





Corporate Social Responsibility (CSR) Communications on Social Media and Its Impacts on Consumer Engagement: A Case Study of Five (5) Leading Fashion Brands in Indonesia

Cokorda Gede Putra Yudistira¹,
Kadek Dwi Cahaya Putra², Ni Wayan Sumetri³,
and Ni Kadek Eni Marhaeni⁴

^{1,2,3,4} Business Administration Department, Politeknik Negeri Bali, Bali, Indonesia
gedepuayudistira@pnb.ac.id

Abstract. This study explores the CSR communication practice by fashion brand companies in Indonesia via social media; how often the companies communicate CSR, what CSR themes the companies communicate, and the impacts of CSR communication on consumers engagement. Case study approach is applied by analyzing the Instagram's CSR posts of five most popular fashion brands in Indonesia. With content analysis method, the data is collected and analyzed with descriptive statistics and multiple regression technique. The analyses show that fashion companies in Indonesia have actively communicated CSR by dedicating up to more than a half of their Instagram posts for CSR posts. Quality product and service-related content is the most communicated CSR by all companies followed by environment, society, and diversity. No company communicates employee related CSR. Product, environment, society, and diversity related CSR contents have a strong relationship and significance impact on consumer engagement. The study implies that fashion brands in Indonesia have understood the importance of communicating their CSR commitments and practice to varied stakeholders. From stakeholder theory perspective, consumer is the most important stakeholder by fashion companies considering that nearly all of their CSR posts are dedicated for consumers. Communicating contents related to product, environment, society, and diversity have been found to be effective in raising consumers engagement.

Keywords: Consumer Engagement, CSR, Social Media

1 Introduction

Fashion brands require a specific strategy to maintain their reputation by maintaining relationships with stakeholders through communicating their CSR commitment and implementation to stakeholders. Communicating CSR nowadays is a strategy to improve public involvement due to increased concerns about businesses' CSR commitment and implementation. CSR is a business commitment to economic, legal, ethical, and philanthropic responsibility to stakeholders (Carroll, 1991). One stakeholder who is concerned on a business's CSR is customers (Bhattacharya & Sen,

© The Author(s) 2024

A. A. N. G. Sapteka et al. (eds.), *Proceedings of the International Conference on Sustainable Green Tourism Applied Science - Social Applied Science 2024 (ICoSTAS-SAS 2024)*,

Advances in Economics, Business and Management Research 308,

https://doi.org/10.2991/978-94-6463-622-2_70

2004). There is a positive relationship between a business' CSR and customer reactions toward the business and its product. By understanding how consumers react to the company's CSR, the company can develop its business either from a normative or business perspective (Bhattacharya & Sen, 2004).

Stakeholder theory is the most used theory in explaining the phenomena of CSR and CSR communication. This theory believes that the success of a business or organization is really dependent on how the business identifies, communicates, and builds relationships with individuals or certain stakeholder groups that are directly or indirectly related to that business (Freeman, 2004). An analysis of the theory used in 462 CSR articles from 1990-2014 shows that the theory used is predominated by external factors such as stakeholder theory and resources dependence theory (Frynas & Yamahaki, 2016).

Scholars have long investigated CSR communications and their impact on key stakeholders especially society and especially consumers (Alsheyab et al., 2023; Badenes-Rocha et al., 2019; Farmaki, 2019; Fatima et al., 2023). Companies should communicate their CSR commitments and activities through communication tools, especially social media such as YouTube (Song & Wen, 2020), Facebook (Kucukusta et al., 2019; Leung et al., 2017), Twitter (Badenes-Rocha et al., 2019), and Instagram (Macca et al., 2024). When customers believe that a company is socially responsible, they will likely have a positive impression of the company and this will increase customer loyalty (Burlak et al., 2017). There are some key points in communicating CSR (Badenes-Rocha et al., 2019). First, the message/ content should emphasize the company's values and principles so that customers can easily find similarities with the values they define. In this case, hotel industry experts state that CSR is no longer just a promotional tool that has nothing to do with hotel activities; CSR must be fully integrated into the hotel philosophy and aligned with the company. CSR perceptions foster stronger trust when the message comes from customers rather than company sources. Performance in each of the three CSR domains has a positive impact on customer behavioral loyalty to varying degrees. Communicating CSR increases the visibility of a company's pro-social efforts (Kang & Atkinson, 2021). In addition, by focusing on pro-environmental CSR messages, messages that focus on goals and results will be more effective in reducing consumer skepticism and making consumers assume that a hotel's CSR motive is to serve the community.

