

A STUDY ON ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN CREATING BRAND IMAGE

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ABSTRACT

In today's competitive atmosphere, organizations are more involved regarding their growth and fight within the marketplace. Therefore, organizations are endeavour hard to involve company social responsibility so as to represent a positive image among the involved stakeholders. This study seeks to grasp the company social responsibility policies of business organisation and its impact on the complete image and name of the company. This analysis study supports that company social responsibility contains a positive impact on the reputation of the and complete image of the company, facilitate them in having higher relationship with its stakeholders as well as customers and become a lot of versatile in addressing the uncertainties of the business atmosphere so as to own competitive advantage.

The business organisations ought to place sincere efforts order to make awareness regarding its CSR so as to take care of and improve its name within the eye of its customers. the purchasers on their half should contemplate company social responsibility of the corporate whereas creating their buying decision. The Business organisations should incorporate company social responsibility whereas creating marketing ways as a result of it influences the buying call of the purchasers. the businesses that ignore to include company social responsibility within their selling and communication ways fail to create and maintain their sensible name in the eye of their customers.

KEYWORDS: Corporate social responsibility, brand Image, strategies and organisation

INTRODUCTION

Corporate Social Responsibility (CSR) primarily referred as an organization's action for environmental, social, moral and economic problems. From 2014, Indian law introduced the rule of mandatory at 2% of funds towards societal welfare for all the companies: As we all know, the benefits of CSR to societies like Balanced ecosystem, Waste management, clean and inexperienced atmosphere, Improved quality of life, Improved wealth and employment, and so on. On the other hand, we have to grasp the result of the CSR on complete equity and on Performance of any organizations. corporate Social Responsibility (CSR) these days turning into the pillar for any organization's brand and this too motivates and improves the working behaviour and performance of the organization.

Corporate Social Responsibility of a company is that the responsibility towards the community and environment (both ecological and social) within which it operates. several corporations engaged in social accountable behaviour as a locality of their traditional business operations. complete equity is outlined because the assets related to a brand that will increase the worth of the product or service of a corporation. corporate social responsibility (CSR) will benefit organizations by promoting a positive public image whereas making a work with glad staff, happy customers, and lower prices. The CSR activities not solely facilitate in building a brand however also makes one a good leader and a worker. These corporations are investment and managing their CSR activities for the well-being of the society and enjoying sensible consumer loyalty. these days corporations involve themselves in supporting schools, old age home, orphanage, hospitals conduct free medical camp at rural areas, skill-oriented courses for first generation learners, providing free computer facilities to the underprivileged. Towards women development, free education for girl child, creating them sceptred in social and money through employment opportunity in their considerations.

The company so as to succeed in the customers and withstand the completion, the company ought to focus on CSR activities. the aim of this project is to seek out out the result of corporate Social Responsibility activities of a corporation by examining the consumers perception and perspective towards complete equity. complete equity is outlined because the assets related to brands name that will increase the worth of the product or service of an organization. the businesses WHO area unit investment on CSR activities area unit relishing sensible client loyalty and also the brands they operate enjoy healthy profits and property market position.

OBJECTIVES OF THE STUDY

The major objectives of the study are as follows:

- To study the role of CSR in creating brand image
- To identify the importance of CSR activities for business organisations

RESEARCH METHODOLOGY

The study focuses on extensive study of secondary data collected from various books, National and international Journals, publications from various websites which focused on various aspects of role of CSR in creating brand image.

REASONS FOR THE GROWTH OF CORPORATE SOCIAL RESPONSIBILITY

Several factors have emerged over the past 10 years which have brought issues of CSR into sharp focus. Some of the most important ones include:

Increased stakeholder activism

Corporate scandals such as those of Enron and Arthur Anderson have resulted in consumers becoming ever more aware of the activities of business. Some consumers have taken an active stance against companies that they feel are not contributing to the society as they see fit. In fact, consumers are fast relying on corporations rather than the government, to deal with social issues and have become more demanding.

Increased stakeholder engagement

There has been a paradigm shift among corporations from questions of whether to engage stakeholders or not to, how to engage them. Corporations are realising the importance of engaging stakeholders as opposed to doing that which they themselves think is right. Stakeholder engagement on its own, can lead to improved consumer relations.

Spread of CSR codes and standards

The growth in the development of voluntary CSR standards has added to the complex CSR landscape. More and more companies are voluntarily designing CSR programs. However, it must be noted that there is also a growth in the belief that these standards need to be consolidated with those of other corporations in order to come up with appropriate codes of conduct for CSR across the board.

Transparency and reporting

One of the core issues when it comes to CSR is transparency. Organisations are more than ever facing stakeholder demands for them to report on their initiative and continuously improve their social and environmental performance.

Market based incentives

Corporations have now noted that there are some market-based incentives for engaging in CSR. An example of this is the growth in sustainability indexes such as the Dow Jones which have led to the realisation that CSR can also be viewed as a strategic business issue.

All the above-mentioned factors taken together have resulted in the growth in the number of companies practicing CSR. After a company realises the need for CSR and implements it, there are several benefits that can be realised from it.

