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The Impact of Partner Framing on Corporate Image in ESG Publicity: Focusing on the Mediating Effects of Processing Fluency and Authenticity

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Abstract

This study empirically analyzed the impact of ESG Publicity based on partner participation on corporate image in ESG management. The purpose of this study is to investigate the impact of message framing methods that compose partner information based on partner framing (packing vs. unpacking) on processing fluency and authenticity, as well as corporate attitudes and corporate image. In addition, it was intended to confirm the mediating effect of processing fluency and authenticity, corporate attitude, and the moderating effect of E, S, and G activities. As a result of the study, it was confirmed that unpacking framing, which specifically lists partner information, is more effective in enhancing processing fluency and authenticity than packing framing. In addition, processing fluency and authenticity play a mediating role in the relationship between partner framing and corporate image, and have a positive effect on corporate image through corporate attitude. Although the moderating effect analysis of E, S, and G activities did not validate the moderating effect, eco-friendly activities (E) were found to have a greater impact on processing fluency and authenticity compared to social (S) and governance (G) activities. This study shows that presenting partner information in an unpacking framing method is key to enhancing corporate image when a company conducts ESG Publicity.

Keywords: ESG, Partner Framing, Processing Fluency, Authenticity, Corporate Attitude, Corporate Image.

Introduction

Background of the Study

ESG (Environmental, Social and Governance) is an essential management strategy for companies to consider in order to achieve sustainable growth. In particular, ESG activities can be maximized through cooperation with partners (Mansoor et al., 2025). ESG Publicity plays an important role in informing companies of their positive activities on ESG and building trust with stakeholders, and joint engagement with partners can be a key factor in strengthening a company's credibility and authenticity.

Purpose of the Study

This study aims to empirically analyze the impact of the framing of partner information on the corporate image in the ESG Publicity of a company. Specifically, the effect of the framing method (packing vs. unpacking) of delivering partner information on processing fluency and authenticity, processing fluency and authenticity, the mediating effect of corporate attitude on corporate image, and the moderating effect of E, S, and G activities on the relationship between

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partner framing, processing fluency, and authenticity are to be investigated.

Research Methodology and Research Organization

In this study, theoretical backgrounds and previous studies were considered and hypotheses were established to verify the impact of partner framing on processing fluency, authenticity, corporate attitude, and corporate image, and virtual companies were divided into packing and unpacking methods of partner framing, and E, S, and G activities were created and surveyed.

A Theoretical Background

Esg Concept and Disclosure Mandatory

ESG refers to environmental, social, and governance as non-financial elements that companies should pursue. With the importance of ESG information disclosure drawing attention, ISSB confirmed IFRS 1 and IFRS 2 in June 2023 and will be applied from 2025. ESG activities also have a positive effect on corporate image, and ESG Publicity has a positive effect on improving the existing corporate image.

Message Framing

Message framing is a concept that the perception and behavior of the audience can vary depending on the way the same information is presented. Message framing refers to both the process of selecting information and the way information is presented, and there are packing methods that comprehensively describe messages and unpacking methods that specifically describe them in detail.

Processing Fluency

Processing fluency refers to the subjective ease with which people perceive or conceptually understand information when exposed to stimuli or objects. Processing fluency affects judgment or evaluation in the process of information processing, and a high level of fluency induces a positive emotional state.

Authenticity

Authenticity means essential truth and faithfulness to oneself, and refers to an individual's values, beliefs, and feelings toward a specific object being consistent with externally expressed behavior. In corporate social responsibility (CSR), authenticity largely depends on how consumers perceive the honesty and purity of corporate activities, and is an important factor in consumer trust and corporate image formation.

Corporate Attitude

Corporate attitude is an evaluation feeling that consumers feel toward a specific company, and can be divided into corporate reliability and preference. Corporate social contribution activities (CSR) provide a positive image to consumers, which positively affects not only corporate attitudes but also brand attitudes and purchase intentions.

Corporate Image

The corporate image refers to the totality of beliefs, attitudes, and impressions of an individual or group toward a specific company, and can be defined as a psychological representation formed by consumers through experiences and information related to the company. Corporate images are shaped by a variety of factors, such as corporate activities, products, brands, and

experiences provided by companies, and positively formed corporate images provide a halo effect that strengthens resistance to negative information.

Set Up Research Models and Hypotheses

Research Model

This research model predicted that partner framing (packing vs. unpacking) would influence corporate image through processing fluency, authenticity, and corporate attitude, and that E, S, and G activities would control the relationship between processing fluency and authenticity with partner framing (packing vs. unpacking).

