

From Appeal to Ethics: The Affective Transfer of Execution Elements on Children's Socially Responsible Consumption Attitude

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ABSTRACT

This research aims to demonstrate the effect of citizen communication on children's awareness of socially responsible consumption (SRC). By synthesizing literature on Socially Responsible Consumption and advertising creativity, we propose a conceptual model analyzing the influence of Public Service Announcement (PSA) posters on children's attitudes towards the poster itself and towards socially responsible consumption. To test this model, we conducted a qualitative study with 23 children, which allowed us to design a PSA poster incorporating execution elements adapted to their cognitive abilities. Subsequently, a quantitative questionnaire-based study was carried out with 470 children aged 8 to 11 years. The statistical results show that while execution elements generate a favorable attitude towards the poster, the impact on SRC is indirect, occurring via an affective transfer from the attitude towards the poster to the attitude towards SRC. These results have led to the formulation of managerial recommendations for companies and public authorities, thus contributing to the construction of a more responsible and sustainable society.

Keywords: Socially responsible consumption, Child consumer, Citizen poster, Execution elements, Attitudinal variables.

INTRODUCTION

Consumer society is undergoing a profound transformation. After decades focused on the accumulation of material goods, a new trend is emerging consumers are turning to more responsible and ethical consumption. They no longer seek simply to acquire products but also want their purchases to be meaningful and consistent with their values. This shift echoes recent research highlighting the importance of factors such as consumer knowledge for socially responsible consumption (SRC), particularly for products from underdeveloped countries (Lee & Lee, 2025). This shift is part of a broader context of social transformation, described by some authors as postmodernity, which is redefining our relationships with objects and consumption patterns (Damay et al., 2021). This new consumption model is characterized by an increased focus on social and environmental responsibility, particularly visible in the food sector where demand for sustainable and ethical products is growing rapidly. Consumers are

becoming aware of the impact of their choices on the environment and are now integrating ecological criteria into their purchasing decisions (Abassi and Gonzalez, 2017).

In the face of this development, educating about responsible consumption from a young age is becoming crucial for building a future generation aware of societal and environmental issues. An aware and responsible child is the guarantor of a more sustainable society. Moreover, D'Astous and Legendre (2009) and Durif et al. (2013) affirm that socially responsible behaviors become lastingly anchored if they are integrated from childhood. This integration process takes place in particular within the communities of belonging, through the "ethics of the close" (Daunais, 2010), which play a crucial role in the formation of the child's values.

Alongside this development of ethical values, children, increasingly influential players in family purchasing decisions, have become a prime target for marketing strategies. Their complexity lies in the evolution of their reactions to marketing stimuli according to their age and social development. In fact, research has extensively explored children's vulnerability to advertising over the past forty years, requiring particular attention to communications aimed at them (Rozendaal & Buijzen, 2022).

Piaget's (1936) work on children's cognitive development highlights four stages of competence, the passage of which transforms the child into a more informed consumer, capable of evaluating products according to an increasing number of criteria. However, while children represent an important market for companies, particularly in the food industry, the integration of a socially responsible marketing approach into their strategies remains limited. The notion of responsibility, however, concerns both the company and the consumer. Fortunately, more companies, aware of their societal role, are engaging in actions that contribute to improving the living environment and collective well-being, beyond the simple pursuit of profit. The notion of social responsibility is even broadening, with some studies exploring the role of less conventional factors, such as prayer, in the adoption of socially responsible consumption (Jabłońska-Karczmarczyk, 2024).

Despite the importance of children as a marketing target and the emergence of responsible consumption, little research has examined the convergence of these two themes. Our research focuses precisely on this intersection, with a particular interest in children aged 8 to 11, belonging to the analytical stage (Roedder, 2001), a period of significant development of knowledge and know-how. From this perspective, the objective of our research is to understand the process of socialization of children to socially responsible consumption, by analyzing the influence of civic advertising posters. More specifically, we will explore the impact of the execution elements of these posters on children's propensity to adopt socially responsible behavior, that is, behavior based on respect for oneself, others, and society in general. It is also crucial to note that the influence of the peer group is a significant factor in children's purchasing decisions (Bachmann, Roedder & Rao, 1999). As Charry et al. (2012) point out, it is crucial to work from an early age to build a value system that promotes respect and the adoption of responsible behavior.

