

Marketing Strategies to Add Economic Value. Reactions on Corporate Social Responsibility Advertising in Print Media. *An Indian Company Case*

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Abstract - Corporate social responsibility advertising (CSR Advertising) results from commercial advertising, having social dimensions. This concept works as a marketing tool of cause-related marketing (CR Marketing). In this study, the case of IOCL (an Indian oil company) is presented to show how the company creates innovative advertising ideas, serves the society, contributes to save environmental natural resources and allows to add economic value. In addition to the usual ways of commercial advertising, this kind of approaches on CSR-advertising is an advance to establish a positive image in the mind of customers. The slogan 'go green' is highlighted in order to contribute to save natural resources on Earth. Reactions of CSR-advertising are measured to test the effect of published messages and the manipulation of CSR advertising message and persuasive claims.

Keywords – CSR advertising, Print advertising, CSR communication, Green advertising, Cause related marketing ads.

1. Corporate Social Responsibility (CSR): An overview

Corporate social responsibility (CSR) is a concept by which organizations have the obligation to consider the interest of customers, employees, shareholders, communities, and to have ecological considerations in all forms of interest in their operations. This obligation is extended beyond the corporations statutory obligation to comply with legislation.

CSR is a subject of interest that continues to attract a lot of attention to the vast array of writers who think that CSR is of strategic interesting.

This research proposal contributes to see how companies promote this insight by tracing the historical roots of the companies or corporations relating it with the environment and the societies' sphere in which organizations are based and operate.

CSR also involves business, by identifying its stakeholder groups and incorporates their needs and values within the strategic and day to day decision making process.

The majority of the studies on this subject are not concentrated on the concept of CSR itself. In most cases, researchers or practitioners simply refer to the CSR strategy. It is for this reason that this paper shows that it is important to make a more detailed study of the concept. Levels of CSR objectives viz., social, economical, environmental, using various advertising strategies, generate reactions' recalls and recognitions with three dimensions such as appeal attitude/image, intention-to-buy and message. Farache (2009) and Bowe (2009), for example, studied the role of advertising in the limitation of CSR actions.

This study about the evaluation of CSR advertising in print media spreads from 2009-2012.

2. Review of the Literature. Some CSR General Insights

2.1 General Considerations

The extensive collection of literature on the topic of study is presented for cause related marketing, CSR communication, CSR advertising, consumers' response to CSR advertising and other related studies. There are studies showing the effects of multiple messages in an ad or commercial vs. single messages. Consumers absorb multiple images and information elements simultaneously. Watch the crescent number of adepts moving their fingers across their keyboards like the fingers of a virtuoso violinist moving across the strings of his instrument. Wang and Nelson (2006) have studied the way by which advertising academics and practitioners frequently strategize about different ways of enhancing advertising effectiveness by incorporating publicity into campaigns.

This research examined the effects of identical versus varied advertising and publicity messages on consumers' perceived information diagnosticity and purchase intentions. This study argues that varying messages in advertising and publicity about a product or service in an intelligent way can be an effective technique in integrated marketing communications. It is convenient to not forget that, in a rapidly changing media environment, consumers obtain products' information from a wide variety of sources. This is significantly important for studying the way public choose products and services. A company needs to have this in account if it wants to keep competitive in the market and to increase economic value for the company.

2.2 CSR Ratings of India's Largest 500 companies in 2010 (June 2011)

Corporate companies have been observed by different rating agencies. Karmayog is one of these agencies that has a rating rank for CSR since 2007 in India.

India's 500 largest corporations have been studied on companies reactions perspective to global and local conditions that demand more responsible behaviour among all stakeholders, including specifically corporate social responsibility. All citizens of Indian nation know that corporate

companies are using resources that are common to all living beings. There are companies that, for instance, pollute the environment, cut down green trees and forests. It is evident that such companies are accountable in this problem and it is important to exist a greater conscience toward building a better society and a better world.

The agencies' CSR rating, as per customers view, is presented below with five levels of scores among the first 500 largest companies. Results of the study indicated that twelve companies fall under the 4th level in the ratings' score. It is the case of Ballapur Industries HDFC, Infosys Technologies, Jubilant Organosys, Kansai Nerolac, Larsen and Toubro, Mahindra and Mahindra, Moser Baer, Tata Consultancy, Tata Steel, Titan Industries and Wipro. It is recommended by the rating agencies that a company should spend a minimum of 0.2% of its sales on CSR activities. In 2010, the largest 500 companies had total sales of Rs. 37 lakh crores (₹165.87mm), 0.2% of which is Rs. 7400 crores (₹03.4mm) that should be spent on CSR activities. In 2010, considering these companies, the profit (before taxes) was Rs. 4 lakh crores (₹584.7mm), 2% of which is Rs.8000 crores (₹11.7mm). Over the last four years, the number of companies undertaking CSR activities has gradually increased.

