

The power of social media as a drive to the adoption of ethics in the corporate promotion

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Abstract: The aim of this paper is to discuss how the social media can affect the corporate promotion ethics. The researchers investigated the moral principles and standards that establish the values and practices of the corporate social responsibility. This research explored several case studies where corporations had to give up promotional campaigns for the sake of ethics. The Qualitative methodology; comparative case study method implemented in this research studied a complex phenomenon of correlation between social media, ethics and corporate social responsibility. The paper found that the organizations should put into considerations the social variables that could harm their reputations during the implementation of their promotional campaigns. This paper explored the effect of ignoring the corporate social responsibility (CSR) concept of publishing and promoting impacts on corporate notoriety and brand value. The impacts of corporate social responsibility (CSR) activities on brand value advanced powerful promotions impacts. This ponder contributes the writing by unequivocal characterizing the promoting impacts of corporate social responsibility (CSR) activities.

Keywords: Corporate ethics, Promotion, Advertising, Social media, corporate social responsibility (CSR), Corporate ethics, Digital marketing.

Introduction:

The research question: What are the effects of the social media on the corporate promotion ethics?

In spite of the fact that corporate social duty to Customer Social Responsibilities has been an issue of major concern for marketers for more than half a century, less consideration has been paid to its international dimensions. In any case, typically astounding, since: there relative International Showcasing Survey opportunity that numerous firms appreciate when working past their national borders makes them more powerless to social-related issues like human rights manhandle, unhealthy working conditions, and “anti-social” behavior the sensational development of both mass and social media has put the universal operations of numerous firms under greater investigation by customers and other partners, who have recently illustrated a greater propensity to rebuff irresponsible business behavior and competing on societal instead of financial grounds has been picking up energy as of late, especially among multinational corporations (MNCs), which, due to their budgetary, innovative, and partnered qualities, are expected to take

It ought to be famous that Corporate Social Responsibility has been talked about in a divided way in the field of promoting, that a few major schools of thought of the teach have energized the era of theories on this subject which numerous commitments have been limited to certain measurements of the build inside the literature. By differentiate various hypothetical thinks about and categorization endeavors relating to Customer Social Responsibilities are found in the management writing, constraining promoting too few but valuable categorizations of theoretical points of view. In addition, when promoting researchers to begin with begun to examine aspects related to Customer Social Responsibilities inside the teach, they at first focused on broadening marketing concepts and after that analyzed business social capacities to right now center on key ways to apply the build, which in most cases have as it were focused on major company partners: clients and consumers and the channels of dissemination.

Corporate marketing and corporate social obligation:

The most thought of corporate marketing is the move from an item and service to the corporate level concerns, i.e. marketing introduction ought to go beyond customers' needs and needs related to items and administrations

The stakeholder see which gives implies for marketing to be obliged at the corporate level was presented into the marketing teach through different fields, such as marketing introduction. Subsequently, the concept of corporate marketing encapsulates the partner viewpoint; as agreeing to this viewpoint, the organization's partners are not as it were the buyers of the company's items and services but moreover other voting public to whom the amplified corporate marketing mix is adjusted

One of the most points for taking a corporate marketing introduction could be a value creation which goes past benefit expansion and incorporates long-term business survival nearby the assembly of societal (and stakeholder) needs and desires

A company should focus on distinctive, more diverse social issues. In terms of clients as critical partners this implies that not only issues that influence customers' claim welfare specifically, such as item security and ethical sales, but moreover those that don't have a coordinate effect on them (e.g. child work, equal opportunities) should be considered Stakeholder desires are clearly a variable connected both to the CSR and corporate marketing concepts. Within the final decade or so, the issues connected to CSR have ended up an important driver of open opinion and corporate reputation Desires can be characterized as convictions of what is to be expected and they play an critical part in numerous sorts of choices Expectations with respect to CSR are expanding and the media and other partners are intolerant of those companies which are falling flat to satisfy their commitment Mindful stakeholders may expect the association to at slightest comply with the administrative rules, to be ethical, trust able and dependable in its activities. They may moreover anticipate an association to become straightforward in communication of its performance and be responsive to the needs of its stakeholders. Higher desires for the lawful, moral, and optional CSR will be emphatically related to the customers' support of socially responsible behavior of companies. Higher desires for the financial CSR will be negatively related to the customers' support of socially dependable behavior of companies.

