Impact of Corporate Social Responsibility on Brand Image

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Abstract: Firm performance, Social performance, corporate responsible business is the different types of names in firm social responsibilities. The main objective of the firms is to improve the environment condition employee health, safetyconsumers' satisfaction labor laws and much more. Brand is the most important part of the consumers. Consumers can check the brand and then purchase the products if the brand can create the best image in customer mind customers can attract the products. Brand is the name of quality, personality, and real image of the organization. The image of the brand is through advertising which method we can use to advertise the product in advertising the theme is the most important part consumer can attract through unique theme. Firm citizenship means the society, environment, what they think about the firm or product. If the organization can maintain their brand image in the customer's mind and they maintain customer relationships with each other the firm can grow or increasing. Customer social relationship and brand image are the good relationship with each other they both are helping in company good performance. Some question arises like how to create the brand image in customer's mind? And the second question is how to create the brand image and customer social responsiveness in shareholder mind?

Keywords: Brand Image, Corporate Social Responsibility, Social Norms, Local Norms, India

1. Introduction

Corporate Social Responsibility means to behave ethically, play a role in the economic development, improve the life standard of the employees and their families, and do the development work, like to build a school, hospital and anything that helps a local society and the people where the company is running its operation. A company needs to do more than just not harming the people and the society. Normally we see that companies go to those parts of the world where there is cheap labor, less restrictions and where they can easily run their operation without any problem. Companies earn profits and make the environmental pollution, don't provide a reasonable working condition and do more harm to the society.

With the increasing competition, companies are taking the CSR concern seriously. These days, consumers have more awareness of more of the things as compared to before. Now, consumers associate with the brands that not only focus on their own benefits and profitability, but also take into consideration other issues like environmental pollution, community and employees' problems. In the last few decades, CSR is defined and explained in many various ways. CSR is viewed from the different angles. The importance of the CSR is increasing with the increase in the global business and with the increasing movement of goods from one country to the others, where there is a different culture and society.

Firm's success depends on their repute, and there are many organizations that have failed because of poor publicity and due to not involving stakeholders in the company decision making process, which has ultimately badly affected brand equity of the firm, sales and profitability. CSR these days is a hot topic of discussion. CSR has affected the image of many companies like Nike, Shell and Coca Cola in India, where their image got damaged because of various CSR issues like environment pollution, child labor, poor working condition, more damage to the society etc.
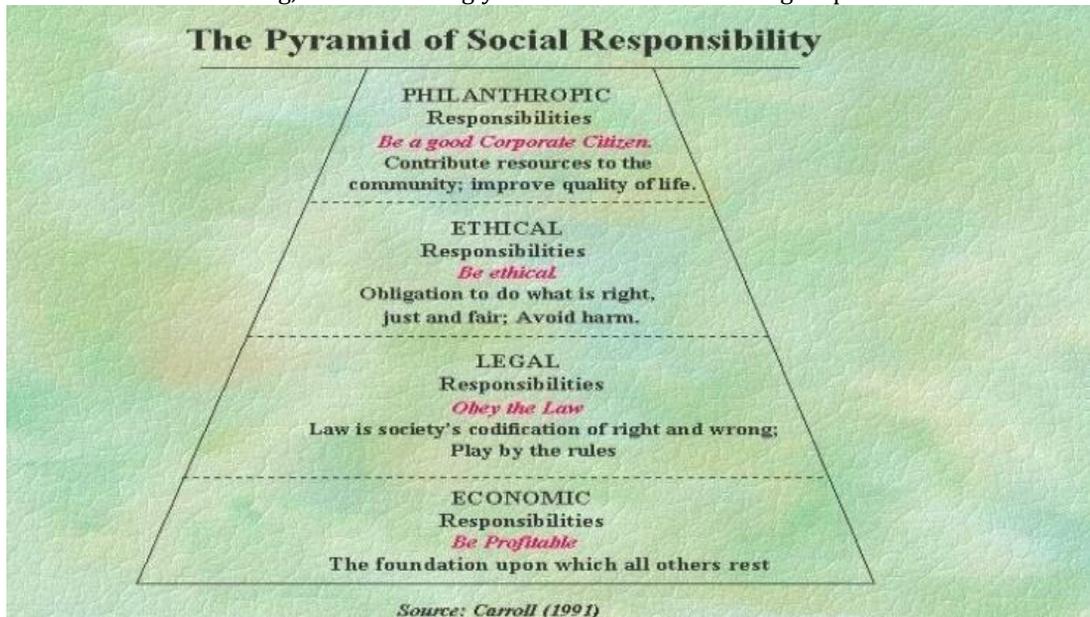
1.2 DifferentAspects of CSR Theories

