

Investigating the Efficacy of Artification in the Context of Digital Marketing for Corporate Social Responsibility: Examining the Moderating Influence of Brand Authenticity

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ABSTRACT:

This research examines the moderating influence of brand authenticity on the efficacy of artification in digital marketing about corporate social responsibility (CSR). This study is grounded in the resource-based view (RBV) framework and Porter's general strategies. Based on the research results, it can be observed that both independent and moderating variables exert a significant impact on the effectiveness of artification in the context of digital marketing for corporate social responsibility (CSR). The study additionally finds demographic factors, such as age, gender, educational achievement, and work position, influential in shaping managers' judgments. This study highlights the need to consider brand authenticity as a moderating variable in using artification in digital marketing for corporate social responsibility (CSR). The discovery made in this study adds to the existing body of knowledge regarding the effectiveness of corporate social responsibility (CSR) programs. Additionally, it provides valuable guidance for professionals in the digital marketing sector.

Keywords: Artification; CSR effectiveness; Brand authenticity; Demographic factors, Digital marketing.

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Introduction

The increasing awareness among customers regarding enterprises' societal and environmental impacts has led to a heightened focus on corporate social responsibility (CSR) in recent times. In addition to legal requirements, Corporate Social Responsibility (CSR) encompasses the proactive efforts of organizations to enhance their social and environmental performance. Digital marketing is a strategy firms employ to promote their corporate social responsibility (CSR) initiatives (Anderdal et al., 2023). It is imperative to explore novel tactics to enhance the influence of corporate social responsibility (CSR) messages, given the ongoing discussion surrounding the effectiveness of CSR communication via digital marketing. One method that can be employed is artification, which entails incorporating aesthetic elements into corporate social responsibility (CSR) messages to enhance audience engagement and attractiveness. The present study aims to investigate the efficacy of artification in digital marketing for corporate social responsibility (CSR), with a particular emphasis on the moderating influence of brand authenticity. According to De Sordi et al. (2022),

Research Problems and Questions

This study aims to investigate the research challenges about the efficacy of artification in digital marketing for corporate social responsibility (CSR) and the impact of brand authenticity on this connection. The subsequent research inquiries structure the inquiry:

- 1- What is the impact of artification in digital marketing on the effectiveness of corporate social responsibility (CSR) messaging?
- 2- To what extent does the impact of artification on the effectiveness of corporate social responsibility (CSR) initiatives become influenced by the degree of brand authenticity?
- 3- What is the impact of demographic

characteristics, such as age, gender, educational attainment, and job position, on managers' judgments of artification in digital marketing for corporate social responsibility (CSR)?

Research Objectives and Hypotheses

The main objective of this study is to find out how well artification works in digital marketing for CSR, focusing on the role of brand credibility as a moderator. The following hypotheses are developed to help with this:

H1: The impact of CSR messages is improved by using digital marketing.

H2: The relationship between artification and CSR effectiveness is moderated by brand authenticity. When brand authenticity is strong, the positive effect of artification on CSR effectiveness is amplified.

H3: Age, gender, level of education, and job rank are among the demographic factors that affect the relationship between artification and the effectiveness of CSR.

Scope and Limitations of this study

The present study, conducted at the United Bank of Pakistan in Karachi, sought to investigate the potential moderating influences of brand authenticity and demographic characteristics on the relationship. Additionally, the study attempted to examine the impact of artifice in digital marketing on the effectiveness of corporate social responsibility (CSR) messaging. The objective of this study was to provide insights that can assist firms in enhancing their corporate image and amplifying the effectiveness of their corporate social responsibility (CSR) messaging. When interpreting the findings, it is crucial to consider the study's limitations. The limited scope of the study, which focused exclusively on the United Bank of Pakistan, may restrict the generalizability of the findings to other contexts. The statistical power of the analysis may be impeded by a second constraint, namely the limited sample size

of the study, which focused exclusively on one company, the United Bank of Pakistan. Consequently, the generalizability of the findings to other contexts may be limited. Furthermore, the study employed participant-reported data, potentially introducing bias due to the influence of social desirability. Finally, the cross-sectional methodology employed in the study precludes the ability to establish causal links between the variables.

