

Reactions on Corporate Social Responsibility Print Advertising of Indian Oil

*Sakthivel Karunamoorthy
 *Selvarasu Appasamy Mutharasu
 Annamalai University

Introduction to Corporate Social Responsibility [CSR]: An overview

CSR states that corporations have an obligation to consider the interest of customers, employees, shareholders, communities, and ecological considerations in all forms of interest of their operations. It further clarifies that this obligation extends 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 stakeholders. The research proposal contributes to it by tracing the historical roots of the companies or corporations have to the societies with in which they are based and operate. CSR also involves a business identifying its stakeholder groups and incorporating their needs and values within the strategic and day to day decision-making process. There are not many studies that concentrate on the concept of CSR. In most cases, researchers or practitioners simply refer to the strategy of CSR. It is for this reason that researcher thought it is important to make a more detailed study of the concept. Levels of CSR objectives viz., social, economical, environmental using various advertising strategies that generate reactions as opinion, recall and recognitions with three dimensions such as appeal, attitude/image, intention-to-buy message. Fransisca Franche [2009], Jasha Bowe [2009] and Alen Anthony Pomeroy, [2009] studied the role of advertising in the context of reactions of CSR advertising in print media.

CSR Ratings of India's Largest 500 companies – 2010 [June 2011]: Corporate companies have been observed by different rating agencies, like Karmayog that has rating of CSR study since 2007 in India. India's 500 largest corporate have been studied on companies reactions to global and local conditions that demand more responsible behavior among all stake holders including corporate specifically. All citizen of Indian nation know that corporate companies are using resources that are common to all living beings. There are companies which pollutes the environment of beach, cuts down greener trees and forests. It is evident that such companies are accountable toward building society and a better world. The agencies CSR rating as per customers view is presented below and five levels of scores among first 500 largest companies. Result of the study indicated that there are twelve companies fall under the 4 level ratings such as 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 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 and 0.2% of this is Rs. 7400 crores, that should be spent on CSR activities. The Profit (before tax) of these companies in 2010 was Rs. 4 lakh crores, and 2% of this is Rs.8000 crores. over the last four years, the number of companies undertaking CSR activities gradually increasing.

Table 1 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

CSR Ratings of India's Largest 38 companies in Tamilnadu– 2010 [June 2011]: In Tamilnadu, among largest corporate companies it is observed that 38 companies have been observed by research from the list published by rating agency.Titan Industries alone in the fourth level of CSR rating2010. In addition, four companies viz., Tamilnadu Newsprint, EID parry, Appollo, Hospital and Ashok Leyland have been rated with level 3 CSR rating. In 2010, the largest 38 companies had total sales of Rs. 1.3 lakh crores and 0.2% of this is Rs.270 crores, that should

be spent on CSR activities. The Profit (before tax) of these companies in 2010 was Rs. 15 thousand crores, and 2% of this is Rs.300 crore.

CSR Communication: Morsing and Schultz(2008) alerted to the increased importance of “subtle” 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 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 to 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 than engage in a consistent discussion. These sorts of practices are far more morally troublesome when used to market good corporate conduct. 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.

CSR advertising: In the recent years corporate companies are interested to create innovative ideas in the business. Advertising provided persuasive information and positive associations designed to increase purchase probability (Killer,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), aimed to generate awareness of and preference for the corporate brand or master brand (Rossiter and Bellman,2005 Ch16). Corporate image advertising based around a CSR positioning appeal claimed the firm was somehow demonstrating a commitment to non-economic goals to improve the quality of life of the local community and society at large by reducing the negative externalities and maximizing the positive externalities of its operations, as they affect social and environmental metrics.

Types 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 themselves with customers. CSR advertising uses proactive impression management strategic and tactics. In addition, more number of CSR advertising and less number of advertising used by corporate companies depending on the scrutiny [FranciscaFarache,2009 et.al.]. Persuasive and informative CSR advertising widely used based on CSR claims [Alen AnthonyPomerling2009]. Depending on number of messages in CSR advertising, single- message advertising and multiple-message Advertising have also been created by ad agencies [Shih-Lun Alex Wang & Richard Alan Nelson,2006].

Cause related marketing: Cause-related marketing (CRM) is a mutually beneficial collaboration between a corporation and a nonprofit in which their respective assets are combined to create shareholder and social value; connect with a range of constituents like consumers, employees, and suppliers; communicate the shared values of both organizations [Jocelyn Daw]. 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 nonprofit organization, so they are not treated as tax-deductible charitable contributions. Nonprofits 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.

Successful CSR Advertising campaigns in India: There are few CSR ad campaigns presented for better understanding of the application of the concepts in corporate image and brand reputation in the national and international experiences.



