

The Influence Of Corporate Social Responsibility Towards Increasing Brand Image And Its Impact On Consumer Satisfaction

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Abstract

This study looks at how an organization's socially responsible acts affect how consumers see it, especially in terms of brand image and satisfaction levels. In a world where competition is tougher and people care more about morals, businesses need to go beyond their usual profit-driven methods and take action on social and environmental issues. This study looks at how honest and open communication may improve how customers feel about a company and help it build a strong and favourable image. The study uses a descriptive research method and only secondary data sources. It combines current literature, company case studies, CSR performance reports, and consumer behaviour analysis to provide a whole picture of the issue. The findings show that Corporate Social Responsibility (CSR) may help build brand trust and emotional ties with consumers when it fits with the company's core values and is communicated clearly to stakeholders. The study shows that CSR is not just an extra thing to do; it's a key strategic instrument that improves a company's image and makes sure it stays in business for a long time. This study shows that ethical company practices are becoming more important as a factor that affects consumer choice and happiness. The research reveals that when CSR efforts are carefully woven into the overall brand narrative and business strategy, they may greatly increase brand equity while also satisfying the expectations of society as a whole. The study helps people understand what CSR does in modern branding and has important effects on businesses that want to be competitive and have a positive impact on society.

Keywords: Corporate Social Responsibility, Brand Image, Consumer Satisfaction

INTRODUCTION

Over the course of the last several years, an increasing number of individuals have come to the realisation that corporate social responsibility (CSR) is an effective instrument for strategic marketing. The growing interest in corporate social responsibility may be attributed to two different factors. A decent product at a reasonable price is not enough to satisfy the requirements that customers have of companies. They have a tendency to choose well-known brands if they are comparing the identical goods. On the other hand, a corporation could be able to gain a competitive advantage by turning its attention to factors other than financial matters. A significant competitive advantage may be gained via the implementation of corporate social responsibility (CSR), which has the potential to enhance people's perceptions of a company and to inspire good word-of-mouth from consumers. People are concerned about Corporate Social Responsibility (CSR), and they have high expectations that firms would fulfil their requirements in terms of social and moral commitments (Ramesh, 2019). When it comes to building their brand image, businesses put in a lot of effort by making use of their resources, which include time, money, and effort. During interactions with consumers, brands think about the kind of style they want to project and the kind of emotional response they want to elicit from those customers. This lends a distinct personality to each individual brand. This identity is something that people can connect to and comprehend, which is what gives the brand its significance (Khan, 2020). Over the last several years, brands have been more conscious of the trends that are occurring in the market. Imagery of a brand is a highly crucial component that plays a significant role in determining how people feel about a certain brand. The brand image has emerged as an essential component of the branding process. There is a connection between it and the concepts, beliefs, or meanings that a thing has. When operating in highly competitive markets, firms exert significant effort to maintain consumer satisfaction and loyalty by providing superior services and constructing strong brand identities. Customers' perceptions and thoughts on the brand are manifested

in the brand image. Anything that causes individuals to have a different perception of a brand is considered to be a brand image. What people think about a brand and how much they believe it is worth are both influenced by the brand's image, which includes factors like the meaning of the brand, its features, and the connotations that are associated with it. There is a significant presence of well-known corporations in the market, and the reputation of these organisations is a significant factor in how consumers perceive them. A brand image may be beneficial in a number of different aspects, including experience, symbolism, utility, social influence, and changes in look. Increasing the amount of information that buyers have about a product and brand via advertising helps to boost the image of the brand. There is a possibility that the picture has a significant influence on ideas, emotions, and perceptions, and it may also play a significant role in selecting rivals (Ahmed, 2020).