Our research therefore focuses on a little-explored field of investigation in the field of child consumer behavior: the study of the elements of execution of a civic poster. To carry out this investigation, we mobilize work from the field of socially responsible consumption and advertising creation. Concretely, we seek to understand the effect of the execution elements of a Public Service Announcement (PSA) poster on children's attitude towards the poster itself and towards socially responsible consumption. On a theoretical level, this research enriches existing literature by introducing the study of execution elements for citizen posters, like emotional advertising. In addition, it explores the impact of these posters on children. From a managerial perspective, this research aims to help companies design and sponsor civic posters that are likely to develop a favorable attitude in children towards brands, while promoting values of social responsibility.

CONCEPTUAL FRAMEWORK

PSA poster and Socially Responsible Consumption (SRC) AXES

Citizen communication is a communication medium that uses various formats to disseminate a message of general interest and raise awareness among a specific target audience about social and environmental issues. Andreani et al. (2007) emphasize that citizen initiatives can be a tool for differentiation for companies and for building loyalty among consumers. Indeed, they aim to strengthen the relationship between customers and brands while integrating social and environmental concerns.

Recently, the research of El Frioui, and Benyoussef (2024), groups together the main influencing factors identified to explain the phenomenon which can be motivational factors (due to divergences in cognitions), internal factors (personality traits, value system, habits and routine purchasing paths), external factors (context, cost and level of effort required) as well as methodological rigor. When a child is exposed to an advertising message, their perceptual system must process an increasing amount of information related to the advertisement (Thibaut & Gelaes, 2002). After receiving the message, the child implements a decoding strategy that consists of breaking

down the sensory field into elementary signals, then grouping them according to the similarity of their meaning units (Derbaix et al., 2005).

To our knowledge, socially responsible consumption in children is a subject that has been little explored by research. In adults, the work of François-Lecompte (2005) provides a solid basis, focusing on four areas: 1) green consumption, 2) boycotts, 3) CSR related to business practices, 4) CSR related to the defense of small businesses. Durif et al. (2013) studied the following areas: 1) environmental protection, 2) local consumption, 3) recycling, 4) composting, 5) animal protection, and 6) sustainable transportation. According to Otchro and N'Gbala (2024), CSR is a consumption model that integrates the principles of sustainable development by seeking to reconcile respect for the environment, promotion of the local economy, health well-being, and a positive contribution to society. These elements suggest that the impact of inserting specific enforcement elements in a PSA poster on children's behavior remains to be demonstrated.

Socially Responsible Consumption (SRC) of Children

Socially responsible consumption (SRC) is characterized by respect for the environment, a positive impact on the economy (especially locally) and society, as well as health benefits. Abassi and Gonzalez (2017) suggest that SRC is not a homogeneous concept: it varies depending on the consumer and their concerns. More recently, Otchro and N'Gbala (2024) defined SRC as a model that seeks to reconcile respect for the environment, promotion of the local economy, health well-being, and a positive contribution to society. For this reason, several studies attest that learning responsibility is shaped by the social environment. From childhood, individuals internalize and appropriate norms, habits, and actions related to their consumption (Gentina et al., 2018).

Despite the limited amount of research on CSR in child consumers, we propose a definition of CSR adapted to this population. Inspired by the ecological theory developed by Bronfenbrenner (1979) as cited by Ayadi and Ezan (2008) and its application to the context of healthy eating for children by Ayadi and Ezan (2008), we identify the main ways in which children learn socially responsible consumption: 1) learning through experience and discovery, 2) learning.