In practice, observing and satisfying stakeholder's wishes, needs, expectations, interests and practices could be a primary concern of corporate marketing. Therefore, corporate marketers must construct social and moral contemplations into all levels of their companies' activities and every day practices. They too must carefully consider the role their company is playing within the society. Customer Social Responsibilities can be seen as a corporate marketing instrument; a procedure that progresses the long-term execution of an association. It is much more than a way for a company to pick up the license to function and goodwill in the open eye. Our observational discoveries propose that moral and philanthropic responsibilities seem to lead to a competitive advantage of the company which is based on wanted client reaction and compensate. Satisfying these desires may be a way for companies to do well by doing great. In expansion, our consider recommends that fulfilling stakeholders' moral and charitable desires isn't an impediment that.

How can organizations and their stakeholders measure a few of the impacts of CSR programs?

The triple bottom line (TBL) offers a way. TBL may be a degree depicted in 1994 by John Elkington, a British trade specialist ((Figure)), and it strengths us to reexamine the exceptionally concept of the "bottom line." Most businesses, and most customers for that matter, think of the foot line as a shorthand expression of their budgetary well-being. Are they making a profit, staying dissolvable, or falling into obligation? That's the customary foot line, but Elkington proposes that businesses have to be consider not fair one but or maybe three measures of their genuine foot line: the financial additionally the social and natural comes about of their activities. The social and natural impacts of doing trade, called individuals and planet within the TBL, are the externalities of their operations that companies must take into account. The three components of the triple foot line are interrelated.

The TBL concept recognizes that outside stakeholders consider it a corporation's obligation to go past making cash. On the off chance that expanding riches harms the environment or makes individuals debilitated, society requests that the enterprise change its strategies or take off the community. Society, businesses, and governments have realized that all stakeholders need to work for the common great.

When they are effective at acting in a socially capable way, organizations will and ought to claim credit. In acting according to the TBL demonstrate and advancing such acts, numerous organizations have reinvested their efforts and their benefits in ways that can eventually lead to the advancement of a feasible financial framework.

CSR used in great confidence has the potential to reshape the introduction of multinational organizations to their stakeholders. By situating themselves as stakeholders in a broader worldwide community, honest organizations can be excellent organizations. They can demonstrate intrigued and impact on a worldwide scale and make strides the way-the fabricate of products and conveyance of administrations serve the neighborhood and worldwide environment. They can return to communities as much as they extricate and cultivate programmed budgetary reinvestment so that individuals willing and able to work for them can bear not as it were the necessities but a chance to seek after happiness. In return, worldwide organizations will have feasible trade models that see past short-term development estimates. They will have a strategy of working and a system for considering almost maintained development with partners and as partners. Moral partner connections methodically develop riches and opportunity in dynamic mold. Without them, the global customer economy may come up short. On an alternate and ethical way of success, today's provider may be a customer within the following era and Soil is still inhabitable after numerous eras of energetic alter and proceeded worldwide development.

Other stakeholders, such as state governments, NGOs (or non-government organizations) citizen groups, and political activity committees within the Joined together States apply social and lawful weight on businesses to progress their natural practices. For case, the state of California in 2015 ordered a set of laws, alluded to as the California Straightforwardness in Supply Chains Act, which needs firms to report on the working conditions of the employees of their providers. The law requires only divulgences, but the included straightforwardness may be a step toward holding U.S. and other multinational organizations capable for what goes on some time recently their items show up in sparkly bundles in stores. The lawmakers who composed California's Supply Chains Act recognize that shopper partners are likely to bring weight to bear on companies found to utilize slave labor in their supply chains, so driving revelation can bring around alter since enterprises would or maybe alter their connections with supply-chain stakeholders than hazard distancing enormous numbers of customers.

On the other hand, for a few, CSR is nothing more than an opportunity for exposure as a firm tries to see great through different naturally or socially inviting activities without making systemic changes that will have long-term positive impacts.

Carrying out shallow CSR endeavors that only cover up systemic morals issues in this inauthentic way (particularly because it applies to the environment), and acting essentially for the purpose of open relations is called green washing. To really get it a company's approach toward the environment, we got to do more than indiscriminately acknowledge the words on its site or its advertising. When an Picture of Social Duty May Be Green washing

Methodology: Comparative case studies

Qualitative methodology; comparative case study method implemented in this research to study complex phenomenon of correlation between social media, ethics and corporate social responsibility. The authors suggested it becomes a suitable & valuable method for the research to develop and evaluate patterns and interventions in the scope of this research. The below explanation illustrates an overview of the types of case studies determining the cases to facilitate application of the outcome results & principles.

