

A Review of Corporate Social Responsibility in the Field of Social Media

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Abstract

The implementation of corporate social responsibility in the field of social media has attracted more and more attention from academia and business circles. Relevant theoretical results and business practices are emerging, but there is still a lack of integrated research on the implementation of corporate social responsibility in the field of social media. This paper deeply analyzes the development process of corporate social responsibility in the field of social media, analyzes the necessity of transformation from traditional corporate social responsibility to social media corporate social responsibility, classifies and summarizes four types of corporate social responsibility, and combs its theoretical basis. At the same time, it systematically shows the impact of personal characteristics on social media corporate social responsibility, and on this basis, it looks forward to four important directions of future research in this field.

Keywords

Social media corporate responsibility; virtual community; co-creation value; social identity.

1. Introduction

Since the concept of corporate social responsibility was put forward by Sheldon in 1924, it has been a hot topic of academic research. Scholars have discussed the definition of CSR [1], the impact of CSR on organizational strategy and corporate governance, and the impact of CSR on consumer purchase [2]. With the importance of CSR for a long time, managers need to attract stakeholders to participate in CSR activities in a variety of ways. Taking Alipay as an example, in August 2016, ant gold clothing launched "ant forest" activities on Alipay platform, encouraging users to get good social responses by collecting energy from the earth. This kind of enterprise strategic use of social media technology to actively attract stakeholders to participate in CSR activities is called virtual CSR co creation. With the popularization of mobile Internet and the prevalence of social media, many enterprises build virtual brand communities, and carry out public charity activities with consumers through social media [3]. Enterprises gradually adapt to the development trend of "Internet + public interest", and interact with consumers through corporate social responsibility (CSR) activities to improve consumer recognition. In the social media environment, consumers will create value together with enterprises through CSR.

From the perspective of the Internet environment, although the combination of CSR and social media is the general trend, the theoretical research of CSR in the field of social media still needs to be expanded, and the related variables such as the antecedents and consequences of corporate social responsibility in the field of social media need to be further explored. In view of this, this paper first clarifies the necessity of the transformation from traditional CSR to social media CSR; secondly, it combs the concept and theoretical basis of CSR in the field of social media, summarizes the antecedent variables and outcome variables of CSR in the field of social

media; finally, it reviews the latest research progress in this field, and looks forward to the future research direction.

2. The Necessity of Transformation From Traditional CSR to Social Media CSR

2.1. Building A Two-Way Communication Channel Between Enterprises And Stakeholders

Traditional CSR is the way that enterprises are responsible for the society, environment and stakeholders in the process of operation. It is a unilateral donation. Scholars mainly focus on online and offline research of traditional CSR. From the perspective of service-oriented logic and product-oriented logic, they study the impact of enterprise consumer fit, CSR activity information framework, corporate reputation, donation type and product nature on consumer CSR response. With the rise of social media, the research paradigm of marketing has gradually changed from service-oriented logic and product-oriented logic to consumer-oriented logic. CSR is undergoing a process from the traditional concept of charity to the concept of creating shared value. Morsing and others first proposed that CSR should be a tool for enterprises to communicate with stakeholders. Daniel further introduced the social media theory to integrate social media. Combining social media with CSR, CSR is defined as virtual CSR co creation, which means that enterprises strategically use social media technology to actively attract stakeholders to participate in CSR activities, and use the 3W model to explain the three dimensions of virtual CSR co creation: CSR co creation activity type (what), virtual platform (how) and stakeholder participation (who) [2].

To implement CSR activities in the social field, on the one hand, enterprises can determine the types of CSR activities according to the number of stakeholders who can participate in CO creation and their preferences; on the other hand, stakeholders can make contributions to the CSR activities of enterprises through the exchange of CSR information, maximize C through the two-way interaction between stakeholders and stakeholders, stakeholders and enterprises. Social effects of SR activities. Therefore, the transformation from traditional CSR to social media CSR is the best channel for enterprises to communicate with stakeholders and the inevitable choice for developing good customer relationship.

2.2. Expand the Way of CSR Activities

The rich functions of social media enable stakeholders to participate in CSR activities in various forms, such as event marketing, CSR co creation, virtual CSR co creation, etc. In the past, most of the researches focused on a specific CSR mode, most of which focused on the traditional CSR activity mode, lacking the systematic induction of various CSR implementation modes. Based on the definition of the degree of stakeholder participation and the way of CSR implementation by morsing and others, this paper summarizes the way of CSR implementation in enterprises according to the two dimensions of stakeholder participation and the channel of CSR activity implementation, and forms four types of CSR activities in enterprises.