A socially responsible child consumer can be considered a consumer-citizen who, through his or her choices, influences environmental, social, and cultural practices. He or she refers to his or her family, peers, or the media to compare himself or herself to their CSR behaviors (by analogy with the definition of Marchand et al., 2005). Peer influence is also a determining factor in consumption among children (Bachmann, Roedder, & Rao, 1999).

Thus, children do not rely solely on their own experience or innate preferences to make choices regarding food, sports, eco-products, respect for difference, etc. They also take into account the behavior of their family and peers in terms of CSR. In this analytical framework, socially responsible consumption is built on a family heritage and socialization within the school environment and among peers (Ayadi and Ezan, 2008). For example, parents who are sensitive to ecological issues generally focus on three dimensions of environmental concern: a cognitive dimension (knowledge), an affective dimension (sensitivity) and a conative dimension (behavior) (Zaiem, 2005). By analogy, children prioritize their affective reaction over the cognitive reaction, by selecting arguments that reinforce the message transmitted by parents, peers or the media (Derbaix et al., 1994).

Elements of Execution, Attitude Towards the Poster and Attitude Towards Socially Responsible Consumption

Executorial elements, which represent the hedonic and informative aspect of a poster, find their frame of reference in the elaboration likelihood model (ELM) proposed by Petty and Cacioppo (1981). This model suggests that when an advertisement is perceived as entertaining, the individual evaluates it positively and develops a favorable attitude toward the product or brand. In other words, the emotional appeal generated by executorial elements can positively influence the receiver's attitude. Executorial elements are therefore a key determinant of consumers' attitudes toward the poster, as confirmed by several studies. For example, Morris et al. (1995) showed that consumers often have difficulty understanding complex ecological arguments, such as the terms "recycled" and "recyclable." Only 5% of consumers were able to understand the slogans without the help of images, colors, or characters. This finding highlights the importance of execution elements in facilitating message understanding and acceptance, especially when the message addresses complex issues. Furthermore, affective content elicits positive emotions and a better attitude toward the ad and the brand, compared to informational content. Recent research has confirmed that peripheral cues and the ad format are crucial, especially when the recipient is not highly motivated or does not have in-depth knowledge to process the information centrally (Otchro & N'Gbala, 2024). Thus, the emotional aspect of the poster appears to play a crucial role in persuasion.

Specifically, regarding the child target, Derbaix (1982) was a pioneer in the study of the importance of emotional aspects in children's consumption behavior. Indeed, children maintain dynamic relationships with objects, based on emotional foundations that can influence their thinking (Brée, 1987; Derbaix, 1982). Derbaix (1982) described the persuasive mechanism in children exposed to an advertisement as a triptych of chained

responses: "affective, cognitive and conative". According to him, the child first goes through an attitudinal response, followed by a behavior or action that will allow them to build knowledge following their experience with an object or behavior. This hierarchy of responses, where affect precedes cognition, confirms the importance of emotions in the persuasion process in children.

Several studies have confirmed this hierarchy of responses (Brée, 2012; Pecheux and Derbaix, 1999; Derbaix and Brée, 1997), demonstrating the importance of affective reactions in the formation of beliefs and attitudes towards an advertisement. Derbaix (2001) also suggested that execution elements can directly influence a child's attitude towards the brand. In the same vein, Brée's (2005) study showed that "advertisements aimed at children strongly appeal to emotional responses and play on the execution elements of the advertisement (story, characters, music, etc.), a guarantee of success with children that is stronger than the argumentative elements about the good presented." Advertising, as a succession of attractive images, is therefore capable of increasing stimulation and prolonging the child's attention. In summary, the effectiveness of advertising with children relies largely on its ability to arouse positive emotions through execution elements. All these theoretical elements suggest that the child shows a positive attitude towards the poster when he is entertained by the execution elements. This leads us to formulate the first two hypotheses of the research:

H1: The execution elements of the PSA poster positively influence the child's attitude towards the citizen poster.

H2: The execution elements of the PAS poster positively influence the child's attitude towards socially responsible consumption.

