

A review Role of corporate sustainability and social responsibility in marketing and branding

Ananya Kapoor*

Head of Sustainability Initiatives at Infosys,
Bangalore

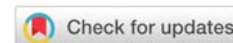
Accepted: 21/05/2024 Published: 03/07/2024

* Corresponding author

How to Cite this Article:

Kapoor, A. (2024). A review Role of corporate sustainability and social responsibility in marketing and branding. *Journal of Sustainable Solutions*, 1(2), 19-25.

DOI: <https://doi.org/10.36676/j.sust.sol.v1.i2.10>



Abstract: *One of the most pressing issues for companies to overcome in order to thrive in today's economically volatile and competitive environment is corporate social responsibility (CSR). This research seeks to discover the advantages of CSR integration for company growth by examining the effect of consumers' CSR views on their buy intentions via the mediating roles of brand equity, brand credibility, and brand reputation. The research takes a quantitative approach by surveying female internet cosmetics shoppers. The 380 replies are analyzed using PLS-SEM software. The findings suggest that consumers' views on a company's CSR have an impact on their propensity to buy the brand in the future. The relationship between consumer views of a company's CSR efforts and their desire to make a purchase is mediated by their evaluation of the brand's equity, credibility, and reputation. The findings represent a valuable resource for academics doing empirical research on the topic, since no prior studies have used a complete strategy to confirming the effect that CSR exerts via brand credibility, brand reputation, and brand equity. This document is also useful for managers and marketers who want to learn how to create effective marketing strategy and brand management methods.*

Keywords: corporate social responsibility: brand equity: brand credibility: brand reputation: purchase intentions.

Introduction

Corporations are not operating in a vacuum. More than only shareholders are impacted by a company's actions. For a business to succeed, it must contribute to the communities in which it does business. Today, more than ever, the public is paying close attention to the actions and impacts of corporations. What is the primary goal of a business? Is the company's only purpose to maximize profits to appease the whims of its owners, or may a broader social context be considered? Should we expand this view beyond the purely pecuniary implications of the activities? This quote alludes to the heated discussion concerning corporate accountability. To be responsible, a corporation must do more than just make money; it must also engage in activities such as providing for the well-being of its workers, protecting the environment, and contributing to public discourse on matters of moral import. It's a debate about whether or not



businesses should prioritize profit above all else, or whether or not they should act responsibly even if doing so reduces their bottom line.

CSR (Corporate Social Responsibility) and CR (Corporate Responsibility) are expressions of enlarged corporate duties that have been the subject of much discussion in recent years. Numerous groups and businesses all have their own unique definitions of corporate social responsibility (CSR), therefore it's difficult to pin down a single, overarching concept. "CSR is a concept whereby corporations incorporate social and environmental concerns in their business operations and in their relationship with their stakeholders on a voluntary basis," the European Union defines CSR as. As a starting step toward meeting this need, we investigate two primary concerns: Before anything else, what are the fundamentals of creating a CSR brand? Second, what resources must businesses have in order to execute a "CSR-related brand strategy? We conduct an in-depth analysis of CSR branding initiatives by five U.K.-based firms, drawing on literature about brand leaders and global brand capabilities, to provide answers to these questions and relevant empirical insights into the complex and interrelated processes of developing and implementing a CSR brand. Furthermore, we adopt an integrative framework for CSR design and" execution to help us integrate the insights from these various case studies.

Our research makes a theoretical and practical contribution by providing the first complete model for comprehending and creating CSR brand leadership campaigns. Our suggested model specifically highlights the contextualized need to depend on diverse talents at various phases of this growth process to provide constructive and sustainable results for the organization. So, here's what we're going to do about it: To start, we provide an analysis of previous works on the topic of corporate social responsibility and brand management. Next, we describe the examples that were used to draw conclusions, the kind of questions that were asked, and the analytical approach that was used. Finally, some management implications and future study avenues are discussed.

