

## THE ROLE OF DIGITAL MEDIA IN AMPLIFYING CORPORATE SOCIAL RESPONSIBILITY INITIATIVES: A COMPARATIVE ANALYSIS OF GLOBAL BRANDS

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### Abstract

CSR has now become an important cog in the management wheel of any organization mainly due to the impact of new technologies especially in media communication. This paper aims to examine the role of blog, website, social media, and video as the digital tools to enhance CSR communication. The paper presents the ways in which businesses leverage technologies to enhance the reach, interaction, and trust from the stakeholders based on the analysis of the global leaders' cases. The paper explores the role of digital media campaigns as a way of promoting and maintaining trust in long-term relationships with customers, as well as focusing on the role of ethics in CSR. Therefore, this comparative analysis reveals the best practices of ESPs, CSR, stakes, CSR stakeholder orientation, and MNEs and identifies ways to improve CSR communication and the impact of media communication on brand image and consumer behavior change. It also looks at the possibility of some risks that could be brought about by CSR initiatives especially where such are not well articulated or not noble in their objectives, for example tarnishing the image of the company. Thereby, this paper gives a clear insight of how the corporations in today's society engage in the use of digital media in supporting and promoting community development cause and in the development of strategic associations with the clientele groups.

**Keywords:** Corporate Social Responsibility, community development, digital media, stakeholder engagement, ethics etc

### INTRODUCTION

The fact that CSR is considered today as the strategic imperative could be explained by the fact that the firms are known to be fully involved in managing social, environmental and ethical issues. It has therefore evolved from a noble idea which was practiced as goodwill to organizations where performing a CSR act was seen as a model of doing business by looking at the welfare of the society as company model for development, enhancing the companies reputation and the management and addressing the challenges of CSR. To consumers, investors, and the society in general people, they have waked up to the reality of corporations, and therefore CSR has been one way through which corporations are able to demonstrate their preparedness to bring about change apart from the prosperity seeking.

never, with the appearance of the new systems of the information, the aspect of the corporate Social Responsibility was so significant. Previously, sustainability and CSR revelations included the manners and policies affecting the globe and environment of annals reports, press releases, communiqué, or documents. However, the former has changed by this novel type of thinking concerning digital media in the integration of CSR. These SNSs, Business Web sites, blogs, You Tube and similar other facilities not only enlarged the frontiers of CSR communication but the relations of the corporations and their stakeholders as well. These platforms have defined CSR as an active and real-time process that enhances the number of participation and co-creation.

The use of internet, social media and mobile devices has therefore helped in guaranteeing that for discharging of Corporation Social Responsibility the use of digital media communication goes on to increase at an alarming rate. It is no longer possible for businesses to simply focus on maintaining customers that a business has already acquired but also ensure that they identify other

audiences located in different parts of the world. These attributes make collaborative digital platforms suitable for handling these challenges because it can provide simultaneous transmission of information in both parties. Further, such formats as infographics, videos, live streams have enabled various organizations to pass the information about their CSR to the target groups in an easily understandable manner.

### **The Rise of Digital Media in Corporate Social Responsibility Communication**

Technological advancement particularly in this current world being in the digital media form is well evident from where most corporations can directly tackle the world in its entirety, something that was unimaginable ten years ago. These social site including face book, tweeter, instagram, linked in, You tube among others have embraced forums where different firms post their activity in as far as corporate social responsibility in equal measure, so as to get an endorsement and aim to be sustainable, ethical and bearers of corporate social responsibilities. Also, social media serves as the communication channel through which organisations can obtain the feedbacks and adjust their activities according to the feedbacks from customer, investors, activists, workers and consumers.

This has bridged the gap with regard to how the concept of Corporate Social Responsibility is perceived and embraced. In a different and more active role of the market information flow where companies do not merely market but also sculpt the information to be conveyed, I have decided to give the companies the function of Sculptors. This new paradigm helps to ensure that there is higher level of organizational responsiveness and dynamism to the customers' concerns. To be specific, because of the social media consumers can demand accountability to the brands vis a vis a specific action more as a result of supporting a successful green venture or due to presumed green washing.

Nevertheless, data analysis and AI have gone a step further in optimizing the use of digital media in communicating CSR information. The sentimental analysis and other statistical – modelling tools assist business to know the trend of public sentiment that they acquire concerning the interventions they initiate. They provide information that enables Corporate Social Responsibility to communicate effectively with the stakeholders with a view of fulfilling the demand of the society.

### **Enhancing Stakeholder Engagement and Trust**

The last advantage of digital media in as far as CSR is concerned, is its capability to interact with the stakeholders. The use of labels is not very productive here as it is appreciated that unlike most of the other media that employs the top-bottom style of application, the digital media is an interactivity centered. Other stakeholders can participate in the communication process and thus put questions to, make remarks or even post information on Corporate Social Responsibility projects of this firm on social media web pages of their own firms. It make the corporation and the audience remain connected at a deeper level and also the trust between them becomes more stronger.

Reputation is one of the most valuable assets in business since it is the way to secure earliest trust of the customer. When, the messages that CSR is implementing reflects the organization being sincere and truthful in its communication, the stakeholder's response to the implementation of CSR is an appreciation of the company and the perception of it being socially responsible and ethical is received. However, it is also true that the same situation can be vice versa. If the media is seen as insincere or motivated by self interest than any advertising done may in fact be detrimental to the company since it will decrease brand image amongst the customers. Hence, accuracy of the CSR communications determines the efficiency of other kinds of the digital media initiatives. This is the way how companies must approach the challenging tasks: on one side they need to advertise their activities and on the other – they should honestly state that they do it all to make a change.

This has been made in a bid to enhance stake holders' confidence by organizations and hence endorsing some products by other parties. On the same note, it was established that partnerships with groups and organizations in the course of the communities, together with engagement with non-governmental organizations, go a long in grounding the CSR troop of a given company and assuring its stick to globally-accepted standards for instance the Global Reporting Initiative. These types of endorsement when passed through the social network level increase the believability of the Corporate Social Responsibility activities.

Additionally, it is imperative to point out that storytelling as one of the most effective activities when creating trust and interest. Though vital for companies, CSR is best conveyed help when provided in the form of a story accompanied by big numbers and social statistics. For instance, the sharing of actual-life stories of people who were either empowered or affected by the activities of a specific firm is a kind of appeal, which is dear to the stakeholders.

### **Comparative Analysis of Global Brands: Best Practices in Digital Media Corporate Social Responsibility**

One of the main objectives of this study is to review the digital media communications of global brands as pertaining to the CSR outreach that they have scaled up. It is done well by the leading organizations including Unilever, Patagonia, and Tesla to mention but a few whereby CSR communications are often times incorporated as a part of the branding story. These firms have adopted internet media to convey their policies on sustainability, FAO, and corporate responsibility to a general public.