Attitude Towards the Poster and Attitude Towards CSR

The work of Miniard et al. (1992) suggests that attitude toward the advertisement influences attitude toward the brand, regardless of the information processing pathway used (central or peripheral). Attitude toward the advertisement can in fact be broken down into two components: a central component, which represents the evaluation of the advertisement based on its arguments and depends on the perception of its credibility, and a peripheral component, which comes from affective reactions and the evaluation of elements unrelated to the message (other than the arguments). Similarly, Derbaix and Brée (1997) show that children's affective reactions play a major role in evaluating advertising effectiveness. Derbaix et al. (1999) and Pecheux (2001) also validate the direct, stable, and positive relationship between attitude toward the ad and attitude toward the brand for different levels of involvement of children aged 7 to 11, regardless of their mood level and the product category concerned. This line of research on children's persuasion is fundamental and has been the subject of a review covering four decades of work on their vulnerability to advertising (Rozendaal & Buijzen, 2022).

In the field of CSR, the most studied concept is that of concern for the environment (CPE) (Zaiem, 2008). This notion encompasses an individual's disposition to act in favor of the environment. CPE is reflected in the different components of attitude, which are interdependent and can be activated by a stimulus. Thus, the cognitive dimension corresponds to the set of knowledge relating to the consequences of one's own actions on the environment, the affective dimension to the emotional responses linked to perceived environmental problems, and the conative dimension to the tendency to personally contribute to the improvement of the environment (Dembkowski and Hammer-Lloyd, 1994, cited by Li et al., 2019). Based on this work, which highlights the influence of attitude towards the advertisement on attitude towards the brand and the importance of affective and cognitive components in the formation of attitudes, we formulate the following hypothesis:

H3: Attitude towards the PSA poster positively influences attitude towards socially responsible consumption.

The conceptual model, which illustrates the relationships between these different variables, is presented in Figure 1.

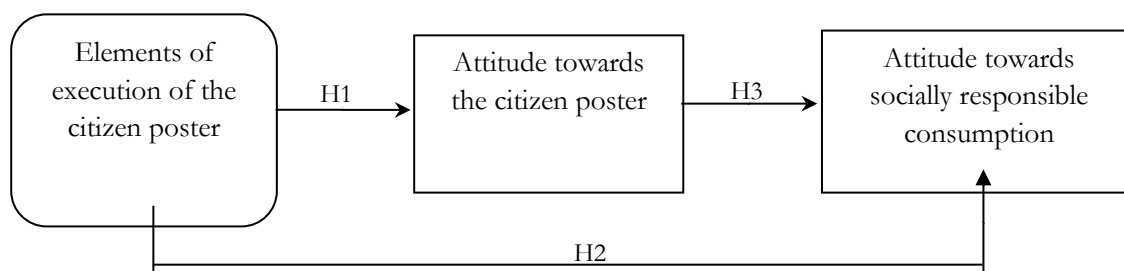


Figure 1. Conceptual model.

METHODOLOGY

Measurement of Research Variables

To measure children's attitudes, we opted for the method developed by Derbaix and Pecheux (1997), which uses a 4-point Likert-type scale with icons. To overcome readability problems and avoid misinterpretation of the

icons (sadness/cheerfulness instead of agree/disagree), the authors added the words "NO", "no", "yes", and "YES" above the four faces. This adaptation aims to make the scale easier for children to understand and to ensure a more reliable measurement of their attitudes (Table 1).

Table 1. Operationalization of research variables.

Variables	Number of items	Authors	Dimensions
Execution elements	5	Derbaix et al. (1999)	Execution elements
Attitude towards the poster	7	Rossiter (1977, adapted by Brée, 1991)	Attitude
Attitude towards CSR	10	Derbaix and Leheut (2008)	Affective dimension Dimension Functionality Social Dimension

Survey Procedures and Sampling

In this study, we offered children elements of execution for a civic poster, considering their cognitive abilities. The objective was to draw their attention to the poster and to evaluate their reactions and behaviors. Our sequential methodological approach aims to defend the relationships of the conceptual model in the reality of the chosen target. Initially, a qualitative study conducted with 23 children made it possible to construct and validate the research stimulus, namely a civic poster incorporating carefully selected execution elements. This exploratory stage was crucial to ensure the ecological validity of the stimulus and its relevance to children, a prerequisite for evaluating the causal relationships linking the execution elements of the civic poster and the child's attitude. This exploratory phase showed that, for this age group located at the concrete operational stage (Piaget), the advertising message had to be visual, simple and entertaining to capture their attention and generate a favorable attitude towards the poster.