Results of the CSR Ratings Largest Indian Companies 2010

| 500 largest Indian companies - 2010 | | | India's Largest 38 companies in Tamilnadu- 2010 | | |
|-------------------------------------|-------------|------------|---|-------------|------------|
| CSR Rating Level | No. of cos. | % | CSR Rating Level | No. of cos. | % |
| Level 5 (highest) | 0 | 0 | Level 5 (highest) | 0 | 0 |
| Level 4 | 12 | 2 | Level 4 | 1 | 2.5 |
| Level 3 | 66 | 13 | Level 3 | 3 | 10.3 |
| Level 2 | 161 | 32 | Level 2 | 12 | 30.8 |
| Level 1 | 148 | 30 | Level 1 | 16 | 41.0 |
| Level 0 (lowest) | 113 | 23 | Level 0 (lowest) | 6 | 15.4 |
| Total | 500 | 100 | Total | 38 | 100 |

Source: <http://www.karmayog.org/csr2010>

2.3 CSR Ratings of India's Largest 38 companies in Tamilnadu in 2010 (June 2011)

In Tamilnadu, among the largest corporate companies, 38 companies have been observed by research from the list published by the rating agency. Titan Industries is alone in the fourth level of CSR rating 2010. In addition, four companies viz., Tamilnadu Newsprint, EID Parry, Apollo, Hospital and Ashok Leyland have been rated with level 3 CSR rating. In 2010, the largest 38 companies in Tamilnadu had total sales of Rs. 1.3 lakh crores (€815.01mm), 0.2% of which is Rs.270 crores (€3.8mm), that should be spent on CSR activities. The profit (before taxes) of these companies in 2010 was Rs. 15 thousand crores (€209.5mm), and 2% of this is Rs.300 crore (€4.2mm).

2.4 CSR Communication

Morsing and Schultz (2008) alerted about the increased importance of CSR Communication in print, such as annual reports, non-financial reports and websites *versus* approaches such as corporate advertising and press releases. It is affirmed that the minimal release from reports and websites involve stakeholders in the construction of CSR Communication. Although corporate companies are aware of the minimal public exposure and possible number of channels, they claim that it allows greater flexibility and a better focus on content. Stoll (2002) pointed the fact that marketing good corporate conduct must be carried out carefully, arguing that many practices used in advertising are inappropriate for CSR, since advertisements are usually developed to appeal to emotions and superficial judgment instead of engaging in a consistent discussion. "These sorts of practices are far more morally troublesome when used to market good corporate conduct" (ibid: 121). These characteristics do not provide any character of a company.

On the other hand, McWilliams, Siegel and Wright (2006) recognize the benefits of CSR advertising, especially for corporate reputation enhancement and protection. The researchers also make a distinction between persuasive and informative CSR advertising. Persuasive CSR advertising tries to influence consumers regarding

products with CSR attributes, whereas informative CSR advertising solely informs the public with regard to the CSR characteristics or CSR managerial practices of the company.

2.5 CSR advertising

In the recent years corporate companies are interested in creating innovative ideas in the business. Advertising provides persuasive information and positive associations designed to increase purchase probability (Kler, 1991) While a corporate image was formed from a variety of sources, few of which are controlled by the firm, corporate image advertising (Rossiter and Bellman, 2005) aims to generate awareness of preference for the corporate brand or master brand (Rossiter and Bellman, 2005). Corporate image advertising based around a CSR positioning appeals somehow for a commitment on non-economic goals to improve the quality of life of the local community and society as a whole by reducing the negative externalities and maximizing the positive externalities of the firms' operations, as they affect social and environmental metrics.

2.6 Types of CSR Advertising

CSR advertising has been classified based on legitimization of CSR actions, effectiveness of CSR advertising claims, number of messages, etc. According to CSR actions, CSR advertisements use different as well as similar themes, appeals and images across the countries. Corporations communicate substantial information in CSR print advertising and also associate third parties to themselves. CSR advertising uses proactive impression on strategic and tactics' management. In addition the number of CSR advertisements of corporate companies depends on the scrutiny (Farache *et al*, 2009).

The wide use of persuasive and informative CSR advertising is based on CSR claims (see Pomeroy, 2009). Depending on the number of messages in CSR advertising, single-message advertising and multiple-message advertising have also been created by ad agencies (Wang and Nelson, 2006).

