

# How Millennials perceive Corporate social responsibility (CSR) efforts promoted on Social Media Platforms



**Valentina Truong, Marketing Management**  
**Mentor: Dr. Kristen Schiele**  
**KELLOGG HONORS COLLEGE CAPSTONE PROJECT**



## ABSTRACT

Today's generation has developed a dependency on technology as a form of communication because of its convenience and accessibility. Businesses have recognized this trend and in efforts to keep up, they have begun using various social media platforms to incorporate marketing strategies. Corporate Social Responsibility (CSR), is a form of self-regulation integrated into business models aimed to increase profits through public relations and making positive impact on the environment, consumers, employees, investors, and communities. By highlighting their commitment to CSR, companies use social media to demonstrate their philanthropic endeavors and cause-related initiatives in addition to building their reputation and gain consumers' loyalty. This project consists of observing how companies that contribute to charitable organizations communicate CSR efforts using social media. There will be content analysis of social media posts of brands that engage in CSR and surveys to find out perceptions of brands. CSR programs are criticized for creating an artificial connection with consumers and claim allegiance to causes they don't really care about. At the same time, CSR efforts have greatly improved the quality of life and created awareness and advocacy for social causes. There are differing views on the perception of CSR initiatives and this study is being conducted to observe how millennials perceive CSR efforts promoted on social media.

