
Editorial: Corporate social responsibility and brand building

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The outreach of business corporations into the societal development projects to enhance the stakeholder value has now stepped off the conventional boundaries. Corporate social responsibility (CSR) today has converged with the social media, not only to co-create stakeholder values but also to build or rebuild social and commercial brands within the cultural and ethnic folds of consumers. The relationship among CSR, brands, and reputation helps companies architect the marketplace today, and protect the switching of consumers across competing brands. Investing into social innovative CSR projects and branding leads to beneficial outcomes as the CSR-branding relationship has proven to be positive. Therefore, organisations put effort into CSR and brand activities to reinforce their corporate reputation (Adnan et al., 2018).

Brand building strategies of companies have attracted infusion of enormous capital and human resources into the CSR projects by developing consumer consciousness through social innovation. Arguably, emerging firms are engaged in CSR activities parallel to their business operations to earn the continuous support of the society alongside acquiring new consumers. Investing in the CSR projects such as consumer education, technology transfers, and social products marketing are becoming popular, that brings quick financial returns to the companies and provide their competitive advantage (Oyewumi et al., 2018). However, companies are sometimes less sensitive to CSR in more competitive product markets, and refrain from overinvestment in the social activities. Congruency between the trust of consumers on the brands and the effectiveness of CSR domains increases pro-company behaviours of consumers. Irrespective of the societal roles of the company, consumers judge social brands favourably. The impact of consumer-CSR congruence on pro-company reactions is largely mediated by consumer-company relationships (Baskentli et al., 2019).

CSR carried out by consumer products companies are widely based on the value, balance and accountability paradigm. The CSR oriented on this model leads to generate consumer confidence over time on brand personality, image, responsiveness, and trust. CSR has emerged as an inevitable priority for business leaders in every country. The CSR efforts have shown to be productive in building new brands and reinforce existing brands in developing countries. They tend to increase consumer purchase intention for the social and competitive brands in the marketplace, and help in growing consumer centric branding. The pressure on companies to converge CSR and marketing strategies in generic ways appears to be most appropriate to cater a wider effect on consumer communities. The existing approaches to CSR connect business strategy and consumer

communities, which offer competitive opportunities for companies to benefit and grow within the societal boundaries.

However, local companies have found new ways to look at the relationship between business and society by engaging in public-private participation such as managing ecological and sustainable activities. However, managing brand building, competitive strategies and social welfare leads to a zero-sum game for many companies. CSR can be effectively connected with marketing strategies by identifying the social needs, and discovering opportunities for strengthening the competitive growth in the marketplace. Perceiving social responsibility provide an opportunity for developing brand relations campaign to the companies, which needs an out of the box mind-set, empowering consumers in CSR projects to lead competitive success (Porter and Kramer, 2006). Globalisation has driven consumers towards working with the corporate sector to develop social marketplaces. This trend enables most companies to establish real differentiators and best practices that can associate consumers with competitive businesses strategies, ranging from customising the businesses for the local environment to leveraging social network effects

This issue of the journal includes research papers that address CSR and consumer satisfaction. The papers included in this issue of the journal discuss contemporary research propositions and attempt to establish convergence of new trends among the consumers and companies in managing tourism marketing effectively. I hope the collection of research papers appearing in this issue will enrich the existing literature on the topic and stimulate future research.

References

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