2.2.1 Traditional CSR activities. It refers to the behavior that enterprises show responsibility to all social parties for long-term and sustainable development in the process of production and operation. "Do well, do charity and help the poor" is a typical traditional CSR concept. However, various social environmental problems brought about by rapid economic development awaken people's green consciousness. Enterprises no longer focus on the traditional "good fortune" charity and public welfare, but need to connect the role of stakeholders with CSR activities and actively attract stakeholders to participate in CSR activities.

2.2.2 User cooperative CSR activities. It refers to the process that when stakeholders participate in product exchange to meet the needs of individuals or organizations, the enterprise donates

a certain proportion of the product sales revenue to non-profit organizations [4]. This type of CSR activity is the only way for the development of traditional CSR activity, also known as "event marketing" and "good cause marketing". The amount of corporate donation depends on product sales. In this way, enterprises can let stakeholders participate in CSR activities, so that stakeholders are no longer passive recipients of CSR information, but participants.

2.2.3 Self organizing CSR activities. It refers to the behavior that an enterprise discloses the implementation method and process of social responsibility online by using the official website of the enterprise or the third-party charity to meet the needs of social responsibility. This is a way to implement CSR activities in the Internet environment. For example, many enterprises, such as home, Lenovo, Xiaomi and so on, have set up corporate social responsibility sections on their official websites to update CSR activities held by enterprises in the course of operation.

2.2.4 It refers to the CSR implementation mode in which the enterprise provides the virtual platform and CSR activities, and users participate in the virtual platform. Users participating in CSR activities will interact, share and feed back on the virtual platform. Enterprises can improve the content and methods of CSR activities on the basis of user sharing. CSR activities are more designed and implemented jointly by consumers and enterprises, and are built on the basis of voluntary participation of consumers. With the virtual community as the platform, through the interaction between consumers and consumers, consumers and The interaction of enterprises creates social value together [5].

2.3. Promote Customer Enterprise Value Co Creation

In the field of social media, enterprises and stakeholders are co creators of social values. However, traditional CSR is an independent part of the business process without stakeholders, which is limited to "donation" public welfare activities, so it can not achieve the value co creation between enterprises and stakeholders. In contrast, CSR activities implemented through social media in the process of enterprise production and operation can help enterprises achieve value co creation in the communication and interaction with stakeholders. Taking customers as an example, customers can influence and promote enterprises to improve CSR activities according to their needs and wishes through social media, so as to improve customer identification, customer integration [6] and customer experience.

3. The Theoretical Basis of CSR Research in the Field of Social Media

3.1. Self Determination Theory

The current research usually uses self-determination theory to explain why individuals participate in marketing activities. The self-determination theory takes human's basic motivation as the research object, which is mostly used to explain the reason and motivation of users' participation in virtual community. Motivation first appears as a psychological concept, and then is applied to consumer behavior. The theory of self-determination can be divided into three types: disincentives, external motivations and internal motivations. In CSR activities in the field of social media, members who are motivated by no motivations are more likely to be affected by the types of CSR activities and corporate behaviors, but at the same time, the external incentive mechanism may produce crowding out effect, thus reducing the internal motivation of consumers.

According to the theory of self-determination, in the field of social media, due to the different motivations and needs of different members participating in CSR activities, their results, benefits and social impact will also be different. Therefore, in the research of consumer participation in CSR activities in the field of social media, we should pay more attention to the reasons and needs of members' participation in CSR activities, in order to seek the maximization of CO creation efficiency and social welfare. At the same time, we should consider

how to use social media to internalize the external motivation into consumers' consciousness and form the internal motivation.

3.2. Flow Theory

Flow theory can further explain the connotation of consumers' continuous participation in social media CSR activities. Flow of mind refers to that consumers are completely attracted by what they are doing and concentrate on the implementation of something [7]. The following characteristics are needed to generate flow experience: goal, task, feedback, control over activities, and selflessness [8]. In social media CSR activities, there is usually a clear object to donate, that is, the goal; at the same time, it needs to help enterprises to donate through the input of participants, including the time and spirit input, that is, the task; in the process of participating in CSR activities, it will realize the interaction between consumers and consumers, the interaction between consumers and enterprises, that is, feedback.