CSR can offered the background of the theories basically notorious, multifaceted and indistinct and they have divided into four parts political, economic, integrated and ethical.
1) Instrumental theories: Generating wealth is the only and the basic accountability of an association.
Economic feature is the only aspect taken into consideration. Also, if the communal behaviors lead to wealth generation, then they are only accepted. There are three key groups of instrumental theories which can be recognized.
➢ Exploiting shareholders worth; a temporary profit is led by this point of view.
➢ Focus on attaining competitive benefits; basically a long term profit direction is led by this.

Cause-related advertising, which is strongly in relation to the second group

The Pyramid of Social Responsibility

PHILANTHROPIC Responsibilities
Be a good Corporate Citizen.
Contribute resources to the community; improve quality of life.

ETHICAL Responsibilities
Be ethical.
Obligation to do what is right, just and fair; Avoid harm.

LEGAL Responsibilities
Obey the Law
Law is society's codification of right and wrong; Play by the rules

ECONOMIC Responsibilities
Be Profitable
The foundation upon which all others rest

Source: Carroll (1991)

2) Political theories: Commerce and civilization between connection are connected with each other they are focused on the political condition and political theory.

3) Integrative theories: The essential plan in this hypothetical approach basically comprises of matters of Management, the main beliefs of Community Accountability, Stakeholder Management as well as Corporate Social Performance.

4) Ethical theories: In moral values, the connection between associations and civilization is basically entrenched. Communal accountabilities should be acknowledged by Associations as a compulsion above any other consideration. Different plans are incorporated by this group such as Universal Privileges, Sustainable Growth as well as The Ordinary Fine Approach2.1 end.

1.3 Brand Image
The impression in the consumers' minds of a brand's total personality (real and imaginary qualities and shortcomings).The brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. Brand is the most important current factor of the customer's mind customer can check the brand and then they can purchase the product. We can explain in easy way like customer think that the firm can produce the unique products or bundle they can attract the customers. The customer thinks that the brand is specifically in the market and they have a specific position in the market. A brand can create emotional and creative value in customer's mind. Brand is the characteristic of the firm. The brand is the highlight of the organization and brand can create the vision and mission of the organization. A logo is the main part of the brand if the logo is attractive and unique customer can attract and they can purchase it easily like Apple, Nestle, and mu more.

The image of the brand is the most important part it creates value in the customer's mind and they get the best impression in customer's mind. The customer develops many creations in mind. Many brandshave a logo and many brand has a only subject name like Sony Sony has no logo, but they create the name in the customer's mind and Toyota is the brand and they good creation in the customer's mind and it is very reliable. The consumer can check the reliability and they check the service or product quality. If the brand image is positive and their unique

and reliable, durable and good quality customer can create a good image in his mind. The strength of the brand image is packing, designing, labeling and promotion tools.

Brand image is uniquely different from its competitor's image. Benefits and attributes are the most important for customers. Brand attributes are used for connecting with the customer and the brand they can help in understanding the customer's mind and convince the customer to purchase the product. And the second is benefiting its means customerpurchasing power. Three types of benefits that's are: Functional benefits: which function is better than (other brand) Emotional brand: which thing did you feel better than (other brand)rational brand why do you support this brand than (other brand).

The firm doesn't create the brand value customer can purchase the product and then they use the good creativity create. The firm can focus on our brand and they work for the brand they can create a good image and they create good quality product they can use the latest technology and they use the latest functionality. The image of the product is your brand content. If the customer can purchase the product they create brand they purchase creativity, brand ladling. Good brand cannot create value customer can create better value after purchasing and using the product. A good brand image can create his own goodwill and product value

2. Review of Literature

Woo, H. AndB. Jin (2016) although Corporate Social Responsibility (CSR) is a crucial issue for the apparel industry, it was limitedly investigated whether consumers' perceptions of CSR affect apparel company's brand equity in previous research. The purpose of this study was (a) to examine tcompany'sof apparel companies' CSR on brand equity compared to the impact of apparel product attributes; (b) to compare the relative impact of different CSR activities (i.e., human rights, labor, social, environmental, product responsibility, and economic) in enhancing brand equity; and (c) to discover the moderating effect of culture on the influence of CSR on apparel brand's equity. Among the six types of CSR activities, only the CSR practices for product responsibility, economic, and environmental issues were found to enhance brand equity. There was no moderating effect of culture. However, additional analyses revealed that the U.S., consumers evaluated the apparel brands' CSR practices higher than do the Korean consumers. The findings of this study suggest implications for apparel companies, such as the relative importance of the specific CSR dimensions and apparel product attributes on brand equity, and if such relative importance of CSR dimensions varies across cultures.

