

Effects of social media engagement in CSR and Customer satisfaction

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Abstract

Customers are the King of Business there are everything to the business they act as market Promoter, ambassador they are actually a cordial person to the business or organization they are the key stakeholders for the business the concept of Corporate social responsibility is Van guarded due there constant supporter so the company must take up the responsibility on providing the requirement and constantly give the impression of being innovation ,and satisfying the customer so companies must be aliened with social responsibility policies into their business strategic plan ,these social responsibility messages and activity should be communicated with the customer appropriately social media is one such platform which will reach customers and consumers very effectively ...

This paper explores 1) impact of CSR communication on social media towards customers, however customers does not find Csr messages on social media much interesting but the sentimental messages creates a positive impact among the customers for that the paper reviews second data on 10 global companies which has Good CSR Reputation by observing all social media actions 2) Asses the significant effect on a Customer satisfaction on Social media 3) Review the effect of Corporate social responsibility has a significant impact on customer satisfaction

Keywords-Corporate social responsibility (CSR), Customer satisfaction (CS), Social media platform, Facebook, Twitter and instagram

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Introduction

The Article deal with corporate social responsibility communicates in social media and creates a positive impact among the customer, and customer are the key to the business ,The literature also explores on customer satisfaction using social media communication and in addition impact of CSR on customer satisfaction. social media is defined as user content information exchange such as ideology and technology (Kaplan and Haenlein 2010) ,social media is most used and handy digital communication mode in which consumer can access and know the information about companies which also help to interact and share information directly (Chappuis, Gaffey, & Parvizi, 2011; Qualman, 2013). The meaning of customer satisfaction together practically and hypothetically for companies sustainability and development

cannot be emphasised the most popular definition of customer satisfaction is given by (Kotler 2000) when the product meant and meets the customer expectation According to (LaBarbera and Mazursky 1983) When organization consistently knows what is the need and want of the customer and consistently be innovative and provide them ,then the customer satisfaction is meet

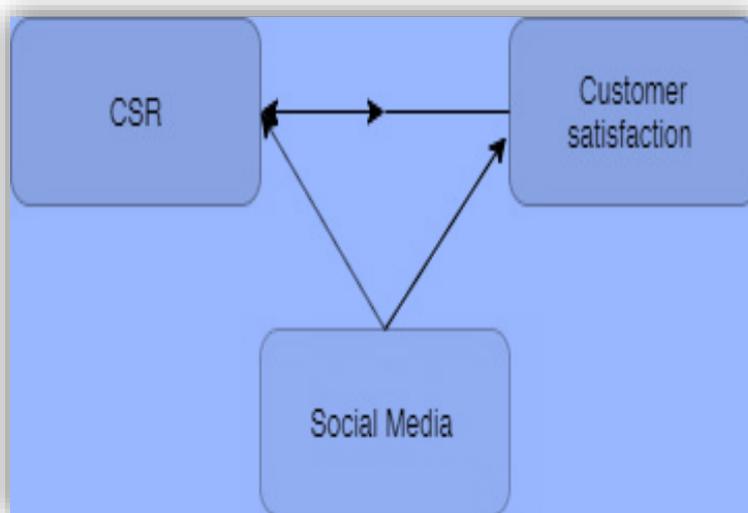
Objectives

To Review the effect of social media on corporate social responsibility

To evaluate the outcome of social media on customer satisfaction

To Review the effect of corporate social responsibility on customer satisfaction

Conceptual Framework



LITERATURE REVIEW

The aspiration of the learning is to determine how Corporate social responsibility communication plays a vital role in social and how it impact customer positively, all top global companies take up social media engagement seriously and actively present in the social media. CSR is the most used topic in social media but the reaction of audiences among the CSR message and message is just 2 percentage but even the little amount of response CSR comments are Extremely Positive (Antonin Pavlicek, 2015)