From the review above, the general hypothesis of this research is drawn as follows; communication of CSR content regarding society, diversity, employees, environment, and economy leads to greater consumer engagement as represented by engagement (likes, comments, and shares) in the media social.

This research attempts to investigate; how often the companies communicate/post CSR via Instagram, what CSR content the companies communicate via Instagram, and how the CSR contents influence consumer engagement. Therefore, this research answers questions of; how often the companies communicate/post CSR content via Instagram, what CSR content the companies communicate via Instagram, and how the CSR contents influence consumer engagement.

2 Methodology

This research uses a quantitative approach with content analysis methods (Krippendorf, 1980). Using a purposive sampling technique, 5 leading fashion brands were selected for analysis by considering that the bigger the company, the more resources the company has to implement and communicate its CSR, especially via Instagram. The research sequence is selecting social media to analyze, identifying company social media accounts, selecting a methodology, selecting a period, determining keywords related to content classification (Bargoni et al., 2020) as cited in (Macca et al., 2024). Primary data in this research was obtained directly through Instagram accounts related to the CSR themes communicated and consumer reactions in the form of likes, comments, and shares, during the period 1 January 31 December 2023. The unit of analysis is the number of CSR contents posted on Instagram accounts as an independent variable; and consumer reactions in the form of likes, comments, and shares as dependent variables. Data were analyzed using descriptive statistics and multiple regression techniques using SPSS 23 software. CSR content includes five (5) themes, namely (1) support. society, (2) diversity (3) employee support, (4) environment, and (5) products (Bhattacharya & Sen, 2004).

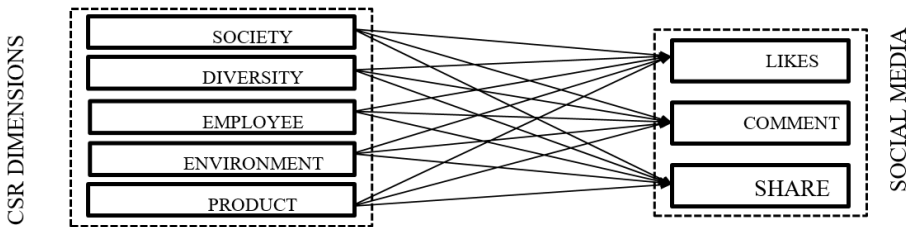


Figure 1. Research model

3 Result and Discussion

3.1 Result

Table 1 shows the number of CSR posts each company posts on Instagram in 2023. Uniqlo posts the most number of CSR posts (247), followed by Eiger (196), and Converse (109). Adidas and 3Seconds post the least number of CSR posts by only 27 and 5 posts respectively. However, in terms of percentage, compared to the non-CSR posts, Converse is the brand by which 51 % of its total number of posts is CSR. The second is Eiger by which 31 % of its total number of posts is CSR, followed by Uniqlo counts for 30 %. Adidas and 3Seconds are the least with 19 % and 5 % of the total posts are CSR.