Dove

In 2107 'Dove' published an ad that was criticized as 'racist'. The ad was posted on Facebook showing an African American woman removing her brown shirt with a bottle of a Dove Body wash at her side appearing to reveal herself as a white woman in a lighter color top. The three-minute video ad sparked a big debate and controversy about whether this was a subconscious implication that lighter skin is better or just a huge PR mistake. Makeup artist Naomi Blake posted an image She created from a four-panel freeze frame to illustrate what she described as the ad unintended message. The 4 screen graphs taken from the original video ad showed three women of different ethnicity each removing a t shirt matching skin tones to reveal the next. Blake said: "We r putting up these ads with these subliminal messages telling young ladies that your darker skin is not beautiful enough, you need to purify and clean yourself"

In response to Blake as well as thousands of furious responses Dove removed the clip. The beauty brand synonymous with its cleansing bar and real beauty campaigns apologized on Facebook saying: "Dove is committed

to representing the beauty of diversity, we missed the mark in thoughtfully representing women of color and we deeply regret the effect that it caused". However, the 60 year old company got more backlash for that explanation. Movie Director Eva Douvernet tweeted: "You can do better than miss the mark, deepens your offense do better here".

Marissa Solan, a spokeswoman for Dove responded to Douvernet saying that "The ad was intended to convey that Dove body is for every woman and be a celebration of diversity, but we got it wrong and as a result we offended many people. We are deeply sorry". She added that Dove had removed the post and was "re-evaluating our internal processes for creating and reviewing content." In retrospect the black woman who made the first FB comment on the ad never called 'Dove' racist but said they should have consulted black women before posting that ad. There are also a lot of women online black or white or other colors saying the response of the ad went too far and that Dove was trying to convey a message of "Beauty for all" they will still buy their product and they were not offended by it. "I do not understand why people are so offended." And somebody identified as Jessica Cannady wrote, "there was nothing wrong with the commercial ... Let's do better and not over think things."

On the other hand, some Critics were unconvinced by the company's apology; "What was the mark?" the Facebook user Ariel Macklin wrote in a comment that was liked by more than 1000 others. "I mean anyone with eyes can see how offensive this is. Not one person on your staff objected to this? Wow. Will not be buying your products anymore."

Beauty comes in all shapes, sizes and colors; nevertheless, sometimes it leads to a lot of disputes. Even Dove's short Twitter note and a somewhat longer post on Facebook failed to explain correctly what the commercial was trying to express. A lot of people showered the social media with negative comments to the company and metaphorical questions, all were bad. And the hashtag #BoycottDove went viral on Twitter.

Thus the brand also said the video "did not represent the diversity of real beauty, which is something Dove is passionate about and is core to our beliefs" and that it was "re-evaluating our internal processes for creating and approving content to prevent us making this type of mistake in future."

Dove's ad was not a rare case by one company only, but just the most recent in a long line of similar commercials by many corporates.

Nivea, 2017

Earlier same year, 'Nivea' issued a deodorant ad that says, "White is purity." White chauvinists on the internet jumped to the opportunity saying, "Nivea has chosen our side."

A representative of the skin care company responded to the criticism that Nivea had "never intended to hurt anybody or to raise any wrong interpretation." But, like Dove, Nivea had insulted before. Six years earlier, after apologizing for an ad that showed a black man preparing to throw away his old Afro-wearing head behind the words "Re-civilize yourself," it promised to review "current development and approval processes" in order to "avoid any kind of future misleading interpretations."

Qiaobi, 2016

In a 2016 ad for the Chinese company Qiaobi's laundry detergent, an Asian woman puts a soap case into a black man's mouth and puts him in a washing machine, from which he appears as a light-skinned Asian. A spokesperson for Qiaobi refused to apologize saying: "We did this for some sensational effect," she said at the time. "If we just show laundry like all the other commercials, ours will not stand out."

Popchips, 2012

Popchips drew fire in 2012 for a commercial where Ashton Kutcher played a number of characters, including a Bollywood producer named Raj, with brownface and an Indian accent.

Popchips primarily encouraged viewers to watch the ad in the humorous "spirit it was intended." Later On, its chief executive, Keith Belling, said in a statement: "Our team worked hard to create a lighthearted parody featuring a variety of characters that was meant to provide a few laughs. We did not intend to offend anyone. I take full responsibility and apologize to anyone we offended."