Cha, M. K., Y. Yiand R. P. Bagozzi (2015)this paper reports the findings of a study on the effects of corporate social responsibility–brand fit (CSR-brand fit) on service brand loyalty via brand identification in a brand coffee shop industry. The authors also examine how customer participation in a firm's CSR activity strengthens the formation of service brand loyalty. The results indicate that personal identification has a larger influence on service brand loyalty than social identification does. The greater effect for personal versus social identification occurs when customers participate in companies' CSR activities. This study deepens our understanding of the link between CSR-brand fit and loyalty via personal and social identification.

PerezA. and I. R. Bosque (2015)the authors of this paper carry out two studies to determine whether customer support for corporate social responsibility (CSR support) influences the way customers form their perceptions of CSR practices in the banking industry. Study 1 consists of a cluster analysis, which provides information about four customer groups classified according to their support for CSR practices. These groups are labeled as the 'low support', 'social orientation', 'individual benefit', and 'high support' clusters. In Study 2, the authors test whether differences exist in the way the four clusters process their CSR perceptions. The results confirm the relevance of motivational attribution when socially oriented and highly involved customers evaluate CSR. Based on this information, the authors provide several recommendations for managers to effectively design and communicate their CSR strategies.

P. Popoli (2011) what is the link between Corporate Social Responsibility (CSR) strategy and brand equity in local and global markets? Starting from the idea that brand image is the synthesis of a firm's relationship competences, this article asserts that the way in which CSR transfers to brand image differs in local and global brands. In particular, while a local brand can take a selective and partial approach in the formulation of CSR strategy, a global brand strategy should be defined from a multidimensional and multi-stakeholder perspective. In summary, this paper will demonstrate that the formulation of CSR strategy for a global brand cannot be accomplished by a 'Glocal' or differentiated approach, but must give equal weight to all possible dimensions of CSR, defining an integrated CSR strategy that does not change in the various countries where the company operates.

Li, Chiu, Yang & Pai (2010) explore the following question. Corporate social responsibilities are a lead of the firm and they create a good value in the customer's mind and increase the value of a firm in the customer's mind and they are the business to business (B2B).In this study we can discuss the customer social responsibility and its consumer thinking about the product and organization. In this study, we can discuss the three things the first is CSR and brand creativity or organization. And the second is firm, brand and performance of the organization and the third is the relationship between firm performance and customer thinking about firm and brand and relationship between brand advertising and brand performance. In this study, we can discuss the firm behavior and increase the performance in positive seniors and they increase the brand performance. Corporate behavior and brand loyalty is the best relationship between each other.

If an organization employee improve the working and their performance is good and they increase the production of the goods is increased and then they can enjoy the bestlifestyle and improve the quality of the life (V. MadhusudhanGoud&K. Nagaraju 892 place). The good working style is very helpful in real life because if the employees is not satisfied for the job they can be depressed and not satisfaction in the job performance. The good working lifestyle can change the mind and the employee cannot depress and they relax for the job. The carriers of a lifestyle is a very vast subject and they can develop the lifestyle of the employees and motivate the employee performance and groom the living standard and take care of the employee family. Career and working life style mean to groom the life style and good working performance in the organization and grow the confidence and groom the personality and the society respect means to take care of the family and our local society.

2.1 Objectives of the Study
- How CSR increases the brand image?
- To find out the CSR impact on a brand image value, whether in the short-term or in the long-term.

3. Research Methodology
To study the impact of CSR on brand image secondary data are collected. The present study is qualitative in nature. 2.4Inductive research approach will be carried out in this research and a result of provisional and belief is a theory created by this research. The important inspection and assessment of the specific process is done. In order to reach and find out to the areas of that general and basic process and practice is called inductive thought. In this research, qualitative inductive approach is being used.