2.7 Cause related marketing

Cause-related marketing (CRM) is a mutually beneficial collaboration between a corporation and a

non-profit organization, in which the respective assets are combined:

- to create shareholder and social value;
- to connect a range of constituents like consumers, employees, and suppliers;
- to communicate the shared values of both organizations.

American Express first used the phrase “cause-related marketing” in 1983 to describe its campaign to raise money for the Statue of Liberty’s restoration. American Express donated one cent to the restoration every time someone used its charge card. As a result, the number of new card holders grew by 45 percent, and card usage increased by 28 percent.

CRM is distinct from corporate philanthropy because the corporate dollars involved in CRM are not outright gifts to a non-profit organization, so they are not treated as tax-deductible charitable contributions. Non-profit organizations potentially benefit from increased fundraising and exposure. Likewise, corporations that are socially involved potentially benefit from increased brand loyalty and employee morale.

Studies have shown that for products of similar quality, consumers will consider the company’s image and reputation when choosing a brand.

2.8 Successful CSR Advertising campaigns in India

There are two CSR ad campaigns presented for better understanding the application of the concepts in corporate image and brand reputation in the national and international experiences.

2.8.1 Idea Cellular’s ‘go green’ campaign with a message ‘use mobile, save papers’. Indian CSR Ad experience

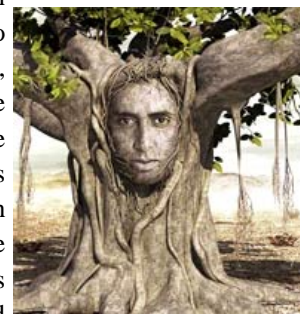
Considering the consistent path to protect environment of planet Earth with green trees and the strategic approach of “go green”, Idea Cellular has campaigned for the message “use mobile, save paper”. In fact, Idea Cellular has adopted socially relevant advertisements. This campaign was developed by Lowe, which is the Idea Cellular’s creative agency. The ad advocates the use of a mobile phone’s value-added services to save paper and

consequently protect Earth. The campaign has both informative and persuasive messages like tag line “What an Idea, Sirji!”. The campaigns addressed subjects such as caste war, disability, education, democracy and health. The ad demonstrates how a cell phone has been used to read newspapers, generate e-bills, make payments and transactions, issue e-tickets and boarding passes; thereby saving tonnes of paper every day, thus reducing dependency on paper.



**USE MOBILE.
SAVE PAPER.**

Pradeep Shrivastavan the marketing chief officer in Idea Cellular, has stated that “Environment as a subject touches all, but gets attention only at strategic forums.” The common man gets to contribute little towards the cause, due to lack of direction and ideas. In line with the focus of ad, Idea Cellular has taken up the responsibility of educating the 500 million mobile phone users in the country. Abishek Bachchan, the celebrity brand ambassador, portrayed that role of an agonized tree in this advert. The tree urges people to use the mobile phone in lieu of paper and help to protect Earth. In the ad, as more and more people switch to their mobile screens, tree felling is reduced, and the Earth looks visibly greener. The agonized tree starts sprouting again and leaves the audience with a simple message: ‘use mobile, save paper’.



2.8.2 An International experience: Levi’s Strauss Co’s is “Go forth” campaign with the message “real work plus real people equals real change”

Doug Sweeney, Levi’s vice president of brand marketing, stated that Levi’s has partnered on the campaign with Wieden & Kennedy, an Oregon-based



independent ad agency. It all began by saying that “real work plus real people equals real change”. “Go Forth” is a corporate social responsibility advertising campaign. Levi's is doing a charitable spending to back up its message, donating more than a million dollars over two years to fund the restoration of the town's community center and supporting a farm in Braddock that employs town people while supplying restaurants and the local farmers' market with its production.

3 Area of Study: CSR Advertising as a Marketing Tool for Cause-Related (CR) Marketing. The IOCL case

Indian Oil Corporation limited (IOCL) or IndianOil is the largest commercial enterprise in India and the 125th highest ranked Fortune Global 500 Company in the country. For over five decades, IndianOil has been the leader in the petroleum business in the country with presence in downstream petroleum refining and marketing and upstream exploration and production. A visionary plan to diversify into petrochemicals, Gas marketing and globalization has enabled the company to grow as a diversified, transnational energy major company. Today, IndianOil has a presence in Sri Lanka, Mauritius and the Middle East. Its subsidiary IndianOil Mauritius is one of the major players in the petroleum business in Mauritius. In Sri Lanka, its subsidiary Lanka IOC has established itself as a benchmark for fuel retailing besides expansion into other related areas. At IndianOil, corporate social responsibility (CSR) has been the cornerstone of success right from inception in the year 1964. The Corporation's objectives in this key performance area are enshrined in its Mission statement: “...To help to enrich the quality of life of the community and to preserve ecological balance and heritage through a strong environment conscience”.