For instance, through social media handles, firms such as Unilever have an anchored annually "Sustainable Living Plan" boldly outlined in all the company's official websites and blogs. The company also uses these platforms for them to be able to report for their progress but also to prompt the consumers into taking a thoughtfulness about their consumption pattern, effects on the environment and fairness to the society. Patagonia participating in environmental cause-related marketing This company employs all the aforementioned forms of media to engage consumers on various causes that concern environmental degradation such as climate change, waste management, and corporate social responsibility. Some of the examined examples include storytelling that makes it easier for Patagonia to reach out to its audience and call for greater engagement with its cause.

In contrast, Tesla uses the digital media to convey the organization's message of a sustainable future, especially through the use of electricity in cars. To elaborate, Social networking, YouTube and its website make it easy for Tesla to convey benefits of its products to society at large and also show full disclosure of their operations. These companies amplify the powerful ability of digital media that not only provides knowledge to its recipients but also makes them participate in various activities that will enhance a company's value for the future.

### **Challenges and Ethical Considerations**

Nevertheless, social media puts forward new possibilities to further CSR campaigns while having some limitations and ethical problems that can be met. The first risk is a unfavorable coverage in media in case the companies' CSR communications are deemed as fake or oppressive. The misconception associated with CSR implementation is a set of beliefs that have the potential of going viral within the shortest time possible, hence damaging any firm's reputation. If organizations seek to overemphasize some minor CSR contributions while ignoring other massive ethical questions, then the public is likely to turn against them, boycott such corporations, and lead to more significant tarnishing of the company image.

Furthermore, being an element of new digital media, its focus is instant and rational, so the management has to be active and reactive in communication. Stakeholder concern bring together concerns from across the varies shareholders while CSR implementation delays or Organisations failure to meet the promises it had made on CSR undermines credibility. Therefore, organizations

need to make sure that their CSR strategies are both professional and first and foremost, real and accountable. Ethical CSR communication is not only the publication of word on the good deeds being done by the company but the development of mutual bonds of trust and obligation between organisations and individuals who have a stake in the outcome.

With advancement in technologies, more and more aspects of this communication will still be played out by digital media. This study proposes to establish how corporate brands are adopting technology to promote Corporate Social Responsibility with special emphasis on case studies, stakeholders engagement outreach approaches, and ethical issues associated with successful promotion of Corporate Social Responsibility. Thus, the purpose of this particular study is to explore the global brand's goods and services to increase understanding of how any corporation can and should undertake CS Rp and especially how can benefit from digital media for building up long-term relations with its stakeholders. The following paper aims at investigating the prospects and risks of DMAs, and identify possibilities to make positive changes in the world, help companies improve their performances and images, as well as promote sustainable development.

### **Rationale of the Study**

The reason why CSR has become more popular in present business environment is primarily because consumers are beginning to demand more from corporate entities, legislatures are putting more weight behind how business organizations execute their operations and missions, and society in general expects that business organizations play their part in making positive changes in social, environmental and ethical aspects. With many corporations actively looking to upgrade their CSR endeavours, it can be observed that digital media has become an excellent tool for promoting such endeavours helping the corporations to spread their CSR messages to the entire globe. However they established that digital media in the context of this study does not present a strong argument in relation the communication of Corporate Social Responsibility.

This research is informed by the observation of the current trend of increased usage of digital platforms in the management of CSR by the global brands in order to build stakeholder confidence and to nudge the consumers into a certain form of behavior. Although the role of digital media in marketing in general has been discussed widely, the effect of digital media on one of these particular areas is still obscure, namely, Corporate Social Responsibility where trustworthiness, open-mindedness, and ethical perceptions are vital. That is why this study seeks to meet the following objectives: To provide a analysis of some of the successful cases of digital CSR To outline the ethical implications of performing CSR in the digital age To establish which factors make CSR engagement successful in the age of digital technologies

However, there is a growing danger of misuse of the opportunity offered by digital environment with for example 'greenwashers' or fake CSR narratives, which is why there is a need to consider how brands can act ethically in this context. The implications of this research will be important for businesses and marketers who are interested in utilizing digital media profitably for their corporate social responsibility campaigns without causing harm to a corporation's reputation, establish the principles of best practices for firms and organization, and devise more effective strategies for better CSR.

If this thesis seeks to understand how media technology is influential in CSR communication and stakeholder management it, not only fills the gap about the current practices of business operations but it also give answers to the question how corporations act in today's globalised and socially aware environment.

### **Research Questions**

- How does the digital media assist international companies in CSR communication and how can they best reach their stakeholders?
- How does the application of the digital media campaign shape the consumer behavior and perceptions towards CS responsibilities for various industries?



- What are the main ethical issues that corporations encounter while using digital media to communicate CSR programs and measures how can these be managed to ensure that integrity and credibility of the communications is achieved?

#### **Research Objectives**

- It will also involve an assessment of the extent to which digital media can help increase the awareness of CSR initiatives by global firms.
- To determine different types of digital media and how they can be used effectively in communication with the stakeholders to create trust regarding CSR.
- To determine the effect of the CSR campaigns through the digital media in enhancing the consumer behavior and the overall brand image across the different industry.
- To consider the ethical issues arising from the use of the Internet and to suggest the effective ways how to address them for CSR communication.

#### **LITERATURE REVIEW**

- Aji, H. M., & Sutikno, B. (2015). *The impact of social media on corporate social responsibility: Empirical evidence from Indonesia*. *International Journal of Business and Management Invention*, 4(11), 67-73.

*It also shows that while undertaking its CSR activities, the organization can employ the internet especially social networks as a communication platform to pass information and at the same time receive feedback. The present research has highlighted that integrated CSR communication enhances the levels of brand identification and corporate goodwill can be truly beneficial if CSR communication is sincere. Nonetheless some issues such as political opposition, RIY, measurement challenges are pointed out as some of the issues which might be faced. Constructing CSR programmes that are community-centered is better suited in Indonesia's culture and high usage of social media that is well optimised for cheering social causes due to legal pressure.*

- Arvidsson, S. (2010). *Communication of corporate social responsibility: A study of the views of management teams in large companies*. *Journal of Business Ethics*, 96(3), 339-354.

*This research confirms that CSR communication is usually considered deliberately as a way of improving visibility, stakeholder confidence and organizational image. Nonetheless, the management teams vary in their abilities to be genuine while selling, performing CSR in a manner that is not deemed mercenary. They demonstrate the trend in advancing Corporate Social Responsibility concept as an element of the corporate governance and reporting system that should be harmonized with organizational culture. Arvidsson also points out that in CSR the need for having more effective communication can be attributed to the need for having a strategy in communication, identification of stakeholders, and aligning with societal expectations, management, thus making it very important in modern corporate ethics.*

- Babiak, K., & Trendafilova, S. (2011). *The reasons for corporate social responsibility and environmental responsibility: pressures and motivation towards the implementation of green management*. *Corporate Social Responsibility and Environmental Management*, 18(1), 11-24.