3.1 The Tool:
3.1.1 From Data Collection: Secondary data collection method is the one in which the data is already available and is not the first hand information. For this particular research, secondary data were used. This data can both be used in small or large scaled surveys. The reliability of the data can be questioned in the fact that the figures and facts were not collected by the researcher directly through Primary Research, which is the main disadvantage of conducting research on

secondary data available already. The data includes in this research was collected from different company reports, websites, articles, company blogs, pressure group reports.

3.1.2 Case Study Apple- How CSR Increase Brand Image

Today, Corporate Social Responsibility (CSR) is the question to be answered as to if it is helping in building brand equity or not. We can also see in this way that whether it is vital for a business to fulfill corporate responsibilities or not. There are two schools of thoughts in this imperative discussion; one says that it is not important to increase your corporate expenses on CSR because the purpose of business should be generating profits and minimizing expenses and other school of thought is in the favor of investing a handsome amount of money to get the desired outcomes in a long-term succession/period. In the current world, there is an existence of both concepts; some business is not focused on CSR and few are heavily involved in CSR and hence, showing off their concern regarding employees/labor, environment and society at large. It is being discussed in the study that business should be treated as business only and its primary motive should be generating hefty profits while minimizing the expenses. Many companies believe that if business is producing positive results in terms of profits, then why it is necessary to increase expense to ensure safer and healthier environment for the labor. Investing in CSR with an effective strategic plan may convert into a real competitive advantage and therefore, it can be the reason why few large enterprises turning their objectives towards CSR.

In case of Apple, the analysis said that despite this fact, Apple is one of the most progressive and successful company with the large setup of suppliers and generating the bulk of cash reserves every year. Apple apparently is not socially conscious neither has developed an appropriate setup for a safer working environment. Apple's approach to the market and business is to launch such high quality products that the customer only sees the fulfillment part of the product and neglect the other aspects like; price, ethics, CSR and etc. The maxim "Business is Business and Cup of Tea is a Cup of tea" does perfectly suit Apple's strategy. It seems that Apple is the follower of concept moral nihilism; nothing has an intrinsic value and in the attention economy, they do not want to waste their resources on other concerns and thus, have their sole attention on how to get the attention of people and produce the product quality a unique one.

In 2011, numbers of Apple's employees were fatally injured in China due to the usage of some particular chemicals in their products and some suicidal cases also came in front but Apple reaction was not appreciable. Although, they tackle the situation very well, but they seem to have reactive approach rather than proactive approach. If we see three variables that affect the brand image and discuss them solely with respect to Apple we can dig out some analysis. We also know that Apple is hugely globalized its business all over the world and handling different operations and processes according to their needs and requirements. The conventional morality of the business from Apple is making them more profitable. They are adopting cultures of different countries, while running its business according to the local norms and perceive as morally correct and neither local community does care about what is happening across the borders. In China, some of its suppliers are using the services of employees under 16 years of age. However, in Europe, it is illegal to have any employee under the age of 16. But local community does not see it as a violation of law or local norms. However, in a broader spectrum, if it is highlighted and educated across the world than the mindset of people may change. To have suicidal cases under the batch is another important concern to ponder upon and take it from different slants is yet another important one while discussing CSR. Are the suicidal cases helping in building labor or stakeholder loyalty towards the organization or labor and stakeholders are happy to have a bunch of profitable products? This is a major question which is indeed very important because building brand images plays important role in consumer buying behavior if they are educated and know that the product they are using is somehow responsible of some labor deaths/injuries and products are not environmentally friendly to some extent.

Currently, there are many tools to measure consumer buying behavior and there are some factors that impinge on those buying behaviors. As we know that corporate social responsibility

bring promise from businesses that they will act ethically and will contribute to the global economic development. Through CSR, we can bring improvement in the quality of life of the workforce, work environment, local community and society at large. Apple can introduce a new long term strategy by improving their supply chain, marketing channels, operations and business process through inducting CSR which will build strong customer relationship and make a constructive impact on society. Now, the world is getting aware about ethics and moral dilemmas. Customers are getting more demanding to some extent regarding the full disclosure of information and stipulate detail information regarding products; positive and negative features/aspects of the product, it is difficult to have caveat emptor behavior regarding marketing/business development strategies or tactics.