Insurance markets throughout the globe have felt the effects of the rising frequency of natural catastrophes in the 21st century. Increased public recognition of corporations and their brands is likely behind these alterations. This research also lends credence to the idea that trust plays a moderating role between CSR and its effects on companies' public images. Brand image has been shown to mediate the connection between CSR and credibility and loyalty among consumers, while corporate credibility and industrial brand equity have been shown to mediate the connection between CSR and brand performance. Corporate social responsibility has been shown to have positive effects on marketing outcomes including brand recognition and brand equity, but the mediating function of corporate branding in this relationship has not been considered in prior research. We did this study on Parsi Insurance in Isfahan, Iran to fill this knowledge vacuum and to examine how CSR affects brand recognition, equity, and loyalty via the medium of corporate branding. Financial services provider Pasar Financial Group established Pasar Insurance Company to diversify and bolster its offerings. The firm has expanded its offerings to include life and non-life insurance products, giving it an advantage over the other 27 insurance providers in Iran. To paint a picture of the insurance market in Iran, it is useful to know that the first Iranian insurance firm was founded in 1935, and that the



modern insurance sector started in 1910. In 1926, the term "Corporate Social Responsibility" (CSR) was coined to describe the duties and responsibilities of large corporations to their communities. It eventually it became clear that firms may gain from doing their part to improve their local communities.

And that's what paved the way for corporate social responsibility. The concept of corporate social responsibility (CSR) was first articulated by in which he stated his conviction that businesses had a social as well as a legal and economic duty to society. Since the turn of the century, corporate attention has moved from shareholders to the public at large. Responsibility and impact on society and culture are at the heart of what we mean when we talk about corporate social responsibility (CSR). These efforts may be categorized into three broad groups: those focused on monetary gain, those concerned with environmental preservation, and those concerned with social justice.

In 1979, Carroll established the first formal categories for CSR efforts, categorizing them as either economically beneficial, legally permissible, ethically sound, or socially beneficial. Corporate social responsibility was subsequently defined as the extent to which businesses met their legal, ethical, and charitable obligations to their many stakeholder groups. Recycling programs, green product adoption, and charitable giving are just a few examples. CSR into two broad categories: those focused on stakeholders and those based on Kotler's notion of social marketing. However, advocates for environmental CSR have argued that it's in the company's best interest to ensure that internal drivers adhere to corporate environmental policy or parental company environmental guidelines, and that advocates for environmental CSR have highlighted some of the firm's more successful CSR performances, such as avoiding the purchase of products from companies with a poor environmental track record and favoring the use of recycled paper. Therefore, environmental CSR is considered the third area in this research, alongside stakeholder CSR and social CSR.

Recent research has concentrated on three primary elements to analyze how CSR affects the two crucial factors of repeat purchase and word of mouth. Most of the research has focused on the hotel and tourist industries, leaving a knowledge vacuum on the significance of the banking sector.

Review of literature

(Anon 2020)studied “coporate branding and corporate social responsibility” realized this, and Brands are seen as socially co-created corporate assets that are always changing, according to the latest research on corporate branding, which takes a network viewpoint. Given this environment, CSR initiatives have become more important in building strong company brands. To far, however, there has been little and disjointed investigation of the multi-stakeholder processes that explicate the benefits of CSR for business brands. “This article articulates current knowledge in an integrative conceptual framework to explain the multi-stakeholder interpretative and interactional processes shaping the corporate brand and develops a research agenda at the crossroads of CSR and corporate branding through a review of the literature on CSR sensemaking and sense giving” from a variety of disciplines. Overarchingly, this theoretical approach helps shed light on the significance of CSR for modern corporate



marketing and brand creation from a socially constructed viewpoint by conceptualizing the CSR sensemaking perspective of corporate branding.

(Širuček and Galečka 2017) studied “The Impact of Corporate Social Responsibility Dimensions on Brand-Related Consequences with the Mediating Role of Corporate Branding” concluded that CSR and branding efforts provide significant competitive advantages for businesses. Study objectives included examining the mediating function of corporate branding in the relationship between economic, legal, social, and philanthropic elements of corporate social responsibility and brand recognition, equity, and loyalty. Customers of Parsian Insurance in Isfahan made up the statistical research population, and a total of 257 participants were chosen at random to participate in the study's sample. Standard questionnaires with Likert scales were used to compile the data. With the help of R-PLS software, we applied structural equation modeling based on the partial least square's method to analyze the data. Positive effects on company branding were found for economic responsibility, social responsibility, and charitable responsibility. Corporate branding was also shown to increase consumers' exposure to, appreciation for, and commitment to a company's brand. Corporate branding was verified to have a moderating influence in the relationship between corporate economic, social, and charitable responsibility and consumer perceptions of the brand.