IndianOil has defined a set of core values for themselves – Care, Innovation, Passion and Trust – to guide the corporate in all they do. IOCL is able to claim all countrymen as their customers. That's why, they coined the phrase, “IndianOil – India Inspired”, in their corporate campaigns. Public corporations like IndianOil are essentially organs of society deploying significant public resources. Therefore, they are aware of the need to work beyond financial considerations and put in that little extra to ensure

that they are perceived not just as corporate behemoths that exist for profits, but as wholesome entities created for the good of the society and for improving the quality of life of the communities they serve as a constructive partner in the communities in which it operates, IndianOil has been taking concrete action to realize its social responsibility objectives, thereby building value for its shareholders and customers.

The Corporation respects human rights, values its employees, and invests in innovative technologies and solutions for sustainable energy flow and economic growth. In the past five decades, IndianOil has supported innumerable social and community initiatives in India. The company has performed by touching the lives of millions of people positively by supporting environmental and health-care projects and social, cultural and educational programmes. Besides focusing primarily on the welfare of economically and socially deprived sections of society, IndianOil also aims to develop technoeconomically viable and environment-friendly products & services for the benefit of millions of its consumers, while at the same time intends to ensure the highest standards of safety and environment.

IOCL has had a task to prepare a 360 degree Media Campaign leverage IndianOil's CSR activities and to meet its marketing central goal. The problem perceived by IOCL as a large government owned company is that it takes a number of initiatives as part of its social responsibility program. However, it is not communicated to public at large. But, at a time when the new economy is in the forefront, IndianOil needs to project this aspect of the corporation for projecting a positive brand image and the same image can be leveraged to attain corporation's marketing objectives. The main objective of the company's CSR advertising campaign is to focus both on the core strength of the corporation as well as to create an emotional connection with public to enhance the image of the corporation and to leverage it to meet its marketing goals. Target consumers of the campaign are both male and female, general public, all India socio-economic classes. The advertising happens to be firstly in English language and further translated in various other official languages of India. In addition to print media, the campaign is inclusive of 360° branding proposal hoarding/ banner/ poster/ TV/ radio/ any other.

4 Research problem

Corporate companies use corporate communications approaches like CSR advertising. An examination of consumer response to CSR advertising claims at stage of processing evaluation, cognitive responses and attitude formation has already been initiated. It is noted that consumers are keen to know which firms are serious about CSR and which firms merely pay the concept as lip-service. As a social topic of CSR information, a message alone manipulated in a past study did not have a statistically significant influence on the dependent variable of reactions towards CSR advertising claims. Other social topics manipulated have not yet been tested. In the past studies, unfamiliar and fictitious brands were used. A research on using familiar brands that capture a range of brand loyalty strata also offers an important study. Depending on brands offers, opportunity for social identification and a sense of community, consumer's reactions toward CSR advertising claims are subjected to variations. The impact of positive and negative reputational influences has not yet been investigated, as known corporate reputation is expected to intervene between CSR advertising responses. It is reported that a positive reputation for CSR can provide a buffer against consumer retribution in the event of a crisis.

There are interesting meaningful criteria for segmenting consumers for whom more informative and persuasive advertising media have not yet been attempted. Hence, researchers have attempted to study the reaction on more focused multiple messages for a familiar brand and also profiling of consumer segment based on the positive and negative reactions to CSR advertising claims in both informative and persuasive forms.

5 Research gap

Having in account the insignificant consumer reactions to firm's advertised manipulated general message for unknown and fictitious brands' CSR advertising claims in print media, a gap in research was identified as manipulation of more focused multiple message for familiar brands. The researchers have considered a direction for research in order to investigate the positive and negative reactions among consumers with more focused multiple CSR advertising messages for a familiar brand. In

addition, profiling of consumer segment in tune with CSR advertising is a new field of interest to identify the sizing of market.