The paper also explore how social media creates a customer satisfaction because customers are real long time stakeholders so satisfying the customer is ultimate aim of the business to sustain and survive in longer run. Only when the customer satisfy, the business can makes profit and the term corporate social responsibility can be implement (Vavra, 1997) Customer satisfaction is the most researched topic in the area of marketing in simple terms the CS can be defined as Experiences of customers towards product and services and there feeling towards the products or services to Awareness and advocacy (Dapkevicius & Melnikas 2009) whereas few research suggest that Social media plays a vital role in gauging the customer satisfaction by viewing the amount of responses in Facebook, twitter, Instagram ect (Clark & Melancon, 2013). Besides, (Jung and Yoon 2012) states there are only few exploration in research is done on CSR And CR therefore this paper is intended to fill the gap and further research explores the linkages between CSR and social media and also CR and social media ,to achieve the objective of the research secondary Data where use to measure the impact of social media on CSR communication with Ten global companies from (Antonin Pavlicek,2015)

Corporate Social Responsibility

CSR is a Trending topic for past two decades it is more interesting and much needed topic to discuss and every business should consider taking up CSR Practice ,but interestly despite of this topic is very famous and discussed topics in academic field but to the surprises there is no concert structure or concept (Green & Pelozo, 2011).The very First and famous topic of CSR is Proposed by (Carroll 1991) and also CSR was proposed in slightly modified way i.e. CSR is not only the welfare of the stakeholders but also for the society (Wood 1991) ,The term CSR is Not only meant as Philanthropic activity of Giving Back to the society but also to work within the organization to remove if any illegal or unethical practice is taking place (Sarbutts, 2003; Sweeney, 2007). In other words, CSR appears through an organization's commitment to Many research has found that there is a positive impact of customer towards business who practise CSR activities and who don't ,this can realised through the corporate identification. CSR impact positively on on customer satisfaction (Al Humaidan, 2016) furthermore, (Luo and Bhattacharya 2006) Stated CSR had a narrow consequence on customer satisfaction.

Social Media Marketing

According to (Kaplan and Haenlein, 2010) Social media is a exchange of information and thoughts by using technology., in other word social media is broadly divided into two term one is social –where group are people and media it is one such platform where ideas and knowledge is share putting together it's a group of people who use the media platform to share their thoughts.

Social media is very sensitive which creates both positive as well as negative impact to individual or business ,anybody can create a content it is independent platform so anything goes negative the information can be spread very easily and creates bad impact on consumers as well people and put in the state of confusion Social media is most influential marketing. It will enhances the relationship with customer towards business and also promotes the business which is also very budget friendly, in order to attain the interest and

attention of the customer business should use the strategy of social media communication and be more innovative to achieve a long term business profit. Social media help in creating a healthy relationship with customer by the way of transparency of open feedback and communication, which in turn creates a remarkable hit in terms of customer satisfaction ,top global companies use the content as a key with the expert help communicate better and gain a loyalty and advocacy from the customer (Erdogmus & Cicek, 2012). Social media can create awareness to Word of mouth,(Clark and Melancon (2013) proves that Social media desperately creates a customer satisfaction by creating a link between customer and the business.

Customer Satisfaction

Customer satisfaction play a vital role in the business without CS firm could not survive for long term and ultimately firm will pertain a risk to maintain the business itself the most popular definition for Customer satisfaction is the degree of expectation of customer is meet the need from product and services The significance of customer satisfaction both practically and theoretically for continuous survival Kotler (2000) Customer satisfaction is a physiological factor the past experiences of customers towards the product and services "a person's feeling of pleasure or disappointment resulting from com Schiff man (2014) CS is defined as individuals his/her assumption about the particular product which meets there expectation (LaBarbera and Mazursky 1983) High the customer satisfies the product and services will meet Loyalty ,business stability ,ultimately it will gain customer trust towards the product ,every day the organization should work on companies need and wants by being innovative (Dukic and Kijevcanin (2012) it is very evident if the customer satisfied with the product and services they will come back and creates a advocacy also building CS is the key aim of the business which will creates a repeated purchase intension (Seiders, Voss, Grewal, & Godfrey, 2005), CS is all about rising their sale and profit (Gomez, McLaughlin,& Wittink, 2004), Creating a repeated purchase and long term consumers rather than just be a single purchase customer (Bridson,Evans, & Hickman, 2008). CS is regarded as Key to the business which will creates and takes business Awareness to advocacy (Sivadas and Baker-Prewitt (2000)