Idea Cellular's 'go green' Campaign with a message 'Use mobile, Save papers.': Indian CSR Ad experience: 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" idea cellular has adopted socially relevant advertisements Which was developed by Lowe, Idea's creative agency, The ad advocates the use of a mobile phone's value-added services to save paper and consequently protect the Earth. The campaign used 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 everyday. thus reducing dependency on paper.

Pradeep Shrivastavan [2010], chief marketing officer, Idea Cellular have 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 protect the 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 agonised tree starts sprouting again and leaves the audience with a simple message – 'use mobile, save paper'.



Levi's Strauss Co's "Go forth" campaign with a message Real work plus real people equals real change: as an International experience, 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 with a message "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 townspeople while supplying restaurants and the local farmers' market with produce.



Area of the study: CSR Advertising as marketing tool for Cause-related [CR] marketing

IndianOil is the largest commercial enterprise in India and the 125th highest ranked Fortune Global 500 Company in the country. For over five decades now, 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. 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 enrich the quality of life of the community and preserve ecological balance and heritage through a strong environment conscience."

IndianOil have 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 at developing techno-economically viable and environment-friendly products & services for the benefit of millions of its consumers, while at the same time ensuring the highest standards of safety and environment

IOCL has had a task to Prepare a 360 degree Media Campaign leverage IndianOil's CSR activities to meet its Marketing 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, the same 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 Objective of their CSR Advertising campaign is to focus both on the core strength of the corporation as well as create an emotional connect with public to enhance the image of the corporation and leverage the same to meet its marketing goals. Target consumers of the campaign are both male and female, general public, All India Socio-Economic Class. The advertising happens to be firstly in English language and further translated in various other languages of India. In addition to print media, the campaign is inclusive of 360° branding proposal. Hoarding / Banner / Poster /TV/Radio/Any other.

Review of literature

The extensive collection of literature on the topic of study is presented for cause related marketing, CSR communication, CSR advertising, consumer's 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. Shih-Lun Alex Wang & Richard Alan Nelson, [2006] have studied 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 diagnostic and purchase intentions. This study argues that varying messages in advertising and publicity about a product or service intelligently could be an effective technique in integrated marketing communications. In a rapidly changing media environment, consumers obtain product information from a variety of sources.

Anna S. Mattila et. al. [2010] has found that during crisis in the company's image, CSR message advertising helps to regain corporate reputation than the image based advertising. It is stated that consumers harbor negative attitudes toward mortgage companies and skepticism about advertising from these companies, but that the inclusion of a CSR message can mitigate these effects, resulting in improved attitudes toward the company.

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, attitude formation have already been initiated. It is noted that consumers are keen to know which firms are serious about CSR and which firms are merely paying the concept as lip – service. While the Social Topic Information, message alone manipulated in the same copy 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, both an unfamiliar and fictitious brands were used. A research on using familiar brands that capture a range of brand loyalty strata offers an important study. Depending on brands offers, opportunity for social identification and a sense of community, consumer's reactions toward CSR advertising claims 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. In identifying meaningful criteria for segmenting consumers for whom more informative and persuasive advertising media has not yet been attempted. Hence, researcher has 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.

Research gap: On account of 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 researcher has considered that the direction for research 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.

Research objectives: The following are the objectives 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 Indian Oil brand.

1. To manipulate multiple –message CSR print advertising for IOCL’s socio economic and environment actions
2. To conduct aided recall test on experimental basis for multiple message –CSR print advertising copies
3. To measure reactions on multiple message appeal of CSR advertising, IOCL’s corporate image and Indian Oil brand attitude
4. To find out consumers’ intention-to-buy attitude towards Indian Oil brand/products

Research Methodology

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 its reactions among users of motor vehicles. Three different CSR informative advertising print copies and three 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 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 in addition to commercial advertising in establishing positive image in the minds of customers like ‘go green’ to save natural resources on the earth. Finally, reactions of CSR-advertising are measured in order to test the effect of manipulation of CSR advertising message and persuasive claims.

Research propositions

CSR advertising is planned and practiced by corporate companies with a special focus on corporate image, brand image and 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 and a multiple message ad ‘The smiles we multiply’ campaigns.

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 and the creative message connecting CSR activity are listed below.