6 Research objectives

The following objectives are the ones proposed for the study of reactions on CSR advertising in print media towards the promotion of corporate image of Indian Oil Corporation Limited (IOCL) and attitude for IndianOil brand. So, the objectives are defined in order:

- a. To create multiple-message CSR print advertising for IOCL's socio-economic and environmental actions.
- b. To conduct aided recall test on experimental basis for multiple-message CSR print advertising copies.
- c. To measure reactions on multiple-message appeal of CSR advertising, IOCL's corporate image and IndianOil brand attitude.
- d. To find out consumers' intention-to-buy attitude towards IndianOil brand/products.

7 Research Methodology and Research Design

Content analysis is adopted to identify advertising campaigns and categorize its proposition like socio-environment-economic (SEE) value propositions. Indian Oil Corporation Limited (IOCL) is one of the top most leading Maharatna corporate companies spending the highest share of profit toward corporate social responsibility. In addition, IOCL has adopted CSR advertising using more socially responsible messages. Using aided recall method, reactions on CSR advertising in print media have been studied among 480 consumers of IOCL. The proposal is aimed at identifying CSR-advertising and the reactions among users of motor vehicles. Four different CSR informative advertising print copies and four more CSR persuasive advertising print copies have been used in the study. The scale of measure about the reactions have been designed both in negative (-1&-2) and positive responses (+1&+2) equally in a five points scale with neutral point in the centre (0). The study focuses on promoting image of IOCL CSR attitude and INDIAN OIL brand using CSR advertising in print media. IOCL in the present

scenario create innovative advertising ideas, to serve the society, to save environmental natural resources and to add economic values. The approaches of CSR-advertising are made in addition to commercial advertising in establishing positive image in the mind of customers like 'go green' in order to save natural resources on Earth. Finally, reactions of CSR-advertising are measured in order to test the effect of manipulation of CSR advertising message and persuasive claims.

8 Research Propositions

CSR advertising is planned and practiced by corporate companies with a special focus on corporate image, brand image. Product image through advertising of social information and persuasion to feel proud for the company as loyal customer and trend, attitude towards intention to buy. The print form of advertising has appeal in terms of tone, headings, picture and message. The customer's reaction on CSR advertising with multiple messages has been studied. The study area has been selected in the advertising, published by IOCL in connection with its 50th year of celebration. There were three advertising copies published in the print media. The copies look alike in the format.

The objective of the study is to measure the reactions of customers on multiple messages.

The following is the list of CSR actions carried out by IOCL. The creative message connecting CSR activity are also listed below.

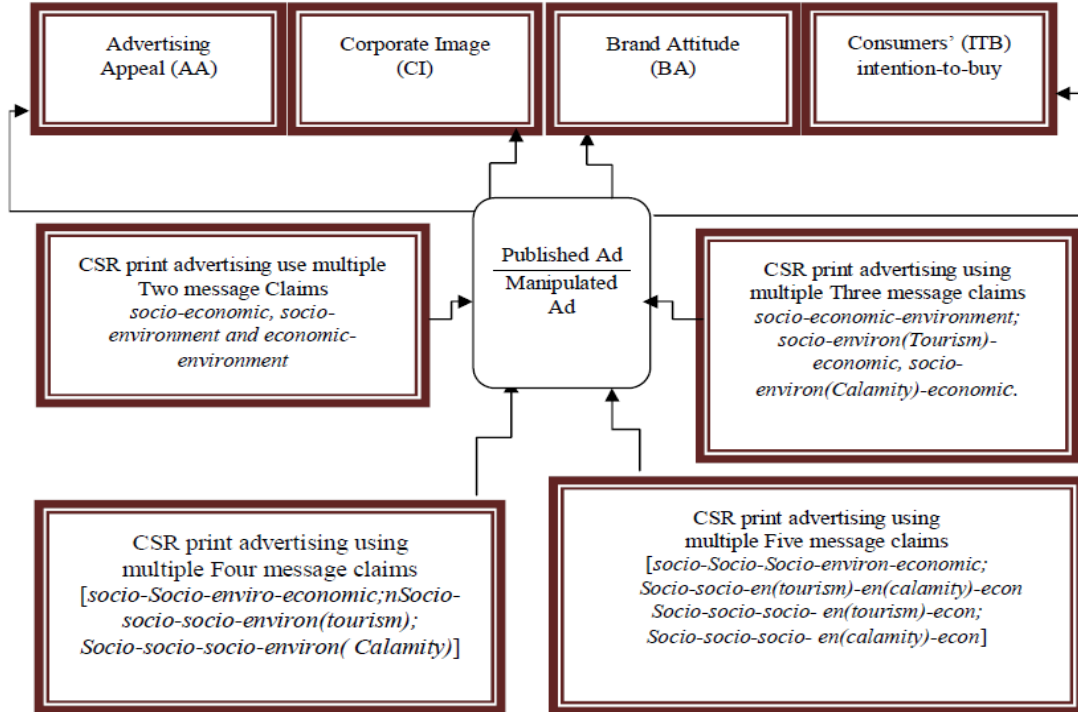
P1a: CSR print advertising use of multiple-message with published and manipulated (socio-economic, socio-environment and economic-environment) claims results on significant reaction upon advertising appeal, corporate image and brand attitude for both published and manipulated ads.