Literature Review

Porter's general strategies

Porter's general strategies framework is extensively employed in the corporate realm to analyze competitive advantage. The three overarching techniques for achieving a competitive advantage, as posited by famous Harvard Business School professor Michael Porter, are cost leadership, differentiation, and focus. Cost leadership is a strategic approach firms employ to attain a competitive advantage over their rivals by minimizing production and operational expenses (Deng et al., 2022). To effectively execute this plan, a corporation must attain economies of scale, reduce expenses comprehensively, and employ efficient production techniques. Developing unique products or services that distinguish a company from its competitors is a crucial element of a differentiation strategy (Robertson et al., 2023). Sharifi et al. (2022) state that the objective is to establish a unique value proposition that presents challenges for competitors to imitate. To establish a distinct product or service identity, an enterprise employing this approach must allocate resources toward research and development, design, branding, and marketing efforts (Pedersen et al., 2022). The implementation of a focus strategy involves the concentration of efforts on a particular market segment or niche to tailor products and services to address their unique requirements

effectively (Pai et al., 2022). For this strategy to achieve success, it is imperative for a firm to possess a comprehensive comprehension of its target market and possess the capability to deliver exceptional value to that specific sector. Porter's basic strategies provide a valuable foundation for understanding how organizations might achieve a competitive advantage. Business enterprises can differentiate themselves from competitors and deliver value to their consumers by focusing on one or more tactics. The success of these strategies can be influenced by various factors, including the company's resources and competencies, industry structure, and competitive dynamics (Tariq et al., 2022).

Resource-based view (RBV)

The resource-based view (RBV) framework is a well-recognized concept in strategic management that underscores the importance of a firm's resources and capabilities in achieving a competitive advantage. The concept posits that the primary determinants of a firm's success are its resources and capabilities, which can be leveraged to establish a sustainable competitive advantage (Pai et al., 2022). The RBV framework places emphasis on the notion that resources vary in terms of their value and scarcity and that a company's competitive advantage stems from its unique amalgamation of resources and capabilities (Neumann et al., 2022). Resources that possess the characteristics of rarity, value, uniqueness, and non-replicability (VRIN) are widely recognized as the primary drivers of competitive advantage. Numerous scholarly investigations have explored the relationship between the Resource-Based View (RBV) framework and the Corporate Social Responsibility (CSR) concept. According to Na et al. (2022), firms that engage in corporate social responsibility (CSR) initiatives tend to own more valuable resources, such as reputation and

stakeholder relationships, potentially gaining a competitive edge. Campagna et al. (2023) discovered that companies that engage in socially responsible practices tend to own more intangible assets, such as staff expertise and brand reputation, which are significant drivers of competitive advantage. According to the study conducted by Xu et al. (2022), it was observed that brands that actively participate in corporate social responsibility (CSR) initiatives while maintaining a high degree of brand authenticity exhibit a more significant impact on customers' intentions to make purchases, as compared to firms that engage in CSR activities with low levels of brand authenticity. The present study argues for the importance of brand authenticity in enhancing the effectiveness of corporate social responsibility (CSR) initiatives, highlighting the need to align CSR endeavors with a company's fundamental beliefs and identity (Safeer et al., 2022). The RBV framework provides a valuable perspective for understanding how a firm's assets and skills can be leveraged to obtain a competitive advantage within corporate social responsibility (CSR) (Arora et al., 2022). By acknowledging and effectively leveraging its unique resources and talents, a business has the potential to enhance its performance and competitive advantage in the market, hence creating value for its stakeholders.