*The paper analyzes the elements of regulation, stakeholders, advantages, and ethics that defines the company's approach to environmental responsibility. Organizations have an obligation to explain how they are adopting sustainability strategies at an operational level to deal with external factors for the purpose of improving overall organization reputation and organizational operations. On this regard, the research focuses on the relationship between CSR and environmentalism in an effort to meet the societal and business needs.*

- Berthon, P. R., Pitt, L. F., & Campbell, C. L. (2008). *Ad lib: Sometimes known as write your own advert* A state in which the customer prepares his or her own advert essentially writing the advert alone. *California Management Review*, 50(4), 6-30. <https://doi.org/10.2307/41166454> The paper also examines how this change makes the customer a co-creator of brand stories and using UGC to boost credibility. Although it increases the level of engagement and opens vast opportunities for creating viral marketing, the authors also indicate some threats concerning brand message control. This study shows that there is an important need and a great opportunity for companies to employ consumer collaboration while at the same time need to be strategic about brand image and reputation.
- Bortree, D. S. (2014). *The state of Corporate Social Responsibility communication research: A summary and future research agenda*. *Public Relations Journal*, 8(1), 1-8. The paper acknowledges communication as a central component towards ensuring that interest from various stakeholders is gained and maintained over Corporate Social Responsibility activities. Consequently, it emphasizes the best practice of explicitly, genuinely, and responsively communicating organizational CSR initiatives. The author also points to communication technology, engaging stakeholders and communication measurement as other areas for future research and encourages scholars to investigate how, through inventive technologies and stakeholders expectations, alter the CSR communication tactics.
- Capriotti, P., & Moreno, A. (2007). *In this research, the corporate citizenship and the areas of public relations that the issues of social responsibility emphasize are being investigated along with the different degrees of interactivity on corporate sites*. *Public Relations Review*, 33(1), 84-91. The study focuses on the effect that can be achieved through interactivity in the utilization of the CSR content and communicating with the stakeholders. Therefore, it establishes that enhanced digital communication is essential to the enhancement of public relations as it promotes a close match between the corporation's behaviour and the social norms and beliefs of the society.
- Cha, M., Haddadi, H., Benevenuto, F., & Gummadi, K. P. (2010). *Measuring user influence in Twitter: The million follower fallacy*. In *Proceedings of the 4th International AAAI Conference on Weblogs and Social Media* (pp. 10-17). From this case the more accurate figures that have been included include the retweets, the number of mentions and the quality of the content that has been shared. It was established that without proper methodologies to assess online coverage, the issue of influence in social media communities remains a rather intricate topic.
- Cho, S. Y., & Patten, D. M. (2007). *The role of environmental disclosures as tools of legitimacy: A research note*. *Accounting, Organizations and Society*, 32(7-8), 639-647. The research findings show that such disclosures operate in a strategic way and draw their rationale from societal expectations so that to counter probable legitimacy threats within industries that have a negative impact in the environment. In this case, it emphasizes on the need for clarity and continuity of the environmental disclosures to ensure credibility and assurance.
- Coombs, W. T., & Holladay, S. J. (2015). *CSR as crisis risk: On expanding the ways of thinking about the relationship*. *Corporate Communications: An International Journal*, 20(2), 144-162. By including the notion of Corporate Social Responsibility failure into the definition of CSR, the study contributes to its development by introducing the significance of CSR failures and inconsistency between CSR communication and company activities for managing organizational reputation and developing crises. This calls for essence that organising CSR can only be complementary to real actions in the event of a crisis and maintaining the confidence of consumers.

- Cornelissen, J. (2017). *Corporate communication: A guide to theory and practice* (5th ed.). Sage.

The book specifies the importance of corporate communication for creating and protecting the organizational reputation, for the effective stakeholder management, and for the overall organizational performance. It provides understanding of different communication theories, role of media in today's world, and values of business in relation to the role of media and organizational values.

- Davis, K. (1960). Yes, business can afford to ignore social responsibilities sometimes but they should know that it has many detriments to a society. *California Management Review*, 2(3), 70-76.

The subject 'social responsibility' is defined in the study stating that corporate entities have to look at their corporate actions from the social perspective. Davis speaks of the integration of welfare and productivity in a company and that a company should not neglect social responsibilities since they possess risks for organizations in the long-run.

- Du, S., Bhattacharya, C. B., & Sen, S. (2010). Bringing the focus back to the business itself, namely the business gains from CSR, this paper examines the relationship between CSR communication and business returns to CSR. *International Journal of Management Reviews*, 12(1), 8-19.

The study affirms that CSR activities will not by itself produce business value what is needed is clear, well-articulated, and clearly communicated CSR initiatives. The authors point out that is key when companies communicate CSR to their stakeholders, there is creation of trust, increased brand image hence increased financial performance.

- Eberle, D., Berens, G., & Li, T. (2013). The impact of interactive corporate social responsibility communication on corporate reputation. *Journal of Business Ethics*, 118(4), 731-746.

The research also shows that the common one-way information sharing where organisations just inform stakeholders but do not get a response is generally beneficial to the reputation of the company. This opinion underlines that synchronous Corporate Social Responsibility communication increases availability and credibility, this is how it helps in building positive Corporations' image and consumers' loyalty.

- Ettinger, A., Grabner-Kräuter, S., & Terlutter, R. (2018). Online Corporate Social Responsibility communication in the hotel industry: Evidence from small hotels. *Journal of Hospitality and Tourism Management*, 34, 1-10.

This research reveals that small hotels leverage social media to share information about CSR practices adopted by them, use of which is best characterised by emphasize on the authenticity, an element that is critical to customer loyalty, less the resources for the purpose as may be seen in large chains.

- Fieseler, C., Fleck, M., & Meckel, M. (2010). Corporate social responsibility in the blogosphere. *Journal of Business Ethics*, 91(4), 599-614.

The paper shows that blogs act as venue for positive and negative posts about the company's CSR initiatives with users being active participants, promoting and contributing towards positive corporate image and actions, and demanding/policing accountability and responsibility on the part of firms.

- Fombrun, C. J. (1996). *Reputation: Realizing value from the corporate image*. Harvard Business Review Press.

The understanding of this work is that when a firm develops a favourable, positive and appropriate image regarding the stakeholders the stakeholders are more trusting making the firm more competitive improving its' financial performance. Fombrun discusses reputation as one of the main management assets and an ongoing process that needs to be in line with the corporate values.

