

RNI Title Code: TELENG/2017/74418

ISSN 2581-6322

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ISSN 2581-6322

SPWI JOURNAL FOR SOCIAL WELFARE

(A Multi Disciplinary Peer-Review Bi-Quarterly Research Journal)

Volume 2 Issue 1, January-March 2019

Editor
Dr. D. Suresh



SOCIETY FOR PUBLIC WELFARE AND INITIATIVES

H. No. 5-11-559, Srinagar Colony, Naimnagar,
Hanmakonda, Warangal- 506009. Telengana State (India)
spwi.ngo.2014@gmail.com / sjsw.jp.spwi@gmail.com
devathasuresh@gmail.com Ph: 9959026635

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BRAND BUILDING THROUGH CORPORATE SOCIAL RESPONSIBILITY (CSR)



Ravindhar Kumbam

Research Scholar, Department of Public Administration & HRM,
Kakatiya University, Warangal,
Telangana State

Abstract: Corporate Social Responsibility (CSR) required a better understanding of consumer beliefs and jot down their value-based attributes in society. This process eliminates the information barriers and builds a direct connection with the end user of the branded products. Several organizations communicate with the societies, not their benefits but it works for their brands and makes them it stronger and stronger. The present paper extorts the combination of CSR and brand strategy and management via communicating the corporate responsibilities in front of the customers. "Companies are concerned with their customers and it is about time they treated society as a whole in the same manner." This paper highlights the benefits of CSR in the corporate sector and endless support to maintain the brand's position and reputation. An interactive approach is highlighted in this study which based on the experts (corporate) opinion and panoramic analysis of the corporate sector. Results and findings are showing the linear relationship with CSR practices and brand recognition when a company tries to resolve the societal problems.

Key Words: Brand Building, Corporate Social Responsibility

Introduction

The social and environmental issues faced by societies is highly noticed by corporate or ventures. In the present, venture's leaders work for the betterment of societies via associating the business objectives with that. They interact with the stakeholders and societies on voluntary bases. Corporations always work as a part of the societies but they always link their organization business goals. Such intention provides extensive support to make their brand more recognizable among the communities. Even though companies focus on social and corporate responsibilities

generate businesses in the shape of the brand image, value and equity give a competitive edge in the market. The internal structure and relative content have come to know all the matters and things have to deal with all people. Friedman (1970) clarify that social work activities for the small and large firms leave a positive impact on the companies' performance and generate the profit for the organization. By considering the corporate interest, it is a part of a corporate operation to take care of their business interests which directly match with the social perspectives. Provide social services in association with the then-profit organization can give the edge to maintain the market credibility in a professional way. According to Galbreath (2009), corporate social dynamics give segment view of the different market, the current business current situation which is linked with the future business development and social responsibilities play a significant role in front of the customer. In generally the organization needs to develop the CSR in business strategy. While assessing the social factors, it is important to categorize the market into different segments and act upon the requirements of the targeted customer instantly.

Corporate Social Responsibility

Corporate Social Responsibility is to work for company policies, planning, and work structure; it also designs the smooth structure for an organization as well as maintains the process of decision making. CSR work on the bases of facts which face by the communities and those affected through environmental uncertainties. CSR goes beyond charity and requires that a responsible company take into full account of the impact on all stakeholders and on the environment when making decisions. This requires them to balance the needs of all stakeholders with their need to make a profit and reward their shareholders adequately. The company controls the issues with respect to the sectors, businesses, as well as geographical domains. In stock market CSR cover the issues which are related to business and corporate ethics, human rights at workplace and market place. From the perspective of management bodies and leader, the boards of directors are involved in CSR reporting. It is clearly mentioned that the management board must practice the report writing by covering the core issues and notify this in front of stakeholders.

Brand Building and it's Important

Immense behavior of the customer is difficult to understand. It becomes more difficult to control the mindset and behavior of the customer. It lives under the critical region which means customer behavior is unpredictable. Another perspective, the customer gives priority to their beliefs under the social norms and values. The customer always looking for the advantages offered by the brand that other branded products do not give such benefits. Superiority complex in the mind of the customer has an active relationship that depends on the uniqueness of the brand and artificial beauty of the associated products. Intensively, customer forms the judgments and perception of the organization at the back of the brand.