Research Methodology

The Paper uses Secondary data from (Antonin Pavlicek 2015) &(Jalal Rajeh Hanaysha 2017) to measure impact of CSR Communication in social media towards customers of Antonin Pavlicek 2015 from paper CSR in social media environment paper , the data were collected from top 10 CSR practising companies globally like Volkswagen, Palmolive, Lego Group, Colgate ,BMW, Mercedes-Benz Sony etc all these companies official Facebook and twitter is been observed for the period of three months and categorized Messages in CSR and non CSR message and gauged the likes and reviews for each comments further the paper explores the impact of social media in customer satisfaction and effect of CSR in Customer satisfaction from Jalal Rajeh Hanaysha 2017- Impact of Social Media Marketing, Price Promotion, and Corporate Social Responsibility on Customer Satisfaction Paper data were collected from international fast food customers from Malaysia Customer satisfaction where measured using Spss and Amos

Result

The Research observed there is different category of data have been observed , social media post, CSR post and related to new technology HR announcement CSR related to communications, CSR is consider as Second most communicated message in social media (Table Reference 1) which is overall 12 percentage (Refer table 2 Table 3 Table 4)

Table -1 CSR Related communication in social media

S NO	DATE OF THE POST	CSR PRACTING COMPANIES	Communication related to CSR
1	14-11-2014	Microsoft	Bought Microsoft Health for Free
2	27-08-2014	Volkswagen	From 1st till 10th August the Think Blue
3	14-09-2014	Colgate-Palmolive	Amyotrophic lateral sclerosis Cause Ice Bucket Challenge
4	20-11-2014	Google	Fight Ebola disease
5	14-09-2014	Lego	Hyper build
6	20-11-2014	SAP	work for Autism

Source - Antonin Pavlicek 2015, impact of CSR Communication in social media

- From 1st till 10th August the Think Blue (2/8/2014) - Volkswagen
- ALS Ice Bucket Challenge (27/8/2014) - Colgate-Palmolive
- Fight Ebola (10/11/2014) - Google
- Hyper build (14/9/2014) - Lego
- The Autism Society Philippines (20/11/2014) - SAP
- Event: St. Moritz Art Masters 2014 - Mercedes-Benz (Daimler)

	Total number of posts	Advertisements	New Technologies	Staff Hiring	CSR messages
Colgate	5	2	0	0	3
Lego	18	12	1	0	5
SAP	44	15	4	1	24
Sony	45	41	2	0	2
Volkswagen	47	39	5	0	2
Google	48	43	1	0	4
Walt Disney	50	50	0	0	0
Microsoft	56	43	8	0	5
BMW	63	62	1	0	0
Daimler	90	68	4	3	15
Total	466	375	26	4	60
	100%	80.47 %	5.58 %	0.86 %	12.88 %
Facebook	268 (58 %)	208 (56 %)	15 (58 %)	1 (25%)	44 (74%)
Twitter	198 (42 %)	167 (44 %)	11 (42 %)	3 (75 %)	16 (26 %)

Table -2 Structure of social media post
Source - Antonin Pavlicek 2015

The Above Table Represent the overall social media post of top 10 global CSR companies ,and further in Table 6 The Total number of likes and Table 7 Represent total number post shares of social media post

