



Csr In Advertising, An Emerging Trend Of Brand Building: A Critical Analysis

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Abstract: CSR activity in advertising is not just a scheme for social welfare, in recent eras, it's a pedestrian process to create a brand image among viewers and consumers. This research paper is primarily based on secondary data which aims to identify the correlation between Corporate Advertising and Corporate Social Responsibility in modern advertising trends. The study also emphasizes how advertisers create brand awareness under the spectrum of their products by promoting social messages for society. The study also includes a historical analysis of CSR (Corporate Social Responsibility) advertising and its creative approach to promoting a brand by conveying a social message to the viewer. This research also analyzed the active participation and involvement of corporate brands in the nation-building activity by the triple bottom line concept which is people, profit, and planet. During COVID-19 along with the government's social awareness campaign, a few brands also contributed with some corporate social campaigns are also taken into account. India is a developing country and the maximum population of this country is youth. The study also refers to the impact of Corporate Social Advertising on youth and how these advertisement leads to behavioral changes as well as sales generation are also being discussed.

Index Terms - Advertising, CSR, Society, Social Responsibility, Corporate Advertising.

I. INTRODUCTION

Corporate social responsibility is the concept of being social and responsible for the welfare of the society. CSR is a variously defined concept by the people but it is a desire to do good with philanthropy for the society. The origin of CSR can be traced from the Vedic literature such as the Ramayana, the Mahabharata the Bhagavad-Gita. In Mahabharata, people can get profound learning on various aspects of life and management, including aspects of Corporate Social Responsibility (CSR). It contains timeless wisdom that is being applied to our day to day practices (Bibhas Biswas, 2023).

CSR is also being traced in the ancient Roman laws when the business houses were aware of the concept of CSR. During that period we can find the existence of asylums, homes for the poor and old who has left their home country, hospitals, and orphanages which were built by businesses, (Dr. Tushar chaudhari, 2021)

The history of CSR in India can be distributed in four phases which run parallel to India's socio-economic development and accumulated different approaches towards CSR. These phases are not static because each phase may overlap other phases.

In the first phase charity and philanthropy were the main sources of CSR. In the 1850s during the period of pre-industrialization merchants started to share a part of their wealth for the welfare of the society, and temples by providing food and financial support for some religious causes. After the arrival of colonial rule, the approach toward CSR has changed. In the 19th century, some big industrial firms like TATA, Godraj, Bajaj, etc. took this forward for social as well as industrial development with a selfless approach.

In the second phase during the independence movement, India was going through financial and political stress. Due to the crisis Mahatma Gandhi introduced the notion of “trusteeship and Indian industrialists came into action to showcase their dedication to society. Mahatma Gandhi said “I am not ashamed to own that many capitalists are friendly towards me and do not fear me. They know that I desire to end capitalism almost, if not quite, as much as the most advanced socialist or communist. ... My theory of ‘trusteeship’ is no makeshift, certainly no camouflage. I am confident that it will survive all other theories” which highlights his argument towards his concept of "trusteeship"(Trusteeship, 1939).

In the third phase of CSR from 1960-80 impacted the Mixed economy. During that period private sector took a backseat and the major control of economic and social development was handed over to them. They were actively involved in the socioeconomic development of the country However the private sector was effective only to a certain limited extent. In the fourth phase After 1980 India began to change the traditional CSR approach and integrated it into a sustainable approach like globalization and economic liberalization that has given a sprint to the Indian economy till date (Sawati Nagwan, 2014).

In the year 2013 Enactment of Companies Act was introduced and the Ministry of Corporate Affairs, the Government of India made an experimental decision to introduce CSR as a mandatory provision by imposing a statutory obligation on Companies to take up CSR for social welfare activities. Due to that India became the only country that has mandated CSR for some select categories of companies registered under the Act. This CSR Initiative results nation's sustainable development towards goals and public-private sector partnership towards the development of the nation.

II. BACKGROUND

With the economic transformations and developments over time, the concept of Corporate Social Responsibility (CSR) in India has undergone a significant evolution through various distinct phases. During the pre-industrialization period, predating 1850, the philanthropic endeavors of affluent businessmen and monarchs were predominantly concentrated on the construction of temples and public gardens. The inception of CSR in the Indian context can be attributed to Mahatma Gandhi's vision of establishing a self-sustaining society, a notion that gained substantial traction following his return from South Africa in 1915. Noting the extensive financial inequalities prevalent in the nation, he postulated that the aggregation of wealth within a select few was detrimental to the overall welfare of society. As the Indian independence movement gained momentum, Gandhi introduced the principle of trusteeship, positing that prosperous industrialists had an obligation to contribute to societal improvement. His proposition sought to motivate financial contributions from the affluent for the comprehensive advancement of the nation.