The qualitative analysis revealed a marked discrepancy between the child's stated intention and actual behavior regarding CSR. This discrepancy was interpreted as reflecting a social learning process where the adoption of CSR is strongly mediated by education and socialization agents (parents, teachers, peers). Children cite ecology and organic consumption (respect for the environment, food well-being) as the pillars of CSR. However, the study also showed that socially responsible consumption among children is perceived holistically, encompassing these functional and environmental dimensions, but emphasizing above all the social dimension (identification with group behaviors and fear of peer rejection). It is this dimension, which is based on the affective transfer resulting from the appreciation of the poster, which will play a key role in the formation of their attitude towards the CSR, thus confirming the existence of the relationships established by H2 and H3 which link the elements of execution and the attitude towards the poster with the different dimensions of the attitude towards the CSR.

Design of the Civic Poster and Brand Selection

The public service poster was developed in cooperation with Nestlé, a world leader in food and beverages and with a strong presence in Egypt. This multinational was chosen for a number of strong methodological reasons: (1) It enjoys the highest and most stable levels of spontaneous familiarity among 8-11 year-old urban Egyptian children, by which minimizing potential bias due to non-familiarity with the brand; (2) It is involved in food industry, which is directly related to responsible consumption matters; and (3) it has overt and well-documented CSR practices as can be inferred from its global slogan "Good Food Good Life", capturing its positioning toward improving quality of life through responsible nutrition.

The poster combines this CSR slogan with the Nestlé logo as well as elements of ad (colours, characters, clarity of message...), carefully selected from the qualitative phase. This intentional choice enables distinguishing (a) the brand's own effect, pre-existing familiarity and attitude included, plus (b) the specific effect of the execution elements of posters on children's attitude towards CSR.

In the second stage, a quantitative study by questionnaire was conducted with 470 children aged 8 to 11 years. This second phase, based on the qualitatively validated poster, will allow us to test the robustness of the hypotheses derived from the theoretical model. This choice of age corresponds to the concrete operational stage described by Piaget, a period when the child develops his or her capacities for logical reasoning and understanding of the world around him or her.

Regarding the sampling method, we applied the purposive (non-probability) sampling method to ensure the representativeness of children according to gender, age, and type of school (public or private). Participants were recruited from several schools in the city of Cairo to ensure good socioeconomic diversity. Prior consent from school administrators, teachers, and parents was obtained in accordance with the ethical principles of research with minors. Children completed the questionnaire in class, under the supervision of a researcher and their teacher, after a brief explanation adapted to their level of understanding.

RESULTS AND DISCUSSIONS

Principal component analyses (PCA) were performed followed by confirmatory analysis using SPSS 22 and AMOS 25 software respectively.

Exploratory Factor Analyses

All measurement scales used in this research were developed based on dimensions identified in literature. They were all subjected to validity and reliability tests, confirming their robustness. Bartlett tests were found to be significant for each scale, indicating sufficient correlation between items. The KMO (Kaiser-Meyer-Olkin) indices, all above 0.6, attest to the suitability of the data for factor analysis. Finally, Cronbach's alpha coefficients, all above 0.8, confirm the good reliability of the scales, that is, their ability to consistently measure the concepts studied (Table 2).

Table 2. Results of factor analyses.

