Role of CSR communication in marketing strategy

Roli Singh¹

¹LLM-Student (2nd Year), Department of Law, Central University of Punjab, Bathinda

Abstract- Many companies are concerned about meeting the expectations of social responsibility and communicating their corporate social responsibility policies (hereinafter, CSR). In other words, the communication of CSR has become a vital issue for the construction and maintenance of the legitimacy of a company before the interested parties. In recent years, Corporate Social Responsibility (CSR) has been addressed and managed by all types of companies and organizations in various ways. It has also led entrepreneurs and academics to articulate varied interests on the incorporation of this concept in their activities. It is essential to evaluate how marketing managers can apply the activities related to CSR to generate value for their different stakeholders. Corporate social responsibility (CSR) is the idea that each company must worry about something more than benefits. Also, with generations that are more concerned about the impact of business on social, economic and environmental issues, there has been increasing pressure from stakeholders to make CSR an integral part of a business strategy. Company. The global trend of incorporating Corporate Social Responsibility (CSR) along with the intentions to obtain profits, has forced them to return to work in their business frameworks, processes, and models. However, companies have realized the relevance of CSR in marketing for their short and long-term objectives. They are developing stronger marketing strategies around sustainability agendas to beat the competition and safeguard their position in the market. While there is nothing wrong with developing a CSR strategy derived from the demands and expectations of your customers, it is essential to ensure that the strategy is consistent with the mission, vision, and values of your company.

Keywords: CSR, Marketing strategy, Communication, Business.

I. INTRODUCTION

1.1 What Is Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is an idea that recommends that it is the responsibility of companies that operate within society to contribute to economic, social and environmental development, which creates a positive impact on society in general. However, although there is no fixed definition, the concept revolves around this fact, corporations must focus beyond obtaining only profits. The term became widely held in the 1960s and is now a formidable part of business operations. Here are the different definitions according to global institutions:

1.2 OECD

Corporate responsibility implies the search for an active "adjustment" between companies and the societies in which they operate.

1.2.1 United Nations

A management concept through which companies integrate social and environmental concerns into their business operations and relations with their shareholders.

1.3 EU

The responsibility of companies for their effects on society. Like other concepts, CSR also originated to India from Western economies and had evolved in due time. The concept differs from necessary philanthropy and charity where there is not much accountability or responsibility attached. Whereas CSR activities quite simply suggest that businesses cannot succeed in isolation, especially when society fails. Some of the similar terminologies are Business Responsibility, Corporate Citizenship, and Corporate Conscience, etc.

II. THE COMPANIES ACT, 2013

With regard to Corporate Social Responsibility, the Companies Act of 2013 is historic legislation that made India the first country to impose and quantify CSR costs. The inclusion of CSR is an attempt by the government to engage companies with the national development agenda. The details of CSR are mentioned in Section 135 of the Companies Act of 2013. The Law became effective as of April 1, 2014, any company, private or public limited, which has a net value of Rs. 500 million or a turnover of Rs 1,000 million or a net profit of Rs 5, you must spend at
at least 2% of your average net profit for the three financial years immediately preceding in corporate social responsibility activities. CSR activities in India should not be carried out in the normal course of business and should be carried out with respect to any of the activities mentioned in Annex VII of the law. Corporations are required to establish a CSR committee that designs a CSR policy that is approved by the board of directors and incorporates the CSR activities that corporations are willing to undertake. The law also has criminal provisions for corporations and individuals for not complying with the regulations.

2.1 Importance of CSR
It is incredibly important that your company operate in a way that demonstrates social responsibility. Although it is not a legal requirement, it is considered a good practice to take into account social and environmental problems. Social responsibility and moral practices are vital to its success. CSR has become one of the ordinary business practices of our time. For companies committed to CSR, it means congratulations and an improved overall reputation, a powerful statement of what they represent in an often cynical business world. The establishment of a CSR strategy (sometimes called a sustainability strategy) is a crucial component of the company's competitiveness and something that should be led by the company itself. This means having policies and procedures that integrate social, environmental, ethical, human rights or consumer concerns into business operations and the core strategy, all in close collaboration with stakeholders. For companies, the general objective is to achieve a positive impact on society in general while maximizing the formation of shared value for the owners of the company, its employees, shareholders, and interested parties.