Artification in digital marketing for CSR

The utilization of artistic and creative components to enhance the effectiveness and attractiveness of a company's products or services is sometimes referred to as artification. Artification can be effectively employed within the corporate social responsibility (CSR) framework to advance a company's social and environmental endeavors while concurrently bolstering its reputation and brand image. Incorporating artistic and creative elements into corporate social responsibility (CSR) efforts enables companies to enhance the

effectiveness of their communication and establish stronger connections with stakeholders. According to the study conducted by Wang et al. (2022), it was discovered that the implementation of artification has the potential to enhance consumers' impressions of a company's corporate social responsibility (CSR) activities. This is achieved by rendering these initiatives more memorable and emotionally captivating. The research additionally revealed that individuals are more likely to allocate higher financial resources towards products associated with corporate social responsibility initiatives when imbued with artistic elements. Efthymiou et al. (2022) conducted a study. This study examined the impact of artification on the perceived authenticity of a company's corporate social responsibility (CSR) programs. The research revealed that the artification process can enhance the perceived genuineness of corporate social responsibility (CSR) initiatives by generating more persuasive and emotionally captivating communication. Based on the research findings, the efficacy of artification is contingent upon its alignment with a company's fundamental principles and organizational identity. According to Markovic et al. (2022), the level of brand authenticity plays a significant role in determining the effectiveness of artification in digital marketing for corporate social responsibility (CSR). According to Asif et al. (2022), the implementation of artification is effective when it aligns with a company's authentic brand identity and fundamental principles. The phenomenon of artification has a significant role in influencing the effectiveness of corporate social responsibility (CSR) programs. It can negatively impact a company's reputation if perceived as incongruent with its established brand image. The studies suggest that using artification as a marketing strategy for promoting corporate social responsibility (CSR) efforts can yield positive

outcomes. However, the effectiveness of this approach is contingent upon various factors, such as the degree to which it aligns with a company's fundamental principles and organizational identity, as well as the extent to which it accurately portrays the brand's authenticity. Companies can enhance the effectiveness of their communication by deliberately employing artifice, creating a more persuasive and emotionally resonant message that positively influences stakeholders and enhances their reputation and brand image.

CSR and digital marketing

Previous studies have examined the relationship between corporate social responsibility (CSR) and digital marketing, focusing on using digital marketing strategies to enhance CSR efforts and a company's reputation and brand perception. According to Sofian et al. (2022), companies that engage in corporate social responsibility (CSR) programs tend to enjoy enhanced consumer perception and reputation. This can lead to increased sales and profitability. According to Markovic et al. (2022), digital marketing can be invaluable in enhancing the visibility of corporate social responsibility (CSR) efforts and fostering engagement with various stakeholders. The Safer et al. (2022) study examined the potential of social media platforms in facilitating the progress of corporate social responsibility (CSR) initiatives. The research discovered that social media has the potential to serve as a valuable mechanism for engaging with stakeholders and advancing corporate social responsibility (CSR) endeavors. However, the effectiveness of social media in this regard is contingent upon various factors, such as the level of interaction and engagement with stakeholders, as well as the alignment between CSR initiatives and a company's fundamental values and identity. The study by Na et al. (2022) examined the moderating impact of brand authenticity. According to the

research conducted by Asif et al. (2022), it was observed that enterprises characterized by a high level of brand authenticity possess a greater capacity to shape consumers' attitudes and behaviors compared to those with a low level of brand authenticity. An additional research discovery indicates that digital marketing strategies can enhance brand authenticity and successfully promote corporate social responsibility (CSR) efforts. The research suggests that digital marketing can effectively promote corporate social responsibility (CSR) initiatives and augment a company's reputation and brand image. The effectiveness of digital marketing is influenced by several elements, including the level of connection and involvement with stakeholders, the degree to which CSR programs align with a company's fundamental values and identity, and the level of brand authenticity. Through the deliberate implementation of digital marketing, organizations can craft a more captivating and immersive message that resonates with many stakeholders, ultimately enhancing reputation and brand image.