LITERATURE REVIEW

Using the SOR paradigm, this research investigates how corporate social responsibility (CSR) may influence the behaviour of consumers as a driving force. Using the SOR model, researchers have investigated how factors that are outside the control of a customer, such as corporate social responsibility (CSR), influence the consumer's emotional and cognitive evaluations as well as the consumer's intentions for behaviour. CSR functions as a stimulus (S) in the conceptual framework that has been proposed, and it is responsible for activating the organism (O) factors, GT and GBI. WOM, WTP, and GPI are the three components that make up the response (R) portions, and these internal assessments have an impact on them. Consumers' cognitive and emotional evaluations, which have a significant impact on how they behave, may be activated by things like corporate social responsibility (CSR), according to the SOR hypothesis. Numerous internal state variables, including as trust, participation, and perceived green value, have been investigated by researchers in order to have a better understanding of the connections that exist between reactions and stimuli (Wang, 2024). Companies engage in corporate social responsibility (CSR) efforts because they believe these programmes will benefit society and make consumers happy. The instrumental approach to stakeholder theory is founded on the concept of the social contract, which asserts that companies have a moral and ethical commitment to assist society. This assumption underpins the instrumental method. CSR engagement refers to the process by which businesses disseminate information on their corporate social responsibility (CSR) initiatives in order to achieve profit (Rather, 2024). A means for companies to voluntarily incorporate social, environmental, and ethical considerations into their operations and relationships with stakeholders in order to make the world a better place is referred to as Corporate Social Responsibility (CSR), which is described in the Green Paper that was published by the European Commission in July of 2001. On the basis of this investigation, a particular definition of CSR participation was used. It is a wide phrase that encompasses everything with regard to a corporation's responses to social and environmental challenges, as well as the justifications that the firm provides for adopting such activities. Corporate social responsibility and sustainability are two concepts that researchers believe should be adopted by companies in order to guarantee that they are responsible and will continue to exist for a long time. Additionally, considering that corporate social responsibility (CSR) and sustainability are also considered fundamental concepts in the business world, these choices must be made in accordance with the requirements of the clients. The literature is beginning to make it abundantly evident how important it is to participate in corporate social responsibility. If you want to earn people's confidence, you must be truthful, impartial, and moral. Customers are more likely to have a positive impression of a business when it demonstrates its commitment to corporate social responsibility (CSR) efforts. Individuals who believe that a corporation is engaging in corporate social responsibility (CSR) may see the firm as a "trustee" that is acting in the best interests of all stakeholders, including consumers. As a result of this, the theory of signalling suggests that good signals may increase the level of confidence that consumers have in the organisation. The concept of brand trust involves "the consumer's willingness to rely on the brand's ability to fulfil its stated purpose. (Karim, 2024)

Word-of-mouth (WOM) that is positive happens when consumers are enthusiastic about telling others about a company that they had a positive experience with. It is common knowledge that word of mouth is an excellent method for acquiring new clients. It has been established that word-of-mouth (WOM) has

the ability to influence people's attitudes, awareness, perceptions, expectations, behavioural intentions, and actual purchasing behaviour in both online and offline situations (Durand, 2019). The concept of word of mouth (WOM) has great significance for companies, particularly those that are able to capitalise on good WOM in order to enhance the efficiency of their marketing and advertising efforts. In the words of researchers, word of mouth is defined as "informal communications between private parties regarding assessments of goods and services, as opposed to formal complaints directed at firms and/or personnel." The consumer is the one who creates the brand image through direct interaction with the brand, exposure to advertising and promotions, packaging, and observation of the demographics of brand users, as well as the contexts and locations of brand usage. People utilise brands that they believe are significant for assessment in order to make subjective evaluations about how well a brand performs based on a variety of variables that are both functional and non-functional. These subjective evaluations are compiled by the customer into a comprehensive image of the brand, which will influence the choices they make about their purchases.

METHODOLOGY

It is a descriptive research design that is used as the methodology in this essay. An analytical method was used in order to provide an explanation for how consumers perceive corporate social responsibility (CSR) activities and how these perceptions contribute to an improved image of the firm, which in turn influences customer satisfaction. When doing an exploratory and explanatory research, the descriptive technique is a suitable choice since it enables you to carefully examine and document the correlations that already exist between the main components without requiring you to alter any of them. The only sources of information that are used in this research are secondary ones. There are a great number of reliable and comprehensive datasets that are accessible to the general public. These datasets provide us a great deal of information on corporate social responsibility (CSR) activities, how customers feel about brands, and how happy they are with various businesses and industries. Due to this reason, this selection was decided. The secondary data is derived from reputable sources of business news, publications published in academic journals, research reports, case studies, corporate CSR reports, branding audit documents, customer satisfaction surveys, and white papers from the industry. For the purpose of ensuring that the information that is employed in this research is trustworthy and accurate, the sources of data are selected with great care and subjected to stringent checks.

Due to the fact that the purpose of the study is to make broad conclusions based on previous studies and facts from the actual world, it is acceptable to depend on secondary data rather than doing original research such as asking questions or conducting interviews. In order to offer a basic understanding of how corporate social responsibility (CSR) functions as a strategic tool for getting people interested in a brand, the research incorporates information from a variety of different sources. An examination of the content and themes of the data, as well as the identification of patterns, correlations, and implications that are pertinent to the objectives of the research, are all components of the analysis. Keeping track of CSR activities over time and how they have altered people's attitudes over time is made simpler by the descriptive language of this research, which makes it easier to maintain track of these initiatives. The use of this technique guarantees that the research is founded on genuine customer answers and scenarios that occur in the real world. Consequently, this makes the results more significant and relevant for both the academic community and the commercial world. For the purpose of examining and explaining the connections between corporate social responsibility (CSR), brand image, and consumer satisfaction, this study employs a descriptive methodology that only focuses on secondary data sources.