	Fans	Advertise- ments „likes“	New Techno- logies „likes“	Staff Hiring „likes“	CSR messages „likes“
Colgate	2,800,000	2,599	N/A	N/A	593
Lego	10,200,000	122,076	N/A	N/A	2,789
SAP	590,000	777	109	48	284
Sony	6,800,000	127,354	10,426	N/A	10,867
Volkswagen	1,600,000	45,201	8,391	N/A	1,450
Google	18,400,000	21,641	135	N/A	1625
Walt Disney	860,000	59,468	N/A	N/A	N/A
Microsoft	6,500,000	83,388	1,976	N/A	3,003
BMW	18,300,000	416,586	N/A	N/A	N/A
Daimler	18,250,000	477,186	134	68	8,934
Total	84,300,000	1,356,276	21,171	116	29,545

Table -3 Total numbers of likes in social media post
Source - Antonin Pavlicek 2015

	Advertise- ments „shares“	New Techno- logies „shares“	Staff Hiring „shares“	CSR messages „shares“
Colgate	119	N/A	N/A	85
Lego	11,351	N/A	N/A	274
SAP	68	8	1	32
Sony	4,812	437	N/A	620
Volkswagen	2,318	871	N/A	134
Google	12,551	169	N/A	379
Walt Disney	21,163		N/A	N/A
Microsoft	20,880	541	N/A	590
BMW	21,001	N/A	N/A	N/A
Daimler	39,806	78	46	1,087
Total	134,069	2,104	47	3,201

Table -4 Total numbers of information Shares -Total number of time users pass the information
Source - Antonin Pavlicek 2015

The Below Figure Represent Total number of Positive and negative feedback for CSR message and Non CSR message

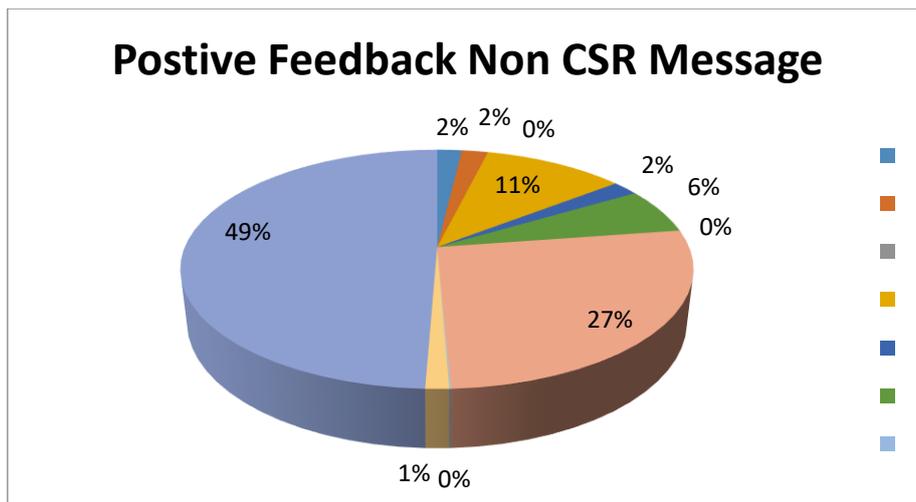


Figure-1 Total number of positive feedback for social media post for NON –CSR Related messages
Source - Antonin Pavlicek 2015 with slight modification

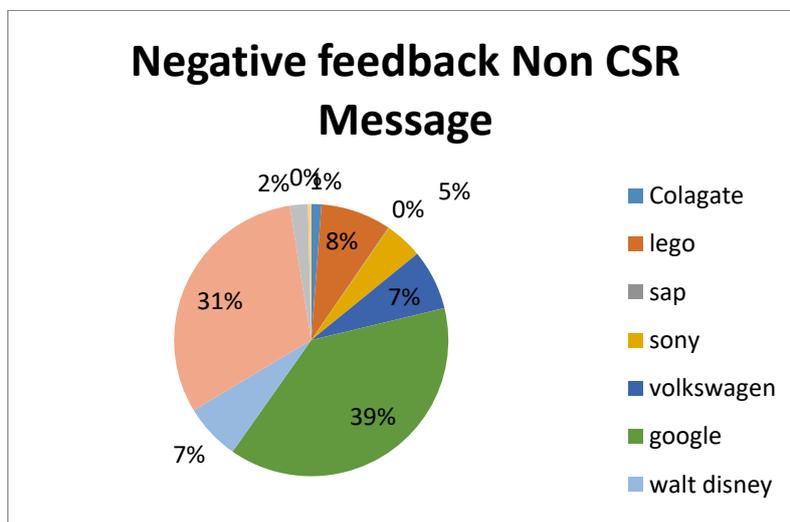


Figure-2 Total number of Negative feedback for social media post for NON –CSR Related messages
Source - Antonin Pavlicek 2015 with slight modification