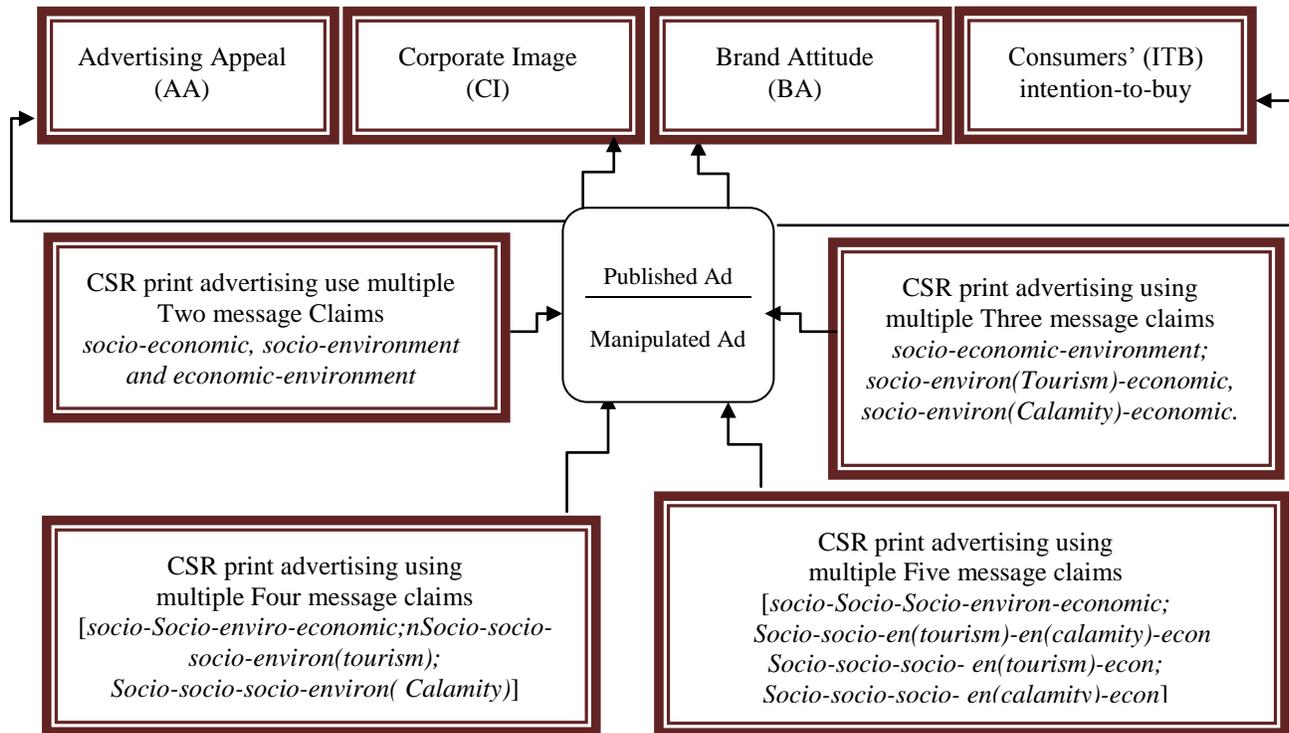
P1a: CSR print advertising use multiple message with published and manipulated [*socio-economic, socio-environment and economic-environment*] claims result in significant reaction upon advertising appeal, corporate image and brand attitude for both published and manipulated ads.

P1b: CSR print advertising use multiple message with published and manipulated [*socio-economic-environment*] claims result in significant reaction upon advertising appeal, corporate image and brand attitude for both published and manipulated ads.

P2a: CSR print advertising use multiple message with published and manipulated [*socio-economic, socio-environment and economic-environment*] claims result in significant reaction upon consumers’ intention-to-buy attitude towards Indian Oil 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 Indian Oil brand/products.

Figure 1 CONCEPTUAL FRAMEWORK OF REACTIONS ON CSR PRINT AD MODEL



Research design

Indian Oil Corporation Limited [IOCL] is one of the top most leading Maharathna 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 experimentally studied among 480 consumers of IOCL. The proposal is aimed at identifying CSR-advertising and its reactions among users of motor vehicles. Four different CSR print advertising published copies and four more CSR persuasive print advertising copies have been manipulated and used in the study.

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].

1. Learning from the CSR Ad social message
2. Learning from the CSR Ad economic message
3. Learning from the CSR Ad environment message
4. CSR ad allows me to judge its appeal
5. Companies corporate image appeal to me
6. Brand demonstrates a genuine CSR attitude/intention-to-buy
7. International CSR Ad standards
8. Business responsibility for its impact and environment
9. General attitude towards companies

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 have been selected for the main study. Blind test is conducted for the words and sentences in two set of CSR advertising of IOCL like ‘tree’, ‘women’, ‘crore’, ‘women empowerment’, ‘nurturing talent’, ‘healthcare’, ‘IndianOil Foundation’ and ‘in the service of the nation’ .