DISCUSSION

The purpose of this article is to discuss the significance of corporate social responsibility (CSR) and how it is always evolving in relation to the reputation and long-term success of contemporary organisations. In today's environment, customers are concerned about more than just the products that a firm offers or the prices that they must pay for them. The manner in which the corporation handles people, the environment, and its social duties is another thing that is important to them. Businesses have found that

incorporating corporate social responsibility (CSR) into their core operations and branding strategy has become strategically significant as a result of the shifting expectations of their customers. Based on the findings of a research that analysed secondary data, it was shown that consumers have a more favourable perception of businesses that engage in socially responsible activities. This, in turn, results in increased product loyalty and trust (Jeong, 2020). The purpose of this research was to expand our understanding by elucidating the connections between corporate social responsibility (CSR), brand image, and word of mouth. The study used brand trust as a major mediator. There hasn't been a lot of study done on how corporate social responsibility (CSR) influences marketing outcomes, despite the fact that it's one of the finest methods to promote a brand. This study contributes to the existing corpus of research on corporate social responsibility (CSR) and investigates the many ways in which it influences marketing performance. This research began by developing and evaluating a theoretical model that explains the ways in which corporate social responsibility (CSR), brand image, and word of mouth are related in both direct and indirect ways. This research contributes to the existing body of literature on corporate social responsibility (CSR) by examining the significant role that trust plays, which has been overlooked in the Indian banking industry. It is possible for businesses to enhance their long-term financial health by engaging in activities that are beneficial to both employees and the environment. Despite this, the majority of the study that has been conducted on this subject has focused on developed nations. The conversation also makes it abundantly clear how significant the connection between corporate social responsibility and brand image is. Stakeholders frequently feel a strong connection to businesses that demonstrate a genuine commitment to social good through actions such as protecting the environment, treating workers fairly, building communities, and being open about how they run their businesses. These activities not only differentiate a brand from its competitors in a congested market, but they also provide the impression that the brand is a trustworthy and responsible enterprise. Views such as these contribute to the development of emotional ties with customers, which is more crucial in this day and age when consumers make purchasing decisions based on factors other than price or quality alone. They also take into consideration the principles that a corporation upholds. CSR initiatives are beneficial to the firm's brand image, which is a long-term asset that assists the company in maintaining its position as a dominant player in the market, gaining the confidence of investors, and gaining the support of consumers (Tirawani, 2024). It is also vital to note that the fact that CSR makes consumers happy demonstrates that it is useful for more than just doing acts of kindness. It is an essential component of controlling the experience that a consumer has. When consumers are aware that a company is concerned about doing the right thing and giving back to the community, they are more likely to be satisfied with the products and services they buy. This satisfaction stems from the fact that the individual's beliefs coincide with those of the firm, which gives the client the impression that they are contributing to society by the decisions they make about the brand they purchase. This research indicates that companies who engage in corporate social responsibility (CSR) are more likely to cultivate good connections with their consumers, prevent their customers from leaving, and maintain their loyal customers.

CONCLUSION

According to the overall analysis, corporate social responsibility (CSR) is not only an additional activity; rather, it is a strategic need that has an impact on the most significant business results. It is an essential component in the process of constructing a brand identity, enhancing the satisfaction of consumers, and assisting the growth of the firm in a manner that is beneficial to the environment. It is probable that businesses who are aware of this truth and take action to address it will be successful in the present and will be able to create the strength and goodwill that they need for long-term success in a global market that is becoming more focused on values. To understand how people in developing nations perceive and appreciate the efforts that businesses make to safeguard the environment, it is essential to have this knowledge. In keeping with the results of previous research, our findings demonstrate that people in these countries have a favourable perception of the corporate social responsibility (CSR) activities that banks and other financial organisations carry out. This is an important finding.

Based on the results of this study, it seems that corporate social responsibility (CSR) may be a significant factor in achieving strategic advantage in the future of growth and development. Companies that include corporate social responsibility (CSR) into their business models are better able to attract and retain top talent, maintain high levels of consumer loyalty, and successfully navigate regulatory frameworks. This is because global markets are placing an increasing focus on social and environmental responsibilities. Organisations may be able to generate reputational capital via corporate social responsibility, which may safeguard them during times of crisis, encourage more individuals to become engaged, and open up new avenues for innovation and market expansion. As consumers become more selective and connected via digital platforms, it will be increasingly vital for businesses to have CSR policies that are both clear and effective in order to communicate their stories and influence the decisions that customers make about their purchases.

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