Setting Hypothesis

Partner Framing and Processing Fluency: If partner information is to be listed in detail (unpacked), the consumer can easily understand the information and thus processing fluency will be enhanced.

H1: Processing fluency will be higher when partner framing is unpacking than when it is packing.

Partner Framing and Authenticity: If partner information is to be listed in detail (unpacking), the consumer will increase the authenticity by forming a sense of truth and trust in specific and clear partner information.

H2: Partner framing will be more authentic when unpacking than when packing.

Processing Fluency and Corporate Attitude: When an ease of use (processing fluency) is felt in a partner's information, consumers will give a positive assessment of the entity, which will result in a favorable attitude toward the entity.

H3: The higher the processing fluency, the more favorable the corporate attitude will be.

Authenticity and Corporate Attitudes: Consumers will feel authentic by positively recognizing the ESG activities of a company with a partner, and the higher this authenticity, the more favorable the attitude toward the company changes.

H4: The higher the authenticity, the more favorable the corporate attitude will be.

Corporate Attitudes and Corporate Images: When a positive perception of a company engaged in ESG activities with a partner is favorable, the company's image improves.

H5: The corporate image will improve when the attitude toward the company is favorable.

Processing Fluency, mediating effect of corporate attitude: When ease (processing fluency) is felt in the partner's information, consumers make a positive assessment of the company, which leads to a favorable attitude toward the company, which improves the company's image.

H6: Processing fluency and corporate attitude will mediate the relationship between partner framing and corporate image.

Authenticity, mediating effect of corporate attitude: Consumers feel authentic by positively recognizing the ESG activities of companies with partners, and the higher this authenticity, the more favorable their attitude toward companies changes, improving their corporate image.

H7: Authenticity and corporate attitude will mediate the relationship between partner framing and corporate image.

The moderating effects of ESG activities: Consumers' perceptions of an entity's eco-friendly activities (E), social activities (S), and governance activities (G) will differ, which will also control the impact of partner framing on processing fluency and authenticity with E, S and G activities.

H8: E, S, and G activities will control the relationship between partner framing and processing fluency and authenticity.

Experimental Design and Analysis

Experimental Design

The purpose of this study was to investigate the impact of partner framing (packing vs. unpacking) on processing fluency and authenticity, the impact of processing fluency and authenticity on corporate attitudes, and the impact of corporate attitudes on corporate image. Taking the virtual company "Gana Group" as an example, six types of stimulus were developed in the way of E, S, and G activities and packing and unpacking of partner framing. A total of 435 copies were analyzed by conducting an online and offline survey of people in their 20s or older living in Daegu and Gyeongbuk.

Operational definition and Measurement of Variables

The questionnaire consisted of six types, and the measurement items for each variable consisted of processing fluency (5 questions), authenticity (3 questions), corporate attitude (3 questions), and corporate image (5 questions). All measurements were measured on a Likert 7-point scale (1=not at all, 7=very much so).

Method of Analysis

In this study, frequency analysis, independent sample t-test, one-way placement analysis, factor analysis, reliability analysis, correlation analysis, path analysis, mediating effect analysis, and moderating effect analysis were performed using SPSS Statistics 25 and AMOS v22.

Characteristics of Samples

As for the gender of the respondents, 56.6% were males and 43.4% were females, and 71.7% were aged 31 to 50. It was found that 79.7% of those with a bachelor's degree or higher, 61.2% of office workers, and 48.0% of those with small and medium-sized enterprises.

Operation Check

As a result of the operation inspection of partner framing and E, S, and G activities, there was a statistically significant difference between each condition, confirming that the operation was successful.

Hypothesis Verification

Validity and Reliability: As a result of exploratory factor analysis, the KMO value was 0.71~0.904 and the Cronbach α value was 0.811~0.948, securing validity and reliability.

Correlation Analysis: Pearson correlation analysis between processing fluency, authenticity, corporate attitude, and corporate image showed that there was a significant correlation between

Hypothesis Verification:

Hypothesis 1, 2, 3, 4, 5 Path Model Analysis: As a result of path analysis, it was found that partner framing had a positive effect on processing fluency and authenticity, processing fluency and authenticity had a positive effect on corporate attitude, and corporate attitude had a positive effect on corporate image. Hypothesis 1, 2, 3, 4, and 5 were all supported.

Hypothesis 6, 7 mediating effect verification: Processing fluency, corporate attitude, and authenticity and corporate attitude were found to have mediating effects in the relationship between partner framing and corporate image, supporting both Hypotheses 6 and 7.