Dove, 2011

In 2011, Dove was condemned for another commercial: this one showing three women standing side by side, each with lighter skin than the woman next to her. Behind them were signs reading “before” and “after”; the “before” sign, positioned behind an African-American woman, showed cracked skin, while the “after” sign, behind a white woman, showed smooth skin. The ad said “Visibly more beautiful skin”

Edelman, the public relations company representing Dove, said in a public statement: “All three women are intended to demonstrate the ‘after’ product benefit. We do not condone any activity or imagery that intentionally insults any audience.”

Intel, 2007

In 2007 an Intel commercial for its new processor displayed a white man surrounded by six black runner athletes bent over in beginning postures. “Multiply computing performance and maximize the power of your employees,” the ad read.

Intel said its intent “was to convey the performance capabilities of our processors through the visual metaphor of a sprinter,” but acknowledged, “Unfortunately, our execution did not deliver our intended message and in fact proved to be insensitive and insulting.”

On its website, Dove publicizes the “Real Beauty Pledge,” a promise to show “real women of different ages, sizes, ethnicities, hair color, type or style.” The brand recently hired producer/screenwriter Shonda Rhimes to make short videos rejoicing that idea. Rhimes then produced some TV shows that highlight marginal women as heroes.

One of the films was about the woman who started the “Fat Girls Dance” group. “It’s incredible to watch these ladies go from scared fat girls to, you know, completely amazing warrior fat girls,” Cathleen Meredith, the group’s founder, says in the video. “I think the entire model of what beauty is needs to be thrown completely out, and we need to start defining what beauty is for ourselves.”

Nevertheless, Dove’s PR campaign has been condemned by those who believe that women’s rights & equality should not be used as PR instruments to convince consumers to purchase shower gel. As Time wrote in 2013, “Beauty companies like Dove and Pantene capitalize on feminist messages to hawk you products they’ve convinced you need.”

Time added that we could debate that messages of gender equality are important enough that it is fine if they lead a commercial for a shampoo. But that mentality easily loses the main idea, especially if it is beauty brands who are using feminism to persuade people to buy goods.

Brands like Dove and Pantene have made fortunes by plundering on women’s fears and persuading them they need to buy products to meet stereotypes criteria of beauty.

One racist ad makes you suspect. Two racist ads make you kind a guilty,” CNN political analyst Keith Boykin tweeted.

PEPSI

Have you ever imagined what could usually be done out of a plastic bottle once you have drunk the soda? Or have you ever thought of using that plastic bottle some other way apart from growing plants in it as we used to do when we were young. Well, somebody did and came up with a brighter idea of using plastic bottles in an incredibly valuable way. A revolutionizing, campaign #LightingUpLives by Pepsi Co Pakistan and Liter of Light, is that bright idea which caught our attention has won our hearts and has made us proud.

The 'Lighting Up Lives' project, launched in 2014, is PepsiCo Pakistan's top CSR campaign that offers solar lights inside Pepsi bottles to areas in need. This initiative has helped install hundreds of lights in refugee camps and other under privileged areas across Pakistan impacting the lives of thousands of community members.

Pakistan is a developing nation. The majority of its population currently resides in rural areas often lacking the very basic necessities of life such as access to electricity. According to the data collected by World Bank, as of 2015, this figure stands at 62%.

There are many villages still without electricity, and those that do get less than their requirement having to face constant load shedding for hours at length sometimes on a daily basis.

Light up lives aimed at bringing light to 35 million Pakistanis who still live in isolated areas with no electricity. Villages connected to the mainland only by boats, near total isolation & no light. Pepsi litter of light team ar-

rived with an innovative solution to light up the lives of these villagers. It is an open source global movement. Under this movement they use recyclable low-cost locally available materials to provide lighting solutions for the areas where there is no light. Where the light will make difference to the lives of the people. It's a very simple concept. It's just a Pepsi bottle inserted in a roof, almost no cost, no maintenance and is just a simple thing. Where once they saw the Pepsi team doing it, they could just by seeing they know they can do it themselves. So what they r doing is that they are taking a Pepsi bottle and they are putting water inside and them putting it in the roof. Here the water acts as a medium. Light travels through this medium and it bends. Then it gets refracted 360 degrees in the room. It was an inspiration. There was light in the house and laughter on their faces. If they light up their night, suddenly they have four more hours to their day. The light is a gift from God. We have been given the gift of sight & light.

Pepsi developed this program in 2015, taking it to new levels in the years passed since, and lighting up the lives of more than 70,000 people and more than 40 villages in the far-fetched corners of Pakistan, including the Thar Desert fishermen communities in Sindh. Other successful examples being Philippines, India and Indonesia.