## SOCIAL MEDIA USAGE



20 Respondents use Twitter  
 85 Respondents use Facebook  
 56 Respondents use Instagram  
 59 Respondents use SnapChat

## DEMOGRAPHICS (AGE & GENDER)

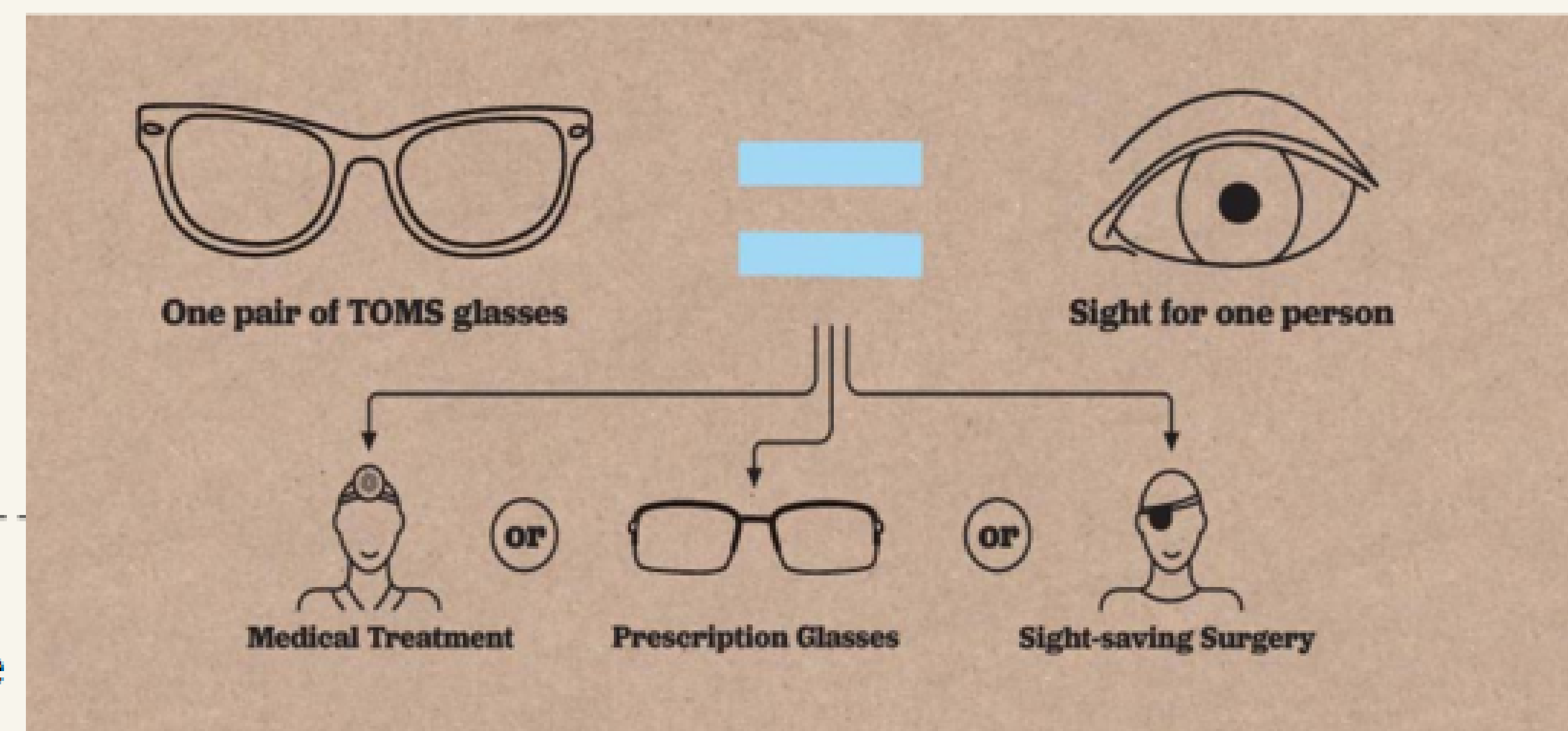
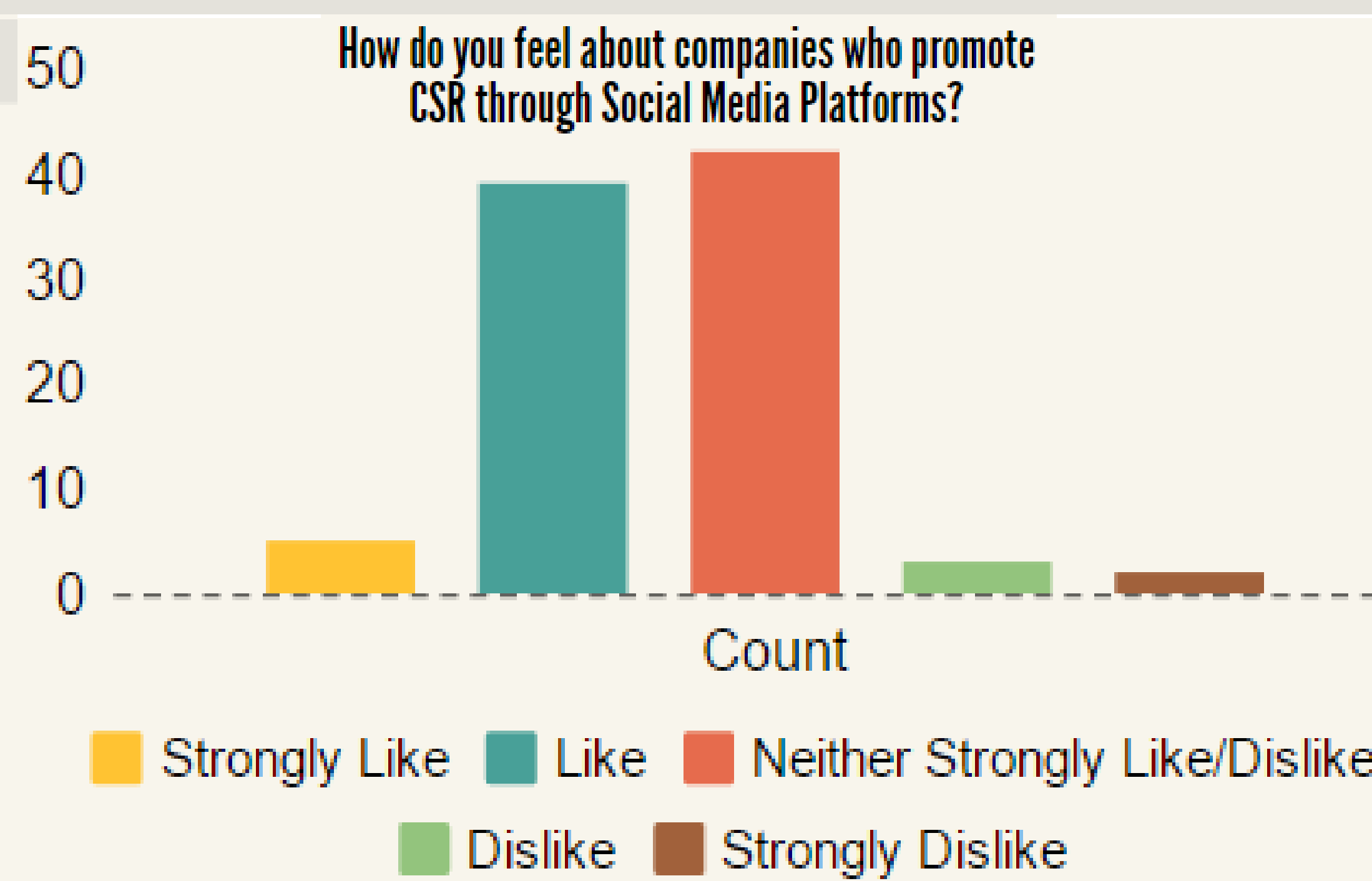
18 to 23 (86%) ● **56 Females**  
 24 to 29 (13%) ● **35 Males**  
 30 to 35 (1%)

## RESEARCH QUESTIONS

1. What factors are most important to Millennials when purchasing a product?
2. How important is it to Millennials that a company participates in CSR initiatives?
3. How do Millennials perceive companies who promote CSR initiatives through social media?