After British colonialism, Corporate Social Responsibility predominantly manifested as philanthropy, executed by a limited number of prominent industrialists, including Tata, Godrej, Bajaj, and Birla. Nonetheless, these philanthropic initiatives were not entirely altruistic, as they also functioned to bolster the corporate brand image and reputation of the enterprises involved. Following India's independence from 1960 to 1980, the government adopted a socialist framework, emphasizing public sector enterprises (PSUs) as the principal engines of economic growth and development.

Commencing in the 1980s, India progressively transitioned towards globalization, prompting businesses to evaluate their strategies through a multi-stakeholder lens. The liberalization of trade policies in 1991 further expedited this transformation, necessitating companies engaged in international commerce to conform to global standards and emerging regulations. It was during this epoch that the notion of sustainability became increasingly salient within corporate discourses.

Nonetheless, instances of corporations making spurious CSR assertions to obtain unwarranted advantages proliferated. Acknowledging the private sector's failure to fulfill its social responsibilities, the Indian government resolved to institutionalize CSR as a legal obligation. Consequently, legislation was enacted mandating that corporations allocate a minimum of 2% of their average net profits toward CSR initiatives. This legislation came into force on April 1, 2014, and applies to all companies incorporated within India. Failure to comply is deemed a punishable offense, with potential repercussions including fines or incarceration. The statute also delineates that mere donations or philanthropic acts do not qualify as legitimate CSR activities. Within a span of five years following the enactment of the CSR Act, significant financial resources have been channeled towards social welfare, considerably facilitating India's evolution into a prosperous and socially responsible nation (MasteringIndia).

III. CSR TV COMMERCIAL A MODERN WAY OF BRAND PROMOTION

As per the study it has been observed that after the amendment of CSR law, most of the brands have actively started to participate in nation-building activity with the concept of people, profit, and planet. Brands are positively trying to contribute a specific percentage of their profit for social welfare that can lead to the betterment of society. Nowadays people can find a lot of advertisements that convey a social message of creating awareness among the people of India about various issues rights and duties. Advertisers often use a story telling approach to convey their CSR message so that it can build an emotional connection with the target audience. Many companies are creating CSR ads to generate a sense of conscientiousness and to build trust in the brand while a few brands are making CSR ads from the Government's side. Thus advertisements helps to establish a brand value among the consumer. (Nishitha, 2022) There are several ads like Coca-cola- 'Umeedo wali dhoop', ITC Limited – 'Mamta me koye samjhota nehi hona chahie', Philips India-'Har Saans Mein Zindagi', Tata Tea - 'Jaago Re', Nestly -'Educat the girl child', Somani slip shield tiles -'Nehi phillage', Ariel – 'Share the load', campaign, and many more. These storytelling ads create a huge difference in attracting viewer's attention toward the brand, product, or services. Some of the examples are explained below.



figure:1- tata tea – 'jaago re' 2012.

This campaign was a social awareness campaign aimed to making people aware of the right to vote and the concept was, during the election if you are not voting then you are sleeping. It's an indirect way of brand promotion, hence such kinds of CSR ads help to build a recall value of the brand among the viewers.



figure: 2- nestly –'educat the girl child' 2016.

This campaign is based on gender equality. In this ad Nestly tried to convey a message that girls also have their dreams. They also have the right to education so people should not stop them from being educated. This ad was targeted to create goodwill among the viewers.



figure: 3- somani slip shield tiles –‘nehi philenge’, 2016.

This ad is to enforce people to be responsible towards society. In this ad one blind man is donating his organ to save another's life which indicates if a blind person can donate an organ then every person can donate their organs to save one's life as well as for the wellbeing of the society.

This kind of commercial involves brand promotion with socially responsible activity. The company integrated a CSR message with the product promotion to showcase its involvement with a sustainable approach.