P1b: CSR print advertising use of multiple-message with published and manipulated (socio-economic-environment) claims results in significant reaction upon advertising appeal, corporate image and brand attitude for both published and manipulated ads.




P2a: CSR print advertising use of multiple-message with published and manipulated (socio-economic, socio-environment and economic-environment) claims results in significant reaction upon consumers' intention-to-buy attitude towards IndianOil brand/products.

P2b: CSR print advertising use multiple message with published and manipulated (socio-economic-environment) claims result in significant reaction upon consumers' intention-to-buy attitude towards IndianOil brand/products.

Figure 1 Conceptual Framework of Reactions on CSR Print Ad Model



Published and Manipulated - CSR Print Ad Copies of IOCL

| | |
|---|---|
| <p style="text-align: center;">PUBLISHED</p> <p style="text-align: center;">CSR - SINGLE MESSAGE AD</p> <p style="text-align: center;">CSR – SOCIAL MESSAGE AD</p>  <p style="text-align: center;">CSR-ENVIRONMENT MESSAGE AD</p> | <p style="text-align: center;">MANIPULATED MULTIPLE MESSAGE AD</p> <p style="text-align: center;">CSR – SOCIO-ENVIRONMENT MESSAGE AD</p>  <p style="text-align: center;">CSR – ENVIRO-ECONOMICAL MESSAGE AD</p>  <p style="text-align: center;">CSR – SOCIO-ECONOMICAL MESSAGE AD</p> |
|---|---|



CSR – ECONOMICAL MESSAGE AD



CSR – SOCIO-ENVIRO-ECONOMICAL MESSAGE AD



Source: www.indianoil.co.in

Source: *Manipulated multiple print ads.*

PUBLISHED CSR - SINGLE MESSAGE AD



MANIPULATED MULTIPLE MESSAGE AD

CSR- S²En²Ec

CSR – S³En-TourismEc

CSR-SEn-TourismEc

CSR-S²Ec **CSR-S²En-CalamityEc** **CSR-SEn²Ec**

Source: *Corporate house journal of Indian Oil Corporation Limited. Vol. XLIX, No. 07, july 2012*

9 Description of reaction measure of marketing scale

The study focuses on promoting image of IOCL CSR attitude, INDIAN OIL brand and other brands of lubricants from IOCL using CSR advertising in print media. CSR advertising messages for IOCL's CSR activities have been manipulated in the form of print ad copy. Parallel to the three ad copies published by IOCL on social, economic and environment (SEE), during its 50th year of celebration. The appeal for whole CSR advertising, appeal for IOCL image, attitude for Indian oil brand, appeal/attitude for IOCL's CSR advertising reactions, have been measured among IOCL customers. In accordance with the measures of advertising reactions the following metric variables have been incorporated in the study. The scale of measure about the reactions have been designed both in negative (-

1&-2) and positive responses (+1&+2) equally in a five points with neutral point in the centre (0).

- a. Learning from the CSR Ad social message;
- b. Learning from the CSR Ad economic message;
- c. Learning from the CSR Ad environment message;
- d. CSR ad allows me to judge its appeal;
- e. Companies corporate image appeal to me;
- f. Brand demonstrates a genuine CSR attitude/intention-to-buy;
- g. International CSR Ad standards;
- h. Business responsibility for its impact and environment;
- i. General attitude towards companies.

10 Pilot Study

Content analysis is adopted to identify advertising campaigns and categorize its proposition like socio-environment-economic (SEE) value propositions. The activities of IOCL's CSR have been studied and the key words for each activity have been extracted. Keeping the purpose of CSR activities, creative message have been designed and drafted into ad copies. Based on the test results of the creative CSR print ad copies with multiple messages

for published and manipulated combinations, four combination with double message (Socio-Economic (SE); Socio-Environment (SEn); Economic-Environment (EEn)) and four with triple message (Socio-Economic-Environment (SEE), have been selected for multiple message CSR ad for a known brand. The best creative copies for published and manipulated combinations have been selected for the main study.