Not long ago, the European Commission defined CSR as "the responsibility of companies for their impacts on society," a succinct and clear synthesis, without a doubt. And yet, despite the positivity and hopefulness that CSR brings to the corporate table, companies do not always admit their responsibilities in this area with a good heart, and a reasonable number admits having adopted CSR primarily as a marketing gimmick. In some cases, it is possible that companies were forced to adopt CSR and did so with insufficient enthusiasm and vigor, which caused many of them to reflect on what they could and should have done differently. CSR aims to guarantee that companies conduct their business in a manner that is ethical. This means taking into account its social, economic and environmental impact, and the consideration of human rights. It can involve a variety of activities such as: Working in partnership with local communities.

2.2 The Benefits of CSR
CSR should not be seen as a drain of resources, because carefully implemented CSR policies can help your organization to:

The capability to have a positive impact on the community while maintaining social responsibility by encouraging companies to act ethically and to consider the social and environmental impacts of their businesses. By doing so, organizations can avoid or mitigate the damaging impacts of their business in the community. In some circumstances, organizations will find methods to make changes in their services or in their value chain that actually offer benefits to the community, where they previously did not.

2.3 It supports public value outcomes
In short, public value is about the value that an organization brings to society. A strong and solid framework of corporate social responsibility and an organizational mindset can genuinely help organizations achieve results of public value by focusing on how their services can make a difference in the community. This can happen indirectly, when the services of an organization allow others to contribute to the community, or directly through the activities of the organization, such as volunteering and charity.

2.4 It supports being an employer of choice
Being an employer of choice generally translates into the company's ability to attract and retain high caliber personnel. There are ways to address the fact of being an employer of choice, which includes offering a balance between working life, positive working conditions and flexibility in the workplace. Studies have shown that a strong corporate social responsibility framework can also help a company become more attractive to potential future employees who seek workplaces with socially responsible practices, community mentality, and sound ethics.

2.5 It encourages both professional and personal development
Providing employees the opportunity to participate in the socially responsible activities of a company can have the advantage of teaching new skills to staff, which in turn can be applied in the workplace. By undertaking activities outside of their usual job responsibilities, employees have the opportunity to contribute to the job and the reasons...
why they may feel passionate or learn something completely new that can help enrich their own perspectives. By supporting these activities, organizations foster growth and support for employees.

2.6 It enhances relationships with clients
A solid corporate social responsibility framework is essential to build and maintain trust between the company and customers. It can strengthen ties, build associations and foster strong working relationships with new and existing clients. One method this can be accomplished is by offering free or similar services where a company can partner with nonprofits to support their public value results, where funds or resources may be limited. In turn, this helps generate results of public value that may not have been delivered in another way.

III ADVANTAGES OF CORPORATE SOCIAL RESPONSIBILITY
In today's high-speed digital world, every company, small or large, needs to have a Corporate Social Responsibility (CSR) program in place. If Corporate Social Responsibility (CSR) is not yet part of your daily business practice, you must act quickly. Or, you will lose the trust of the people who are important to your business.

3.1. Satisfied employees.
Employees want to be satisfied with the organization they work for. It is less likely that an employee with a positive attitude towards the company will look for a job elsewhere. You are also likely to receive more job applications because people want to work for you. More options mean a better workforce. Due to the high positive impact of CSR on the welfare and motivation of employees, the role of Human Resources in the management of CSR projects is significant.

3.2. Satisfied customers
A solid history of CSR improves the attitude of customers towards the company. If a customer likes the company, he will buy more products or services and will be less willing to change to another brand.
• IBM study "Achieving sustainable growth through corporate social responsibility": most business executives believe that CSR activities are giving their companies a competitive advantage, mainly due to favorable reactions from customers.
• Better Business Journey, UK Small Business Association: "88% of consumers said they were more likely to buy from a company that supports and participates in activities to improve society".

3.3. PR positive
CSR provides the chance to share positive stories online and through traditional media. Companies no longer have to spend money on expensive advertising campaigns. Instead, they generate free advertising and benefit from the value of mouth-to-mouth marketing.