Despite the fact that Apple is in the list of leading technologyorganizations, but there is still a lot of work to do regarding the misconduct of social and ethical values. They are somehow affected due to the ethical violation of labor laws or other environmental breach. Rules, regulations and set standards by the Apple which are maintained according to the local environment, is not a strong code of conduct neither it is weak. If it is the case they are not affected by these issues. They might have not reacted towards the causes of labor injuries, suicidal cases and violation of environmental conducts. There is no doubt about it that no matter how strong are you in developing viable and useful products which may become your competitive advantage, but they cannot neglect the local community's norms and values while manufacture the product. People are expecting more now due to increased awareness (through awareness campaigns and media's interference) that they should use the product which meet the ethical concepts of local society (the place where they are using the product).

If the company does not fulfill the sublime Corporate Responsibilities regarding labor, the environment and local community, it spreads the negative image among employees. The attachment of customer with the product starts getting low at some extent. In case of Apple, products are fulfilling the functional benefits for the consumer and financial benefits for the organization. In that context, both are not affected by these CSR issues and neglecting their responsibilities as consumer and producer. But it should be in their knowledge that it is a long-lasting relationship which is sooner rather than later going to be mauled with ever-increasing globalization. Now, a segment of people has started to study different cultures, norms and values, and hence getting more conscious globally rather than locally. If it is realized that good ethics means better business thana number of things can be changed and mutual relationship becomes stronger.

There are two states of affairs; one is to cut down the cost and neglect the CSR and another one is to build brand image while spreading the goodwill that our organization is doing productive for the society in this current competitive market where everyone is looking towards profits only. Letting people realize that we are socially responsible and have cognitive thinking towards moral and ethical issues regarding environment, labor and society. There is an optimal chance to get the attention of people towards the major world issues. If we draw the line in between these two states of affairs and try to find out any middle way, then different dimension can open and tapped, and same is the case with Apple. Five basic factors that influence economic growth includes population, agriculture production, natural resources, industrial production and pollution and through imposing limits on our own behavior, we can contribute to common social and economic cause.

On the other hand, consumers are acting rationally and motivated enough to pay more for quality products. There are consumers who want to fulfill their desires and do not care about the social and environmental responsibilities. Over the past sixty years, the trend is moving in the same way and few powers are reacting to respond the other way and turn the side by educating and creating awareness. If the marketer is creating artificial demands, so does the consumer is willing to pay for it. So, you cannot blame the one for not generating profits and look at the CSR side, the candle should be burned from both ends. If we analyze the whole

marketing channel we would conclude that ultimate end user is the end decision maker and customer has to decide either to purchase the product or not. If a customer is purchasing the product (which is made through unethical conducts) then the customer is also responsible for this all immoral activities as he is motivating manufacturers to keep moving on this.

Consumer as an important part of this society has to change buying behavior as well in order to change the entire picture. Apple despite of being one of the top most revenue generating companies has not been able to meet up with CSR, according to critics. On the other hand Apple has been offering the compensation package for only $200 in case of overtime. In another incident, life insurance of a woman who was poisoned at the factory was not acclaimed. In yet another incident, the workers went to the extent of hiring a lawyer, complaining that a worker injured due to the imperfect wiring and harmful chemicals used in the factory. Another harsh fact about the Apple was brought into the limelight; workers were hit with electric batons by the security guards. This kind of physical punishment cannot be allowed at any organization.

Moreover, Apple has not been in line with the legal and social norms of the business world. Apple is holding training sessions for their employees to cope up with the harsh behaviors. Another step towards the improvement was given a day off after 60 hours of work once a week. In China, Apple started monitoring working conditions, overtime compensation rate and wages of the employees who are sometimes interviewed for the general overview about the company as well. Apple also took the initiative of free-of-cost recycling of their products. Apple also highlighted in their code of conduct for the supplier; in case of violation and lack of action within 90 days, the contract of the supplier would be terminated. Apple, as a part of their CSR, is working in collaboration with international human rights NGOs like Fair Labor Association and Virtue.

Apple is producing products which are hugely accepted by the consumers over the large period of time, but one must realize that human resource is also one of the vital resources for the organizations. It is critical to improve working conditions and working environment for human resource as they are contributing largely in the building company's image. It is not being encouraged that Apple should largely increase their expenses and cut down the profits, but still they should be remembered in the good books of history. Therefore, giving some water out of the sea would not have a large influence on the current business standards. However, it is not recommended that shifting business out of China is the solution, but having a secure working environment is the fundamental and social right of labor.