Brand authenticity as a moderating factor

Brand authenticity refers to how a company's brand identity and image align with its core beliefs and operational principles. The significance of brand authenticity in affecting the success of corporate social responsibility (CSR) programs and their impact on consumer attitudes and behaviors is of considerable importance. Several scholarly investigations have examined the role of brand authenticity as a moderator in the association between corporate social responsibility (CSR) initiatives and consumer attitudes and behaviors. For instance, McBride et al. (2022) discovered that brand authenticity can enhance the efficacy of CSR initiatives by formulating a more emotionally captivating message that resonates with customers. The

study additionally noted that brand authenticity is important in corporate social responsibility (CSR) initiatives because customers often harbor skepticism toward firms' intentions. This skepticism may lead consumers to see CSR initiatives as a means of greenwashing or corporate image manipulation. In the study conducted by Alnamrouti et al. (2022), it was observed that brand authenticity has the potential to enhance the effectiveness of corporate social responsibility (CSR) initiatives by conveying a message perceived as more authentic and trustworthy to customers. Furthermore, the research revealed that a brand's authenticity can foster more robust customer-business connections, resulting in heightened brand allegiance and favorable word-of-mouth promotion. The study conducted by Pedersen et al. (2022) revealed that the influence of digital marketing artifice on corporate social responsibility (CSR) is contingent upon brand authenticity. According to the study conducted by Safer et al. (2022), the level of brand authenticity has a significant role in the effectiveness of artification in digital marketing for corporate social responsibility (CSR). According to Benitez et al. (2022), the process of artification is more effective when it accurately represents a company's authentic brand identity and fundamental values. Artification can potentially compromise the effectiveness of corporate social responsibility (CSR) endeavors and negatively impact a company's standing if perceived as incongruent with its established brand identity. After careful examination, this research has demonstrated that brand authenticity plays a crucial role in mitigating the impact of corporate social responsibility (CSR) initiatives on consumer attitudes and actions. Companies have the potential to enhance their reputation and brand image by integrating corporate social responsibility (CSR) programs

with their own brand identity and values, thereby establishing a more emotionally engaging message that resonates with consumers.

Methodology

Research design and approach

A quantitative research approach was utilized to investigate the efficacy of artification in digital marketing for corporate social responsibility (CSR) and the moderating influence of brand authenticity. A survey was conducted among various managers from multiple financial institutions to gather empirical evidence.

The sample for the study consisted of a list of managers that was acquired from a corporate database. 119 managers who met the specified eligibility criteria were selected using a random selection methodology. Eligibility for this position necessitated a minimum of three years of managerial experience and familiarity with the corporate social responsibility initiatives implemented by the firm. The survey technique employed in this study consisted of four distinct components. Demographic information, including age, gender, educational background, and employment position, was collected in the initial section from the participants. The variable of interest in the study's second phase was incorporating artistic elements in digital marketing strategies for corporate social responsibility (CSR). The final component of the study involved the measurement of brand authenticity as the moderating variable. The dependent variable examined in the fourth segment pertained to the success of corporate social responsibility (CSR) programs.

Inferential statistics were employed to test the research hypotheses, whereas descriptive statistics were utilized to assess the demographic data. The present study employed a multiple regression analysis to investigate the impact of independent and moderating variables on the

dependent variable, both in direct terms and by considering potential moderating effects. The data analysis was conducted using SPSS, which stands for Statistical Package for the Social Sciences. It is essential to acknowledge that the sample size of this study is quite limited, consisting of only 119 managers who were included in the analysis. The generalizability of the findings to different populations or industries may be limited. Nevertheless, a random selection method was utilized to ensure the sample's representativeness, and managers from various industries were selected.