	Bartlett test	Meaning	KMO	Explained Variance		Cronbach's Alphas
Execution element	2812,559	p=0.000	0.75	88.2%		0.91
Attitude towards advertising	1755.934	p=0.000	0.85	92.3%		0.92
Attitude towards the brand	3048.211	p=0.0000	0.81	Affective	14.2%	0.85
				Functional	23.5%	
				Social	49.8%	

Confirmatory Factor Analysis

Confirmatory factor analysis enabled the measurement scales to be validated and their convergent validity to be verified (see Table 3).

Table 3. Convergent validity.

Ladder	Factors	Rho of Jöreskog	VME>0.5
Fanta attitude	affective attitude	0.913	0.840
	Social attitude	0.983	0.950
execution element		0.824	0.702
attitude towards advertising		0.826	0.549

The convergent validity test indicates a strong validity of the measurement scales since the VME index of each construct is greater than 0.5 which is considered very satisfactory. The results of discriminant validity also showed that all VMEs are greater than the squares of the correlations between the concepts, which translates into good validity.

Normality Test

Skewness values (asymmetry) are between -3 and 3 (Chou and Bentler, 1995, cited by Weston and Gore, 2006) and Kurtosis values (flattening) are between -2 and 2 (Akrou, 2011). Normality is therefore verified (Table 4).

Table 4. the results of Skewness and Kurtosis

Items	Skewness	cr	Kurtosis	cr
att_aff6	-1.252	-1.215	0.955	1,353
att_aff4	-2.017	-1.651	1,563	1,704
att_csr1	-1.955	-1.603	0.188	0.891
att_csr2	-2.106	-1.724	0.513	1,321
att_aff1	-1.771	-1.582	1,305	1,512
att_aff7	-2.205	-1,804	1.003	1,402
att_csr7	-1.693	-1.555	1,606	1,746
att_csr8	-1.581	-1,429	0.996	1,381
att_csr9	-1.643	-1.466	1,504	1,682
elem_ex2	-0.299	-0.512	1,453	1,654
elem_ex1	-1.606	-1,487	1,152	1,453

Model Adjustment

The Chi-square is less than 2 times its degree of freedom. In addition, the RMR and RMSEA are very close to zero and the incremental indices are greater than 0.9, which indicates a good quality of fit of the model (Hair et al., 1998) (see table 5).

Table 5. Measurement model fit indices.

Absolute indices					Incremental indices		Parsimonious indices	
X^2	GFI	AGFI	RMR	RMSEA	TLI	CFI	X^2/ddl	PGFI
720,450 dl=392 p=0.000	0.864	0.827	0.036	0.054	0.953	0.961	1,837	0.866

Hypothesis Testing and Discussion of Results

The hypothesis tests are summarized in Table 6.

Table 6. Hypothesis tests.

Research hypotheses	β	T	P	Conclusion
H1:Execution elements -> child's attitude towards the citizen poster.	0.45	4.21	0.018	Validated
H2:Execution elements -> child's attitude towards CSR.	0.05	0.56	0.575	Rejected
H.2.1:Execution elements -> child's attitude towards the affective dimension of CSR.	0.02	0.37	0.622	Rejected
H2.2:Execution elements -> functional attitude of the child towards the CSR.	0.15	1.32	0.187	Rejected
H2.3:Execution elements -> child's social attitude towards CSR.	0.16	1.35	0.181	Rejected
H3:Attitude towards the PSA poster -> attitude towards socially responsible consumption.	0.60	6.55	0.000	Validated
H3.1:Attitude towards the PSA poster -> affective attitude towards CSR.	0.58	6.12	0.000	Validated
H3.2:Attitude towards the PSA poster -> social attitude towards CSR.	0.65	7.01	0.000	Validated
H3.3:Attitude towards the PSA poster -> functional attitude towards CSR.	0.49	5.45	0.000	Validated