3.1.3 CSR Practices Performed by Apple
Over the couple of last years, Apple designed such type of products in which less material is used and that generate fewer carbon emissions. For example, latest iMac 21.5 is more powerful with larger screen as compared to the first generation. In the newly designed iMac, 50% less material is used and it generates 50% less emissions and same is the case with the iPad.

3.1.4 Environment Friendly Materials
In order to eliminate toxic material, Apple is also working on the development of environmentally friendly materials which include recycled paper, plastic polymers and they found many ways to re-engineered secondary materials. I Phone packing is made with renewable foam material and iTunes cards are made with recycled paper. Apple is designing such products which are lighter in weight plus produce less emission during transportation. Apple reduces I Phone packing about 42 in 2011 as compared to 2007. Now, they are shipping 80% more boxes in each air shipping container. It is clearly shown in the below figure.

3.1.5 Energy Efficiency
Apple is designing such type of products which are energy efficient as well as consume less energy. It is clearly shown in the below figure.

CO_2e Emissions per Hour of Product Use*

3.1.6 Apple Recycling Program

Apple has a recycling program in different cities and colleges around the world where their products are sold. In 2010, Apple worldwide recycling rate was 70%. This year, Apple is trying to exceed the 70% goal and they are trying to maintain this level up to 2015.

3.1.7 Labor and Community

Apple is working on the development of safe and hygienic working conditions in their supply chain networks. Workers are being treated fairly and they are following the code of conduct24 and avoid any acts which are harmful for the environment.

3.1.8 Fostering Ethical Practices

Apple is holding an ethics training program25 for the managers working in their supply chain. This program includes business practices, age verification, proper hiring of foreign workers, tracing working hours and management of responsibilities, etc.Apple conducts audit every year in which they include employees and workers, and holding interview regarding the suppliers' management practices. If any supplier does not follow or violate any ethical guidelines, Apple terminates the relationship with that supplier. Apple is following fair labor association FLA26. The auditing team of FLA measures the performance against their code of conduct at the workplace. FLA shows the audit results on their website that develops transparency in the industry. The code of conduct does not allow child labor, slavery or a prison labor. Apple's suppliers have to follow local practices and laws in their operations and Apple verifies this practice by conducting various internal audits.

3.1.9 Educating Indonesian Workers

Apple is educating their contract worker in the Indonesia, so they can prevent people from involuntary involvements at work. They are working with the NGOs to increase the knowledge about the recruitment process and what are their rights as a worker. They are also using different modes of media like print and radio to create awareness among the workers' rights.

Apple doesn't allow child labor at any point of production. When they come to know that few suppliers are involved in this crime through the audit report. They took serious actions to eliminate the child labor. They put all the under-age workers in schools and restrict suppliers pay the 6 monthly fee.

3.1.10 Excessive Working Hours

Apple made a rule that a worker will not work more than 60 hours a week and there should be at least one day off for the worker in a week. They are tracking about 110 workplaces on a weekly basis where an excess of work is an important issue. They are working with the experts to manage justifiable working hours and it is included in the supplier's responsibility program

2012. Apple's code of conduct is against any type of discrimination based on race, color, age, political religion, ethnicity or a union membership etc.

3.1.11 Workers Health and Safety

Apple is working with the international experts to eliminate operational inefficiencies in the manufacturing process and developing safer working conditions for the workers. After the incidence of two explosions in the supplier's factory, Apple hired an international expert who did the investigation of these incidences and submitted his recommendations regarding how to prevent from such incidents and what could be the corrective actions that Apple can take.

3.1.12 Employee Assistance Programs

Apple launched an employee assistance program in 2010 in China to meet the needs of workers.Now the workers have facility of free psychological counsel workers can get an advice on the professional and personal matter through a 24 hour hotline.

4. Conclusion

In the global best brand category, Apple is on the 1st position in 2015. The brand values of Apple rapidly increased over the number of years. The major reason is the unique products like the iPhone and iPad which brought the actual increase in its sales volumes plus heavy advertising campaigns also spread a lot of attraction for the people. Earlier, Apple was keen, busy in making profits and were ignoring the CSR concepts. Due to certain cases Apple suffered a bad brand image in the market. Therefore, Apple started taking part in CSR through different internal and external initiatives. CSR activities were able to build up the brand image of the Apple in the world wide.

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