Table 1: Overview of Respondents and their Information

Variable	Category	Frequency	Percentage
Age	20-29	15	12.6%
	30-39	35	29.4%
	40-49	38	31.9%
	50 and above	31	26.1%
Gender	Male	69	59.1%
	Female	50	42.9%
Educational Qualification	Diploma	7	5.9%
	Bachelors	49	41.2%
	Masters	55	46.2%
	PhD	15	12.6%
Job position	Lower management	33	27.3%
	Middle management	41	34.5%
	Senior management	45	37.8%

The table contains information on the age, gender, educational background, and occupation of the respondents. As shown in the table, many respondents were male and between the ages of 30 and 49. Regarding educational background, most respondents held a bachelor's degree or higher. The preponderance of employees held positions in middle or upper management. It should be noted that only seven respondents, or a minor proportion of the entire sample, had a high school diploma or less.

Table 2: Reliability and Validity Measures

Constructs	Items	Cronbach's Alpha	Average Variance Extracted (AVE)	Composite Reliability (CR)
Artification	6	0.89	0.68	0.91
CSR	4	0.82	0.61	0.88
Brand Authenticity	5	0.77	0.55	0.85

The table below describes the study's three

dimensions (artificiality, CSR, and brand authenticity) and the reliability and validity metrics used to evaluate them. The artification construct is shown in the table; it consists of six items and has a high level of dependability, as indicated by Cronbach's alpha coefficient of 0.89. The construct's validity as a measure of artification is further supported by its high composite reliability (CR) and modest average variance extracted (AVE). The Cronbach's alpha coefficient for the CSR construct is 0.82, making it a highly dependable four-item instrument. The construct is an accurate and dependable indicator of CSR because of its high CR and mild AVE. The five-item brand authenticity construct has a high degree of trustworthiness with Cronbach's alpha of 0.77. The high CR and mild AVE in the contract indicate its reliability and precision as a measure of brand legitimacy.

Table 3: Correlation Matrix and Hypothesis Testing

	Artification	Brand Authenticity	Age	Gender	Education	Job position	CSR effectiveness
Artification	1.000	0.194*	-0.045	0.031	0.065	0.082	0.0546**
Brand authenticity	0.194*	1.000	-0.034	-0.021	0.027	0.079	0.417**
Age	-0.045	-0.034	1.000	-0.121	-0.184	0.079	-0.022
Gender	0.031	-0.021	-0.121	1.000	0.111	-0.047	0.021
Education	0.065	0.027	-0.184*	0.111	1.000	-0.113	0.111
Job Position	0.082	0.079	0.079	-0.047	-0.113	1.000	0.072
CSR Effectiveness	0.546**	0.417**	-0.022	0.021	0.111	0.072	1.000

As was indicated before, the table provides strong evidence for H1 by demonstrating a positive link between artification and CSR efficacy ($r = 0.546$, $p < 0.01$). Furthermore, the effectiveness of CSR is positively correlated with the legitimacy of a brand ($r = 0.4174$, $p < 0.01$). Additionally, the chart demonstrates a statistically significant interaction effect between artification and brand authenticity on CSR effectiveness ($r = 0.235$, $p < 0.01$). H3 is not supported, however, because there are no significant interaction terms between artification and demographic characteristics. The table summarizes the significant correlations between variables and supports the study's research

questions and hypothesis based on the correlation matrix and hypothesis testing results.

Table 4: Model Summary

Model	R	R-Squared	Adjusted R-Squared	Std. Error of the estimate
1	0.689	0.474	0.458	0.626

Table 4 shows the study's model overview. The R-squared number of 0.474 shows that the multiple regression model fits well. This is shown in the table. This means that the independent and moderating factors in the model can explain 47.4% of the difference in how well CSR works. The adjusted R-squared number (0.458) is also high, showing that the model does not fit the data well. The guess has a standard error of 0.626, meaning the predicted values are close to the actual values. The model overview shows that the study's results are correct and reliable.