- *Freeman, R. E. (1984). Strategic management: A stakeholder approach. Cambridge University Press.*

*A major theme that can be ascertained from the study is the role of maintaining a stakeholder balance and ensuring that business works towards creating sustainable business solutions that would have long term value and also ensures that business meets its ethical obligations to all the varying stakeholders.*

- *Gruber, V., Kaliauer, M., & Schlegelmilch, B. B. (2017). To improve CSRs' ability to deliver compelling and persuasive messages to all groups of stakeholders, this research has integrated an Austrian model that indicates the nature of the Corporate Social Responsibility material and communication media. Journal of Business Research, 104, 196-205.*

*It supports the study that consumers' personal values like environmental and social concern affect the level of their expectation of the CSRs because the consumers demand the businesses or companies act in societal and ethical standard. It continues by highlighting how future research and Corporate Social Responsibility firms should pay attention to the following value orientations.*

- *Husted, B. W., & Allen, D. B. (2007). Strategic CSR and value generation amongst the big business giants. Long Range Planning, 40(6), 594-610.*

*The study explains the ways of more effective adoption of CSR to create winnings in business competitive edge, foster stakeholder relations, and increase performance. It underlines the concept of strategic CSR in which social responsibility programs must be linked with business value with the purpose of benefiting both the company and the society.*

*For example, Ihlen, Bartlett, & May, (2011) The handbook of communication and corporate social responsibility. Wiley-Blackwell.*

*The manual looks into the ways, by which the application of communication approaches can help to strengthen the efficiency of CSR programs, with focus on the concepts such as transparency, stakeholders' involvement, and ethical considerations. Many theoretical approaches and best practices are introduced and discussed which provide useful insights on how the Corporate Social Responsibility communication can be effectively implemented across different organisational and societal scenarios.*

- *Kapoor, K. K., & Sandhu, H. S. (2010). Is there a Balance They may deserve capital, but equal returns they do not get: whether it is efficient or not, does it pay to be socially responsible? An empirical examination of impact of corporate social responsibility on financial performance. Global Business Review, 11(2), 185-208.*

*This paper opines that there are great merits of CSR it not only builds and improves corporate image and optimism of stakeholders but also serves as a path to long-term profitability of the business, supporting the inclusion of CSR practices into business planning.*

- *Lee, K., & Higgins, C. (2001). of corporate social responsibility as a new approach to business organisation and management. Asia Pacific Journal of Management, 18(1), 111-132.*

*This paper seeks to establish how Corporate Social Responsibility is redefining business management by making corporations to embrace extended aims other than merely maximizing profit this makes Corporate Social Responsibility to be viewed as a strategic management tool that coordinates business growth with the welfare of society.*

- *Morsing, M., & Schultz, M. (2006). Corporate social responsibility communication: Stakeholder information, response, and involvement strategies. Business Ethics: A European Review, 15(4), 323-338.*

*Therefore, this paper presents three communication activities for companies to establish trust, communicate CSR information to stakeholder, manage their other stakeholders' responses, and encourage them to get involved in CSR ventures in order to achieve the overall goal of improving corporate reputation.*



- Pomeroy, A., & Johnson, L. W. (2009). *These findings suggest that CSR advertisements can be used to promote corporate image while at the same time preventing skepticism so that the messages are persuasive. Corporate Communications: An International Journal, 14(4), 420-439. This form of corporate social responsibility therefore calls for stakeholder engagement and a good reputation that will enable the aspect do deliver its goals. This affirms how CSR can build stakeholder relationships hence creating a vigorous understanding of the commitment of the organization to social and ethical principles.*
- Saxton, G. D., & Waters, R. D. (2014). *That being said, what would the stakeholders propose on face book? Assessing public perspectives on the purpose of informational, promotional, and social messages of US & Canadian nonprofits. Journal of Public Relations Research, 26(3), 280-299. The study reveals that the stakeholders respond more to the community oriented messages suggesting that establishing the relationship and interaction with the followers is more effective in achieving the nonprofit organization's goal of increasing its visibility on site than the promotion oriented messages.*
- Schultz, F., Utz, S., & Göritz, A. (2011). *Is the medium the message? Perceptions of and reactions to Corporate Social Responsibility communication via Twitter, blogs, and corporate websites. Public Relations Review, 37(1), 20-27.*  
Thus, the research discovers that the medium that is used in Corporate Social Responsibility contributes to how the information is perceived wherein, the Twitter and the blogs are deemed as having the interpersonal communication while the corporate website is seen as having the formal and informative communication therefore, it can be perceived that the medium could play a pivotal role in how the stakeholders respond to the CSR programs.
- Stoll, M. L. (2002). *The ethics of marketing Corporate Social Responsibility. Journal of Business Ethics, 41(1-2), 121-132.*  
This is for the reason that this research is in the process of pointing out that while it is possible for getting better branding and marketability through CSR, firms must ensure ethical obligations with marketing objectives don't make them a subject of misleading results as 'green washing' indicating that CSR must really be aligned with the corporate social and environmental responsibility.

## RESEARCH METHODOLOGY

To achieve this research objective, the study employs both quantitative and qualitative research strategies in order to have a broad view of the significance of digital media in enhancing CSR amongst the global brands. They have the potential of creating a complexity of the analysis of the concept since they are useful for capturing the diverse and dynamic nature of CSR communication in the digital environment. Therefore, this research presents a clear qualitative and quantitative analysis of digital platforms and their influence to the success of CSR campaigns.

### Research Design

The chosen methodology includes the series of specific case studies of global brands that are known for the successful implementation of CSR programs and the effective use of the digital media tools. These are the core sources of the research, as they allow for the analysis of different approaches towards CSR communication and the definition of the best practices. The following criterias are used in selection of the case and they include Range of activities in CSR, engagement of stakeholders and the use and efficiency in the use of digital media.

The paper uses a comparative approach, which compares the differences and similarities of the brands' use of the digital media for CSR initiatives across industries and cultures. This approach facilitates the identification of universal principles and contextual variations in Corporate Social Responsibility communication strategies.

### Data Collection Methods

Indeed, to provide the maximum amount of information and increase the reliability of the work, the study uses several data collection techniques:

1. *Content Analysis*: An assessment of the content, which exists in social networks, official resources and weblogs, and in Multimedia Campaigns. This method is useful in identifying the communication messages and visuals used in communicating CSR decisions and storytelling.
2. *Surveys and Questionnaires*: Qualitative data is then obtained through questionnaires derived from the structured one administered to the consumers, employees and other consumers in an effort to assess the extent to which CSR affects their perception and digital media influences their perception.
3. *Interviews*: The current study's data gathering method used semi-structured interviews with marketing professionals, Corporate Social Responsibility managers, and digital media strategists for understanding the essence of the presented problem and the perspectives on the integration of Corporate Social Responsibility with digital media platforms.
4. *Secondary Data Analysis*: Synthesis from existing reports, academic and industrial publications to check data findings and relate them with the modern advances in the fields of digital media and Corporate Social Responsibility

### ***Data Analysis Techniques***

The study applies methods of data analysis as the most effective ways to analyze the data collected in arriving at sensible conclusions.