Table 1. Total number of posts; Non-CSR and CSR-posts

Brand	Follower	Total number of posts	Non-CSR posts	%	CSR-posts	%
Converse	1.2 M	215	106	49 %	109	51 %
Eiger	2.2 M	637	441	69 %	196	31 %
Uniqlo	1.8 M	817	570	70 %	247	30 %
Adidas	1.2 M	140	113	81 %	27	19 %
3Seconds	1.1 M	100	95	95 %	5	5 %

Table 1 shows the number of CSR posts each company posts on Instagram in 2023. Uniqlo posts the most number of CSR posts (247), followed by Eiger (196), and Converse (109). Adidas and 3Seconds post the lowest number of CSR posts only 27 and 5 posts respectively. However, in terms of percentage, compared to the non-CSR posts, Converse is the brand by which 51 % of its total number of posts is CSR. The second is Eiger by which 31 % of its total number of posts is CSR, followed by Uniqlo counts for 30 %. Adidas and 3Seconds are the least with 19 % and 5 % of the total posts being CSR.

Table 2. Total number of CSR posts per category

Brand	CSR category					Total
	Environment	Society	Diversity	Employee	Product	
Uniqlo	2 (0.5 %)	4 (1.5 %)	0	0	241 (98 %)	247
Eiger	28 (14%)	0	0	0	168 (86 %)	196
Converse	0	3 (3 %)	2 (2 %)	0	104 (95%)	109
Adidas	8 (30 %)	0	1 (3 %)	0	18 (67%)	27
3seconds	0	0	0	0	5 (100%)	5

Table 2 shows the number of CSR posts by the five categories; environment, society, employee, and product. Although there are three brands; 3seconds, Uniqlo, and Converse, which dedicate almost entirely of their CSR posts to products; two other brands; Adidas and Eiger, have 30 % and 24 % of their CSR posts dedicated to the Environment. There is no brand that posts CSR-related to employees. While Converse has 3 % of its posts dedicated to society, Uniqlo has 1.5 % of its posts dedicated to society. Only Converse and Adidas have posts related to diversity. It means that CSR posts related to product and service quality are the most communicated CSR post, followed by environment, society, and diversity.

Table 3 indicates the influence of CSR posts/contents of the five categories on consumer engagement. As seen in the table, the results show that product-related CSR communicated by 3SECONDS has a very significant influence on the number of Likes, with a t-value of 17.863 and a significance of 0.000. This shows that CSR communication related to good product quality can increase consumer interaction, as can be seen from the number of Likes given. The product variable also has a very significant influence on the number of comments with a t-value of 11.292 and a significance of 0.000. This shows that consumers are very interested in interacting more deeply by providing comments on posts on CSR communications related to product quality.

For the UNIQLO brand, CSR communication related to the product also shows a significant influence on the number of Likes, with a t-value of 17.863 and a significance of 0.000. This shows that the quality of the product can attract the attention of consumers to give Likes. Apart from that, the product variable also has a significant effect on the number of comments, with a t-value of 11.292 and a significance of 0.000. Consumers tend to comment on posts related to interesting products. Other variables do not show a significant influence on the number of Likes, Comments and Shares.

For the EIGER brand, several variables have a significant influence on the number of Likes, Comments, and Shares. The environmental variable has a significant effect on the number of Likes, with a t-value of 4.139 and a significance of 0.000. This means that content related to the environment can attract consumers' attention to give Likes. Apart from that, the products offered by EIGER also have a significant influence on the number of Likes, with a t-value of 12.596 and a significance of 0.000, indicating that good product quality can increase consumer interaction. Environmental variables also significantly influence the number of comments, with a t-value of 2.599 and a significance of 0.000. This shows that consumers not only give Likes but are also interested in providing comments on posts related to the environment. The product variable also has a very significant influence on the number of Comments, with a t-value of 15.633 and a significance of 0.000. Finally, the environment variable has a significant influence on the number of shares, with a t-value of 2.599 and a significance of 0.000, indicating that content related to the environment tends to be shared more by consumers. Variables of community, diversity, and employee support do not show a significant influence on the number of Likes, Comments, and Shares.