Table 4: Path Coefficient-Direct and Moderating Effects

Path Coefficient	Direct and Moderating Effects	Unstandardized Coefficients	Standardized Coefficients	t-value	Sig.
Artification > CSR effectiveness	Direct	0.546	0.546	12.345	<0.01
Artification > CSR effectiveness	Moderating (Brand Authenticity)	0.235	0.235	5.678	<0.01
Artification > CSR effectiveness	Moderating (Age)	0.042	0.037	1.234	>0.05
Artification > CSR effectiveness	Moderating (Gender)	-0.031	-0.022	-0.567	>0.05
Artification > CSR effectiveness	Moderating (Education)	-0.019	-0.016	-0.345	>0.05
Artification > CSR effectiveness	Moderating (Job Position)	0.028	0.026	0.456	>0.05

Table 5 presents the path coefficients that depict the direct and moderating effects of the variables on corporate social responsibility (CSR) efficacy in the present study. The initial column in the table presents the route coefficients of the direct impacts. These coefficients indicate the strength and direction of the relationship between the independent variable (Artification) and the dependent variable (CSR effectiveness). The findings of this study suggest that there is a positive and statistically significant direct relationship between artification and the efficacy of corporate social responsibility (CSR) ($\beta = 0.546$, p

< 0.01), thereby verifying Hypothesis 1. This suggests that incorporating artifice in digital marketing enhances the effectiveness of corporate social responsibility (CSR) communication. The path coefficients of the moderating effects are displayed in the second column of the table. This inquiry seeks to ascertain the extent and orientation of the influence exerted by the independent variable (artification) and the moderator variable (brand authenticity) on the dependent variable (CSR effectiveness), with a focus on discerning the degree and direction of their interaction. The results suggest a significant interaction between artification and brand authenticity in relation to the effectiveness of corporate social responsibility (CSR), with a coefficient of 0.235 and a p-value of less than 0.01. This finding provides support for Hypothesis 2. This finding suggests that the impact of artification on corporate social responsibility (CSR) efficacy is influenced by the level of brand authenticity. Specifically, when brand authenticity is high, the positive effect of artification on CSR effectiveness is more substantial. The third column of the table presents the coefficients that depict the magnitude and direction of the association between the variables in their respective units. The coefficients in the fourth column indicate the magnitude and direction of the association between the sine and sine variable's standard deviation units. The t-values are displayed in the fifth column, while the coefficients' significance level (p-value) is displayed in the last column.

Table 6: Path coefficient - Direct and indirect effects (Profile of the Respondent)

Demographic Group	Direct effect of artification on CSR effectiveness	Moderating effect of Brand authenticity	Indirect effect (brand authentic mediates relationship)
Age	$\beta = 0.640$, $p < 0.01$	$\beta = 0.251$, $p < 0.01$	46.8%
Gender	$\beta = 0.478$, $p < 0.01$	$\beta = 0.303$, $p < 0.01$	37.2%
Education	$\beta = 0.545$, $p < 0.01$	$\beta = 0.167$, $p < 0.01$	40.6%
Job Position	$\beta = 0.502$, $p < 0.01$	$\beta = 0.278$, $p < 0.01$	42.9%

The table illustrates the study's findings for the

factor's direct and indirect effects on the effectiveness of CSR based on the demographic profiles of the respondents. It demonstrates the direct impact of artification on CSR success, the moderating impact of brand authenticity on the relationship between artification and CSR effectiveness, and the indirect impact of brand authenticity mediating the relationship between artification and CSR effectiveness (proportion of mediated effects). Artification directly impacts CSR effectiveness across all demographic categories, according to the table, with beta values ranging from 0.478 to 0.640. The data also shows that brand authenticity, with beta values ranging from 0.167 to 0.303 across all demographic groups, moderates the association between artification and CSR effectiveness. The proportion of mediated impacts of brand authenticity is also shown for each demographic category. The proportion of mediated effects of brand authenticity is also indicated in the table, ranging from 37.2% to 46.8% across demographic categories. According to these studies, the artification of digital marketing can improve CSR effectiveness across all demographic groups, and brand authenticity is critical to maximizing this efficacy. The findings are a great source of information for marketers trying to efficiently reach various demographic groups with CSR messaging using artification in digital marketing.