Main study: Corporate social responsibility advertising [CSR Advertising] is a commercial advertising with social dimensions [Alan Anthony Pomeroy 2009] as a marketing tool of cause-related marketing [CR Marketing] [Rosica, 1979]. According to the Cone Millennial Cause Study in 2006, 89% of Americans (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 "good cause". 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 in addition to commercial advertising in establishing positive image in the minds of customers like ‘go green’ to save natural resources on the earth. Finally, reactions of CSR-advertising are measured in order to test the effect of published and manipulation of CSR advertising message and persuasive claims.

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

Sample size

I Based on type of consumers: CSR print advertisement copy test [2copy test per sample]

- 1. Mopeds/two-wheeler user :40 x 4 = 160
- 2. Light vehicle users :40 x 4 =160
- 3. Heavy vehicle users :40 x 4 =160
- Total sample : =480

II Based on expertise of consumers Advertising Experts And Practitioners a minimum of 50 persons have been called for conducting focused group discussion.

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

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 be limited. However, the corporate image and attitude of users towards brand and product is expected to increase in the minds of consumers. The proportions of multiple messages have been limited to similarity and dissimilarity in the formation of varieties in CSR ad messages.

Figure 2 Published And Manipulated - CSR Print Ad Copies Of IOCL

PUBLISHED CSR - SINGLE MESSAGE AD CSR – SOCIAL MESSAGE AD	MANIPULATED MULTIPLE MESSAGE AD CSR – SOCIO-ENVIRONMENT MESSAGE AD
---	--



CSR-ENVIRONMENT MESSAGE AD



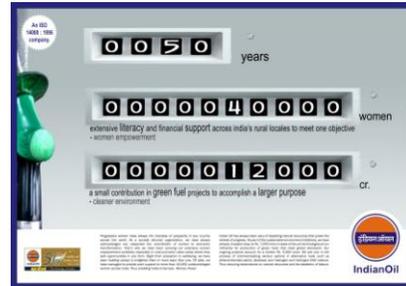
CSR – ECONOMICAL MESSAGE AD



CSR – ENVIRO-ECONOMICAL MESSAGE AD



CSR – SOCIO-ECONOMICAL MESSAGE AD



CSR – SOCIO-ENVIRO-ECONOMICAL MESSAGE AD



Figure 3 Published And Manipulated - CSR Print Ad Copies Of IOCL

PUBLISHED CSR - SINGLE MESSAGE AD



The smiles we multiply

IndianOil, India's #1 energy brand with presence across the entire hydrocarbon value chain, is spreading smiles in the lives of over a billion people, and we multiply these smiles through well-defined, concerted, social responsibility programmes that are aimed at inclusive growth. Today, we are partnering with communities in several activities.

Healthcare - Mobile healthcare schemes (Sachal Swasthya Seva) in rural India, IndianOil Tata Care Centre for cancer treatment, Assam Oil Division hospital to cater to people in the northeast, drinking water facilities in remote & rural areas, etc.

Nurturing Talent - Academic and sports scholarships for deserving, young talent.

Women Empowerment - Managing the Assam Oil School of Nursing in the northeast since 1980, financial assistance for girls to pursue diploma in nursing and midwifery.

IndianOil Foundation - Preserving the rich cultural heritage of India and creating tourist-friendly facilities at heritage sites.

In the Service of the Nation - Community initiatives during natural calamities and other national emergencies.

Backed by the collective dedication of 34,000 people, IndianOil is a force that is fast emerging as the energy of India.



IndianOil

Petroleum Refining and Marketing • Pipeline Transportation • Research & Development • Technology Solutions
 Petrochemicals • Gas Marketing • Exploration & Production • Alternative Energy

www.iocl.com

MANIPULATED MULTIPLE MESSAGE AD

CSR- S²En²Ec

CSR – S³En-TourismEc

CSR-SEn-TourismEc



The smiles we multiply

IndianOil, India's #1 energy brand with presence across the entire hydrocarbon value chain, is spreading smiles in the lives of over a billion people, and we multiply these smiles through well-defined, concerted, social responsibility programmes that are aimed at inclusive growth. Today, we are partnering with communities in several activities.

Healthcare - Mobile healthcare schemes (Sachal Swasthya Seva) in rural India, IndianOil Tata Care Centre for cancer treatment, Assam Oil Division hospital to cater to people in the northeast, drinking water facilities in remote & rural areas, etc.

Nurturing Talent - Academic and sports scholarships for deserving, young talent.

Women Empowerment - Managing the Assam Oil School of Nursing in the northeast since 1980, financial assistance for girls to pursue diploma in nursing and midwifery.

IndianOil Foundation - Preserving the rich cultural heritage of India and creating tourist-friendly facilities at heritage sites.