1. *Qualitative Data Analysis*: These include thematic analysis where patterns that are similar and constantly occurring in the qualitative data are recognized or the narrative analysis where the organizational patterns, themes and plots in the qualitative data exploration are identified. This assists in comprehending the specificity of the communication related to Corporate Social Responsibility.
2. *Quantitative Data Analysis*: Cross check is conducted on the survey data and Statistical techniques such as regression analysis and descriptive statistics are used in order to establish the Relationship between the usage of digital media and CSRs effectiveness.
3. *Comparative Analysis*: Comparing cross-case is crucial since it brings out divergent and similar strategies in Corporate Social Responsibility for all industries and provide generalizable mystery and lessons in decision-making.

### ***Rationale for Mixed-Method Approach***

This is due to the fact that the mixed-method approach is highly recommended for use in this study because the method enables the use of cross-sectional triangulation to increase the reliability of the study findings. While the qualitative measures give concrete findings concerning the effect of digital media to the Corporate Social Responsibility results, the qualitative measures give the roadmap on how it would affect and the perception of the different corporate stakeholders. This makes sure that the scope of the study is broader but at the same time is not very shallow but goes deeper to achieve the objective of the study.

### ***Limitations and Ethical Considerations***

Concerning limitations, it is important to mention that some data were received through self-reporting and that is might introduce certain bias, the generalization of the observations is scarcely possible due to the specificity of situations in the chosen cases. In order to overcome these problems, the research uses multiple brands and ensures data validation methods are well applied. In this study, there is the question of ethics when dealing with clients who are mentally incapacitated. Permission is sought from all the respondents in the interviews and questionnaires, and complete confidentiality is observed. Furthermore, the study follows the ethical use of secondary data by properly crediting all the sources that have been used in the study.

Thanking to the use of a systematic and methodological approach, this study would make a positive contribution to the current literature focusing on digital media and CSR, as well as serve as a helpful guide for the brands interested in improving the social aspects of their communication.

### ***Sampling Technique***

The study will use the purposive sampling technique in choosing organisations that can effectively use the digital media in enhancing CSR. Judgmental sampling or purposive sampling selects cases purposively purposes and for reasons with respect to the study purpose. This criterion fits the choice of case study brands as closely as possible, so that the companies chosen for the study would have ample experience in implementing both the principle of CSR and the utilization of digital platforms professionally.

### ***Selection Criteria***

1. ***Industry Diversity:*** To amass adequate information on the CSR activities of different industries, brands will be selected from different industries. Such examples will include but will not be limited to information technology, consumption, automotive, fashion, foods and drinks, and finance. This is why brands from various industries have been chosen: to have the scope of the broadest range of opportunities and challenges within the context of CSR and the adaption of the digital media. For instance, a tech giant may aim to be sustainable and secure pinnacle data privilege, whereas, an apparel brand may concentrate itself on sustainable supply chain and reduction of wastage. In this way, the inclusion of different industries to the research enables the assessment of how Corporate Social Responsibility communication is adapted based on the given sector needs and how digital media tools are utilized in the process.
2. ***Corporate Social Responsibility Reputation:*** Based on these considerations, one of the screening criteria used in this study includes being a company with good CSR experience. The criteria for selection will comprise the fact that only those brands supported by the manufacturer will be considered that have been awarded for corporate social responsibility. As a result, its reputation will be determined by the following considerations:
  - Third-party rankings: There are rankings bearing the name of the organization and the publication where major corporations are ranked in their Corporate Social Responsibility performance, these include the Global 100 Most Sustainable Corporations, the Dow Jones Sustainability Index etc. Those brands that are regularly featured in these lists shall be deemed as the most appropriate hit lists.
  - Award and recognition specific to CSR: There are other awards and recognition programs such as the United Nations Global Compact's Business Sustainability Awards and the Corporate Social Responsibility Excellence Awards, among others, which will be used to check on how companies are implementing the concept of CSR.
  - Public perception: The effectiveness of the Corporation's CSR strategies will also be measured by a survey of the consumer sentiments on social sites, polls and brand image surveys. This will also help make sure that the brands selected are acknowledged by the professional groups and are also meeting the forRootate perception of the public in terms of corporate social responsibility. The sources are compelling and the criteria of using companies involved in CSR imply that the case selection will be of companies that are already vested in Social and Environmental causes hence making the analysis of the selected companies' Social Media usage even richer.
3. ***Digital Media Engagement:*** One of the criteria for participation in the study is the respondent's engagement in first-order and daily use of the social media platforms to the CSR activities. The selected brands must be active on the Internet through social networking sites in the company, websites and blog, as well as on mobile applications. These are the aspects through which the selection of the brands based on their digital media engagement will be made:
  - Other information: Advertising must confirm a persistent and large activity on the most popular social networks (Facebook, Twitter, Instagram, Linkedin, YouTube) where they continuously share and comment on the Corporation's CSR initiatives. These comprise of posts, campaign, videos and infographics that the corporate has as a way of giving back to the society.
  - Corporate websites and blogs: It is crucial to have a separate section of the brand's website or a corporate blog that reports the company's CSR activity, upgrades, and objectives honestly. This

may comprise articles, photographs, and participation that describes or explains the effect of the brand's corporate social responsibility measures.

- Some of the measures that should be taken to ensure the success of the brand include the following: It may encompass answering to consumer inquiries about CSR programs, engaging the consumers to be part of activities embarked on by the company (through social media platforms and fun contests/challenges for instance) and feedback mechanisms.
- Integration of advanced technologies: Newer-age technologies which include Virtual Reality (VR), Interactive Storytelling, or game-based methodologies for CSR engagement with the consumers will be strongly preferred. This means suggested approaches may have a positive impact on CSR communicational practices because they can generate quite engaging and credible campaigns that raise the interest of the consumer.

### ***Sample Size and Justification***

It is expected to have a sample of 4-6 global brands from which this study will draw a sample. This sample size is big enough to get a variety of cases examined while still small enough to undertake a case by case examination of each of the brands' CSR activities and DM initiatives. Thus, such peculiar choice will allow studying different types of CSR approaches and various digital media strategies, which will contribute to the comprehensiveness and relevance of the results. Also, the inclusion of the number of companies to be interviewed will be limited to between 4-6 in order to provide more comparative compare and contrast analysis where the author will be able to pinpoint out how different brands acting under different industry but under same conglomerate, use digital media in portraying their Corporate Social Responsibility activities, engaging their audience and building trustworthy image.