3.4. Costs reductions
A CSR program does not have to cost money. On the contrary, if properly directed, a company can reduce costs through CSR.
Companies reduce costs by:
• Hiring and retention of more efficient personnel
• Implement energy saving programs.
• Manage potential risks and liabilities more efficiently.
• Less investment in traditional advertising

3.5. More business opportunities
A CSR program requires an open and outward-oriented approach. The business must be in constant dialogue with customers, suppliers and other parties that affect the organization. Due to the continuous interaction with other parties, your company will be the first to know the new business opportunities.

IV. CSR AND MARKETING
Most professionals have heard about CSR, but how do you go about marketing it? Honestly, CSR and marketing go hand in hand.
4.1 How does marketing CSR provide value?
From a marketing perspective, we are always communicating value; it is about how we are different, how we are better, how we are faster, how we are more diverse and so on. This is the linear differentiation approach, often used by marketing departments to show the value they bring. Of course, many organizations have similar values. When you add the CSR, you are communicating a different value, a moral value. This is the compass of how many organizations are beginning to operate. While the value behind the provision of services is different from what is behind corporate social responsibility, they are intrinsically inseparable. These values and their drive to improve the world in general help improve their credibility with buyers. In the same way, CSR helps educate, inform and raise awareness of causes worldwide. Many of us remain so busy with our professional and personal lives that, unless we take a quick video in the FaceBook or a 30-second story on the local news station, it's hard to constantly be aware of the struggles of the people around the world. They are holding day-to-day.

4.2 How do you marry your CSR and marketing efforts?
Social networks are an essential tool to promote CSR. Given the importance of a website for a decision maker to initiate discussions or adopt a provider, it must be a critical piece: each click that it receives is another person who has been informed. The other piece should be individual meetings with clients and account-based marketing meetings to create a universal approach to marketing in terms of the channels that it adopts. Tie the knot. CSR creates great opportunities to increase engagement and business participation while inspiring and motivating employees to be socially responsible. In general, the key component when it comes to CSR marketing is to use language and tactics that are not in coordination with a larger business-to-business campaign or with the goal of complementing your corporate marketing branding approach. It’s about taking a leadership role to inform how listeners can have an impact on the world at large.

4.3 The HR Role in Promoting Corporate Social Responsibility
The world is a minor place thanks to the Internet, global commerce and new advances in communication and technology. More US companies are expanding abroad and now manage a global workforce that has benefits, unique laws / laws, and different languages and currencies. With this global development comes a responsibility. When companies are global, an important challenge to achieve success is to respect other cultures and work environments and begin to form a global profile or social conscience. Recognize these differences with a solid Corporate Social Responsibility (CSR) plan that can simultaneously increase shareholder value, increase employee engagement and increase employer brand recognition. Human Resources departments play a key role in ensuring that the company adopts CSR accountability programs. In addition, the human resources department can manage the implementation of the CSR plan and actively monitor its implementation, documenting (and celebrating) its successes throughout the company. Human resource technology can help implement the CSR program, including reducing the carbon footprint of a company to bring benefits to the planet. Start with these areas:
• Implementation and promotion of ecological practices.
• Promote a culture of social responsibility.
• Celebrate achievements, share and communicate the value of CSR to employees and the community.
• Communication strategies in CSR
We use different Corporate Social Responsibility communication strategies that are adapted individually, case by case to the needs and standards of the company and its environment. All these Corporate Social Responsibility communication strategies are also separated into internal and external measures and are adjusted to the status of the project. We work on project levels from local to international, with years of experience in transforming internal CSR projects to broadly accepted and acclaimed company measures. We uniquely offer specialized company, project and product branding as Social Responsible Enterprises which can boost your market position and increase sales attracting new clients.
What makes a good corporate social responsibility communicator?
• A good communicator of corporate social responsibility or sustainability has these attributes:
• Understands the key social and environmental issues affecting its stakeholders and shares those concerns
• Accept the importance of communicating without embellishing or showing off
• Recognizes how your social responsibility work adds value to your organization and fits into your strategy
• Have good relations with those who collect and analyze social and environmental data, and with the rest of the communications team. • Know when and how to use social network show to communicate corporate social responsibility
Companies that employ socially responsible business practices can enjoy many operational benefits. Many CSR practices lead to greater retention, lower overhead and a lower risk of penalty, and that does not even take into account public relations. Customers are more likely to spend their money in stores that demonstrate concerted efforts in these areas. But communicating effectively what you are doing without appearing to be taking care of yourself is a tightrope difficult to walk.