In the Service of the Nation - Community initiatives during natural calamities and other national emergencies.

Backed by the collective dedication of 34,000 people, IndianOil is a force that is fast emerging as the energy of India.



IndianOil

Petroleum Refining and Marketing • Pipeline Transportation • Research & Development • Technology Solutions
 Petrochemicals • Gas Marketing • Exploration & Production • Alternative Energy

www.iocl.com



The smiles we multiply

IndianOil, India's #1 energy brand with presence across the entire hydrocarbon value chain, is spreading smiles in the lives of over a billion people, and we multiply these smiles through well-defined, concerted, social responsibility programmes that are aimed at inclusive growth. Today, we are partnering with communities in several activities.

Healthcare - Mobile healthcare schemes (Sachal Swasthya Seva) in rural India, IndianOil Tata Care Centre for cancer treatment, Assam Oil Division hospital to cater to people in the northeast, drinking water facilities in remote & rural areas, etc.

Nurturing Talent - Academic and sports scholarships for deserving, young talent.

Women Empowerment - Managing the Assam Oil School of Nursing in the northeast since 1980, financial assistance for girls to pursue diploma in nursing and midwifery.

IndianOil Foundation - Preserving the rich cultural heritage of India and creating tourist-friendly facilities at heritage sites.

Backed by the collective dedication of 34,000 people, IndianOil is a force that is fast emerging as the energy of India.



IndianOil

Petroleum Refining and Marketing • Pipeline Transportation • Research & Development • Technology Solutions
 Petrochemicals • Gas Marketing • Exploration & Production • Alternative Energy

www.iocl.com



The smiles we multiply

IndianOil, India's #1 energy brand with presence across the entire hydrocarbon value chain, is spreading smiles in the lives of over a billion people, and we multiply these smiles through well-defined, concerted, social responsibility programmes that are aimed at inclusive growth. Today, we are partnering with communities in several activities.

Healthcare - Mobile healthcare schemes (Sachal Swasthya Seva) in rural India, IndianOil Tata Care Centre for cancer treatment, Assam Oil Division hospital to cater to people in the northeast, drinking water facilities in remote & rural areas, etc.

Nurturing Talent - Academic and sports scholarships for deserving, young talent.

Women Empowerment - Managing the Assam Oil School of Nursing in the northeast since 1980, financial assistance for girls to pursue diploma in nursing and midwifery.

IndianOil Foundation - Preserving the rich cultural heritage of India and creating tourist-friendly facilities at heritage sites.

Backed by the collective dedication of 34,000 people, IndianOil is a force that is fast emerging as the energy of India.



IndianOil

Petroleum Refining and Marketing • Pipeline Transportation • Research & Development • Technology Solutions
 Petrochemicals • Gas Marketing • Exploration & Production • Alternative Energy

www.iocl.com

CSR-S²Ec

CSR-S³En-CalamityEc

CSR-SEn²Ec



The smiles we multiply

IndianOil, India's #1 energy brand with presence across the entire hydrocarbon value chain, is spreading smiles in the lives of over a billion people, and we multiply these smiles through well-defined, concerted, social responsibility programmes that are aimed at inclusive growth. Today, we are partnering with communities in several activities.

Healthcare - Mobile healthcare schemes (Sachal Swasthya Seva) in rural India, IndianOil Tata Care Centre for cancer treatment, Assam Oil Division hospital to cater to people in the northeast, drinking water facilities in remote & rural areas, etc.

Nurturing Talent - Academic and sports scholarships for deserving, young talent.

Women Empowerment - Managing the Assam Oil School of Nursing in the northeast since 1980, financial assistance for girls to pursue diploma in nursing and midwifery.

Backed by the collective dedication of 34,000 people, IndianOil is a force that is fast emerging as the energy of India.



IndianOil

Petroleum Refining and Marketing • Pipeline Transportation • Research & Development • Technology Solutions
 Petrochemicals • Gas Marketing • Exploration & Production • Alternative Energy

www.iocl.com



The smiles we multiply

IndianOil, India's #1 energy brand with presence across the entire hydrocarbon value chain, is spreading smiles in the lives of over a billion people, and we multiply these smiles through well-defined, concerted, social responsibility programmes that are aimed at inclusive growth. Today, we are partnering with communities in several activities.

Healthcare - Mobile healthcare schemes (Sachal Swasthya Seva) in rural India, IndianOil Tata Care Centre for cancer treatment, Assam Oil Division hospital to cater to people in the northeast, drinking water facilities in remote & rural areas, etc.

Nurturing Talent - Academic and sports scholarships for deserving, young talent.

Women Empowerment - Managing the Assam Oil School of Nursing in the northeast since 1980, financial assistance for girls to pursue diploma in nursing and midwifery.