CONVERSE brand's several variables show a significant influence on the number of Likes, Comments and Shares. The society variable has a significant influence on the number of Likes, with a t-value of 2.462 and a significance of 0.014. This shows that content related to society is able to attract the attention of consumers to give Likes. The Product variable also has a significant influence on the number of Likes, with a t-value of 14.180 and a significance of 0.000, indicating that good product quality can increase consumer interaction. The Product variable has a significant influence on the number of Comments, with a t-value of 9.615 and a significance of 0.000. Consumers tend to comment on posts related to interesting products. Environment variable also has a significant effect on the number of Shares, with a t-value of 28.428 and a significance of 0.000. This shows that environmental-related content tends to be shared more by consumers. Environment variable (on Likes), society (on Comments and Shares), diversity, and employee support do not show a significant influence on the number of Likes, Comments, and Shares.

Similar to Converse, Adidas's some variables also show a significant influence on the number of Likes, Comments and Shares. The society variable has a significant influence on the number of Likes, with a t-value of 2.034 and a significance of 0.044. This shows that community-related content is able to attract the attention of consumers to give Likes. The product variable also has a significant influence on the number of Likes, with a t-value of 5.031 and a significance of 0.000, indicating that good product quality can increase consumer engagement. The product variable also has a significant effect on the number of comments, with a t-value of 3.576 and a significance of 0.000. Consumers tend to comment on posts related to interesting products and services. Finally, environment variable has a significant influence on the number of shares, with

a t-value of 2.599 and a significance of 0.000, indicating that CSR content related to the environment tends to be shared more by users. Environment variable (on Likes and Comments), society (on Comments and Shares), diversity, and employee support do not show a significant influence on the number of Likes, Comments, and Shares. It is because these posts are found to be less interesting or relevant to the consumers' interests. In fact, consumers are more interested in the product.

3.2 Discussion

Popular fashion brands in Indonesia have been aware and concerned of the importance of communicating CSR via social media particularly Instagram. The frequency of communicating CSR varies wherein the brands dedicate from one fifth to more than a half of their posts to CSR posts. However, most companies only focus on information related to product and service quality. There are a few companies which also focus on other aspects of CSR; environment, society, and diversity. It indicates that fashion brand companies in Indonesia have been also aware and concerned on the importance of communicating CSR information which are related to environment, society, and diversity. Other important information considered to be important for stakeholders are environment, society, and diversity. Employee-related information is considered not important by the fashion brand companies. This situation can be understood from the perspective of stakeholder theory. The companies communicate information which are considered important by those stakeholders. The more important certain stakeholders, the more often a company communicate to them. Fashion brand companies in Indonesia consider consumers as the most important stakeholder group. That is why the companies put priority on communicating information that is preferred by the consumers; product and service-related information. Environment-related CSR is the second most communicated information via Instagram. It is because nowadays the stakeholders are also concerned on the companies' commitment on protecting environment and minimizing the impacts of their business operation to environment.

The results of statistical analyses support the above rationale showing that the variables of product, environment, society, and diversity have a strong relationship and significant influence on consumer engagement (likes, comments, and shares). The significant influence is caused by the relevance of the CSR content to the interests and attention of consumers, the good quality of products and services, and the ability of the content to attract attention and interaction on Instagram. On the contrary, CSR variables that do not show a significant effect have a significance value (p-value) of more than 0.05 indicating that these variables do not have a strong relationship with the dependent variable. This insignificance is caused by a lack of relevance of the content to the interests and attention of consumers, the quality of products and services that are not attractive enough, or the inability of the content to attract attention and interaction on social media.

Thus, the results of this research provide insight into the factors that influence user interaction on social media for each fashion brand, as well as the importance of paying attention to the quality of content and products or services to increase engagement on these platforms.

