Dear Reviewer 1:

We are grateful for your constructive comments and we have made revisions according to your comments. We hope you could satisfy with our revisions and responses.

1. The following sentence in the abstract should be revisited: "the fit between CSR and luxury in the hospitality industry is determined by whether consumers positively or negatively perceive CSR initiatives." I question the phrase: "the fit between CSR and luxury in the hospitality industry is determined by..." I do not think that *the fit* is determined by consumer perceptions. It is now clear that businesses MUST engage in CSR, no matter what consumer think if it. (Same issue in section 5.3 of the paper). This argument needs to be addressed in the paper. Consumers do play a role, but the competitive environment and the regulatory environment play also important roles. CSR should have an impact, not only on the consumers, but more importantly on the business, the sector, and society. That there can be corporate hypocrisy and greenwashing is another problem... but large luxury firms are increasingly taking CSR and the environment seriously (e.g., LMVH, Kering, etc.), including hospitality luxury companies...

Reply: This comment is valuable and our argument is indeed problematic. I have changed this argument to "the fit between CSR and luxury in the hospitality industry is closely associated with whether consumers positively or negatively perceive CSR initiatives". We have also checked this problem throughout the article.

2. The experiment is based "on the source of CSR information (advertisements vs. media reports)." However, the role of firm communication on consumer perceptions is not addressed in the literature review. I would recommend

writing a paragraph about this topic in the literature review. In addition, in section 5.3, you write about "theoretical implications for CSR communication," but you don't try to explain or discuss them. This is indeed, I think, an important contribution of the paper, and you need to discuss it further. Referring to the literature is needed here.

Reply: Thank you very much for your suggestion. We have added a paragraph in the literature review to discuss how firm CSR communication influences consumer perceptions (Section 2.4 and Section 2.5). We also added a paragraph in the discussion to discuss this issue (Section 5.1 and Section 5.3).

3. You mention that "A recruitment advertisement was posted and shared on social media." Can you elaborate? What was the social media? How was it selected? How often was the advertisement posted?

Reply: Thank you very much for your suggestion and we have provided more detailed information about recruitment in Section 3.4.

4. In section 4.3, you repeatedly use the term "gender." Is it correct? Aren't you talking about sex (i.e., Male and Female) instead of gender (social construction)?

Thank you very much for your suggestion and we have revised it.

5. The study is set in China. How does that influence the results? Also, with respect to cross-cultural research methodology, you cite Brislin (line 294) with respect to the "back translation technique", but Brislin and several other authors (see cross cultural research methods in tourism book chapters) make further recommendations to address validity issues when translating items for a questionnaire and using such questionnaires in foreign languages and cultures.

Reply: Currently, we have not considered the role of culture in shaping CSR perceptions and this is indeed a promising research direction in the future. We implemented a small-scale pilot survey (N = 100) to test and improve the reliability and validity issues of the Chinese questionnaire. In addition, we also implemented rigorous procedures to check and improve reliability and validity.

Line 79: "Luxury is difficult to be defined because" should read "Luxury is difficult to define because"

Reply: Done! Thank you!

Line 482: "Meanwhile, it is also important to corporate with media to increase the media coverage of CSR initiatives." This sentence is probably missing one or more words; I don't understand it.

Reply: Done! Thank you!