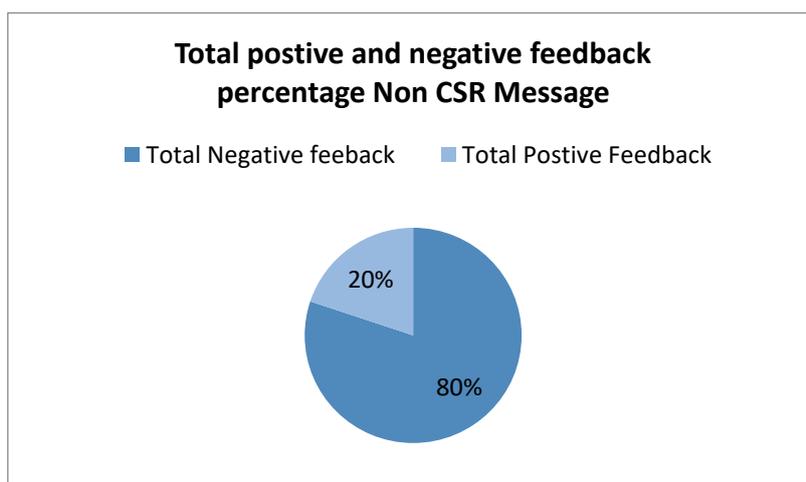


Figure -3 Total Number of Positive and Negative feedback of Non CSR related message
Source - Antonin Pavlicek 2015 with slight modification

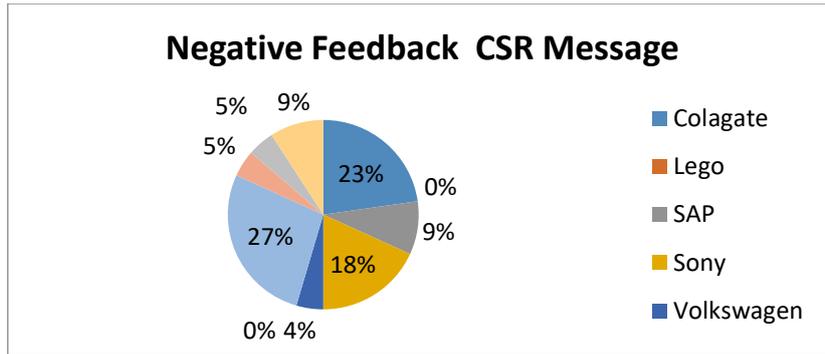


Figure-4 Total number of Negative feedback for social media post for CSR Related messages