| Lichtentain <i>et al</i> (2004) CSR Perceptions Scale [Cronbach's Alpha = 0.90; Dimensions Philanthropic] | Strongly Disagree | | | | Strongly Agree | | |
|--|-------------------|---|---|---|----------------|---|---|
| Indian oil is committed to using a portion of its profit to help non-profit organizations. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Indian oil gives back to the communities in which it does business | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Local Non-profits benefit from INDIAN Oil contributions. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| INDIAN OIL integrates charitable contribution into its business activities. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| INDIAN OIL is involved in corporate giving. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Table 1: CSR Advertising Message

| Advertising Message | Social % | Environmental % | Economic % |
|---|----------|-----------------|------------|
| The smiles we multiply | 77 | 17 | 6 |
| IOCL #1 energy Brand | 40 | 47 | 13 |
| Healthcare in rural areas | 57 | 43 | 0 |
| Nurturing talent-scholarship | 67 | 7 | 26 |
| Women empowerment-Financial assistance | 70 | 27 | 3 |
| Preserving heritage and eco-friendly tourist | 37 | 53 | 10 |
| Serving nation-natural calamities | 37 | 40 | 23 |
| Green fuel | 20 | 63 | 17 |
| Literacy and financial support to rural areas | 53 | 17 | 30 |
| Tree plantation | 30 | 67 | 3 |

Table 2: CSR Advertising Word

| Advertising Word | Social % | Environmental % | Economic % |
|------------------|----------|-----------------|------------|
| Tree | 20 | 80 | 0 |
| Women | 74 | 13 | 13 |
| Crore | 10 | 27 | 63 |

| | | | |
|-------------------|----|----|----|
| Literacy | 67 | 17 | 16 |
| Women Empowerment | 70 | 23 | 7 |
| Greener earth | 10 | 80 | 10 |
| Tree plantation | 23 | 70 | 7 |
| Green Fuel | 13 | 80 | 7 |

| | | | |
|-----------------------|----|----|----|
| Cleaner Environment | 30 | 57 | 13 |
| Nurturing talent | 70 | 13 | 17 |
| Healthcare | 50 | 37 | 13 |
| Indian Oil Foundation | 37 | 23 | 40 |
| Serving nation | 47 | 37 | 16 |
| Community Initiatives | 57 | 30 | 13 |
| Natural calamity | 40 | 50 | 10 |

Description of CSR Advertising Message. Pre-Test of Ad messages for Socio-Environment and Economic value

Based on the messages in the CSR Advertising, as a pre-test, the compilation of messages have been verified with respondents of about 30 persons as to whether each message belonged to social, environment and economic value. In the similar line of investigation, the words used in the advertising have also been verified for the identification and association of all three 'SEE' values. The results of the study are as follows.

In Table 1:

- Message #1 "The smiles we multiply" has been rated as "Social message" of CSR Advertising by 77% of the respondents.
- Message #2 "Indian Oil energy brand" has been rated as "Environmental Message" of CSR Advertising by 47% of respondents.
- Message #3 "Healthcare in rural areas" has been rated as "Social Message" of CSR Advertising by 57% of respondents.
- Message #4 "Nurturing talent-scholarship" has been rated as "Social Message" of CSR Advertising by 67% of respondents.
- Message #5 "Women empowerment-Financial assistance" has been rated as "Social Message" of CSR Advertising by 70% of respondents.
- Message #6 "Preserving heritage and eco-friendly tourist" has been rated as "Environment Message" of CSR Advertising by 53% of respondents.

| | | | |
|---|----|----|----|
| Natural exigencies | 30 | 60 | 10 |
| Tourist Friendly Facilitation | 44 | 43 | 13 |
| Academic and sports scholarship | 47 | 23 | 30 |
| Drinking water facility in remote and rural areas | 63 | 30 | 7 |
| Financial support | 20 | 27 | 53 |

- Message #7 "Serving nation-natural calamities" has been rated as "Environment Message" of CSR Advertising by 40% of respondents.
- Message #8 "Green fuel" has been rated as "Environment Message" of CSR Advertising by 63% of respondents.
- Message #9 "Literacy and financial support to rural areas" has been rated as "Social Message" of CSR Advertising by 53% of respondents.
- Message #10 "Tree plantation" has been rated as "Environment Message" of CSR Advertising by 67% of respondents.