The results of this research confirm the existence of a positive relationship between attitude towards the poster and the execution elements (H1 validated). The insertion of execution elements made it possible to create a poster appreciated by children, perceived as entertainment. They judged it attractive, playful, credible and adhered to the message. The execution of the poster is based on several elements, such as color, type of visual, characters and clarity of the message. The poster, as an aesthetic object, stimulates children's senses and contributes to a positive attitude. However, contrary to our expectations and the work of Derbaix (2001), the results show that the execution elements, in the context of a civic poster, do not directly influence the attitude towards CSR (H2 and its sub-hypotheses rejected). This surprising result could be explained by the fact that the elements of execution, in a civic context, can deliver an excessive amount of information, likely to create confusion in the child. In addition, the repetition of civic messages, often ignored, could lead to a form of weariness and a decrease in the attention paid to the elements of execution. The rejection of H2 is likely related to a failure of central information processing: while execution entertains (H1), it is not sufficient to create the cognitive basis necessary to impact attitude toward CSR, a behavior that requires specific consumer understanding and knowledge (Lee & Lee, 2025).

Our results nevertheless reveal an affective transfer from attitude towards the poster to attitude towards CSR (H3 validated and its sub-hypotheses validated). These results confirm previous research by Derbaix and Pecheux (1997), Phelps and Hoy (1996), and Derbaix et al. (1999), who highlighted the correlation between attitude towards advertising and the hedonic dimension of attitude towards the brand. These conclusions are consistent with the synthesis of the literature which attests to the importance of peripheral signals and the affective route in advertising effectiveness among young audiences, highlighting their vulnerability to execution elements (Rozendaal & Buijzen, 2022). The child, simpler and more direct than the adult, will tend to develop a favorable attitude towards CSR if he appreciates the poster which promotes it.

This research thus offers a relevant analytical framework for managers and marketing executives concerned with raising children's awareness of socially responsible consumption (SRC) through efficient and sustainable civic communication campaigns. The study highlights the key role of execution elements in children's perception and evaluation of the poster. Consequently, optimizing the impact of campaigns requires the design of posters that arouse interest and capture the attention of young people, transforming civic communication into a positive and stimulating experience.

This approach involves favoring an attractive aesthetic, characterized by the use of bright, contrasting colors, original designs, and stimulating visuals, adapted to the developmental level and spheres of interest of the target

audience. The integration of visual elements familiar to children, such as animals, nature, games, or heroic figures, helps to enhance the poster's appeal. At the same time, the message must be formulated in a concise, intelligible manner, and adapted to a child audience, avoiding the use of technical jargon or abstract concepts. The use of short sentences, simple and accessible vocabulary, and a focus on a limited number of key ideas and concrete actions promote understanding and memorization of the message.

Integrating humor, storytelling, and interactivity provides additional leverage to enhance engagement and memorization. Humor, by demystifying complex topics, helps create an emotional connection with children. Storytelling, by offering an immersive and relatable narrative, encourages ownership of the message. Finally, interactivity, by stimulating children's active participation through games, quizzes, or invitations to action, strengthens involvement and learning. Beyond the poster's intrinsic appeal, it is important to note that the study reveals a phenomenon of affective transfer from attitude toward the poster to attitude toward CSR. Thus, a poster perceived positively by the child can favorably influence their attitude toward the values and behaviors associated with responsible consumption, even in the absence of explicit communication on the subject. Managers can exploit this psychological mechanism by designing posters that arouse positive emotions in children, such as joy, curiosity, empathy, or admiration. The use of music, humor, testimonials, or inspiring stories helps create an emotional bond with the child and amplify the impact of the message.

However, it is crucial to emphasize that the study highlights the need to adapt civic communication to the specificities of the child target, avoiding information overload. Excessive information, by exceeding children's cognitive abilities, can hinder the understanding and integration of the message. It is therefore essential to prioritize simplicity, clarity, and conciseness of the message, focusing on a limited number of concrete actions. Adapting language, concepts, and visuals to the child's developmental level is also essential, avoiding technical jargon, abstract messages, and complex images. Finally, considering the context of civic communication, marked by children's significant exposure to social and environmental messages, requires the creation of original, creative, and relevant messages for their daily lives.