4.4 Find out what is important to your consumers
Contemporary online shoppers do their research. Sometimes, communicating social responsibility is simply recognizing what customers want and putting their beliefs and values into their daily practices. Analyze consumer trends: As consumers get in touch with your business online, you should track common questions, complaints, and suggestions. This can tell you which business practices you value most or can indicate how they think organization should give back to the community. If you have social media observing technology, you can also study which social problems people discuss most of their target audience in public and what content they share.

Ask your costumes: In addition to analyzing data from daily operations, you can find out what consumers are thinking by asking them. Publishing questions, surveys or surveys to public customers shows that you care about what the community wants. A real request for insight is a great tool used by the company to build social responsibility marketing.
Engage people: you can ask consumers for more than information. By publishing the possibilities of donating money or volunteering, you can transform your organization from the social responsibility of marketing business to a source of dedication.

V. SELL YOUR REAL INFLUENCE ON THE WORLD
One of the keys to authentic marketing is not to blur the truth. In social media messages, exaggerations or other exaggerations should be avoided.
Make sure your details are accurate: you should only advertise what you can support facts. To prevent accidental dishonesty, you need to accurately record your actions and their impact on the outside world. The better the data collection practices, the more details you can provide, showing social responsibility.
The show, don't tell: you must use different marketing channels to distribute your content to different audiences. Speaking about a social campaign or an environmentally friendly operation, you should not describe this process. You need content that shows customers exactly how your procedures work and what effects they have.
Post video with green production lines, photograph your charity disks and send live tweets from the fundraising dinner.
Give those affected a voice: if you really care about people who are affected by a problem, the help you provide should have a noticeable effect. Enabling people who use your efforts, direct conversations with consumers via email, social media or other channels, removes the usual bias indicators from the audience's message.
Stand by your philosophy
You can avoid the appearance of trend-hopping when you find a cause important to your business and stick to it.
Prepare for criticism: When you support a cause, no matter how popular it is, you will receive complaints from the opposite side. If you can share examples where you do not back off from consumer pressure, you can indicate that you care about social responsibility more than certain sales.
Follow relevant trends: If you share all the social movements with which you are online, you will never rest, and your clients will not know what they really believe. Connecting your company with certain charity holidays or nonprofit events is an excellent way to capitalize on public judgement but you need to limit your efforts to relevant campaigns. A socially responsible company should have more than enough evidence that it cares something other than profits. Converting information into marketing requires a careful application, relevant channels, and analysis of smart consumers.

VI. CONCLUSION
Finally, we can conclude that the concept of corporate social responsibility is now firmly rooted in the global business agenda. Transparency and dialogue can help make a business look more trustworthy, and at the same time raise the standards of other organizations. Corporate social responsibility (CSR) encourages corporate responsibility to a wide range of stakeholders, shareholders, and investors. The main concerns are the protection of the environment and the social welfare of people in society, both now and in the future. CSR has a range of policies, such as donating to the organization, providing products and services to consumers, reducing harmful waste and treating its employees with moral ethics. Corporate social responsibility is the best that was implemented in large and small companies, since the environment and society can be treated as it is supposed, with respect. CSR is
something that everyone can advantage from when companies adopt their policy. With the growing and widespread commitment of corporate resources to CSR, attention is shifting towards the strategic formulation, implementation, and measurement of market returns of CSR initiatives. But still, a concern for companies is whether their focus on "doing good" will provide positive benefits to their CSR actions. This emphasizes the need for better models of CSR measurement that capture and clearly estimate the effects of a company's CSR actions on its stakeholders, as well as on the nations in which they operate.

VII. REFERENCES
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