



ROLE OF SOCIAL MEDIA ON CSR ACTIVITY PROMOTIONS: STUDY ON SOCIAL MEDIA USERS PERCEPTION

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ABSTRACT

CSR, or Corporate Social Responsibility, refers to the initiatives and activities undertaken by businesses to assess and take responsibility for their impact on society and the environment. It involves integrating social and environmental concerns into business operations and interactions with stakeholders. In essence, CSR activities are actions that businesses voluntarily take to go beyond legal requirements and contribute positively to the well-being of society and the environment. These activities can encompass a wide range of efforts, including philanthropy, environmental sustainability, ethical labor practices, community development, and more. The goal of CSR is to create shared value for both the company and society, fostering sustainable development and long-term success. This is the study is making an attempt to find the significance of Social Media Marketing in promoting CSR activities under the observation of Social media users. At the same time to give suitable findings and suggestions to the corporate companies to be implement for effective utilization concern.

Key words: CSR, Social media.

INTRODUCTION

CSR, or Corporate Social Responsibility, refers to the ethical and responsible business practices that companies adopt to contribute positively to society while also pursuing their economic goals. CSR activities typically go beyond legal requirements and focus on addressing environmental, social, and ethical concerns. These activities can take various forms, including:

1. **Environmental Sustainability:** Companies may engage in initiatives aimed at reducing their carbon footprint, conserving natural resources, promoting renewable energy, minimizing waste, and implementing eco-friendly practices throughout their operations.
2. **Social Welfare:** CSR activities often involve supporting social causes and community development projects. This could include initiatives such as investing in education, healthcare, poverty alleviation, promoting gender equality, empowering marginalized groups, or providing disaster relief.

3. **Ethical Business Practices:** Companies commit to conducting their business in an ethical and transparent manner. This includes adhering to fair labor practices, ensuring workplace safety, respecting human rights, combating corruption, and maintaining integrity in all dealings.
4. **Philanthropy and Volunteerism:** Many companies allocate resources to philanthropic endeavors, such as donating funds, products, or services to charitable organizations or sponsoring community events. Employee volunteer programs also play a significant role in CSR, allowing staff to donate their time and skills to worthy causes.
5. **Stakeholder Engagement:** Effective CSR involves engaging with stakeholders—including customers, employees, suppliers, investors, and local communities—to understand their needs, concerns, and expectations, and incorporating their input into decision-making processes.
6. **Supply Chain Responsibility:** Companies strive to ensure that their supply chains adhere to ethical and sustainable standards. This may involve conducting audits, implementing fair trade practices, promoting supplier diversity, and supporting responsible sourcing of materials.
7. **Transparency and Reporting:** Transparency is a key aspect of CSR, with companies increasingly expected to disclose their CSR policies, practices, and performance metrics to stakeholders through annual sustainability reports or other communication channels.

Overall, CSR activities are integral to fostering long-term sustainability, fostering positive relationships with stakeholders, enhancing brand reputation, and contributing to the greater social good.

SOCIAL MEDIA MARKETING ROLE ON CORPORATE SOCIAL RESPONSIBILITY

A Social Media Marketing role focused on Corporate Social Responsibility (CSR) promotions involves leveraging digital platforms to raise awareness, engage audiences, and drive participation in CSR initiatives. Here's how such a role might look:

1. **Content Creation:** Develop engaging content tailored to social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.) that highlights the company's CSR efforts. This could include posts, videos, infographics, and blog articles showcasing the impact of CSR projects, employee volunteering activities, environmental sustainability initiatives, etc.
2. **Campaign Management:** Plan and execute social media campaigns specifically focused on CSR initiatives. This involves setting campaign goals, identifying target audiences, crafting messaging, and selecting appropriate channels to maximize reach and engagement.
3. **Community Engagement:** Actively engage with the online community by responding to comments, messages, and inquiries related to CSR activities. Encourage user-generated content by prompting followers to share their own experiences or ideas for making a positive impact.
4. **Partnership Building:** Collaborate with relevant organizations, influencers, and stakeholders to amplify the reach of CSR messages. This could involve co-hosting events, cross-promoting content, or participating in joint campaigns to support shared causes.
5. **Metrics and Analytics:** Monitor key performance indicators (KPIs) such as reach, engagement, and sentiment to evaluate the effectiveness of CSR marketing efforts. Use analytics tools to track progress over time and identify areas for improvement.
6. **Storytelling:** Harness the power of storytelling to convey the human side of CSR initiatives. Share personal anecdotes, success stories, and testimonials from beneficiaries or employees involved in CSR projects to inspire empathy and encourage action.

