are more likely to experience praising emotions for humane CSR communication, targeting them would enhance the success of CSR marketing. Managers can also utilize specific humane CSR messages and cater to individuals with high self-transcendence (e.g., older adults and women (Robinson, 2013) to leverage their CSR communication.

Although this paper provides valuable implications, it still has certain limitations that future research can address. First, the paper treated other-praising emotions as a single factor consisting of gratitude, admiration, awe, and elevation. Future studies can address these emotions as distinct entities and compare their impacts. While this study originally navigates the terrain of other praiseworthy emotions in CSR communication, future research would help recognize how each discrete emotion produced by humane CSR might individually affect customer behavior. Nevertheless, it is worth noting that survey and experimental methods in psychology research show the challenges of detecting different effects for discrete positive emotions, as they frequently correlate strongly with each other, even if only one emotion is controlled (Watson & Tellegen, 1985).

Moreover, emotions were measured using a language-based scale through a self-report survey. Upcoming research can use different methods to gauge emotions, such as eye tracking, facial expressions, electrocardiography (ECG), and functional magnetic resonance imaging (fMRI) techniques. This aids in tracking emotional responses more directly and dynamically. Finally, while the reliance on intentions rather than actual behaviors is a methodological choice supported by established practices in empirical research (Hulland & Houston, 2021), this paper's focus on purchase and engagement intentions on social media represents a limitation. Future researchers can conduct field tests and investigate real CSR campaigns on social media. This will provide more realistic data on customer behavior, especially interaction on social platforms, and contribute to bridging the gap between intention and behavior.

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