BENEFITS OF CSR

There are variety of reasons why a business would wish to be concerned in CSR. These reasons are usually influenced by the firm's product or services, the location of production facilities, the firm's size, the macro environment within which that firm operates and most significantly, the firm's leadership. primarily, the main reason why companies may want to adopt CSR is that it is often used as a strategic approach to reinforce company image by addressing problems stemming from their existence, those that are of importance to stakeholders and also the society. Below are some of the potential benefits of CSR to firms:

Superior reputation management

The reputation of a company or the equity that is connected to its complete is predicated on the principles of trust, quality, responsibility, credibleness and consistency. knowledge by consumers that a company practices CSR is probably going to extend consumer attachment to a company that successively might have financial advantages.

Development of social capital

Social capital is that the enduring belief by members of society that a corporate citizen like a corporation has the right to control as a result of its positive reputation. consumers begin to believe that an organisation has the right to control because of the positive company image that they have. This also has positive implication for the general public relations efforts of the company. If a corporation has this capital, then their sustainability within the marketplace is improved.

Improved innovation, fight and positioning

Besides mitigating risk, CSR are often used as an opportunity symbol. this is often because of the actual fact that CSR news typically leads to feedback from stakeholders which might be utilized by the firm as a supply for new plan generation. an example of how a firm will use CSR as a supply of innovation is that it will implement environmental controls in its production processes so that it will become a provider to those corporations which will solely accept such production strategies.

Increased productivity and quality

Companies that take time to undertake and improve the operating conditions of their employees and come up with production strategies that decrease environmental impact, can realize that this reduces errors in production. Such companies are going to be involved with manufacturing prime quality product or services.

Access to capital

Increasingly, financial institutions are using CSR compliance as one of the standards for allocating capital to businesses as there is a belief that a correlation exists between good approach to CSR and good management. this is often particularly vital in highly competitive industries just like the mobile services market.

Increased operational efficiencies and value saving

This is mainly the results of environmental sustainability strategies used by the firm. as an example, if a firm will come up with production strategies that reduce waste, then the prices that are related to disposing of that waste are reduced. This successively means there are more funds to try and do that which can be financially helpful to the corporate.

Sensible relations with regulative bodies

There are some companies whose approval processes for certain activities are expedited by the actual fact that those companies are concerned in CSR activities. constant study urged that there are some countries where government uses CSR indicators to award contracts. companies that are not socially accountable are not given constant consideration.

ROLE OF CSR IN CREATING BRAND IMAGE

Branding is employed to differentiate one product or service from another using a symbol, name or design. Branding is often used for customers to spot a product or service, making the introduction of recent product into the market easier, while building complete equity, or the worth a company can leverage off the brand. More significantly while disapproval makes it easier for consumers to identify product, it also makes it easier to develop brand loyalty. CSR and branding have variety of linkages, specifically through trust, company reputation and consumer attribution.

Company brand image is that the perception that customers have of a corporation. There are many ways within which CSR is employed to create brand image. For example, it can take the shape of event marketing in the form of sport sponsorship. The sponsorship of the 1984 Summer Olympics is attributable as being the event that created corporations realise that sport sponsorship is often used as a philanthropic platform.

Nowadays, customers have authoritative CSR expectations on corporations and this influence is growing stronger because of the inflated importance of CSR. As mentioned earlier, customers have expectations on the value system (which includes each emotional and social values). Brands based on emotional values are more protected from competitive erosion. CSR are often seen as an emotional side of brand image which reinforces a company's competitive advantage. If a company's positioning strategy is predicated on its' CSR activities, the core values are penetrated by the core values of CSR. One outcome of integration CSR into the marketing strategy is to insure the brand from attacks. This suggests that CSR will work as a "damage insurance" to safeguard the brand. A company with a robust brand is less probably to have problems with reputation. Once CSR is communicated, it becomes a strategic disapproval tool to manage customer's expectations. The CSR initiatives form a positive customer's perspective and behaviour. This in turn strengthens the company's brand image, that is one of the most reasons for the company to have interaction in CSR activities. CSR and brand image are powerfully linked to each other. CSR is turning into a core part that affects brand image during a positive approach and is therefore considered to be a strategic necessity, rather than something that solely contributes to the customer's social value. However, it is important to effectively communicate the company's CSR actions to extend the customers' awareness and perspective, in order for them to develop a strong brand image.

CONCLUSION

Today, where the organizations start understanding the significance and advantage of doing work for society. CSR and Business Image are interconnected to each other, these two terms together motivate the firm performance. The response and respect one business get in the market before and after the CSRs have huge difference. This increases the businesses performance in every aspect including production, service, communication, relation, loyalty, trust, etc. The companies who are investing on CSR activities are enjoying good customer loyalty and the brands they operate enjoy healthy profits and sustainable market position. Today, as customers are becoming more concerned with sustainability related issues, the importance of CSR is increasing as well. More companies than ever are engaged in different CSR activities to meet the demand of their customers. By communicating this engagement to customers, CSR has become a strategic marketing tool to enhance the brand image. Naturally, the CSR competition between companies has become stronger and it is therefore important to form an effective CSR strategy in order to perform better than the other companies

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