

Culture at the Crossroads of Corporate Social irresponsibility

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As companies expand across markets characterized by diverse values and lifestyles, culture—shaping norms and moral expectations within each society—plays a pivotal role in influencing consumer responses to corporate misconduct. This study examines how culturally grounded moral expectations shape reactions to corporate wrongdoing. The findings reveal that consumers embedded in contexts characterized by stronger norm enforcement respond more punitively to corporate transgressions, but this adverse response can be mitigated under conditions that soften moral evaluations of the offending company.