4 Conclusion

This study is about the practice of CSR communication by fashion brands in Indonesia via social media. It particularly investigates how often the companies communicate CSR via Instagram, what CSR content to communicate, and how the contents impact consumer engagement. The research shows that fashion brand companies have been concerned with CSR communication and dedicate from 20 % to 50 % of their Instagram posts to CSR-related posts. CSR information which is related to product and service quality is the most communicated CSR followed by environment, society, and diversity which indicate that the companies consider consumers as the most important stakeholders. The CSR contents indeed have an impact on consumer engagement shown from the high number of engagements such as likes, comments, and shares. The statistical analyses also show that CSR posts of product, environment, society, and diversity have a strong relationship and significant influence on the consumer's engagement.

Acknowledgment

This study was partially supported by the Ministry of Research, Technology, and Higher Education, Republic of Indonesia, under Grant No. 01901/PL8/A1.04/2024. The authors would like to acknowledge the support of The Centre of Research and Community Services of Bali State Polytechnic.

References

Alsheyab, M., Filimon, N., & Fusté-Forné, F. (2023). Hospitality management in times of crisis: A corporate social responsibility perspective. *International Journal of Islamic and Middle*

- Eastern Finance and Management*, 16(5), 873–891. <https://doi.org/10.1108/IMEFM-03-2022-0122>.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, July–August.
- Badenes-Rocha, A., Ruiz-Mafé, C., & Bigné, E. (2019). Engaging customers through user-and company-generated content on CSR. *Spanish Journal of Marketing ESIC*, 23(3), 339–372. <https://doi.org/10.1108/SJME-09-2018-0043>.
- Bhattacharya, C. B., & Sen, S. (2004). Doing better at doing good: When, Why, and How consumers respond to corporate social initiatives. *California Management Review*, 47(1), 9–24. <https://doi.org/10.2307/41166284>.
- Farmaki, A. (2019). Corporate social responsibility in hotels: A stakeholder approach. *International Journal of Contemporary Hospitality Management*, 31(6), 2297–2320. <https://doi.org/10.1108/IJCHM-03-2018-0199>.
- Fatima, T., Badar, K., Waqas, M., Ayub, A., & Haris, M. (2023). CSR communication matters! an examination of CSR, Organisational pride, and Task-Related Pro-Environmental Behaviour Nexus. *Sustainability*, 15(12), 9665. <https://doi.org/10.3390/su15129665>
- Freeman, R. E. (2004). *The Stakeholder Approach Revisited*.
- Frynas, J. G., & Yamahaki, C. (2016). Corporate social responsibility: Review and roadmap of theoretical perspectives. *Business Ethics: A European Review*, 25(3), 258–285. <https://doi.org/10.1111/beer.12115>.
- Kang, E. Y., & Atkinson, L. (2021). Effects of message objectivity and focus on green CSR communication: The strategy development for a hotel's green CSR message. *Journal of Marketing Communications*, 27(3), 229–249. <https://doi.org/10.1080/13527266.2019.1640270>.
- Kim, M., White, C., & Kim, C. (2019). Examining relationships among cultural factors and expectations of CSR. *Journal of Communication Management*, 23(4), 427–443. <https://doi.org/10.1108/JCOM-01-2019-0009>
- Kucukusta, D., Perelygina, M., & Lam, W. S. (2019). CSR communication strategies and stakeholder engagement of upscale hotels in social media. *International Journal of Contemporary Hospitality Management*, 31(5), 2129–2148. <https://doi.org/10.1108/IJCHM-06-2018-0484>
- Leung, X. Y., Bai, B., & Erdem, M. (2017). Hotel social media marketing: A study on message strategy and its effectiveness. *Journal of Hospitality and Tourism Technology*, 8(2), 239–255. <https://doi.org/10.1108/JHTT-02-2017-0012>
- Song, B., & Wen, J. (Taylor). (2020). Online corporate social responsibility communication strategies and stakeholder engagements: A comparison of controversial versus noncontroversial industries. *Corporate Social Responsibility and Environmental Management*, 27(2), 881–896. <https://doi.org/10.1002/csr.1852>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