In Table 2:

- Word #1 "Tree" has been rated as "Environmental word" of CSR Advertising by 80% of respondents.
- Word #2 "Women" has been rated as "Social word" of CSR Advertising by 73% of respondents.
- Word #3 "Crore" has been rated as "Economic word" of CSR Advertising by 63% of respondents.
- Word #4 "Literacy" has been rated as "Social word" of CSR Advertising by 67% of respondents.
- Word #5 "Women Empowerment" has been rated as "Social word" of CSR Advertising by 70% of respondents.

- Word #6 “Greener earth” has been rated as “Environmental word” of CSR Advertising by 80% of respondents.
- Word #7 “Tree plantation” has been rated as “Environmental word” of CSR Advertising by 70% of respondents.
- Word #8 “green Fuel” has been rated as “Environmental word” of CSR Advertising by 80% of respondents.
- Word #9 “Cleaner Environment” has been rated as “Environmental word” of CSR Advertising by 57% of respondents.
- Word #10 “Nurturing talent” has been rated as “Social word” of CSR Advertising by 70% of respondents.
- Word #11 “Healthcare” has been rated as “Social word” of CSR Advertising by 50% of respondents.
- Word #12 “Indian Oil Foundation” has been rated as “Economic word” of CSR Advertising by 40% of respondents.
- Word #13 “Serving nation” has been rated as “Social word” of CSR Advertising by 47% of respondents.
- Word #14 “Community Initiatives” has been rated as “Social word” of CSR Advertising by 57% of respondents.
- Word #15 “Natural calamity” has been rated as “Environmental word” of CSR Advertising by 50% of respondents.
- Word #16 “Natural exigencies” has been rated as “Environmental word” of CSR Advertising by 60% of respondents.
- Word #17 “Tourist Friendly Facilitation” has been rated as “Social word” of CSR Advertising by 44% of respondents.
- Word #18 “Academic and sports scholarship” has been rated as “Social word” of CSR Advertising by 47% of respondents.
- Word #19 “Drinking water facility in remote and rural areas” has been rated as “Social

word” of CSR Advertising by 63% of respondents.

- Word #20 “Financial support” has been rated as “Economic word” of CSR Advertising by 53% of respondents.

11 Main study

Corporate social responsibility advertising (CSR Advertising) is a commercial advertising with social dimensions (Pomeroy, 2009) as a marketing tool of cause-related marketing (CR Marketing) – see Rosica, 1979. According to the Cone Millennial Cause Study in 2006, 89% of American citizens (aged 13 to 25) would switch from one brand to another brand of a comparable product (and price) if the latter brand was associated with a “good cause”. IOCL in the present scenario creates innovative advertising ideas, intending to serve the society, to save environmental natural resources and to add economic value. The approaches of CSR-advertising are in addition to commercial advertising in establishing positive image in the mind of customers like ‘go green’ to save natural resources on Earth. Finally, reactions of CSR-advertising are measured in order to test the effect of publishing and manipulation of CSR advertising message and persuasive claims.

11.1 Sampling method

Systematic sampling method has been followed in the selection of sample respondent further study.

11.2 Sample size

- a) Based on type of consumers: CSR print advertisement copy test (2 copy test per sample)
 - Mopeds/two-wheeler user: $40 \times 4 = 160$
 - Light vehicle users: $40 \times 4 = 160$
 - Heavy vehicle users: $40 \times 4 = 160$
 - Total sample: 480
- b) Based on expertise of consumers advertising experts and practitioners: a minimum of 50 people have been called for conducting focused group discussion.

11.3 Statistical tools

The following statistical tools have been selected to analyze data and to ascertain results; ANOVA Analysis of variance, Multiple step wise regression. Principle component analysis

12 Limitations of the study

The study has been restricted to only one largest Indian corporate company that limits the reference for similar results and its verification. The CSR message is much more concerned with social welfare and commercial pursuit becomes limited. However, the corporate image and attitude of users towards brand and product is expected to increase in the mind of consumers. The proportions of multiple messages have been limited to similarity and dissimilarity in the formation of varieties in CSR ad messages.

13 Conclusion

The studies on reactions on CSR print advertising with multiple messages for a known brand have been attempted and the results have also been expected to be very significant in favour of the companies' corporate and brand image. The age of growing economy needs variations in advertising approach and CSR advertising is proving positive results for the corporate companies. There are specific conditions that seek for companies to adhere to sustainability reports in all spheres of resources and final products. It is the right time to support strategists with new ways of advertising approaches with unique business applications. Considering that companies follow the new trends of sustainability concerns and CSR, new value may be got and companies can promote new stages in the relation with publics and new ways of sustainable settings.

Acknowledgements

This work was financially supported by FCT through the Strategic Project PEst-OE/EGE/UI0315/2011.

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