## RESULTS

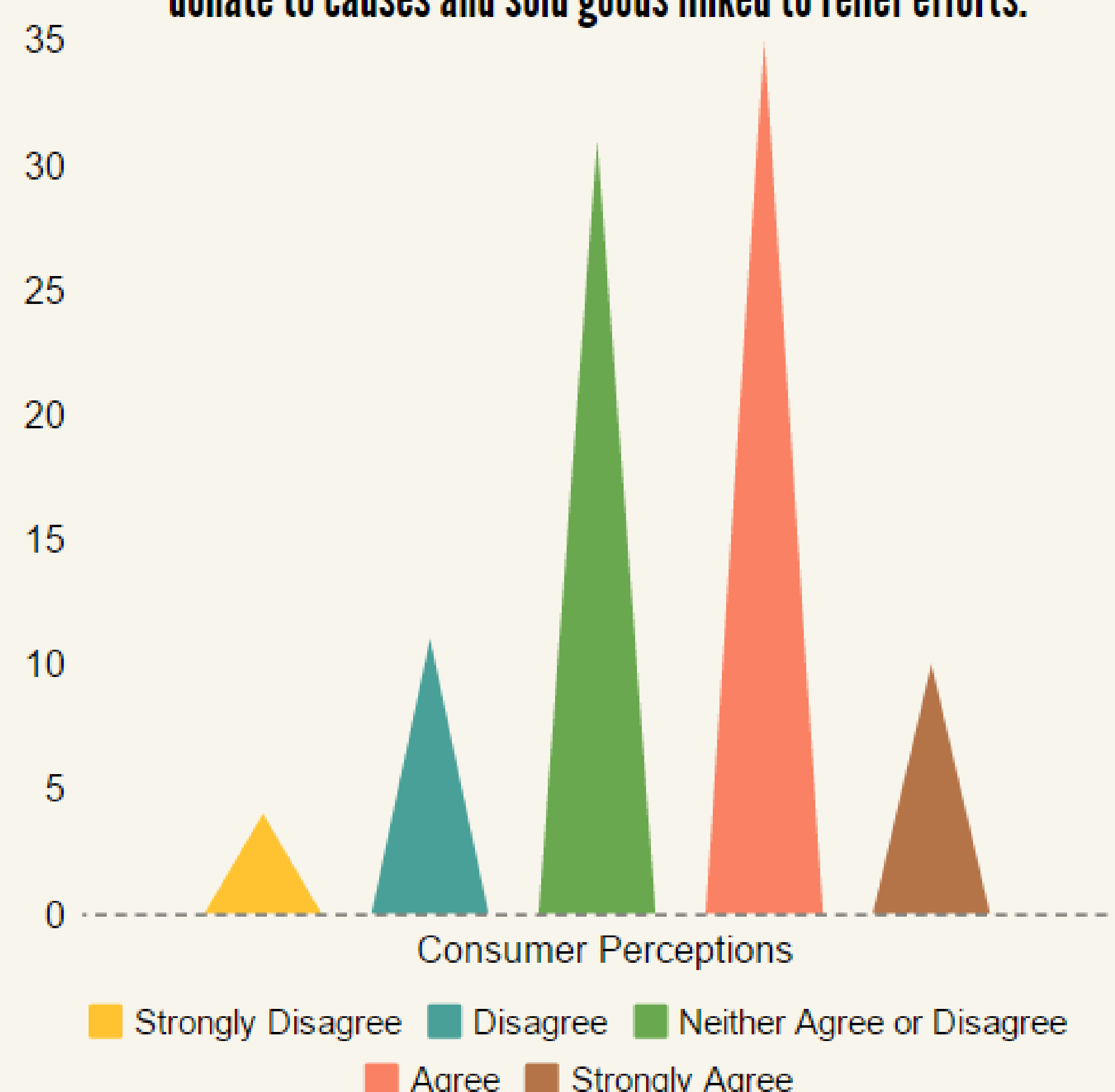
Survey results revealed that 43% of respondents were in favor of companies who promote CSR through social media platforms. According to the survey results, individuals agree that they are more likely to trust brands if they encouraged customers to donate to causes and sold goods linked to relief efforts. The results showed that 46% of respondents agreed that they are more likely to make purchases from a company if they know that the company is socially responsible and contribute to organizations in need.