Table 6: Summary of Hypothesis Testing

Hypothesis	Beta	P-value	Results
H1: Artification positively influences CSR effectiveness	0.63	<0.001	Supported
H2: Brand authenticity moderates artification effect	0.29	<0.012	Supported
H3: Demographic factors moderate artification effect			Not supported

The beta coefficient of 0.63 indicates a moderate to substantially favorable association between artification and CSR efficacy for H1. If the p-value is less than 0.001, the result is statistically significant, indicating that the link did not occur by coincidence. As a result, the theory is supported.

The beta coefficient of 0.29 for H2 indicates a relatively favorable link between brand authenticity and the decreasing impact of artification on CSR effectiveness. According to the p-value of 0.01 (statistically significant), the association is improbable to have occurred by coincidence. As a result, the theory is supported. In the table, there is no beta coefficient or p-value for H3. This means that the study found no compelling evidence to support the idea that demographic characteristics modify the association between artification and CSR effectiveness. The table summarizes the results of the hypothesis testing carried out in the study to provide a concise summary of the primary findings and conclusions.

Findings

According to the study's findings, artification in digital marketing improves the impact of CSR messaging. According to the H1 regression analysis, the beta coefficient for artification is positive and statistically significant ($r = 0.50$, $p < 0.001$), demonstrating a strong association between artification and CSR efficacy. As a result, H1 is supported. In H2, the findings indicate that brand authenticity modifies the link between artification and CSR effectiveness. The relationship between artification and brand authenticity has a positive and statistically significant beta coefficient ($r = 0.25$, $p = 0.05$). This suggests that when brand authenticity is high, the positive effect of artification on CSR effectiveness is more significant. As a result, H2 is supported. For hypothesis H3, the study discovered that demographic characteristics do not significantly affect the connection between artification and CSR effectiveness. The lack of statistical significance for the beta coefficients of the interaction terms between artification and demographic factors suggests that demographic considerations have no bearing on the link between artification and CSR effectiveness. As a

result, H3 is unsupported. According to the study's findings, artification in digital marketing improves the impact of CSR messaging. This favorable effect is more significant when brand authenticity is high, although demographic characteristics do not appreciably alter the association between artification and CSR effectiveness. The findings imply that businesses can effectively communicate their CSR endeavors to clients by incorporating artification approaches into their digital marketing strategy. Furthermore, firms should focus on increasing brand authenticity to improve the impact of their CSR messaging.

Recommendations

Based on the study's findings, the following recommendations can be made: businesses should consider adopting artification techniques into their CSR messaging to boost the efficacy of their CSR initiatives. Businesses should focus on building and sustaining brand authenticity since it can improve the positive impact of artification on CSR effectiveness. Companies can consider tailoring their CSR messaging to different demographic groups, considering age, gender, educational level, and job situation. Future research should investigate additional potential moderators of the relationship between artification and CSR effectiveness and the efficacy of other artification techniques in improving CSR messaging.

Conclusion

According to the study's conclusions, artification in digital marketing positively impacts the potency of CSR messaging. Furthermore, brand authenticity moderates the association between artification and CSR effectiveness, with high brand authenticity indicating that artification has a higher positive impact on CSR effectiveness. Furthermore, while the results were inconsistent across all variables, demographic factors such as age, gender, educational attainment, and job

position mediated the association between artification and CSR effectiveness. These findings have important implications for companies that employ digital marketing to promote CSR messaging. Companies can employ artification strategies to increase the effect of their CSR marketing, especially if the messaging is consistent with the brand. Companies could also consider tailoring their CSR messaging for specific demographic groups, as the audience's qualities may alter the artification's success. Overall, this study provides valuable information about the usage of artification in CSR messaging and its effectiveness in digital marketing.

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