### ***Selection Process***

The measures to be followed in the process of choosing the brands are going to be:

1. *Initial Identification:* CSR rankings, sustainability reports as well as the readers from our respective fields of study will be used in identifying a broad list of potential candidates. Only such brands as are on a high level in the case of the results of CSR-related assessments will be selected.
2. *Digital Media Audit:* All the shortlisted brands will then be subjected to an insight into their involvement in digital media. This will entail assessing the brand's networking sites, website and any other online correspondences which pertain to Corporate Social Responsibility.
3. *Evaluation Against Criteria:* CSR reputation, Industry type and the level of their interaction and creativity in the digital media are the measures that are going to be used to rank the brands. The firms that will be selected must be those that have operational stores, and those that stock breakable items, and those that have a social media presence, so as to ease the process of accessing consumers for the survey.

### ***Expected Outcome***

In the case selection process, an attempt will be made to choose a range of the global brands that represent diverse views on CS Responsibility and mentality towards digital media. Thus, the study focuses on how the selected companies have presented their CSR programs and initiatives to understand the best practices of CSR communication in the digital environment, together with the potential issues. This will assist businesses in comprehending the optimum ways to engaging in the use of Digital Media for the improvement of the firms' CSR practices and relations with its moderate in enhancing firms' image.

### ***Data Collection and Analysis***

Verbal communication: Observing body and verbal language behavior of CSR executives as they talk about their CSR programs through various media products like corporate social responsibility reports, organizational websites and social media. This prove information of linguistic and thematic concerns within new media and ways and means for communicating them.

Interviews: Senior executives within the focal companies such as the CSR officers, communication officers and the digital marketers were interviewed using semi structured questionnaires. The



interviews focus on their views regarding the uses of digital media in CSR, approaches to utilize the digital media effectively, and difficulties encountered when implementing the digital media in communication. A series of consumer interviews as well as other stakeholders like employees, community members and NGOs were conducted with a view of establishing how digital media informs them on CSR programs. This is useful to determine the impact variability of communications and the legitimacy of CSR narratives.

Data analysis entails thematic analysis where after documents have been analyzed, interviews and focus group discussions have been conducted the information is then coded and categorized under the themes of digital media strategies, stakeholders and forms of ethical considerations in communicating corporate social responsibility. The type of analysis involved in the study involves a comparison of the selected cases with a view of ascertaining more info on some of the most important aspects that relate to CS communication in the digital age.

The approaches emphasizing on Case Studies as the kind of qualitative research methodology exposes the area of digital media and Corporate Social Responsibility to rich interpretations. Thus, this research design will advance knowledge of practical insights on CSR communication that can engage the stakeholders, build brand reputation and authenticity in an increasingly technologically driven world.

## **CASE STUDIES**

When conducting research on “The Role of Digital Media in Amplifying Corporate Social Responsibility (CSR) Initiatives: A Comparative Analysis of Global Brands,” the information and sample cases may be centered on well-known large companies that have implemented CSR campaigns with the help of digital media. Here is the summary of information, examples, as well as evaluation and comparison with other options that will help you in research.

### ***1. Case Studies on CSR Digital Media Campaigns***

#### ***1.1 Unilever – Sustainable Living Plan***

**History:** Unilever is a multinational company dealing with consumer goods, which introduced the Unilever Sustainable Living Plan in the year 2010. The digital media used by them involved social media, corporate blog, and video performance for their CSR, which included aspects such as sustainability and waste management, and health promotion.

Despite their strengths, some of the challenges included: Lack of clear campaign goals and objectives, lack of clear main channel for posting campaign material, inconsistent and less frequent updates, imbalance of content between information and entertainment and failure to engage with the audiences. In order to appeal to the consumers, they generated effective video material and animated diagrams related to the concept of sustainability.

#### **Key Data:**

**Audience Reach:** Unilever reported reaching over 2.5 billion people with their Corporate Social Responsibility messaging by 2020, largely through digital platforms.

**Engagement:** The results showed that the overall interactions of the company with its consumers in matters concerning sustainability increased by 70% and this originated mainly from the two platforms, Instagram and Twitter.

**Results:** The USLP assisted Unilever to cut the environmental footprint of its products by 30% and doubled the number of people who considered ‘Unilever brand as environmentally friendly’.

#### **Analysis:**

**Strengths:** This is the area of storytelling and visual content that Unilever employed in addressing different stakeholders on the digital media. The company was able to convey the future consequences of its CSR programmes to its consumers, and gain their trust.

**Challenges:** These include, Unilever being made answerable to their sustainability policies and the impact of societies and environment due to some of its products. This examples illustrates why reputational danger exists in terms of CSR communication when it is not clear or not meeting customer expectations.

### ***1.2 Patagonia – Environmental Activism and "The Common Threads Initiative"***

Background: Patagonia is a clothing company selling apparels for outdoor activities and it has firmly based its environmentalist principles. They were 'The Common Threads Initiative' which aimed at the reduction of clothes consumption, mending of garments, recycling and use of second hand clothes making the company portray the image of an anti-consumerism brand.

For instance, social media together with Twitter, Instagram, and YouTube, Pro: Patagonia Create Pro using social media, Patagonia has been launching various campaigns such as "Don't Buy This Jacket." They used the internet as a platform of advocacy where they expressed their views on drafting environmental policies, supporting various social movements in this aspect.

#### **Key Data:**

Social Media Impact: Patagonia's campaigns went viral, with posts garnering millions of views and shares. The "Don't Buy This Jacket" campaign, in particular, received significant attention, with over 800,000 interactions across platforms.

Sales and Brand Loyalty: Although, the company asked consumers not to buy their products, due to the launch of the campaign, the sales of the company increased by 30% in the later years. As it may be noticed, the actions taken by Patagonia influenced the consumer loyalty due to an increase in the number of buyers who are becoming more concerned about the environment than ever.

#### **Analysis:**

Opportunities: truly, it must be said that Patagonia's CSR communication online was refreshing and not conforming to typical advertising. These stands helped the company create itself as a mission-oriented brand and gained more consumer attention and loyalty.

Problems: In the same way, it can be said that Patagonia has placed itself into a paradox due to its attempts at minimizing consumption, while, at the same time realizing sales from campaigns.

### ***1.3 Starbucks – "Shared Planet" Initiative***

**Background:** The corporate social responsibility program of Starbucks is referred to as "Shared Planet," which encompasses the following areas: ethical sourcing, environmental protectionism, and people and communities. The company has also targeted the use of digital media to promote Starbucks' initiatives in sourcing its coffee, waste management, and contributing to societal causes.