Social media takes the Internet as the carrier. Online consumers are not only shoppers, but also computer users. They gather the characteristics of traditional shoppers and new consumers. Flow experience can make online users have a positive attitude towards marketing activities, so as to enhance users' preference for marketing activities. This reminds managers that if they want to maximize marketing performance and corporate interests, they must enhance the flow experience of consumers.

4. An Empirical Study of CSR in the Field of Social Media

In order to have a clear understanding of CSR activities in the field of social media, this paper reviews the relevant literature at home and abroad, and summarizes the personal factors affecting CSR activities in the field of social media as follows:

4.1. CSR-CA Beliefs

When facing the CSR behavior of enterprises, consumers often have attitude behavior gap [9]. Some researches have explored the causes of this attitude behavior gap from the perspective of consumers' personal characteristics. Deng Xinming and other scholars believe that CSR CA belief can lead to "different words and deeds" of consumers, that is, consumers show ethical consumption attitude, but not always participate in CSR activities. Specifically, consumers with strong csr-ca belief believe that the relationship between CSR and enterprises' provision of high-quality products and services is opposite, while consumers with weak csr-ca belief believe that the relationship between CSR and enterprises' capabilities is promoted. In enterprise CSR activities, csr-ca beliefs can affect consumer attitudes, consumer purchase intentions and enterprise evaluation [10]. Therefore, in the context of social media, csr-ca beliefs will inevitably affect consumers' willingness to participate in CSR activities. If consumers think that CSR investment is at the expense of corporate capacity, then CSR activities will reduce consumers' willingness to buy, which will have a negative impact on enterprises [11].

4.2. Consumer Experience

Consumer experience and service-oriented logic are two main research perspectives of value co creation. The future competitiveness of enterprises will be determined by individual centered value co creation, and the key role of consumers in value co creation will begin to appear. Co creation experience is the basis for consumers and enterprises to create value together, and highly dependent on individuals. Prahalad stressed the key role of consumer experience in value co creation, and believed that enterprises should create personalized experience through continuous interaction and dialogue with consumers, and create an interactive environment of personalized experience to create value co creation. Co creation user experience in virtual community refers to the experience created by users on the

community platform according to their own needs. The co creation experience enables users to create value co creation while exchanging information and emotion. When Daniel combines CSR theory with social media theory, he points out the importance of consumers in the process of value co creation. Therefore, when consumers interact with enterprises on the virtual platform, factors such as the type of CSR activities, the degree of interaction between consumers and enterprises will affect consumer experience, thus forming different value Co creation results.

5. Future Research Prospects

Although the existing research has conducted empirical research on the implementation effect of CSR activities in the context of social media from the perspective of consumers, and discussed the necessity of CSR implementation in social media, there are still the following issues to be discussed in the future research: first, deepen the conceptual research of CSR in the field of social media. Defining the concept of social media CSR, defining its extension and establishing an operational definition are the basic premise for the further study of social media CSR. At present, there are still some defects in the definition of social media CSR. Fan Shuai and other scholars divide the value of social media CSR into practical value and hedonic value for academic research, but this does not apply to all scenarios. In the future research, whether the CSR value of social media should be defined from single dimension or multi dimension, whether the two dimensions of practicality and hedonism can fully reflect the connotation of CSR of social media, what characteristics CSR of social media has, etc., need to be further explored.

Second, the theoretical basis of CSR in the field of social media is supplemented. Social media CSR is a value co creation activity based on virtual community. Therefore, further theoretical research needs to integrate other relevant theoretical views and enrich the theoretical basis of social media CSR behavior.

Third, improve the structure and measurement of CSR in the field of social media. Due to the short time of social media CSR, there are still some defects in the definition of concept and operation of social media CSR, so there is less research on measuring CSR directly. In the future research, in order to avoid conceptual divergence, the standard dimensions and conceptual definition of social media CSR should be formed, providing the basis for empirical research of social media CSR for researchers.

Fourth, enrich the empirical research of CSR in the field of social media. Existing research has proved that social media CSR can positively affect consumer CSR identity and enhance consumer interaction. However, there is still much to be explored in the empirical study, such as the impact mechanism of social media CSR on consumer corporate identity, the regulatory role of consumer personal characteristics in social media CSR, and the effective combination of social media and CSR.

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