

The impact of social media on consumer brand reputation and corporate social responsibility

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Abstrakt

In today's digitally connected world, social media has emerged as a powerful platform that shapes consumer perceptions and influences their purchasing decisions. With the rise of social media, companies are increasingly recognizing the importance of maintaining a positive brand reputation and demonstrating corporate social responsibility (CSR) in order to win over consumers. This research paper aims to investigate the impact of social media on consumer brand reputation and the role of CSR in shaping consumer perceptions. By exploring these questions, this study will contribute to a better understanding of the dynamic relationship between social media, CSR, and consumer brand reputation, ultimately providing insights for businesses to effectively manage their online presence and enhance their brand image.

Kľúčové slová

corporate social responsibility, social media

Information

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1. What is the impact of social media on consumer brand reputation?

Companies have become increasingly aware of the impact that social media can have on their consumer brand reputation. Customers may be less likely to believe what companies disclose on social media, and companies risk accusations of greenwashing when they use social media to communicate their CSR activities [1]. Furthermore, disclosing sensitive information on social media can lead customers to question the authenticity of the activities [1]. The impact of CSR activities on firm reputation can be positive, negative, or nonexistent [1], and companies must be prepared for customers to modify products in unexpected ways [2]. Companies should also be aware of potential reputational problems that can be caused by consumers via social media, negative reviews and perceptions that can be shared worldwide, and different levels of satisfaction with products in different countries [2].

To mitigate these risks, Nestlé implemented a strategy of digital acceleration team (DAT) to scan and control all social media activities related to its products, and to recognize the impact that social media activities can have on its reputation [2]. The visibility of social media content to other users and the increasing number of internet users can both have negative impacts on a company's reputation, and content that appears on the internet can be difficult to delete [2]. However, using social media can also make communications more credible than purely company-controlled messages, and engaging with customers and potential employees on social media can enhance consumer brand reputation [1].

While the use of social media can maximize the impact of CSR activities on corporate reputation [1], it can also lead to unintended customer modifications, employee actions, and internal organizational failures that can damage reputation [2]. Strategic failures in using social media applications and ineffective response strategies during social media crises can also cause reputational damage, and managing social media accounts carries the risk of unintentional damage [2]. Unintended customer modifications of products, anti-branding sites, irrational and unpredictable employee behaviour, online petitions, product reviews and tweets, employee voice, strategic failures, failure to align different social media activities, and the increased speed and ease with which an organization can be held responsible for crises [2] can all have a negative impact on consumer brand reputation. Moreover, Web 2.0 applications empower customers and enable them to take actions that can harm an organization's reputation [2].

2. What are the effects of corporate social responsibility on consumer brand reputation?

A study was conducted to investigate the effects of corporate social responsibility (CSR) on consumer brand reputation [3]. During the pandemic, the data was collected, and the conclusions obtained were different from the previous research findings [3]. It showed that the CSR activities had an indirect influence on satisfaction regarding the brand through brand image and brand equity [3]. The model explains satisfaction in relation to the brand, taking into account the image, value, and CSR actions simultaneously [3]. The presence of corporate social responsibility information on a company's website was found to have a positive influence on the generation of consumer brand reputation, whereas the absence of such information did not have any positive influence [4]. CSR is considered a good strategic marketing tool to differentiate a brand from its competitors and can affect consumer brand reputation [3]. It can also influence a consumer's intention to buy the brand and even make them prefer a socially responsible brand when evaluating similar products [3].

Whereas, consumers are more likely to share corporate social responsibility messages when it enhances their self-image and when they feel a social bond with the brand [4]. Overall, an increase in corporate social responsibility associations can have a positive impact on consumer brand reputation, and help improve consumer perception and reputation of a brand [4].

3. How do social media and corporate social responsibility interact to influence consumer brand reputation?

In recent years, social media has emerged as an important and emerging platform for marketing communication, and it has provided consumers an opportunity to learn more about corporate social responsibility (CSR) initiatives [5][4]. Thus, companies need to be aware of the potential risks and opportunities posed by social media when it comes to CSR communication [6][7].

It is important for companies to use social media as a way to show how social responsibility can be integrated into their core business [3]. Companies can use social media to engage with customers and stakeholders, and to promote their CSR activities [1]. This can help to increase the impact of their CSR initiatives on corporate reputation [1]. On the other hand, companies must be aware of the potential risks associated with social media use. For example, social media can be used to spread false information that could damage a company's reputation [2]. Therefore, it is essential for companies to have a proper social media management strategy in order to ensure that their CSR messages reach their target audience and are not misconstrued. Companies should also ensure that their CSR messages are timely and accurate, and that they can respond quickly to any potential negative feedback [7]. By leveraging the power of social media, companies can effectively communicate their CSR activities, which will help to strengthen their brand image and reputation.

The impact of social media on consumer brand reputation and corporate social responsibility has been a topic of great interest for companies in recent years. This research paper has shed light on the various aspects of this impact and has presented findings that can guide companies in their social media strategies. One of the key findings is that social media can have both positive and negative effects on consumer brand reputation. On one hand, companies risk accusations of greenwashing when they use social media to communicate their CSR activities. This is because customers may question the authenticity of these activities and be less likely to believe what companies disclose on social media. On the other hand, engaging with customers and potential employees on social media can enhance consumer brand reputation. By leveraging the power of social media, companies can effectively communicate their CSR activities, which in turn helps to strengthen their brand image and reputation.

The study also highlights the importance of effective management of social media accounts. Strategic failures in using social media applications, ineffective response strategies during social media crises, and the risk of unintentional damage all pose threats to a company's reputation. Therefore, companies need to have a well-developed strategy and a team dedicated to monitoring and controlling social media activities related to their products. Additionally, the study emphasizes the role of social media in spreading false information that could damage a company's reputation. Thus, it is crucial for companies to be proactive in addressing and countering false information on social media platforms.

Overall, this research paper provides valuable insights into the impact of social media on consumer brand reputation and corporate social responsibility, and it serves as a foundation for future research in this area.

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