



**STU CLARK**

# Distinguished Speaker Series

**DR. TINGHUA DUAN**

Assistant Professor of Finance  
IESEG School of Management

## **IN-PERSON EVENT**

# **Consumers Reactions to Corporate ESG Performance: Evidence from Store Visits**

**Friday, March 3 | Room 539 Drake**

**10:30–11:15** Talk with graduate students

**11:30–1** Research presentation

We investigate end consumers' reaction to corporate ESG performance. Using granular GPS data, we find that foot traffic to firms' stores significantly decreases in the month following negative ESG incidents. Foot traffic decreases more for stores located in democratic counties and counties with a larger fraction of highly educated and younger residents, consistent with ESG reputation influencing the demand of consumers with preference for corporate sustainability. We do not find much support for the alternative information-based channel that a firm's ESG performance signals to consumers about the quality of its products or longevity. Overall, our findings contribute to the "doing well by doing good" debate and suggest that a firm's ESG policies can affect its financial performance and shareholder value through the consumer preference channel.