In the Service of the Nation - Community initiatives during natural calamities and other national emergencies.

Backed by the collective dedication of 34,000 people, IndianOil is a force that is fast emerging as the energy of India.



IndianOil

Petroleum Refining and Marketing • Pipeline Transportation • Research & Development • Technology Solutions
 Petrochemicals • Gas Marketing • Exploration & Production • Alternative Energy

www.iocl.com



The smiles we multiply

IndianOil, India's #1 energy brand with presence across the entire hydrocarbon value chain, is spreading smiles in the lives of over a billion people, and we multiply these smiles through well-defined, concerted, social responsibility programmes that are aimed at inclusive growth. Today, we are partnering with communities in several activities.

Healthcare - Mobile healthcare schemes (Sachal Swasthya Seva) in rural India, IndianOil Tata Care Centre for cancer treatment, Assam Oil Division hospital to cater to people in the northeast, drinking water facilities in remote & rural areas, etc.

Nurturing Talent - Academic and sports scholarships for deserving, young talent.

Women Empowerment - Managing the Assam Oil School of Nursing in the northeast since 1980, financial assistance for girls to pursue diploma in nursing and midwifery.

In the Service of the Nation - Community initiatives during natural calamities and other national emergencies.

Backed by the collective dedication of 34,000 people, IndianOil is a force that is fast emerging as the energy of India.



IndianOil

Petroleum Refining and Marketing • Pipeline Transportation • Research & Development • Technology Solutions
 Petrochemicals • Gas Marketing • Exploration & Production • Alternative Energy

www.iocl.com

Implication of Study

The study proposes corporate social responsibility, by the way of delivering corporate ads and the corporate intention is to do some basic facilities to the society by uplifting the down trodden people. Like, underprivileged students, children, aged senior Citizens, women development project, sports, scholarship, clean drinking water, hospital on wheels for rural, green plantation, hospital assistants, school buildings, toilet facilities, community halls, etc. The aim of the corporate companies is to sustain their image or regain the name, from various CSR initiatives. Practically corporates are doing business and earn profit, simultaneously they indirectly helping to the society from the initiation of various schemes. At times, the CSR advertising help when there is setback for the product and image of the company by tilting the customer perception from negative image to positive image of corporate.

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 need variations in advertising approach and CSR advertising is proving positive results for the corporate companies. There are specific condition that seeks companies to adhere to sustainability reports in all spheres of resources and final products. It is right time to support strategists with new ways of advertising approaches with unique business applications.

Reference

1. Alan pomering (1996), 'Advertising corporate social responsibility initiatives to communicate corporate image', *From corporate communications: An International Journal* ISSN 1356-3289.
2. Andreasen, A.R. (1996), 'Profits for Nonprofits: Find a corporate Partner', *Harvard Business Review* 74 (6): 47-59
3. Anna S. Mattila, Lydia Hanks, Ellen Eun Kyoo Kim (2010), 'The impact of company type and corporate social responsibility messaging on consumer perceptions', *Journal of Financial Services Marketing* (2010) 15, 126 – 135.
4. Antil, J.H., (1984), 'Socially responsible consumers: profile and implications for public policy', *Journal of MacroMarketing* 4: 18-39.
5. Baker, M. (2000), 'Corporate Social Responsibility – What does it mean?' Retrieved 23 March, 2009, from [http:// WWW.mallembaker.net/csr/definition.php](http://WWW.mallembaker.net/csr/definition.php).
6. Batra, R., and Rae, M.L., 1986. Situational effects of advertising repetition: The moderating influence of motivation, ability, and opportunity to respond. *Journal of consumer Research* 12 (March):432-445.
7. Bergkvist, L., and Rossiter, J.R., 2007. The predictive validity of multiple-item versus single-item measures of the same constructs. *Journal of marketing research* 44 (May): 175-184.
8. Calfee, J.E., and Ringold, D.J., 1988. Consumer skepticism of advertising: what do the polls show? *Advances in consumer Research* 15 (244-248).
9. Carroll, A.B., 1991. The pyramid of Corporate social responsibility: Toward the moral management of organizational stakeholder. *Business Horizons* 34 (July/August): 39-48.
10. Christine A. Mallin [2009]. 'Corporate Social Responsibility: A case study approach'. pp192-287
11. Coulter, L.L., Zaltman, G., and Coulter, K.s., 2001. Interpreting consumer perceptions of advertising: An application of the Zaltman metaphor elicitation technique. *Journal of Advertising* 30 (Winter): 1-22.
12. Cox, D.F (1967), 'Risk talking and information handling in consumer behaviour', Harvard University, Boston:604-639.
13. Darley, W.K., and smith, R.E., 1993. 'Advertising claim objectivity: Antecedents and effects', *Journal of Marketing* 57:100-113.
14. David Crowther, Nicholas Capaldi [2008]. 'The Ashgate research companion to Corporate Social Responsibility'. pp288-402
15. Davis, K., 1973. The case for and against business assumption of social responsibilities. *Academy of Management Journal* 16 (2): 312-322.