Raising children's awareness of CSR cannot be limited to one-off communication campaigns. Implementing a comprehensive, coherent, and transparent communication strategy that integrates CSR across all sectors is essential for a lasting impact. Companies are encouraged to communicate transparently and easily about their commitments and actions to the environment, society, and the local economy through various communication channels. Transparency and authenticity, by making it possible to justify commitments and demonstrate the positive impact of actions, are key levers for gaining the trust of children and their parents. Furthermore, encouraging children's engagement and participation through concrete actions they can carry out on a daily basis strengthens their ownership of CSR values.

Finally, the qualitative study highlighted the crucial role of education and socialization agents in learning about CSR. Collaboration between businesses, schools, parents, and associations, by promoting a holistic approach to CSR awareness, is a determining factor for success. Partnerships with schools can help develop educational programs, fun workshops, or teaching materials adapted to children. Parental involvement, through the provision of educational resources and tools, reinforces the learning of CSR values within the home. Finally, collaborations with associations make it possible to raise children's awareness of concrete and local initiatives by involving them in field actions.

CONCLUSION

The objective of this research was to investigate the mechanisms of influence of the execution elements of citizen display on children's attitudes towards socially responsible consumption (SRC). To do this, we mobilized three dimensions of attitude towards SRC: the social aspect, the functional aspect and the affective aspect. The results of the study highlight the importance of the social dimension in children's attitudes towards CSR. Children, simpler and more direct than adults, perceive the poster as a spectacle and a source of entertainment. An attractive and playful poster generates a favorable attitude in them, particularly because it allows them to avoid the risk of being rejected by their peers by adopting the promoted behaviors. The relevance of social influence on consumption intention, already confirmed in other contexts (anti-tobacco control), is thus validated in the context of promoting CSR among children (Charry and Pecheux, 2011). This vulnerability to peer group influence is a constant determinant of their consumption choices (Bachmann, Roedder & Rao, 1999).

Furthermore, our research considered attitude toward the poster as a two-component variable: a central component, based on the evaluation of the advertisement's arguments, and a peripheral component, based on the evaluation of elements unrelated to the message. The results confirm that attitude toward the advertisement influences attitude toward the brand, regardless of the information processing pathway taken. These results converge with those in the literature (Boyland and Halford, 2013; Pecheux, 2001; Derbaix et al., 1999; Phelps and Hoy, 1996), which highlight a significant and positive relationship between attitude toward the advertisement and

attitude toward the brand, and more specifically with its hedonic dimension (affective transfer). This confirms the importance of peripheral cues and children's vulnerability to advertising, a finding reiterated by recent research syntheses (Rozendaal & Buijzen, 2022).

These findings encourage marketing professionals to pay particular attention to the social dimension of brand attitude when designing their citizenship communication campaigns. The choice of execution elements must consider peer influence and the need to create positive identification with the message. However, for in-depth CSR, it must be remembered that positive attitude alone does not replace consumer knowledge, a key factor in the adoption of responsible behaviors (Lee & Lee, 2025). Furthermore, the services provided by the company must be consistent with the social benefits we identified during the empirical phase. Typically, companies must integrate human and social values into their methods and strategies while providing tangible evidence of their operations (Kotler et al., 2010). The selection will be based primarily on the company's values and social commitment at the beginning of its development.

Like any research work, this study has certain limitations. The first relates to context. Indeed, the school environment is not the only space for socialization towards socially responsible consumption. Other contexts, such as family, leisure groups, or the media, also play an important role in shaping children's attitudes and behaviors. Several avenues for future research can be explored. It would be interesting to study the effect of varying an execution element, such as the character used in the poster, on children's attitudes toward CSR. For example, comparing the impact of popular characters like "Spongebob" and "Spiderman" would help determine the characteristics that most influence children's attitudes toward the message and the brand. It would also be relevant to study the influence of other variables, such as the level of parental involvement in CSR, the children's socioeconomic background, or prior exposure to CSR messages, on the effectiveness of civic communication. Finally, exploring the role of religious and spiritual beliefs could also shed light on new facets of CSR.

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