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REVIEW ARTICLE

ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN ADVERTISING

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ABSTRACT

Corporate social responsibility emerges as a new business strategy to help industry to build socially acceptable images for the public. It is a thoughtful practice to give back to the society. Today, CSR has become an important part of every business. People expect a company not only act socially responsible towards its stockholders but also towards the entire society in which the company operates. However, it describes how business economic criteria, like making merchandise and profits, to accomplish both social and environmental goals. It also contributes towards sustainable economic development in which the firm itself operating and also its employees and their family members.

KEYWORDS

CSR, Social issues, Advertising, Economy, Philanthropic.

1. INTRODUCTION

In recent time CSR has an important tool for competitive marketing strategy and also image advertising. Corporate image advertising helps industries to build corporate identity among the stockholders and public. Corporate social responsibility is a combination of both charitable activities and its advertising campaigns. It not only improves company image but also increase sale, develop public perception, improve public moral, financial performance, brand quality, relation among his stakeholders (Ashforth, et al., 1990; Auger et al., 2003). To be socially responsible a commercial campaign ought to fulfil moral customary. CSR contains loads of ad campaigns. It focuses on major advertising campaign comprises on various social issues, but if the ads unit seen deceptive by the general public, the corporate is unlikely to be thought-about socially accountable. It claims a minimum familiarity with the social issues to the buyers, as it assumed that the buyers have an interest in having information about social issue (Beal et al., 2005; Baker et al., 1988; Birth et al., 2008).

However, buyers don't have any awareness about the social issues. So that CSR programme is necessary to judge the merits of the firms. It also appeals towards the client with complete information. It improves company's workforce activities by motivating its employees to give their best at work and this helps in increasing their productivity. CSR helps in to contribute for the development of the society and also provide solution to a problem that relates to the society (Bloom et al., 1995; Darby et al., 1997; Darby et al., 1973). It improves company's capability in the eyes of the investor to decide whether to invest their money into the company or not. CSR allows an organisation to improve its reputation and trust among the public. It also helps in improving company's profit margin.

2. LITERATURE REVIEW

Corporate social responsibility is a process in which companies put positive impact on society. Thus, CSR in advertising most meet the ethical

standard and also put importance on socially responsible ad campaign (Figure 1). The research paper is based on secondary data collection from online sources, different research papers and Google search engine (Darley et al., 1993; Dawkins et al., 2004). In this research paper we also discuss about how ad campaign being socially responsible and its criteria including pyramid structure (Figure 2).



Figure 1: Corporate Social Responsibility



Figure 2: Pyramid structure of CSR

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Philanthropic – The Greek word literally mean "love to mankind" in CSR it defined a charitable act did by the corporate for the great of society

Ethical - It symbolise that they want to be treated during a fair way and to not be exposed to potentially dangerous products or services. Ethical CSR assures customers that their interests are a part of the company's values.

Legal – It is responsible for obligations of business men to consistently follow and abide those policies to form decision or not.

Economic - Sometimes it may be a self-regulating business model that helps a corporation be socially accountable to itself its stakeholders and public

3. ADVERTISING

Advertising refers for market economic, with its inbuilt competition. It is widely emerging as a profitable field for the immoral operator. It informs benefits of economy and also maintain the balance between hard selling and ethics. Human distortion become a official codes for advertising, but ethics can guide advertisers what is right or what is wrong (Drumwright, 1996; Friestal et al., 1994; Gray et al., 1994). Honesty should be. Not only the simplest policy but also an important in order that naivety and unawareness are not exploited.

Advertising consumer's goods could be harmful in creating an exigency for popular goods at the cost of necessity. The influence of advertising is actually overwhelming as its claws reach every home and heart. Today internet serve as a new medium to sell goods and services medium, thus the web is developing at an incredible speed and is certain to increase the boundaries of advertising. There are too many obstacles to impose of advertising codes so internet emerges as important medium for the unethical operator.

3.1 Criteria for socially responsible advertising

3.1.1 Trustworthiness

Trustworthiness is that the first and foremost criteria to be socially responsible advertising. But this recruitment isn't as simple as it may appear (Jhandi et al., 2009). Factual information is often presented in such way how on declare the viewer, while an image can be manipulated yet still create an accurate image.

3.1.2 Honesty and Integrity

Honesty and integrity are that the second criteria for socially responsible advertising. It has robust disposition for telling the reality or a minimum of avoiding lies and nature in producing advertisements (Handelman et al., 1999, Herr, 1986; Herr, 1989). Although honesty and integrity tend to travel hand-in-hand, the concept of integrity emerges as goodness which includes supplementary and elucidative characteristics.

3.1.3 Messing

Socially responsible advertising shouldn't promote or contribute to anything that lead towards our society damage. If an ad campaign makes use of racial or sexist stereotypes, ads or irresponsible use of alcohol, sexual behaviours or attempts to manipulate emotionally to the vulnerable audience it might be consider socially irresponsible.

4. CONCLUSION

The main purpose of use CSR in advertising is to appeal to satisfy the increasing demand of the consumer by providing information, how industry manage social and environmental facades, but effective CSR communication has largely proved evasive. It is based on the idea that not only profit driven, but they most reinforce social and ethical values for the benefit of the society. It put important what is best for the society in

present and in future.

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