

Corporate Social Responsibility – Altruism or Wiliness?**Khyati Manchanda****Abstract**

CSR activities are done for the benefit of society as a whole. To investigate the matter, the study proposed an alternate hypothesis that it is not what it is said in reality. It's the other way around. Qualitative research methods were applied. After the analysis, it has been witnessed that such activities are used just as another tool of marketing strategy.

Introduction

Angelidis and Ibrahim (1993) gave the definition of CSR as “Corporate social actions whose purpose is to satisfy social needs”. But are we really moving towards the set objectives solely? Is there any hidden underlying factor motivating us to do such societal good deeds? Are CSR activities being used as a marketing strategy?

Materials and Methods

Qualitative Research conducted:

In – Depth Telephonic Interviews – 3 segments

1. Corporations
2. Facilitators (NGOs)
3. Other Stakeholders

Conclusions

Yes, to an extent corporations are disguisedly marketing their products and services in the name of corporate social responsibility.

Industrial Significance

1. Impact on UN Sustainable Development Goals (SDGs)
2. Upliftment of all sections of society
3. A corporation's image in the industry
4. Impact on consumers' mindshare

Result

The alternate hypothesis stands true and it is found out that:-

1. CSR activities tend to affect the marketing ideology and strategy of the corporations.
2. The costs incurred are amalgamated with marketing / promotional expenses which in turn lead to increase in prices of products/ services.
3. Such marketing strategy may have a direct and positive impact on the environment because due to the success of this strategy, more and more corporations will start working for the betterment of the society, be it the ecological environment or issues of child labor or beating plastic pollution and so on.

References

1. Bronn, Peggy Simicic. “Corporate social responsibility and cause-related marketing: an overview.” *International Journal of Advertising*. Volume 20, Issue 2 (2001)
2. Nan, Xiaoli. “Consumer responses to Corporate Social Responsibility (CSR) initiatives: Examining the Role of Brand Cause Fir in Cause-Related Marketing.” *Journal of Advertising*. Volume 36, Issue 2 (2007)

Acknowledgement

Prof. Biswajita Parida, PhD Supervisor, DMS, IIT Delhi.