(Amoako, Doe, and Dzogbenuku 2020) studied “Perceived firm ethicality and brand loyalty: the mediating role of corporate social responsibility and perceived green marketing” realized this, and “The purpose of this research is to examine the mediating function of corporate social responsibility (CSR) and the United Nations Sustainable Development Goals (SDGs), specifically green marketing, in the relationship between business ethics and brand loyalty. Purposive sampling was used to collect information from 622 middle-income city residents who often visit major shopping malls. The data was analyzed using a structural equation model with partial least squares. Research results indicate a favorable and statistically significant connection between corporate social responsibility”, environmental marketing, and customer loyalty. Corporate social responsibility and environmentally conscious advertising both play an intermediary role in the relationship between consumer perceptions of a company's ethics and loyalty to that company's brand. Implications/Limitations of the Study: This study relied on customers' preexisting awareness of corporate ethics, CSR, and green marketing. This restriction may be avoided in further research. Implications for practice - Businesses may help promote the SDGs and win back loyal customers by instituting and adhering to strong ethical standards, CSR, and green marketing strategies. If consumers perceive a company to be engaging in CSR, they are more likely to support that company and its products. Companies should prioritize the SDGs of promoting sustainable production practices, reducing the consequences of climate change, and making efficient use of water resources because of the positive effects on society. To promote the SDGs, policymakers and society may craft a policy that encourages businesses to embrace more ethical practices and green marketing. Value proposition/originality this research is the first to examine the role of green marketing and corporate social responsibility in mediating the relationship between ethical conduct and brand loyalty. In addition, it is one of the few studies that looks at how corporations might be advocates for the SDGs.



(Abu Zayyad et al. 2021) studied “Corporate social responsibility and patronage intentions”. Corporate social responsibility (CSR) has been identified as a critical concept in the banking business because of its impact on customer loyalty, brand perception, and purchase frequency. This study aims to disentangle the impact of CSR's three core pillars — transparency, accountability, and stakeholder engagement — on consumer purchasing decisions by focusing on the mediating function of trust in the brand. All of the hypotheses were validated by the data (N = 315 banking customers in Jordan), demonstrating the importance of CSR characteristics in influencing consumers' perceptions of a brand's reliability and their propensity to make repeat purchases from that brand. Furthermore, brand credibility was shown to act as a mediator between CSR and purchase intent. Management implications are also discussed.

Conclusion

The creation of meaning is at the heart of corporate branding, and our definition of CSR corporate branding deepens our understanding of the networked CSR interpretative efforts that underpin this process. It emphasizes how management and stakeholder groups continually analyze, explain, and respond to CSR challenges in order to co-construct the CSR business brand, and how these processes are dynamic and interrelated via identity and reputation development cycles. We see this study as a catalyst for future studies that will lead to richer, more nuanced, and more dynamic understandings of the phenomena of corporate branding and the significance of CSR within it.

Second, we hypothesized that if companies did more for their stakeholders, it would have a beneficial effect on the trustworthiness of the brands themselves. Recognized the value of Stakeholder CSR in establishing trust in the brand. Findings from this study corroborate the constructive impact of Stakeholder CSR on brand trustworthiness. As a result, stakeholders in Jordan have a great deal of control over public opinion. The Arab Bank, for instance, is more trusted by Jordanians now that the royal family no longer controls it. As a result of that family's stellar reputation, the bank gained considerable clout in Jordanian society. There is mounting evidence that effectively communicating a company's commitment to social responsibility via its operations raises both brand and stakeholder awareness. In addition, when Stakeholders align their actions with the company's

As a result of their CSR initiatives, their credibility will increase. The fact that their reputations will be affected in turn is more evidence that CSR and stakeholder trust are intertwined. In support of our third hypothesis (H3), we find that social CSR increases brand confidence in the A research demonstrates the connection between a company's social actions and its image, and this in turn strengthens the credibility of the brand, as shown in the banking industry. Because of the public nature of these charitable endeavors, they are more likely to inspire trust among consumers. 'Visible' signifies that these actions are readily apparent to the intended audience. For instance, Jordan Invest Bank made a public statement about their decision to sponsor poor children. When a bank is regarded to be engaging in "goodwill" and giving back to the community, it boosts public confidence in the institution.