A lot of prominent stars and iconic youth celebrities such as Hamza Ali Abbasi, Sanam Saeed, Syra Yousaf and Azfar Rehman, showed their strong endorsement for this project, especially on social media.

Throughout a country's history, citizens and corporates need to take matters into their own hands, and Pepsi has given several communities the chance to do just that. Walter, PepsiCo's creative partner in Pakistan chose the month o Ramadan to launch their campaign.

Pepsi is a favorite drink in Pakistan especially during the month of Ramadan, people love having Pepsi during iftar. In an attempt to pay back and support those in need, Pepsi established the movement with the help of all Pepsi lovers.

"Liter of light is a powerful initiative and as an iconic brand we wanted to take the idea to the next level. It was important for us to appeal to a wider audience while keeping the core target market in mind," said Muneeza Anwar, brand manager, PepsiCo Pakistan.

"As a brand, it's important for us to inspire the youth and help the community. Ramadan provided the perfect harmony for this concept to come to life," added Salman Butt, marketing manager, PepsiCo Pakistan.

"We aimed to create a heartwarming, feel-good campaign to establish an instant emotional bond with the consumers so they would want to watch it again and again, and hopefully, be motivated to become part of the Liter of Light cause. Ramadan is a month of warmth, compassion and blessings, and with this campaign, we sought to create a natural and emotional fit with the brand, elevating it to stand for something bigger during this holy month," Asma Nabeel, chief creative officer at Walter said.

Volunteers from PepsiCo helped to install hundreds of lights all around. Vice President and General Manager PepsiCo Pakistan acknowledged the volunteers' passion towards community service and said: "The spirit of social responsibility has always been an integral part of the way PepsiCo operates. We believe this support will help those fellow Pakistanis living in the dark to carry on with their lives and continue to earn their respective livelihood with this gift of light."

As a sincere idol Pepsi has always raised the bar to influence lives in a genuinely significant way, sharing the gift of light with those who are disadvantaged through the heart-warming "Lighting up Lives" initiative. The movement has already won consumers all over and has been vital in arousing awareness to what a simple plastic bottle could do to brighten lives.

We appreciate those efforts, somewhere it strikes, how a simple yet creative idea cans make such a huge, positive change in the world.

Details of the campaign

The Corporate

PepsiCo is a multinational food, snack, and beverage corporation having interests in the manufacturing, marketing, and distribution of grain-based snack foods, beverages, and other products. PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo's growth has been guided by "Performance with Purpose", its goal is to deliver top-tier financial performance while creating sustainable growth and shareholder value.

The Agency

Mindshare is a global media agency network with billings in excess of US\$34.5 billion (source: RECMA). The network consists of more than 7,000 employees, in 116 offices across 86 countries spread throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Each office is dedicated to forging competitive marketing advantage for businesses and their brands based on the values of speed, teamwork and provocation. Mindshare is part of Group M, which oversees the media investment management sector for WPP, the world's leading communications services group.

Problem Statement

A significant section of India, Pakistan & Philippines live without lights – even during the day their mud walled, and thatched roofed houses do not get day-light.

Identified Objectives

The mission therefore was to bring alive the brand promise of “Maximizing Moments” in a way that it effected society.

The Strategy/Execution

The initiative tied up with a global foundation Liter of Light & installed empty Pepsi bottles filled with water & bleach on rooftops of houses which enabled absorption of solar energy & illuminated houses.

The content was brought alive via moving digital film that spread organically across the YT world & retargeted them by several other testimonial videos of villagers & urged consumers to volunteer & join the cause by donating.

Conclusion:

This research on social media, ethics & social responsibility has provided a more complete understanding of the corporate promotion process occurring during our recent sustainable development era. Current findings suggest a cooperative effect within the adoption of corporate social responsibility and media ethics in corporate promotion campaigns. However the awareness of the relationship between these variables is still not widespread in the marketing practices in social media because of lack of training, development and experience in this area. Thus the authors recommend that the corporate includes social responsibility and media ethics in their annual training & development programs for their employees. The authors also encourage more research in this interdisciplinary field.

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Marketing and Corporate Social Responsibility (CSR). Moving between broadening the concept of marketing and social factors as a marketing strategy J.C. Sanclemente-Téllez * Ph.D., Departamento de Mercadeo, Universidad EAFIT-Medellín, Colombia Received 18 March 2016; accepted 17 May 2017 Available online 14 July 2017

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