16. Dawkins, J., 2004. Corporate Responsibility: The communication challenge. *Journal of Communication management* 9 (2): 108-119.
17. Edell, J.A., and Staelin, R., 1983. The information processing of pictures in print advertisements. *Journal of consumer Research* 10 (June): 45-61.
18. Ford, G.T., Smith, D.B., and Swasy, J.L., (1990), 'Consumer Skepticism of Advertising Claims: Testing Hypotheses from Economics of information', *Journal of consumer Research* 16 (March): 433-441.
19. Francisca Farache et.,all [2009]. 'The role of advertising in the legitimization of CSR actions', ANZMAC
20. Friedman, M., 1970. The social responsibility of business is to increase profits. *New York Times Magazine*. (September 13): 32-33, 122,126.
21. Gray, R. (2000), 'Developing a tight fit is crucial to CMR', *Marketing* 4: 37-38.
22. Greening, D. W., and Turban, D.B., (2000), 'Corporate social performance as a competitive advantage in attracting a quality workforce', *Business and Society* 39: 254-280.
23. Hastak, M., and Olson, J., 1989. Assessing the role of brand-related cognitive responses as mediators of communication effects on cognitive structure. *Journal of consumer Research* 15 (March):444 - 456.
24. http://www.researchdimensions.com/change_blog/?page_id=2 visited on 16.7.2012
25. <http://www.scribd.com/doc/32594408/INDIA%E2%80%99S-MOST-EFFECTIVES-AD-CAMPAIGNS>
26. Internet activity and content. Retrieved on 20 December, 2008 from <http://WWW.acmag.gov.au/webwr/-assets/main/lib310210/report-6-telecommunications-today.pdf>
27. J.J. Asongu [2007]. 'The History of Corporate Social Responsibility', *A Journal of Business and Public Policy*, Vol.1 No.2.
28. James, D. 2002 Consumer Activism and corporate Responsibility *Journal of Research for consumer* 3. Retrieved 15 October, 2008, from <http://WWW.Jrconsumers.com/academic-articles/issue-3/James.pdf>
29. Jeremy Moon [2009]. *The Oxford Hand book of Corporate Social Responsibility*
30. Jerry W. Anderson [1989]. 'Corporate Social Responsibility: Guidelines for top management'. p171-284
31. Keller, K.L., 1991. Cue compatibility and framing in advertising. *Journal of Marketing Research* 27: 42-57.
32. Kinard, J., Smith, M.E., and Kinard, B.R., 2003. Business executives` attitudes to social responsibility: past and present: *American Business Review* 21 (2): 87-91.
33. KLD. 2006, The Corporate Social Ratings monitor. Retrieved 8 May , 2006. from <http://WWW.Kld.com/research/socrates/index.html>.
34. Koslow, S., 2000. Can the Truth Hurt? How Honest and Persuasive Advertising Can Unintentionally Lead to Increased consumer Skepticism. *Journal of consumer Affairs* 34 (2): 245-267.
35. Kyoko Fukukawa [2009]. 'Corporate Social Responsibility in Asia'.
36. Lichtenstein, D.R., Drumwright, M.E., and Braig, B.M., 2004. The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing* 68 (4): 16-32.
37. Lichtenstein, Donald R. (2004) et. al., 'The effect of Corporate Social Responsibility on consumer donations to Corporate supported Nonprofits', *Journal of Marketing*, 68 (4), 16-32.
38. MacKenzie, S.B., Lutz, R.J., and Belch, G.E., 1986. The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. *Journal of Marketing Research* 23 (May):130-143.
39. Maignan, I., and Ferrell, O.C., 2004. Corporate social responsibility and marketing: An integrative framework. *Journal of the Academy of Marketing science* 32 (1): 3-19.
40. Manuel London [2009]. 'Social Entrepreneurship'.
41. Marcus Grant, Joyee O-Connor [2004]. 'Corporate Social Responsibility and alcohol'. p142-565
42. Matthew J.Cox Sustainable communication: A Study of Green Advertising and Audience Reception within the growing arena of Corporate Social Responsibility. Case Study: British Petroleum ISSN 1744-2893
43. McGuire, J. B., Sundgren, A., and Schneeweis, T., 1988. Corporate social responsibility and firm financial performance. *Academy of management Journal* 31 (4): 854-872.
44. Meyers-Levy, J., and Malaviya, P., 1999. Consumer`s processing of persuasive advertisements: An integrative framework of persuasion theories. *Journal of Marketing* 63 (Special Issue): 45- 60.
45. Micco H. Manner. 'Human Behavior and the Corporate Social Responsibility' (Paper back)
46. Michael E. Porter and Mark R. Kramer and Siman Zadek [2007]. '*Hardvard Business Review* on point collection Redefining corporate Social Responsibility'
47. Miles, M. P., and Covin, G.G., 2000. Environmental marketing: A source of reputational, competitive, and financial advantage. *Journal of Business Ethics* 23 (3): 299-311.
48. Miles, R. A. 1987. Managing the Corporate Social Environment. Prentice-Hall, Englewood Cliffs, NJ.