References

- Aboud, A., and A. Diab. 2018. "The Impact of Social, Environmental and Corporate Governance
- Achua, J. K. 2008. "Corporate Social Responsibility in Nigerian Banking System." *Society and Business Review* 3 (1): 57–71. doi:10.1108/17465680810852748.
- Alalwan, A. A., N. P. Rana, Y. K. Dwivedi, and R. Algharabat. 2017. "Social Media in Marketing: A Review and Analysis of the Existing Literature." *Telematics and Informatics* 34 (7): 1177–1190. doi: 10.1016/j.tele.2017.05.008.
- Alamro, A., and J. Rowley. 2011. "Antecedents of Brand Preference for Mobile Telecommunications
- Anderson, M. A. 2019. "The Business Case for CSR: A Supply Chain Management Strategy." ProQuest Dissertations and Theses, Capella University. 121. Order No. 13426558. com/docview/2185919561?accountid=53260
- Anselmsson, J., and U. Johansson. 2007. "Corporate Social Responsibility and the Positioning of Grocery Brands: An Exploratory Study of Retailer and Manufacturer Brands at Point of Purchase."
- Anu Malhotra. (2024). Corporate Social Responsibility and Sustainable Development in the Indian Dairy Sector: A Comprehensive Analysis. *Innovative Research Thoughts*, 10(2), 103–124. <https://doi.org/10.36676/irt.v10.i2.1414>
- Arıkan, E., and S. Güner. 2013. "The Impact of Corporate Social Responsibility, Service Quality and Customer-company Identification on Customers." *Procedia-Social and Behavioral Sciences* 99: 304–313. doi: 10.1016/j.sbspro.2013.10.498.
- Deb, R., Mondal, P., & Ardeshirilajimi, A. (2020). Bridge Decks: Mitigation of Cracking and Increased Durability—Materials Solution (Phase III) (Research Report FHWA-ICT-20-016). CIVIL ENGINEERING STUDIES. <https://doi.org/10.36501/0197-9191/20-023>
- Dr. Vishal Pathak. (2020). Corrosion Control by Different Green Solution Techniques-An Overview. *International Journal for Research Publication and Seminar*, 11(3), 133–139. Retrieved from <https://jrps.shodhsagar.com/index.php/j/article/view/1173>
- Disclosures on Firm Value: Evidence from Egypt." *Journal of Accounting in Emerging Economies* 8 (4): 442–458. doi:10.1108/JAEE-08-2017-0079.
- International Journal of Retail & Distribution Management* 35 (10): 835–856. doi: 10.1108/09590550710820702.
- Jai Prakash. (2022). Study of Environmental Sustainability and Green Manufacturing Practices in the Indian Automobile Industry. *International Journal for Research Publication and Seminar*, 13(5), 238–245. Retrieved from <https://jrps.shodhsagar.com/index.php/j/article/view/270>
- Katragadda, V. . (2024). Leveraging Intent Detection and Generative AI for Enhanced Customer Support. *Journal of Artificial Intelligence General Science (JAIGS)* ISSN:3006-4023, 5(1), 109–114. <https://doi.org/10.60087/jaigs.v5i1.178>
- Kumar, S. (2017). THE ROLE OF GIS IN ENVIRONMENTAL MONITORING. *Innovative Research Thoughts*, 3(8), 43–47. Retrieved from <https://irt.shodhsagar.com/index.php/j/article/view/194>



- MAGGO, S., & HARIT, H. K. (2022). CORPORATE SOCIAL RESPONSIBILITY: IT HISTORY AND CONCEPTUAL UNDERSTANDING. *Universal Research Reports*, 9(4), 236–239. Retrieved from <https://urr.shodhsagar.com/index.php/j/article/view/1037>
- Malhotra, A. (2024). Overview of CSR Initiatives: A case study of NHPC. *International Journal for Research Publication and Seminar*, 15(2), 168–185. <https://doi.org/10.36676/jrps.v15.i2.1407>
- Mohit Kumar. (2023). Business Environment and Its Importance : A Review. *Innovative Research Thoughts*, 9(3), 103–108. Retrieved from <https://irt.shodhsagar.com/index.php/j/article/view/735>
- Parul. (2024). Ethical Dilemmas in Modern Business Management. *Darpan International Research Analysis*, 12(1), 8–12. <https://doi.org/10.36676/dira.v12.i1.02>
- Sandeep Kumar Beniwal. (2024). Customer based brand equity perception and its impact on online purchase intention. *International Journal for Research Publication and Seminar*, 15(1), 1–6. Retrieved from <https://jrps.shodhsagar.com/index.php/j/article/view/324>
- Singh, D. (2018). A review of Environmental psychology and its Orientations. *Innovative Research Thoughts*, 4(4), 287–292. Retrieved from <https://irt.shodhsagar.com/index.php/j/article/view/838>
- Services.” *Journal of Product & Brand Management* 20: 475–486.