IV. CSR ADVERTISING DURING COVID-19

During COVID-19 government was continuously initiating different social awareness campaigns on the preventive concept like not spitting everywhere, wearing masks, staying at home, etc. but there are a few brands who also ran emotional campaigns with some social messages like ‘Agar papa gharpe ruk jate to sabkuch rukjate’ #HumareDukaandarHumareShan “Ghadi Detergent Powder”, ‘Dil Kholo, Dunia Khulegi’ “FaceBook”, ‘Saath Maangiya, Saath Deejiya, Saath Paaiya’ “Facebook” etc. Such kind of campaign targeted people's behavior toward society. A few examples are as follows.



figure: 4- agar papa gharpe ruk jate to sabkuch rukjate. #humaredukaandarhumareshan

In this advertisement, Ghadi Detergent Powder conveyed a message that if anyone doesn't go outside to do his duty then the country will stop. So to maintain the economic and social balance everyone must have to do his duty with safety precautions.



figure: 5- dil kholo, dunia khulegi.

After the launch of the COVID-19 vaccine people were afraid of having the vaccination. So Facebook took the initiative through a campaign where they conveyed a message that everyone must be vaccinated to live a healthy life. In this advertisement, they mostly targeted senior citizens with an emotional storytelling ad and also insisted on helping others to be vaccinated.

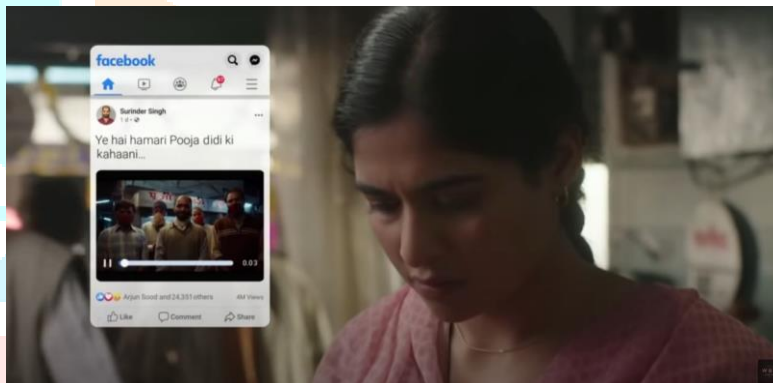


figure: 6- saath maangiya, saath deejaiya, saath paaiya.

After the outbreak of COVID-19, lots of people have lost their jobs. Here in this ad, Facebook took an initiative with an emotional message that when there is a job crisis one must have to think of others' families and people should help others as much as they can and in return, they will get help from the society. These ads played a very crucial role in motivating owners of various firms and organizations by supporting their employees and workers to sustain their jobs.

V. YOUTH AS A TARGET AUDIENCE FOR CSR ADVERTISING

India is a developing country and the maximum strength of the population is youth and they are the server of the nation. The research study shows that CSR activity plays an important role in the development and motivation of youth. (Ms. Vanita Kaushal, Sr. Manager, 2023) A few CSR advertisements like 'Somani slip shield tiles – 'Nehi philenge' on organ donation, Tata Tea – 'Jaago Re' on awareness of vote, 'Ariel' Share the load on helping homemaker on household works, 'Midea' Saluting every homemaker for making our lives easier, 'Prega News' A women can handle job and bay both at a time, 'Samsung' Make for India, Girls are always capable like boyes in all aspect, etc. In all such advertisements, advertisers target the young generation so that they can implement the message in their lives.

VI. FINDINGS

During this research, it has been observed that most of the brand tries to capture the emotional perspective, and as a result viewers easily get connected with that brand. Such type of storytelling ads creates a recall value which results in maximum sales generation. These types of advertisements are always considered a dramatic approach so advertisers promote these ads on social platforms. Because of the dramatic approach people easily get associated with that brand. Nowadays people are very conscious about the brand's social contribution so

such kind of ad helps to create goodwill among the viewers and also helps to educate people with some socio-behavioral message that helps in the development of our society as well as the nation.

VII. CONCLUSION

After the establishment of the Companies Act CSR became mandatory for all corporate houses. They must have to invest 2 percent of their profit for the wellbeing of the society. In such cases, CSR advertising became a trending concept for the brands to promote their product with a social message so that they can meet both social responsibility as well as product promotion. In recent eras, people are very conscious of social, cultural, and environmental aspects. So the majority of people want to contribute directly or indirectly to the betterment of society. In such cases, people get more associated with the brand that is showcasing goodwill to the consumer. As CSR advertising is a trending concept, brands must contribute social awareness campaigns along with brand promotion so that brands can create a strong platform for their long-term sustainability.

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