Features of Strong Brand

The significant measures of the branded products depend upon the customer beliefs and priorities factors. Perhaps, strong brand recognition high supportive to hold the prospect for a longer period of time and convert it into a loyal customer. Level of empathy and sympathy play a vital role to satisfy the desire need of the customers which refers to the economic life of branded products. Few factors are linked with the branded products which create the difference among the several products of the other brands.

Reliability and serviceability

It refers to the consistency performance of the product with the passage of time. It urges the morale of the customer and creates a willingness to re-purchase the brand.

Style and comfort

It is the most demanding features at the end of the customer which leads towards double delight satisfaction. Customer unconscious behavior always looks for the comfort and differentiation in the branded products.

Control price

Most customers are willing to pay more if they get the highest level of satisfaction. Such a factor may give more strength to the organizations via generating the amount of cash on the bases of customer satisfaction.

Three Steps of Building Strong Brand

The schematic flow of branding concepts is contingent upon each step and successfully generates the desired results. Each step associated with the organizational goals and objectives which comprise the customer needs and wants in a crystal-clear way.

Step 1

To ensure the target customer and their priorities, mindset, desire product class from the reputed brand. Such database helps to formulate the strategies and marketing practices with respect to the individual customer need and want

Step 2

To familiarize the actual meaning of the brand in front of the customer. Customer brand relationship (tangible and intangible) works as a catalyst to remove the gap and give a chance to build a close attachment with branded products.

Step 3

To manage the external change environment via an adding distinguish feature in branded products. Record the customer response(s) toward brand meaning and its

identity. Moreover, link such absolute formation with the first step and carry on the process of building a strong brand

Corporate Social Responsibility deal through social marketing

The core concept of social marketing introduces under the umbrella of the corporate governance and social responsibility of the organization. While in this sense the company's responsibility beyond the purely economic and legal responsibility. However, the research study builds the relationship among the social societies and the corporate strategies of the organization associate the social and corporate objectives. Corporate social marketing increases the pressure on the customer and combines the differentiation among the brand recognition and its identification. Marketing initiates the non-economic objectives to work for the social benefits of the societies and focus towards the welfare perspective for their customers. The strategies developed for the social partnership of the companies will provide the ultimate support to their customer. While the customer relationship management directly involved in the corporate donations and allow the tiny amount of profit from the customer directly to charities. Corporate societal marketing effectively develops positive brand association and brand equity.

Corporate Social Responsibility leads towards Target customer:

This act gives the edge to organizations for business gain from the communities as well as confidence. Duarte et al. (2010) describe the awareness of CSR in front of the shareholders is under consideration. The business communities are failed to convey their message in a professional way. There are few studies recommend that the CSR leaves a positive impact on corporate as well as give several benefits to the stakeholders on the bases of the people attitude and behavior. Salmones et al., (2005) clarify the whole scenario is rolled under the company employee and their customers. CSR shows cognitive behavior and conducts responsive activities during the process of the business transaction. According to Magnan (2001), There are several organizations working in different regions across the world and meet the fundamental principles of the communities. As Matten and Moon (2005) distinguish the CSR act on the bases of the explicit and tacit responses in the recent few years. It is of relative importance for the corporate to maintain the separate strategy to meet the standards of the CSR. The actual meaning of the CSR is understood by the traditional view of the business objectives whilst integrate the innovative ideas which go beyond the lawful perspective.

Conclusion

There is a significant relationship exist between the CSR and strong brand image. Multinationals' use communication tools for pursuing the target customer and facilitate them under umbrella of CSR. These social acts generate the outcome in the shape of the brand image, value, and equity whilst consumer perceives that companies' make good effort to resolve the community problems. The basal concept of CSR is associated with

the familiarity of the company brands rather than giving favor to the societies. Such an innovative approach gives the edge to maintain their brand position in the market. The social behavior of the management works as a catalyst to the control the perception of consumer towards the brand image. Resolving the query of target customer in a societal and ethical manner provide extensive support to enrich the brand value and positioning in the market. Such intention builds an strong brand relationship with a loyal customer. In resultant, CSR practices remove the brand perception gap and jot down the customer with branded products for a longer period of time.

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