7. **Compliance and Ethics:** Ensure that all communications adhere to legal and ethical guidelines, especially when discussing sensitive topics or making claims about the company's social or environmental impact.
8. **Continuous Learning:** Stay updated on industry trends, best practices, and emerging technologies in social media marketing and CSR to remain innovative and competitive in the field.

By effectively leveraging social media platforms, a CSR-focused marketing role can help cultivate a positive brand image, build trust with stakeholders, and drive meaningful change in the community.

REVIEW OF LITERATURE

1. **Ravi. B, Sujaya Kumar S (2021)** In communication and marketing campaigns, social media has acquired a fundamental position. The new generations of customers have a very high degree of brand awareness, they use the internet to function on foreign markets and their views can have a significant influence on people in various parts of the world Therefore, when managing the presence of fan pages and brands on Facebook, it is very important for businesses to produce high-quality content and to correctly understand the behavioral dynamics of users on the social network in order to achieve greater user engagement. They need to know what drives are needed in order to ensure an effective outcome and to build successful promotional campaigns things in line with their fans' needs.
2. **Navvena .R (2022)** Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations.
3. **Reshma Roy (2018)** The study reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online. Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online 159 marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser.

OBJECTIVES

1. To find the role of Social Media Marketing on CSR
2. To know the effectiveness of CSR activities by social media users.

HYPOTHESIS

1. H_0 : There is no influence of Social Media on CSR Promotions
 H_1 : There is an influence of Social Media on CSR Promotions

RESEARCH METHODOLOGY

Primary Data: The primary data was collected from the respondents who are influenced by the CSR activities and social media user. The data was collected by using structured questionnaire.

Secondary Data: The secondary data was collected from the sources of articles, books, research projects and digital contents.

SAMPLE SIZE

The respondents are those who have social media account and influenced by the CSR activity in Anantapur town on Andhra Pradesh state. The total population of the study who responded is 91.

Segment	Particulars	Respondents	Total
Gender	Male	12	91
	Female	79	
	Third Gender	0	
Age	18-25	4	91
	26-35	39	
	36-45	42	
	46 & Above	6	
Occupation	Home maker	54	91
	Student	4	
	Employee	18	
	Business	5	
	Professionals	10	
Annual Income	Less than 3 Lacs	7	91
	3 to 5 Lacs	28	
	5 to 7 Lacs	39	
	Above 7 lacs	17	

From the above table it is evident that the researcher has obtained demographic values of the respondents which clearly tells that Male are trailing in terms of gender, majority of the respondents are from the age group of 36-45. Whereas , most of them are employees with an earning of about 5 to 7 lacs per annum.

HYPOTHESIS TEST USING DATA PAIRED T-TEST**RESULT OF T- TEST****Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	How many watched	1.4835	91	.67268	.07052
	Have you influenced	1.1209	91	.32779	.03436
Pair 2	How many watched	1.4835	91	.67268	.07052
	How CSR activities influenced by you	1.3626	91	.98338	.10309

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	How many watched & Have you influenced	91	.740	.000
Pair 2	How many watched & how CSR activities influenced by you	91	.740	.000

Inference: The above table showing paired correlations between how many watched and influenced. The correlation value is .740 which is near to positive one. Hence, it indicates that there is an influence of Social media marketing on CSR activates by the users.

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 1	How many watched – Have you influenced	.36264	.48342	.05068	.26196

Pair 2	How many watched – how CSR activities influenced by you	.12088	.66391	.06960	-.01739
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Paired Samples Test

	Paired Differences	t	df	Sig. (2-tailed)	
					95% Confidence Interval of the Difference
					Upper
Pair 1	How many watched – Have you influenced	.46332	7.156	90	.000
Pair 2	How many watched – how CSR activities influenced by you	.25915	1.737	90	.086

Inference: The above table showing result of paired t-test between how many watched and influenced. The significance value is .000 which is less than 0.005. Hence, the alternative hypothesis is accepted it means “There is an influence of Social Media on CSR Promotions”

FINDINGS

1. It is to found that Social Media Marketing is can influence on CSR activities
2. It is to found that the social media users are showing interest on getting the information of CSR activities.

CONCLUSION

The Social media marketing is one of the best platforms to give information about Corporate Social Responsibility activities. The corporate companies who want to work towards the welfare of the society with cost effective promotion method is Social Media Marketing. Hence, it is to suggest that, for effective implementation of CSR activities SMM is more effective.

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