49. Mohr, L. A., and Webb, D. J., 2005. The Effects of Corporate Social Responsibility and Price on Consumer Responses. *The Journal of consumer Affairs* 39 (1): 121-147.
50. Morsing, M., and Schultz, M., 2006. Corporate. Social responsibility communications: Stakeholder information, response and involvement strategies. *Business Ethics: A European Review* 15 (4): 323-338.
51. Peattie, K., 2001. Towards sustainability: The third age of green marketing. *Marketing Review* 2 (2): 129-146.
52. Philip Kotler, Nancy Lee [2008]. 'Corporate Social Responsibility: Doing the Most Good. p65-320
53. Pirsch, J., Gupta, S., and Landreth Grau, S., 2007. A framework for understanding corporate social responsibility programs as a continuum: An exploratory study. *Journal of Business Ethics* 70: 125-140.
54. Prout, j., 2006. Corporate responsibility in the global economy: a business case. *Society and Business Review* 1 (2): 184-191.
55. Ramon Mullerat [2010]. 'International Corporate Social Responsibility'.
56. Roberts, J.A., 1996. Will the real socially responsible consumer please step forward? *Business Horizons*, January/february: 79-83.
57. Rossiter, J. R., and Percy, L. 1997. Advertising and Promotion Management. McGraw-hill Book Company, New York.
58. Rossiter, J. R., and Bellman, S. 2005. Marketing communication: Theory and Applications. *Pearson Education* Australia, Frenchs Forest, NSW.
59. Ruf, B. M., Muralidhar, K., Brown, R. M., et al., (2001), 'An empirical investigation of the relationship between change in corporate social performance and financial performance: A stakeholder theory perspective' *Journal of Business Ethics* 32 (2): 143-156.
60. Sen, S., Bhattacharya, C. B., and Korschun, D., 2006. The role of corporate social responsibility in strengthening multiple stakeholder relationships. *Journal of the Academy of Marketing science* 34 (2): 158-166.
61. Sparkman, R. J., and Locander, W. b., 1980. Attribution theory and advertising effectiveness. *Journal of consumer Research* 7 (3): 219-224.
62. Steve Kent May, George Cheney, Juliet Roper [2007]. 'The debate over Corporate Social Responsibility'. pp 370-490
63. Sudepta pradhan and Subhadip Roy [2010]. The Nature of socially responsible communication in indian companies . Theory and practice ISSN 1648-0627 print/ISSN1822-4202 online
64. Sunyoung Lee. 'A case study for the oxford - Achilles Working Group on Corporate Social Responsibility', *Corporate Social Responsibility in India*.
65. Teresa Tan and Mark D.Uncles [2008]. Corporate social responsibility as an advertising Appeal. ANZMAC
66. Thomas H. Ohlgren, Lynn M.Berk [1977]. 'The New languages: a rhetorical approach to the mass media'. pp395
67. Varadarajan, P.R., and Menon, A., 1988. Cause-related marketing: A co alignment of marketing strategy and corporate philanthropy. . *Journal of Marketing* 52 (July): 58-74.
68. Votaw, D. 1973. Genius becomes rare. The corporate dilemma. D.V.S.P. Sethi (Ed.). Prentice Hall, Englewood Cliffs, NJ.
69. Walter Leal Filho [2009]. 'Professionals' Perspectives of Corporate Social Responsibility'.
70. William B. Werther, David Chandler [2006]. 'Strategic Corporate Social Responsibility stakeholder. pp151-356
71. William O. Bearden / Richard G. Netemeyer [1993]. 'Public Opinion towards advertising [Pollay & Metal], *Hand Book of marketing scales*. (Page 304) Second edition.
72. Windsor, 2001. The future of corporate social responsibility. *International Journal of Organizational Analysis* 9 (3): 225-256.