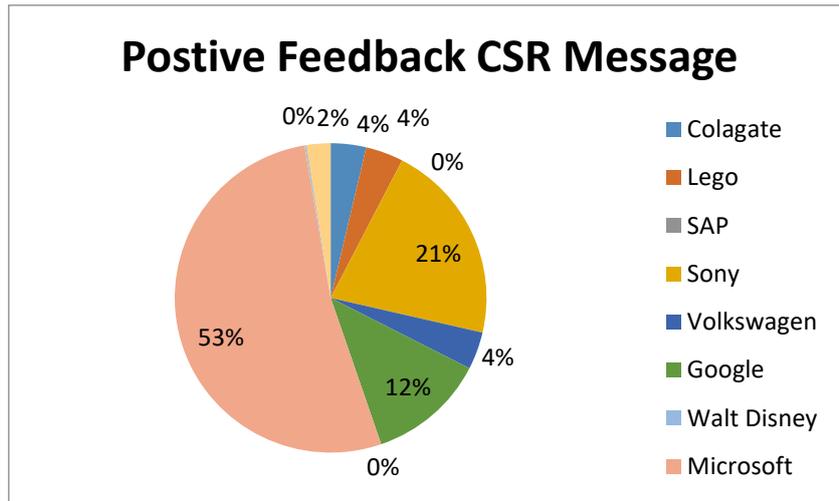


Figure-5 Total number of Positive feedback for social media post for CSR Related messages
Source -Antonin Pavlicek 2015 with slight modification

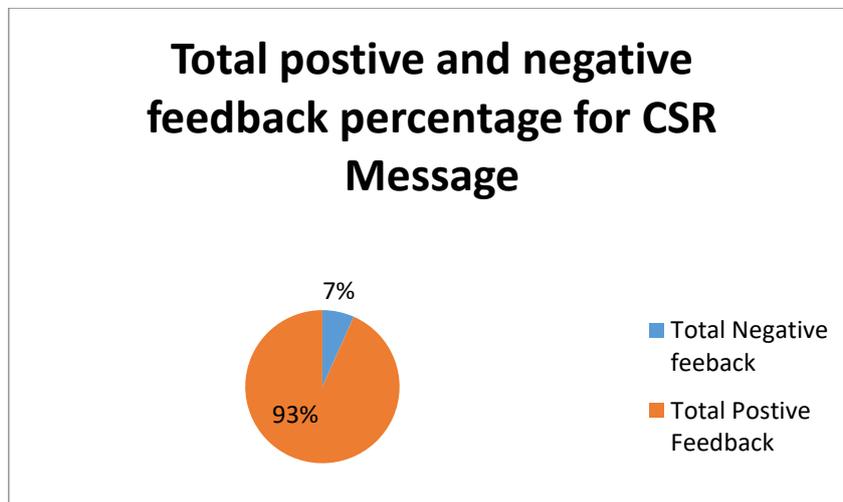


Figure-6 Total Number of Positive and Negative feedback of CSR related message

Discussion and Conclusion

The Research focus on two marketing factor firstly on social media marketing then on Csr and customer satisfaction .hence in this article it proves that social media plays a significant role in CSR and Customer satisfaction ,hence the findings revels that it is vital and very important for any organization practicing should use there social media platform to communicate there Csr message this study reviewed two sector one fast food industry two top ten global companies according to forties 2014 while reviewing the test

both the result on social media CSR the result where positive communication and social media and customer satisfaction (Clark & Melancon, 2013) sates that Social media plays a major role in enaching the customer satisfaction ,According to Digital information world report on a average a person spend about 2hours 22 minutes in social media and messaging platform ,social media is more sensitive where if there is any negative or positive feeling people are openly share there thought in that case CSR is a philanthropic

activities which will reflect more positively so every organization should use social media platform to communicate their CSR message (Arikan & Güner, 2013) secondly study on ten global companies to know the impact of CSR communication in social media, it has been observed that CSR message is second largest shared message the study also reveals that Facebook is much used social media platform comparatively to others but to the surprise most of the audiences doesn't take more interest in CSR message but when they look it into feedback it had created a positive impact compared to non CSR related message and it is also observed on average out of 17 positive CSR message there is only one negative comment, and companies are much more concentrated on commercial post rather than CSR communication messages, Study also observed that universal privileged companies CSR field do not undervalue their CSR action on social media networks, and they energetically encourage and promote their activity, it is very clear social media plays a vital role in creating positive impact on business, on the whole Social media is widest used platform and study observed there are more commercial messages compared to CSR message so companies should use CSR communication in the social media platform extensively which in return will create more positive views. In the previous study the study where conducted on how Corporate social responsibility took initiatives towards rural skill development, in previous paper the study exposed how college and school can use CSR support and enhances the career development future the study will be conducted on how CSR influences Brand and Customers (Menaga, 2019)

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