## ANALYSIS & CONCLUSION

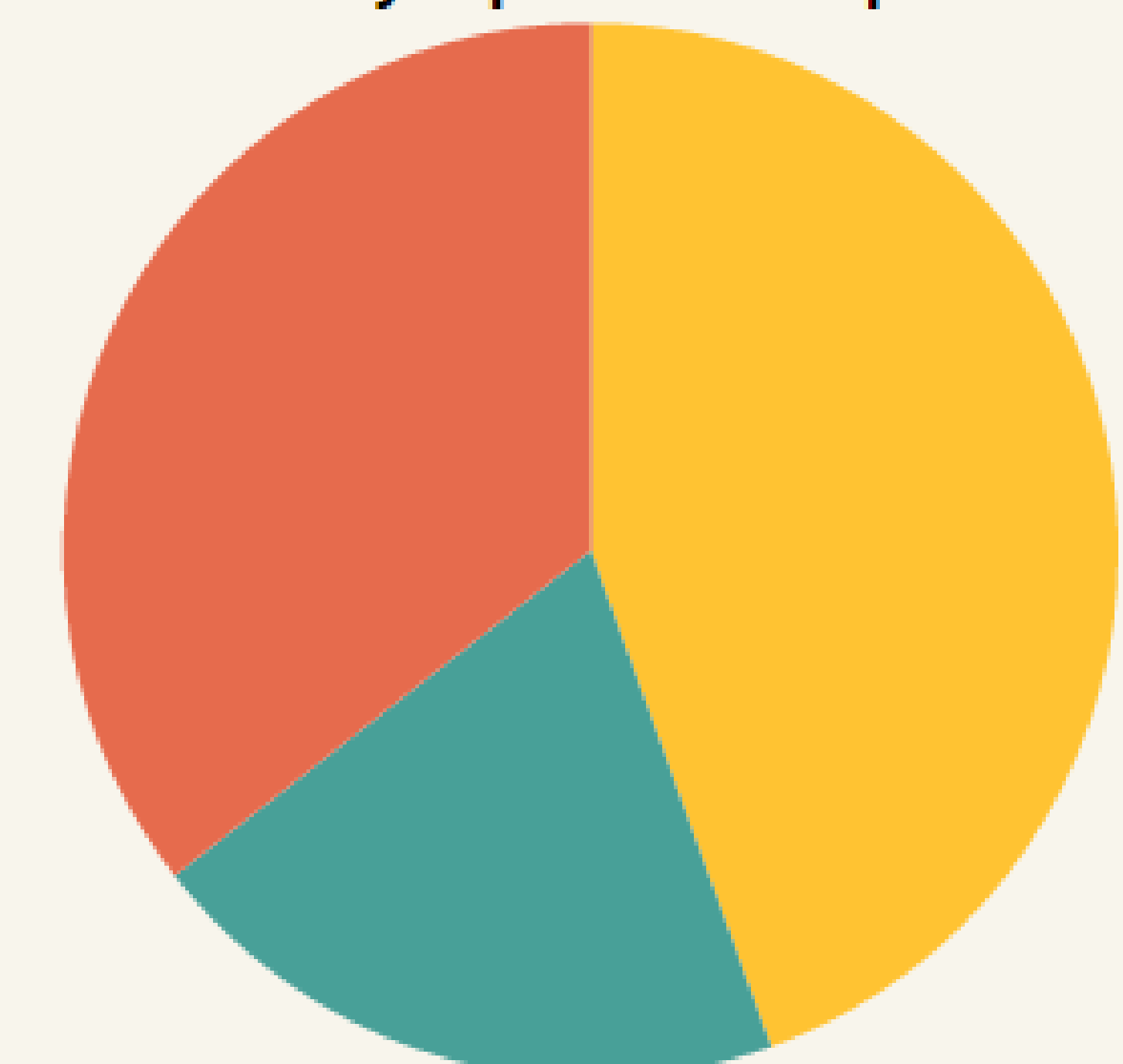
Please indicate the extent to which you agree or disagree with the following statement:

"I am more likely to trust brands if they encouraged customers to donate to causes and sold goods linked to relief efforts."



Companies are establishing online presences through social media platforms such as Facebook, Twitter, Instagram, SnapChat, and other platforms. According to the Journal of Business & Economics Research (2014), this social movement has put pressure on corporations to develop and to harness their content marketing to creatively attract the intended audience and this has escalated over the years. Through the analysis of data, it can be concluded that: High frequency of consumers believe that Corporate Social Responsibility is important, however a majority of consumers reported that brand, price, and quality were the most important factors when making a purchase decision. Respondents stated they did not make purchases from companies who participated in CSR frequently so this advocacy and awareness is not as established and companies can improve their efforts.

When you see the above image, what is your reaction?  
 Would you purchase the product?



\* According to TOMS "One for One" campaign, with every pair you purchase, TOMS will give sight to a person in need.