Hypothesis 8 Verification of moderating effect: E, S, and G activities were found to be unable to control the relationship between partner framing, processing fluency, and authenticity, and hypothesis 8 was rejected, but eco-friendly (E) activities were found to have the greatest impact on processing fluency and authenticity.

Conclusion

Summary of Findings

This study investigated the effects of partner framing on processing fluency, authenticity, corporate attitude, and corporate image, and analyzed the mediating effect of processing fluency and authenticity, corporate attitude, and the moderating effect of E, S, and G activities. As a result of the study, processing fluency and authenticity are high when partner framing is unpacking, processing fluency and authenticity, corporate attitude have a positive effect on corporate image, and processing fluency and corporate attitude mediate the relationship between partner framing and corporate image. E, S, and G activities were found to have no moderating effect, but eco-friendly (E) activities were found to have the greatest effect on processing fluency and authenticity.

Implications

This study empirically demonstrated that presenting partner information in an unpacking framing method is effective in enhancing corporate image when a company conducts ESG Publicity. In addition, eco-friendly (E) activities are found to have the greatest impact on processing fluency and authenticity, suggesting that it is an effective public relations strategy for companies to provide specific partner information centered on eco-friendly activities.

Limitations and Future Research Directions

This study was conducted on office workers in their 30s and 50s in Daegu and Gyeongbuk, and there is a limitation in generalizing the research results, and there is a limitation in that processing fluency could not be divided into perceptual fluency and conceptual fluency. In future studies, samples including various age groups and occupational groups are needed, detailed elements of processing fluency are classified and analyzed, and differences are compared according to whether or not partners participate.

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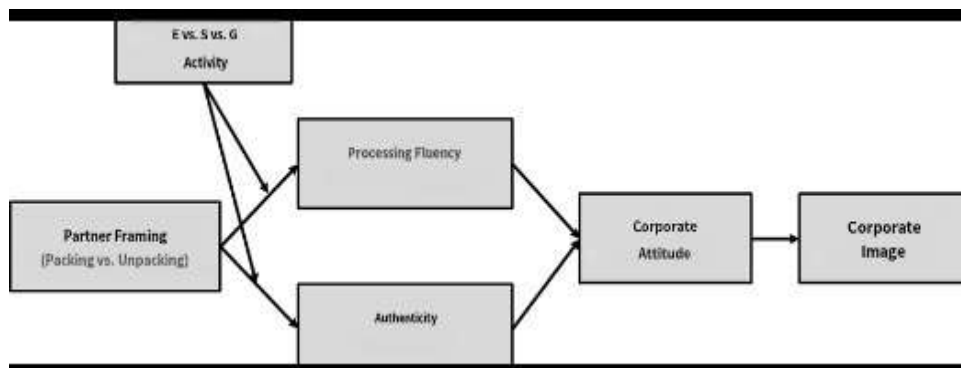
Hypothesis	Independent variable	Dependent variable	Moderator or Mediator	Result
H1	Partner Framing	processing fluency		support
H2	Partner Framing	authenticity		support
H3	processing fluency	a corporate attitude		support
H4	authenticity	a corporate attitude		support
H5	a corporate attitude	corporate image		support
H6	Partner Framing	corporate image	processing fluency a corporate attitude	support
H7	Partner Framing	corporate image	authenticity a corporate attitude	support
H8	Partner Framing	processing fluency authenticity	E, S, G activities	dismissal