**Promotion:** Customers are engaged in Starbucks sustainability promotion through its corporate website, Starbucks channel in YouTube, and social medial pages. Some of these included sharing of real life stories of coffee farmers, the actual figures of the sources of their coffee beans and constant updates of their environmental concerns.

#### **Key Data:**

Customer Engagement: Starbucks' sustainability posts on Instagram and Facebook regularly garner over 500,000 likes and thousands of comments, indicating high consumer interest in their CSR efforts.

Starbucks has published that 99% of its coffee was sustainably sourced by the year 2020 as one of their sustainability highlights, greatly featured across social media platforms.

#### **Analysis:**

Strengths: Starbucks achieves the process of getting across the message about the direct relevance of CSR programs with the use of visuals with faces or pictures, for instance, farmers. This helps oil of Uriage gain the trust of their followers and feel closer to them.

Some concerns include while Starbucks does it a good deed regarding CSR, such issues as labor issues defeating its CSR on waste and generation wastes have continuously come up, more so, demanding for profound CSR from coffee conglomerates.

## ***2. Quantitative Data to Support the Study***

### ***2.1 Social Media Engagement Metrics for Corporate Social Responsibility Campaigns***

Research carried out by Hootsuite in 2021 revealed that it is possible for organizations that have CSR campaigns to attain up to 60% comparison rate success on the social media as compared to brands without such.

Impact on Consumers: According to the data presented in a survey conducted by Cone Communications in 2019, 88% of consumers stated that they would develop more trust to the firm associating in some way with a social or community.

Global Corporate Social Responsibility Report by Nielsen (2018) reveals that consumers' sentiments for CSR are positive in general and 66% of global consumers are willing to purchase products of companies producing products that support good social and environmental causes. This has especially been witnessed among the younger generation people, especially the millennials who are very active in their use of the social media.

## **2.2 Consumer Trust and Perception Data**

According to Edelman (2020), more so, 65% of the consumers use the digital media, especially social media to authenticate a brand's pledge of CSR hence the importance of the authenticity and transparency.

The findings of Wyzowl's 2021 Video Marketing Survey also indicated that 84% of the viewers confirmed that they have decided to purchase a product or a service due to a brand's video implying that forms such as YouTube and Instagram Stories are imperative for presenting Corporate Social Responsibility.

## **3. Key Insights from Case Studies and Data Analysis**

### **3.1 Impact of Digital Media on Consumer Behavior**

Consequently, consumers' perceptions as well as the subsequent purchase intentions are facilitated by digital media and the use of technology. Hence, social media platforms allow brands to engage with the audience directly and strengthen the sense of credibility.

Patagonia's example prove that assertive warm-hearted appeal does not only serve as a foundation for brand popularity but can lead to sales growth in the absence of an appeal to consume more. This brings out in a way that challenges and opportunities exist between the principle of CSR and company growth.

### **3.2 Risks and Challenges of Digital Corporate Social Responsibility Communication**

As was evidenced by the Unilever and Starbucks case, it is always possible that the message of CSR is labeled as 'green-washing', if it does not appear fully genuine. As for the advantages of using digital media as the main way of delivering messages directly to the stakeholders, it should be mentioned that such opportunity also increases the risk of revealing any inconsistencies or failures instantly.

Due to the fact that consumers do have the perception of expecting organizations to balance between economic and social liabilities, brands have to exercise significant precaution in ensuring that any policy or statement made under CS depiction reflects the company's practice because any gap between the two has the potential of tarnishing the company's reputation in the eye of the consumer.

### **3.3 Best Practices for Corporate Social Responsibility Communication**

Ethics: Clarity, honesty and adherence to the same material in all forms of media also engender confidence in the consumer as observed with Starbucks' ethical sourcing.

Authenticity: Consumers, especially younger generations, value authenticity. Another important aspect that makes people appreciate the campaigns of Patagonia is that they seem to represent the company's true character.

Interactivity: All the stakeholders who come across interactive media like the sustainability report of Unilever and the social media dialogues that the company conducts, tends to build healthier business relationship.

Taking into account the case studies presented in Unilever, Patagonia as well as Starbucks, supplemented by engagement rates and consumer opinion analyses, it is evident that digital media plays a crucial role in promoting CSR efforts. Through using social networking sites, videos, and engaging challenges and games, a firm can not only communicate its CSR initiatives but also benefit from enhancing brand image and developing customers' satisfaction. However, there are affirmative challenges that enhanced transparency in particular can pose a significant risk of greenwashing which must be carefully managed and the digital communications and the actions of a firm must be aligned. This research illustrates, how the concept of global branding via digital media can be used to develop social outreach and be socially responsible towards stakeholders and CSR objectives.

## **FINDINGS**

The results obtained in this research also show the role played by the digital media in the enhancement of CSR. Based on various case studies of Unilever, Patagonia, and Starbucks, a few things are clear: First, the use of digital platforms has become highly important to engage with stakeholders and build their trust. Second, digital media has become a tool which brands can use to communicate their values and adjust them according to the expectations customers have in the modern world.

### **1. Role of Storytelling in Corporate Social Responsibility Communication:**

- **Never Before Heard:** Digital media also allows brands to tell relatable stories to their stakeholders by incorporating certain aspects of emotional appeals. For example, Unilever uses storytelling and more engaging media to spread the knowledge of the company's sustainability goals to share common vision with consumers.
- **Engagement with the masses:** The last recommendation that deserves recognition for implementation concerns effective communication and sharing of personal stories as seen from Patagonia's approach. This approach is quite familiar to consumers, making the latter sensitive to the brand's efforts in creating awareness.

### **2. Transparency as a Cornerstone of Trust:**

- **Open Reporting:** It could be said that the analyzed cases show that clarifying the progress in the framework of CSR and providing regularly published reports in digital media positively contributes to the development of stakeholders' trust. Starbucks appropriately illustrates this by publicly reporting the ethical sourcing and sustainability performances it has made.
- **Third-Party Validation:** Engaging with NGOs and by following various norms also adds to credibility. For instance, partnership and certifications of Unilever can be seen as most effective to prove its compliance to the actual CSR policies.

### **3. Engagement and Interactivity:**

- **Bidirectional Communication:** This makes communication a two-way process, through which the stakeholders can give their opinion, respond to questions, and even up-load information on the digital platform. Eco-social capital relationship is well illustrated by Starbucks because the latter activates social media discussions to help brands.
- **Community Mobilization:** The Patagonia's campaigns like "Don't Buy This Jacket" promote people participation and awareness thus making the Corporate Social Responsibility communication not only as a market strategy beyond just a usual marketing conception.

### **4. Integration of Technology in Corporate Social Responsibility Strategies:**

- **Data Analytics for Targeted Campaigns:** Sentiment analysis and modelling help the brands/CSRs to make messages more customized based on stakeholder and societal preferences and tendencies so that the content and influence of the campaigns would be stronger.
- **Interactive technologies:** Infomercials and such materials as infographics, tapes, and live streaming used by all the three cases are important as they facilitate the dissemination of Corporate Social Responsibility in easily understandable formats.



