

Why do Consumers Believe in Brand-related Fake News? Insights from a Methodological Juxtaposition of QCA and Meta-Synthesis

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Abstract

Fake news poses a severe threat to brands in the digital era. Despite an escalating crisis, the combination of factors that dictate belief in fake news remains unclear. To this purpose, we evaluate the expanding corpus of fake news articles that discuss the impact on brands and deliver crucial insights through a first-of-its-kind methodological fusion of meta-synthesis and qualitative comparative analysis. Preliminary analysis reveals a set of four themes that induce belief in fake news. The envisaged plan for qualitative comparative analysis seeks to unpack the combinatorial effect of factors driving belief in brand-related fake news. This would serve as the basis for formulating propositions to guide empirical advancements in the field.

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