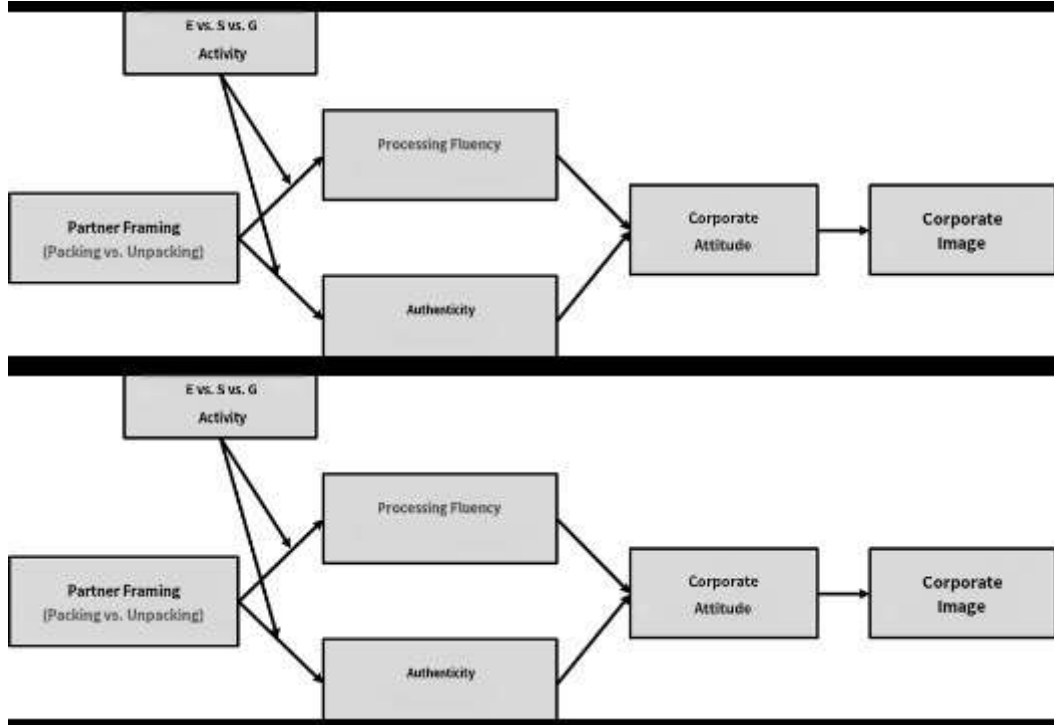
[Table 1] Summary of Research Results

Classification		Frequency (name)	Percentage (%)
Gender	a man	246	56.6%
	Yeo	189	43.4%
Age (Meet me)	under 20 years of age	0	0.0%
	21 to 30 years old	64	14.7%
	31-40 years old	150	34.5%
	41-50 years old	162	37.2%
	51 to 59 years old	47	10.8%
	60 years of age or older	12	2.8%
Educational level (Including	a high school graduate or lower	37	8.5%

attendance at school)	a professional history	51	11.7%
	a bachelor's degree	281	64.6%
	master's degree	61	14.0%
	Doctor	5	1.1%
Occupation	Students	6	1.5%
	a housewife	9	2.2%
	a civil servant	19	4.7%
	a private business	36	8.8%
	Freelance	40	9.8%
	a professional worker	48	11.8%
	an office worker	249	61.2%
	Other	28	6.9%
Company size	a public institution	70	16.1%
	small and medium-sized enterprises	209	48.0%
	a mid-sized company	106	24.4%
	a large corporation	41	9.4%
	Other	9	2.1%
Publicity Experience	You	325	74.7%
	Radish	110	25.3%

[Table 2] Characteristics of the Sample





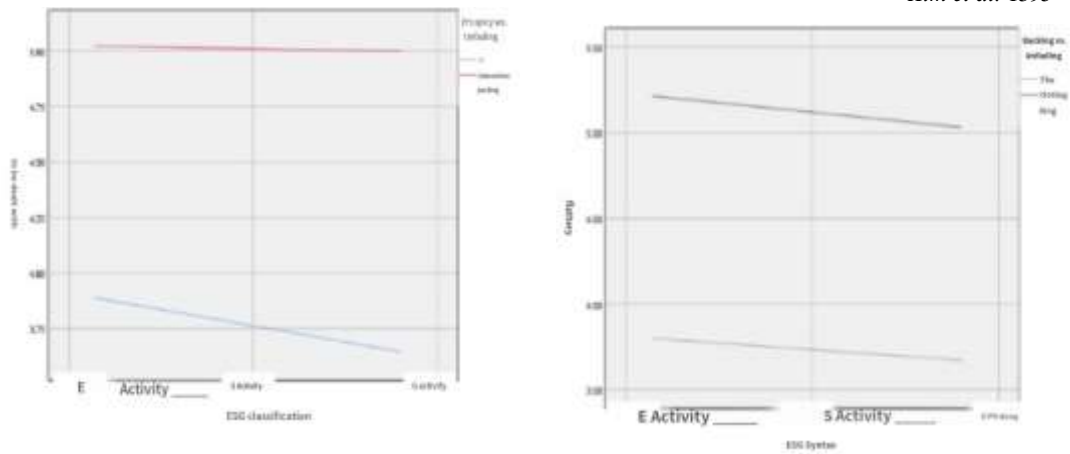
[Figure 1] Research Model



[Figure 2] Environmentally Friendly (E) Activities Stimulated by Partner Framing (Packing)



[Figure 3] Environmentally Friendly (E) Activities Stimulated by Partner Framing (Unpacking)



[Figure 4] Comparison of the Mean of Processing Fluency and Authenticity By E, S, and G Activity Areas