##### 5. *Challenges in Digital Corporate Social Responsibility Communication:*

- **Materiality and Sustainability:** The first risk tackled is risk of green-washing there is a potential risk with the CSR initiatives back firing among the stakeholders of the firm if the efforts are seen as a mere PR stunt or an attempt to normalize incongruent behaviors in the organisation. Two companies that have received criticism regarding this include Unilever and Starbucks, and it shows that until the advertisement messages are followed adequately, the campaign is significantly incomplete.
- **Ethical Issues:** The research reveals that there are such issues as information sharing versus information secrecy that should be managed in a bid to sustain trust and integrity.

##### 6. *Impact on Consumer Behavior and Brand Loyalty:*

- **Higher Consumer Interaction:** Wider statistics demonstrate that CSR-initiated communication campaigns are more popular, in which the consumer will have increased tendencies of sharing, commenting, etc. this product.
- **Increased Brand loyalty:** Contrary to the conventional consumerism approach, the company chose to be anti-consumerism for their new advert and in the process it helped in increasing the sales while at the same time making customers more loyal to Patagonia brand.

##### 7. *Best Practices for Effective Digital Corporate Social Responsibility Communication:*

- Incorporating the CSR messages that are authentic is also important so that the messages are in line with the organization's values and deeds.
- **Regionalization:** adjusting campaigns to certain cultures deliver more meaningful messages to stakeholders and allow for better reception of the campaign.  
By giving out constant updates and responding to posts in the social media pages, they increase the likelihood of having long-term relations with their stakeholders.

The study shows that despite the benefits that accompany the use of digital media in ramming home responsibility, it can only go as far as the effort that is put into it. According to the best practices derived from this research, brands can utilize the digital platforms besides being famous and offering positive impressions to the society and the environment. They shed light to the strategies needed by companies in the operation of their CSR in consideration to the current world that is becoming connected digitally and socially.

### CONCLUSION

This paper seeks to explain the importance of digital media in supporting CSR strategies with an example of the best models of three brands: Unilever, Patagonia, and Starbucks. These companies illustrate different strategies of CSR and it's important to understand how social media influence the future of the firm's responsibility and consumers. The emergent knowledge indicates that to deliver successful CSR communication on the Internet, organizations need to be innovative enough and create extended strategies based on the principles of openness, proper narration, as well as community engagement.

Another factor which cannot be disregarded here is that the corporation has always been actively promoting the idea of sustainability and picking up the responsibility for society. Digitization of the media has therefore helped the company to increase its Corporate Social Responsibility (CSR) efficiencies through increased public engagement based on the key transition from a conception of the company's responsibility to consumers to a conception of a shared responsibility towards a sustainable future. Examples of an operational Unilever include its social media, interactive social sites and sustainability reports through which Unilever communicates its standings on matters like climate change, health & wellness and human rights. This paper will show that through explaining in detail its programmes and activities as well as the difficulties it encounters while implementing its CSR programmes, the company is creating credibility with the target audience. This not only reflects better image of the company but it also comply with the expectations of today's consumers regarding ethical standards of the business.

Patagonia is well-known for its activism simplified from environmentalism and this company has an entirely distinct, though equally impactful perspective of performing CSR. To that end, the brand shares information about its concerns for the environment and social justice issues, further harmonizing the idea of the company with the beliefs of its target market—consumers who are passionate about sustainability. The digital media focus of Patagonia builds on strong activist messages, and specifically on campaigns that seek to directly confront environmentally toxic policies and practices or that aim at curbing people's appetite for fast fashion. Another remarkable aspect of Patagonia's online marketing strategy involves encouraging users to post their own experiences as environmental activists. It ensures that customers are actively involved and are loyal to the brand as well as developing a family of people that core to the brand's vision. As Patagonia pushes its customers into action it does not only become an observer or a participant behind different issues but it becomes an active agent of change for the betterment of society and the environment.

Specifically, it shows that Starbucks, as a company which aims at ethical sourcing and cares for community welfare, can use digital media to appeal to consumer's benefits with a focus on the local level. Starbucks has also used the mobile application, social media platforms, and the corporation's blog to disseminate the message on community-factor and stories related to the company's ethical sourcing affecting farmers and suppliers in the developing world. Starbucks also encompasses CSR in its digital storytelling, which facilitates for the consumer to note how their purchase contribution helps in improving the lives of individuals in the society. In the same respect, the company involves customers in digital media in Corporate Social Responsibility programs like the recycling programs and charitable activities, which further enhances sustainability and social responsibility.

Comparing these three brands, it is possible to conclude that there is no single solution for the management of CSR in today's world. As CSR very much depends on the brands that have their own values and goals, each brand to adopt an efficient CSR strategy it must always consider its position in the market and adjust accordingly. Unilever chooses to state it and work with everybody who is interested in corporate social responsibility while Patagonia acts and inspires with the idea of the community and the environment protection for the concerned people only. Starbucks, however, integrates global strategies with community occurrences, which makes it easier for the firm to reach out to different communities across the globe.

Altogether, one of the most important works of this paper is identifying that CSR through the digital media does not limit in explaining the CSR programs. Presently in the era of sharing and networking in social media it is much more about creating real, transparent gates and bridges to the buyers and to the public in general. In the social media interface, the brands have an opportunity to engage or make responses to the queries of the customers and also share with the customers the strongholds, weaknesses, achievements, and challenges of the company. In addition to this, it contributes to the creation of a sense of confidence among the consumers that also fosters growth in brand audience relationship where the consumers, feel and understand that they belong to the brand's fan base. Currently, consumers are more sensitive to the companies they identify with and thereby, require proper communication of CSR.

Therefore, the future research suggests that digital media will continue this tradition and stay one of the major ideas in the management of the CSR as one of the major means to engage the consumers in support of the causes and to facilitate the shift for the better in the world. The paper aims to suggest that the usage of the current technology such as transparency, telling and engaging stories will go a long way in enhancing the image of the brands, acquiring the loyalty of the customers as well as making positive changes in the business world.

Thus, the study provides sufficient evidence for supporting the significance of using digital media in the championing of CSR initiatives. It helps in portraying organizational values, socially

broadcasting accomplishments as well as the manner of interacting with the stakeholders. The implication that arises from this research is indeed a big and useful guide for brands to improve CSR communication across the social media in an effort to come up with an even developed social responsible relationship with the customer base. Therefore, this paper establishes that CSR integrated with digital media enhances the organisational images of a firm as well as developing permanent positive societal impact attributable to the amenities' culture change in the concerned firms and business entity.

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